
OREGON TRAFFIC SAFETY PERFORMANCE PLAN

Fiscal Year 2015

Annual Report



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**OREGON
TRAFFIC SAFETY
PERFORMANCE PLAN**

Fiscal Year 2015

Annual Report

Produced: December 2015

**Transportation Safety Division
Oregon Department of Transportation
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Foreword

This report has been prepared to satisfy federal reporting and provide documentation for the 2015 federal grant year.

The 2015 Performance Plan was approved by the Oregon Transportation Safety Committee (OTSC) on May 13, 2014 and subsequent approval by the Oregon Transportation Commission (OTC) on June 20, 2014. The majority of the projects occurred from October 2014 through September 2015.

The process for identification of problems, establishing performance goals, and developing programs and projects is detailed on page 7. A detailed flow chart of the grant program planning process is offered on page 9, Overview of Highway Safety Planning Process.

Each program area page consists of five different parts.

1. A link to the Transportation Safety Action Plan which shows how we are addressing the long range strategies for Oregon.
2. Problem statements are presented for each topical area.
3. Data tables reflect the information available and provide previous years' averages where possible.
4. Goal statements are aimed at 2020 and performance measures for 2015. The bold entry contained within brackets [] directly following the performance measure supplies a response to the measure based on the latest data available (i.e., Decrease traffic fatalities from the 2008-2011 average of 360 to 338 by December 31, 2014. ***[In 2014, there were 357 traffic fatalities.]***)
5. Project summaries are listed by individual project, by funding source, at the end of the document. The amounts provided are federal dollars, unless in brackets, which denotes state/other funding sources.

Throughout the 2015 fiscal year the following funds are expended (financial figures represent the latest grant and match revenues available through December 22, 2015):

Federal funds:	\$ 5,734,579
State/local match:	<u>[\$ 9,048,140]</u>
Grand Total	\$ 14,782,719

Copies of this report are available and may be requested by contacting the Transportation Safety Division at (503) 986-3883.

Document Purpose

The Annual Evaluation reports on the accomplishments and challenges experienced in the 2015 programs including all of the funds controlled by the Transportation Safety Division. The report explains what funds were spent and how we fared on our annual performance measures.

Executive Summary

The Oregon Department of Transportation was established in 1969 to provide a safe, efficient transportation system that supports economic opportunity and livable communities for Oregonians. The ODOT Transportation Safety Division continues its mission of saving lives and preventing injuries through grant programs in 2015. There were 220 traffic safety projects and over 200 mini-grants contributing to the highway safety program this year.

Oregon continues to be a pioneer in traffic safety since 1944 when the vehicle miles traveled in the state was much lower. There are many projects throughout the state that have influenced safer travel, safer roadways, and safer drivers.

A higher number of injury crashes have been reported for the 2011 data file compared to previous years. The higher numbers result from a change to an internal departmental process in 2011 that allows the Crash Analysis and Reporting Unit to add previously unavailable, non-fatal crash reports to the annual data file and does not reflect an increase in annual crashes. Please be aware that the 2012 data will reflect an increase of approximately 15 percent more injury crashes when comparing pre-2011 injury crash statistics.

The Impaired Driving program continues a strong commitment through effective, coordinated partnerships across the spectrum of law enforcement, prosecutorial, treatment, prevention and education resources in Oregon. These programs work to direct resources, leverage community strengths, advise policy and promote creative solutions towards reducing the incidents of impaired driving which can involve alcohol, prescription drugs, over-the-counter medications, controlled and other non-controlled substances. Key programs include High Visibility Enforcement, enhanced accountability for offenders, support and guidance for specialty/treatment courts that supervise repeat DUII offenders, improved DUII training for officers and prosecutors, Drug Recognition Expert training, education for youth on the dangers and consequences of impaired driving, and community awareness campaigns to promote safety and good decision-making when it comes to impairing substances and driving.

The Oregon Motorcycle Safety program provides one of the nation's strongest comprehensive motorcycle safety programs. This year ODOT leadership and staff strategically planned for the Oregon Motorcycle Safety Program to take the next steps in continuously improving its service to motorcyclists and motorists. Following national best management practice guidelines, ODOT requested a Motorcycle Safety Program Assessment. Led by the NHTSA Motorcycle Safety Program Highway Safety Specialist, and assisted by five nationally recognized experts in motorcycle and highway safety program management, the team provided Oregon with 96 written recommendations. We are now moving forward in implementing many of the recommendations with our partners.

ODOT continues to be committed to providing a premier motorcycle safety program. By consistently addressing all eleven elements of a comprehensive motorcycle program, coupled with strong relationships with diverse partners, we look forward to improving motorcyclist and motorist safety.

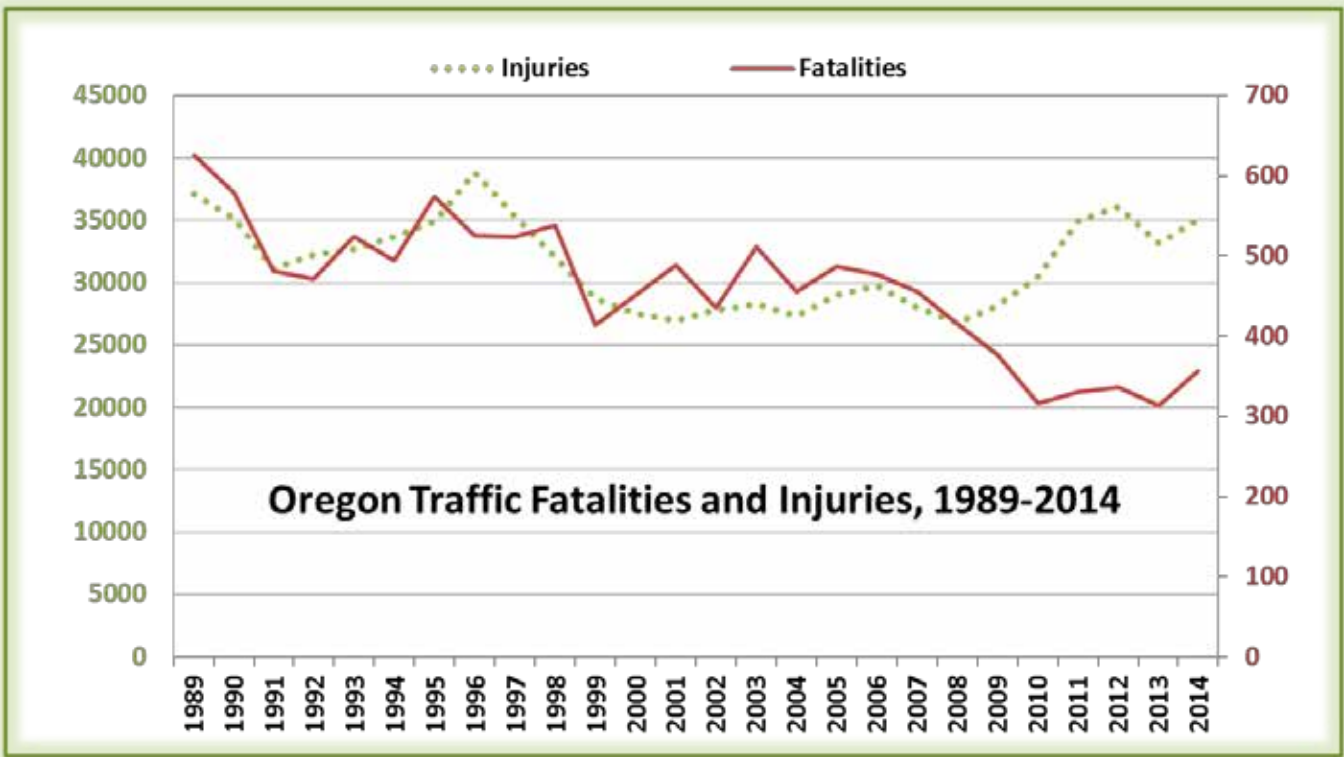
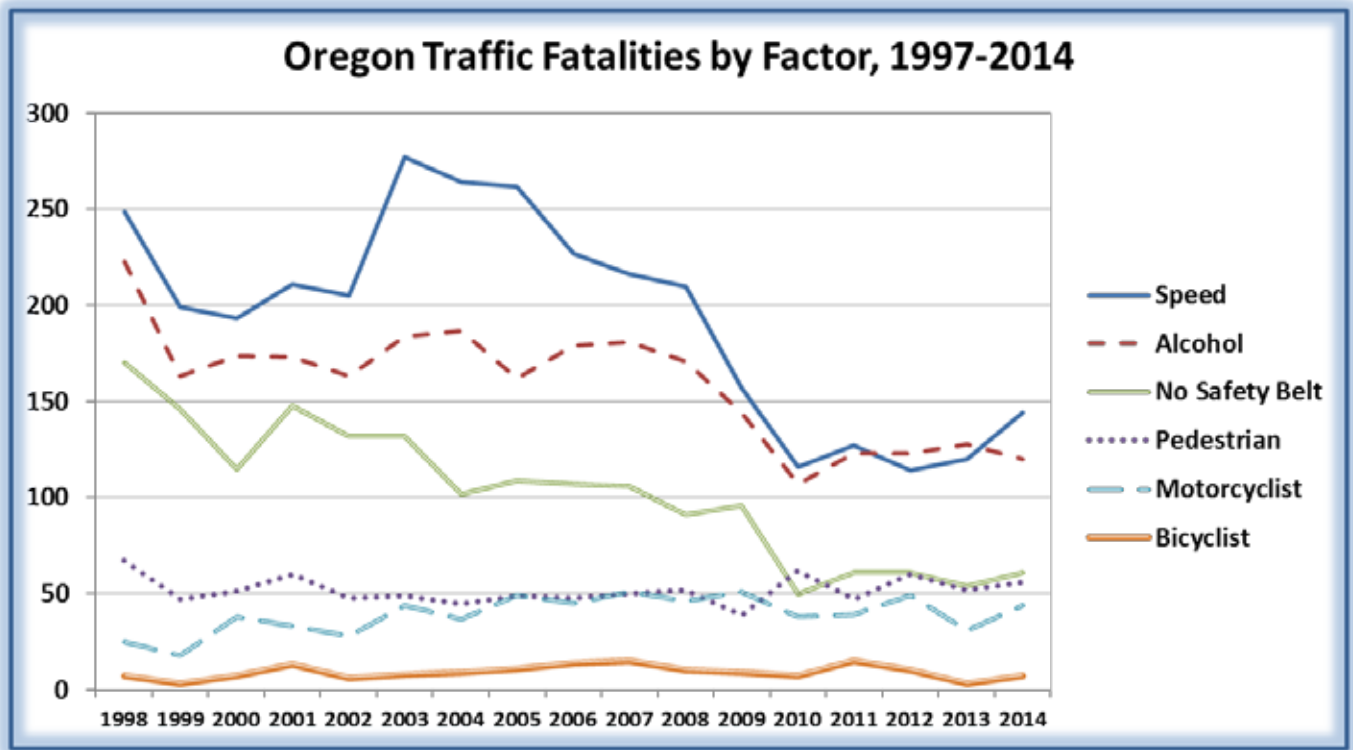
Oregon's Transportation Safety Division is committed to comprehensive driver safety education and increased awareness for young motorists, even before the teen driving age. Oregon has been successful in the reduction of youth fatalities because of this critical focus, and we continue to educate and instruct youth through a variety of mediums and messages. These messages include being alert and aware of other road users like pedestrians and bicyclists, the dangers of distracted driving, texting and cell phone use which continue to be a risk to both teens and pre-teens across the United States. Oregon's Driver Education program works hard to educate our teen drivers on safe driving habits. Oregon's passion lays in providing driver education to every youth in the state. The instructors hold strong to the commitment that an educated driver is a safe driver.

The Occupant Protection program is continually focused on educating the general public, law enforcement, family medical providers, and families regarding proper selection and use of motor vehicle safety restraints. In 2015, Oregon's observed safety belt use rate decreased from the 2014 rate of 97.8 percent to 95.54 percent.

Over the past year, Oregon police agencies have continued to use technology and speed measuring equipment to increase the number of citations and warnings issued as the number of speed related fatalities and serious injury crashes continue. With declining enforcement resources, these advances in technology provide valuable, near real time, actionable information to Oregon law enforcement and the transportation safety office for analysis. This allows additional counter-measures to be deployed to help reduce fatal and injury crashes on Oregon roads.

With the pedestrian population surpassing 4 million in the last quarter of 2015, it is more important than ever for the Pedestrian Safety Program to work with the wide range of transportation, health, education and enforcement partners looking to promote Oregonian safety, health and well-being. Working with agencies like Oregon Impact on Pedestrian Safety Operation training, reaching out to local agencies and advocacy groups through ODOT Region Traffic Safety Coordinators, and distributing safety messages across media outlets allows the Pedestrian Safety Program to keep involved and informed. Since pedestrian safety is often about personal responsibility, the Pedestrian Safety Program continues to promote the messages that "Everyone is a pedestrian," "Every intersection is a crosswalk," "The first step to safety is yours," and "Watch out for each other."

The successes of Oregon can be attributed to the strong partnerships and commitment of the numerous safety programs, safer engineering, education, law enforcement, emergency medical teams, and the personal commitment by Oregonians to make our state a safe place to live.



*In 2011 the number of injury and property damage crashes increased due to improved reporting procedures and better data capture.

Process Description

The following is a summary of the current process by the Transportation Safety Division (TSD) for the planning and implementation of its grant program. The program is based on a complete and detailed problem analysis prior to the selection of projects. A broad spectrum of agencies at state and local levels and special interest groups are involved in project selection and implementation. In addition, grants are awarded to TSD so we can, in turn, award contracts to private agencies or manage multiple mini-grants. Self-awarded TSD grants help us supplement our basic program to provide more effective statewide services involving a variety of agencies and groups working with traffic safety programs that are not eligible for direct grants.

Process for Identifying Problems

Problem analysis is completed by Transportation Safety Division staff, the Oregon Transportation Safety Committee (OTSC), and involved agencies and groups on January 14 and 15, 2014.

HSP development process Organizations and Committees

- Commute Options
- Eugene Safe Routes To School
- GAC on Motorcycle Safety
- ODOT District 2C
- ODOT Region 2
- ODOT Transportation Data
- Oregon State Police
- Scenic Bikeways Committee
- Dept. of Public Safety Standards and Training
- FHWA
- Multnomah County Circuit Court
- ODOT DMV
- ODOT Region 5
- Oregon Association Chiefs of Police
- Oregon State Sheriff's Association
- Washington Traffic Safety Commission
- Driver Education Advisory Committee
- GAC on DUII
- NHTSA Region 10
- ODOT Motor Carrier
- ODOT Traffic Engineering
- Oregon Health Authority
- Oregon Transportation Safety Committee

A state-level analysis is completed, using the most recent data available (currently 2012 data), to certify that Oregon has the potential to fund projects in various program areas. Motor vehicle crash data, survey results (belt use, helmet use, public perception), and other data on traffic safety problems are analyzed. State and local agencies are asked to respond to surveys throughout the year to help identify problems. Program level analysis is included with each of the National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA) priority areas such as impaired driving, safety belts, and police traffic services. This data is directly linked to performance goals and proposed projects for the coming year, and is included in project objectives. Not all of the reviewed data is published in the Performance Plan.

A higher number of injury crashes have been reported for the 2011 data file compared to previous years. This does not reflect an increase in annual crashes. The higher numbers result from a change to an internal departmental process that allows the Crash Analysis and Reporting Unit to add previously unavailable, non-fatal crash reports to the annual data file. Please be aware that the 2011-12 data will reflect an increase of approximately 15% more injury crashes when comparing pre-2011 injury crash statistics.

Process for Establishing Performance Goals

Performance goals for each program are established by TSD staff, taking into consideration data sources that are reliable, readily available, and reasonable as representing outcomes of the program. Performance measures incorporate elements of the Oregon Benchmarks, Oregon Transportation Safety Action Plan, the Safety Management System, and nationally recognized measures. Both long-range (by the year 2020) and short-range (current year) measures are utilized and updated annually. Oregon uses a minimum of 3, 5, or 8 year history average, then a change rate of 3 percent, plus or minus, to establish performance measures. This level of change has proven to be effective in prior Highway Safety Plans and is an easy way to forecast what can be expected. This level of change is generally representative of one standard deviation, meaning that the actions taken had an influence on the result outside of just pure chance. The Oregon highway safety community has also embraced this formula and supports the use of 3 percent.

Process for Developing Programs and Projects

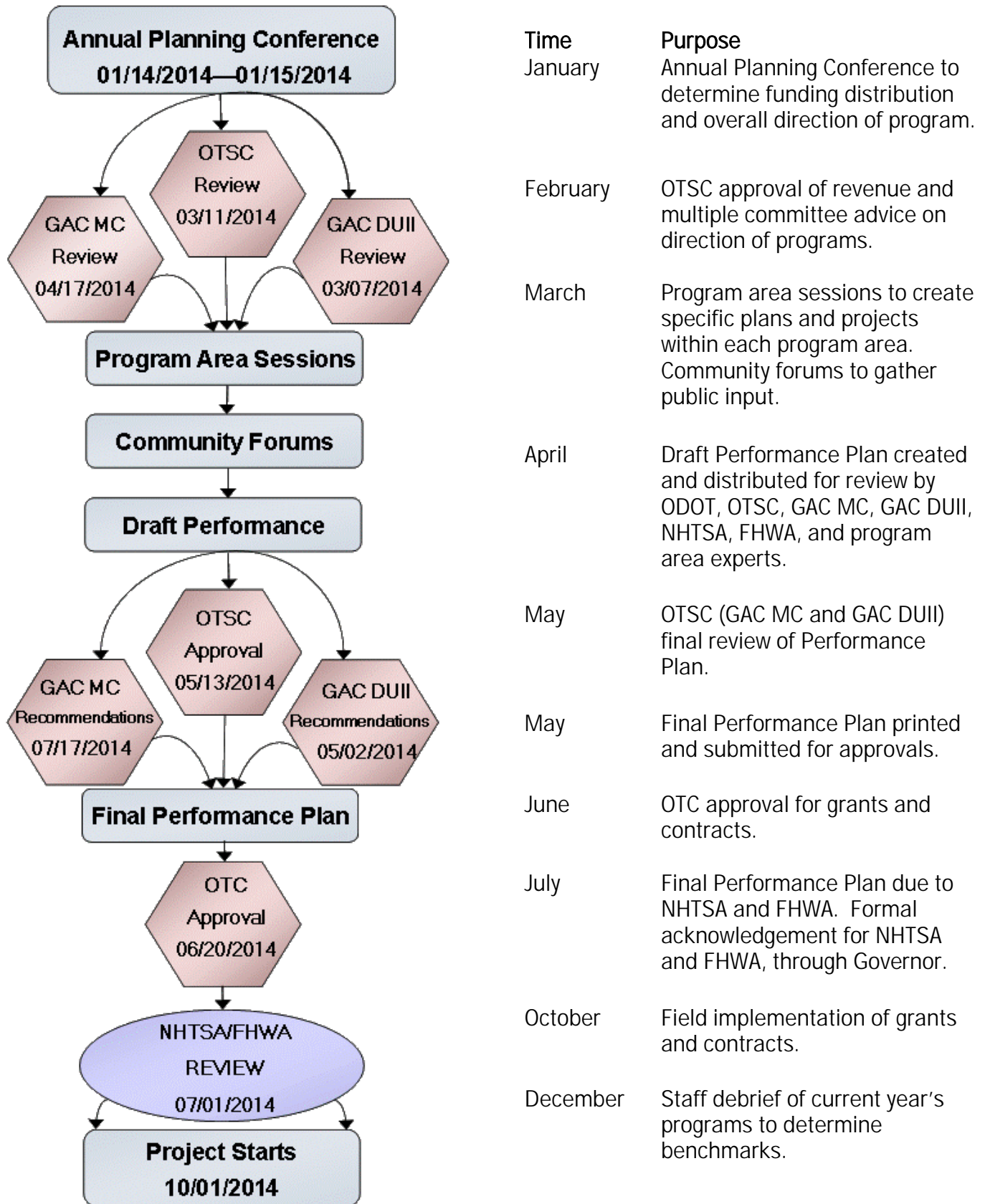
Programs and projects are designed to impact problems that are identified through the problem identification process described above. Program development and project selection begin with program specific planning meetings that involve professionals who work in various aspects of the specific program. A series of public meetings are held around the state to obtain the input of the general public (types of projects to be funded are selected based on problem identification). Specific geographic areas are chosen from among these jurisdictions determined to have a significant problem based on jurisdictional problem analysis. Project selection begins with proposed projects requested from eligible state and local public agencies and non-profit groups involved in traffic safety. Selection panels may be used to complement TSD staff work in order to identify the best projects for the coming year. Past panels have been comprised of OTSC members, the Oregon Transportation Commission, statewide associations, and other traffic safety professionals. Projects are selected using criteria that include: response to identified problems, potential for impacting performance goals, innovation, clear objectives, adequate evaluation plans, and cost effective budgets. Those projects ranked the highest are included in Oregon's funding plan.

As required under MAP-21, the project selection process for NHTSA-funded grants rely on published reports and various types of studies or reviews. The Transportation Safety Division relies on these reports to also make project selections for all of the other grants and programs that are contained in this Performance Plan. The sources of information are:

- Ø Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices - USDOT
- Ø State On-Highway Motorcycle Equipment Requirements - MSF
- Ø Annual Evaluation - TSD
- Ø Annual Evaluation - various SHSO's from across the country
- Ø State Highway Safety Showcase - GHSA
- Ø Mid-Year Project Evaluations - TSD
- Ø Research Notes - USDOT
- Ø Program Assessments - various SHSO's from across the country
- Ø Uniform Guidelines for State Highway Safety Programs – USDOT

The flow chart on the following page presents the grant program planning process in detail.

Overview of Highway Safety Planning Process



Performance Goals

This report highlights traffic safety activities during the federal fiscal year 2015. The data contained in this report reflects the most current available.

The following performance measures satisfy NHTSA's required core outcome, behavior and activity measures. This document was approved by the Oregon Transportation Safety Committee and endorsed by the Governor's Advisory Committees, and these measures were reviewed in January 2014 as part of the 2015 planning process.

Performance Goals and Trends, 2008-2012

	2008	2009	2010	2011	2012	5-Year Average	Goal 2015
Fatalities	416	377	317	331	337	356	300
Fatalities/100M VMT	1.24	1.11	0.94	0.99	1.01	1.06	0.90
Serious Traffic Injuries	1,913	1,231	1,382	1,541	1,619	1,537	1,382
Rural Road Fatalities/100M VMT*	2.03	1.93	1.45	1.48	1.58	1.69	1.37
Urban Road Fatalities/100M VMT*	0.62	0.45	0.54	0.61	0.57	0.56	0.52
Statewide Observed Seat Belt Use, Passenger Vehicles, Front Seat Outboard Occupants	96.3%	96.6%	97.0%	97.0%	98.0%	97.0%	99.0%
Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	91	96	50	61	61	72	51
Fatalities Involving a Driver or Motorcycle Operator with a BAC of .08 and Above	107	96	51	81	67	80	67
Speeding-Involved Fatalities	210	157	116	127	113	145	108
Motorcyclist Fatalities	46	49	38	38	49	44	42
Unhelmeted Motorcyclist Fatalities	1	3	3	4	3	3	2
Drivers Age 20 or Younger in Fatal Crashes	34	46	36	35	40	38	34
Pedestrian Fatalities	52	38	62	46	60	52	51

Sources: Crash Analysis and Reporting, Oregon Department of Transportation
 Fatality Analysis Reporting System, U.S. Department of Transportation
 Oregon Occupant Protection Observation Study, Intercept Research Corporation

*<http://www-nrd.nhtsa.dot.gov/departments/nrd-30/nca/STSI/USA%20WEB%20REPORT.HTM>

Grant Funded Enforcement, 2009-2013

	FFY 2009	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 5-Year Average
Seat Belt Citations Issued During Grant Funded Enforcement	15,178	12,732	15,829	10,116	5,096	11,790
Impaired Driving Arrests During Grant Funded Enforcement	1,080	1,447	2,144	1,881	1,390	1,588
Speeding Citations Issued During Grant Funded Enforcement	13,689	18,902	17,217	12,376	n/a	n/a

Sources: TSD Grant files, 2009 - 2013

Core Outcome Measures

Traffic Fatalities (C-1)

Decrease traffic fatalities from the 2010-2012 average of 328 to 300 by December 31, 2015. (NHTSA) ***[In 2014, there were 357 traffic fatalities.]***

Serious Traffic Injuries (C-2)

Decrease serious traffic injuries from the 2010-2012 average of 1,514 to 1,382 by December 31, 2015.¹ (NHTSA) ***[In 2014, there were 1,496 serious traffic injuries.]***

Fatalities/VMT (C-3)

Decrease fatalities per 100 million VMT from the 2010-2012 average of 0.98 to 0.90 by December 31, 2015. (NHTSA) ***[In 2014, the traffic fatality rate was 1.03.]***

Rural Fatalities/VMT (C-3)

Decrease rural fatalities per 100 million VMT from the 2010-2012 average of 1.50 to 1.37 by December 31, 2015. (NHTSA) ***[In 2013, the rural fatality rate was 1.35.]***

Urban Fatalities/VMT (C-3)

Decrease urban fatalities per 100 million VMT from the 2010-2012 average of 0.57 to 0.52 by December 31, 2015. (NHTSA) ***[In 2013 the urban fatality rate was 0.59.]***

Unrestrained Passenger Vehicle Occupant Fatalities (C-4)

Decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions from the 2010-2012 average of 56 to 51 by December 31, 2015. (NHTSA) ***[In 2014, there were 61 unrestrained passenger vehicle occupant fatalities.]***

Alcohol Impaired Driving Fatalities (C-5)

Decrease alcohol impaired driving fatalities from the 2010-2012 average of 73 to 66 by December 31, 2015. (NHTSA) ***[In 2014, there were 100 alcohol impaired fatalities.]*** *Note: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.

Speeding Related Fatalities (C-6)

Reduce the number of fatalities in speed-related crashes from the 2010-2012 average of 119 to 108 by December 31, 2015. (NHTSA) ***[In 2014, there were 105 speed-related fatalities.]***

Motorcyclist Fatalities (C-7)

Decrease motorcyclist fatalities from the 2010-2012 average of 43 to 42 by December 31, 2015. (NHTSA) ***[In 2014, there were 46 motorcyclist fatalities.]***

Unhelmeted Motorcyclist Fatalities (C-8)

Decrease unhelmeted motorcyclist fatalities from the 2010-2012 average of 3 to 2 by December 31, 2015. (NHTSA) ***[In 2014, there were 4 unhelmeted motorcyclist fatalities.]***

Drivers Age 20 or Younger Involved in Fatal Crashes (C-9)

Reduce the number of drivers; age 15-20, involved in fatal crashes from the 2010-2012 average of 37 to 34 by December 31, 2015. (NHTSA) ***[In 2014, there were 33 drivers; age 15-20, involved in fatal crashes.]***

Pedestrian Fatalities (C-10)

Reduce the number of pedestrian fatalities from the 2010-2012 average of 56 to 51 by December 31, 2015. (NHTSA) ***[In 2014, there were 57 pedestrian fatalities.]***

¹ In 2011 the number of injury and property damage crashes increased due to improved reporting procedures and better data capture.

Bicycle Fatalities (C-11)

Reduce bicyclist fatalities from the 2010-2012 average of 11 to 10 by December 31, 2015. (NHTSA) *[In 2014, there were 7 bicyclist fatalities.]*

Core Behavior Measure

Seat Belt Use Rate (B-1)

Increase statewide observed seat belt use among front seat outboard occupants in passenger vehicles, as determined by the NHTSA compliant survey, from the 2010-2012 average usage rate of 97 percent to 99 percent by December 31, 2015. (NHTSA) *[In 2015, observed seat belt use among front seat outboard occupants in passenger vehicles was 95.54 percent.]*

Activity Measures

Seat Belt Citations (A-1)

Number of Seat Belt citations issued during grant-funded enforcement activities. (NHTSA) *[In the 2015 federal grant year, there were 5,089 grant funded seat belt citations issued.]*

Impaired Driving Arrests (A-2)

Number of Impaired Driving arrests during grant-funded enforcement activities. (NHTSA) *[In the 2015 federal grant year, there were 1,385 impaired driving arrests made during grant-funded enforcement activities.]*

Speeding Citations (A-3)

Number of Speeding citations issued during grant-funded enforcement activities. (NHTSA) *[In the 2015 federal grant year, there were 4,143 speeding citations issued during grant funded enforcement activities.]*

Public Opinion Measures²

(A-1) *In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages?*

[The vast majority of respondents reported having not driven within two hours of drinking alcohol within the past 60 days (83.0% Statewide). This was most common in Region 5 (89.9%), followed by Region 2 (86.1%) and Region 4 (84.9%). There were, however, 16.2% of all respondents who reported having driven impaired by alcohol from one to six or more times in the past 60 days, with the largest proportion of those respondents in Region 1 (18.6%) and Region 3 (16.6%).]

(A-2) *In the past 30 days, have you read, seen or heard anything about alcohol impaired driving or drunk driving enforcement by police?*

[The majority of respondents were aware of such messaging (63.7% Statewide), with the largest proportion of respondents in Region 4 (69.7%) followed by Region 2 (66.7%). Region 5 had the most respondents who had not been exposed to messaging about drunk driving enforcement by police (43.1%), followed by Region 1 (37.1%) and Region 3 (36.8%).]

² Source: "2015 Oregon Department of Transportation: NHTSA Program Measures Statewide Public Opinion Survey", August 2015.

(A-3)Based on anything you know or may have heard, what do you think the chances are of someone getting arrested if they drive after drinking?

[The largest proportion of Statewide respondents (41.2%) believe there is a 51% to 100% chance of getting arrested for drunk driving, followed by a 21% to 50% chance (26.7%) and a 6% to 20% chance (14.1%). Region 5 had the largest proportion of respondents believing there is a 51% to 100% chance of getting arrested (53.6%), followed by Region 4 (44.8%). Again, it is interesting to note that that when looking at the individual responses provided, 17.4% of all respondents reported that there is a 100% chance of getting arrested for drunk driving, with Region 5 having the largest proportion of respondents (33.1%), followed by Region 4 (19.1%).]

(B-1) How often do you use safety belts when you drive or ride in a passenger vehicle?

[The vast majority of respondents reported using their safety belts when driving or riding in a passenger vehicle, with 94.4% Statewide, as well as across all five regions (90.9% to 95.6%).]

(B-2)In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?

[The majority of respondents were not aware of any seat belt law enforcement messaging, both Statewide (67.1%), as well as across all five regions (61.0% to 69.8%). Of the respondents who had recently been exposed to seat belt law enforcement messaging (32.3% Statewide), the largest proportion of respondents were in Region 5 (37.1%) followed by Region 2 (35.6%) and Region 3 (34.2%).]

(B-3)Based on anything you know or may have heard, what do you think the chances are of getting a ticket if you don't wear your safety belt - that is, how many times out of 100 would you be ticketed?

[The largest proportion of Statewide respondents believe there is a 51% to 100% chance of getting a ticket for not wearing a safety belt (27.2%), followed by a 21% to 50% chance of getting a ticket (20.3%) and a 6% to 20% chance (16.7%). Region 5 had the largest proportion of respondents believing there is a 51% to 100% chance of getting a ticket (39.2%), followed by Region 3 (33.1%). It is interesting to note that when looking at the individual responses provided, 13.6% of all respondents reported that there is a 100% chance of getting a ticket for not wearing a seat belt, with Region 5 having the largest proportion of respondents reporting a 100% chance of getting a ticket (19.1%).]

(S-1a)On a local road with a speed limit of 30 miles per hour, how often do you drive faster than 35 miles per hour?

[Statewide respondents reported that they rarely drive that fast (47.3%). Region 5 had the largest proportion of respondents reporting that they either rarely (52.0%) or never (26.3%) drive that fast. Respondents in Region 4 were most likely to report that they drive that fast most of the time (22.3%), followed by Region 3 (18.5%) and Region 1 (17.2%).]

(S-1b)On a road with a speed limit of 65 miles per hour, how often do you drive faster than 70 miles per hour?

[Statewide respondents reported that they rarely (38.9%) or never (28.0%) drive that fast. Region 1 had the largest proportion of respondents reporting that they rarely drive that fast (41.1%) and respondents in Region 4 were most likely to report never driving that fast (37.6%). Respondents across all five regions were almost equally likely to report driving faster than 70 miles per hour on a 65 mile per hour road most of the time (15.1% to 18.5%).]

(S-2) In the past 30 days, have you read, seen or heard anything about speed enforcement by police? [The most common source of those messages was roadway signs Statewide (29.3%) and for Region 1 (36.1%) and Region 5 (50.1%). For Regions 2, 3, and 4, the most common source of speeding enforcement messaging was television (28.4%, 33.5% and 33.2%, respectively). The second most common source of speeding enforcement messaging varied from television Statewide (27.4%) and in Region 1 (26.3%), to roadway signs in Region 2 (26.3%), to billboards and outdoor signs in Region 3 (22.8%) and Region 4 (22.8%), to having been pulled over by or seen police on the roads in Region 5 (27.1%).]

(S-3) What do you think the chances are of getting a ticket if you drive over the speed limit - that is, how many times out of 100 would you be ticketed? [The largest proportion of Statewide respondents (33.6%) believed there is a 21% to 50% chance of getting a ticket for speeding, followed by a 51% to 100% chance (23.4%), and a 6% to 20% chance (17.8%). Region 5 had the largest proportion of respondents believing there is a 21% to 50% chance of getting a ticket (44.3%), followed by Region 3 (39.4%). The proportion of respondents who reported that there is a 100% chance of getting a ticket for speeding was much lower than for the other similar items in this survey, with percentages ranging from only 1.9% in Region 4 to 9.5% in Region 3.]

Acronyms and Definitions

AASHTO	American Association of State Highway and Transportation Officials
ACTS	Alliance for Community Traffic Safety
AGC	Associated General Contractors
AMHD	Addictions and Mental Health Division
ARIDE	Advanced Roadside Impaired Driving Enforcement
ARTS	All Roads Transportation Safety
ATV	All-Terrain Vehicles
BAC	Blood Alcohol Concentration
CCF	Commission on Children and Families
CLTSG	County/Local Traffic Safety Group: An advisory or decision body recognized by one or more local governments and tasked with addressing traffic safety within the geographic area including one or more cities.
CTSP	Community Traffic Safety Program
DHS	Oregon Department of Human Services
DMV	Driver and Motor Vehicle Services, Oregon Department of Transportation
DPSST	Department of Public Safety Standards and Training
DRE	Drug Recognition Expert
DUII	Driving Under the Influence of Intoxicants (sometimes DUI is used)
EMS	Emergency Medical Services
F & A	Fatalities and Serious Injury A
F & I	Fatal and Injury
FARS	Fatality Analysis Reporting System, U.S. Department of Transportation
FHWA	Federal Highway Administration
FMCSA	Federal Motor Carrier Safety Administration
GR	Governor's Representative
GAC-DUII	Governor's Advisory Committee on DUII
GAC-Motorcycle	Governor's Advisory Committee on Motorcycle Safety
GHSA	Governors Highway Safety Association
HSM	Highway Safety Manual
HSP	Highway Safety Plan, the grant application submitted for federal section 402 and similar funds. Funds are provided by the National Highway Traffic Safety Administration and the Federal Highway Administration.
HSIP	Highway Safety Improvement Program
IACP	International Association of Chiefs of Police
ICS	Incident Command System
IID	Ignition Interlock Device
IRIS	Integrated Road Information System
LTSG	Local Traffic Safety Group: An advisory or decision body recognized by a local government and tasked with addressing traffic safety. Limited to one geographic area, and may not include cities or other governmental areas within the boundaries.
MADD	Mothers Against Drunk Driving
MAP-21	Moving Ahead for Progress in the 21st Century Act (P.L. 112-141), was signed into law by President Obama on July 6, 2012.
MPO	Metropolitan Planning Organization: MPOs are designated by the governor to coordinate transportation planning in an urbanized area of the state. MPOs exist in the Portland, Salem, Eugene-Springfield, and Medford areas.

NEMSIS	National EMS Information Systems
NHTSA	National Highway Traffic Safety Administration
OACP	Oregon Association Chiefs of Police
OASIS	Oregon Adjustable Safety Index System
OBM	Oregon Benchmark
ODAA	Oregon District Attorneys Association
ODE	Oregon Department of Education
ODOT	Oregon Department of Transportation
OHA	Oregon Health Authority
OJD	Oregon Judicial Department
OJIN	Oregon Judicial Information Network
OLCC	Oregon Liquor Control Commission
ORS	Oregon Revised Statute
OSP	Oregon State Police
OSSA	Oregon State Sheriffs' Association
OTC	Oregon Transportation Commission
OTP	Oregon Transportation Plan
OTSAP	Oregon Transportation Safety Action Plan
OTSC	Oregon Transportation Safety Committee
PAM	Police Allocation Model
PUC	Oregon Public Utility Commission
SAFETEA-LU	Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users
SCG	Safe Communities Group: A coalition of representatives from private and/or public sector entities who generally use a data driven approach to focus on community safety issues. Includes all age groups and may not be limited to traffic safety issues.
SFST	Standardized Field Sobriety Testing
SHSP	Strategic Highway Safety Plan
SMS	Safety Management System or Highway Safety Management System
SPIS	Safety Priority Index System
STIP	Statewide Transportation Improvement Program
TRCC	Traffic Records Coordinating Committee
TSD	Transportation Safety Division, Oregon Department of Transportation
TSRP	Traffic Safety Resource Prosecutor
VMT	Vehicle Miles Traveled
"4-E"	Education, Engineering, Enforcement and Emergency Medical Services

Statewide

Links to the Transportation Safety Action Plan:

The Oregon Transportation Safety Action Plan envisions a future where Oregon’s transportation-related death and injury rate continues to decline. We envision a time when days, then weeks and months pass with not a single fatal or debilitating injury occurs. Someday, we see a level of zero annual fatalities and few injuries as the norm.

The Oregon Transportation Safety Action Plan designs and implements comprehensive, data-driven and cost-effective programs and strategies to identify measures to reduce fatal and serious injury crashes. Cornerstones of these programs are continuous evaluation and improvement, enhanced data sharing, timely and effective solutions to identified safety problems, and creating a unified statewide approach towards the mutual goal of roadway safety.

The Problem

- In 2012, 337 people were killed and 36,085 were injured in traffic crashes in Oregon.
- In 2012, 17 percent of Oregon’s citizens believe the transportation system is less safe than it was the prior year.
- Crash data increased 12-15% from 2011 forward due to improvements in internal procedures for DMV and CARS.

Oregon Traffic Crash Data and Measures of Exposure, 2008-2012

	2003-2007 Average	2008	2009	2010	2011*	2012	2008-2012 Average
Total Crashes	45,517	41,815	41,270	44,094	49,053	49,798	45,206
Fatal Crashes	418	369	331	292	310	305	321
Injury Crashes	19,061	18,040	19,053	20,879	23,887	24,456	21,263
Fatalities and Serious Injuries	2,345	2,329	1,608	1,699	1,872	1,956	1,893
Property Damage Crashes	26,039	23,406	21,886	22,923	24,856	25,036	23,621
Fatalities	478	416	377	317	331	337	356
Fatalities per 100 Million VMT	1.36	1.24	1.11	0.94	0.99	1.02	1.06
Fatalities per Population (in thousands)	0.13	0.11	0.10	0.08	0.09	0.09	0.09
Injuries	28,467	26,805	28,153	30,493	35,031	36,085	31,313
Serious Injuries per Population (in thousands)	2.66	2.07	2.03	2.15	2.39	2.42	2.21
Injuries per 100 Million VMT	80.78	80.9	82.84	90.29	104.96	108.78	93.39
Injuries per Population (in thousands)	7.83	7.07	7.36	7.93	9.08	9.29	8.15
Population (in thousands)	3,638	3,791	3,823	3,844	3,858	3,884	3,840
Vehicle Miles Traveled (in millions)	35,243	33,469	33,983	33,774	33,376	33,173	33,555
No. Licensed Drivers (in thousands)	2,990	3,018	2,999	2,920	2,930	2,926	2,959
No. Registered Vehicles (in thousands)	4,037	4,130	4,121	4,046	4,022	4,028	4,069
% Who Think Transportation System is as Safe or Safer than Last Year	72%	70%	81%	77%	83%	83%	79%

Sources: Crash Analysis and Reporting, Oregon Department of Transportation
 Fatality Analysis Reporting System, U.S. Department of Transportation
 Center for Population Research and Census, School of Urban and Public Affairs, Portland State University
Public Opinion Survey, Executive Summary; Intercept Research Corporation

*In 2011 the number of injury and property damage crashes increased due to improved reporting procedures and better data capture.

Fatal and Injury Crash Involvement by Age of Driver, 2012

Age of Driver	# of Drivers in F&I Crashes	% of Total F&I Crashes	# of Licensed Drivers	% of Total Drivers	Over/Under Representation*
14 & Younger	3	.01%	0	0.00%	0.00
15	49	0.11%	13,015	0.43%	0.26
16	500	1.11%	24,534	0.81%	1.38
17	738	1.65%	30,272	1.00%	1.65
18	1,039	2.32%	35,046	1.15%	2.01
19	1,117	2.49%	38,415	1.26%	1.97
20	1,195	2.67%	41,920	1.38%	1.93
21	1,195	2.67%	44,613	1.47%	1.82
22-24	3,242	7.23%	146,392	4.82%	1.50
25-34	9,553	21.31%	552,542	18.17%	1.17
35-44	7,684	17.14%	526,930	17.33%	0.99
45-54	6,852	15.28%	513,392	16.89%	0.91
55-64	5,934	13.01%	524,208	17.24%	0.75
65-74	2,878	6.42%	333,365	10.97%	0.59
75 & Older	1,608	3.59%	215,488	7.09%	0.51
Unknown	2,279	5.08%	22	0.00%	0.00
Total	45,766	100.00%	3,040,154	100.00%	N/A

Sources: Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation, Driver and Motor Vehicle Services, Oregon Department of Transportation

*Representation is percent of fatal and injury crashes divided by percent of licensed drivers.

Goals

- Reduce the traffic fatality rate to 0.85 per hundred million vehicle miles traveled, 281 fatalities, by 2020.

Performance Measures

- Increase the number of zero fatality days from the 2010-2012 average of 162 to 177 by December 31, 2015. *[In 2014, there were 141 zero fatality days.]*
- Reduce the fatality rate from the 2010-2012 average of 0.98 to 0.90, 296 fatalities, through December 31, 2015. *[In 2014, the fatality rate was 1.03.]*
- Reduce the traffic injury rate from the 2010-2012 average of 101.34 per hundred million miles traveled to 92.49, 30,680 injuries, through December 31, 2015.³ *[In 2014, the traffic injury rate was 101.28.]*
- Decrease traffic fatalities from the 2010-2012 average of 328 to 300 by December 31, 2015. (NHTSA) *[In 2014, there were 357 traffic fatalities.]*
- Decrease serious traffic injuries from the 2010-2012 average of 1,514 to 1,382 by December 31, 2015.² (NHTSA) *[In 2014, there were 1,496 serious traffic injuries.]*
- Decrease rural fatalities per 100 million VMT from the 2010-2012 average of 1.50 to 1.37 by December 31, 2015. (NHTSA) *[In 2013, the rural fatality rate was 1.33.]*

³ In 2011 the number of injury and property damage crashes increased due to improved reporting procedures and better data capture.

- Decrease urban fatalities per 100 million VMT from the 2010-2012 average of 0.57 to 0.52 by December 31, 2015. *(NHTSA) [In 2013, the urban fatality rate was 0.61.]*

Project Summaries

Section 164

164PA-15-91-90 Planning and Administration \$4,686
Salaries, benefits, travel, services and supplies and office equipment for administrative personnel.

Section 402

DE-15-20-01 Statewide Services-Division Wide Media (TSD) \$24,890
This project funded contractor costs for annual reporting to TSD, reformatting of media products and additional consultation.

DE-15-20-04 Statewide Services-Division Wide Media (TSD) \$14,079
This project allowed for data collection of traffic safety public opinion information; to measure and evaluate the effectiveness of public education.

DE-15-20-90 Program Management \$735,669
[**\$242,284**]
Salaries, benefits, travel, services and supplies and office equipment for program personnel.

PA-15-91-90 Planning and Administration \$316,594
[**\$302,028**]
Salaries, benefits, travel, services and supplies and office equipment for administrative personnel.

Section 405d

M6X-15-12-90 Impaired Driving Program Management \$111,559
Salaries, benefits, travel, services and supplies and office equipment for Impaired Driving coordination.

Section FHWA-TAP

HU-15-10-90 Safe Routes to School Program Management \$75,945
Salaries, benefits, travel, services and supplies and office equipment for Safe Routes to School program coordination.

Student Driver Training Funds (SDTF)

15DRVED-920 Student Driver Training Fund Program Management [198,802]
Salaries, benefits, travel, services and supplies and office equipment for Driver Education program.

Highway Funds

15REGPM-920 Region Program Management [457,670]
Salaries, benefits, travel, services and supplies and office equipment will be funded for the five Region Traffic Safety Coordinators located in Portland, Salem, Bend, Roseburg, and LaGrande.

State Funds

MC-15-80-920 Motorcycle Safety Program Management [\$69,484]
Salaries; benefits, travel; services and supplies; and office equipment funded the Motorcycle
program manager.

Bicyclist Safety

Link to the Transportation Safety Action Plan:

Action # 99 – Increase emphasis on programs that will encourage bicycle travel

Increase emphasis on programs that will encourage bicycle and other alternative mode travel and improve safety for these modes. The following actions should be undertaken:

- Support implementation of the *Oregon Bicycle and Pedestrian Plan* guidelines and goals.
- Support the Bicyclist and Pedestrian Safety Program annual performance plan process, including allocating sufficient funding for achieving those goals.
- Establish a stable funding source to implement and institutionalize bicyclist and alternative mode safety education in the schools with a curriculum that includes supervised on-street training.
- Increase funding for maintenance of bikeways and for programs that make walking and bicycling safe and attractive to children.
- Provide consistent funding for a comprehensive bicyclist and alternative mode safety campaign for all users. Include information to encourage helmet use.
- Raise law enforcement awareness of alternative mode safety issues. Increase enforcement efforts focused on motorist actions that endanger bicyclists, and on illegal bicyclist behaviors.

The Problem

- The use of the bicycle as a transportation mode has increased. According to the 2009 National Household Travel Survey (NHTS), biking makes up 1 percent of all trips made in the U.S., up 25 percent from 0.8 percent in 2001.
- Nationally, from 2000 to 2009, the number of commuters who bicycle to work increased by 57%.
- Oregon is ranked the #3 Bike Friendly State by the League of American Bicyclists, 2013.
- In Oregon, bicycles are vehicles and subject to vehicle laws except for those that by their nature cannot have application, or when otherwise specifically provided under vehicle code.
- “Share the road” means the same road, the same rights, and the same responsibilities for vehicles operating on the roadway.
- Oregon drivers of motor vehicles are required to be licensed and must pass a knowledge test and a drive test to qualify to receive driving privileges. Bicyclists are not required to be licensed to operate a bicycle. However, the Oregon Department of Transportation provides a comprehensive bicyclist manual at http://www.oregon.gov/ODOT/HWY/BIKEPED/pages/manual_ordering.aspx
- Oregon bicyclist injuries increased from 2009-2011 average of 856 to 1,026 in 2012, a 19.9 percent increase.
- The 1,026 bicyclist injuries in 2012 accounted for 2.8 percent of all Oregon traffic injuries during the year.
- Oregon law requires bicyclists less than 16 years of age to wear a helmet when riding. According to the 2012 Intercept Bicycle Helmet Usage Observational Study, 37 percent of middle school students were observed to have no helmet present, which is consistent with the past five years.

- According to the Oregon Health Authority Trauma Registry Report 2010-11, the majority (170 of 271, or 63%) of trauma system patients aged 16 and older involved in bicycle crashes were not wearing a helmet.
- In 2012, there were 171 crashes involving a bicyclist who was riding in the wrong direction. This is a 10% increase from the 2008-2011 average of 155 crashes and 16% of the total bicyclist crashes.
- A review of bicyclist crash data 2007-2011 by Kittelson & Associates, Inc. found the following trends:
 - The majority of severe crashes on roadway segments occur at driveways, and many of those are in locations with bicycle facilities.
 - Right-hook and angle crashes are the primary crash types at intersections.
- The most common bicyclist errors from the ODOT 2012 Motor Vehicle Traffic Crashes Quick Facts:
 - Riding on wrong side of road
 - Failed to yield right-of-way
 - Disregarded traffic signal

Bicyclists in Motor Vehicle Crashes on Oregon Roadways, 2008-2012

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
Injuries:							
Number	699	757	762	877	928	1,026	870
Percent of total Oregon injuries	2.5%	2.8%	2.7%	2.9%	2.6%	2.8%	2.8%
Fatalities:							
Number	11	10	9	7	15	10	10
Percent of total Oregon fatalities	2.4%	2.4%	2.4%	2.2%	4.5%	3.0%	2.9%
Percent Helmet Use (children)	51%	61%	60%	57%	58%	60%	59%

Source: Crash Analysis and Reporting, Oregon Department of Transportation, Bicycle Helmet Observation Study, Intercept Research Corporation

Goals

- To reduce the number of bicyclists killed and injured in motor vehicle crashes from the 2005-2012 average of 954 to 711* by 2020. (**This includes a predicted 15% for pre 2011 injury numbers due to improved reporting procedures and better data capture.*)

Performance Measures

- To reduce the number of bicyclist fatalities from the 2010-2012 average of 11 to 10 by December 31, 2015. *[In 2014, there were 7 bicyclist fatalities.]*
- To reduce the number of bicyclist serious injuries in motor vehicle crashes from the 2010-2012 average of 59 to *54 in 2015. (**This includes a predicted 15% for pre 2011 injury numbers and a reduction of 3% per year*) *[In 2014, there were 65 serious bicyclist injuries.]*

- To maintain the number of fatal and serious injuries for bicyclists 0-15 years of age in motor vehicle crashes at the 2010-2012 average of 4. (**This includes a predicted 15% for pre 2011 injury numbers and a reduction of 3% per year*) ***[In 2014, there were 2 fatal and serious injuries for bicyclists 0-15 years of age in motor vehicle crashes.]***
- To reduce the number of crashes involving a bicyclist who was Riding the Wrong Direction, from the 2010-2012 average of 165 crashes to 150 crashes by December 31, 2015. ***[In 2014, there were 147 crashes involving a bicyclist who was Riding the Wrong Direction.]***
- To reduce the number of crashes involving a bicyclist where the driver failed to yield to a bicyclist from the 2010-2012 average of 484 to 442 by December 31, 2015. ***[In 2014, there were 547 crashes involving a bicyclist where the driver failed to yield to a bicyclist.]***

Strategies

- Review TSD Bicyclist Safety Program website and make changes to provide more bicycle safety education links and program connections.
- Post available crash data to TSD Bicyclist Safety website. Work with ODOT Driver Education Program to coordinate state training information, links and videos and place information on TSD Bicyclist Safety Education website.
- Work with Gard Communications to continue ODOT media campaign promoting safely sharing the road.
- Work with ODOT Storeroom in distributing bicyclist safety materials to bicycle vendors in cities that are identified as bicycle-friendly by websites like League of American Bicyclists and *Bicycling Magazine*.
- Provide bicyclist safety educational materials for statewide distribution through DMV Field Offices.
- Work with ODOT Region Traffic Safety Coordinators in providing bicycle safety education to regional constituents.
- Work with the ODOT Active Transportation Section in providing educational materials that support bicyclist safety roadway improvements and distribute materials where projects have been completed. Continue working with Bicycle Transportation Alliance in providing statewide bicycle safety "train the trainer" instruction and in providing safety education to fifth graders in schools statewide.

Project Summaries

Section 402

PS-15-60-01 Statewide Walk + Bike Program \$30,000

The implementation of the May-June Annual Bicycle Helmet Observation Study was not completed for 2015 due to change in contractors and a significant increase in costs to do the observations. The distribution of existing informational resources through the ODOT Storeroom continues: state wide youth bike instruction programs and local agencies hand out adult and youth bike manuals (4,025 English copies), as well as parent guide "Bike Safety, What Every Parent Should Know" (6,702 English, 2,425 Spanish), Oregon Bike/Driver Rules booklet (3,420); Perfectly Fitted Helmet (9,550 English; 3,425 Spanish), along with distribution of other print materials.

Gard Communications worked with KATU to create a 30 second television PSA, Safe Passage, which encourages motorists to provide ample room when passing bicyclists sharing the road as required by ORS 811.065. KATU and its sister station KKEI provided extensive airtime from June to August statewide in KATU/KKEI coverage area, especially in critical metropolitan and coastal recreation areas. KATU also featured bicycle safety on Channel 2's AM Northwest Show with an interview of spokesperson bicycle expert Kenji Sugihara, Executive Director of the Oregon Bicycle Racing Association.

As a companion piece, Gard created a handout card on the Safe Passage law to complement the TV PSA. The card informs the driver with illustrated safe distances to maintain when passing bicycles. The roll-out of the card included distribution through the DMV field offices.

This program has made a push to provide bike safety information to a diverse language audience. Spanish translations have been printed for most of the handouts. The program worked with ODOT Design to digitize the Spanish translation of the bike youth manual for web posting and printed the updated version for the Storeroom. We worked with Portland Bureau of Transportation's Safe Routes to School Program to make available online translations of the "Safe Biking Tips" brochure into Russian, Chinese, Vietnamese and Somali.

PS-15-60-08 Bicyclist Safety Education Training \$25,385

Bicycle Transportation Alliance provides bike safety trainer instruction for statewide instructors. This year the program trained in Amity, Medford, Central Point, Salem, Eugene and Portland and supported statewide partners in bike safety education. BTA's JumpStart bike fleet program provided the trailer and fleet to the Amity School District over the 2014-15 school year. The district taught all 5th grade students bike safety education. Redmond school district, 2013-14 JumpStart fleet recipient and Safe Routes to School program through Commute Options, was successful in sustaining a bike safety education program. The new JumpStart recipient is Tigard School District for 2015-16. The City of Tigard and the school district are collaborating to implement a Safe Routes to School program and this will include use of the JumpStart equipment. The Bike Safety Education Program faces challenges in working with schools trying to get enough physical education time for bike instruction. The grant's strength is BTA's strong relationships developed over the years and its expertise in bike safety programs.

DE-15-21-02 Trauma Nurses Talk Tough – Train the Trainer \$15,000

This project provided funding to continue the statewide training of trauma care providers in teaching the TNTT program. TNTT's effective presentations addressed bicycle safety and other wheeled sport safety (skateboards, rollerblades, and scooters), correct bicycle helmet use, high-risk drivers, seat belt use, impaired driving, cell phone use while driving (including texting/talking on cell phones, and speed. TNTT also contacted Network members every quarter by letter, email or phone to provide support and offer assistance, sent updated information and statistics in the form of a newsletter and conducted thirty-five trainings for schools and other community groups on how to hold helmet sales and 8-hour trainings for child safety seat clinics. TNTT also held two trainings providing updated information and presentation slides to all agencies that attended.

Community Traffic Safety

Link to the Transportation Safety Action Plan:

Action # 17 – Establish a network to disseminate information to local governments

Continue to support the expansion and increase in stature of local transportation safety programs. Support measures may include the provision of technical assistance, mentor programs, legislative coordination, training, and provision of other resources to local transportation safety programs, groups and committees statewide. Encourage communities to use the Safe Communities process and approach to addressing injury control. Establish a network to disseminate information to local governments. Evaluate current delivery methodologies for efficiency and effectiveness. Evaluate the practicality of establishing a “traffic safety academy” or course of study that prepares individuals of all ages to engage in safety projects and activities at the local level. Implement academy if practicable. Identify mechanisms to assist groups in maintaining and improving collaboration within their communities.

The Problem

- More than 60 percent of Oregon cities and counties do not have a systematic approach addressing transportation related injury and death.
- While a volunteer work force may exist, often there is no local mechanism for mobilizing and motivating these volunteers.
- More than 50 percent of fatal and injury crashes occur in the north Willamette Valley in just four counties. These counties significantly impact state crash statistics. Two counties, Gilliam and Sherman, have experienced an average fatal and injury crash rate above 7 per 1,000 population for the past decade. These counties have minimal local resources to address their highway safety issues.
- While safety is a stated priority for many organizations and governments, when confronted with financial difficulties, safety is often an area for reductions in effort. Few local governments in Oregon have developed a business plan for reducing vehicle related death and injury either as a standalone plan, or part of a transportation system plan; even fewer have undertaken to develop a more comprehensive “4E” approach to the problem.
- A traffic safety academy or other systematic approach to training local volunteers is not in place. Efforts to train local government employees, while offered, are not always coordinated.
- No MPO has published the long-standing required Strategic Highway Safety Plan.

Jurisdictional Data for Oregon Counties, 2012

County	Population	Fatalities	Alcohol Involved Fatalities	Fatal and Injury Crashes	F&I Crashes /1,000 Pop.	Nighttime Fatal and Injury Crashes	
Baker	*	16,210	4	0	107	6.60	20
Benton		85,785	10	4	450	5.19	64
Clackamas	!	381,680	20	9	2,428	6.36	328
Clatsop		37,190	7	2	262	7.04	39
Columbia	*	49,680	2	1	179	3.60	34
Coos		62,890	5	2	274	4.36	50
Crook		20,650	1	0	116	5.62	25
Curry		22,295	0	0	91	4.08	14
Deschutes		160,140	18	9	671	4.19	104
Douglas	*	108,195	15	2	580	5.36	88
Gilliam		1,900	0	0	20	10.53	3
Grant	!	7,450	1	0	30	4.03	3
Harney	!	7,315	2	1	30	4.10	9
Hood River		22,875	5	2	124	5.42	11
Jackson	!	204,630	14	4	1,157	5.65	152
Jefferson		21,940	4	3	104	4.74	17
Josephine	*	82,775	18	7	555	6.70	105
Klamath	*	66,740	9	3	374	5.60	53
Lake	*	7,920	4	2	53	6.69	8
Lane		354,200	32	9	1,849	5.22	242
Lincoln		46,295	5	0	313	6.76	41
Linn		118,035	10	2	742	6.29	105
Malheur	!	31,395	6	3	177	5.64	36
Marion		320,495	20	11	1,905	5.94	249
Morrow		11,300	1	0	51	4.51	16
Multnomah		748,445	45	24	6,699	8.95	1,028
Polk		76,625	11	3	365	4.76	60
Sherman	*	1,765	1	0	25	14.16	4
Tillamook	*	25,305	6	3	179	7.07	45
Umatilla	!	77,120	27	3	426	5.52	99
Union	!	26,175	1	0	147	5.62	34
Wallowa	*	7,015	2	1	32	4.56	7
Wasco	*	25,485	2	0	135	5.30	36
Washington	*	542,845	19	8	3,561	6.56	426
Wheeler		1,425	1	1	7	4.91	0
Yamhill		100,550	9	4	545	5.42	91
Statewide Total		3,883,735	337	123	24,763	6.38	3,646

Sources: Crash Analysis and Reporting, Oregon Department of Transportation; Fatality Analysis Reporting System, U.S. Department of Transportation; Center for Population Research and Census, School of Urban and Public Affairs, Portland State University, Text in italics based on urban boundary changes per national census.

*= Local Traffic Safety Group

#= County/Local Traffic Safety Group

!= Safe Communities Group

*Nighttime F&I Crashes are those fatal and injury crashes that occur between 8 p.m. and 4:59 a.m.

Jurisdictional Data for Oregon Cities over 10,000 Population, 2012

City		Population Estimate	Fatalities	Alcohol Involved Fatalities	Fatal and Injury Crashes	F&I Crashes /1,000 Pop.	Nighttime Fatal and Injury Crashes
Albany	*	50,710	1	0	253	4.99	24
Ashland	*	20,325	1	0	74	3.64	11
Beaverton	*	91,205	4	4	955	10.47	100
Bend	*	77,455	2	1	299	3.86	39
Canby	*	15,865	0	0	56	3.53	4
Central Point		17,275	1	0	51	2.95	6
Coos Bay	*	16,060	0	0	65	4.05	7
Cornelius		11,915	0	0	52	4.36	8
Corvallis		55,055	1	1	259	4.70	28
Dallas		14,670	0	0	44	3.00	3
Damascus		10,585	2	1	70	6.61	12
Eugene		158,335	5	1	880	5.56	94
Forest Grove		21,460	0	1	71	3.31	5
Gladstone	*	11,495	1	0	63	5.48	6
Grants Pass		34,740	0	2	306	8.81	28
Gresham		105,970	5	0	770	7.26	99
Happy Valley	*	14,965	0	0	77	5.15	9
Hermiston	#	16,995	0	0	74	4.35	18
Hillsboro		92,550	4	0	784	8.47	102
Keizer	*	36,735	0	0	108	2.94	13
Klamath Falls	*	21,465	1	0	99	4.61	16
La Grande	#	13,110	0	0	40	3.05	10
Lake Oswego	*	36,770	0	0	126	3.43	18
Lebanon		15,660	0	0	71	4.53	5
McMinnville		32,435	0	0	155	4.78	21
Medford	*	75,545	1	0	546	7.23	48
Milwaukie	*	20,435	0	0	115	5.63	17
Newberg	*	22,300	2	0	90	4.04	9
Newport		10,150	0	0	65	6.40	6
Ontario	#	11,415	0	0	65	5.69	10
Oregon City		32,500	1	1	316	9.72	28
Pendleton		16,715	1	0	62	3.71	7
Portland	!	587,865	32	18	5,590	9.51	857
Redmond	*	26,345	4	2	100	3.80	14
Roseburg		21,920	3	1	163	7.44	15
Salem	*	156,455	8	6	1,146	7.32	132
Sherwood		18,265	0	0	85	4.65	5
Springfield		59,840	3	0	380	6.35	46
St. Helens		12,920	0	0	43	3.33	8
The Dalles	*	14,440	0	0	48	3.32	2
Tigard	*	48,695	1	0	445	9.14	46
Troutdale		16,005	0	0	69	4.31	12
Tualatin		26,120	1	0	255	9.76	25
West Linn	*	25,370	0	0	100	3.94	4
Wilsonville		20,515	0	0	80	3.90	6
Woodburn		24,090	0	0	120	4.98	15
Total		2,241,710	84	39	15,685	7.00	1,998

Sources: Crash Analysis and Reporting, Oregon Department of Transportation; Fatality Analysis Reporting System, U.S. Department of Transportation; Center for Population Research and Census, School of Urban and Public Affairs, Portland State University Text in italics based on urban boundary changes per national census.

*Nighttime F&I Crashes are those fatal and injury crashes that occur between 8 p.m. and 4:59 a.m.

*= Local Traffic Safety Group

#= County/Local Traffic Safety Group

!= Safe Communities Group

Goals

- Increase the number of Oregonians represented by a listed community-level transportation safety group from a baseline of 61 percent, the 2010-2012 average to 77 percent by 2020.

Performance Measures

- Reduce the fatal and injury crash rate in communities with a listed traffic safety group to five percent below the 2011 statewide rate of one crash per 182 persons, resulting in a rate of one crash per 209 persons by December 31, 2015. *[In 2014, there was one fatal or injury crash per 171 persons in the participating counties, and one crash per 141 persons in participating cities.]*
- Increase the number of active traffic safety groups from 54, the 2010-2012 average, to 64 by 2015. *[In 2014, there were 50 active traffic safety groups.]*
- Increase the number of governmental bodies who receive Transportation Safety Division grants and document a collaborative relationship with their active local traffic safety committee or group from 0% to 10% by December 31, 2015. *[In 2014, there were two communities with project collaboration.]*
- Maintain or increase the number of active Safe Community Groups (SCG) and programs by December 31, 2015. (As of federal fiscal year 2012, there were nine Safe Community Groups in Oregon: Baker County, Clackamas County, Grant County, Harney County, Jackson County, Malheur County, Umatilla County, Union County, and City of Portland.) *[In 2014, there were 9 active Safe Community Groups (SCG) and programs.]*
- Increase the number of communities that have a "four E" based transportation safety action plan or business plan from 1 in 2012 to 4 in 2015. *[In 2014, there were 2. (Clackamas, Malheur)]*
- Increase the number of educational opportunities coordinated between government and non-profit organizations in Oregon by one course by December 31, 2015. *[In 2014, there were 8 online opportunities presented.]*

Note: An "active" local traffic safety committee or group is defined as meeting twice a year or more; to address transportation safety issues.

Document is defined as meeting minutes or a one page presentation guide when no minutes are taken.

Strategies

- Continue the development and maintenance of Safe Communities Groups and programs, addressing both fatal and injury crash prevention and cost issues in targeted communities.
- Continue comprehensive community traffic safety group support, emphasizing projects in targeted communities.
- Expand the number of Oregonians who participate in transportation injury prevention at the community level, through projects that create innovative opportunities for citizens to become involved. Find ways to improve tracking of the activity levels of these individuals by increasing the number of documented traffic safety groups.

- Include region representatives in community-level traffic safety programs by providing opportunity to have substantive input into Safe Community and other projects, including grants management and on-site assistance of local groups.
- Provide sample or example print materials and technical tools designed to foster community-level approaches to traffic safety issues.
- Encourage local level partnerships that cross traditional program, group, and topical divisions through training and hands-on technical assistance provided by both region representatives and centralized offerings. Develop activities that act as a catalyst for expanded safety activity.
- Encourage local innovative approaches to traffic safety that fosters long term local initiatives.
- Encourage the development of local transportation safety plans by providing assistance, training, and guidance to local governments and communities. Identify and implement ways to improve coordination of safety efforts among local land use, transportation.

Project Summaries

Section 402

SA-15-25-08 Clackamas County Safe Community \$19,904

The project implemented portions of the county level Transportation Safety Action Plan. This project continued the process to integrate the elements of the Safe Community concept within Clackamas County, and specifically encouraged partnerships within county government, and with cities within the county. The project implemented actions to initiate culture changes inside and outside county government, and started the process of moving the community to a zero acceptable death approach to managing motor vehicle traffic. This project provided for additional interaction with other counties and cities within the state.

SA-15-25-20 Oregon Safe Community Services \$93,517

The project provided exciting and innovative webinar and direct training, mentoring, technical assistance to promote traffic safety volunteer efforts that mirror NHTSA's "Countermeasures That Work" and other proven or promising efforts. The project provided access to a statewide community traffic safety specialist to every traffic safety group in Oregon. The project offered local traffic safety advocates access to additional technical assistance via weekday 1-800 "warm" line, and provided 12 electronic newsletters featuring traffic safety ideas and recognition for successful programs. The project made phone contact with 100% of the recognized local traffic safety communities within the year, and worked with ODOT region staff to visit many of the recognized communities. The project did not meet its goal of providing at least one in person visit during the time frame, as two declined visits due to scheduling challenges. The project increased the number of citizens who receive the newsletter, or take a course, a proxy measure for the number of citizens who volunteer to assist for traffic safety projects, and promote volunteerism.

RS-15-77-03 Lane County Regional Safety Plan

The Regional Transportation Safety Plan will provide Lane County and the Central Lane Metropolitan Planning Organization (CLMPO) an opportunity to collect data; analyze and understand the safety and security conditions throughout the region; develop policies and recommended countermeasures to reduce serious crashes or incidents; and to establish performance measures in which the region can monitor implementation. The Plan will be consistent with the State of Oregon Transportation Safety Action Plan (TSAP) that also serves as the Strategic Highway Safety Plan (SHSP), a document required by federal law. *[This project was not initiated during the grant year.]*

RS-15-77-06 City of Portland Regional Safety Plan

The Portland Bureau of Transportation requests the support of ODOT's Transportation Safety Division to complete a Transportation Safety Action Plan (TSAP) that incorporates Vision Zero as a long-term goal. This plan will complement Oregon's TSAP and will have significant benefits in meeting ODOT's Region 1 safety goals. *[This project was not initiated during the grant year.]*

RS-15-77-07 Washington County Regional Safety Plan

The Transportation Safety Action Plan (TSAP) will be developed to assist Washington County in reducing transportation-related serious injuries and fatalities. It will employ the FHWA's "5 E" approach – Engineering, Education, Enforcement, Encouragement and Evaluation to help create a culture of emphasizing safety for all road users. *[This project was not initiated during the grant year.]*

Driver Education

Link to the Transportation Safety Action Plan:

Action # 72 – Improve and expand the delivery system for driver education in Oregon

Improve and expand the delivery system for driver education in Oregon. Consider the following in designing a model program:

- Consider legislation to make driver education mandatory for new drivers under age 18.
- Consider raising the provisional licensing age to 21 from the current 18; also evaluate extending provisional licensing for all new drivers for the first two years, regardless of age.
- Evaluate the possibility of funding the increased cost of providing this additional training by raising learning permit fees.
- If feasible, by the year 2020, extend the driver education requirement to all persons seeking their first driver license.
- Establish new and improved standards to support quality driver and traffic safety education programs.
- Continue to evaluate and update the definition of what a model driver is in terms of knowledge, skill, behavior and habits. Continue to offer a curriculum that is aligned with the expectations of a model driver. The curricula should continue to address content, methods, and student assessments.
- Improve and expand standards for teacher preparation programs that fully prepare instructors to model and teach the knowledge, skill behavior and habits needed. These standards should include specific requirements for ongoing professional development.
- Evaluate the possibility of establishing a licensing process that measures driver readiness as defined by the model driver, and employs a process that facilitates the safety means to merge the learning driver into mainstream driving, regardless of age.
- Establish uniform program standards that apply to every driver education training program and school.
- Develop additional oversight and management standards that hold the driver education system accountable for performance. These new and existing standards should encourage quality and compel adherence to program standards.
- Identify and promote strategies that establish a complete driver and traffic safety education system. This complete system should promote lifelong driver learning, and foster a commitment to improve driver performance throughout the driver's life span.
- Create partnerships to support driver education. Identify and promote best practices for teaching and learning among and between parents, educators, students and other citizens. Consider making driver education a part of the school day and convenient.
- Consider the use of on-line, and on-line interactive education as a way to expand driver education, raising the amount of overall training time a student receives. In frontier areas, seek creative delivery systems.

The Problem

- There is a need to increase the number of teens who participate in an approved program. The need includes addressing the limits of access for teens that are low/no income and providing additional incentive for participation.
- There is a need to continually eliminate inconsistencies in the various driver education public/private providers by enforcing a model statewide program with standards proven to reduce risk factors of teen driver crashes.
- There is the need to adopt graduated penalties for providers. When deficiencies are identified, the only recourse currently available is to deny reimbursement and/or remove the program from its approved status.
- There is a statewide need for more qualified and updated driver education instructors. Additionally, a CORE refresher course needs to be provided for those instructors out in the field two or more years.
- There is a statewide need for more exposure of novice driver training in the five ODOT regional areas. The priority focus is on areas outside of the Willamette Valley.
- There is a need to measure citations, crashes and convictions of students that have completed approved driver education to compare against those teens that do not complete a course; and a need to be able to identify the approved provider.
- There is a need to update the instructor interface in the curriculum guide.

Driver Education in Oregon, 2008-2012

	2008	2009	2010	2011	2012	2008-2012 Average
DMV licenses issued (Age 16-17)	26,115	24,823	24,738	23,514	23,515	24,541
Students completing Driver Education	8,670	7,000	6,794	7,819	6,906	7,438
Students that did not complete an ODOT-TSD approved DE program before licensing	17,445	17,823	17,944	15,695	16,609	17,103
Number of instructors completing two courses or more	68	48	43	43	40	48

Source: Driver and Motor Vehicle Services, Oregon Department of Transportation
Transportation Safety Division, Oregon Department of Transportation

Goals

- Increase student participation in education of newly permitted teens under the age of eighteen from the 2011-2013 average of 7,279 to 10,242 by 2020 (5% increase per year).
- Increase ODOT-Trained Driver Education Instructors from the 2010-2012 average of 42 per year to 53 per year by 2020 (3% increase per year).

Performance Measures

- Increase the number of students completing driver education from the 2010-2012 average of 7,173 to 8,025 by December 31, 2015 (3% increase). *[In 2014, there were 7,656 students that completed driver education.]*

- Increase ODOT-Trained Driver Education Instructors from the 2010-2012 average of 42 per year to 46 per year by December 31, 2015 (3% increase). *[In 2014, there were 63 ODOT-Trained Driver Education Instructors.]*
- Increase the number of commercial drive schools participating in the approved program by 22% (from 7 of 22, to 8 of 22 Commercial Drive Schools) by December 31, 2015. *[In 2014, there were 8 commercial drive schools providing the approved program.]*
- Reduce the number of drivers; age 15-20, involved in fatal crashes from the 2010-2012 average of 37 to 34 by December 31, 2015. (NHTSA) *[In 2014, there were 33 drivers; age 15-20, involved in fatal crashes.]*

Strategies

- Develop a marketing plan (including an adaptive strategies plan) to increase access and completion of quality Driver Education in Oregon.
- Continue implementation of statewide curriculum standards and instructor training. Additionally, develop and implement sanctions to guarantee benchmark performance.
- Develop web tools that integrate DMV licensing information into course completion tracking for students of schools involved in the reimbursement process and track private provider driver education students.
- Continue to promote best practices through quality professional development and maintain/improve a tracking system and database to collect information on driver education program providers as well as instructors as they complete courses and continuing education.
- Continue development of standardized forms for monitoring and reporting of driver education providers. This includes monitoring and tracking implementation for DHS reimbursements for the "parent cost."
- Continue to work with NHTSA, ODOT Research Division and other research groups to evaluate the elements of the Oregon driver education program.
- Continue development of procedures and rule language for the law changes for all providers receiving student reimbursement and additional subsidies.
- Continue revision of the state train the trainer curriculum and related video segments, including online application by December 31, 2014.
- Continue work to improve the system for which student certification is accomplished and secured.

Project Summaries

Section 402

DE-15-21-01 Statewide Services – Youth \$3,630
This project provides guidance, assistance and materials supporting efforts toward improving traffic safety for all Oregon youth. Topic areas include media messages to parents and other drivers of young children regarding bicycling, speeding and impaired driving, using correct restraints for young children, and media messages to young drivers regarding seat belt use, underage drinking, substance abuse, distracted driving (specifically cell phone use), increased driver awareness and attentiveness, making safe and healthy choices, parental involvement with young drivers, graduated driver licensing media, and the creation of materials and publications for the public. A portion of this funding is also provided to the statewide Team Safety Program, which includes school traffic safety presentations, crashed car displays at community events and public awareness campaigns through public service announcements.

**DE-15-20-02 Statewide Services – Supplement for Non-ODOT Providers to attend
PacNW Conference \$14,400**
These funds provided support for both out-of-state and non-ODOT instructors to attend the annual Pacific Northwest Driver and Traffic Safety Conference in March each year. In 2015, 294 participated in the regional conference; 35 of which (out of state attendees) were supported by this grant.

Student Driver Training Fund (SDTF)

15DRVED-001 Driver Education Program Reimbursement [\$1,790,876]
These funds provided reimbursement for public and private providers for their cost in providing driver education to students. Reimbursement was made to each public or private provider based on the 7656 students completing the driver education course in 2015, not to exceed \$210 per student, the maximum allowed by law. Additionally, a low/no cost subsidy was available, not to exceed \$75 per student. 158 Oregon families took advantage of the additional subsidy. For the portion dedicated to increasing access, one pilot was conducted and successfully completed in Glendale Oregon. This pilot served 15 Oregon teens. Curriculum standards and delivery practices are met before reimbursement dollars are provided.

15DRVED-002 GDL Implementation - Information and Education [\$416,314]
These funds continue to provide a grant to Western Oregon University to train beginning instructors completing the instructor preparation courses and provide for trainer of trainers' development and workshops, mentoring to providers as needed, and provide for the Instructor Certification program. Funds also provide for the Pacific Northwest Driver and Traffic Safety Conference and curriculum update projects for ODOT-TSD through Western Oregon University.

15DRVED-003 Statewide Services – Driver Education [\$200,893]
This grant continues to support the driver education advisory committee (DEAC) quarterly meetings and activities promoting "best practices" in driver education. Additionally, these funds provide for the printing and distribution of the Playbook (Oregon TSE Curriculum Guide) to ensure program compliance in the classroom.

Emergency Medical Services (EMS)

Link to the Transportation Safety Action Plan:

Action #109 – Transportations Safety Action Plan - PRIORITY 1

Develop strategies to assure the recruitment and retention of EMS volunteers

Work to place a state focus on volunteer creation and development. Develop strategies to assure the recruitment and retention of EMS and fire volunteers. Work to assure that the EMS education standards are attainable to volunteers in terms of time, costs and resource demands. Develop easy, effective entry points for EMS and fire volunteers. Work with affected agencies and local governments to identify existing and emerging barriers to volunteer participation in the EMS and fire systems.

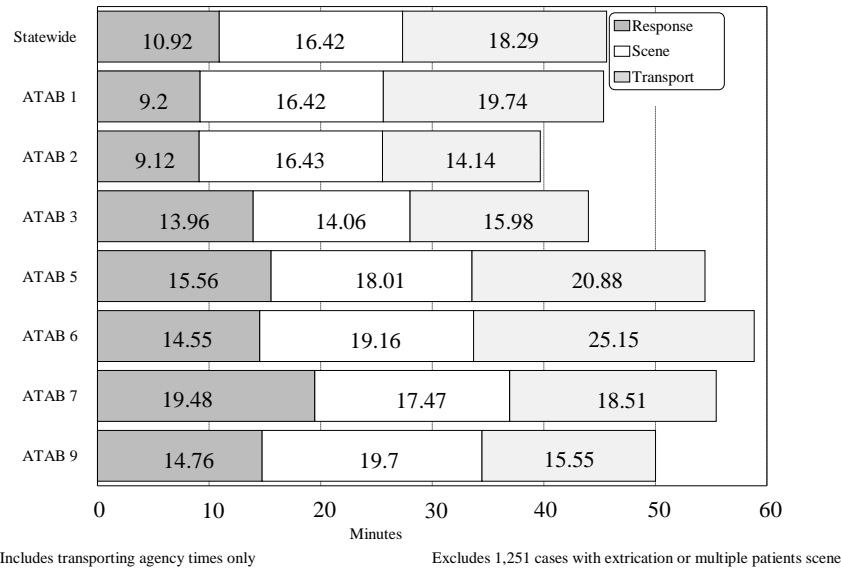
Action #106 - Work with partner agencies to position Oregon's EMS system as world class and affordable for the average Oregonian

Work with partner EMS agencies, providers, committees, volunteers and concerned citizens to position Oregon's EMS system as world class. Raise awareness of the life-saving importance of EMS personnel and equipment to encourage statewide support and involvement. Increase emphasis on the need for well-trained personnel and equipment in rural and volunteer agencies. Create and fund affordable, local and accessible EMS training statewide for pre-hospital and hospital personnel responding to motor vehicle crashes, to aid in reaching and sustaining this goal. Continue work towards meeting and exceeding national standards.

The Problem

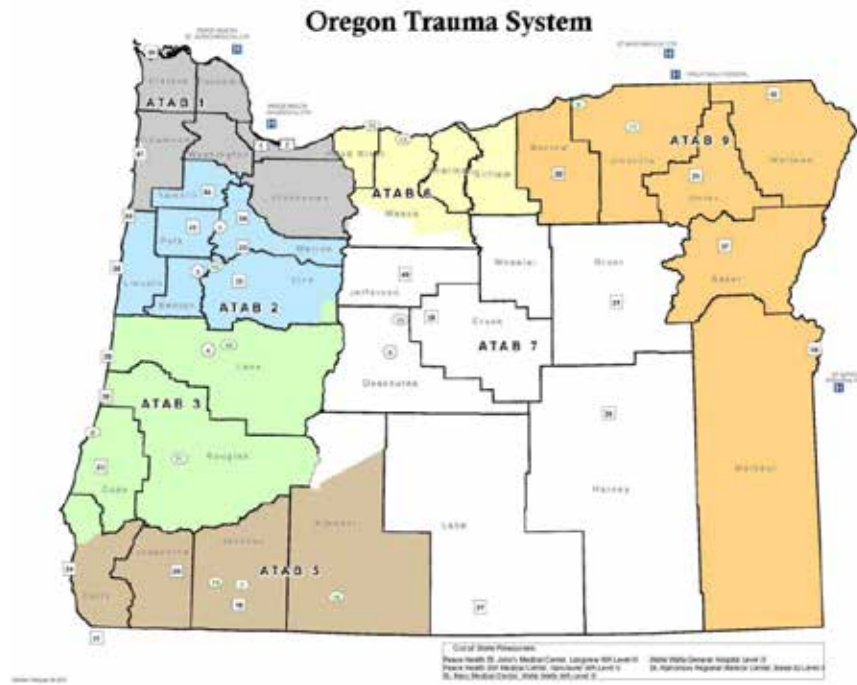
- Traffic crashes contribute heavily to the patient load of Oregon hospitals and EMS agencies. The Oregon economy has caused many larger hospitals to make cuts and their foundations have reduced support as well. Smaller and rural community hospitals often face even more severe budgetary constraints, impacting their ability to get the required training and equipment. This is further problematic due to the Oregon Administrative Rules governing the continuing education and recertification requirements for EMTs of all levels.
- A cohesive EMS system is essential to ensuring positive patient outcomes. The stabilization and long-distance transport of motor vehicle crash patients to facilities that can provide the appropriate level of trauma care is critical to reducing the health and financial impact of these injuries. Rural crashes are often the worst of crashes because they often involve higher rates of speed and longer response times.
- Trauma remains the leading cause of morbidity and mortality among pediatric patients within the state of Oregon and nationwide. Highway motor vehicle crashes are the single most common mechanism of death and serious injury among children after the first year of life.
- Pre-hospital providers are often inadequately prepared to deal with the unique medical needs of pediatric trauma victims from these and other motorized crashes. A lack of pediatric specific training and education as well as appropriately sized equipment contribute to the less than optimal care of children outside of pediatric trauma centers. Pediatric trauma patients are of particular concern for rural counties where motor vehicle crash patients can require a higher level of care than what the rural hospital or trauma facility can provide. In Oregon, EMTs are also required to receive specific pediatric continuing education hours.

Figure 1: Estimated average time for medical services response, treatment at the scene, and transport by Area Trauma Advisory Board regions, ATAB, Oregon 2010-2011. This information comes from Oregon Trauma Registry Biennial Report, next report available in summer 2014.



Source: Oregon Health Authority, EMS & Trauma Program

Figure 2: The Oregon Trauma Program is responsible for development, implementation, and monitoring of the state's trauma system, including establishment of system standards, designation of trauma hospitals, and collection of trauma registry data. Forty Four trauma hospitals are designated from the level 4 to level 1. ATABs are designated regions that act as liaison between the providers and general public in their area and the State Trauma Advisory Board and the Division for exchanging information about trauma system issues and developing an area-wide consensus.



Source: Oregon Health Authority, EMS & Trauma Program

[Oregon Trauma System Map](#)

Goals

- Improve transportation safety related medical care and associated EMS/Trauma programs throughout Oregon through participation from 12 meetings in 2013 to 19 by 2020.
- Increase knowledge of EMS personnel by providing EMS Conference scholarships awarded from 37 in 2013 to 60 by 2020.
- Increase Rural Pediatric Mock Crash Simulation trainings in rural areas from 3 in 2013 to 6 by 2020.
- Decrease response, scene and transport times from the statewide average of 46 minutes in 2010-2011 to 33 minutes by 2020.
- Maintain attendance of one OTSC member at the EMS Advisory Committee Meetings quarterly meetings by 2020.

Performance Measures

- Increase TSD attendance at EMS meetings statewide from 12 in 2013 to 13 by December 31, 2015. *[In 2014, there were 13 EMS meetings attended.]*
- Increase the number of scholarships for individual rural EMS personnel from 37 in 2013 to 50 by December 31, 2015. *[In 2014, there were 56 of scholarships for individual rural EMS personnel.]*
- Increase Rural Pediatric Mock Crash Simulation trainings in rural areas from 3 in 2013 to 4 by December 31, 2015. *[In 2014, there were zero Rural Pediatric Mock Crash Simulation trainings in rural areas. TSD did not partner with OHA to continue the project.]*
- Decrease response, scene and transport times from the statewide average of 46 minutes in 2010-2011 to 41 minutes by December 31, 2015. *[In 2014, the statewide average was 37 minutes.]*
- Maintain the 2013 attendance of one OTSC member that are a formal part of the state's EMS Advisory Committee through December 31, 2015. *[In 2014, there were 4 meetings, 2 were attended.]*

Strategies

- Work in coordination through EMS meetings statewide to collaborate and improve transportation safety related medical care and associated EMS/Trauma programs throughout Oregon.
- Increase scholarships awarded to rural EMS professionals responsible for responding to motor vehicle crashes, both paid and volunteer, to attend EMS conferences to receive EMS training.
- Increase Rural Pediatric Mock Crash Simulation training events by providing hands-on, interactive training with simulators and agencies that respond together in a rural community, increasing their effectiveness.
- Provide training opportunities to decrease response, scene and transport times.
- Collect and report continuing education hours earned, during 2013 and 2014 for a baseline.

- Require attendance of one OTSC member at quarterly EMS Advisory Committee Meetings.
- Stay involved and be available for EMS and Transportation Safety collaboration opportunities as they arise.

Project Summaries

Section 402

EM-15-24-01 EMS Statewide Services \$30,533

This funding was used to assist in strengthening Oregon’s EMS statewide. In 2015, there were 56 scholarships awarded to rural prehospital providers to attend EMS conferences throughout the state in order to earn the CEs that are required for their licensures to provide care in Oregon. This funding was also used to purchase and distribute 32 ACR-4 Pediatric Stretcher Restraint Systems throughout the state to transport agencies that were identified through a nation-wide Emergency Medical Services for Children assessment on pediatric capabilities that showed 19% of Oregon transport agencies had no pediatric restraints available. The pediatric restraints allow safe transport and the ability to be treated without removing the restraints. This should help with potential injuries incurred from ambulance crashes and/or stretcher drops.

EM-15-24-02 Oregon EMS and Trauma Systems Rural Pediatric Simulation Education Project

This funding will assist in strengthening Oregon’s EMS statewide. It will be used for outreach, recruitment, retention, training and possibly EMS equipment as opportunities become available throughout the year. *[This project was not initiated during the grant year.]*

Equipment Safety Standards

[Link to the Transportation Safety Action Plan:](#)

Action # 59 – Improve public knowledge of vehicle safety equipment

Continue to improve public knowledge of vehicle safety equipment, and its role in safe vehicle operation. Improve current mechanisms to raise awareness of common vehicle equipment maintenance and use errors, and seek new or more effective ways to raise awareness and increase compliance with proper use and maintenance guidelines. Develop improved mechanisms to educate the public about Antilock Braking System (ABS) use.

The Problem

- Oregon drivers are not well-informed about vehicle equipment laws. This lack of knowledge presents safety hazards as drivers violate equipment statutes.
- Oregon does not have a trailer brake requirement. ORS 815.125 (7) only addresses that a combination of vehicles must be able to stop within a certain distance at a certain speed.
- Vehicle equipment defects are not consistently reported in crashes.
- Equipment retailers sell and/or modify vehicles that are not in compliance with the Federal Motor Vehicle Safety Standards (FMVSS), Oregon Revised Statutes or Oregon Administrative Rule.
- Law enforcement lacks the resources to consistently pursue vehicle equipment violators.

Automobile Vehicle Defect Crashes on Oregon Highways, 2008-2012

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
Total Vehicle Defect Crashes							
Number	523	569	560	600	690	605	605
People injured or died due to tire failure	168	199	185	202	216	192	199
Crashes due to defective brakes	N/A	172	175	177	202	187	183
Crashes due to mechanical defects	N/A	198	168	163	194	178	180
Non-fatal & Injury Crashes							
Number	264	295	283	299	335	262	295
Number of persons injured	427	476	423	444	535	421	460
Fatal Crashes							
Number	9	7	7	3	5	3	5
Number of persons killed	10	7	8	3	5	4	5
Convictions for unlawful use of or failure to use lights (ORS 811.520)	N/A	1,262	1,302	1,144	1,170	1,170	1,210

Source: Crash Analysis and Reporting, Oregon Department of Transportation, DMV
 Includes: Autos, Pickups, Vans, SUVs, Motorhomes, Motorcycles and Mopeds. Types of defects: trailer connection broken, steering, brakes, wheel came off, hood flew up, lost load, tire failure, other. (Trucks, buses and semi vehicle safety and equipment standards are administered and enforced by the Motor Carrier Division of ODOT.)

Goals

- To reduce the number of total vehicle defect-related crashes from the 2005-2012 average of 573 to 449 by 2020.

Performance Measures

- Reduce the number of people killed or injured due to tire-failure from the 2010-2012 average⁴ of 123 to 112 by December 31, 2015. *[In 2014, there were 149 people killed or injured due to tire-failure.]*
- Reduce the number of people killed or injured due to defective brakes from the 2010-2012 average of 172 to 157 by December 31, 2015. *[In 2014, there were 153 people killed or injured due to defective brakes.]*
- Reduce the number of people killed or injured due to mechanical defects from the 2010-2012 average of 154 to 140 by December 31, 2015. *[In 2014, there were 100 people killed or injured due to mechanical defects.]*
- Reduce the number of people killed or injured in non-truck towing crashes from the 2010-2012 average of 618 to 599 by December 31, 2015. *[In 2014, there were 608 people killed or injured in non-truck towing crashes.]*

Strategies

- Disseminate information about safety equipment standards to auto dealers, RV dealers and auto parts retailers.
- Disseminate information about proper tire pressure monitoring to tire retailers and the general public.
- Update Administrative Rules on equipment to reflect current federal law or clarify current federal or state law.
- Educate the public, law enforcement and judicial officials about vehicle equipment standards through the use of TSD's website, flyers, news releases, verbal communications and publications.
- Disseminate information to the public on safe trailer operation.

Project Summaries

Section 402

CL-15-80-01 Statewide Services – Equipment \$0

This project will contribute to the annual division telephone survey that includes questions about equipment safety; updated and reprinted brochures, flyers and other resources materials; contributed to the public information and education contract to continue to educate motorists and motorcyclists about equipment safety issues. Education efforts included younger/older and disabled riders and drivers, and questions on the annual division telephone survey. *[This project was not initiated during the grant year.]*

⁴ Includes passenger cars, motorcycles, travel trailers, light trailers, motor homes, for rent trailers, and trucks.

Highway Safety Improvement Program (HSIP)

Link to the Transportation Safety Action Plan:

Action # 23 – Safety areas of interest should include intersection crashes, roadway departure, and pedestrian/bicycle

Continue to focus on improving key infrastructure safety emphasis areas through improved effort, communication, and training. Work on these emphasis areas may include, but should not be limited to the following:

- Intersection Crashes – Investigate the usefulness of advance signing, roundabouts, access management techniques advance technology and features, improvements to signal timing to smooth traffic flow in various settings. Implement effective solutions.
- Roadway Departure Crashes (Lane departure crashes include run off the road crashes and head-on crashes) – For highways, rural roads and other higher speed roadways investigate the application and usefulness of rumble strips, shoulder widening, median widening, cable barrier, durable marking, fixed object removal, roadside improvements, safety edge and other countermeasures and safety treatments of centerline and shoulder areas for lane departure crashes in various settings. Implement effective solutions.
- Pedestrian and Bicycle Crashes – Investigate the usefulness of curb bulb-outs, refuge islands, warning signage improvements and other countermeasures for pedestrian crashes, investigate improvements in traffic controls for bicycles and improvements at intersections to better accommodate crossing pedestrians and bicycles such as bicycle signals, bicycle-activated warning light/sign systems, colored pavements and rectangular rapid flashing beacons for pedestrian crossings and rectangular rapid flashing beacons. Consider changes to roadway design standards for urban area roadways that encourage vehicle operators to travel at the posted speed. Implement effective solutions.
- Further develop, enhance and institutionalize the ODOT Safety Corridor and Roadway Safety Audit Programs within ODOT. Each should further the program and embrace the blending of the “4 E approach to transportation safety” as is described in FHWA’s Office of Safety Mission Statement. (Education, Engineering, EMS and Enforcement.)

The Problem

- The purpose of the Highway Safety Improvement Program (HSIP) is to achieve a significant reduction in fatalities and serious injuries on public roads. HSIP requires a data-driven, strategic approach to improving highway safety on all public roads that focuses on performance. The problem is how to achieve the best results with limited funds.
- City and county roads account for half of the fatal and serious injury crashes in the state, but these crashes are spread over 43,000 miles of roadway.
- State highways have the highest rate of fatal and serious injury crashes per mile and city streets and county roads have the highest rates per Vehicle Mile Traveled (VMT).
- Good project selection can suffer from subjective opinions, crash variability (i.e., short term spike in crashes) and surrogate measures of safety (i.e., near misses). To most effectively use limited HSIP funds, projects should use a data driven process to find the best reductions in fatal and serious injury crashes for the money spent.

- Rural roads typically have lower overall number of crashes, and more dispersion of severe crashes, addressing safety needs on these roads can be challenging. Installing low cost systemic countermeasures along entire routes or a series of curves or at groups of intersections can effectively reduce fatal and serious injuries across the system.
- Lower volume roads are typically more risky and have narrower or no shoulders and steeper roadside areas, making the use of some systematic countermeasures impractical. Fewer effective countermeasures translate to less practical options for improving safety.
- Some safety measures require ongoing costs for maintenance once installed, adding costs to agencies already struggling to keep up with their needs.
- To advance data driven decisions using the Highway Safety Manual will require more data about the roadway characteristics. Electronic data collection processes will improve. Yet the cost of data will be significant.

Oregon Highways, Fatalities and Serious Injuries 2005-2012

Public Roads by Jurisdiction	State Highways		Urban Non-State Streets		Rural Non-State Roads		All Roadways	
	Average	Per VMT*	Average	Per VMT*	Average	Per VMT*	Average	per VMT*
All F&A Crashes	1049	5.03	608	8.48	439	6.11	2095	6.12
Roadway Departure F&A	489	2.39	128	1.78	302	4.20	918	2.68
Intersections F&A	253	1.16	303	4.22	63	0.86	619	1.81
Pedestrians and Bicyclists F&A	85	0.41	139	1.93	18	0.25	242	0.71

*Fatalities and serious injuries per one hundred million vehicle miles traveled (non-state VMT is 42% of total, best estimate is that it is almost evenly split between urban and rural)

Roadway Departure Crash – a crash not related to an intersection, which occurs after a vehicle crosses an edge line, a centerline, or otherwise leaves the traveled way.

Intersectional Crash – a crash which occurs within the limits of the intersection of two or more roads; or, a crash which occurs outside the intersection but are generally within 50 feet and a direct result of some maneuver at or because of the intersection.

Pedestrians and Bicyclists Crash – a crash in which a pedestrian or pedal cyclist was struck by a motor vehicle.

Goals

- To reduce the number of fatalities and serious injuries from the 2005-2012 average of 2,095 to 1,642 by December 31, 2020.
- Incorporate the latest safety methodologies and techniques (Highway Safety Manual) for analyzing and diagnosing the safety of roadways so that by 2020 ODOT is using the HSM methodology (with an Empirical Bayes adjustment) to screen the state highway network and some of the higher functioning non-state roadways for potential sites for improvement.

Performance Measures

- To reduce the number of fatalities and serious injuries from the 2005-2012 average of 2,095, to 1,912 by December 31, 2015. *[In 2014, there were 1,853 fatalities and serious injuries.]*
- To reduce the average number of roadway departure fatal and serious injury crashes from the 2005-2012 average of 918 to 838 by December 31, 2015. *[In 2014, there were 601 roadway departure fatal and serious injury crashes.]*
- To reduce the average number of intersection fatal and serious injury crashes from the 2005-2012 average of 619 to 565 by December 31, 2015. *[In 2014, there were 570 intersection fatal and serious injury crashes.]*
- To reduce the average number of pedestrian and bicycle fatal and serious injury crashes from the 2005-2012 average of 221 to 190 by December 31, 2015. *[In 2014, there were 235 pedestrian and bicycle fatal and serious injury crashes.]*

Strategies

- Continue to implement the Highway Safety Manual into ODOT and identify impediments to implementation:
 - ü Complete an evaluation of Safety Performance functions (HSM) for Signalized Intersections.
 - ü Advocate for the evaluation of other Safety Performance measures for Oregon (i.e., Freeways).
 - ü Complete a Pooled fund study of HSM Implementation.
 - ü Perform pilot of signalized intersection data collection for fundamental Data elements required in MAP 21 for HSM.
 - ü Create Before/After worksheet tool (to evaluate performance of projects) using HSM methods.
- Develop and implement the new All Roads Transportation Safety (ARTS) Program:
 - ü Develop application process for ARTS.
 - ü Develop program guidance for ARTS.
 - ü Roll out ARTS program for 2017-2020 STIP.
- Continue to implement the Local Agency Transition program:
 - ü Monitor scoping and development of Transition Projects.
 - ü Continue to implement systemic measures on the local road system.
- Continue to emphasize systemic improvement strategies for safety emphasis areas:
 - ü Train Local agencies in systemic approach.
 - ü Develop program for training through Local Technical Assistance Program.
 - ü Update the Roadway Departure Plan and Intersection Plan using OASIS.
 - ü Continue to improve coordination and communication with local agencies responsible for safety.
 - ü Develop/improve risk factors for rural roads and pedestrian/bicycle.

- Evaluate and improve the SPIS/OASIS process:
 - ü Revise OASIS to be able to produce systemic plans.
 - ü Train locals on the use of SPIS all public roads.
 - ü Collaborate with Transportation Data Unit to improve process for data loading.

- Continue to investigate new technologies and expand the use of proven engineering measures for improving safety:
 - ü Study benefits of red clearance extension to reduce red light running.
 - ü Evaluate and implement variable speed systems to reduce weather related incidents.
 - ü Continue to encourage use of roundabouts and separation of turning movements at rural intersections.
 - ü Encourage the use of “High Friction Surface Treatment” at targeted locations.
 - ü Promote the removal of large trees in the fill slopes on low volume roadways.
 - ü Promote striping edge lines on narrow low volume roadways that currently do not have edge lines.
 - ü Encourage and expand the use of Rumble Strips in Oregon.
 - ü Develop and begin implementing a plan for improved curve warning Signing.
 - ü Research benefits of pedestrian enhancements (i.e., Rapid Flash Beacons).

- Advocate for new standards/policies that improve Safety, for example:
 - ü Evaluate new Roadway Lighting technologies (i.e. LED’s).
 - ü Evaluate additional standard elements for signalized intersections (i.e., reflectorized back plates).
 - ü Evaluate pedestrian enhancements (i.e., spacing standards).

Project Summaries

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|---|-------------------------------------|--------------------|
| 164HE-15-73-16 | HSEC 2010 Safety Initiatives | \$1,137,057 |
| This FFY 2015 grant provided state highway infrastructure safety projects selected from eligible Highway Safety Improvement Program (HSIP) projects. Projects were selected by the Highway Safety Engineering Committee (HSEC) during FFY 2010. | | |
| 164HE-15-73-17 | HSEC 2011 Safety Initiatives | \$1,216,967 |
| This FFY 2014 grant provided state highway infrastructure safety projects selected from eligible Highway Safety Improvement Program (HSIP) projects. Projects were selected by the Highway Safety Engineering Committee (HSEC) during FFY 2011. | | |
| 164HE-15-73-19 | HSEC 2012 Safety Initiatives | \$500,442 |
| This FFY 2015 grant provided state highway infrastructure safety projects selected from eligible Highway Safety Improvement Program (HSIP) projects. Projects were selected by the Highway Safety Engineering Committee (HSEC) during FFY 2013. | | |

Impaired Driving - Alcohol

Links to the Transportation Safety Action Plan:

Action # 55– Encourage enforcement organizations to partner with advocacy groups to conduct high visibility enforcement

Encourage enforcement organizations to partner with advocacy and interest groups to conduct high visibility enforcement targeted at enhancing the safety of vulnerable road users. These efforts should use data to identify behaviors leading to crashes. Enforcement actions may affect those who place vulnerable users at risk, but may also address the actions of vulnerable users who place themselves at significant risk. Enforcement actions should include a significant media outreach component.

Action # 63 – Require IID for all convictions and diversions

Require ignition interlock devices (IID) use for all those convicted for DUII or diversion. Ensure existing system requires monitoring.

The Problem

- Data from the Fatality Analysis Reporting System (FARS), which is based on police, medical, and other information, show that in 2012, 36.6 percent of all traffic fatalities were alcohol-related (123 deaths). Ninety five of the fatalities involved only alcohol; and 28 were a combination of both alcohol and other drugs.
- Due to lack of monitoring methodology, there are a high number of required ignition interlock devices that are not installed as required. With new legislation passed in 2012, an additional estimated 10,000 new ignition interlock devices will be required for diversions. There is no coordinating oversight for the qualifications of the sellers or installers for neither the IID, nor standards for the technology used in the various IID's or how frequently the IID's report back to the courts for offender accountability.

Impaired Driving in Oregon - Alcohol, 2008-2012

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
Fatal & Injury Crashes	19,479	18,409	19,384	21,171	24,197	24,762	21,585
Fatalities	478	416	377	317	331	337	356
Alcohol Only Fatalities	156	120	116	90	104	95	105
Combination Alcohol & Other Drugs	23	51	28	17	19	28	29
Total Alcohol Involved & Combination	179	171	144	107	123	123	134
Percent Alcohol- Involved Fatalities	37.5%	41.1%	38.2%	33.8%	37.2%	36.5%	37.3%
Alcohol Involved Fatalities per 100 Million VMT	0.51	0.51	0.42	0.32	0.37	0.37	0.40
Drivers in Fatal Crashes with BAC .08 & above	111	107	96	51	81	67	80

Sources: Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation.

Impaired Driving Arrests During Grant Funded Activities, 2009–2013

	04-08 Average	FFY 2009	FFY 2010	FFY 2011	FFY 2012	FFY 2013	2009-2013 Average
Impaired Driving Arrests	N/A	1,080	1,447	2,144	1,881	1,390	1,588

Sources: TSD Grant files, 2007 – 2013

Impaired Driving in Oregon - Alcohol, 2008-2012

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
Number of Ordered Ignition Interlock Devices (IID)	N/A	N/A	9,625	9,364	9,547	15,733	N/A
Number of Confirmed Installed IID	N/A	N/A	2,957	3,225	3,410	5,360	N/A
DUII Offenses	24,711	24,814	20,995	22,500	21,534	20,042	21,977
Percent Who Say Drinking & Driving is Unacceptable Social Behavior	91%	88%	90%	91%	90%	90%	90%

Sources: Driver and Motor Vehicle Services, Oregon Department of Transportation, Law Enforcement Data System, *Transportation Safety Survey, Executive Summary*; Intercept Research Corporation, ,

Goals

- Reduce the total number of alcohol-related fatalities from the 2008-2012 average of 134 to 110 by 2020.
- Increase the number of Oregon municipal police agencies participating in NHTSA sponsored High Visibility Enforcement (HVE) events from the 2011-2013 average of 56 (42%) to 132 (100%) by 2020.
- Increase the number of Oregon County Sheriff's Offices participating in NHTSA sponsored High Visibility Enforcement (HVE) events from the 2011-2013 average of 27 (75%) to 36 (100%) by 2020.
- Increase the number of Ignition Interlock Devices (IID) installed on vehicles for a DUII diversion from the 2008-2011 average of 31percent to 100 percent by 2020.

Performance Measures

- Continue the reduction of traffic fatalities that are alcohol-related (BAC .01 and above) from the 2008-2012 average of 134 to 126 by December 31, 2015. ***[In 2014, there were 120 traffic fatalities that are alcohol-related.]***
- Increase the number of Oregon municipal police agencies participating in NHTSA sponsored High Visibility Enforcement (HVE) events from the 2011-2013 average of 56 (42%) to 69 (52%) without losing any net population representation by December 31, 2015. ***[In 2014, there were 69 municipal police agencies participating.]***
- Increase the number of Oregon County Sheriff's Offices participating in NHTSA sponsored High Visibility Enforcement (HVE) events from the 2011-2013 average of 27 (75%) to 29 (80%) without losing any net population representation by December 31, 2015. ***[In 2014, there were 28 counties participating.]***
- Decrease alcohol impaired driving fatalities from the 2010-2012 average of 73 to 66 by December 31, 2015. (NHTSA) ***[In 2014, there were 82 alcohol impaired driving fatalities.]*** *Note: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.

- Increase the number of Ignition Interlock Devices (IID) installed on vehicles for a DUII diversion from the 2008-2011 average of 31 percent to 40 percent by December 31, 2015. *[In 2014, there were 1,896 Ignition Interlock Devices (IID) installed on vehicles for a DUII diversion.]*

Strategies

- Target public opinion research to help guide legislative and public education efforts regarding DUII.
- Study DUII offense/offender patterns and look for ways to better target efforts for maximized return in the form of lowered recidivism.
- Develop and distribute a Law Enforcement toolkit to maximize HVE and overall DUII enforcement productivity.
- Support Law Enforcement agency media and local public safety education efforts on DUII, especially with smaller agencies that may not have dedicated public affairs staff.
- Work to develop and support key community groups that can speak as surrogates on the DUII issue throughout the state.
- Initiate a study of the nexus between Treatment, Prevention and Enforcement efforts and conduct a gap analysis to better target resources and provide solid policy advice and data-driven prioritization.
- Work with Law Enforcement, Courts and Prosecutors to streamline the DUII process to reduce paperwork and officer failure-to-appear at administrative suspension hearings, and strengthen DUII cases overall.
- Work to replicate effective best practices for DUII specialty courts in Oregon for those communities that can support this tool locally.
- Continue support for increased judicial and prosecutorial education on DUII issues.
- Collaborate with Health and Hospital systems in Oregon to educate their staff and develop (if necessary) Memorandums of Understanding for local law enforcement agencies that can eliminate problems for hospital reporting and warrant services.
- Promote the DMV improved IID technology standards to prosecutors and courts that have resulted from the administrative rule process.
- Maintain collaboration with the Governor's Advisory Committee on DUII and promote cooperative efforts at public education, stakeholder partnerships and advancement of policy.
- Promote "No Refusal" events in every ODOT region with the cooperation with local enforcement, prosecution and courts.

Project Summaries

Section 164

164AL-15-14-09 DUII Overtime Enforcement Program – OSP \$137,596
Oregon State Police continue to participate in the High Visibility Enforcement events throughout the year, designated at high-incidence windows for DUII. This grant provided overtime funds for troopers working in coordinated statewide DUII-specific patrols. In FY2015, Oregon State Police worked 891 grant hours and made 82 DUII arrests, equaling 10.8 grant hours per arrest. OSP also made 2811 DUII arrests on straight time in FY2015.

164AL-15-14-17 DISP-Portland Police Bureau \$38,483
The Portland Police Bureau as a function of DISP conducted warrant service on behalf of the court within seven days of the warrant being issued, as well as pursuing active warrants that have been on file and unserved. PPB also made 86 unannounced home visits to DISP participants and relayed that information to the case manager, the judge and the prosecutors. This grant was started in the second quarter of FY2015, to allow for a refocus of efforts and responsibilities.

164AL-15-14-18 ODAA / "Lethal Weapon" \$45,895
Oregon District Attorney's Association conducted the "Lethal Weapon" training course for prosecutors and law enforcement crash reconstructionists on June 22-26th. Skills taught at this course included determining vehicle speed from physical evidence, vehicle and occupant kinetics in a crash, developing trial skills for an impaired driving fatality or injury, understanding the prosecutor's role, and evidence gathering at the scene and advanced investigative techniques. At the ODAA Summer Conference on August 19th, the ODAA also provided impaired driving case law updates, training on intelligence gathering and facilitated a wet lab demonstration.

164AL-15-14-20 Law Enforcement Spokesperson – DPSST \$90,865
This project provided funding for the management and training of all DUII related law enforcement in the State of Oregon. Training is held at various locations to increase the number of certified trainers, provide mobile video training and conduct a survey of police agencies.

In FY2015, this grantee met or exceeded every metric established for training in the grant, including 15 SFST Basic classes (310 students), 20 SFST Refresher classes (284 students), 10 Mobile Video classes (66 students and five new instructors), a SFST Instructor Development Course (19 new instructors), and nine Intoxilyzer 8000 classes (125 students).

Section 405d

M6X-15-12-01 DUII Statewide Services \$184,841
A comprehensive traffic safety public information program implemented. Materials and supplies developed through this project provide the general population with safe driving messages relevant to alcohol. DUII related PSAs in the form of billboards, print, water closet, television and radio aired. Surveys conducted to measure public perception, awareness, message saturation and levels of support for DUII laws.

- M6X-15-12-02** **DUII Court 1 – City of Beaverton** **\$129,663**
 Throughout FY2015, B-SOBR has continued to operate at capacity and coordinate services for participants, including a rigorous home visitation component. They have also instituted an Ignition Interlock Device program for eligible participants as an additional incentive, along with the ability for enhanced monitoring with advanced technology. B-SOBR continues to keep current on team member training and working to make their program portable into other communities that could benefit from their structure.
- M6X-15-12-06** **ODAA/"Prosecuting the Drugged Driver"** **\$34,071**
 This project funds a three day training for new law enforcement and new prosecutors in the processes involved in a DUII arrest and conviction and encourages partnerships in dealing with the crime of impaired driving. This training was held on January 20-23, 2015.
- M6X-15-12-21** **DUII Prosecutor** **\$203,400**
 This project provided an expert DUII prosecutor who serves as a resource to other prosecutors in handling the complex DUII laws. The DUII Prosecutor traveled throughout Oregon to assist with complex DUII cases.
- M6X-15-12-36** **Oregon Impact – Municipal Agencies Overtime Grants - Low** **\$408,107**
 This grant is for DUII overtime enforcement to city police departments throughout the state. Approximately 55 cities will receive overtime funds for 2014. Cities participating in the High Visibility Enforcement events will provide DUII-specific patrols at designated high-incidence windows for impaired driving. In FY2015, Oregon Impact issued a total of 38 grants to cities. Those cities delivered 929 DUII arrests made during the grant overtime. Oregon Impact also developed an on-line reporting system, BadgeData, to be made available to cities and counties alike to report grant statistics and file claims, thus reducing the paperwork and bureaucracy that has discouraged both cities and counties from participating in the HVE grants.

Section 405d - Mid

- M5HVE-15-12-21** **DUII Enforcement – OSSA Departments** **\$294,403**
 This project provided overtime patrol hours for law enforcement on DUII for roadways throughout Oregon. OSSA provided DUII overtime patrol in 30 counties throughout Oregon. The counties made 531 DUII arrests this grant year. In FY2105, 24 agencies participated out of Oregon's 36 counties. This covered 79% of the state's population and resulted in 324 DUII arrests. Participation in this grant has dropped significantly in FY2016, especially amongst Oregon's more rural counties that struggle with staffing and administrative support. Some counties feel that participation is not worth the burden of reporting.
- M5TR-15-12-12** **DUII Multi-Disciplinary Task Force Training Conference-Mid** **\$95,000**
 This project provides funding for an annual training conference, specifically focused on DUII issues, which includes participating disciplines such as law enforcement, prosecutors, prevention and treatment professionals and others across the DUII spectrum of involvement. The DUII Multidisciplinary Task Force Conference will reach well over 300 people within the State of Oregon, working in the DUII subject area. The 2015 Conference was held on April 23-24 and was attended by approximately 325 individuals from across the DUII spectrum, including enforcement, judicial, treatment, prosecution, specialty courts, and prevention.

M5PEM-15-12-05 DUII Paid Media

\$216,000

This project paid for \$54,000 per quarter through Gard Communications, spent on the creation and placement of ads on radio, to cover Super Bowl, St. Patrick's Day, Fourth of July, and Labor Day flights. The four paid NHTSA flights also provided a total of \$42,458 in added value in the form of additional airtime. A number of Oregon newspapers continue to run various previously produced Impaired Driving PSAs, for a retail value of \$7,772.82. The 2013 radio PSA "The Call" is also still being run by radio stations. In 2014-15, this PSA ran 260 times for a total retail value of \$7,280. The 2010 Spanish version of the radio PSA "Think Again" also ran 3,820 times on three Spanish stations for a total retail value of \$106,960. Added Media value for the Impaired Driving program in FY 2014-2015 is estimated at \$192,847.

Impaired Driving - Drugs

Links to the Transportation Safety Action Plan:

Action # 44 – Revise driving under the influence of intoxicants statutes

Continue to recognize the prevalence of driving under the influence of drugs and revise DUII statutes to address the following:

- Maintain, strengthen and support DRE training.
- Support prosecution of impaired drivers through training for prosecutors regarding alcohol and other impairing substances.
- Address the legal and information issues around sobriety check points.
- Expand the definition of DUII to any impairing substances.
- To support implementation of these revisions, develop and offer a comprehensive statewide DRE training program.
- Continue to support implementation, revision, and offering of comprehensive statewide DRE training program
- Pursue allowing court testimony of certified DRE even in an incomplete evaluation.

Action # 50 – Expand legislation to allow hospital records of blood tests to be admitted into evidence

Expand legislation that allows hospital records of urine tests obtained as a result of a vehicle crash to be admitted into evidence to show impairing substances to be reported within six hours to law enforcement agencies.

The Problem

- Data from the Fatality Analysis Reporting System (FARS), which is based on police, medical, and other information, shows that in 2012, 20.8 percent of all traffic fatalities were drug-related (70 deaths). Ninety-five of the fatalities involved only alcohol; 42 involved only other drugs; and 28 were a combination of both alcohol and other drugs.
- Since the inception of the Drug Recognition Expert (DRE) program in January 1995, Oregon has experienced an increase in drug-impaired driving arrests, from 428 in 1995, to 900 in 2012. Impairment, due to drugs other than alcohol, continues to have a negative impact on transportation safety.
- Due to current Oregon law, drivers impaired by over-the-counter and/or non-controlled prescription drugs do not get DUIs and are therefore not referred to treatment.
- Marijuana legalization has seen success in two Western states, Washington and Colorado. Eight Western states (including Oregon) already have medical marijuana programs. Oregon will likely confront the legalization issue within the next five years. With a continued rise in DUII/Drugs, it is reasonable to expect that any legalization would increase impaired driving/drugs arrests as well as fatal and injury crashes.

- A recent U.S. Supreme Court decision (Missouri v. McNeely) in April 2013 has affected the interpretation of exigency when obtaining a blood draw in the case of DUII. Missouri v. McNeely affirms that loss of evidence (dissipation of blood alcohol levels) is not in itself an exigent circumstance that would otherwise not require a search warrant to facilitate a blood draw. Blood draws are currently the most efficient and accurate way to prove impairment at the time of arrest in the case of drugs, in particular, impairment by substances that remain in the body for a long period of time, such as marijuana.
- On December 13, 2013, the Oregon Supreme Court ruled in State v. Moore that reading the Implied Consent rights and possible administrative consequences is not unconstitutionally coercive towards a person arrested for DUII. This means that officers are now able to read Implied Consent and perhaps gain a higher level of compliance and avoid delays associated with obtaining a search warrant for further BAC analysis. However, this ruling means a rapid education effort needs to take place across the law enforcement and prosecution continuum of DUII to inform individuals of this significant change. This new information needs to be incorporated into Standard Field Sobriety Training, Drug Recognition Expert training, and DUII prosecutor training around the state to ensure consistent and appropriate use of this ruling at every step of the DUII process.

Impaired Driving in Oregon – Other Drugs, 2008-2012

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
Other Drug Only Fatalities	32	62	37	31	27	42	40
Combination Other Drug and Alcohol	23	51	28	17	19	28	29
Total Other Drug Only & Combination	54	113	65	48	46	70	68
Percent Other Drug-Involved Fatalities	11.4%	27.2%	17.2%	15.1%	13.9%	20.8%	18.8%
DUII Arrests (Drugs other than Alcohol)	1,191	844	1,318	1,437	1,083	900	1,116
All Fatal & Injury Crashes	19,479	18,409	19,384	21,171	24,197	24,762	21,585
All Nighttime F&I Crashes	2,780	2,722	2,711	2,970	3,530	3,646	3,116
% Nighttime F&I Crashes	14.3%	14.8%	14.0%	14.0%	14.6%	14.7%	14.4%
All Fatalities	478	416	377	317	331	337	356

Sources: Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation, Law Enforcement Data System

*Nighttime F&I Crashes are those fatal and injury crashes that occur between 8 p.m. and 4:59 a.m. Use of crash data occurring 8 p.m. and 4:59 a.m. as a proxy measure for alcohol involved crashes is generally accepted nationally and suggested by the National Highway Traffic Safety Administration.

Goals

- Reduce the total number of Impaired Driving drug-related fatalities from the 2005-2012 average of 67 to 52 by 2020.
- Increase the number of certified Drug Recognition Experts in Oregon from the current number of 194 to 230 by 2020.

Performance Measures

- Increase the number of certified DREs from the current number of 194 to 200 by December 31, 2015. *[In 2014, there were 182 certified DREs.]*
- Reduce the total number of Impaired Driving drug-related fatalities from the 2010-2012 average of 55 to 50 by December 31, 2015. *[In 2014, there were 80 Impaired Driving drug-related fatalities.]*

NOTE: It is likely that a ballot measure or a referendum on marijuana legalization will be decided on by Oregon voters within the next few years. Additionally, the State of Washington legalized marijuana in 2012 and shares a common border and municipal boundary with Oregon's largest metropolitan area and population center. It is likely those two facts, either separately or in conjunction, will contribute to an increase in DUII-Drugs as arrests or fatal crashes in Oregon. Washington has already experienced a 50% increase in DUII cases where marijuana has been the impairing substance.

Strategies

- Continue support for increased judicial and prosecutorial education on DUII-Drug issues.
- Collaborate with Health and Hospital systems in Oregon to educate their staff and develop (if necessary) Memorandums of Understanding for local law enforcement agencies that can eliminate problems for hospital reporting and warrant services.
- Continue support for DRE training and education programs.
- Provide information on cases related to the definition of intoxicants and the current loophole of non-controlled substances.
- Target revised public opinion research to help guide legislative and public education efforts, specifically related to the impacts of marijuana legalization related to impaired driving.
- Work with OHA to track DUII-Drugs offender patterns, recidivism rates, treatment methodology, effectiveness and overall impacts to the DUII system.
- Support policy movement to set standards for "blood" as relating to DUII.

Project Summaries

Section 405d

M6X-15-12-16 Drug Recognition Expert Training (DRE) \$169,307
Provide training and coordination of the Oregon Drug Evaluation and Classification (DEC) program and other related impaired driving programs in accordance with the International Association of Chiefs of Police (IACP) and NHTSA guidelines and recommendations. This grant provided for two DRE schools in FY2015, bringing the DRE total in Oregon to 204.

M6X15-12-23 Drug Recognition Expert Overtime Enforcement Project \$84,778
Provided statewide overtime enforcement by DREs (Drug Recognition Experts) representing multiple law enforcement agencies. In FY2015, the DRE callouts increased by 3% over FY2014. DRE's from state, county and city agencies responded to 342 callouts.

Judicial Outreach

Link to the Transportation Safety Action Plan:

Action # 43 – Establish processes to train enforcement personnel, attorneys, judges and DMV

Continue efforts to establish processes to train enforcement personnel, deputy district attorneys, judges, DMV personnel, treatment providers, corrections personnel and others. An annual training program could include information about changes in laws and procedures help increase the stature of traffic enforcement, and gain support for implementing changes.

The Problem

- There is limited outreach and training available for judges, district attorneys and court clerks/administrators relating to transportation safety issues.
- There are numerous issues of inconsistent adjudication of transportation safety laws from jurisdiction to jurisdiction which provides citizens with inconsistent and mixed messages.
- Lack of education regarding driving under the influence of any intoxicating substance, whether controlled or uncontrolled. Additionally, issues such as current DUll case law, ignition interlock device monitoring, impaired driving, and implied consent processes need to be addressed.

Judicial Outreach, 2008-2012

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
No. of Judges trained during offered training sessions	117	90	100	100	78	70	88
No. of Court Staff/Administrators trained	41	18	70	113	85	28	63
No. of Prosecutors trained	85	153	260	138	132	135	164
Combined total of CLE Credits Approved	70	28	40	51	63	61	49

Sources: TSD Judicial Training Grant Reports (Impaired Driving and Judicial Education Program)

Goals

- Increase the number of justice and municipal court judges participating in transportation safety related judicial education programs delivered by TSD from 100 annually, the 2007 level, to 130 annually by 2020.
- Maintain the number of prosecutors participating in transportation safety related judicial education programs funded by TSD at the 2010-2012 average of 135 annually by 2020.

Performance Measures

- Maintain the number of prosecutors participating in education programs at the 2010-2012 average of 135 annually by December 31, 2015. *[In 2014, there were 107 prosecutors participating in education programs.]*
- Increase the combined number of approved CLE credits offered by TSD funded educational opportunities from the 2010-2012 average of 39.5 to 48 by December 31, 2015. *[In 2014, there were 54 combined number of approved CLE credits offered by TSD funded educational opportunities.]*

*CLE is short for MCLE which means Minimum Continuing Legal Education activities. For judges that are active members of the Oregon State Bar, there is a minimum number of continuing legal education credits required to maintain certification as a licensed attorney.

The MCLE rules require that all regular active members complete forty-five (45) hours of approved continuing legal education activities in each three (3) year reporting period. Of those forty-five (45) hours, nine (9) must be on the subject of professional responsibility; five (5) of the nine (9) must be legal ethics credits, one of the nine (9) professional responsibility hours must be on lawyers' child abuse reporting obligations. Three (3) of the nine (9) professional responsibility hours must be on "elimination of bias," which is defined as an activity "directly related to the practice of law and designed to educate attorneys to identify and eliminate from the legal profession and from the practice of law biases against persons because of race, gender, economic status, creed, color, religion, national origin, disability, age or sexual orientation." [MCLE Rule 3.2 and 5.5. http://www.osbar.org/docs/rulesregs/mclerules.pdf.](http://www.osbar.org/docs/rulesregs/mclerules.pdf)

Strategies

- Coordinate and deliver an annual Traffic Safety Educational Conference to Oregon judges. Invite court administrators to attend.
- Participate and/or assist in providing additional training opportunities to judges, district attorneys, city prosecutors and court administrators at requested conferences.
- Work directly with courts to enhance traffic court processes and policies related to implementation of electronic citation data for criminal and traffic offenses.

Project Summaries

Section 402

TC-15-24-08 Judicial Education \$23,102

This project provided traffic safety related education to Oregon Municipal, Justice, and Circuit Court Judges as well as court administrators through an annual Traffic Safety Judicial Education Conference. During this training, attendees also observed a "wet lab" demonstration to gain knowledge related to the effects of alcohol and its relationship to impaired driving.

Motorcycle Safety

[Link to the Transportation Safety Action Plan:](#)

Action # 29 – Reduce the instance of unendorsed riders

Evaluate ways to reduce the instance of unendorsed riders. Identify and implement ways to reduce the crashes of individuals in this group. Specific actions may include public awareness, additional penalties, impoundment, and other actions. Evaluate the current instruction permit in relation to training and formal endorsement. (Note: Poll to identify how dealers, motorcyclists, and the public would feel about requiring endorsement before sale, or ride-away sale.)

The Problem

- Fatal motorcycle crashes represented 16.1 percent of the fatal crashes in 2012 while only representing 3.2 percent of the total vehicles registered in 2012.
- Alcohol was involved in 40 percent of motorcycle fatalities in 2012.
- Non-endorsed motorcyclists were involved in 19.6 percent of motorcycle fatalities in 2012.
- Twenty-nine of 49 motorcycle fatalities in 2012 occurred on corners where the motorcyclist lost control and was unable to make it safely around the corner.
- The average age of the fatally involved rider was 50 in 2011.
- Non-DOT motorcycle helmets are allowed by definition under ORS 801.366. Usage of these non-DOT helmets by motorcyclists endangers the health of the wearer in a motorcycle crash. The 2012 observational helmet use survey reflected a two percent decrease in usage from 2011.

Motorcycles on Oregon Highways, 2008-2012

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
Fatal Crashes	43	45	49	38	38	49	44
Percent of fatal crashes	10.2%	12.2%	14.8%	13.0%	12.3%	16.0%	13.7%
Motorcyclists killed	45	46	51	38	40	51	45
Single-vehicle fatal crashes	23	22	30	23	19	23	23
Multi-vehicle motorcycle vs. auto fatal crashes	12	12	10	6	12	12	10
Multi-vehicle auto vs. motorcycle fatal crashes	7	8	6	9	6	9	8
Fatalities							
Percent alcohol involved fatalities	36.9%	39.1%	37.3%	21.1%	40.0%	40.0%	35.5%
Percent non-endorsed fatalities	22.4%	17.4%	34.6%	18.4%	35.1%	19.0%	24.9%
Percent unhelmeted fatalities	7.7%	2.2%	5.9%	7.9%	10.0%	5.9%	6.4%
Injury Crashes	528	717	698	713	841	952	784
Percent of injury crashes	2.8%	4.0%	3.7%	3.4%	3.5%	3.9%	3.7%

Motorcycles on Oregon Highways, 2008-2012 *(continued)*

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
Registered Motorcycles	100,802	131,204	133,796	131,652	131,427	130,885	131,793
Percent of registered vehicles	2.5%	3.2%	3.2%	3.3%	3.3%	3.2%	3.2%
Motorcycle fatalities per registered motorcycle (in thousands)	0.45	0.35	0.38	0.29	0.30	0.39	0.34
Observation Data							
Percent Helmet Use	96%	94%	95%	96%	98%	97%	96%
Percent Motorcyclists wearing non-DOT helmet	4%	6%	5%	4%	2%	3%	4%
TEAM Oregon Students Trained	6,779	9,972	8,778	8,779	10,286	11,805	9,924

Source: Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation. *NHTSA Shoulder Harness and Motorcycle Helmet Usage Study*, Intercept Research Corporation. TEAM Oregon Motorcycle Safety Program

Goals

- Reduce the number of people killed or seriously injured in motorcycle crashes from the 2005-2012 average of 275 to 215 by 2020.

Performance Measures

- Reduce the number of fatal motorcycle crashes when the rider was impaired (alcohol and/or other drugs) from the 2010-2012 average of 13 to 12 by December 31, 2015. *[In 2014, there were 11 fatal motorcycle crashes when the rider was impaired (alcohol and/or other drugs).]*
- Reduce the number of fatal motorcycle crashes when the rider was not properly endorsed from the 2010-2012 average of 10 to 9 by December 31, 2015. *[In 2014, there were 11 fatal motorcycle crashes when the rider was not properly endorsed.]*
- Reduce the number of speed-related motorcycle crashes from the 2010-2012 average of 277 to 268 by December 31, 2015. *[In 2014, there were 232 speed-related motorcycle crashes.]*
- Reduce the number of fatal motorcycle crashes that occurred while negotiating a curve from the 2010-2012 average of 24 to 23 by December 31, 2015. *[In 2014, there were 25 fatal motorcycle crashes that occurred while negotiating a curve.]*
- Decrease motorcyclist fatalities from the 2010-2012 year average of 43 to 42 by December 31, 2015. (NHTSA) *[In 2014, there were 44 motorcyclist fatalities.]*
- Decrease unhelmeted motorcyclist fatalities from the 2010-2012 average of 3 to 2 by December 31, 2015. (NHTSA) *[In 2014, there were 3 unhelmeted motorcyclist fatalities.]*

Strategies

- Collaborate with the Governor's Advisory Committee on Motorcycle Safety, law enforcement and motorcycle groups to educate riders on the effects of drinking and riding.
- Continue the TEAM OREGON beginning, intermediate, rider skills practice and advanced rider courses at multiple locations throughout the state.

- Continue the motorcycle safety media campaigns in the Transportation Safety Division's Public Information and Education Program. Efforts should focus on drinking and riding, proper protective riding gear, speeding and rider training.
- Ensure that media products are designed to target the majority of Oregon motorcyclists.
- Continue educating the general driving public to be aware of motorcycles.
- Ensure motorcycle training courses are located within reasonable travel distance of Oregon's motorcycle rider population and courses are offered within a maximum of 60 days at all locations.
- Evaluate the feasibility of requesting a NHTSA technical assessment.

Project Summaries

Section 405f

M9MA-15-50-01 Motorist Awareness \$6,000

This project provided funding for the Motorcycle Program Public Information and Education campaign to increase motorist awareness of motorcycles.

The objectives for this project included: 1) develop motorist awareness public information and education campaign and place/post media, 2) Identify target audience for motorcycle safety media related to motorist awareness, and 3) Identify methods to address motorcycle smaller size/speed differential to the public.

The program manager met with the Gard Communications (ODOT TSD media contractor) and developed a comprehensive media campaign which included an element to address motorist awareness. The program manager, working with GARD Communications, repurposed existing creative material ("I'm watching. Are You?") and paid \$6000.00 to Google for tile and banner advertisements. These advertisements ran from June 19, 2015 through July 31, 2015. Gard Communication reports the advertisements resulted in a total of 2,965,623 impressions and 5,614 clicks to the website. Gard Communications also reports that Oregon newspapers continue to run motorcycle safety print PSA's about rider awareness and training, and GARD estimates the total added value to be \$3,295.50.

During the comprehensive planning effort for the motorcycle safety media campaign, the program manager and representatives from GARD Communications identified the target audience as Oregon drivers, males and females, between the ages of 18 through 54.

Ongoing efforts to inform the public about the smaller size/speed differential between motorcycles and other modes of transportation include specific information in the Oregon Teen Driver Playbook, the Oregon Driver Manual, the Oregon Motorcycle & Moped Manual, partner riding group informational campaigns, Existing ODOT TSD publications, and rider training programs.

M9MT-15-50-02 Motorcycle Safety Training Enhancement \$73,088

This project will provide funding for new training locations by purchase or lease of land, buildings and improvements. The project may also fund curriculum improvement and development, development and enhancement of instructor recruitment and retention efforts, development and purchase of instructional materials, purchase of mobile training units and purchase or repair of training motorcycles. Twenty new motorcycles were purchased (ten are model year 2013 TU 250's, and ten are model year 2015 TU 250's). ODOT paid \$73,088.00 and OSU TEAM OREGON paid \$6,372.00. Maintenance and repair of motorcycles and scooters is ongoing. Annual maintenance and repair was reported as being completed on 359 motorcycles and scooters. \$8,246.00 was spent on purchasing 12,500 student workbooks.

State Funds

MC-15-80-01 Statewide Services Motorcycle Safety [\$66,354]

This project had four objectives which included: 1) provide for SMSA dues, 2) provide for public information and education services and materials, 3) provide for in-state travel for GAC-MS members as well as priority projects determined by the GAC-MS, and 4) provide for research products (observation study, telephone survey and/or any other survey products identified).

The motorcycle safety program paid \$1200.00 for the annual membership in the SMSA. The current program manager participated in approximately three surveys conducted by the SMSA. The current program manager attended the 2015 National SMSA Symposium in Baltimore, Maryland. Oregon is hosting the 2016 SMSA National Symposium.

ODOT continued to provide information materials and education services to the public through the program manager, the TSD webpage, the Regional Safety Coordinators, GAC-MS members, the ODOT Storeroom publication distribution office, a comprehensive motorcycle media campaign with GARD Communications, and some direct outreach to riding groups and events. Over 22,000 Oregon Motorcycle Maps were distributed to the public in 2015, and over 2100 Motorcycle Safety Brochures were distributed as well. ODOT also worked with the Oregon Governor to have May proclaimed motorcycle safety month. An example of the 2015 media campaign includes the targeted Gard Communications media outreach to motorcycle riders and motorist, which is estimated to have made over 1.4 million impressions in the Facebook advertisement buys during the peak riding season.

ODOT-TSD continues to provide support to the Governor's Advisory Committee on Motorcycle Safety (GAC-MS) through administrative and financial support in travel claims related to GAC-MS business. GAC-MS members actively participated in the Oregon Motorcycle Safety Program Assessment, the Allstate Insurance challenge/presentation, Transportation Safety Action Plan planning meetings, and formal and informal riding events. The GAC-MS Committee Members distributed a significant number of Oregon Motorcycle Maps and motorcycle safety brochures in 2015 while encouraging safe motorcycle riding techniques. The 2015 Legislative session had a number of bills introduced to allow motorcycles the legal right to share/split lanes. ODOT –TSD added two questions on the topic of lane sharing/splitting to the annual NHTSA survey to develop a better understanding of Oregon motorists' opinion on the subject. The study found that the majority of respondents both Statewide (80.9%) and across all five regions (78.0% to 82.8%) do not support a lane splitting law for motorcyclists. Additionally, regarding the sampled public's perception of the safety of lane splitting, on a 5-point scale from 1, Not Safe at All, to 5, Very Safe, the average ratings of how safe respondents thought the practice of lane splitting is for motorcyclists and surrounding vehicles were very low both Statewide (mean=1.58) and across all five regions (mean=1.40 to 1.59). This suggests that most respondents believed that the practice of lane splitting is not safe for motorcyclists or vehicles. A total of \$4,223.71 was spent in the study by the ODOT-TSD motorcycle safety program.

MC-15-80-02 Motorcycle Safety Assessment

\$27,743

The Oregon Motorcycle Safety Program assessment of a comprehensive program. The assessment addressed Oregon's strengths and weaknesses using the eleven components of NHTSA Guidelines No. 3. A team of experts convened and offered recommendations for improvement of the program. The Oregon motorcycle safety program assessment was conducted July 12th – July 17th. A total of 29 major recommendations and 33 minor recommendations were made covering all eleven elements of a model motorcycle safety program. Oregon is now considering these recommendations, and in some cases has already started implementing some of the recommendations as opportunities or time has permitted. Oregon was fortunate to have nationally recognized experts in motorcycle safety as well as program management serve on the assessment team. Their professional experience coupled with their significant exposure to other state safety programs permitted them to share ideas on data collection, consolidation, interpretation, and distribution that will serve Oregon's program well into the future. Some very specific ideas were shared that can enhance the motorcycle safety program as time, resources, and technology permit. Additionally, some potential gaps were identified in current data collection efforts. Modifications to the current efforts may provide the data users a more complete picture of motorcycle related information than can result in reduced crashes, injuries, and fatalities. Due to the former program managers' in-depth briefing book, the Assessment Team was provided a significant opportunity to develop a deep understanding of the Oregon Motorcycle Safety Program, its history, the financial background, past and current motorcycle crash details, and the current state of the program before they arrived on July 12th. The Assessment Team took full advantage of this opportunity and came to Oregon very well prepared to ask detailed questions designed to truly provide Oregon with an actionable and clearly researched recommendation package. The Assessment Teams' goal was to help Oregon achieve its mission of eliminating motorcycle crashes by providing actionable tasks that will address specific deficiency's and help Oregon improve on elements that are good but not perfect. In addition to the Assessment Teams preparation, Oregon benefitted from a significant level of participation from diverse representatives in all eleven elements of the safety program. The high caliber of interviewees (experience, professionalism, subject matter expertise) coupled with deep and probing questions from the Assessment Team resulted in very detailed, in-depth recommendations that the State of Oregon will benefit from for years to come.

MC-15-80-03 Oregon State University TEAM OREGON

[\$563,290]

This project provided funding for training sites and daily operation of statewide motorcycle safety project. Daily operation includes: Mobile Program courses, instructor training, instructor update workshops, instructor and training location monitoring, public information and education activities by staff and instructors (public awareness presentations, fairs, mall shows, Sober Graduation presentations, motorcycle events, etc.) and daily operational functions. Training sites include site assistance, statewide liability insurance, equipment, printing and materials. TEAM OREGON has offered over 900 courses covering the spectrum of skill levels including the Basic Rider Training through the Advanced Rider Training; has averaged a two week wait period statewide for the Basic Rider Training Course, and has an average of a three week wait for the Intermediate Rider Training statewide; has directly contacted an estimated 3,600 + individual riders, with a potential audience impressions of over 2 million people to include on-air interviews, publication distribution, event presentations, specific rider group outreach, media interviews, training sessions, and demonstrations; continues to utilize a low cost course assignment software program, with nearly a 100% course assignment fill rate; began offering eRider in late summer at five training sites and is currently assessing the potential to offer the course at additional training sites. On an ongoing basis, through the quarterly reports, TEAM OREGON continues to report on student tuition fees collected. TEAM OREGON submitted the 2016 plan.

MC-15-80-04 Motorcycle Safety Improvements

[\$28,264]

This project provided funding for motorcycle safety training infrastructure by purchase of motorcycles, purchase or lease of land, buildings and improvements. No new training sites were developed during the grant period. Motorcycles, mobile site support truck and trailer were purchased. TEAM OREGON continues to work toward identifying additional training sites to meet long term needs. A staff change, coupled with an unanticipated change in the potential for the University of Portland site has resulted in a change in focus for Portland Metro area site identification and development. Work continues with the Klamath Falls and Jeld-Wenn facilities. TEAM OREGON purchased a new support van and it has been placed into service.

Occupant Protection

Link to the Transportation Safety Action Plan:

Action # 75 – Continue public education efforts aimed at proper use of child safety seats

Continue public education efforts aimed at increasing proper use of safety belts and child restraint systems.

The Problem

- **Non-use of Restraints:** According to the 2013 Oregon observed use survey, 2% percent of passenger car drivers, 6% percent of pickup truck drivers and 12% percent of sports car drivers did not use restraints. During 2012, Oregon crash reports (FARS) indicate 31% percent of motor vehicle occupant fatalities were unrestrained and ten percent were of unknown restraint use status.
- **Improper Use of Safety Belts:** Oregon law requires “proper” use of safety belt and child restraint systems. Some adult occupants inadvertently compromise the effectiveness of their belt systems and put themselves or other occupants at severe risk of unnecessary injury by using safety belts improperly. This is most often accomplished by placing the shoulder belt under the arm or behind the back, securing more than one passenger in a single belt system, or using only the automatic shoulder portion of a two-part belt system (where the lap belt portion is manual).
- **Improper Use of Child Restraint Systems:** Data collected through child seat fitting stations indicate the majority of child restraints are used incorrectly – up to 73% according to Safe Kids Worldwide. Drivers are confused by frequently changing laws, national “best practice” recommendations, and constantly evolving child seat technology.
- **Premature Graduation of Children to Adult Belt Systems.** Oregon observed use data indicates that 12% of children between the ages of four and eight years old are using adult belt systems rather than using a child restraint system as required by Oregon law.
- **Affordability of Child Restraint Systems:** Caregivers may have difficulty affording the purchase of child safety seats or booster seats, particularly when they need to accommodate multiple children. This contributes to non-use or to reuse of second-hand seats which may be unsafe for various reasons.

NHTSA Observed Use Survey, 2009–2013

Front Seat Outboard Use	04-08 Average	2009	2010	2011	2012	2013	2009-2013 Average
Passenger car	94.3%	96.6%	97.0%	96.9%	96.8%	98.2%	97.1%
Pickup truck*	N/A	94.3%	95.4%	94.2%	93.5%	N/A	N/A

Source: *NHTSA Seatbelt Usage Study Post-Mobilization Findings*, Intercept Research Corporation, This Study employs trained surveyors to examine, from outside the vehicle, use or non-use of a shoulder harness by the driver and right front outboard occupant of passenger vehicles.

*Not reported under NHTSA methodology changes made for 2013.

Oregon Observed Use Survey Results, 2009-2013

	04-08 Average	2009	2010	2011	2012	2013	2009-2013 Average
Total Occupant Use	96%	96%	96%	96%	97%	98%	97%
Driver Use							
Passenger car	96%	96%	97%	97%	97%	98%	97%
Pickup truck	92%	91%	94%	93%	94%	94%	93%
Sports car	N/A	85%	86%	87%	85%	88%	86%
Child Restraint Use							
Under four years of age	98%	99%	99%	99%	99%	99%	99%
Booster seat use, ages five to eight	42%	58.0%	60%	60%	54%	N/A	N/A
Four to eight years of age*	N/A	N/A	N/A	N/A	N/A	88%	N/A

Source: *Oregon Occupant Protection Observation Study*, Intercept Research Corporation, This Study employs trained surveyors to examine, from outside the vehicle, safety belt use (lap & shoulder) and three child restraint installation criteria: direction seat faces, whether harness straps are fastened, and whether seat is secured to vehicle.

*Oregon law changed January 2012 to allow use of either booster or child safety seat for children under age eight.

Occupant Use Reported in Crashes, 2008–2012

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
Total Occupant Fatal	359	294	269	194	215	198	234
Number Unrestrained	111	91	96	50	61	57	71
Percent Unrestrained	30.9%	31.0%	35.7%	25.8%	28.4%	28.8%	29.9%
Number Unrestrained, Night Time	47	52	62	27	40	42	45
Percent Unrestrained, Night Time	30.9%	34.0%	43.7%	29.7%	37.4%	37.2%	36.4%
Total Occupants Injured	26,087	24,252	25,513	27,584	31,787	32,512	30,628
Percent Injured Restrained	92.9%	91.5%	90.8%	90.0%	88.1%	88.3%	89.8%
Total Injured Occupants Under Age Eight	N/A	751	728	892	1,038	997	881
Percent in Child Restraint	N/A	61.5%	66.0%	63.8%	64.4%	65.3%	64.2%

Source: Crash Analysis and Reporting, Oregon Department of Transportation, I: Restrained" figures include only those coded as "Belt Used" or "Child Restraint Used." "Unrestrained" figures include only those coded as "None Used". "Nighttime" figures are from crashes that occurred between the hours of 6 p.m. and 6 a.m.

Belt Enforcement Citations During Grant Funded Activities, 2009–2013

	04-08 Average	FFY 2009	FFY 2010	FFY 2011	FFY 2012	FFY 2013	2009-2013 Average
Seat belt citations issued	22,343	15,178	12,732	15,829	10,116	5,096	11,790

Source: TSD Grant files, 2007 - 2013, Oregon Department of Transportation (note: includes belt and child restraint)

Goals

- To increase proper safety belt use from 98 to 99 percent, among passenger vehicle front seat outboard occupants, as reported by the NHTSA post-mobilization observed use survey, by 2020.
- To increase child restraint use from 65 to 90 percent among injured occupants under eight years old, as reported by FARS, by 2020.

- To reduce the percentage of unrestrained occupant fatalities from the 2005-2012 average of 30 to 22 percent, as reported by FARS, by 2020.

Performance Measures

- Increase statewide observed seat belt use among front seat outboard occupants in passenger vehicles, as determined by the NHTSA compliant survey, from the 2010-2012 year average usage rate of 97 percent to 99 percent by December 31, 2015. *(NHTSA) [In 2015, the statewide observed seat belt use among front seat outboard occupants in passenger vehicles was 94.54%.]*
- Decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions from the 2010-2012 average of 56 to 51 by December 31, 2015. *(NHTSA) [In 2014, there were 61 unrestrained passenger vehicle occupant fatalities in all seating positions.]*
- Decrease the number of unrestrained nighttime passenger vehicle occupant fatalities from the 2010-2012 average of 36 to 33 by December 31, 2015. *(NHTSA) [In 2014, there were 20 unrestrained nighttime passenger vehicle occupant fatalities.]*
- To increase child restraint use from 65 to 70 percent among injured occupants under eight years old, as reported by FARS, by December 31, 2015. *[In 2014, there were 41 injured occupants under eight years old.]*

Strategies

- Conduct public education activities to explain why vehicle restraints are needed, how to properly use them, and how to meet requirements of Oregon law.
- Provide educational materials access to general public, parents, child care providers, health professionals, emergency medical personnel, law enforcement officers, and the court system.
- Develop and implement a booster seat education program for the four to twelve year old audience.
- Provide funding for overtime enforcement of safety belt/child restraint laws.
- Maximize enforcement visibility by encouraging multi-agency campaigns, and coordinating campaigns with the timing of news releases, PSA postings, and nationwide events such as “Click It or Ticket” and National Child Passenger Safety Week.
- Target marketing and enforcement campaigns to high-risk and low-use rate occupants.
- Provide funding for statewide coordination of child passenger safety technician training, and to strengthen service capacities of local child seat fitting station/seat distribution programs.
- Subsidize purchase of restraints for no or low-income families.
- Support and promote nationally recognized “best practice” recommendations for motor vehicle restraint use.
- Continually seek and utilize the most efficient technologies and program partners to increase outreach among high-risk or low use-rate occupants.

Project Summaries

Section 402

OP-15-45-03 Local PD Safety Belt Overtime Mini-Grants, TSD \$47,062

Forty-two city police departments received funding for participation in three, two-week high-visibility enforcement “waves” and related educational activities. Four of the funded agencies failed to use any of their funds (North Plains, Milton-Freewater, Rainier, Springfield). Five were unable to participate in all three blitzes (North Bend, Nyssa, Ontario, Tualatin, Warrenton). Two agencies used a portion of their funding for participation of their CPS certified officers in child safety seat clinics (Eugene, Lake Oswego.) Agencies used 3,154 hours of overtime for enforcement and reported the following total enforcement contacts for suspected restraint use violations: 2,535 safety belt, 140 child restraint. Other reported overtime contacts include: 2,285 speed, 76 DUII, 482 suspended, 67 felony, 5,500 all other. Reported straight time/match contacts include: 1,912 safety belt, 68 child restraint, 2,224 DUII, 17,229 speed, 5,650 suspended, 329 felony, and 57,036 other.

OP-15-45-11 Community CPS Education, Randall Children’s Hospital \$84,406

This project delivered child passenger safety technician and instructor certification training statewide. The following CPS trainings were provided: Region 1 - three certification, one renewal, four CEU; Region 2 - two certification, one CEU; Region 3 – one certification; Region 4 - one certification, Region 5 – one certification. Six training scholarships were provided for community volunteers who lacked agency sponsorship to cover certification costs. Three technicians advanced their certification status to instructor candidate, instructor and lead instructor. A total of 104 new Oregon technicians were certified. This project also purchased 177 child safety seats for families having demonstrated financial need, and provided these seats to local fitting stations for distribution (Doernbecher Children’s Hospital, Safekids Portland Metro, Safekids Washington County.) In addition, the ODOT CPS training program van was stocked with the seats and supplies necessary to support certification classroom trainings.

Section 405b

M1HVE-15-46-02 Statewide Safety Belt Overtime Enforcement, OSP \$77,963

OSP participated in three, two-week high-visibility enforcement “waves” and coordinated supporting media releases with ODOT Communications Division. During the 863 hours that overtime was expended, OSP reported making the following enforcement contacts for suspected restraint use violations: 688 safety belt, 48 child restraint. In addition, the following enforcement contacts were made for: DUII – 3, speed – 329, all other – 1,043. (The method used by OSP to calculate match for this grant does not allow for tallies of straight time/match contacts.) Overtime was also used for Trooper participation in child seat check clinics and instructing safety belt diversion classes (primarily The Dalles area). Troopers certified as child safety seat technicians participated in twenty-two child seat classes & clinics where they assisted ninety-nine families, distributed sixty-nine seats, inspected nine seats, and installed seven seats.

- M1HVE-15-46-03 Local PD Safety Belt Overtime Mini-Grants, TSD \$195,913**
 Six city police departments were provided funding to participate in three, two-week high-visibility enforcement “waves” and related educational activities. Two of the smaller departments (Bandon and Burns) were able to participate in only two waves. Beaverton used a portion of their funding for regular participation in child seat clinics. The agencies used 1,253 hours of overtime and reported the following total enforcement for suspected restraint violations: 304 safety belt, 5 child restraint on overtime; 453 safety belt, 32 child restraint on straight time/match. Other reported contacts included: 303 speed, 5 suspended, 387 other on overtime; 1,448 speed, 512 suspended, 7,451 other on straight time/match.
- M1HVE-15-46-08 County Safety Belt Overtime Enforcement, OSSA \$191,801**
 Twenty-six counties initially participated in the Safety Belt grant program. One county later withdrew. A total of 2,476.41 hours were expended on overtime enforcement. A compliance rate of 91% was reported pre-blitz and 95% reported post-blitz, which is below the 2013 statewide rate of 98%. There were 1,458 safety belt and 59 child seat violations during the blitz periods. There were 153 safety belt and 2 child seat violations reported outside of the blitz periods. There were 57.5 grant overtime hours spent on educational activities, which is 2.3% of all grant funds spent during this grant year. Malheur County contributed 4.5 hours, and Washington County contributed 51 hours. All educational hours were used for child safety seat clinics.
- M1X-15-20-01 Statewide Services – Occupant Protection \$158,100**
 A contracted communications firm produced new public education items focusing on child passenger safety issues including a statewide mass-mailing to pediatric clinicians, new Spanish TV PSA, Facebook ad and radio PSA targeting 8 - 12 year olds (back seating). Previously developed materials were re-released on Pandora or reformatted into transit ads, a full vehicle wrap for Ford F-150 van to support the CPS training program, and print ad (coast magazine). A contracted survey firm conducted the NHTSA-mandated statewide safety belt observed use and attitude surveys.
- M1*PM-15-40-01 Statewide Services-OP-Gard \$26,000**
 TSD’s media contractor produced related PSAs in radio, TV, newsprint, outdoor (transit & billboard), and internet based formats including spots placed on Facebook, HULU and Pandora. Spanish language PSAs were placed in a Latino newspaper on two occasions and posted on-line. All media products focused on child restraint issues. Printed materials were reproduced to meet demand.

Pedestrian Safety

Link to the Transportation Safety Action Plan:

Action # 97 – Increase emphasis on programs that will encourage pedestrian travel

Increase emphasis on programs that will encourage pedestrian travel and improve pedestrian safety. The following efforts should be undertaken. Provide a consistent and comprehensive program for the Pedestrian Safety Program to:

- Expand public education efforts that focus on driver distraction and driver behavior near schools.
- Expand public education efforts relating to pedestrian awareness and responsibilities.
- Encourage more aggressive enforcement of pedestrian traffic laws, particularly near schools, parks and other pedestrian intensive locations.
- Consider legislative approaches to improving safety for the disabled and elderly communities.
- Assist communities to establish pedestrian safety efforts by providing technical assistance and materials.
- Address and resolve the widespread reluctance to install marked crosswalks; establish where they are appropriate and where other safety enhancing measures are needed.
- Require walkways and safe pedestrian crossings on all appropriate road projects.
- The lack of walkways and safe crossing opportunities contribute to pedestrian crashes.
- Increase funding for pedestrian system deficiencies including walkways and crossings. Funds should be allocated to serve schools, transit, business and commercial uses, and medium to high-density housing.
- Work with local and state transit authorities to review policies determining siting of transit stops and revise as needed to enhance safe access.
- Consider legislation requiring that police officials must investigate all pedestrian automobile crashes leading to injury.
- Support research to increase walking and promote pedestrian safety.

The Problem

- According to the 2009 National Household Travel Survey, 10.9 % of all trips made in the U.S. are by walking, up 25% from the reported 8.7% in 2001.
- “The rate of motor vehicle traffic deaths and hospitalizations have declined dramatically since 2000, but motorcyclist, bicyclist and pedestrian rates remained unchanged or were slightly increased.” (Suicide, Falls, Overdose, Motor Vehicle Traffic, and Violence: Oregon Injury Data and Trends 2000-2012, Oregon Health Authority, Fall 2013 Publication)
- In Oregon in 2012, there were 60 pedestrian fatalities, or 17.9% of the total Oregon motor vehicle fatalities. This is an increase from 2011, where the 47 pedestrians killed were 14.2% of the total Oregon fatalities.
- In 2012, 32% of the pedestrians killed (19 of 60) were crossing at intersections or in a crosswalk. Of the fatal crashes at an intersection, 65% involved a vehicle traveling straight through an intersection.
- In 2012, 64% of the non-fatal pedestrian crashes (531 of 827) occurred at an intersection. Of these crashes, 43% involved a vehicle turning left through the intersection (229 of 531).
- In 2012, 38% (23 of 60) of the pedestrians killed were not visible (wore dark clothing, in the dark with or without lighting, etc.).

- The most common pedestrian errors identified in the ODOT “2012 Oregon Motor Vehicle Traffic Crashes Quick Facts”:
 - Ø Crossing between intersections
 - Ø Failure to yield right-of-way
 - Ø Disregarded traffic signal
- A review of Oregon crash data from 2007 to 2011 shows the highest number of pedestrian injuries and fatalities being those in the 45 to 54 year old age group.
- In 2012, of the 60 pedestrians killed in 60 pedestrian involved fatal crashes, 45% of those pedestrians (27 of 60) were reported to have used alcohol and 21 of the 27 had a BAC of .08 or higher.
- In 2012, of the 60 pedestrian involved fatal crashes, 5% (3 of 60) involved a driver who had been reported to have used alcohol.

Pedestrians in Motor Vehicle Crashes on Oregon Roadways, 2008-2012

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
<u>Injuries</u>							
Number	600	576	636	772	831	939	785
Percent of total Oregon injuries	2.1%	2.1%	2.3%	2.5%	2.4%	2.6%	2.4%
Number injured Xing in crosswalk or intersection	333	350	374	470	501	571	479
Percent Xing in crosswalk or intersection	55.5%	60.8%	58.8%	61.1%	63.0%	60.8%	60.9%
<u>Injuries by Severity</u>							
Major Injury	107	91	89	102	115	106	103
Moderate Injury	307	254	313	404	387	337	360
Minor Injury	178	220	234	263	323	451	318
<u>Fatalities</u>							
Number	48	52	38	62	47	60	52
Percent of total Oregon fatalities	10.1%	12.5%	10.1%	19.6%	14.2%	17.8%	15.4%
Number of fatalities Xing in crosswalk or intersection	13	14	10	14	10	19	13
Percent Xing in crosswalk or intersection	26.5%	26.9%	26.3%	22.6%	21.3%	31.7%	25.5%

Source: Crash Analysis and Reporting, Oregon Department of Transportation
Fatality Analysis Reporting system, U.S. Department of Transportation

Goals

- To reduce the number of pedestrian fatal and serious injuries from the 2005-2012 average of 524 to 411 by December 31, 2020.

Performance Measures

- Reduce the number of pedestrian fatalities from the 2010-2012 average of 56 to 51 by December 31, 2015. *(NHTSA) [In 2014, there were 56 pedestrian fatalities.]*
- Reduce the number of pedestrian serious injuries from the 2010-2012 average of 111 to 102 by December 31, 2015. *[In 2014, there were 112 pedestrian serious injuries.]*

- Reduce the number of crashes where the driver "failed to yield right-of-way to pedestrian", from the 2010-2012 average of 425 to 388 by December 31, 2015. *[In 2014, there were 458 crashes where the driver "failed to yield right-of-way to pedestrian".]*
- Reduce the number of pedestrians killed crossing in crosswalk or intersection from the 2010-2012 average of 14 to 13 by December 31, 2015. *[In 2014, there were 19 pedestrians killed crossing in crosswalk or intersection.]*
- Reduce the number of pedestrians injured crossing in crosswalk or intersection from the 2010-2012 average of 538 to 491 by December 31, 2015. *[In 2014, there were 593 pedestrians injured crossing in crosswalk or intersection.]*

Strategies

- Update the Pedestrian Safety Program page with crash data based on temporal and location factors, and top crash error information.
- Work with Gard Communications to continue media campaign promoting pedestrian safety both to drivers and pedestrians.
- Continue outreach to pedestrians promoting visibility October through January.
- Inventory pedestrian safety educational materials and re-evaluate, refresh, and refine materials.
- Work with Region Traffic Safety Coordinators in educational efforts making pedestrians and drivers aware of responsibilities when sharing the road.
- Continue working with pedestrian advocate groups to promote awareness of distracted driving and distracted walking.
- Work with TSD DUII Program Manager on awareness of increased risk to pedestrians who are walking under the influence.
- Continue working with Oregon Impact in providing pedestrian safety enforcement operations statewide with local agencies.
- Work with ODOT Active Transportation Unit in supporting pedestrian safety enhancements on ODOT facilities through educational materials.
- Work with ODOT Youth Program Manager in providing safety education materials to schools addressing distracted driving and distracted walking.

Project Summaries

Section 402

PS-15-68-01 Statewide Services \$37,204

This project contributed to the annual TSD telephone citizen opinion survey that included questions around Pedestrian Safety Enforcement awareness; reprinted and distributed thousands of pedestrian safety brochures, flyers and other resource materials; contributed to the Public Information and Education contract to continue a campaign around motorist awareness of pedestrians and pedestrian safety awareness. The Emmy-nominated 30 second TV PSA "Simple Steps" was placed on streaming TV service Hulu for October through December, with a guaranteed minimum of 250,000 impressions. The radio PSA "Simple Steps" aired 5,295 times for an added media value of \$95,310. The Pedestrian Safety Education Program promoted safe pedestrian behaviors through education, encouragement, and enforcement. Gard Communications re-purposed five print PSAs addressing behaviors that promote safety for pedestrians and drivers and posted to ODOT Facebook page. Targeted audience was Oregon Facebook users, males and females, 18-54 for drivers and 18+ for pedestrians. Scheduled from June to November with following messages: (Pedestrians) Cross smart. Don't dart; Make eye contact; Phone off. Eyes up; (Drivers) Phones off. Eyes up; Every intersection is a crosswalk. Released Emmy-nominated 2013 TV PSA "Simple Steps" in November to 21 theater complexes on 247 theater screens across the state. "Simple Steps" models safe pedestrian behaviors, maintains positive attitude without assigning blame to either group of road users. The "Steps to Safety" brochure was translated into Spanish for statewide print distribution. This program maintains a year-round message on pedestrian responsibility on Bend area transit. In response to concerns from two school district crossing guard patrols about driver compliance to stop for crossing guards and students in crosswalks, the program piloted the implementation of portable in-street pedestrian signs (Oregon law: Stop for Pedestrians in Crosswalk) in school zone crosswalks. Schools report increased driver compliance.

PS-15-68-02 Pedestrian Safety Enforcement and Training \$66,997

Oregon Impact was awarded the Pedestrian Safety Enforcement (PSE) mini-grant program offering their unique perspective on implementation of pedestrian safety enforcement operation training. Thirty-two enforcement agencies across the state were funded for 77 PSE deployments resulting in 907 crosswalk citations, 600 warnings, and 1,015 other citations/warnings. Through agency news releases, use of social media, and attendance of diversion classes, communities were exposed to Oregon crosswalk law. Thirty agencies were awarded pedestrian safety enforcement funding for carrying out overtime enforcement operations between April and September. Twenty five agencies completed 71 PSE deployments. There were 922 crosswalk citations, 532 crosswalk warnings, 684 "other" citations and 567 "other" warnings reported. Many enforcement agencies chose to do overtime pedestrian safety operations around the start of school in August and September. Media outlets including social media (Facebook and Twitter) carried announcements of upcoming enforcement operations and the purpose of the pedestrian crosswalk safety operations. Some newspaper editorials highlighted positive, educational efforts promoting awareness of crosswalk laws. The overtime enforcement funding also allowed some community enforcement agencies to collaborate with neighboring communities on pedestrian safety enforcement.

Police Traffic Services

Link to the Transportation Safety Action Plan:

Action # 35 – Develop a Traffic Law Enforcement Strategic Plan

Develop a *Traffic Law Enforcement Strategic Plan* which addresses the needs and specialties of the Oregon State Police, county sheriffs and city police departments. The plan should be developed with assistance from a high level, broadly based task force that includes representatives of all types of enforcement agencies, as well as non-enforcement agencies impacted by enforcement activities. Specifically, the plan should develop strategies to address the following:

- Speed issues (enforcement, laws, legislative needs, equipment, public information and education. Targeted analysis of enforcement of laws that would address corner and “run off the road” crashes.
- Aggressive driving and hazardous violation issues.
- Crash investigations curriculum for an expanded police academy.
- Rail trespass issues and highway rail crossing crashes.
- Identify and seek enabling legislation for the best methods of providing secure, stable funding for traffic law-enforcement.
- Staffing needs; training; use of specialized equipment such as in-car video cameras, mobile data terminals, computerized citations (paperless), statewide citation tracking system, lasers and improved investigation tools; handling of cases by courts, information needs, and financing should be included in the strategic plan.
- Development of automated forms to increase law enforcement efficiency, and increase the number of police traffic crash forms completed and submitted.
- Maintenance of traffic teams, and identify incentives to persuade law enforcement to establish teams locally.
- Seek mechanisms to automate enforcement activities.
- Identify strategies that encourage voluntary compliance, negating the need for enforcement activities.
- As specific elements of the plan are developed and finalized, begin implementation of those elements.

Oregon’s Traffic Safety Enforcement Program assists the Transportation Safety Division in preventing traffic violations, crashes, fatalities and injuries in areas most at risk for such incidents. Oregon’s Performance Plan provides an analysis of data for crashes, crash fatalities and injuries in areas of highest risk. Based on the analysis Oregon employs our resources with continuous follow-up and adjustment of our plan throughout the year. Law enforcement agencies participation in sustained seat belt enforcement covers the geographic areas in which at least 70 percent of the State’s unrestrained passenger vehicle occupant fatalities occurred. Additional funding allows for DUII overtime enforcement in local jurisdictions throughout the state and to increase awareness and compliance with impaired driving laws.

The Oregon State Police, Oregon State Sheriff's Association, and local city police departments involved in our enforcement grants (High Visibility Enforcement), are required to participate in:

- ü February 10 - 23 blitz for occupant protection
- ü May 19 through June 1 blitz and emphasize Nighttime/daytime Belt Use, Prohibition of Minors in Pickup Truck beds - to complement nationwide "Click It or Ticket" mobilization
- ü August 25 through September 7 blitz and emphasize Child Seats/Fitting Station Referrals to complement National Child Passenger Safety Week
- ü Agencies are also allowed to use grant funding for:
 - ü Super Bowl
 - ü Memorial Day
 - ü 4th of July
 - ü Labor Day
 - ü Thanksgiving and Christmas/New Year's DUII enforcement activities
 - ü Specific local activities during which overtime enforcement would be beneficial to the local area, such as games, festivals, fairs, etc.

Overtime enforcement activity data is compiled from individual offices to include hours worked, number and type of enforcement contacts made on overtime, and educational activities and copies of media releases/news articles. Participating agencies participate in enforcement blitzes and coordinate with media coverage of the projects.

The Problem

- The need for increased enforcement resources is not generally recognized outside the law enforcement community.
- Oregon is well below the national rate of 2.2 officers per 1,000 population with 1.41 officers per 1,000 population in 2012.
- There is a need for increased training for police officers in the use of speed measurement equipment (radar/lidar), Crash Investigation Training, distance between cars technology training and traffic law changes from the recent legislative sessions.
- Due to retirements and promotions, there is a new group of supervisors in law enforcement, therefore training on managing or supervising traffic units would be timely.
- There is a need to increase the available training to certified motorcycle officers in Oregon.
- Lack of awareness by law enforcement for Oregon's law regarding non-compliance to clear roadways faster in a non-injury crash (ORS 811.717).
- Decreasing budgets and inadequate personnel prevent most enforcement agencies from responding to crashes that are non-injury and non-blocking. Approximately 60 percent of these crashes are reported only by the parties involved and provide minimum data that can be used to assess crash problems.
- Many county and city police departments lack the resources necessary to dedicate officers to traffic teams thus would benefit from additional enforcement training and overtime grants.

Police Traffic Services, 2008-2012

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
Total Fatal Traffic Crashes	418	369	331	292	310	305	310
Total Injury Crashes	19,061	18,040	19,053	20,879	23,887	24,457	22,069
Total Fatalities	478	416	377	317	331	337	341
Total Injuries	28,467	26,805	28,153	30,493	35,031	36,085	21,441
Top 10 Driver Errors in Total Crashes:							
ü Failed to avoid stopped or parked vehicle ahead other than	14,208	11,843	12,083	12,814	14,588	15,104	13,647
ü Did not have right-of-way	8,683	7,699	7,206	7,991	8,968	9,156	8,330
ü Driving too fast for conditions	7,324	6,750	5,257	4,591	5,206	4,697	7,938
ü Failed to maintain lane	3,486	6,308	5,840	5,563	7,650	7,560	6,653
ü Following too closely	1,157	2,125	1,887	2,268	2,743	2,734	2,408
ü Improper change of traffic lanes	2,305	2,131	2,078	2,185	2,233	2,233	2,182
ü Inattention	2,305	2,011	2,038	2,386	2,423	2,446	2,323
ü Disregarded traffic signal	2,050	1,900	1,819	2,003	2,192	2,212	2,057
ü Careless driving	439	674	937	1,515	1,914	1,696	1,516
ü Left turn in front of oncoming traffic	2,328	1,906	1,818	2,110	2,305	2,286	2,130
Number of Speed Involved Convictions	167,992	170,110	176,421	149,697	139,548	134,070	149,934
Total number of all entered traffic convictions	N/A	N/A	470,025	426,566	430,555	413,569	N/A
No. of Law Enforcement Officers	5,358	5,403	5,502	5,658	5,610	5,480	5,563
Officers per 1,000 Population	1.47	1.43	1.44	1.47	1.47	1.41	1.44
Percent Who Say More Enforcement Needed	19%	21%	17%	13%	10%	8%	11%
Number of Speed eCitations Issued	N/A	N/A	22,212	24,103	80,190	93,080	N/A
Number of eCrash Reports Completed	N/A	N/A	705	1,198	3,942	8,063	N/A
Total Number of eCitations Issued	N/A	N/A	47,894	70,000	180,039	223,189	N/A

Source: Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation, Department of Public Safety Standards and Training, Driver and Motor Vehicle Services, Oregon Department of Transportation, Oregon State Police Forensic Services, *Transportation Safety Survey, Executive Summary*; Intercept Research Corporation, eCitation/eCrash data warehouse

Note: Speed-involved offenses and convictions count the following statutes: ORS 811.100, 811.111, and 811.125.

Annual Total Traffic Stops by Oregon State Police, 2003-2012

Year	Number of Traffic Stops	% Change from Previous Year
2003	241,864	-21.2%
2004	202,858	-16.1%
2005	203,211	0.2%
2006	197,183	-3.0%
2007	207,592	5.3%
2008	230,045	10.8%
2009	277,460	20.6%
2010	285,100	2.8%
2011	263,306	-7.6%
2012	224,387	-15%

Source: Oregon State Police

Goals

- Maintain training of at least 700 police officers annually, 620 in speed enforcement via online radar/lidar course and regional in-person classes and provide crash investigations training to 40 police officers. Provide at least 40 police officers with motor officer training annually Oregon by 2020.

Performance Measures

- Increase radar and lidar training statewide through online courses in order to increase the number of police officers who can utilize speed equipment to enforce speeding laws in Oregon from the 2010-2012 average of 550 police officers to 600 officers by December 31, 2015. *[In 2014, there were 529 officers trained.]*
- Increase training and certification in crash investigations from the 2010-2012 average of 28 police officers to at least 35 officers by December 31, 2015. *[In 2014, there were 38 officers trained.]*

Strategies

- Continue to send out announcements for available radar and lidar training.
- Continue to support Oregon Motor Officer training.
- Continue to provide 3-day traffic crash investigation training.
- Working directly with TRCC and other partners, continue to increase the number of police agencies with available e-Crash and e-Citation equipment and software.
- Continue to develop the methodology for highway safety office analysis of current crash data and hot-spot locations, creating new ways to address and impact the primary driver errors occurring in those identified areas, partnering with local and state law enforcement.

Project Summaries

Section 402

PT-15-30-03 DPSST Law Enforcement Training Grant \$60,634

This project was used to certify Oregon Law Enforcement officers in the use of radar and lidar, mobile video and provided a four day "Lethal Weapon" crash investigation training conference, which gave officers a more in depth look at the aspects of crashes in order to enhance investigations and ultimately successful prosecutions.

This project also co-funds a full-time DPSST employee to manage the program and deliver/coordinate the training in cooperation with TSD.

Region 1

Link to the Transportation Safety Action Plan:

Action # 19 – Provide a transportation safety specialist position in each of the ODOT regions

Continue to provide for and enhance the transportation safety specialist positions in each of five regions, providing a safety perspective to all operations as well as direct communication between ODOT and local transportation safety agencies and programs.

Action # 108 - Continue efforts to enhance communications between engineering, enforcement, education and EMS

Continue efforts to enhance communication between engineering, enforcement, education, and EMS.

Region 1 Overview

Region 1 oversees the public's transportation investments in Clackamas, Hood River, and Multnomah counties and a portion of Washington County. Motorist, truckers, buses, and bicyclists travel more than 18 million miles on Region 1 highways every day. Region 1 is responsible for:

- 879 miles of highway
- 243 miles of bikeways
- 165 miles of sidewalks
- 1081 state owned bridges, 502 of which pass the Nation Bridges Inspection Standards
- 803 traffic signals
- 142 ramp meters
- Over 100 highway cameras
- Over 3,500 major signs
- Thousands of smaller signs, lights, variable signs, etc.
- 9 cities, two counties have established local traffic safety committees or similar action groups
- There are two safety corridors and two truck safety corridors within the Region

The Problem

- Speed and impaired driving continue to be major contributing factors in crashes resulting in fatalities on the roads in Region 1. Speed has been dropping; impaired driving is on the rise. Their prevalence shows the continued need to work on human factors, getting safety messages to resonate with drivers to be effective at changing behaviors.
- Roadway departure fatalities and serious injuries are declining, but still a major factor in Region 1.
- Drivers 15-20 also continue to be major contributors to fatalities and serious injuries in crashes.
- Distracted driving is becoming a greater safety threat to all modes of transportation, and is suspected to be under reported. Types of distraction include cell-phones, GPS, computer devices as well as non-mechanical causes such as reading, eating, and conversation.
- Motorcyclist fatalities and serious injuries held steady in 2010-2012, but that is a significant increase from 2008-2009.

- Pedestrian fatalities are also a major contributing factor to fatalities in Region 1. As Region 1 travel by bike, foot and transit continues to grow, we discover new infrastructure needs and educational needs for all users of the transportation system to prevent conflict and injury between the modes.
 - ü Drivers not complying with right-of-way laws expose bicyclists and pedestrians to potential safety risks.
 - ü Bicyclists and pedestrians not complying with existing laws and safe bicyclist/pedestrian behaviors place their own safety at risk.
- We are starting to see improved integration between transportation safety programs and other region level highway work; with efforts to address not just engineering, but coordinate education and enforcement as safety projects are completed.
- There continues to be a need to provide education and resources to local traffic safety committees and regional partners on the “4-E” (education, engineering, enforcement and emergency medical services) approach to transportation safety.
- With the MAP-21 emphasizing reduction of fatal and serious injury crashes on all facilities, ODOT is transitioning to assess all roads for safety projects. ODOT is apportioning some of the funds to hot spots, such as identified by SPIS; and a portion of funds to systemic low cost, high benefit countermeasures applied systematically. This presents many new opportunities for partnerships with local governments.
- Media attention and political interest dedicated to specific locations or problems is often not related to the statistical injury potential of the actual crash problem. In addition, the local media market is expensive and competitive. These issues make it more difficult to design and implement a solution acceptable to the community of interest and appropriate to the problem.

Region 1, Transportation Safety Information

Fatalities - Region 1

	2008	2009	2010	2011	2012	2008-2012 Average
Clackamas County	30	29	21	32	20	26
Hood River County	3	6	2	5	5	4
Multnomah County	28	42	31	38	45	37
Washington County	27	20	11	13	19	18
Region 1 Fatalities Total	88	97	65	88	89	85
Statewide Fatalities	416	377	317	331	337	356
Region 1 Fatalities Percent of State	21.15%	25.73%	20.50%	26.59%	26.19%	24.08%
Region 1 Fatalities per 100k Population	5.38	5.87	3.90	5.24	5.25	5.13

Fatalities & Serious Injuries - Region 1

	2008	2009	2010	2011	2012	2008-2012 Average
Region 1 Fatalities & Serious Injuries	1,187	532	583	679	647	725
Statewide Fatalities & Serious Injuries	2,329	1,615	1,699	1,872	1,955	1,894

Speed Involved Fatalities – Region 1

	2008	2009	2010	2011	2012	2008-2012 Average
Clackamas County	16	11	5	15	5	10
Hood River County	2	6	0	1	1	2
Multnomah County	17	21	10	11	14	15
Washington County	12	14	4	5	6	8
Region 1 Speed Involved Fatalities	47	52	19	32	26	35
Statewide Total Speed Involved Fatalities	210	157	116	127	113	145
Region 1 Speed Involved Fatalities Percent of State	22.38%	33.12%	16.38%	25.20%	23.01%	24.02%
Region 1 Speed Involved Fatalities per 100k Population	2.87	3.15	1.14	1.91	1.53	2.12

Speed Involved Fatalities & Serious Injuries - Region 1

	2008	2009	2010	2011	2012	2008-2012 Average
Region 1 Speed Involved F&A Total	414	168	144	147	124	199
Statewide Total Speed Involved F&A Total	883	522	519	557	518	600

Alcohol Involved Fatalities – Region 1

	2008	2009	2010	2011	2012	2008-2012 Average
Clackamas County	12	11	7	12	9	10
Hood River County	2	0	1	1	2	1
Multnomah County	13	22	15	17	24	20
Washington County	8	11	6	3	8	7
Region 1 Alcohol Involved Fatalities	35	44	29	33	43	37
Statewide Total Alcohol Involved Fatalities	171	144	107	123	123	124
Region 1 Alcohol Involved Fatalities Percent of State	20.47%	30.56%	27.10%	26.83%	34.96%	29.86%
Region 1 Alcohol Involved Fatalities per 100k Population	2.14	2.66	1.74	1.96	2.54	2.21

Alcohol Involved Fatalities & Serious Injuries – Region 1

	2008	2009	2010	2011	2012	2008-2012 Average
Region 1 Alcohol Involved F&A Total	105	88	98	112	152	111
Statewide Total Alcohol Involved F&A Total	368	302	283	368	413	347

Populations - Region 1

County	2008	2009	2010	2011	2012	2008-2012 Average
Clackamas County	376,660	379,845	381,775	378,480	381,680	380,445
Hood River County	21,625	21,725	21,850	22,625	22,875	22,269
Multnomah County	717,880	724,680	730,140	741,925	748,445	736,298
Washington County	519,925	527,140	532,620	536,370	542,845	534,744
Region 1 Total	1,636,090	1,653,390	1,666,385	1,679,400	1,695,845	1,673,755

Bicyclist and Pedestrian Involved Fatalities & Serious Injuries – Region 1

	2008	2009	2010	2011	2012	2008-2012 Average
Clackamas County	19	10	17	29	17	18
Hood River County	0	1	0	2	1	1
Multnomah County	66	68	68	60	91	72
Washington County	23	25	25	24	31	26
Region 1 Total	108	104	110	115	140	117
Statewide Total	249	201	238	257	271	242

Distracted Driver Involved Fatalities & Serious Injuries – Region 1

	2008	2009	2010	2011	2012	2008-2012 Average
Clackamas County	6	6	8	9	3	7
Hood River County	1	0	1	2	0	1
Multnomah County	26	3	4	8	7	6
Washington County	7	2	10	16	8	9
Region 1 Total	40	11	23	35	18	22
Statewide Total	107	85	114	123	138	115

Sources: Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation, Center for Population Research and Census, School of Urban and Public Affairs, Portland State University

Note: Distracted driving involved fatalities include the following behaviors: passenger interfered with the driver, driver's attention was distracted, an active participant was using a cell phone, or driver inattention.

Goals

- Decrease the number of annual fatalities in Region 1 from the 2008-2012 average of 85 to 67 by 2020.
- Decrease the number of annual serious injuries from the 2008-2012 average of 640 to 501 by 2020.

Performance Measures

- Decrease the number of annual speed related fatalities and serious injuries in Region 1 from the 2008-2012 average of 199 to 182 by December 31, 2015. *[In 2014, there were 117 speed-related fatalities and serious injuries in Region 1.]*

- Decrease the number of annual alcohol fatalities and serious injuries in Region 1 from the 2008-2012 average of 111 to 101 by December 31, 2015. *[In 2014, there were 90 alcohol fatalities and serious injuries in Region 1.]*
- Decrease roadway departure fatalities and serious injuries in Region 1 from the 2008-2012 average of 181 to 166 by December 31, 2015. *[In 2014, there were 169 roadway departure fatalities and serious injuries in Region 1.]*
- Decrease fatalities and serious injuries in crashes where the driver was age 15-20 in Region 1 from the 2008-2012 average of 132 to 121 by December 31, 2015. *[In 2014, there were 82 fatalities and serious injuries in crashes where the driver was age 15-20 in Region 1.]*
- Decrease fatalities and serious injuries in motorcycle crashes in Region 1 from the 2008-2012 average of 66 to 60 by December 31, 2015. *[In 2014, there were 62 fatalities and serious injuries in motorcycle crashes in Region 1.]*
- Decrease the number of fatalities and serious injuries related to driver distraction in Region 1 from the 2008-2012 average of 25 to 23 by December 31, 2015. *[In 2014, there were 29 fatalities and serious injuries related to driver distraction in Region 1.]*

Strategies

- Advocate for transportation safety in Region 1 by providing information and education on all aspects of traffic safety to community organizations, local agencies, ODOT staff and traffic safety committees.
- Build and maintain partner contacts in all four counties in Region 1, with partners including law enforcement, health educators, traffic engineering, health programs, and injury prevention specialists.
- Build contacts and work within the ODOT Region to keep safety at the forefront across business lines and divisions within the agency in maintenance, analysis, planning, project selection, design, and execution of projects.
- Provide leadership to develop a safety culture throughout Region 1 focused on reducing fatal and serious injury crashes through addressing behavioral issues. Encourage multi-disciplinary teams to collaborate and leverage efforts on strategic actions to increase the effectiveness of education, outreach, and law enforcement efforts region wide.
- Work with Region 1 Traffic Engineering on hot spot as well as systemic approaches to improving roadway safety: oversee the Region 1 SPIS report review of high crash locations and potential remedies at the expected 200+ SPIS sites in Region 1; and support HSIP planning and implementation for systemic engineering approaches to highway safety.
- Get deeper into analysis of emerging crash problem areas: develop methodology to identify problem areas in Region 1, establish efforts aimed at reducing crashes in these categories; including speed, impaired driving, young drivers, lane departure, distracted driving, bicyclists, pedestrians, and motorcyclists.
- Promote and encourage attendance at available traffic safety related training offered to ODOT non-safety personnel, local jurisdiction enforcement, engineers and managers, and community volunteers. Consider additional training needs, and support development of new training opportunities; for example evaluation, data analysis, "leading edge" programs, and partnering with the media.

- Continue 4 E's effort (engineering, education, enforcement, and EMS) on at least one corridor in Region 1. Assess results to improve other corridors.
- Encourage local and regional governments to consider a TSAP (Transportation Safety Action Plan) style approach to traffic safety. Provide state data (like crash, health, economic loss, etc.) to them.

Project Summaries

Section 402

SC-15-35-11 Region 1 Speed Grant \$29,671

Provide funds to Region 1 to allow for Speed Equipment, overtime to Region 1 law enforcement or other Speed-related outreach to Region 1 residents.

Mini grants were provided to four local agencies: three for overtime (OT) enforcement (Portland - PPB, Multnomah County - MCSO, and Washington County- WCSO); and one to Beaverton for two additional speed enforcement equipment units (on the approved NHTSA list) which were put into use for speed-related enforcement. A total of \$29,671 grant funds had 28% enforcement match totaling \$12,133.

PPB worked 174 hours OT, 114 hours match; stopped 1,118 vehicles, issued 1,123 citations (742 for following too closely) and 131 warnings (45 for following too closely). MCSO worked 102 hours OT, 38 hours match; stopped 357 vehicles, issued 346 citations (205 for speeding) and 109 warnings (42 for speeding). WCSO worked 80 hours OT; 49 hours match; stopped 247 vehicles, issued 205 citations (156 for speeding) and 76 warnings (40 speeding). Beaverton purchased 2 units, and put them into use, worked 48 hours match.

Section 405d

M6X-15-12-31 Region 1 Impaired Driving Grant \$1,639

Provide funds to Region 1 to allow for outreach to communities, high schools, and local law enforcement agencies on DUII education, training, materials to support training, and promotional concepts relating to awareness and deterrence of impaired driving.

Region 2

Link to the Transportation Safety Action Plan:

Action # 19 – Provide a transportation safety specialist position in each of the ODOT regions

Continue to provide for and enhance the transportation safety specialist positions in each of five regions, providing a safety perspective to all operations as well as direct communication between ODOT and local transportation safety agencies and programs.

Region 2 Overview

ODOT's Northwest Region provides transportation facilities and services for nearly one-third of Oregon's population. Region 2 comprises Benton, Clatsop, Columbia, Lane, Lincoln, Linn, Marion, Polk, Tillamook, Yamhill, and western Washington counties. Region 2 has over 5,100 lane miles of state highways, with 868 bridges, including five movable bridges, and five tunnels, comprising 25 percent of the State's total highway miles. Region 2 also has 860 miles of railroads, seven deep-water ports and two major Cascade mountain passes (Santiam and Willamette).

The Problem

- Despite sustained reductions in traffic fatalities over the last decade, speed, alcohol, and safety belt use continue to be major factors contributing to deaths and injuries on all roads in Region 2.
- Roadway departure fatalities and serious injuries increased in Region 2 during 2012. These types of crashes are common and preventable. During 2008-2012, there was an average of 267 roadway departure involved fatalities and serious injuries per year.
- According to the CDC, motor vehicle fatalities continue to be the leading cause of accidental death among teenagers, representing over one-third of all deaths to teenagers. During 2008-2012, there was an average of 95 fatalities and serious injuries per year in crashes where the driver was age 15-20 in Region 2.
- Motorcycle fatalities and serious injuries increased in Region 2 during 2012. During 2008-2012, there was an average of 77 fatalities and serious injuries per year in motorcycle crashes in Region 2.
- Distracted driving crashes make up a significant portion of the deaths and serious injuries in the Region. During 2008-2012, there was an average of 52 distracted driving related fatalities and serious injuries in Region 2 per year.
- There continues to be a need to provide education and resources to local traffic safety committees on the "4-E" (education, engineering, enforcement and emergency medical services) approach to transportation safety. Local traffic safety committees in Region 2 include Albany, Astoria, Aumsville, Aurora, Depoe Bay, Hubbard, Independence, Keizer, Monmouth, Newberg, Salem, St Helens, Sweet Home, Turner, Yachats, and Columbia County.

Region 2, Transportation Safety Information

Fatalities – Region 2

	2008	2009	2010	2011	2012	2008-2012 Average
Benton County	10	5	2	6	10	5
Clatsop County	4	6	6	6	7	8
Columbia County	8	7	10	5	2	7
Lane County	32	40	27	32	32	42
Lincoln County	7	7	5	7	5	9
Linn County	18	18	11	10	10	26
Marion County	26	25	25	29	20	33
Polk County	13	10	10	2	11	11
Tillamook County	13	3	2	8	6	8
Yamhill County	17	6	7	4	9	12
Region 2 Fatalities Total	148	127	105	109	112	163
Statewide Fatalities	416	377	317	331	337	478
Region 2 Fatalities Percent of State	35.58%	33.69%	33.12%	32.93%	33.23%	34.19%
Region 2 Fatalities per 100,000 Population	12.58	10.72	8.82	9.02	9.22	14.22

Fatalities & Serious Injuries – Region 2

	2008	2009	2010	2011	2012	2008-2012 Average
Region 2 Fatalities & Serious Injuries	540	550	541	597	631	580
Statewide Fatalities & Serious Injuries	2,329	1,608	1,966	1,872	1,955	1,784

Speed Involved Fatalities – Region 2

	2008	2009	2010	2011	2012	2008-2012 Average
Benton County	2	2	0	4	2	3
Clatsop County	0	4	1	2	0	4
Columbia County	4	6	2	2	0	4
Lane County	12	19	12	9	9	19
Lincoln County	4	2	0	4	2	5
Linn County	11	7	1	5	4	14
Marion County	11	13	8	14	7	22
Polk County	2	1	3	0	4	6
Tillamook County	7	0	1	3	2	5
Yamhill County	13	0	5	3	2	7
Region 2 Speed Involved Fatalities	66	54	33	46	32	88
Statewide Total Speed Involved Fatalities	210	157	116	127	113	249
Region 2 Percent of Speed Involved Fatalities	44.59%	42.52%	31.43%	42.20%	28.57%	53.87%
Region 2 Speed Involved Fatalities per 100k Population	17.85	13.25	9.75	10.51	9.30	12.13

Speed Involved Fatalities & Serious Injuries - Region 2

	2008	2009	2010	2011	2012	2008-2012 Average
Region 2 Speed Involved F&A Total	414	168	144	147	124	199
Statewide Speed Involved F&A Total	883	522	519	557	518	600

Alcohol Involved Fatalities – Region 2

	2008	2009	2010	2011	2012	2008-2012 Average
Benton County	3	0	0	3	4	2
Clatsop County	1	4	1	2	2	2
Columbia County	5	2	0	2	1	2
Lane County	16	15	13	9	9	12
Lincoln County	3	0	0	3	0	1
Linn County	8	5	1	5	2	4
Marion County	6	10	11	13	11	10
Polk County	1	5	2	0	3	2
Tillamook County	5	3	0	2	3	3
Yamhill County	2	0	3	2	4	2
Region 2 Alcohol Involved Fatalities	50	44	31	41	39	41
Statewide Total Alcohol Involved Fatalities	171	144	107	123	123	41
Region 2 Alcohol Involved Fatalities Percent of State	29.4%	30.56%	28.97%	33.33%	31.71%	30.76%
Region 2 Alcohol Involved Fatalities per 100k Population	4.25	3.71	2.61	3.39	3.21	3.43

Alcohol Involved Fatalities & Serious Injuries - Region 2

	2008	2009	2010	2011	2012	2008-2012 Average
Region 2 Alcohol Involved F&A Total	105	88	98	112	152	111
Statewide Total Alcohol Involved F&A Total	368	302	283	368	413	347

Populations – Region 2

County	2008	2009	2010	2011	2012	2008-2012 Average
Benton County	86,120	86,725	87,000	85,995	86,785	86,525
Clatsop County	37,695	37,840	37,860	37,145	37,190	37,546
Columbia County	48,095	48,410	48,620	49,625	49,680	48,886
Lane County	345,880	347,690	348,550	353,155	354,200	349,895
Lincoln County	44,715	44,700	44,620	46,155	46,295	45,297
Linn County	110,185	110,865	111,355	117,340	118,035	113,556
Marion County	314,865	318,170	320,640	318,150	320,495	318,464
Polk County	68,235	68,785	69,145	75,965	76,625	71,751
Tillamook County	26,060	26,130	26,170	25,255	25,305	25,784
Yamhill County	94,325	95,250	95,925	99,850	100,550	97,180
Region 2 Total	1,176,175	1,184,565	1,189,885	1,208,635	1,215,160	1,194,884

Sources: Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation, Center for Population Research and Census, School of Urban and Public Affairs, Portland State University

Goals

- Decrease fatalities in Region 2 from the 2008-2012 average of 120 to 94 by 2020.
- Decrease serious injuries (Injury A) in Region 2 from the 2008-2012 average of 451 to 354 by 2020.

Performance Measures

- Decrease speed related fatalities and serious injuries in Region 2 from the 2008-2012 average of 182 to 166 by 2015. *[In 2014, there were 170 speed-related fatalities and serious injuries in Region 2.]*
- Decrease alcohol related fatalities and serious injuries in Region 2 from the 2008-2012 average of 107 to 98 by 2015. *[In 2014, there were 104 alcohol related fatalities and serious injuries in Region 2.]*
- Decrease roadway departure fatalities and serious injuries in Region 2 from the 2008-2012 average of 267 to 243 by 2015. *[In 2014, there were 244 roadway departure fatalities and serious injuries in Region 2.]*
- Decrease fatalities and serious injuries in crashes where the driver was age 15-20 in Region 2 from the 2008-2012 average of 95 to 87 by 2015. *[In 2014, there were 111 fatalities and serious injuries in crashes where the driver was age 15-20 in Region 2.]*
- Decrease fatalities and serious injuries in motorcycle crashes in Region 2 from the 2008-2012 average of 77 to 70 by 2015. *[In 2014, there were 81 fatalities and serious injuries in motorcycle crashes in Region 2.]*
- Decrease distracted driving related fatalities and serious injuries in Region 2 from the 2008-2012 average of 52 to 48 by 2015. *[In 2014, there were 67 distracted driving related fatalities and serious injuries in Region 2.]*
- Decrease pedestrian involved fatalities and serious injuries in Region 2 from the 2008-2012 average of 47 to 42 by 2015. *[In 2014, there were 45 pedestrian involved fatalities and serious injuries in Region 2.]*

Strategies

- **Enforcement and Education:** Employ deterrence countermeasures, including enforcement and education campaigns, to reduce speeding, impaired driving, distracted driving, and safety belt use violations. Work with local law enforcement to increase patrols at top SPIS sites within Region 2.
- **Safety Corridors:** Apply "4-E" safety countermeasures within active Safety Corridor sites, develop and implement Safety Corridor Plans, meet with active stakeholder groups, and decommission sites that no longer meet the criteria.
- **Roadway Departure:** Identify corridors that have high frequencies of roadway departure crashes and implement low-cost engineering, education, and enforcement initiatives to improve safety at those locations.
- **Partnerships:** Continue to increase the number and effectiveness of partnerships. Current efforts like Safe Kids Willamette Valley and local traffic safety committees include hospitals, EMS providers, fire services, health educators, health programs, enforcement, engineering, etc. Attempt to tie specific efforts of these partnerships to crash reductions in target populations.
- **Data sharing:** Increase the opportunities to provide state data (crash, health, economic loss, etc.) to local jurisdictions and safety organizations. Work on multi-disciplinary teams to identify traffic safety problems, detect emerging trends, and draft possible safety responses to those conditions.

Project Summaries

Section 402

SC-15-35-12 Region 2 Speed Grant \$15,507

The major activities of the project were to provide funding for overtime enforcement or speed enforcement equipment to local police agencies in Region 2. Four agencies received a mini-grant in Region 2. Out of the two agencies that reported speed overtime enforcement, there were 579 citations issued (not including warnings, match hours or vehicles stopped).

OP-15-45-12 CPS Fitting Station Support, ODOT Region 2 \$11,998

This grant provided seats to low income families in Region 2 and education to parents/caregivers on the proper installation and fit of child passenger safety seats for their children. There were 164 child passenger safety seats purchased during this grant year (convertibles, combination, infant, high back booster and low back boosters).

Region 3

Link to the Transportation Safety Action Plan:

Action # 108 - Continue efforts to enhance communications between engineering, enforcement, education and EMS

Continue efforts to enhance communication between engineering, enforcement, education, and EMS.

Region 3 Overview

The Oregon Department of Transportation, Region 3 encompasses the five southwestern Oregon counties: Coos, Curry, Douglas, Jackson, and Josephine. The rural nature and the low socio-economic status of the region are reflected in the problems. The financial condition of the five counties in Region 3 indicates that they are at a higher risk of distress than other Oregon counties.

The Problem

- Traffic fatalities are over-represented with 15.48 percent of total state traffic fatalities compared with 12.50 percent of the state's population. Despite sustained reductions in traffic fatalities over the last decade, speed, alcohol, and safety belt use continue to be major factors contributing to deaths and injuries on all roads in Region 3.
- In 2013, total occupant safety belt use and child safety seat use in Region 3 included in the statewide survey closely reflect the statewide figures; however, there continues to be a need for public education – particularly on the importance of child passenger safety and proper use of restraint systems.
- There continues to be a need to provide education and resources to the 14 existing traffic safety committees in Region 3 (Ashland, Brookings, Coquille, Eagle Point, Gold Beach, Medford, Myrtle Point, North Bend, Reedsport, Talent, Winston, Douglas County, Jackson County, and Josephine County).
- Roadway departure fatalities and serious injuries increased in Region 3 during 2012. These types of crashes are common and preventable and there continues to be a number of crashes that occur during periods of inclement weather.
- Motorcycle fatalities and serious injuries increased significantly in Region 3 during 2012.

Region 3, Transportation Safety Information

Fatalities – Region 3

	2008	2009	2010	2011	2012	2008-2012 Average
Coos County	12	10	10	15	5	10
Curry County	5	1	8	3	0	3
Douglas County	27	14	21	12	15	18
Jackson County	25	14	16	21	14	18
Josephine County	20	21	12	13	18	17
Region 3 Total	89	60	67	64	52	66
Statewide Fatalities	416	377	317	331	337	356
Region 3 Fatalities Percent of State	21.39%	15.92%	21.14%	19.34%	15.48%	18.64%
Region 3 Fatalities per 100,000 Population	18.60	12.49	13.94	13.34	10.82	13.84

Fatalities & Serious Injuries – Region 3

	2008	2009	2010	2011	2012	2008-2012 Average
Region 3 Fatalities & Serious Injuries	313	288	273	239	261	275
Statewide Fatalities & Serious Injuries	2,329	1,608	1,966	1,872	1,955	1,784

Speed Involved Fatalities – Region 3

	2008	2009	2010	2011	2012	2008-2012 Average
Coos County	5	6	5	8	2	5
Curry County	3	0	1	1	0	1
Douglas County	15	5	8	3	5	7
Jackson County	13	6	6	8	8	8
Josephine County	10	3	4	2	6	5
Region 3 Speed Involved Fatalities	46	20	24	22	21	27
Statewide Total Fatalities Speed Involved	210	157	116	127	113	145
Region 3 Speed Involved Fatalities Percent of State	21.90%	12.74%	20.69%	17.32%	18.52%	18.25%
Region 3 Speed Involved Fatalities per 100k Population	9.61	4.16	4.99	4.58	4.37	5.54

Speed Involved Fatalities & Serious Injuries – Region 3

	2008	2009	2010	2011	2012	2008-2012 Average
Region 3 Speed Involved F&A Total	94	64	94	79	81	82
Statewide Speed Involved F&A Total	883	522	519	557	518	600

Alcohol Involved Fatalities – Region 3

	2008	2009	2010	2011	2012	2008-2012 Average
Coos County	3	4	5	9	2	5
Curry County	3	1	0	1	0	1
Douglas County	17	6	5	4	2	7
Jackson County	12	6	3	3	4	6
Josephine County	15	11	7	8	7	10
Region 3 Alcohol Involved Fatalities	50	28	20	25	15	28
Statewide Total Fatalities Alcohol Involved	171	144	107	123	123	134
Region 3 Alcohol Involved Fatalities Percent of State	29.24%	19.44%	18.69%	20.33%	12.20%	19.98%
Region 3 Alcohol Involved Fatalities per 100k Population	10.45	5.83	4.16	5.21	3.12	5.75

Alcohol Involved Fatalities & Serious Injuries – Region 3

	2008	2009	2010	2011	2012	2008-2012 Average
Region 3 Alcohol Involved F&A Total	89	53	53	68	61	65
Statewide Total Alcohol Involved F&A Total	368	302	283	368	413	347

Populations – Region 3

County	2008	2009	2010	2011	2012	2008-2012 Average
Coos County	63,210	63,065	62,930	62,960	62,890	63,011
Curry County	21,510	21,340	21,160	22,335	22,295	21,728
Douglas County	105,240	105,395	105,240	107,795	108,195	106,373
Jackson County	205,305	207,010	207,745	203,950	204,630	205,728
Josephine County	83,290	83,665	83,600	82,820	82,775	83,230
Region 3 Total	478,555	480,475	480,675	479,860	480,785	480,070

Sources: Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation, Center for Population Research and Census, School of Urban and Public Affairs, Portland State University

Goals

- Decrease fatalities in Region 3 from the 2008-2012 average of 66 to 52 or below by 2020.
- Decrease serious injuries (Injury A) in Region 3 from the 2008-2012 average of 208 to 163 by 2020.

Performance Measures

- Decrease speed related fatalities and serious injuries in Region 3 from the 2008-2012 average of 82 to 75 by December 31, 2015. *[In 2014, there were 82 speed-related fatalities and serious injuries in Region 3.]*
- Decrease alcohol related fatalities and serious injuries in Region 3 from the 2008-2012 average of 65 to 59 by December 31, 2015. *[In 2014, there were 52 alcohol related fatalities and serious injuries in Region 3.]*

- Decrease fatalities and serious injuries in motorcycle crashes in Region 3 from the 2008-2012 average of 42 to 38 by December 31, 2015. *[In 2014, there were 34 fatalities and serious injuries in motorcycle crashes in Region 3.]*
- To reduce the number of fatal and injury crashes associated with inclement weather on state highways in Region 3 from the 2010-2012 average of 665 to 632 by December 31, 2015. *[In 2014, there were 626 fatal and injury crashes associated with inclement weather on state highways in Region 3.]*

Strategies

- Serve as a resource to all of Region 3 for all of the transportation safety programs. Attend safety meetings, both internally and externally, as a resource to the safety programs. Attend event planning meetings as the coordinator or agency partner for transportation safety related events, programs, or safety fairs.
- Coordinate and/or provide resources for traffic safety events. Advocate transportation safety programs and awareness to all agency partners and to all of the communities in Region 3.
- Collaborate and work to enhance partnerships with local agencies/groups to raise awareness around transportation safety issues and plan appropriate measure to impact identified problems within Region 3.
- Provide mini-grants to local jurisdictions for DUII community education, speed enforcement and/or equipment, and for child passenger safety equipment, supplies, or training.
- Provide education as often as possible on all transportation safety programs with an emphasis on Impaired Driving (Drugs and Alcohol), Speed, Occupant Protection, and Motorcycle safety.
- Work with existing traffic safety committees to enhance programs and to provide resources and information. Work to stabilize struggling committees and work with communities that have a need, or have expressed interest in forming new traffic safety committees.
- Coordinate the Child Passenger Safety (CPS) coalitions in Region 3. Coordinate and oversee the trainings and provide mini-grants to local jurisdictions to enhance their support of CPS events, distribution clinics, and trainings. Coordinate quarterly meetings with certified CPS Technicians to help them grow their programs and stay current on CPS recertification requirements, paperwork, and reporting requirements.
- Utilize existing VMS boards to warn public of adverse weather and roadway conditions.
- Implement a Salt Use Pilot program on the Siskiyou Pass. Monitor for reductions in adverse weather crashes.
- Implement tree removal program on select Region highways where vegetation causes shading and contributes to ice on the roadway.
- Implement Region-wide projects to increase visibility on highways, including pavement markers, roadside delineation, and curve signage.
- Implement a Region-wide rumble strip project to address roadway departure crashes.

Project Summaries

Section 402

SC-15-35-13 Region 3 Speed Grant \$23,953
Provided funds to Region 3 to allow for Speed Equipment or Overtime to Region 3 Police Agencies or other Speed-Related outreach to Region 3 residents. Region 3 provided mini-grants to five local agencies to fund speed equipment and/or overtime. Four agencies received grants for OT enforcement and one agency received radar units for speed enforcement.

OP-15-45-13 CPS Tech Training & Fitting Station Support, ODOT Region 3 \$10,369
Funds instructor services, equipment & supplies costs necessary to train CPS technicians & develop instructors; may include instructor fees, facility rentals, training materials/supplies, and scholarships for technician and instructor candidates (per diem costs, certification fees). Funds mini-grants to fitting stations and/or alternative sentencing programs to cover costs for purchase of equipment, supplies, child car seats, boosters, and scholarships for technician and instructor candidates (per diem travel costs, certification fees, conference registration). A total of three agencies received mini-grants for training, car seats, or equipment for child safety seat clinics. Additionally, funds were utilized to support Region 3 CPS trainings.

Region 4

Link to the Transportation Safety Action Plan:

Action # 19 – Provide a transportation safety specialist position in each of the ODOT regions

Continue to provide for and enhance the transportation safety specialist positions in each of five regions, providing a safety perspective to all operations as well as direct communication between ODOT and local transportation safety agencies and programs.

Region 4 Overview

Region 4 encompasses Crook, Deschutes, Gilliam, Jefferson, Klamath, Lake, Sherman, Wasco, and Wheeler counties. Region 4 is rural in nature and has a total population as of 2012 of 307,965.

Region 4 has 1,972 state highway centerline miles (4,144 lane miles), three maintenance districts and one active Safe Kids Chapter (Safe Kids Columbia Gorge). Region 4 has one safety corridor on Highway 270 (OR Route 140 W) Lake of the Woods from MP 29 to MP 47.

The Problem

- In 2012, Region 4 traffic crash fatalities totaled 40, with a majority of those having speed, alcohol and roadway departure as a contributing factor.
- Alcohol as a contributing factor in a fatality accounted for an increase of 18 in 2012 from 14 in 2011. Based on 2012 data, 45 percent of all fatalities in Region 4 were alcohol involved. There were 50 fatal and serious injuries (Injury A) in 2012 up from 45 in 2011. Highest counties for fatalities were Deschutes (9), Klamath (3) and Jefferson (3) in Region 4 in 2012. Any fatality with alcohol as a contributing factor is unacceptable.
- Speed as a contributing factor accounted for 13 fatalities in 2012 or 32.5% of all fatalities in Region 4. 2012 data shows 79 fatal and serious injuries (Injury A) which is an increase from 75 in 2011. Highest counties for fatalities were Deschutes (5), Jefferson (2), Klamath (2) and Lake (2).
- Roadway Departure as a contributing factor makes up for a large percentage of fatalities and serious injuries (Injury A) in Region 4. In 2012, there was an increase of 137 Fatal and Injury A's in Region 4 from 119 in 2011. Out of the fatalities, they accounted for 75% of all fatalities in Region 4 in 2012. During 2008-2012, the average was 119 for fatalities and serious injuries (Injury A).

Region 4, Transportation Safety Information

Fatalities – Region 4

	2008	2009	2010	2011	2012	2008-2012 Average
Crook County	3	3	0	1	1	2
Deschutes County	18	10	12	17	18	15
Gilliam County	3	1	0	0	0	1
Jefferson County	8	4	8	5	4	6
Klamath County	15	12	8	9	9	11
Lake County	5	6	6	1	4	4
Sherman County	3	0	6	3	1	3
Wasco County	2	9	6	4	2	5
Wheeler County	0	0	2	0	1	1
Region 4 Total	57	45	48	40	40	46
Statewide Fatalities	416	377	317	331	337	356
Region 4 Fatalities Percent of State	13.70%	11.94%	15.14%	12.08%	11.90%	12.95
Region 4 Fatalities per 100,000 Population	17.84	13.89	14.73	13.05	12.99	14.50

Fatalities & Serious Injuries – Region 4

	2008	2009	2010	2011	2012	2008-2012 Average
Region 4 Fatalities & Serious Injuries	220	171	183	165	218	191
Statewide Fatalities & Serious Injuries	2,329	1,608	1,966	1,872	1,955	1,784

Speed Involved Fatalities – Region 4

	2008	2009	2010	2011	2012	2008-2012 Average
Crook County	1	1	0	1	1	1
Deschutes County	11	3	3	5	5	5
Gilliam County	1	1	0	0	0	0
Jefferson County	6	0	6	1	2	3
Klamath County	6	4	4	4	2	4
Lake County	4	2	2	0	2	2
Sherman County	3	0	2	1	0	1
Wasco County	1	3	3	2	1	2
Wheeler County	0	0	2	0	0	0
Region 4 Speed Involved Fatalities	33	14	22	14	13	19
Statewide Total Fatalities Speed Involved	210	157	116	127	113	145
Region 4 Speed Involved Fatalities Percent of State	15.71%	8.92%	18.97%	11.02%	11.5%	13.23%
Region 4 Speed Involved Fatalities per 100k Population	10.33	4.32	6.75	4.57	4.22	6.04

Speed Involved Fatalities & Serious Injuries - Region 4

	2008	2009	2010	2011	2012	2008-2012 Average
Region 4 Speed Involved F&A Total	97	59	80	75	79	78
Statewide Speed Involved F&A Total	883	522	519	557	518	600

Alcohol Involved Fatalities – Region 4

	2008	2009	2010	2011	2012	2008-2012 Average
Crook County	1	3	0	0	0	1
Deschutes County	6	4	4	6	9	6
Gilliam County	0	1	0	0	0	0
Jefferson County	3	1	4	2	3	3
Klamath County	2	1	6	3	3	3
Lake County	4	1	1	1	2	2
Sherman County	3	0	2	1	0	1
Wasco County	0	6	2	1	0	2
Wheeler County	0	0	0	0	1	0
Region 4 Alcohol Involved Fatalities	19	17	19	14	18	17
Statewide Total Alcohol Involved Fatalities	171%	144	107	123	123	134
Region 4 Alcohol Involved Fatalities Percent of State	11.11%	11.81%	17.76%	11.38%	14.63%	13.34%
Region 4 Alcohol Involved Fatalities per 100k Population	5.95	5.25	5.83	4.57	5.84	5.49

Alcohol Involved Fatalities & Serious Injuries - Region 4

	2008	2009	2010	2011	2012	2008-2012 Average
Region 4 Alcohol Involved Total	34	38	41	45	50	42
Statewide Total Alcohol Involved F&A Total	368	302	283	368	413	347

Populations – Region 4

County	2008	2009	2010	2011	2012	2008-2012 Average
Crook County	26,845	27,185	27,280	20,855	20,650	24,563
Deschutes County	167,015	170,705	172,050	158,875	160,140	165,757
Gilliam County	1,885	1,885	1,885	1,880	1,900	1,887
Jefferson County	22,450	22,715	22,865	21,845	21,940	22,363
Klamath County	66,180	66,350	66,475	66,580	66,740	66,465
Lake County	7,585	7,600	7,570	7,885	7,920	7,712
Sherman County	1,845	1,830	1,825	1,765	1,765	1,806
Wasco County	24,170	24,230	24,280	25,300	25,485	24,693
Wheeler County	1,575	1,585	1,590	1,435	1,425	1,522
Region 4 Total	319,550	324,085	325,820	306,420	307,965	316,768

Sources: Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation, Center for Population Research and Census, School of Urban and Public Affairs, Portland State University

Goals

- Decrease fatalities in Region 4 from the 2008-2012 average of 46 to 36 by 2020.
- Decrease serious injuries (Injury A) in Region 4 from the 2008-2012 average of 152 to 119 by 2020.

Performance Measures

- Decrease speed involved fatalities and serious injuries in Region 4 from the 2008-2012 average of 78 to 71 by December 31, 2015. *[In 2014, there were 73 speed-related fatalities and serious injuries in Region 4.]*
- Decrease alcohol involved fatalities and serious injuries in Region 4 from the 2008-2012 average of 41 to 38 by December 31, 2015. *[In 2014, there were 35 alcohol involved fatalities and serious injuries in Region 4.]*
- Decrease the number of roadway departure fatalities and serious injuries from the 2008-2012 average of 119 to 109 by December 31, 2015. *[In 2014, there were 76 roadway departure fatalities and serious injuries in Region 4.]*

Strategies

- Work with local agencies (law enforcement and community groups) to help reduce speed involved fatalities and serious injuries (Injury A) in Region 4.
- Work with local agencies (law enforcement, OLCC and community groups) to help reduce alcohol involved fatalities and serious injuries (Injury A) in Region 4.
- Work with local child passenger safety advocates and community groups to educate parents/caregivers on the importance of proper use of child passenger safety seats
- Region 4 will utilize approximately \$34,000 of 164 Penalty Transfer funds during spring/summer of 2014 for the purpose of supporting roadway departure crashes with speed, seatbelt and alcohol being the primary cause utilizing speed overtime enforcement with OSP. The focus will be Hwy #4 (US 97) MP 127.84 to MP 132.95; Hwy #4 (US 97) MP 143.18 to MP 158.52; Hwy #15 (OR 126) MP 90.3 to MP 110.3; Hwy #16 (Santiam) MP 92.05 to MP 97.16 and Hwy #17 (US 20) MP 0 to MP 14.77.
- Work with ODOT, Oregon State Police and local communities on safety efforts for the safety corridor established in April 2005 on Highway 270 (Oregon Route 140 W) Lake of the Woods from mile point 29 to mile point 47.
- Advocate for transportation safety in Region 4 by providing information and education on all aspects of traffic safety, coordinating traffic safety activities, and work with community organizations, schools and local traffic safety committees.

Project Summaries

Section 402

OP-15-45-14 CPS Tech Training & Fitting Station Support, ODOT Region 4 \$21,354

Four agencies received grant funds for their on-going low/no-income car seat distribution programs: Redmond Fire & Rescue, Hood River County (for Safekids Columbia Gorge which covers five counties – Hood River, Wasco, Sherman, Gilliam and Wheeler), Klamath Tribal Health & Family Services, and Crook County Fire and Rescue. There were a total of 217 convertibles, 16 infant seats, 57 booster and 58 combination booster seats purchased by these mini-grantees. One certification course was conducted with twelve new technicians passing the course, three of the new technicians residing in Region 4. CEU workshops were conducted in Klamath Falls, Redmond, and The Dalles.

SC-15-35-14 Region 4 Speed Grant \$15,875

Provided funds to Region 3 to allow for Speed Equipment or Overtime to Region 3 Police Agencies or other Speed-Related outreach to Region 3 residents. Grants were awarded to five agencies. Local law enforcement agencies in the region were able to work overtime on HVE and enforcement of speed and traffic safety programs as well as purchase needed equipment to perform their jobs more effectively.

Region 5

Link to the Transportation Safety Action Plan:

Action # 19 – Provide a transportation safety specialist position in each of the ODOT regions

Continue to provide for and enhance the transportation safety specialist positions in each of five regions, providing a safety perspective to all operations as well as direct communication between ODOT and local transportation safety agencies and programs.

Region 5 Overview

Region 5 includes Baker, Grant, Harney, Malheur, Morrow, Umatilla, Union and Wallowa counties. The total population for the eight counties is 183,310 encompassing 2,108 State Highway, 8,101 county and 790 city miles of roadway, with three active safety corridors all located in Umatilla County.

All eight counties in Region 5 (Baker, Grant, Harney, Malheur, Morrow, Umatilla, Union, and Wallowa) have established local traffic safety committees or similar organizations.

The Problem

- In 2012, traffic fatalities continued to be a major issue in Region 5 with 44 deaths. This is an increase of nearly 47 percent from the previous year.
- In 2012, serious injuries (Injury A) due to traffic crashes increased 20% in Region 5 from 85 to 102.
- In 2012, alcohol was involved in 20 deaths and serious injuries (Injury A) in Region 5, up slightly from 19 in 2011.
- In 2012, 48 percent of the fatalities and serious injuries (Injury A) in Region 5 were speed involved, totaling 70, compared to 57 in 2011. A major contributor to the increase was the bus crash on I-84 that took nine lives.
- Traditionally, a large percentage of fatalities and serious injuries (Injury A) are caused by roadway departures due to the rural nature of the region. 2012 was no exception, with 95 fatalities, up from 68 in 2011, and serious injuries. This represents 65% of the total F&A's in Region 5 for 2012.
- With an increase of 265 new motorcycle endorsements in 2012, Region 5 has a total of 13,271 motorcycle endorsed riders in Region 5. Fatalities and serious injuries (Injury A) due to motorcycle crashes represented 14% of total F&A's in 2012.

Region 5, Transportation Safety Information

Fatalities – Region 5

	2008	2009	2010	2011	2012	2008-2012 Average
Baker County	6	7	3	3	4	5
Grant County	3	3	2	2	1	2
Harney County	0	4	6	3	2	3
Malheur County	4	8	5	4	6	5
Morrow County	2	5	1	3	1	2
Umatilla County	11	14	11	11	27	15
Union County	3	6	3	4	1	3
Wallowa County	5	1	1	0	2	2
Total Region 5	34	48	32	30	44	38
Statewide Fatalities	416	377	317	331	337	356
Region 5 Fatalities Percent of State	8.17%	12.73%	10.09%	9.06%	13.10%	10.62%
Region 5 Fatalities per 100,000 Population	18.82	26.53	17.64	16.37	23.92	20.65

Fatalities & Serious Injuries - Region 5

	2008	2009	2010	2011	2012	2008-2012 Average
Region 5 Fatalities & Serious Injuries	125	116	109	115	146	122
Statewide Fatalities & Serious Injuries	2,329	1,608	1,966	1,872	1,955	1,784

Speed Involved Fatalities –Region 5

	2008	2009	2010	2011	2012	2008-2012 Average
Baker County	4	4	2	2	3	3
Grant County	3	0	2	2	1	2
Harney County	0	1	3	2	0	1
Malheur County	3	3	4	0	1	2
Morrow County	0	0	0	2	0	0
Umatilla County	4	8	6	4	16	8
Union County	3	1	1	1	0	1
Wallowa County	1	0	0	0	0	0
Region 5 Speed Involved Fatalities	18	17	18	13	21	17
Statewide Total Speed Involved Fatalities	210	157	116	127	113	145
Region 5 Speed Involved Fatalities Percent of State	8.57%	10.83%	15.52%	10.24%	18.58%	12.75%
Region 5 Speed Involved Fatalities per 100k Population	9.96	9.39	9.92	7.09	11.41	9.56

Speed Involved Fatalities & Serious Injuries - Region 5

	2008	2009	2010	2011	2012	2008-2012 Average
Region 5 Speed Involved F&A Total	64	42	56	57	70	58
Statewide Speed Involved F&A Total	883	522	519	557	518	600

Alcohol Involved Fatalities – Region 5

	2008	2009	2010	2011	2012	2008-2012 Average
Baker County	3	0	0	1	0	1
Grant County	2	1	0	0	0	1
Harney County	0	0	0	1	1	0
Malheur County	1	5	2	2	3	3
Morrow County	0	0	0	1	0	0
Umatilla County	9	4	5	4	3	5
Union County	0	1	1	1	0	1
Wallowa County	2	0	0	0	1	1
Region 5 Alcohol Involved Fatalities	17	11	8	10	8	11
Statewide Total Alcohol Involved Fatalities	171	144	107	123	123	134
Region 5 Alcohol Involved Fatalities Percent of State	9.94%	7.64%	7.48%	8.13%	6.5%	7.94%
Region 5 Alcohol Involved Fatalities per 100k Population	9.41	6.08	4.41	5.46	4.35	5.94

Alcohol Involved Fatalities & Serious Injuries - Region 5

	2008	2009	2010	2011	2012	2008-2012 Average
Region 5 Alcohol Involved Total	30	20	21	19	20	22
Statewide Total Alcohol Involved F&A Total	368	302	283	368	413	347

Populations – Region 5

County	2008	2009	2010	2011	2012	2008-2012 Average
Baker County	16,455	16,450	16,440	16,215	16,210	16,354
Grant County	7,530	7,525	7,510	7,450	7,450	7,493
Harney County	7,705	7,715	7,720	7,375	7,315	7,566
Malheur County	31,675	31,720	31,865	31,445	31,395	31,620
Morrow County	12,485	12,540	12,595	11,270	11,300	12,038
Umatilla County	72,380	72,430	72,720	76,580	77,120	74,246
Union County	25,360	25,470	25,495	25,980	26,175	25,696
Wallowa County	7,115	7,100	7,085	6,995	7,015	7,062
Region 5 Total	180,705	180,950	181,430	183,310	183,980	182,075

Serious Injuries – Region 5

	2008	2009	2010	2011	2012	2008-2012 Average
Baker County	10	11	10	11	9	10
Grant County	9	4	7	9	7	7
Harney County	7	8	3	6	4	6
Malheur County	15	5	19	11	16	13
Morrow County	4	6	5	5	3	5
Umatilla County	18	16	25	27	45	26
Union County	21	9	10	11	13	13
Wallowa County	7	9	8	5	5	7
Region 5 Serious Injuries Total	91	68	87	85	102	87

Sources: Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation, Center for Population Research and Census, School of Urban and Public Affairs, Portland State University

Goals

- Decrease the number of traffic related fatalities in Region 5 from the 2008-2012 average of 38 to 30 by 2020.
- Decrease the number of serious injuries (Injury A) in Region 5 from the 2008-2012 average of 87 to 68 by 2020.

Performance Measures

- Decrease the number of speed involved fatalities and serious injuries in Region 5 from the 2008-2012 average of 58 to 53 by December 31, 2015. *[In 2014, there were 60 speed-related fatalities and serious injuries in Region 5.]*
- Decrease the number of alcohol involved fatalities and serious injuries in Region 5 from the 2008-2012 average of 22 to 20 by December 31, 2015. *[In 2014, there were 26 alcohol involved fatalities and serious injuries in Region 5.]*
- Decrease roadway departure fatalities and serious injuries in Region 5 from the 2008-2012 average of 80 to 73 by December 31, 2015. *[In 2014, there were 82 roadway departure fatalities and serious injuries in Region 5.]*
- Decrease fatalities and serious injuries in motorcycle crashes in Region 5 from the 2008-2012 average of 20 to 18 by December 31, 2015. *[In 2014, there were 14 fatalities and serious injuries in motorcycle crashes in Region 5.]*

Strategies

- Coordinate and/or provide resources for transportation safety events with a focus on speed, impaired driving, distracted driving, road departures/winter driving, motorcycle safety and occupant protection. With the existing local transportation safety committees within Region 5 to enhance programs and provide resources and information.

- Work with region 5 law enforcement agencies and traffic safety committees to identify areas with speed related crashes specifically around road departure and/or winter conditions to increase patrols through overtime enforcement dollars. Work to reduce the violations and crashes through enforcement and education.
- Work with the existing certified child safety seat technicians in Region 5 to accomplish public clinics/fitting stations, trainings or educational presentations throughout Region 5. Main focus is to retain the CPS Technicians that are already certified and make sure they feel knowledgeable about their skills

Project Summaries

Section 402

OP-15-45-15 CPS Tech Training & Fitting Station Support, ODOT Region 5 \$15,160
 This project provided mini-grants for 9 local agencies in Region 5 to fund distribution of child safety seats to low/no income families based on poverty data provided by DHS. The agencies included: Union CSO, DHS, Baker City PD, Wallowa Co. Health Department, Grant Co. Safe Communities, Harney Co. Safe Communities, Ontario PD, Good Shepherd Medical Center, and St. Anthony Hospital. Having this funding has made a huge difference in these small communities that may or may not have another outlet to buy child safety seats. Being able to utilize "The Convincer" at events was also a strength.

SA-15-25-06 Harney County Coordinator \$19,739
 Winter Driving Presentation at the Burns High School in January with help from Les Schwab, ODOT Snow Plow Drivers, Burns PD and Burns Fire. Participated in Slater Safety Fair, which reached every child in HCSD #3 K-5th Grades. Held 2 Bike Rodeo's at the local Tribe in addition to our usual Bike Rodeo at Burns High School Parking Lot. Paid 2 local officers to complete 10 hours of overtime by issuing citations to drivers that are talking on cell phones

SA-15-25-22 Union/Wallowa County Coordinator \$28,812
 Monthly Union and Wallowa County Safe Communities Coalition meetings as well as host and facilitate the Safe Kids NE Oregon quarterly meetings. Developed partnerships with local schools in Union and Wallowa Counties, youth coalitions, ODOT, law enforcement agencies and Fire Departments.

Assisted Wallowa Co District Attorney with their Impaired Driving Program, presented to Joseph Charter School. Participated in the Union County Safety Fair focusing on students from K-3 and reaching approximately 1200 students. Presented helmets to the Head Start program in Wallowa County. Provided helmets to the community through the Union County Fair. Worked in conjunction with Walk and Bike to School Day in local school bringing awareness for safe walking and biking to and from school.

SA-15-25-23 West Umatilla/North Morrow Safe Community \$26,118
The project funded help fund the following: Annual Walk and Bike event, monthly traffic diversion class, Safe Solutions Program (trained staff at elementary schools to identify and fit bike helmets on-going basis), teen/parent referrals to monthly diversion class, Car Seat Clinics -- CPS recruitment and training of technicians, presentations to parenting classes for proper car seat installation and Good Shepherd OB/GYN car seat program, monthly safety meetings, recording of safety messages on KOHU and in-kind match for advertisements with Pendleton radio station, car seat safety booth at Baby Affair (Children's Health Fair), and the Health and Safety Fair at Fiesta Foods to promote bicycle helmet safety.

SA-15-25-24 Grant County Coordinator \$22,280
Efforts continued to increase education and awareness with teens and their parents on the risks of underage drinking, distracted driving and using seat belts. Seatbelt surveys indicated increased use over the past year. Bike safety education and fun rides for students throughout Grant County were conducted with more than 100 youth participating. Share the Road and Drive and Ride aware campaigns in full gear and will continue as cycling continues to grow. More than 200 teens attended the Teen Health Fair and the distracted driving session. Our events, activities, and education efforts are well attended with participants showing increased knowledge of the coalition's mission.

SC-15-35-15 Region 5 Speed Grant \$15,146
Funds provided to Region 5 allowed for the purchase of Speed Equipment and Speed Enforcement Overtime to Region 5 Law Enforcement Agencies. As a result, five agencies participated including Hines Police Department with speed enforcement overtime, Baker County and Union County Sheriff's Offices purchased speed enforcement equipment and Burns and Hermiston Police Departments participated with both the purchase of speed enforcement equipment and speed overtime enforcement funding.

Section 405d – Low

M6X-15-12-35 Region 5 Impaired Driving Grant \$2,400
Provide funds to Region 5 to allow for outreach to communities, high schools and local law enforcement agencies on DUII education, training, materials to support training, and promotional concepts relating to awareness and deterrence of impaired driving.

Roadway Safety

Link to the Transportation Safety Action Plan:

Action # 24 – ODOT should maintain responsibility of the SMS

ODOT should maintain responsibility for the continued implementation, enhancement, and monitoring of the SMS that serves the needs of all state and local agencies and interest groups involved in transportation safety programs. The following are some, but not all, of the potential improvement elements to be included:

Oregon's SMS should be further improved to serve the needs of state and local agencies and MPOs.

Oregon's SMS should seek ways to improve the current highway safety improvement process, including the following:

- Improve the Safety Priority Index System (SPIS) reports with added information from the roadway inventory files.
- Update ODOT's crash reduction factors.
- Modify the SPIS to allow variable segment lengths and specific types of crashes and roadway types.
- Update the SMS to be able to process local crashes (off state highway) and calculates SPIS for all public roads possibly through geospatial referencing systems.
- Determine a method for reporting the top 5 percent of locations statewide which exhibit the most severe safety needs.
- Develop a performance tracking system for ODOT's safety projects similar to that required for evaluating highway safety improvement projects in Section 148 of SAFETEA-LU.
- ODOT must develop a statewide committee with members from various universities, ODOT, local public works agencies, etc. to discuss, plan and implement the Highway Safety Manual methodologies for all roads in Oregon. Data must be gathered and high crash causalities identified for all roads and reported annually for Oregon stakeholders. The initial task for this group will be development of tracking mechanisms.
- The "4 E" approach should be embraced within ODOT and within local partner agencies to further advance safety. ODOT should have a multidivisional approach to promote and further the "4 E approach to transportation safety" as is described in FHWA's Office of Safety Mission Statement. (Education, Engineering, EMS and Enforcement.)

The SMS should continue to be designed to help monitor implementation of the *OTSAP* and to assist with evaluating the effectiveness of individual actions and overall system performance.

The Problem

- There are many engineering related problem statements within the HSIP chapter thus the Roadway Safety chapter will focus on non-engineering.
- There's a lack of a blended "4 E" (Education, Enforcement, Engineering and EMS) approach to transportation safety statewide.
- There's not a general acceptance of the Highway Safety Manual or an identified set of trainings for its potential implementation statewide.

- Evaluation of the Oregon Safety Corridor Program has identified that existing corridors continue to not be decommissioned within one year of meeting the decommissioning criteria.
- Non-state road authorities do not program safety as a stand-alone priority for their transportation dollars in a consistent manner. Training and awareness are lacking on their flexibility, legal requirements, and identification of safety projects.
- Road authorities continue to express a need for safety engineering related trainings due to lack of trained employees, new employees, turnover, lack of resources, and changes in accepted practices.
- There's a need for a statewide comprehensive roadway safety engineering related training program. The program must address continuing and enhanced education on a variety of roadway safety engineering related topics. The trainings must include elementary to advanced courses and cover various disciplines. The trainings must be provided at low to no cost.
- There's a lack of funding available to provide necessary roadway safety engineering related trainings.
- There's a lack of funding available and many restrictions in place in order to get road authorities to attend necessary trainings.
- There's a lack of funding available to conduct the number of jurisdictional traffic control device assessments requested by non-state road authorities available through Oregon State University.

Traffic Rates in Oregon, 2008-2012

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
National Traffic Fatality Rate ¹	1.43	1.25	1.14	1.09	1.09	1.16	1.15
Oregon Traffic Fatality Rate ¹	1.36	1.24	1.11	0.94	0.99	1.02	1.06
Highway System, Non-freeway Crash Rate ²	1.27	1.25	1.22	1.31	1.48	1.51	1.35
Highway System Rural Non-freeway Crash Rate	0.80	0.80	0.78	0.80	0.80	0.81	0.80
Highway System, Freeway Crash Rate	0.39	0.37	0.38	0.41	0.44	0.46	0.41
County Roads/City Streets Crash Rate	1.88	1.74	1.68	1.82	2.04	N/A	N/A

Source: Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation

1 Deaths per 100 million vehicle miles traveled

2 Crashes per million vehicle miles traveled

Goals

- Maintain the number of trainings and local workshops for state and local public works; and law enforcement staff on various roadway safety related topics at the 2005-2012 average of 30 by 2020.

Performance Measures

- Maintain the number of state and local public works and law enforcement staff trained on various engineering, enforcement and transportation safety related topics at the 2011-2013 average of 601 by December 31, 2015. ***[In 2014, there were 532 state and local public works and law enforcement staff trained.]***

- Maintain the number of trainings and local workshops for state and local public works and law enforcement staff on various engineering, enforcement and transportation safety related topics at the 2011-2013-average of 31 by December 31, 2015. *[In 2014, there were 27 trainings and local workshops.]*

Strategies

- Participate in the following ODOT efforts in order to continue the enhancement of roadway safety:
 - ü Highway Safety Engineering Committee (HSEC)
 - ü Statewide Pavement Committee
 - ü Research projects and Expert Task Group(s)
 - ü Informal Safety Committee
- Fund overtime enforcement, annually, on the worst ranked safety corridors.
- Update the Safety Corridor Guidelines to include the use of the Highway Safety Manual methods.
- Advocate for the proper implementation of the Safety Corridor Guidelines within ODOT.
- Coordinate discussions and input on training topics to be provided within the state. Seek comments and input from local agencies, FHWA and ODOT staff.
- Continue to promote the Highway Safety Manual in an effort to identify its benefits to the state.
- Advance the adoption of the “4 E” approach to traffic safety (e.g., education, enforcement, engineering and EMS).

Project Summaries

Section 164

- | | | |
|---|---|--------------------|
| 164HE-15-73-16 | HSEC 2010 Safety Initiatives | \$1,137,057 |
| This FFY 2015 grant provided state highway infrastructure safety projects selected from eligible Highway Safety Improvement Program (HSIP) projects. Projects were selected by the Highway Safety Engineering Committee (HSEC) during FFY 2010. | | |
| 164HE-15-73-17 | HSEC 2011 Safety Initiatives | \$1,216,967 |
| This FFY 2014 grant provided state highway infrastructure safety projects selected from eligible Highway Safety Improvement Program (HSIP) projects. Projects were selected by the Highway Safety Engineering Committee (HSEC) during FFY 2011. | | |
| 164HE-15-73-19 | HSEC 2013 Safety Initiatives | \$499,712 |
| This FFY 2015 grant provided state highway infrastructure safety projects selected from eligible Highway Safety Improvement Program (HSIP) projects. Projects were selected by the Highway Safety Engineering Committee (HSEC) during FFY 2013. | | |
| RD-15-77-18 | HSEC RDWY Departure FHWA FFY '14 | \$133,794 |
| This FFY 2015 grant provides state highway infrastructure safety projects selected from eligible Highway Safety Improvement Program (HSIP) projects. Projects were selected by the Highway Safety Engineering Committee (HSEC) during FFY 2014. | | |

RS-15-77-01	Engineering Safety Short Courses and Distance Learning	\$226,916
<p>Provided safety engineering training to traffic engineers, analysts, transportation safety coordinators, enforcement personnel and public works staff and officials. Training consisted of the following: Traffic Engineering Fundamentals; Uniform Traffic Control Devices; Roundabout Design and Control; Materials and Retro-Reflectivity for Signs and Markings; Highway Safety Manual and Multimodal Intersections. Six jurisdictions received on-site traffic control device and safety engineering reviews by several safety engineering specialists.</p>		
RS-15-77-04	Safety Features for Local Roads and Streets	\$149,754
<p>Provided traffic safety engineering and related police enforcement training to local officials, public works staff and local traffic safety committees by holding free workshops at various locations around the state.</p>		
RS-15-77-05	Safety Corridor Education and Enforcement	\$87,658
<p>Provided state overtime enforcement and education materials for priority safety corridors.</p>		
HE-15-77-01	Roadway Safety	\$0
<p><i>[This project was not initiated during the grant year.]</i></p>		

Safe & Courteous Driving

Link to the Transportation Safety Action Plan:

Action #26 - Seek legislation that would prohibit cell phone and texting activities

Seek legislation that would prohibit cell phone and texting activities by all motor vehicle operators, with no exception groups.

Action #86 - Implement program to address the problem of fatigued driving

Implement a program to address the problem of fatigued driving. The program should follow national progress toward identifying data sources, and developing countermeasures for fatigued driving. As part of the program, implement a public information and education program to address fatigued driving.

Action #87 - Develop program to address the issue of distracted driving

Continue development of a program to address the issue of distracted driving. Use nationally available materials and information on the problem. Continue to progress in addressing the problem through:

- Identify sources of rider or driver distraction including in/on-vehicle equipment and distracting driver, rider, and passenger behaviors.
- Provide public information and education about distractions and their relationship to crashes, paying special attention to distractions identified as significant crash causes.
- Raise vehicle operator, law enforcement and judicial awareness of the role of distraction in crashes; encourage application of existing statutes as an appropriate response to the problem.

The Problem

- There is strong evidence, in Oregon and in other states, that laws and enforcement efforts are only effective if they are effectively and continuously publicized. According to the National Highway Traffic Safety Administration, public information programs should be comprehensive, seasonally focused, and sustained.
- Passing a law or putting in place a new program does not make the law or program a success. The public needs to be informed about the law and take it seriously. If people perceive the risk of apprehension as small, they tend to disregard laws they consider to be overly harsh or rigid or just not all that important. Since 1982 the Transportation Safety Division has been carrying out comprehensive traffic safety public education programs. Research has been utilized to evaluate the success of the program and to assist with targeting the messages. Surveys of Oregon's driving population indicate that Transportation Safety Division's public information program is widely recognized.
- Safe Following Distance, for example, everyone should know that it is an important consideration for safe motor vehicle operation. Although following distance related crashes rate as the sixth most common driver error in Oregon for 2012, according to Oregon's Crash Analysis Unit, the issues around following distance received infrequent attention in the media, perhaps due to the seemingly everyday nature of this type of crash. Rear end collisions are also a major source of property damage claims every year.

- Red Light Running is a significant cause of serious injury in Oregon. Importantly, red light running is also a significant cause of debilitating brain injury and death. It is essential that every driver in Oregon heed the warning to Stop on Red.
- Lights and Swipes: The Oregon legislature felt so strongly about the need to raise citizen awareness of the need for using your headlights in inclement weather that they passed a special law requiring an awareness campaign. Studies show that headlights help your vehicle to be seen more easily.
- Drowsy Driving: Every year Oregon loses citizens to suspected or confirmed incidences of drivers falling asleep at the wheel. Sometimes the loss of life is the driver, all too often it is a child passenger or passing motorist who had the misfortune to be in the wrong place at the wrong time.
- Distracted Driving is a behavior dangerous to drivers, passengers, and non-occupants alike. Distraction is a specific type of inattention that occurs when drivers divert their attention from the driving task to focus on some other activity instead (per NHTSA). When someone is driving 55 mph, 4.6 seconds of texting is like travelling the distance of a football field, blind. Texting alone can increase risk of crash by 23%. According to the Society of Trauma Nurses, using a cell phone while driving, whether hand-held or hands-free, delays a driver's reaction as much as having a blood alcohol concentration at the legal limit of .08. Currently, all forms of distracted driving are underreported making it difficult to rely on data. Regardless of the lack of data, this issue continues to be a problem on the rise; therefore we cannot wait for data to take action.
- In Oregon from 2008 to 2012, thirteen people died in crashes involving a driver who was reportedly using a cell phone at the time of the crash and 1,240 people have been injured according to the data collected.
- According to a recent department phone survey of Oregon drivers, over 70% know cell phones are a safety problem and that phoning and texting while driving are illegal. In spite of this, cell phone convictions in Oregon have steadily risen from the initial 40 in 2008 to 22,892 in 2012. The 2012 Oregon average for convictions is 65 daily.

Oregon Cell Phone Use Convictions 2008-2012

Year	Convictions
2008	40
2009	14
2010	9,848
2011	16,643
2012	22,892

Source: Oregon Driver and Motor Vehicle Services

Note: Oregon's first cell phone legislation was passed into law in 2007. In 2009, new cell phone legislation passed and became effective January 2010, making it a primary offense to use a hand-held mobile device while driving in Oregon. A number of qualifying statements were added to the law in January 2012 and may be confusing to the general public. 2013 legislation increased the penalty for the offense from a Class D traffic violation (\$250 maximum fine) to a Class C traffic violation (\$500 maximum fine).

Goals

- To fulfill the requirement that public information programs be comprehensive, seasonally focused, sustained and address the issues contributing to the greatest number of traffic crashes for the Safe and Courteous Program statewide.
- Improve legislation to be more effective in reducing crashes, fatalities and injuries in all program areas for Safe and Courteous, especially focusing on Distracted Driving.
- Decrease distracted driving fatalities from the 2008-2012 average of 13 to 10 by 2020.
- Decrease distracted driving injuries from the 2008-2012 average of 2,485 to 1,832 by 2020.

Performance Measures

- Continue working toward legislation that would prohibit cell phone and texting activities by all motor vehicle operators, with no exception groups and would include enhanced fining with repeated offenses by December 31, 2015. SB 9 was passed during the 2013 Oregon Legislative Session with an effective date of January 1, 2014. SB 9 increased the penalty for the use of a cell phone while driving from a \$250 maximum fine to a \$500 maximum fine. The bill also directed ODOT to place signs on state highways to notify drivers of the change *[In 2015, there were no changes in cell phone legislation.]*
- To fulfill the requirement that public information programs be comprehensive, seasonally focused, sustained and address the issues contributing to the greatest number of traffic crashes for the Safe and Courteous Program statewide by December 31, 2015. *[In 2015, there was information/media for all Safe & Courteous Programs, mostly for Distracted Driving.]*
- Contract for an evaluation of the public information and education program for Safe and Courteous using a telephone attitude survey and other research. Analyze data for future work by December 31, 2015. *[In 2015, there was a Distracted Driving High Visibility Enforcement Campaign held in Bend, Oregon, followed by a telephone survey and report was created and conducted based on the 2012 NHTSA Distracted Driving Attitudes and Behaviors Survey to measure the success of the pilot.]*
- Decrease distracted driving fatalities from 2008-2012 average of 13 to 12 by December 31, 2015. *[In 2014, there were 10 distracted driving fatalities.]*
- Decrease distracted driving injuries from the 2008-2012 average of 2,485 to 2,134 by December 31, 2015. *[In 2014, there were 3,237 distracted driving injuries.]*

Strategies

- Continue to seek ways to limit or prohibit cell phone and texting activities by all motor vehicle drivers, with no exception groups and enhanced fining.
- Contract for an evaluation of the PI&E program for Safe and Courteous using a telephone attitude survey and other research. Analyze data for future focused Safe and Courteous program work by December 31, 2015.

- Use free media and partnerships for public information and education to raise awareness of Safe and Courteous Programs, especially Distracted Driving.
- Analyze data, the telephone attitude survey and other research to target campaigns for public information and education for all Safe and Courteous efforts.

Project Summaries

Section 402

DE-15-20-03 Statewide Services – Driver Education \$38,701
Provides for specific public information, media, education activities and enforcement. Bend Bus Transit/Bus Postings include: "Hang Up On The Road" and "Look Alive" ran through 2015. 101 Things To Do/Western Oregon Magazine featured a distracted driving front page PSA.

Bend Police Department conducted a distracted driving high visibility enforcement campaign pilot that was used to create a model for others to use statewide and nationally. PSU created, conducted and completed the Distracted Driving Attitudes and Behaviors survey and report, Bend 2015, developed and based on the NHTSA's 2012 Distracted Driving Attitudes and Behaviors survey and report. This survey and report measured the effectiveness of the campaign held in Bend, OR.

Safe Routes to School

[Link to the Transportation Safety Action Plan:](#)

Action # 1 – Implement Statewide Safe Communities

Develop ways to implement those aspects of the Safe Communities model that can apply at the statewide level. Develop interconnected groups and working relationships that build stronger bonds between and among the various government bodies, agencies, organizations and citizens with a role in transportation safety through working groups, partnerships, and cross disciplinary efforts.

Safe Routes to School Overview

The purposes of a SRTS Program are to increase the ability and opportunity for children to walk and bicycle safely to and from school; to make bicycling and walking appealing travel alternatives and influence a healthy and active lifestyle; and facilitate the planning, development and implementation of projects and activities that improve safety and reduce traffic, fuel consumption and air pollution in the vicinity of schools. In Oregon, completion of the Safe Routes to School (SRTS) Action Plan is the initial step of a SRTS Program at a school. The plan requires collection of student travel data, along with other pertinent data and policy information, leading to the identification of the barriers and hazards to students walking and biking to/from school based on the 5 E's of Education, Encouragement, Enforcement Engineering and Evaluation. The final step is to propose solutions within each "E," prioritize the needs and deficiencies, and work towards implementation.

With the passage of the new federal transportation bill, Moving Ahead for Progress in the 21st Century (MAP-21), SRTS program funding implementation has changed within ODOT.

Non-infrastructure application for Oregon SRTS funding for grades K-8 remains under Transportation Safety Division direction. School or school district projects addressing Education, Encouragement, Enforcement and Evaluation must have either a completed SRTS Action Plan for benefiting schools, or a project that leads to the completion of the SRTS Action Plan. Awards of non-infrastructure projects address regional equity, potential to increase walking and bicycling to and from school, pedestrian and bicycling safety education among K-8 students, project readiness, and benefit to the community. The Oregon Transportation Commission and ODOT have committed an annual budget to TSD-SRTS Non-Infrastructure Program of \$500,000 to 2017.

Infrastructure proposals that address Engineering improvements on the routes to schools are now managed under the ODOT STIP Enhance Program in the Active Transportation Section. Enhance program funds are applied for through a single competitive application process and allocated by the Oregon Transportation Commission (OTC). Eligible activities enhance, expand, or improve the transportation system and Safe Routes to School (infrastructure projects) is one of 11 eligible project categories. The OTC will select Enhance projects based on recommendations developed by governments, public agencies and citizen representatives through a process conducted by the Metropolitan Planning Organizations (MPOs) where applicable, and the Area Commissions on Transportation (ACT). It should be noted that the Enhance application process does not require submission of a SRTS Action Plan, but the community process and documented conclusions of a SRTS Action Plan effectively tell the story and support the need to improve the safety of students on the route to school.

The Problem

- According to the National Center for Safe Routes to School's October 2013 report, "Trends in Walking and Bicycling to School from 2007 to 2012," including Oregon school data:
 - ü Walking to and from school increased significantly between 2007 and 2012. From 12.4% to 15.7% in the morning; and from 15.8% to 19.7% in the afternoon.
 - ü There was a small but significant decrease in bicycling to school between 2007 and 2012, from 2.6% to 2.2% in both the morning and afternoon.
 - ü Between 2007 and 2012, the percentage of parents who stated that their child's school supported walking and bicycling between home and school increased from 24.9 to 33 percent.
 - ü Students attending low-income schools were the most likely to walk to/from school, whereas students attending high-income schools (defined as enrolling fewer than 40 percent of students who were eligible to receive free or reduced price meals) were the most likely to bicycle to/from school.
 - ü Riding a bus to/from school most commonly occurred in rural areas.
 - ü Being driven was most likely to occur in low-income and medium-income schools located in cities.
 - ü Although schools located in suburbs, towns, and rural areas witnessed higher rates of walking over time, walking increased especially at schools located in cities.
- In Oregon in 2012, school-aged children (5-14 years old) were 13% of the total population in households. (surburbanstats.org)
- In Oregon in 2012, the 5-14 age group had no pedestrian fatalities but accounted for 12% of the state's pedestrian injuries (108 of 939).
- In Oregon in 2012, the number of 5-14 year old pedestrians injured increased by 52% over the 2008-2011 average (108 injuries compared to the average of 71 pedestrian injuries).
- In the August 2012 Public Opinion Survey for ODOT-TSD, when participants were asked "What do you believe is the most important traffic safety message that should be taught to children in grade schools?" thirty-three percent (33%) of those surveyed mention "Stop, Look and Listen"/look both ways before crossing the street, unchanged from recent survey findings (2011 – 32%, 2010 – 33%, 2009 – 32%).
- In Oregon in 2012, the 5-14 age group had no bicyclist fatalities, but accounted for 8% of the state's bicyclist injuries (78 of 1,026).
- The 2012 ODOT Bicycle Helmet Usage Observational Study conducted at 33 middle schools found that 60% of riders observed were correctly wearing bicycle helmets.

Methods of Traveling to School in Oregon 2012 – 2013

Children Living within One Mile of the School, Grades K-8

Mode	2012	2013
Car	35%	46%
School Bus	36%	26%
Walk	28%	21%
Bike	2%	4%
Public Transit	N/A	1%

Source: Intercept Research Corporation, Public Opinion Survey, Summary and Technical Report, May 2013

Note: Respondents who indicated there is a child in the household who lives within 1 mile of the school they attend were asked to estimate frequency with which child used various modes of commute. Categories were not presented as mutually exclusive and results do not necessarily total 100%.

Goals

- Increase the number of completed Oregon SRTS Action Plans from 160 in 2012 to 203 by 2020.

Performance Measures

- To increase the number of schools who have a SRTS Action Plan from 160 in 2012 to 175 by December 31, 2015. *[In 2015, there were 182 schools that completed a SRTS Action Plan.]*
- Conduct at least two Safe Routes to School Oregon Action Plan trainings by December 31, 2015. *[In 2015, there were 2 Safe Routes to School Oregon Action Plan trainings by December 31, 2015.]*

Strategies

- Continue with Gard Communications media campaign in promoting benefits of more feet on the street with students safely walking and biking to/from school.
- Work with Commute Options as the administrator of the SRTS Technical Service Provider grant in maintaining and updating www.OregonSafeRoutes.org website and providing technical service to communities on developing Action Plans and SRTS teams.
- Support schools, school districts, and communities as they evaluate the routes to school by providing technical advice and bike and pedestrian safety resources.
- Enable schools and school districts and invested community groups to evaluate routes to school locations by offering mini-grant funding to complete Action Plans.
- Create presentation that highlights infrastructure improvements around schools to demonstrate increased safety to route to school and make available to SRTS advocates.
- Visit with area Commissions on Transportation to inform them of the efforts to increase safety of students walking and biking to/from schools through infrastructure improvements and bike and pedestrian safety education.
- Encourage statewide networking of SRTS practitioners by being part of annual Walk+Bike to School Conference put on by the statewide Walk+Bike Network.

Project Summaries

Section STIP

HU-15-10-06 Safe Routes to School Statewide Services Program \$44,714

This program provided statewide support to communities by working with the Technical Service Provider grantee in the following ways:

- ü OregonSafeRoutes.org website – providing updates and information on SRTS education/enforcement/evaluation grant projects for 2015; providing resources for the website like parent poster, “When can my child walk alone;” shared transit poster artwork developed by Gard Communications for use by website visitors
- ü Assisted TSP provider in presentation on Action Plan work for The Dalles workshop prior to their application for mini-grant to do multiple school Action Plan.
- ü Worked with Corbett Area Program in Spanish (CAPS) and with TSP provider in presenting draft of CAPS Action Plan and gathering feedback from interested parties for finalized version of Action Plan.

This program worked with Gard Communications in statewide SRTS strategic media campaign for Safe Routes to School. The 2015 campaign was directed at parents and caregivers to enable children to ride and walk safely to school as a fun and healthy alternative to being dropped off in parent vehicle, as well as remind drivers to slow down and watch for kids in school zones and neighborhoods. 32 king-size transits, “Watch out for kids,” were posted from September to October 30 in Portland, Albany, Corvallis, Eugene and Medford. A second transit concept, “School is in...stay sharp” was finalized for two vehicle wraps in Clackamas County as part of the local library network. A parent’s tip web poster was created to provide information on when it is appropriate for parents to allow their children to walk and bike to/from school and how to prepare them for the travel. The informative chart is based on best practices from national programs and Oregon laws. The poster was reviewed by SRTS Coordinators and Region Traffic Safety Coordinators, finalized and posted to the TSD-SRTS website, to OregonSafeRoutes.org website, and provided to listservs. This program provided printed materials for distribution by the ODOT Storeroom, to encourage safe pedestrian and bicycle riding behaviors among K-8 grade students.

HU-15-10-07 Statewide Walk + Bike Program \$46,180

The program increased registrations to 270 schools for October Walk + Bike to School Day. The May Walk + Bike Challenge saw registration at 166 schools. This was a 6% increase from the previous year. The program looks to statewide partners for collaboration opportunities for 2016 events. The program partners with the Safe Routes to School Network scheduling monthly meetings of the Leadership Committee and planning the annual SRTS Leadership Committee retreat. The major strength of this program is the connection with statewide SRTS Coordinators. The program has a simple website for tracking registration and participation. We have a strong SRTS Network and Leadership Committee to guide and support and help leverage resources. The challenge in implementation is continuing to try and reach more schools with reducing resources.

HU-15-10-09 Oakland School District SRTS**\$27,615**

This is the final Year of the Oakland SRTS Project as the school district has determined that it has reached its objectives for SRTS. The second year saw the following accomplishments:

- ü Bike Safety education provided to grades 5-8 including in-class and on-bike training.
- ü Walk/Bike incentive program grades involved K-8 (International W/B to School Day, Walking Wednesdays, and May challenge-walk every school day)
- ü Student Leadership groups involved -Bike Maintenance and B-Dub clubs (planning WW events)
- ü SRTS Assistant facilitated incentive program for K-4 students
- ü Oakland Elementary and Lincoln Middle schools drop off and pick up parking lot improvements
- ü Pedestrian Safety education provided to grades K-4

The program maintained walk and bike to school rates at Oakland Elementary of 26.68%, Lincoln Middle of 9.16%, for a total percentage of walk/bike to school of 18.66%. All pedestrian traffic on school campus consistently using crosswalks/walking paths instead of walking through bus and car traffic. The coordinator continued to work with School District's bus transportation contractor to promote traffic flow plan and Walking Wednesday drop-offs. The SRTS Coordinator sat on the Advisory Board for the Oakland Street Network Plan.

HU-15-10-10 City of Portland SRTS**\$46,225**

Student travel surveys mailed to families, including middle school students. Data collected on travel behaviors. Walk+Bike to School Day and Walk+Bike Challenge Month were organized by middle school-aged youth at both K-8 and middle schools. Middle school principals and staff are more aware of the Safe Routes program and are starting to collaborate on safety concerns, bike parking and other encouragement purposes. Principals and staff at some K-8 schools see SR part of leadership teams. Established baseline measurements for 6th-8th grade travel habits (including walk, bike, and family vehicle mode share) and continue to collect data to track progress toward increasing active transportation. We have identified a potential trend distinguishing a much higher walk + bike + roll mode share for 6-8th grade students at K-8 schools (61%) than those at middle schools (34%), consistent across all three survey periods to date. A school survey report has been generated for all middle schools. Expansion of program to include 6th-8th grade students on travel survey resulted in increased mailouts by 45%, increasing prep time for mailing as well as data entry for returned surveys. Analysis of data takes more time due to higher volume of returned surveys, more time needed to adequately investigate potential trends between school type (elementary vs k-8 vs middle) and mode share and other potential connections. SmartTrips to MS program has remained relatively the same from last year, we're preparing to receive 60% more orders.

HU-15-10-11 **Corvallis School District 509J SRTS** **\$48,587**
Analyzed 2014-15 travel surveys and observational data from seven grant schools. Data report and action plans presented to/discussed with Corvallis SR2S Team and principals. The program has increased and/or sustained the percentage of students who walk/bike to school. Adams, 10% walk/bike; Franklin, 6% walk/bike; Garfield, 25%; Hoover, 36%; Jefferson, 33%; Lincoln, 28%; Wilson, 17% walk. Other schools on track. Bike Education taught to 16 fifth grade classes (400+ students); Neighborhood Navigators taught to 2nd grade classes; NN video produced, training for 509J teachers. District-wide participation in Oct W+B Day and monthly WB2S days. Corvallis Police presence at SRTS meetings and site meetings. CPD Back to School traffic enforcement blitz. Bike parking expansion at Garfield. The strength of the program is the ongoing support at the state level and from school district administration and school-site staff/WB2S Coordinators. A challenge is the time necessary to develop comprehensive SR2S at each school, time expected of teachers to include/be involved with SR2S activity. Region work is still a goal.

HU-15-10-14 **Washington County SRTS** **\$50,000**
The Washington County SRTS Coordinator identified and met with SRTS partners, documenting current activities, interests and capacities. Through these efforts, liaisons were established for SRTS at each of the larger cities in Washington County. The program continued to engage County Health and Human Services and other county departments to identify areas of potential partnership and resource-sharing. The coordinator supported the securing of two Region Transportation Options grants for SRTS Coordinators in Beaverton School District and in Tigard. The coordinator increased awareness of the SRTS program and value to schools, agencies, and the community and convened the second annual county-wide meeting of SRTS partners for sharing and collaboration. The program completed or updated 4 Action Plans for schools in the county and identified a list of improvement projects for 50 schools. There was an increased number of community outreach events at which SRTS was promoted. A major strength of the program was the increased amount of time dedicated by the SRTS coordinator. The program has been successful in drawing in more dedicated partners to conduct work at the cities and school districts. Identifying and sustaining parent and school champions in support of establishing Action Plans is difficult for county staff. A presence in the school district and at the school level is really needed.

HU-15-10-18 Jefferson County Health Department SRTS

\$10,276

To encourage more children to bike and walk, every child in Madras Primary and Buff Intermediate grades 2 and 3 received pedestrian safety training and all students in Buff Intermediate grades 4 and 5 received bicycle safety training during physical education class. Every student who attends Buff grades 4 and 5 were instructed in safe bicycle riding practices, Oregon State rules on cycling and students rode bicycles to practice riding skills. Students in 2nd and 3rd grade received instruction on pedestrian safety and took a "walk-about" in the school neighborhood. Pedestrian and bicycle safety was presented to all students grades K through 2nd at Madras Primary during a school assembly in May

Law enforcement addressed excessive speed during the school year, especially during fall and spring breaks. Outreach to parents through media and school newsletters continued to build awareness of the SRTS program and inform them on ways to keep children safe when walking or biking to school. Held Family Bike Rides and flat repair and Bike Safety event in May 2015 repairing 60 bicycles, distributing helmets at reduced cost and providing safety information and training to about 70 people. Conducted parent surveys in Madras Primary, Buff Intermediate and warm Springs Academy Held family bicycle rides with the support of a local Latino leadership group

Bike paths, pedestrian crosswalks, and paved trails continued to be improved within the city. SRTS funds helped improve the intersection of 10th and Buff near the intermediate school making it safer for children and others to cross the streets. Other street improvements were made to the south "Y" area of highway 26. This year the school district encountered staff turnover that was not expected and staff support had to be established again for SRTS engagement.

HU-15-10-19 Klamath Falls SRTS – Commute Options

\$25,689

Modification - Two Year Extension of current one-year program grant. To have at least 12 schools engaged in SRTS program activities by 9/30/2016:

The program continued to focus on implementing and sustaining activities through structured pedestrian and bike safety education and encouragement activities and increasing the number of schools that participate. Our program continued to focus on implementing and sustaining activities through structured pedestrian and bike safety education and encouragement activities and increasing the number of schools that participate. A major accomplishment has been being able to work with Chiloquin Elementary School this year. It has taken patience, but a new principal has brought enthusiasm for the program. Another is the expansion and use of the bike fleet. Shasta Elementary School has used the bikes for Bike Safety Training in PE class for 5th-6th grade, but also for numerous field trips, motocross completion, training and participation in a triathlon, bike rodeo and parade and Take a Kid Mountain Biking day. Merrill Elementary School has two para-professional staff we trained in BSE; they provide skills training but have also made the bikes available to kids during testing for a "brain break" activity and receive teacher support as kids enjoy the activity and exercise and teachers notice a change in attitude and attention when they return to continue testing. Our program also continues to receive positive media coverage and, with the selection of Klamath Falls as a Blue Zone Community, a renewed interest in our program and activities is evident. We've held many helmet safety and fitting clinics both at schools and at events such as Third Thursday, Cinco de Mayo and more.

OSU Extension continued their partnership this year with providing nutrition information and breakfast snacks during W+B to School events. The program has been fortunate to have an increase in participation and interest by teachers and parents and by local media. It's also benefited from key partnerships, especially with the Chamber of Commerce, Hutch's Bike Shop, and Commute Options of Central Oregon. Some frustration experienced this year as the program was not able to find a bike instructor and unable to implement a week-long summer bike skills camp.

HU-15-10-23 Technical Service Provider Program \$62,522

This program supports the ODOT- SRTS Manager to provide outreach, technical support and encouragement to schools, school districts and communities. It maintains the OregonSafeRoutes.org website which provides advice, Oregon examples and tools to educate and encourage throughout the year and assists parents and others to overcome barriers to safe biking and walking. With transportation budgets for SRTS activities not robust, nor consistent for many Oregon communities, an easy-to-use, informative and interactive portal of resources has been created to continue the great work Oregon schools and communities have started. The website continues to receive good reviews and many views (over 100,000 to date in 2015). The program outreach is also achieved through social media and through monthly newsletters posted through an extensive listserv. The program has also provided bike safety education in 2015, having trained an additional 93 Bike Education and Neighborhood Navigator instructors. The program enabled two communities to complete Action Plans: Wasco County Health completed an Action Plan for three schools in The Dalles, Dry Hollow, Chenoweth and Colonel Wright elementary schools; Oregon Cascade West Council of Governments completed an Action Plan for Sweet Home Junior High School. The program has also worked with Commute Options SRTS program in creating short bike and pedestrian safety videos that align with Standardized Bike Safety Curriculum. These videos are resources available on the OregonSafeRoutes.org website. One major strength of the program is working with Commute Options' established connections with transportation agencies, school boards, organizations and individuals. Conversely, working with diverse partners who are equally busy is difficult given time constraints and deadlines. Website and program promotion is difficult when competing with individual programs. The program would benefit from standardized and documented best practices reporting.

HU-15-10-25 Lane Transit District SRTS \$38,540

The project funded a Safe Routes to School Coordinator who worked in the Springfield School District and specifically at Guy Lee Elementary, Briggs Middle School, and Centennial Elementary. The coordinator effectively created Action Plans for these three schools in addition to identifying SRTS issues throughout the district. The coordinator focused on evaluating existing conditions, building partnerships in the school district/city staff, and outreach and encouragement events. The strength of the outreach and organization of the SRTS Coordinator has truly helped to grow the recognition of SRTS in Springfield. Additionally the program has wide support within the school transportation department. The coordinator has focused on all five E's and made connections with many school district and city staff. The weaknesses in the implementation stem from lack of parent involvement in parent teacher organizations and difficult infrastructure around various schools.

HU-15-10-27 Multnomah Co. LUPT SRTS**\$9,531**

The proposed plan for SRTS at Sweetbriar Elementary for year two of two (2014-15) was to build upon a strong first year, incorporating additional educational and encouragement events while also introducing bike safety education. The project experienced delays in acquiring grant funding. Lengthy delays with school district administration further delayed the start of the project until Year 2. Thus, Year 2 was more about reintroducing SRTS activities and emphasizing pedestrian safety education. During the second year the program focused on walking encouragement activities that all students could participate given over 50% of students take the bus to school. The on-site coordinator helped implement Fire Up Your Feet, a month-long challenge that encouraged tracking all physical activity (not just commute to school). School-wide walks were also conducted during school hours so all students could practice pedestrian safety skills. Major activities: Fall 2014, on-site coordinator completed in-classroom pedestrian safety education for every classroom. Each classroom completed grade-appropriate walking trips around the school grounds to practice newly learned pedestrian safety skills. For Walk to School Day the coordinator worked with teachers to do school-wide homework assignment where students had to interview parents about how they got to school when they were kids. Teachers encouraged to lead classroom discussions with students' responses. Students and staff participated in Fire Up Your Feet during May and school placed 49th in the country and 3rd in Oregon.

HU-15-10-28 Central Oregon SRTS – Commute Options**\$41,866**

Great strides were made by this program at the district level by working with the pupil transportation department as a partner. More time with administrators in the Bend La Pine School District. We are now leveraging funding from the City of Bend and the Bend MPO to increase walking and biking in the city. Efforts are now being made with non-program schools and our reach is expanding. Our intern from COCC enhanced our "Lunch and Learn" programming during the summer. We led pedestrian and bicycle education at Bear Creek and have been invited to expand next summer. Eco-Hero camp was coordinated by Commute Options and The Environmental Center. This camp was run by our intern who was trained by Commute Options staff.

Ponderosa Elementary 5th grade is now teaching "storyline" curriculum which includes traffic safety elements for all students.

10 Barrel hosted Commute Options Charity Night to raise funds to support SRTS.

Walk and Bike events in October and May have been embraced by school staff and are being managed without Commute Options interventions.

Action Plans have been completed for High Lakes Elementary and Jewell Elementary.

One challenge for the program is the recruitment of families for walking school buses and bike trains has been slow. Privacy policies restrict the school district from sharing home addresses or neighborhoods of interested families. More work is being done with PTA/PTO and other community groups to recruit participants. Anonymous scatter mapping of addresses would be very helpful in recruiting participants.

HU-15-10-29 OR Cascades West COG Lincoln County SRTS \$19,590

This project focused on building awareness and engagement related to bicycle and pedestrian advocacy / safety in the Newport and Lincoln City communities. We were pleased to see stakeholders come together to promote active transportation through events such as Walk and Bike to School Day (Newport), which featured diverse partnerships with the faith community, business community, public health, public safety, and other partners such as Safe Kids Oregon. Stakeholders also came together to support the Action Plan process at both Newport Intermediate (grant year 1, Newport) and Oceanlake Elementary (grant year 2, Lincoln City). School administrators have been pleased that we addressed infrastructure concerns in the Action Plan, as well, and used funds to provide safety materials that are much-needed in the lower income communities these schools serve (reflectives and pedestrian lights; helmets; crossing guard rain gear). Accomplishments include collection of student travel data; completed Action Plans for Newport Intermediate and Oceanlake Elementary schools; broad engagement with diverse stakeholders; Walk and Bike to School and May Challenge Month events 2013-2015.

HU-15-10-30 City of Gresham – Hall Elementary SRTS \$1,629

The program's major activities were traffic enforcement missions in the vicinity of Hall Elementary. The project as initially scoped included education and encouragement work in the school but there was a change in school administration forcing the project scope to shift to enforcement. The traffic issues identified in the school Action Plan were speeding and failure to obey pedestrian crosswalk laws. Law enforcement presence impacted driver behavior along the routes to school. A comparison of citations and warnings from 2014 and 2015 demonstrated a decrease for the offenses related to excessive speed in the vicinity of Hall Elementary. The project will not continue beyond the 2015 grant year.

Speed

Link to the Transportation Safety Action Plan:

Action # 35 – Develop a Traffic Law Enforcement Strategic Plan

Develop a *Traffic Law Enforcement Strategic Plan* which addresses the needs and specialties of the Oregon State Police, county sheriffs and city police departments. The plan should be developed with assistance from a high level, broadly based task force that includes representatives of all types of enforcement agencies, as well as non-enforcement agencies impacted by enforcement activities. Specifically, the plan should develop strategies to address the following:

- Speed Issues (enforcement, laws, legislative needs, equipment, public information and education. Targeted analysis of enforcement of laws that would address corner and “run off the road” crashes.
- Aggressive driving and hazardous violation issues.
- Crash investigations curriculum for an expanded police academy.
- Rail trespass issues and highway rail crossing crashes.
- Identify and seek enabling legislation for the best methods of providing secure, stable funding for traffic law-enforcement.
- Staffing needs; training; use of specialized equipment such as in-car video cameras, mobile data terminals, computerized citations (paperless), statewide citation tracking system, lasers and improved investigation tools; handling of cases by courts, information needs, and financing should be included in the strategic plan.
- Development of automated forms to increase law enforcement efficiency, and increase the number of police traffic crash forms completed and submitted.
- Maintenance of traffic teams, and identify incentives to persuade law enforcement to establish teams locally.
- Seek mechanisms to automate enforcement activities.
- Identify strategies that encourage voluntary compliance, negating the need for enforcement activities.
- As specific elements of the plan are developed and finalized, begin implementation of those elements.

The Problem

- In 2012, 34 percent of all traffic fatalities in Oregon involved speeding (113 of 337 traffic deaths). Data reflects excessive speed or driving too fast for present conditions as the number two contributing factor to fatal traffic crashes on Oregon roads in the year 2012.
- Over 52 percent of all 2012 speed related traffic deaths in Oregon occurred on the Rural State Highway System. The Oregon State Police do not have the staffing levels needed to appropriately address and make significant death and injury reductions given current and known future staffing levels. Multi-agency partnerships will be required to address this problem.
- Speed-related crashes cost Oregonians an estimated \$281,119,100 in total economic costs in 2012.⁵
- Following are facts relative to increased speed:

⁵ *Estimating the Costs of Unintentional Injuries, 2009*; Statistics Department, National Safety Council

- ü The chances of dying or being seriously injured in a traffic crash doubles for every 10 mph over 50 mph - this equates to a 400 percent greater chance at 70 mph than 50 mph.
 - ü Crash forces increase exponentially with speed increases (i.e., 50 mph increased to 70 mph is a 40 percent increase in speed, while kinetic energy increases 96 percent).
 - ü The stopping distance for a passenger car on dry asphalt increases from 229 feet at 50 mph to 387 feet at 70 mph - a 69 percent increase in stopping distance.
 - ü Safety equipment in vehicles is tested at 35 mph - that same equipment loses the ability to work effectively at higher speeds.
- Police agencies, large and small, do not have adequate funding to allow for the purchase of needed enforcement equipment such as radar and laser devices to assist them with traffic enforcement duties.

Speed in Oregon, 2008-2012

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
Total Number of Fatalities Statewide	478	416	377	317	331	337	356
Number of People Killed Involving Speed	249	210	157	116	127	113	145
Percent Involving Speed	52.1%	50.5%	41.6%	36.6%	38.4%	33.5%	40.1%
Total Number of Injuries Statewide	28,467	26,805	28,153	30,493	35,031	36,085	31,313
Number of People Injured Involving Speed	8,247	5,776	5,259	4,925	5,907	5,907	5,555
Percent Involving Speed	29.0%	21.5%	18.7%	16.2%	16.9%	16.4%	17.9%
Number of Speed Involved Convictions	175,944	169,937	179,421	149,697	139,548	134,070	152,143
Number of Speed eCitations Issued	N/A	N/A	22,212	24,103	80,190	93,080	N/A
Number of eCrash Reports Completed	N/A	N/A	705	1,198	3,942	8,063	N/A
Total Number of eCitations Issued	N/A	N/A	47,894	70,000	180,039	223,189	N/A

Sources: Driver and Motor Vehicle Services, Oregon Department of Transportation, Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation

Note: Speed- involved offenses and convictions count the following statutes: ORS 811.100, 811.111, and 811.125.

Speeding Citations During Grant Funded Activities, 2009–2013

	04-08 Average	FFY 2009	FFY 2010	FFY 2011	FFY 2012	FFY 2013	2009-2013 Average
Speeding citations issued	N/A	13,689	18,902	17,217	12,376	21,732	16,783

Sources: TSD Grant files, 2007 - 2013

Goals

- Reduce the number of fatalities in speed-related crashes from the 2010-2012 average of 119 to 100 by 2020.
- Reduce the number of people injured in speed-related crashes from the 2010-2012 average of 5,580 to 5,142 by 2020.

Performance Measures

- Reduce the number of fatalities in speed-related crashes from the 2010-2012 average of 119 to 108 by December 31, 2015. *(NHTSA [In 2014, there were 144 fatalities in speed-related crashes.]*
- Reduce the number of people injured in speed-related crashes from the 2010-2012 average of 5,580 to 5,200 by December 31, 2015. *[In 2014, there were 4,871 people injured in speed-related crashes.]*
- Increase the number of eCitations issued statewide from the 2010-2012 average of 157,743 to 275,000 by December 31, 2015. *[In 2014, there were 233,353 number of eCitations issued statewide.]*
- Increase the number of eCrash reports issued statewide from the 2010-2012 average of 4,631 to 9,000 by December 31, 2015. *[In 2014, there were 12,207 number of eCrash reports issued statewide.]*
- Increase the number of speed related eCitations issued from the 2010-2012 average of 65,791 to 130,000 by December 31, 2015. *[In 2014, there were 136,702 number of speed related eCitations issued statewide.]*

Strategies

- Continue to allocate speed overtime funding to Regions to distribute to partner police agencies after developing clear, usage standards.
- Continue to provide speed enforcement equipment as funding permits.
- Monitor corner/run off road crash issues as curve speed signage standardization occurs, consider partnering in campaigns focusing on too fast in corner related crash issues.

Project Summaries

Section 402

SC-15-35-05 Speed Enforcement, Public Information and Education \$188,912

This project was used to fund police speed overtime in areas with a high incidence of speed-related problems. Additional funds for speed overtime enforcement and some equipment were provided to each of the 5 Region Coordinators. This project also funded a 2 day Police Traffic Safety Conference as well as providing support for focused police motorcycle training in partnership with TEAM Oregon and the Portland Police Bureau Motorcycle Training Team.

Public Information and Education campaigns such as speed related billboards, radio public service announcements and social media ads were also created under this funding source. A TV commercial targeted to motorcyclists and speed was also produced.

Additionally, this project supports the Law Enforcement Traffic Safety Advisory Committee (LETS). This committee is a law enforcement advisory group that directly supports the State's highway safety program by providing recommendations, guidance and expertise on statewide traffic safety issues to the ODOT Transportation Safety Division.

SC-15-35-06 OSP Rural State Highway Speed Enforcement \$97,665

This project was used to provide overtime speed enforcement for the Oregon State Police. Enforcement was provided on rural state highways in areas that, through statistical crash analysis, coupled with local OSP office expertise and knowledge of problem areas within each area command, showed a high incidence of speed-related crashes, injuries and fatalities.

Traffic Records

Link to the Transportation Safety Action Plan:

Action #112 – Better, more effective traffic records

Develop and implement an effective traffic records program to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the safety data needed to identify priorities for national, state and local highway and traffic safety programs. Key elements include:

- Methods to improve reporting of traffic crashes by police and citizens.
- Better integration of the various crash records systems that are currently maintained by separate state and local agencies or the development of one crash data system.
- Wider, timelier distribution of crash and related data, including distribution of available data.
- Evaluation of new technology to improve quality and timeliness of reporting crash and other data.
- Improved coordination among state and regional criminal justice system information systems and other traffic records systems.
- Utilization of geospatial referencing systems to locate and code crashes.
- Link the state data systems, including traffic records, with other data systems within Oregon, such as systems that contain medical, roadway, and economic data.

The Problem

- Law enforcement agencies completed approximately 46 percent of the total crash reports filed with DMV in 2011 and only 83 percent of the serious injury crash reports. Primary reliance for crash reports is placed on the drivers directly involved in the crashes. The data obtained from an operator report is less reliable than the police report (e.g., it is less likely that a driver will report circumstances that might indicate their fault for the crash).
- The use of automation, especially for field data collection, is lagging in Oregon. Collection of crash, citation, roadway, and EMS data all have been reviewed for the benefits that electronic collection would provide. To date, only minimal use of automation for data collection has been implemented for citations, crash reports, and EMS. There is no web based tool for reporting of crashes by involved drivers.
- Continue to improve access to crash data online with user-friendly analytic tools supporting GIS mapping and non-spatial (e.g., cross-tabulated data aggregation) analysis through a single point of access.
- The software for collection of EMS run reports information is out of date. Currently, there is only a Trauma Registry system in place statewide. There is not a fully deployed standardized, unique identifier system that follows patients across multiple incidents which allows for later linkage with crash and other data.
- There is a need for crash report training to be delivered at the enforcement conferences, as well as targeted training for engineers, prosecutors, judges, and EMS providers to promote improved crash data collection.

- Roadway information is not available for all public roads in the state whether under state or local jurisdiction. ODOT does not have a clear, consistent linear referencing system for highways in Oregon; the same road may have multiple numbers and duplicate milepost numbers, causing confusion for emergency responders.

Traffic Records in Oregon, 2008-2012

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
Total Crashes	45,517	41,815	41,270	44,094	49,053	49,798	45,206
Fatal Crashes	418	369	331	292	310	306	322
Injury Crashes	19,061	18,040	19,053	20,879	23,887	24,457	21,263
Property Damage Crashes	26,039	23,406	21,886	22,923	24,856	25,036	23,621
Fatal Crashes Police Reported	98.4%	98.9%	99.7%	100.0%	98.1%	97.0%	98.7%
Serious Injury Crashes Police Reported	80.2%	70.1%	84.9%	83.9%	83.0%	84.3%	81.2%
Moderate Injury Crashes Police Reported	64.7%	71.2%	71.7%	72.3%	74.1%	72.5%	72.4%
Minor Injury Crashes Police Reported	40.7%	47.2%	47.9%	47.4%	48.8%	49.0%	48.1%
Fatalities	478	416	377	317	331	337	356
Fatalities per 100 Million VMT	1.36	1.24	1.11	0.94	0.99	1.02	1.06
Injuries	28,467	26,805	28,153	30,493	35,031	36,085	31,313
Injuries per 100 Million VMT	80.78	80.09	82.84	90.29	104.96	108.78	93.39
Number of Speed eCitations Issued	N/A	N/A	22,212	24,103	80,190	93,080	N/A
Number of eCrash Reports Completed	N/A	N/A	705	1,198	3,942	8,063	N/A
Total Number of eCitations Issued	N/A	N/A	47,894	70,000	180,039	223,189	N/A

Source: Crash Analysis and Reporting, Oregon Department of Transportation
 Fatality Analysis Reporting System, U.S. Department of Transportation
 eCitation/eCrash data warehouse

Goals

- Continue to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of transportation safety data by 2020.
- Identify one or more ways to improve the links between the state traffic records data systems with other data systems within the state, such as systems that contain crash, vehicle, driver, enforcement/adjudication, and injury surveillance data by 2020.

Performance Measures

- Increase the percentage of crash reports submitted by law enforcement officers in Oregon from the 2010-2012 average of 50.84 percent to 55.55 percent by December 31, 2015. ***[In 2014, percentage of crash reports submitted by law enforcement officers in Oregon was 48%.]***
- Increase the percentage of fatal and injury crash reports (no property damage only) submitted by law enforcement officers from the 2010-2012 average of 58.1 percent to 63.0 percent by December 31, 2015. ***[In 2014, the percentage of fatal and injury crash reports (no property damage only) submitted by law enforcement officers was 59%.]***

- Increase the number of tracked law enforcement grantees who use eCrash and eCitation technology as part of their grant from 0% in 2012 to 10% by December 31, 2015. *[In 2015, there were 42 agencies using eCrash and eCitation.]*
- Develop a performance measure methodology for actionable eCrash/eCitation data warehouse use by December 31, 2015. *[In 2015, there was no action on this item.]*
- Increase the number of courts who submit data electronically to Driver and Motor Vehicle Services from zero in 2012 to one by December 31, 2015. *[No data on this measure to report at this time.]*
- Increase the number of EMS providers using the NEMSIS 3.0 standard for reporting from zero in 2012 to ten by December 31, 2015. *[In 2015, the conversation continued about this opportunity.]*

Strategies

- Identify law enforcement agencies ready to pursue electronic field data collection for traffic citations and crash reports using software that allows the secure transfer of data from law enforcement agencies to local courts.
- Implement web-based crash reporting for both operator reports and law enforcement reports. This will help agencies with no automation to submit their reports electronically and reduce the amount of data entry and delay in both DMV and the CAR Unit.
- Implement electronic data transfer of crash data from law enforcement.
- Expand the existing Safety Priority Index System (SPIS).
- Revise and improve the Strategic Plan for Traffic Records Improvement through more targeted planning and continued cooperation among the data stakeholders.
- Continue crash report training delivered at law enforcement conferences and DPSST to improve the collection and error rate of crash reports.
- Create a single resource that lists the traffic records system components and contacts for each. Make this resource available on the TSD Traffic Records web page.
- Continue the development of the TransGIS system to support detailed analyses as needed by users.
- Expand the TransViewer Internet Crash Reporting program and add query capabilities to meet the safety needs of ODOT's external customers.
- Continue progress toward implementing a statewide EMS Patient Encounter Database for ambulance service data tracking that conforms to NEMSIS guidelines.
- Resume production of the annual trauma registry report.

Work Zone Safety

Link to the Transportation Safety Action Plan:

Action # 67 – Expand efforts to reduce traffic-related deaths and injuries in work zones

Continue and expand efforts to reduce traffic-related deaths and injuries in roadway work zones. Continue the work zone enforcement program and enhance public information programs. Conduct periodic reviews of ODOT policies and procedures relating to crew activity in work zones. Conduct periodic review of road construction contract specifications dealing with placement and condition of traffic control devices. Consider legislative action to further develop photo radar in work zones.

The Problem

- Work zones are not engineered to the same standards as permanent facilities, thus there's a higher risk for crashes in work zones.
- Work zones make up a very small percentage of the entire roadway system during a very limited time of the year, thus comparing work zone fatal, injuries, and crashes to all roadway data is not possible. This comparison would only be possible if all roadways had an active work zone.
- Inattentiveness continues to be the number one cause of work zone crashes. Speed is a compounding factor.
- Lack of awareness that more drivers and their passengers are injured and killed than construction workers.
- According to national studies, work zone crashes tend to be more severe than other crashes.
- Over 40 percent of national work zone crashes occur in the transition zone before the work area.

Work Zones in Oregon, 2008-2012

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
Work Zone Fatal/Serious Injury Crashes	29	30	34	24	25	22	27
Work Zone Injury Crashes	264	261	286	252	280	244	265
All Work Zone Crashes	529	505	508	490	528	429	492
Work Zone Fatalities	10	5	18	9	11	6	10
Work Zone Fatal/Serious Injuries	36	39	38	28	36	25	33
Work Zone Injuries	430	407	464	409	466	375	424

Sources: Crash Analysis and Reporting, Oregon Department of Transportation
Fatality Analysis Reporting System, U.S. Department of Transportation

Goals

- Reduce work zone fatalities from 11, the average for 2005-2012, to 8 or below by 2020.
- Reduce work zone fatal crashes from 10, the average for 2005-2012, to 7 or below by 2020.
- Reduce work zone serious injuries from 29, the average for 2005-2012, to 23 or below by 2020.
- Reduce work zone serious injury crashes from 23, the average for 2005-2012, to 18 or below by 2020.
- Reduce work zone non-fatal injury crashes from 315, the average for 2005-2012, to 247 or below by 2020.

- Reduce work zone total crashes from 602 the average for 2005-2012 to 472 or below by 2020.
*Note: Injury crashes and total crashes account for a 15 % increase in DMV crash records during 2005-2010.

Performance Measure

- Reduce work zone fatalities from 9, the average for 2010-2012, to 8 or below by December 31, 2015. **[In 2014, there were 4 work zone fatalities.]**
- Reduce work zone fatal crashes from 8, the average for 2010-2012, to 7 or below by December 31, 2015. **[In 2014, there were 4 work zone fatal crashes.]**
- Reduce work zone serious injuries from 21, the average for 2010-2012, to 19 or below by December 31, 2015. **[In 2014, there were 12 work zone serious injuries.]**
- Reduce work zone serious injury crashes from 16, the average for 2010-2012, to 14 or below by December 31, 2015. **[In 2014, there were 10 work zone serious injury crashes.]**
- Reduce work zone injury crashes from 259, the average for 2010-2012, to 248 or below by December 31, 2015. **[In 2014, there were 271 work zone injury crashes.]**
- Reduce work zone total crashes from 482, the average for 2010-2012 to 463 or below by December 31, 2015. **[In 2014, there were 512 work zone total crashes.]**
*Note: Injury figures account for a 15 % increase in DMV crash records during 2005-2010 for non-fatal crashes.

Strategies

- Participate in the statewide identification, development and promotion of new and existing work zone safety related countermeasures.
- Advance the adoption of the "4 E" approach to work zone traffic safety (e.g., education, enforcement, engineering and EMS).
- Provide through police agency grants approximately 15,000 total vehicles stopped in work zones between July 1, 2014 and June 30, 2015.
- Identify best practices for work zone enforcement and communicate as appropriate.
- Initiate and support efforts to reduce work zone crashes through statewide liaison work with internal and external partners, e.g. Association of General Contractors, Oregon Trucking Association, Association of Oregon Counties, League of Oregon Cities, Oregon State Police etc.
- Distribute at least 15,000 work zone safety promotional materials to citizens, tourists, public works' agencies, utility companies, city and county agencies, etc.
- Develop additional education materials aimed at a broader audience such as utility workers, construction workers, business owners, etc.
- Develop an Oregon Work Zone Data Book to be updated annually.
- Further photo radar research projects/implementation of HB 2265 from the Oregon 2013 legislative session.
- Partner within ODOT and externally as appropriate on deployment of Smart Work Zones and other work zone safety strategies.

Project Summaries

- 1315WKZN-000 Work Zone Education & Equipment Program \$162,042**
Provided design, printing and distribution of promotional materials. Contractual services for development and distribution of work zone safety messages, posting of billboards, transit, radio, television, and internet ads. Contractual services for portions of the annual TSD Telephone Survey and hosting and maintenance of the work zone electronic tracking system. And an equipment purchase consisting of a work zone related LiDAR piece of equipment needed for data gathering on a special enforcement project.
- 1315WKZN-421 Work Zone Enforcement to Local Police Agencies \$182,184**
Provided year-round work zone enforcement patrols that meet federal design criteria for construction projects managed by ODOT. Enforcement was provided by various local police agencies statewide. Photo radar enforcement in work zones as an ODOT pilot project was also provided.
- 1315WKZN-421 Work Zone Enforcement to OSP \$755,610**
Provided year-round work zone enforcement patrols that meet federal design criteria for construction projects managed by ODOT. Enforcement was provided by OSP.

Youth Transportation Safety (0-14)

[Link to the Transportation Safety Action Plan:](#)

Action # 83 - Help locals evaluate youth programs

Encourage effective youth programming by assisting locals with program evaluation planning and implementation of evaluation plans through training workshops and providing user-friendly impact evaluation tools.

The Problem

- The highest cause, on a whole, of death and injury to children ages 0-14 is motor vehicle crashes. To effect the greatest change, program areas that impact youth should be coordinated.
- The highest priority safety issues related to youth, ages 0-14, are the dissemination of public information and education messages to drivers of young children on the causes of high crash rates, the continuance of child passenger safety education, and the continuity of educational programs promoting bicycle safety and helmet use, pedestrian safety and specific traffic safety education to 'tweens' (ages 9-12) in preparation for their future driving years.
- When a child (age 0-14) is killed in an alcohol-related crash, about half of the time the child is in the vehicle with the intoxicated driver.
- The Healthy Kids Learn Better Partnership has in the past included Transportation Safety Division as an additional partner in their collaboration with other state agencies to connect health and education for students and build supportive funding, leadership and policy. However, heavy emphasis is placed on other health issues, rather than the leading reason for children not making it to school.

Oregon Youth Fatalities and Injuries, 2008-2012

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
Fatalities, ages 0-4	7	4	2	5	3	3	3
Fatalities, ages 5-9	7	7	3	3	7	1	4
Fatalities, ages 10-14	8	4	7	2	4	4	4
Total	23	15	12	10	14	8	12
Injuries, ages 0-4	494	421	432	524	617	575	514
Injuries, ages 5-9	732	676	619	699	832	820	729
Injuries, ages 10-14	919	811	898	901	1,071	1,054	936
Total	2,146	1,908	1,949	2,124	2,466	2,449	2,179

Source: Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation

Goals

- Reduce the number of crash-related fatalities of children ages 0-14 from the 2008-2012 average of 12 to 9 by 2020.

- Reduce the number of crash-related injuries of children ages 0-14 from the 2008-2012 average of 2,179 to 1,656 by 2020.

Performance Measures

- Reduce the number of crash-related fatalities of children ages 0-14 from the 2008-2012 average of 12 to 11 by December 31, 2015. *[In 2014, there were 8 crash-related fatalities.]*
- Reduce the number of crash-related injuries of children ages 0-14 from the 2008-2012 average of 2,179 to 1,983 by December 31, 2015. *[In 2014, there were 1,714 crash-related injuries.]*

Strategies

- Continue to support and help enact laws in upcoming legislative sessions impacting the safety of children ages 0 to 14 who are traveling on Oregon roads.
- Continue to provide a comprehensive and coordinated public information and education campaign on the causes of high motor vehicle crash rates for this age group. Continue to target issues such as occupant protection, education and parental and/or other driver responsibility messages through media efforts for youth aged 0-14, identifying any potentially unreached audiences.
- Encourage communication among youth transportation safety program providers and coalitions through further development of a youth program task force to meet as needed.
- Collaborate with the Oregon Medical Association; the Oregon Health Division, and local physician offices and partner with school districts and "Safe Routes to School" organizations to address family traffic safety education issues of youth aged 0-14 in transportation safety.

Project Summaries

Transportation Operating Fund (TOF)

15-TOFYOUTH-961 Think First

[\$47,500]

This project continues to address the high incidence of brain and spinal cord injuries suffered by Oregon's youth through Think Injury Prevention programs. Program goals were accomplished by providing relevant information and tools so Oregon youth could make wise decisions to prevent injury and death. Project goals were accomplished by providing family education events, injury prevention resources for parents, teachers and youth, injury prevention curriculum for schools and community members, school presentations for grades 1 through 12, and community injury prevention activities at outreach events. An increased presence of the program throughout the state was promoted with over 657 hours of volunteer time logged.

15-TOFYOUTH-962 Trauma Nurses Talk Tough

[\$47,500]

This funding supported the ongoing and expanding work of TNTT. TNTT conducted 428 safety education presentations for students, kindergarten through college, helped develop and participate in statewide safety promotional events, participated in research and data collection about traumatic injuries, promoted proper use of bicycle helmets, safety belts and car seats. The TNTT program provided traffic safety education to fifty-three agencies working with "high risk" youth or college age youth. TNTT also held fifty-two presentations for parents or youth and parents during the grant year.

School Zone

15SCHOOL-000 **School Zone** **[\$9,718]**

This project provided funding for Regions 2, 3, 4, and 5 to purchase signs and/or materials for making school zone crossings and locations, where students must cross a state highway in order to get to school.

Other State Funds

15BUSTRNG-000 **School Bus Safety Education** **[\$34,508]**

This funding was granted to the Oregon Department of Education for the purpose of School Bus Safety Education. Funding was used for training students on how to travel to and from school safely (including how to walk to school and cross the street safely); training students and adults on how to be crossing guards, and for maintaining "Buster" and "Barney" buses as presentation tools for student safety training.

Youth Transportation Safety (15-20)

Link to the Transportation Safety Action Plan:

Action # 84 - Target law enforcement on youth speed and alcohol involved crash causes

Assist law enforcement in identifying and targeting times and areas where the greatest number of speed related and alcohol-related collisions are occurring. Provide funding for electronic speed devices and the requisite trainings so those officers can work directed enforcement in these areas in need of attention.

The Problem

- In 2012, drivers age 15-20 were involved in fatal and injury crashes at about twice the rate of the population as a whole.
- In 2012, drivers age 15-20 represented 6.1 percent of total licensed drivers, but also represented 10.2 percent of drivers involved in crashes. "Failure to Avoid a Stopped or Parked Vehicle Ahead," "Did Not Have Right of Way" and "Driving Too Fast for Conditions" (respectively) were the three most common errors.
- In 2012, 15% percent of youth drivers (ages 15-20) in fatal crashes had been drinking alcohol. The count of drinking drivers (ages 15-20) in fatal and injury crashes increased approximately 51.9% percent from 2009 to 2012 (77 to 117). While male drivers (ages 15-20) that were alcohol involved in fatal and injury crashes increased by 30 percent (65 to 93) from 2008 to 2012, female drivers (ages 15-20) that were alcohol involved in fatal and injury crashes decreased by 22.6 percent from 2008 to 2012 (31 to 24).
- Of the ongoing high priority traffic safety issues related to young drivers ages 15-20, those that currently merit the most attention are distracted driving and young drivers in fatal crashes who were alcohol involved. The National Highway Traffic Safety Administration has made distracted driving a major focus. In Oregon from 2010 to 2012, drivers age 16 to 18 reported to be using a cell phone at the time of the crash were involved in 135 crashes. Additionally, in Oregon from 2008 to 2012 there were a total of 390 fatal and injury crashes where young drivers age 15 to 20 were alcohol involved.

Youth Drivers on Oregon Roadways, 2008-2012

	03-07 Average	2008	2009	2010	2011	2012	2008-2012 Average
Age 15-20, % of Total Licensed Drivers	6.97%	6.44%	6.29%	6.31%	6.13%	6.03%	6.24%
Overrepresentation of Drivers Age 15-20**	2.05	2.00	1.95	1.86	1.79	1.72	1.86
Total 15-20 Drivers in Fatal Crashes	77	34	46	37	35	40	38
Total 15-20 Drivers Alcohol Involved	16	6	13	6	8	6	8
Percent Alcohol Involved	20.6%	17.6%	28.3%	16.2%	22.9%	15.0%	20.0%
15-20 Auto Occupant Fatalities	37	38	40	24	26	18	29
15-20 Unrestrained Auto Occupant Fatalities	18	9	15	8	4	9	9

Sources: Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation, Driver and Motor Vehicle Services, Oregon Department of Transportation, Law Enforcement Data System

**Representation is the percent of fatal and injury crashes divided by percent of licensed drivers.

Goals

- Reduce the over-representation of drivers, age 15-20, in fatal and injury crashes from the 2008-2012 average of 1.86 to 1.41 by 2020.
- Reduce the number of drivers age 15-20 in fatal and injury crashes from the 2008-2012 average of 4,562 to 3,467 by 2020.

Performance Measures

- Reduce the number of drivers, age 15-20, in fatal and injury crashes from the 2010-2012 average of 4,716 to 4,292 by December 31, 2015. *[In 2014, there were 4,645 drivers, age 15-20, in fatal and injury crashes.]*
- Reduce the number of "Failure to Avoid Stopped Vehicle," age 15-20, driver errors from the 2010-2012 average of 1,140 to 1,037 by December 31, 2015. *[In 2014, there were 1,165 "Failure to Avoid Stopped Vehicle," age 15-20, driver errors.]*
- Reduce the number of "Driving Too Fast for Conditions," age 15-20, driver errors from the 2010-2012 average of 696 to 633 by December 31, 2015. *[In 2014, there were 601 "Driving Too Fast for Conditions," age 15-20, driver errors.]*
- Reduce the number of "Did Not Have Right of Way," age 15-20, driver errors from the 2010-2012 average of 801 to 729 by December 31, 2015. *[In 2014, there were 906 "Did Not Have Right of Way," age 15-20, driver errors.]*
- Reduce the number of drivers, age 15-20, that were alcohol involved in fatal and injury crashes from the 2010-2012 average of 106 to 97 by December 31, 2015. *[In 2014, there were 87 drivers, age 15-20, that were alcohol involved in fatal and injury crashes.]*
- Reduce the number of unrestrained, age 15-20, passenger and driver fatalities from the 2010-2012 average of 7 to 6 by December 31, 2015. *[In 2014, there were 3 unrestrained, age 15-20, passenger and driver fatalities.]*

Strategies

- Continue to emphasize the graduated driver licensing law for teens in all driver education and transportation safety programs. Continue to generate discussion about secondary restrictions versus primary restrictions and the enforcement of the graduated driver licensing restrictions in general.
- Encourage youth programs that combine enforcement, education and adjudication services to address youth driver safety.
- Encourage programs that address high school and college campus impaired driving and other high-risk behaviors such as speeding and cell phone use while driving.
- Coordinate and collaborate with other agencies and organizations that address youth issues and problems as they relate to transportation safety.

- Partner with other program areas such as bicyclist and pedestrian safety, motorcyclist safety, occupant protection, driver education and impaired driving programs to address youth driving issues which will attempt to effect change in statistics of youth injuries and fatalities.
- Continue to provide all necessary information regarding youth transportation safety related issues impacting recent legislation.

Project Summaries

Transportation Operating Fund (TOF)

15-TOFYOUTH-961 Think First

This project continues to address the high incidence of brain and spinal cord injuries suffered by Oregon's youth through Think Injury Prevention programs. Program goals were accomplished by providing relevant information and tools so Oregon youth could make wise decisions to prevent injury and death. Project goals were accomplished by providing family education events, injury prevention resources for parents, teachers and youth, injury prevention curriculum for schools and community members, school presentations for grades 1 through 12, and community injury prevention activities at outreach events. An increased presence of the program throughout the state was promoted with over 657 hours of volunteer time logged.

15-TOFYOUTH-962 Trauma Nurses Talk Tough

This funding supported the ongoing and expanding work of TNTT. TNTT conducted 428 safety education presentations for students, kindergarten through college, helped develop and participate in statewide safety promotional events, participated in research and data collection about traumatic injuries, promoted proper use of bicycle helmets, safety belts and car seats. The TNTT program provided traffic safety education to fifty-three agencies working with "high risk" youth or college age youth. TNTT also held fifty-two presentations for parents or youth and parents during the grant year.

School Zone

15SCHOOL-000 School Zone

This project provided funding for Regions 2, 3, 4, and 5 to purchase signs and/or materials for making school zone crossings and locations, where students must cross a state highway in order to get to school.

State Funds

15BUSTRNG-000 School Bus Safety Education

This funding was granted to the Oregon Department of Education for the purpose of School Bus Safety Education. Funding was used for training students on how to travel to and from school safely (including how to walk to school and cross the street safely); training students and adults on how to be crossing guards, and for maintaining "Buster" and "Barney" buses as presentation tools for student safety training.

Paid Media

In FY 2014-15, Gard Communications executed Public Information and Education campaigns on behalf of the following programs:

- ü Bicyclist and Pedestrian Safety
- ü Driver Education
- ü Excessive Speed
- ü Impaired Driving
- ü Motorcycle Safety
- ü Occupant Protection/Child Safety Seats
- ü Safe Routes to School
- ü Work Zone Safety
- ü 0-14 and 15-20 Youth Safety, was canceled after the planning stage due to policy changes.

Between October 1, 2014 and September 30, 2015, the Contract Administrator issued 13 task orders totaling \$962,362.

MEDIA USE AND VALUE OVERVIEW

Starting October 1, 2014 through September 30, 2015, Gard Communications released a mix of previously produced and new materials for eight programs: Bicyclist and Pedestrian Safety; Driver Education; Excessive Speed; Impaired Driving; Motorcycle Safety; Occupant Protection/Child Safety Seats; Safe Routes to School; and Work Zone Safety.

For this year, we estimate a total retail value of media to be at \$3,344,389.30 (this includes paid media, including the four NHTSA radio buys, free placement and discounted placement). **Of this amount, \$2,561,012 is added value.**

\$1,196,693 for television

\$1,469,300 for radio

\$28,389 for print

\$299,870 for outdoor (billboards and bus transit media)

\$242,806 for indoor advertising (theater screen media, Water Closet Media, mall advertising)

\$107,331 for online media

TV and Radio PSAs

In September 2015, we conducted a phone survey of all TV and radio outlets in Oregon to determine the level of use of television and radio PSAs in this contract year and solicit feedback from the media. Samples of the surveys are attached to this report (see pages 176-179)

Not all stations responded to our inquiries, but the responses received represent well over 50% of the media and break down as follows:

142 out of 160 radio stations (89%)

25 out of 27 TV stations and cable systems (93%)

Of the 151 English-language radio stations, 118 ran TSD PSAs; 16 stations do not run pre-recorded PSAs as a policy, did not have available air time, prefer to run only local PSAs (those that promote events or nonprofits in their town/county) or national paid media PSAs; and five stations were not reachable and did not return our calls. Of the nine Spanish- programming only radio stations, eight are running TSD PSAs and one was not reachable.

Of the 27 TV stations and cable outlets, 18 are running TSD PSAs, seven stations don't run PSAs as a matter of policy don't have available airtime or prefer to run exclusively local content. Two stations were not reachable. Of the three Spanish-language TV stations, two are running TSD PSAs and one was not reachable.

For some PSAs, the media value is projected, as public service directors plan to run the PSA past the report time.

TV and radio spot values are based on published rotator (6 a.m.–12 midnight) rates and are averaged among the stations that ran ODOT PSAs:

Average cost value of a radio spot: \$28

Average cost value of a TV spot: \$68 on network TV, \$17 on cable

Print PSAs

ODOT uses a newsprint clipping service to determine whether Oregon newspapers run TSD PSAs. The staff at TSD compiled an itemized recap of all Oregon newspapers that ran TSD PSAs, including program name, ad size and run date, and forwarded it to Gard for value analysis. Using published rates for all the newspapers that ran TSD PSAs, we arrived at the total print media value for FY 2014-15.

Outdoor and Indoor

Gard Communications typically obtains deeply discounted posting fees from Oregon's billboard and transit companies. These discounts range anywhere from 15% to 50%. In September, all posting companies submit the rate card value of each posting received by TSD in a fiscal year. We then apply these rates to our schedules, arriving at the retail value of each campaign.

Online advertising

The sheer number of Internet sites that cater to a wide variety of audiences and interests is a great benefit to our campaigns. This also makes it impractical to purchase media from each of them directly. To bridge the gap between advertisers (such as ODOT) and websites with available advertising space, Google serves as an advertising clearinghouse for thousands of sites and blogs.

Unlike traditional media, online media does not offer PSA placement or discounted pricing, and typical CPM (cost per thousand impressions) is \$8-13. However, because Google purchases remnant inventory using an auction process, we obtain this ad space at a much lower cost, approximately \$2-4 CPM, representing a discount of about 75%. Because we don't have access to real pricing on each of the sites where TSD messages ran, the retail value of our online campaigns is listed at face value – that is, the cost at which it was purchased.

Other digital outlets we use for our campaigns – Facebook, Hulu and Pandora – also do not offer public service pricing; therefore media value listed is the cost at which it was purchased. Hulu and Pandora, however, also include web banners in the media buy, which they run for free.

Additional comments

The survey and comments from the media are always a valuable source of information. Based on the calls made to radio and television stations, TSD PSAs are being used by media throughout Oregon. Public service directors support TSD programs because they are relevant to Oregon and because they have learned to trust the timeliness and production quality of TSD's safety messages. In particular, public service directors at radio stations appreciated our effort to produce 30 second PSAs, as some stations have a preference for shorter formats. We will continue accommodating this request, whenever possible.

The vast majority of radio and TV stations that run PSAs this year expressed preference in receiving digital files rather than hard copies. We recommend implementing this change in the delivery method as soon as possible. While maintaining an updated email list of public service directors is certainly more time consuming than an address list, it will be balanced by savings in the cost of producing dubs and mailing them.

When asked which topics they would like to see addressed in the future, public service directors mentioned the following:

- ü Cell phones/Texting while driving
- ü Driving and marijuana use
- ü Pedestrian safety
- ü Work zone/worker safety
- ü Bicycle safety
- ü School zones
- ü Holiday DUII
- ü Rural speeding/Open range
- ü Winter conditions

As noted in the past, a continuing trend is that TV stations are increasingly moving away from providing traditional public service airtime and choosing instead to offer public service packages that combine production and placement. Together with a growing number of paid sponsors and partnerships between non-profit and businesses seeking advertising at discounted rates, free airtime for public service is being reduced. This has prompted us to look for alternatives when production and delivery of a particular PSA can benefit from a different approach. Therefore, during FY 2014-15, we took advantage of this option and arranged TV public service packages for two programs, Bicyclist Safety and Occupant Protection. Both programs had good reasons for pursuing cooperation with a TV station: the Bicycle Program's budget this way could be stretched to include production of a TV PSA and the Occupant Protection Program required production of a Spanish PSA. To this purpose, we negotiated respectively with KATU and the Spanish-language affiliate KUNP to provide production services and added-value airtime. In both cases, as added bonus, we were also able to secure interviews with TSD-designated experts that were broadcast as news segments.

Of note is also the increase in the number of radio and TV stations with Spanish- programming in Oregon. All stations that could be reached are expressing great interest in receiving TSD messages and, as the results of the survey show, they are providing significant value -- \$320,880 in retail value for radio and \$74,800 in TV.

The majority of the PSA directors we reached this year continued to be impressed by the high production quality of our PSAs and the combination of important safety information with great entertainment value. While some noted that they have interest in PSAs that cover road safety topics unique to their region (driving in the fog; icy conditions, etc.), all said that we cover a great range of traffic safety issues and that they will continue to run ODOT PSA as much as schedules allow.

Youth Safety (0-14 and 15-20) Public Information Program

Strategic Communications Plan

Currently, Driver Education, Occupant Protection, Pedestrian and Bicyclist Safety, Safe Routes To Schools and Impaired Driving already incorporate non-driving age and driving- age youth as target audiences. Youth-targeted activities will be funded from this year on through the specific safety topics. In the future, additional programs as well may include youth-targeted efforts, as deemed appropriate. This deliverable was included in Task Order #61 and had a budget of \$4,032. No additional Task Orders were issued for this Program.

Budget Review:

The total budget for the 0-14 and 15-20 Youth Safety program plan was \$4,032; the strategic plan was delivered and billed at \$3,630, or \$402 under budget.

Bicyclist and Pedestrian Safety Public Information Program

Strategic Communications Plan

The strategic communications plan for the Bicyclist and Pedestrian Safety program was delivered and approved in January. The strategy continues to be guided by research on contributing factors in crashes involving bicyclists and pedestrians. Our message and media recommendations focused on educating the respective audiences about laws and promoting the right behavior. This deliverable was included in Task Order #61, had a budget of \$4,990 and was completed \$353 under budget.

Bicycle Safety TV PSA "Personal Space" Release

A "Safe Passage" law went into effect in 2008 to guide drivers in keeping a safe distance when passing bicycles. Limited awareness of this law prompted us to focus this year's campaign on educating drivers and bicyclists on what rules to follow. TV was chosen as the medium for two reasons: one, the number of bicyclists in the state continues to increase and sharing the road with drivers is on the forefront of traffic safety issues; and two because the visual component was essential in explaining the right behavior. Typically, this program's annual budget cannot sustain TV production as well as other needed materials. This year, the budget was entirely concentrated on the production of a TV PSA. To minimize production costs and maximize media coverage, we partnered with KATU Channel 2 to produce the spot. The :30 PSA "Personal Space" was produced in May. As an added value, KATU provided extensive airtime from June 1 to August 2 throughout the station's state coverage, especially in critical parts such as metropolitan and coastal recreation areas. In addition, we negotiated with KATU the opportunity to feature bicyclist safety on Channel 2 AM Northwest Show.

The Program Manager selected as spokesperson bicycle expert Kenji Sugahara, Executive Director of the Oregon Bicycle Racing Association and member of the Oregon Tourism Commission, the Oregon Scenic Bikeways Committee and the BTA. Gard drafted talking points for the interview and Kenji Sugahara was interviewed on the show on September 1, which aired the same day. This deliverable had a budget of \$30,000.

MEDIA VALUE: The :30 TV PSA was aired by KATU and its sister station KKEI from June 1 to August 2 statewide in KATU/KKEI coverage area. 180 spots ran for a total retail value of \$22,250.

Bicycle Safety "Pass Safely" Handout Card

In May, an Addendum was issued by TSD to add production of a handout card on the Safe Passage law to complement the TV PSA. The card was aimed at drivers and illustrated safe distances to maintain when passing bicycles. This card was produced in May and final art was delivered to TSD for printing. This deliverable had a budget of \$4,966.

Pedestrian Safety Facebook Ads

For a Facebook campaign, we developed a series of ads based on the stick-figure print campaign created two years ago. Five ads illustrated tips for drivers and pedestrians and encouraged them to watch out for each other. The ads were posted on Facebook at alternate months from June 15 to November 15. For pedestrians, we posted: "Cross smart. Don't dart," "Make eye contact," "Phone off. Eyes up." For drivers, we posted: "Phones off. Eyes up" and "Every intersection is a crosswalk." Data on comments and clicks is being collected as the campaign progresses. This deliverable had a budget of \$6,000.

MEDIA VALUE: These ads were targeted to Oregon Facebook users, males and females, 18-54 for drivers and 18+ for pedestrians. The media budget was \$4,253 based on impressions for a three-month posting period. A progress report after two months of posting shows that the total number of impression was 351,726, clicks to the website 4,597 and total post engagements were 8,003.

Pedestrian Safety TV PSA "Simple Steps" Theater Screens Release

The Emmy-nominated 2013 TV PSA "Simple Steps" was created to foster understanding between drivers and pedestrians. It teaches the right behaviors and maintains a positive attitude without assigning blame to either group of road users. This :30 PSA is a good complement to the Facebook campaign and will be released on November 20 to 21 large theater complexes in the state on a total of 247 theater screens. The media buy will last through January 14 to incorporate the holiday new movie release period as well as target pedestrians in the winter season, when fatalities are at their peak. This deliverable had a budget of \$14,000.

MEDIA VALUE: The Theater Screen Advertising flight is scheduled to run November 20, 2015 through January 14, 2016; with a media budget of \$12,000, the TV spot was run 51,296 times for a retail value of \$69,120.

ADDITIONAL MEDIA VALUE: During FY 2014-15, radio stations aired the 2013 radio PSA "Simple Steps" 260 times for a total value of \$7,280 and the 2013 Bicyclist Safety radio PSA "Confessions" 60 times for a retail value of \$1,680.

In addition, Oregon newspapers continued to run previously-produced bicyclist and pedestrian safety print PSAs (as listed in the newspaper clippings report); in 2014-2015 the total retail value of these insertions was \$6,727.93.

Budget Review:

The original budget for the Bicyclist and Pedestrian Safety programs in FY 2014-15 was originally \$55,000, and was later increased to \$59,966 to add the production of the bicyclist Safe Passage handout card. The communications plan had a budget of \$4,990 and was completed \$353 under budget. All other projects were completed on time and on budget.

Added media value for the Bicyclist and Pedestrian Safety program in FY 2014-15 is estimated at \$95,057.93.

Driver Education Public Information Program

Strategic Communications Plan

Since January 2014, teens who successfully graduate from an ODOT-approved Driver Ed course and meet other requirements listed by the DMV are eligible to receive a drive test waiver. This year's program continued creating awareness of this change in teen licensing because it is an important selling point for driver education classes. This message was complemented by financial and safety incentives that further strengthen the case for ODOT-approved education. In addition, this year's campaign focused on recruiting new driver education instructors in response to a statewide shortage. An inadequate number of instructors means fewer classes and fewer course locations, jeopardizing teen's access to courses, especially for those who live in underserved areas. This deliverable had a budget of \$4,472 and was completed \$137 under budget.

www.WhyDriveWithEd.com Update

In an effort to build www.whyclivewithed.com into a comprehensive, go-to information portal for driver ed, we continued expansion by adding pages for the recruitment of new ODOT-approved driver ed instructors. For this purpose, a new version of the Driver Ed graphic, "Driver Ed Wants You!" was created for the slide show and used on all recruitment-related materials. TSD worked closely with Western Oregon University to streamline information and access to courses for visitors who are interested in pursuing a job in this field. In addition, minor changes were made to update teen and parent pages. This deliverable had a budget of \$5,000.

Teen Direct Mail

We updated the mailer "We hear you've opened a new door in life" and provided artwork to TSD for printing. Cooperating again with DMV, the supercard was sent periodically to all new teens who had recently received their driving permit, using the DMV mailing list. The card invited teens and parents to consider the advantage of signing up for Driver Ed classes. This deliverable had a budget of \$1,974.

TV PSAs "Cost/Benefit analysis" and "No drive test" Re-releases

To support summer enrollment in driver ed courses, the two 30 second TV spot were placed on Hulu from May 4 to July 4. Hulu's lowest level of buy is set at \$10,000. Because the PSAs was released to all TV stations in Oregon less than a year before and were still running, our decision was to focus the budget on Hulu, which allows more control over demographic reach. Banners were also developed as companions for the TV campaign. This deliverable had a budget of \$14,000.

MEDIA VALUE: The Hulu campaign ran from May 4 to July 4, 2015. A media budget of \$10,000 achieved 318,310 impressions over the life of the campaign. As Added value, Hulu.com ran companion banners sized 300x60 and 300x250 at no charge. The total retail value is \$25,000.

Facebook Campaign for Teens and Parents

Facebook has over 330,000 Oregon active monthly users among our target audiences (55,000 teens 15-18, and 275,000 parents 35-50) and is one of the most affordable media currently available. We reposted a series of five ads targeting parents, and three ads targeting teens, and placed them on Facebook as sponsored posts in News Feed. This campaign ran June 6 through September 15 and generated 2,457,955 impressions; 26,290 clicks to WhyDriveWithEd.com; 143 ad "likes" and 154 "shares". This deliverable had a total budget of \$8,000.

MEDIA VALUE: This campaign ran June 6 through September 15 and generated 2,457,955 impressions; 26,290 clicks to WhyDriveWithEd.com; 143 ad "likes" and 154 "shares" for a budget of \$5,600.

New Instructor Google Ads

To support our recruitment efforts and boost participation in courses starting in January, the ad "Driver Ed Wants You! Get a job as a driver ed instructor" was placed on the OSAA.org website and on Google. The Google display network campaign consisted of five different ad sizes. The target audience was adult males and females in Oregon aged 36-64. This deliverable had a budget of \$8,000.

MEDIA VALUE: The Google campaign is scheduled to run October 4 – December 28, 2015 with a budget of \$4,000. The ads are also placed on OSAA.org from October 15 to November 15 with a budget of \$1,000. The total media budget was \$5,000. A progress report as of October 19 shows a partial figure of 312,980 impressions and 579 clicks to the website.

Recruitment Poster For Schools

The poster "Driver Ed Wants You! Become a driver ed instructor" was created to encourage people in the school environment who are potentially interested in becoming an instructor to sign up for the program. The 11" x 17" poster was also intended for distribution to employment offices, colleges and teaching training locations. Artwork was delivered to TSD in July for printing and distribution, scheduled to take place at the beginning of the new school year. This deliverable had a budget of \$7,000.

Recruitment Mall Poster

Shopping malls are busy places especially before the beginning of the school year. With increased foot traffic by parents, teachers and kids, malls stand out as an ideal environment to reach parents and a school-related public. Mall advertising is organized in Oregon by Sullivan Media and comprises the largest malls along I-5.

Outside this system, smaller malls contract directly with mostly or exclusively local advertisers, if they have display capabilities at all. After researching the available venues, we opted, with TSD approval, for posting our messages in the main malls because they reach the largest volume of people. Originally two posters were planned for display, one for teens and one aimed at recruiting new instructors.

However, because placement costs took almost the entire budget available for this project, only the new instructor poster was used to support recruitment efforts. This deliverable had a budget of \$19,000.

MEDIA VALUE: Two sizes were created for different display settings, 40" x 50" and 47" x 69". All posters were backlit and were placed from August 17 to September 14 in eight malls, reaching a monthly average of 6,403,708 shoppers for a placement cost of \$17,380 and a retail value of \$20,360.

New Recruitment Radio PSA

A radio release was planned to complement the online and posters and provide a broader medium that could reach a wide number of potential new instructors. Two spots were produced, the :60 radio spot "Heroes" and the :30 version called "Real-life Heroes." The :60 spot was released to all radio stations in Oregon on September

The cover letter to Public Service Directors explained that the shortage of instructors and the lack of sufficient driver ed classes affected the safety of our young drivers. The :30 version "Real-life Heroes" was placed on Pandora in September/October and targeted Oregon's adults 35-64. For the Pandora buy, we also created a tile ad 500x500 that will run for free. This deliverable had a budget of \$15,000.

MEDIA VALUE: The radio PSA "Heroes" was distributed to all Oregon stations on September 1 and is scheduled to run a total of 12,013 times for a total retail value of \$336,364. The Pandora flight ran September 13 to October 31 and generated 123,112 impressions for a total cost of \$4,000. The companion tile ad ran for free.

New Instructor Job Listing

Job posting websites like Craigslist and Monster are used by the vast majority of people looking for job opportunities. In recent time, sites such as ZipRecruiter.com have been created to act as portals and distribute listings to over 100 "job boards" in one submission. This provided an opportunity to promote driver education instructor jobs with an already interested audience -- and for a limited budget. To accomplish this, we developed the text for the job listing in cooperation with TSD and Western Oregon University (WOU), which offers the necessary curriculum, and posted the job on Craigslist and, through ZipRecruiter, on Monster and over 100 other job listing sites. Inquiries will be channeled to the teaching program at WOU. This deliverable had a budget of \$3,000.

MEDIA VALUE: The driver ed instructor job listing was posted on Craigslist for three months starting on September 18 covering all Oregon. With a total budget of \$75 for Portland, the job was listed for free in Salem, Bend, Albany, Eugene, Klamath Falls, Medford, Ashland, Roseburg, the Oregon Coast and Eastern Oregon. On Monster, it ran for two months starting on September 21 for a budget of \$450. Through ZipRecruiter, it ran on over 100 job boards for three months starting on September 21 for a budget of \$297. Including an initial free-trial discount offered by ZipRecruiter.com, the total media budget was \$747. Responses will be tracked by WOU and provided periodically to TSD.

ADDITIONAL MEDIA VALUE: Oregon newspapers continued to run the previously- produced print PSA “Get them on the right road to getting a license;” in 2014-2015 the total retail value of these insertions was \$414.90.

Budget Review:

The original budget for the Driver Ed program public information campaign in FY 2014-15 was \$85,446, including the Communications Plan. All projects in the fixed-price were completed on time and within budget. The Communications Plan was completed \$137 under budget.

Added media value for the Driver Ed program in FY 2014-15 is estimated at \$354,758.90.

Excessive Speed Public Information Program

Strategic Communications Plan

This year’s campaign continued creating awareness of the dangers of speeding. Based on crash and traffic data that shows the high number of speed citations, speed-related crashes and fatalities in Oregon, a large number of drivers still underestimate the consequences of speeding and the severity of speed-related crashes. Messages will continue to emphasize consequences – both enforcement and the chance of dying or being severely injured. This deliverable had a budget of \$4,032.

Re-release of Radio PSAs “Regret” (:60) and “Time” (:30)

The :60 radio PSA “Regret” produced in 2014 was selected for re-release to all radio stations in Oregon to support the outdoor and online campaign. The spot makes the point that drivers underestimate the speed they’re traveling at and overestimate their ability to react in a crash, both of which they may greatly regret later. Public Service Directors were encouraged to run the spot for one year. The :30 PSA “Time” was created also in 2014 and was released on Pandora targeting Oregon men 25-34, typically the group that is most involved in crashes where speed is one of the main contributing factors. In addition, we developed four banner ads based on the Facebook ads that will be run on Pandora for free during the schedule. This deliverable had a budget of \$8,000.

MEDIA VALUE: The :60 radio “Regret” was released to all radio stations in Oregon in September, 2014 and again on September 10, 2015. During this time period, the PSA was aired 13,097 times for a media value of \$366,716. The :30 PSA “Time” is scheduled to run on Pandora from October 4 to November 28, 2015. The media budget of \$4,080 is estimated to provide 627,824 impressions towards a target of Oregon men 25-34. Four banner ads (2 sized 300x250 and 2 500x500) will post on Pandora for free.

Facebook ads “Speeding has a way of slowing things down” and “Speeding catches up with you”

Two of the concepts presented were selected for posting on Facebook and ran from August 26 through October 31. The ads were targeted at Oregon men 25-34 who are overrepresented in crash data where speeding is a major contributing factor. This deliverable had a total budget of \$3,000.

MEDIA VALUE: These ads were submitted to Facebook on August 26 and will run through October 31, 2015. The budget of \$2,230 is targeted at males 25-34 in Oregon. Through mid-October, a progress report showed that it provided 569,578 impressions, 7,465 clicks to the website and 85 likes. Final data will be available at the end of the media buy.

Billboard Release "Speeding catches up with you"

This billboard was selected by the Program Manager among other concepts in June. The message reminds drivers of the physical and legal consequences of speeding and is supported by the images of a police car and an ambulance. The billboards were posted throughout the state from June 29 to through September 28 to be up during the Fourth of July and Labor Day holidays. Locations near the borders with Idaho and Washington were included to alert drivers coming from other states with higher speed limits. This deliverable had a total budget of \$35,000.

MEDIA VALUE: A total of 45 billboards were placed in July, August and September throughout the state for a budget of \$28,631 and a total retail media value of \$42,500.

ADDITIONAL MEDIA VALUE: During FY 2014-15, radio stations also aired the 2014 radio PSA "Time" 1,116 times for a total value of \$31,248.

The 2011 radio PSA " Grim Reaper" also was run 780 times for a total retail value of \$21,840.

Budget Review:

The budget for the Excessive Speed program public information campaign in FY 2014-15 was \$50,032. All fixed-price deliverables were completed on time and on budget. The Communications Plan was completed \$273 under budget.

Added media value for the Speed program in FY 2014-15 is estimated at \$433,673.

Impaired Driving Public Information Program

The 2015 Communications Plan was prepared in March and finalized in June. The main issue facing Oregon this year was the recent legalization of marijuana for recreational use. While in recent years there has been an increase in driving while impaired by substances other than alcohol, reports from Washington and Colorado, where marijuana was legalized earlier, are showing a significant increase in the cases where marijuana is the impairing substance. The recent legalization shaped the communications strategy in 2015 and the focus of this year's program was to single out the issue of driving impaired by marijuana. Impairment by this choice of drug is generally associated to a younger audience -- males 21 to 34. However, the legalization of recreational marijuana had the effect of widening our target group to male drivers 18-45. Program communications this year were targeted at these age groups with different messages on marijuana impairment. The campaign was designed with an educational component in mind to address the recent legislative change, but continued to include enforcement messages to influence life-style behaviors. This deliverable had a budget of \$4,990.

Re-release of the billboard "Doobie. DUII"

After presenting new concepts in August, the Program Manager suggested releasing the existing creative "Doobie. DUII." The message of this creative is still on target for this year's campaign and complements the new program materials. The design was updated to include a new graphic element that will visually tie all new campaign materials. The billboards were posted statewide from October 5 through December 31. This deliverable had a budget of \$50,000.

MEDIA VALUE: A total of 66 billboards were distributed statewide and are scheduled to run October 5 through December 31, 2015. The media budget is \$41,265 and the total retail value is 57,316.

Bus transit "MARIJUWHATWASITHINKING?" Release

Concepts for the new bus transit were presented in August and this concept was selected for posting. The transit "MARIJUWHATWASITHINKING? Driving impaired will get you busted." focuses on the legal consequences of making the wrong decision -- of driving impaired. The king-size transits were posted from October 5 through December 31 statewide. This deliverable had a budget of \$30,000.

MEDIA VALUE: A total of 69 king-size bus transits were placed in Portland, Albany, Corvallis, Eugene, Medford and Klamath Falls. Salem does not offer bus transit advertising. They are scheduled to run October 5 through December 31, 2015. The media budget is \$26,825 and the total retail value is \$39,150.

Facebook Ads "MARIJUWHATWASITHINKING?" and "Cannabis Regretiva"

The Facebook ads were derived from the outdoor concepts. Two messages were placed on Facebook: "MARIJUWHATWASITHINKING? Driving high? Bad Idea" focused on impairment and "Cannabis Regretiva. A bit high? A lot busted" was a pun on regretting the decision to drive while impaired and focused on enforcement. The target audience was adults 18-24, 25-34, 35-45 in Oregon. The ads were placed from October 15, 2015 to January 2, 2016 to cover the holidays. This deliverable had a budget of \$8,800.

MEDIA VALUE: The two ads were submitted to Facebook on October 15, 2015 and will run through January 2, 2016. The media budget of \$4,500 is targeted at males and females in Oregon aged 18-24, 25-34, 35-45. Analytics on results will be available after the media buy is completed.

Radio PSA "Do the right thing" Release

The new :60 radio PSA combined information on marijuana impairment with an enforcement message and was produced and released in October 2015. A :30 version was produced for a Pandora release which is scheduled from November 1 to December 31. The Pandora radio buy will be targeted at Oregon males 35-44 and will include four tile ads (two 300x250 and two 500x500) based on the Facebook ads that will run for free during the posting time. This deliverable had a budget of \$18,000.

MEDIA VALUE: The :60 PSA was released to all radio stations in Oregon on October 30, 2015. It was not yet included in the PSA rotation by the time of our media survey and will be included in next year's survey. A :30 version was placed on Pandora from November 1 to December 31; it was targeted to males 25-44 in Oregon. The budget for placement on Pandora is \$6,000 for a total of 923,328 impressions. Four tile ads will run for free during the flight.

TV PSA "Make the right choice" Release

Concepts for the TV and radio PSAs were presented in August. For the TV, the message "Make the right choice" was selected for production. The TV spot stresses the importance to make the right choice – never to get behind the wheel if someone has used marijuana. The message develops from different people's perspective to reach different demographic groups. The TV PSA will be released in November 2015. This deliverable had a budget of \$40,000.

MEDIA VALUE: The :60 PSA will be released to all radio stations in Oregon in November, 2015 and will be included in next year's survey.

Gard Communications planned and executed four NHTSA-mandated paid radio buys, featuring the :60 impaired driving PSA "One bad decision" produced in 2014. This PSA was based on a real-life testimonial and describes the severe legal consequences of driving impaired. In accordance with NHTSA recommendations, these flights took place immediately prior to holiday periods, which typically see an increase in impaired driving. These had a budget of \$216,000; the task order budget included media costs and agency placing time for the Super Bowl and St. Patrick's Day paid radio flights (\$108,000), Fourth of July and Labor Day flights (\$108,000).

Super Bowl flight:	January 19 – February 1, 2015	\$54,000
St. Patrick's Day flight:	March 3 – 17, 2015	\$54,000
Fourth of July flight:	June 22 – July 5, 2015	\$54,000
Labor Day flight:	August 26 - September 7, 2015	\$54,000

MEDIA VALUE: The total media cost was \$199,839.25. All Oregon radio stations that participated in the four paid NHTSA flights also provided a total of \$42,458 in added value in the form of additional airtime.

ADDITIONAL MEDIA VALUE: A number of Oregon newspapers keep running various previously produced Impaired Driving PSAs, as listed in the newspaper clippings report, for a retail value of \$7,772.82.

The 2013 radio PSA "The Call" is also still being run by radio stations. In 2014-15, this PSA ran 260 times for a total retail value of \$7,280.

The 2010 Spanish version of the radio PSA "Think Again" also ran 3,820 times on three Spanish stations for a total retail value of \$106,960.

Budget Review:

The Impaired Driving public service information campaign budget in FY 2014-15 was \$151,790, including Planning. All deliverables were completed on time and on budget. The Communications Plan was completed on budget.

The total budget for the NHTSA radio campaigns was \$216,000. All deliverables were accomplished on time and on budget.

Added media value for the Impaired Driving program in FY 2014-15 is estimated at \$192,846.82.

Motorcycle Safety Public Information Program

Strategic Communications Plan

The Motorcycle Safety program communications efforts this year were focused on educating motorcyclists about the dangers of speeding; encouraging riders to ride sober; and keeping up or refreshing their riding skills. In addition, a driver awareness component was added with the goal of continuing to increase awareness of motorcyclists among drivers. As in the past, based on research, crash data and riders's experience, we developed messages and media selections with approaches that are tailored to different behavior issues and audiences. This deliverable had a budget of \$4,032.

Theater Screen TV "Two Perspectives" Release (Driver Awareness)

Although single-rider crashes are prevalent in Oregon, it is important to continue promoting driver awareness of motorcycles, as a percentage of crashes are still involving cars. To stretch the available budget allocated to motorcycle awareness, we are utilizing for the second time the existing :30 TV PSA "Two Perspectives." Originally produced in New Mexico, the TV spot was adapted for use in Oregon in 2014. This year, it was placed from May 8 to July 4, 2015 in 22 major theater complexes in Oregon, and the spot played on 247 screens. This deliverable had a budget of \$16,660.

MEDIA VALUE: The :30 TV spot was distributed on May 8 to 22 major theater complexes in Oregon. From May 8 to July 4, 2015 the spot aired 57,304 times on 247 screens. The media budget was \$13,000 and the retail value is \$74,900.

TV PSA "Scarecrow" Release (Excessive Speeding)

Oregon crash data shows that in the majority of single-vehicle motorcycle crashes, the cause is a combination of speed, poor skill judgment and impairment. This year, the Motorcycle Program's budget allowed room to produce an original TV PSA that would address these issues. Concepts were presented in May and the concept "Scarecrow" was selected for production. The name referred to the character – a scarecrow at the side of the road -- that delivers the message. The :30 TV PSA was released to all Oregon TV stations on June 21. This deliverable had a budget of \$35,000.

MEDIA VALUE: The PSA was and will continued to be aired over the next year 6,198 times for a total retail value of \$421,464. (The Excessive Speeding Program contributed funds towards this project).

Water Closet Media Poster "Every ounce you drink" Release (Impaired Riding)

Alcohol continues to be a significant factor in motorcycle crashes and fatalities. To reach riders with messages on the consequences of riding impaired, the Motorcycle Safety program partnered with the Impaired Driving program to develop a new Water Closet poster and place it in bars and taverns in Oregon with a focus on places frequented by bikers. The 11" x 17" poster "Every ounce you drink" was placed in 32 locations in Portland and Eugene from May 8 to August 31, 2015. This deliverable had a budget of \$16,000. (The Impaired Driving program contributed funds towards this project).

MEDIA VALUE: The poster "Every ounce you drink" was placed in 28 locations in Portland and 4 in Eugene from May 8 to August 31, 2015. The media budget was \$10,000 for a retail value of \$16,800.

Facebook Ads Release (Excessive Speeding)

To further address the issue of speeding, the TV PSA was complemented by the release of two ads on Facebook ("Cruise with control" and "There is more to life than increasing its speed") from June 4 to September 10, 2015. A third ad, "Master your ride," was also released on Facebook during the same time period and focused on training. The ads were targeted at Oregon males 35-55, who represent the demographic groups mostly involved in motorcycle crashes. This deliverable had a budget of \$8,000.

MEDIA VALUE: These ads were posted on Facebook from June 4 to September 10, 2015. The report shows the ads resulted in 1,219,249 impressions and 8,514 clicks to the website with a media budget of \$5,000.

Bus Transit Release (Excessive Speeding)

The bus transit "Speeding can leave a bad impression" was selected among the concepts presented in May and was posted from June 15 to August 9, 2015 on 46 buses in Portland and Eugene. This deliverable had a budget of \$20,290.

MEDIA VALUE: A total of 46 queen-size bus transits were posted from June 15 to August 9, 2015 for a media budget of \$15,180 and a retail value of \$30,360.

Online Ads Release (Driver Awareness)

This project was added to the plan in April to boost the driver awareness component of the motorcycle safety campaign. For this purpose, the existing transit "I'm watching. Are you?" was adapted to four web ad sizes and posted on Google targeting drivers in Oregon -- males and females aged 18-54. The campaign ran from June 19 to July 31, 2015. This deliverable had a budget of \$6,000.

MEDIA VALUE: These ads were posted on Google from June 19 to July 31 with a media budget of \$5,000. The ads resulted in a total of 2,965,623 impressions and 5,614 clicks to the website.

ADDITIONAL MEDIA VALUE: Oregon newspapers continue to run motorcycle safety print PSAs about rider awareness and training; in 2014-15, the total added value of these PSAs comprised \$3,295.50.

In addition, the 2011 radio PSA "Born to be seen" was aired 260 times for a media value of \$7,280.

Budget Review:

The original budget for the 2014-15 Motorcycle Safety Program was \$99,982 with inclusion of the Communications Plan. It was increased in April 2015 to \$105,982 to add funding for the driver awareness online ads. All activities under were carried out on time and budget. The Communications Plan was completed at budget.

Added media value for the Motorcycle Safety program in FY 2014-15 was \$515,919.50.

Occupant Protection Public Information Program

Strategic Communications Plan

With an observed safety belt usage rate of 97.7%, Oregon in 2013 became the top ranking state in the nation. Recent data also shows that in 2013, restraint use saved 175 lives in Oregon. With such a high compliance rate, reaching the small percent of the population who still is not using safety belts becomes a difficult task. Crash data indicates that usage of proper restraints continues to be slightly lower among certain groups: pickup drivers, particularly in rural areas; booster seat use for kids between the ages of 4 and 9; and proper restraint use among the Oregon Hispanic population. Therefore, our communications strategy in 2015 was geared toward reaching these groups with reminders about the legal and physical consequences of not using proper safety restraints. This deliverable had a budget of \$4,032.

English and Spanish Brochure Revisions

In February, we were asked by the Program Manager to update statistics and contact information on the safety belt brochure "Don't be a flight risk" in English and Spanish. Revisions were made and print-ready files were provided to TSD for printing. This deliverable had a budget of \$600 and was completed on time and budget.

Children's Hospital Van Graphics

In partnership with Legacy's Randall Children's Hospital and Safe Kids Oregon, the Occupant Protection Program co-sponsors a van that provides child safety seat clinics to large parts of Oregon. The white Ford cargo van offered a great opportunity to illustrate with graphics the purpose of the van. In addition, the van will act like a mobile "billboard" and provide great visibility for child passenger safety messages. Existing art from the transit "I'm 71% safer in my safety seat" and from other program materials was used to cover the back and the sides of the van. In March, our agency provided a design that was approved by all parties involved and installed on the van. Our agency provided final art and managed the installation process. This deliverable had a budget of \$5,000.

30 Second Radio "Insistent" Release on Pandora

In Oregon, use of child safety seats for children under four is at a peak 99%. But between 4 and 8 years of age, 12% of children are not buckled up, or buckled up incorrectly. The :30 radio "Insistent" was produced in 2014 to address the excuses parents use when they don't buckle up their child in an appropriate restraint system: short trip, little time, missing a booster seat, not enough room, carpooling, rewarding a child, etc., as resulted from research conducted by NHTSA. Unfortunately, these excuses may lead to dire consequences when it comes to the safety of child passengers. One of the spot's two versions, Version A, was released on Pandora on March 9 and ran until April 30. This deliverable had a budget of \$8,000.

MEDIA VALUE: The 30 second spot ran on Pandora March 9 through April 30. The media budget of \$4,999 achieved a total of 384,615 impressions.

Spanish TV PSA "The Boxer" Release

Based on statewide crash data and observation studies, the use of adult safety belts and child safety restraints is not as high in the Hispanic community as compared to the whole population of the state. To educate this growing community, the Occupant Protection Program has developed over the years a number of print and broadcast materials in Spanish. Based on interviews conducted in the past with members of the Hispanic community and media indicated that the public is more responsive to messages in their native language. As part of this year's program, we partnered with KUNP, the Portland Spanish-programming TV station affiliated with KATU to produce a new :30 TV PSA. Our agency presented concepts in April. The spot "Boxer" was selected and produced in Spanish at KUNP in early May. As part of the production package, KUNP ran the PSA in its coverage area statewide from May 25 to August 2. This allowed us to cover the May 18-31 Click It Or Ticket Enforcement Blitz. We also negotiated with KUNP a news segment on child safety seats featuring a field interview and demonstration with a Spanish-speaking child safety seat certified technician, Lizet Molina Neri, who volunteered for the part. The five-minute segment was aired on KUNP on May 21, 2015 during the evening news. The PSA was also released to the Comcast-affiliated Spanish TV Telemundo on June 5, 2015. This deliverable had a budget of \$30,000.

MEDIA VALUE: This PSA was aired on KUNP from May 25 to August 2 for a total of 550 spots and a total retail value of \$27,500. It was also released on Telemundo and ran 1,100 times for a media value of \$74,800.

Family Medicine and Pediatric Clinic Outreach Mailing

Family medicine and pediatrician offices have been traditionally sources of information on child passenger safety for the majority of families. Many doctors' offices have displayed materials produced by TSD, but for years there hasn't been a systematic effort to reach out to these offices and update their supplies. This year, we researched and purchased a mailing list of clinics statewide that included 1017 offices and clinics. With the assistance of OHSU Pediatrician Dr. Ben Hoffman, who is a research expert and a lifelong child passenger safety advocate, we developed a cover letter for physicians highlighting the importance to stock updated safety materials, including samples and instructions on how to order more. The mailing went out on April 30 to 1017 clinics in Oregon. This deliverable \$2,000.

Child Safety Seat Spanish Bus Transit "Mamas Y Papas" Release

To complement the Spanish TV PSA and extend our reach of the Hispanic community, we developed a Spanish bus transit and placed it in those areas around the state with a large Hispanic population. Bus transits are not available everywhere and our media buy focused on Portland, especially Washington County, Eugene and Medford. The creative selected for this use was "Mamas Y Papas". A total of 51 queen-size transits were posted from May 18 to August 15, 2015, coinciding with May 18-31 National Click It Or Ticket Enforcement Blitz. This deliverable had a budget of \$18,000.

MEDIA VALUE: The queen-size transits ran May 18 to August 15, 2015 with a budget of \$12,495. The total retail media value was \$23,150.

Child Passenger Safety Facebook Ads

Facebook continues to be a very cost effective advertising medium with nearly 100% reach. It also allows us to target our audience by age, gender and geographical area. For our Facebook campaign, we developed two ads: "Whatever it takes to keep your kids safe" encouraged parents to keep children riding in the back seat as long as possible, at least until they are 13; "VIPs get special seating" focused instead on keeping kids in booster seats until they are 4'9". The two ads were posted on Facebook targeting parents, women and men 30-45, from June 8 to September 15, 2015. This deliverable had a budget of \$8,000.

MEDIA VALUE: The two ads ran on Facebook June 8 through September 15, 2015 with a media budget of \$3,000. The campaign reached 632,463 people in Oregon, generated 8,819 clicks to the website and 1,870 "Likes." Of note is that these figures overwhelmingly favored the ad featuring the bouncer, "Whatever it takes to keep your kids safe."

Child Passenger Safety Radio PSA "Little VIP" Release

Statistics show that kids under 13 who ride in the back seat are 37% less likely to be injured in a crash. A new radio PSA was developed to educate drivers on the importance to keep children in the back seat as long as possible. Concepts were presented in August and "Little VIP" was selected for production. The :60 PSA features a lively 11 year old conveying the message and was released to all radio stations in Oregon on August 18, 2015, prior to the national Enforcement Blitz carried out August 24-September 6 and National Child Passenger Safety Week September 13-19. This deliverable had a budget of \$12,000.

MEDIA VALUE: The radio PSA was aired 1,100 times for an estimated retail value of \$74,800.

ADDITIONAL MEDIA VALUE: A number of Oregon newspapers keeps running several previously produced child safety seat PSAs, as listed in the newspaper clippings report; the retail value of these placements is estimated at \$3,628.93.

In addition, radio stations continued to run the 2012 Spanish child safety seat PSA "Not so fast." The spot was aired 3,820 times for a total retail value of \$106,960.

Budget Review:

The budget for the 2015 Occupant Protection Program was \$87,032 including Strategic Planning. All deliverables were completed on time and on budget.

Added value media for the Occupant Protection program in FY 2014-15 is valued at \$298,343.93.

Safe and Courteous Driving Public Information Program

The development of the Strategic Communications Plan for the Safe and Courteous Driving Program had a budget of \$4,032. The budget remained unused for lack of program funding in 2014-15.

ADDITIONAL MEDIA VALUE: The 2013 radio PSA "Not a game" was aired in 2014-15 for a total of 168 times at a retail value of \$4,704.

In addition, Oregon newspapers continue to run previously produced print PSAs on a variety of safe driving topics; their total retail value for this year is \$3,579.99.

Added value media for the Safe and Courteous Program in FY 2014-15 is valued at \$4,704.

Safe Routes to School (SRTS) Public Information Program

Strategic Communications Plan

In 2015, our communications goals were to encourage parents and caregivers to let children ride and walk to school as a fun and healthy alternative to driving; to help kids learn safe pedestrian and bicyclist behaviors; and to remind drivers to slow down and watch out for kids in school zones and neighborhoods. This deliverable had a budget of \$2,058.

Bus Transit "Watch out for kids" Release

We developed new bus transit concepts using an existing illustration, as directed by the Program Manager, but also using new art. The creative "Watch out for kids" was selected. This transit encourages drivers to be vigilant when school is in. 32 king-size transits were posted from September 7 through October 30, 2015 in Portland, Albany, Corvallis, Eugene and Medford. A second transit concept, "School is in...stay sharp," was finalized for a different use and provided to Clackamas Safe Community Program for two vehicle wraps that are part of the local library network. This deliverable had a budget of \$18,000.

MEDIA VALUE: The king-size transit was posted on September 7, 2015 in all markets where transit advertising is available (Portland, Albany, Corvallis, Eugene and Medford.) It is scheduled to run through October 30 with a total of 32 postings. The media budget was \$12,165 and the retail value of this campaign is \$22,695.

Parent's Tip Web Chart

To respond to parents' concerns and questions about when is appropriate to let their children walk and bike to school and how to prepare them, we developed a poster-like chart to be posted on the TSD SRTS web page. After researching best practices from programs nationwide and Oregon laws, the informative chart offers parents suggestions and guidelines aimed at helping parents make informed decisions about letting kids walk and bike to school and bus stops. After review by a broader interest group, final art was delivered to TSD for posting to the website in September. We also provided final art for an 11' x 17' poster. This deliverable had a budget of \$4,500.

ADDITIONAL MEDIA VALUE: The 2011 Spanish radio PSA "Rise and shine" is still being aired by three Spanish-programming radio stations. The spot ran 3,820 times for a total retail value of \$106,960.

Budget Review:

The fixed-price budget for the Safe Routes to School program was \$24,558 including the Communications Plan. All projects were delivered on time and at budget. Strategic Planning was completed \$142.50 under budget.


Added media value for the Safe Routes to School program in FY 2014-15 is valued at \$117,490.

Work Zone Safety Public Information Program

Strategic Communications Plan

The goals of the 2015 Work Zone Safety public education campaign aligned with past years: to encourage drivers to slow down and pay attention. This year's campaign focuses in particular on the issue of inattention caused by using cell phones and other distracting behaviors. For these messages, the target audience is men 24-54, which statistics show it's the demographic group most involved in work zone crashes. This group is also overrepresented in all driving errors that can contribute to a crash in a work zone: driving too fast for conditions, exceeding the posted speed limit, careless driving and inattention. The Plan was finalized in March, 2015. This deliverable had a budget of \$4,472.

May Event Materials

May is Transportation Safety Month and the official kick off of the work zone season. Traditionally, during this month, the Work Zone Safety Program sponsors events statewide to promote work zone safety. This year, after researching options for light projection as event backgrounds and finding them inconsistent to implement statewide, we produced and printed the banner "Respect the  Zone" that was used in the Governor's Press Conference in Portland on May 7 and other events. Seven posters were printed and delivered to TSD. In addition, we developed a coloring sheet for children that included a work zone safety quiz featuring Sam the Cone, the character developed for the TV spot. Art for the coloring sheet was delivered to TSD for printing in June. This deliverable had an original budget of \$14,500. Subsequently, \$11,000 was transferred from this Task to the TV budget to allow the addition of a Hulu media buy.

New :30 TV PSA "Pay Attention"

After presenting concepts in May for a new TV PSA that focused on inattention and distractions, we produced the TV PSA "Pay Attention." This spot uses humor and features the character Sam the Cone that was created in 2014. The TV PSA was released to all TV stations in Oregon on July 6, 2015. In keeping with our strategy of expanding into digital media and leveraging previously-produced materials, this spot was placed on Hulu from July 12 to August 30. Two online banners were also produced as part of the Hulu package. This deliverable had an original budget of \$35,000. The budget was then expanded in June to include \$11,000 for the Hulu media buy, bringing the total budget for this deliverable to \$46,000.

MEDIA VALUE: The TV PSA ran a total of 6,000 times for a retail media value of \$408,000. The TV spot also ran on Hulu from July 12 to August 30 and generated 284,365 impressions with a budget of \$10,000. The two banners (300x250 and 300x60) ran for free. The total retail media value is \$25,000.

Brochure Update

The Task was originally created to update an existing brochure that could be used as a handout by the Portland Police Bureau. After researching the need and possible use for existing materials, including the handout card "Fines double 24/7," the Program Manager canceled this project. This deliverable had a budget of \$2,990 that remained unused.

Theater Screen Advertising TV "Pay Attention" Release

To enhance and extend the reach of our TV PSA, we released it to 21 major cinema complexes in Oregon, posting the TV spot on 247 screens from July 10 to September 7, 2015 during the summer months, when road work is at its peak and movie theaters enjoy higher attendance. This deliverable had a budget of \$15,000.

MEDIA VALUE: This TV spot was released in 21 markets along the I-5 Corridor and Central Oregon from July 10 to September 7 and played on 247 screens for a total of 55,328 spots, for a total media value of \$61,626 and a media budget of \$13,000.

Facebook Ads Release

Facebook continues to be a cost effective and measurable medium that allows us to zoom in on our target demographics. For this year's campaign, we were able to reach our target group of males 25-54 in Oregon with a series of ads: one version of "See orange. Zone in" (based on one of the billboards) and three versions of "Some things just don't mix." This deliverable had a budget of \$8,000.

MEDIA VALUE: These ads were posted from June 26 to October 4, 2015 and generated a total of 16,738,679 impressions and 2,805 clicks to the website for a media budget of \$4,200.

New Billboards "Avoid distractions. Respect the zone" and "See orange. Zone In"

Originally, the existing "For my Sake" billboard was planned to be released with a new creative to be developed this year. After presenting concepts, two new billboards were selected for production and were posted in equal rotation from June to September throughout the state, focusing as much as possible on areas with large work zone projects. A total of 71 billboards were placed in Portland, along the I-5 Corridor, on Hwy 30, and Central and Eastern Oregon. This deliverable had a budget of \$50,000.

MEDIA VALUE: The two billboards were posted with a 50/50 rotation from June 2 to September 2, 2015 and a media budget of \$43,170. A total of 71 billboards were valued at a retail cost of \$64,199.

ADDITIONAL MEDIA VALUE: A number Oregon newspapers keep running several previously produced Work Zone safety PSAs; the retail value of these placements is estimated at \$2,969.12.

In addition, the 2011 radio PSA "Sam the Cone" was broadcast this year 1,860 times for a total retail value of \$52,080.

The 2014 TV PSA "Life in the work zone" was also aired 630 times for a value of \$42,840.

Budget Review:

The total budget for the Work Zone program was \$129,962 including Strategic Planning. A Task Order Amendment was issued in June to shift budget from the May Event Materials category to the TV PSA to add the Hulu media buy. The total budget remained the same. All deliverables were completed on time and on budget except for the Portland Police Brochure Update, which was cancelled by the Program Manager. The Planning was completed at budget.

For FY 2014-15, the Work Zone Safety program received \$541,918.12 in added media value.

Region 3 Roseburg 138 Billboards

Roseburg 138 Billboard Release

In February, we received a request from Region 3 to assist in the production and placement of a series of billboards that would promote safety in an upcoming large work zone on Hwy 138 in Roseburg. The request came through TSD and the project, after submitting an estimate for approval, was included in the PI&E contract. We finalized the media buy and developed five creatives that were placed at two locations in proximity of the work zone and changed every two months. The messages were aimed at promoting the website roseburg138.com for project updates and information. The billboards were titled: #1 "Get the whole picture at roseburg138.com," #2 "We can steer you in the right direction," #3 "Don't get stuck in the slow lane," #4 "Don't get mad. Get informed," #5 "We can help you avoid delays." A total of 10 billboards were placed on Hwy 138 in Roseburg from April 13, 2015 to January 4, 2015. This deliverable had a budget of \$24,314.

MEDIA VALUE: The billboards were posted: #1 from April 13 to June 15, #2 from June 15 to August 17, #3 from August 17 to October 5, #5 from October 5 to January 4. The posting of billboard #4 was subsequently cancelled by the Program Manager. With a media budget of \$16,200, twenty billboards were valued at a retail cost of \$22,500.

Budget Review:

The budget for the 2015 Region 3 Roseburg Billboards was \$24,313. All deliverables were completed on time and on budget.

Added value media for the Roseburg billboards in FY 2014-15 is valued at \$6,300.

Strategic Planning and Advice

In December 2014, the Contract Manager issued a task order for Strategic Planning, Professional Guidance and Copies & Reporting. This included the following categories:

Strategic Planning
Additional Copies

Professional Guidance
Annual Report

The budget was \$60,386. Gard Communications completed the following deliverables:

Ongoing Strategic Consulting and Professional Guidance, FY 2014-15

In FY2014-15, Gard Communications provided ongoing guidance for the Transportation Safety Division in reference to the core strategy of the public education and information campaigns, behavioral research reviews, as well as the overall media strategy.

Professional Guidance covers additional professional consulting that impacts Transportation Safety Division as a whole. Activities this year included: presentation on communications strategy at the Motorcycle Safety Program Assessment conference on July 14, 2015; meeting with Division Administrator on national traffic safety trends; advising Region 3 program managers on local media opportunities; updates to PSA distribution lists; research into new media proposals as requested by program managers, such as geofencing for the Impaired Driving Program and mall advertising and outside movie theater posters for the Driver Education Program.

This deliverable had a total budget of \$5,216. As of September 30, 2015, the billings comprised \$5,209.

Program-specific Strategic Planning

Gard Communications conducted program assessment meetings, and developed strategic communications and media plans for nine traffic safety program areas: 0- 14 and 15-20 Youth Safety; Bicyclist/Pedestrian Safety; Driver Education; Excessive Speed; Impaired Driving; Motorcycle Safety; Occupant Protection/Child Safety Seats; Safe Routes to School; and Work Zone Safety.

Additional Copies and Media Archive

We updated the Child Safety Seat and Safety Belt brochures in English and Spanish; we provided SRTS Program art to the Clackamas Safe Community Program; we provided an Impaired Driving Program art file for use in the DMV Drivers Manual; and we revised the existing ad for the "101 Things To Do" in Oregon Magazine. The ad was split into two parts, with a message for work zone safety on distractions caused by cell phones on the top and a child passenger safety message on using the correct child safety seat on the bottom. The ad was completed in March. These deliverables had a budget of \$2,010.

MEDIA AND PRINT MATERIAL RELEASE DATES/CHRONOLOGICAL ORDER

1/19/15	NHTSA Impaired Driving Radio "One bad decision"
2/15/15	Occupant Protection Safety Belt and Child Safety Seat Brochure Updates
3/3/15	NHTSA Impaired Driving Radio "One bad decision"
3/9/15	Occupant Protection /CSS Radio PSA "Insistent" on Pandora
3/31/15	Occupant Protection/CSS Hospital Van Graphics
3/31/15	Work Zone/Occupant Protection 101 Things To Do in Oregon Print Ad
4/13/15	Region 3 Roseburg 138 Billboards (1-5)
4/20/15	Work Zone "Respect the zone" Poster and Coloring Sheet
4/30/15	Occupant Protection/CSS Doctors' Outreach Mailing
4/30/15	Driver Ed Teen Direct Mail Card for DMV Mailing
5/4/15	Driver Ed :30 TV PSAs "Cost Benefit Analysis" and "No Drive Test" to Hulu
5/8/15	Motorcycle/Awareness TV "Two Perspectives" on Theater Screens
5/8/15	Motorcycle/Ride Sober Water Closet Poster "Every ounce you drink"
5/18/15	Occupant Protection Spanish Bus Transit "Mamas Y Papas"
5/25/15	Occupant Protection Spanish TV PSA "The Boxer"

5/30/15	Bicyclist Safety Handout Card "Pass Safely"
6/1/15	Bicyclist Safety TV PSA "Personal Space"
6/2/15	Work Zone Billboards "Avoid distractions" and "See orange"
6/4/15	Motorcycle/Speed and Training Facebook Ads
6/8/15	Occupant Protection Facebook ads
6/6/15	Driver Ed Facebook Ads for Teens and Parents
6/15/15	Pedestrian Safety Facebook Ads
6/15/15	Motorcycle/Speed Bus Transit "Speeding can leave a bad impression"
6/16/15	Driver Ed Online Show Updates and Expansion
6/19/15	Motorcycle/Awareness Google Ads
6/21/15	Motorcycle/Speed TV PSA "Scarecrow"
6/22/15	NHTSA Impaired Driving Radio "One bad decision"
6/26/15	Work Zone Facebook Ads
6/29/15	Excessive Speed Billboard "Speeding catches up with you"
7/6/15	Work Zone TV PSA "Pay Attention"
7/10/15	Work Zone TV PSA "Pay Attention" on Theater Screens
7/13/15	Work Zone TV "Pay Attention" to Hulu
7/30/15	Driver Ed Poster "Driver Ed wants you!" for Schools
8/17/15	Driver Ed Poster "Driver Ed wants you!" to Malls
8/18/15	Occupant Protection/CSS Radio PSA "Little VIP"
8/26/15	NHTSA Impaired Driving Radio "One bad decision"
8/26/15	Excessive Speed Facebook Ads
9/1/15	Driver Ed :60 Radio PSA "Heroes"
9/8/15	SRTS Bus Transit "Watch out for kids"
9/13/15	Driver Ed :30 Radio "Real-life Heroes" on Pandora
9/10/15	Excessive Speed Radio PSA "Regret"
9/18/15	Driver Ed Instructor Job Listing on Monster, Craigslist and ZipRecruiter.com
9/20/15	SRTS Parent Tip Web Chart "Safely walk and bike to school"
10/4/15	Excessive Speed Radio "Regret" on Pandora
10/5/15	Impaired Driving Billboard "Doobie. DUII"
10/5/15	Impaired Driving Bus Transit "MARIJUWHATWASITHINKING?"
10/15/15	Impaired Driving Facebook Ads
10/31/15	Impaired Driving TV PSA "Make the right choice"
10/31/15	Impaired Driving Radio PSA "Do the right things"
11/20/15	Pedestrian Safety TV "Simple Steps" on Theater Screens
11/20/15	Impaired Driving Radio "Do the right thing" on Pandora

CONTRACTOR COMMENTS

The most important quality for any successful campaign is the ability to effect behavior change. Our work on behalf of traffic safety programs is rooted in the most recent state, national and international research on driving habits and crash statistics, and in the thorough understanding of the communication strategies that produce behavior change.

NHTSA's advertising guidelines state: "By itself, there's no known persistent effect on traffic safety behavior – at least nothing powerful enough to result in crash or injury reductions. However, certain countermeasures have proven effective: new laws (especially the enforceable ones) and awareness of that enforcement."

The combination of creating and maintaining the awareness of enforcement, and sustained social norming messaging form the foundation of our long-term communication strategy for TSD.

Adherence to proven strategies, as well as attention to cultural trends and understanding of our target audiences enables us to produce award-winning work year after year.

During the 2014-15 contract year, our agency was able to submit only one TV PSA produced on behalf of TSD in 2014 for local and national award contests because contests' deadlines came up prior to the release of new materials. We'll be able to submit more entries during the coming year.

While winning awards is rewarding, it's not as important as the reputation our materials continue to enjoy among media decision makers. Through the telephone survey conducted in September and October 2015, we have determined that Oregon broadcasters continue to support transportation safety issues and our PSAs receive good coverage despite the increased competition in the market. The consistency and quality of the messages, as well as the timeliness of the issues, are quoted as determining factors in the coverage they receive.

Despite the yearly rate increases by billboard companies, and limited availability of boards in Central and Eastern Oregon, we continue to secure public service rates for outdoor advertising statewide. These public service rates represent a discount of 15 to 50 percent off market rates, allowing us to significantly stretch our media budget.

As in previous years, NHTSA sponsored four paid radio campaigns in Oregon during this contract year around national holidays and heightened enforcement periods. During our media survey, a few of the stations that don't run our PSAs stated that they're moving away from providing free public service time, as some safety messages get placed through paid media. While these comments are very rare, they point to the importance of maintaining a balance between paid and public service distribution in the future.

New Trends

While historically our efforts on behalf of TSD continued to be successful, we are always looking for ways to innovate and improve our strategy and tactics. One of the recommendations in the 2012 division-wide strategic communications plan was to expand our presence in the digital space. As the web continues to become the established source for news and information for more people, expanding our digital presence ensures that our target audiences are engaged through a variety of mediums. In the last years, we have implemented that strategy through placing our public education messages online as display advertising, our radio PSAs on the streaming radio service Pandora and TSD TV PSAs on Hulu, the leading provider of streaming video. This has allowed us to utilize paid placement in areas that are not competing with public service.

In addition, to be able to compete in the busy and changing media space, we have included Facebook, the undisputed social media leader. Doing so introduced new channels of delivery, layering our communications and enabling us to reach specific audiences that may have been hard to reach before in a cost-effective manner.

Initially, Facebook advertising proved itself particularly valuable for Driver Ed and Occupant Protection programs, showing good results in reaching our target audiences at a very reasonable cost, and gauging the public engagement and acceptance of our messages. In FY 2014-15, we have expanded this approach to other safety programs such as Motorcycle Safety, Work Zone Safety, Impaired Driving and Pedestrian Safety. For every campaign, Facebook ads have generated significant numbers of clicks to TSD websites, "likes" and "shares," and strings of positive comments.

We believe that the services we have provided to TSD during this contract year have been strategically and tactically correct. Based on research, public surveys and ODOT statistics, TSD communications continue to be successful and bring in positive results, especially for programs with consistent and sustained campaigns.



Oregon

John A. Kitzhaber, MD, Governor

Department of Transportation
Transportation Safety Division, MS 3
4040 Fairview Industrial Drive SE
Salem, OR 97302-1142
(503) 986-4190
Fax: (503) 986-3143

September 2015

Dear Public Service Director,

The Transportation Safety Division of ODOT would like to thank you for the support received from your station over the years. Airing our traffic safety PSAs has been vital in educating the public about important safety issues. In our efforts to make our roads safer for everyone, we'd welcome your comments on our public education campaigns and your feedback in regard to our TV PSAs.

Please take a couple of minutes to fill out this brief survey to your best recollection and fax it to us at **503-226-4854**.

We greatly appreciate your comments, which help us evaluate the effectiveness of our campaigns as well as provide us with suggestions for the production of future PSAs. Thank you.

Use of Transportation Safety TV PSAs Released October 2014 through September 2015

Call letters/Cable Co. : _____

PS Director: _____

Phone: _____

PSA Title	Frequency	Duration
"Scarecrow" Motorcycle Safety – June 2015	_____spots/week	_____weeks
"Boxer" Occupant Protection, Telemundo – June 2015	_____spots/week	_____weeks
"Pay Attention" Work Zone Safety – July 2015	_____spots/week	_____weeks

“Make the Right Choice”
Impaired Driving – October 2015

_____spots/week

_____ we

Are there any traffic safety topics we should address in future television spots?

Are there any changes we can make in the production of television spots or in the format/length we provide to better meet the needs of your station?

Do you run any other traffic safety PSAs?



Oregon

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Transportation Safety Division, MS 3
4040 Fairview Industrial Drive SE
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September 2015

Dear Public Service Director,

Transportation Safety Division, ODOT wants to thank you for your ongoing support of traffic safety issues. Airing our traffic Safety PSAs has been instrumental in educating drivers on important safety issues and making our roads safer for everyone. To improve our safety campaigns, we'd welcome your comments on our radio PSAs.

Please take a couple of minutes to fill out this brief survey with your best recollection and fax it to us at **503-226-4854**.

We greatly appreciate your comments, which will provide us with essential information for the production of future PSAs. Thank you.

Use of Transportation Safety Radio PSAs Released October 2014 through September 2015

Call letters: _____

PS Director: _____

Phone: _____

PSA Title	Frequency	Duration
"Little VIP" Child Safety Seats – August 2014	_____spots/week	_____weeks
"Heroes" Driver Education – September 2015	_____spots/week	_____weeks

“Regret” _____spots/week _____weeks
Speed – September 2015

“Do the right thing” _____spots/week _____weeks
Impaired Driving – October 2015

Are there any traffic safety topics we should address in future PSAs?

Are there any changes we should make in the production/format of the spots?

Do you run any other traffic safety PSAs?

2015 Highway Safety Program Cost Summary

Program Area	Approved Program Amounts	Actual State/Local Funds	Actual Federal Funds Expended	Actual Federal Share to Local
402 Planning and Administration	446,725	302,029	316,594	0
402 Emergency Medical Services	35,000	0	30,533	30,533
402 Motorcycle Safety	0	3,443,801	0	
402 Occupant Protection	218,000	158,475	190,352	190,352
402 Pedestrian/Bicycle	260,000	83,670	159,587	134,527
402 Police Traffic Services	87,000	104,160	60,634	60,634
402 Codes and Laws	5,000		0	
402 Driver Education	1,898,136	323,764	846,370	63,015
402 Safe Communities	360,000	212,003	210,373	88,043
402 Speed Management	439,898	254,128	386,729	381,152
402 Traffic Courts	40,000	24,000	23,102	23,102
NHTSA 402 Total	3,789,758	4,906,030	2,224,274	971,359
164 Planning and Administration	99,079	0	4,686	0
164 Alcohol	2,783,845	456,002	312,841	203,692
164 Hazard Elimination	12,375,522	1,050	500,442	0
164 Transfer Funds Total	15,258,446	457,052	817,970	203,692
405b OP High	1,546,270	2,062,717	649,779	488,454
405b OP High Total	1,546,270	2,062,717	649,779	488,454
405c Data Program	1,700,152	15,400	28,296	0
405c Data Program Total	1,700,152	15,400	28,296	0
405d Impaired Driving Low	3,435,334	994,566	1,329,769	285,870
405d Impaired Driving Low Total	3,435,334	994,566	1,329,769	285,870
405d Impaired Driving Mid	1,974,419	592,603	605,404	95,000
405d Impaired Driving Mid Total	1,974,419	592,603	605,404	95,000
405f Motorcycle Programs	150,680	19,772	79,088	45,000
405f Motorcycle Programs Total	150,680	19,772	79,088	45,000
Total NHTSA	27,855,060	9,048,140	5,734,579	2,089,375

State Official Authorized Signature



Name: Troy E. Costales
 Title: Governor's Highway Safety Representative
 Agency: Oregon Department of Transportation
 Date: December 31, 2015



Drive Safely. *The Way to Go.*