
OREGON
TRANSPORTATION SAFETY
PERFORMANCE PLAN

Fiscal Year 2019

Annual Report



OT **Transportation Safety**
Oregon Department of Transportation

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TRAFFIC SAFETY
PERFORMANCE PLAN**

Fiscal Year 2019

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Produced: December 2019

**Transportation Safety Division
Oregon Department of Transportation
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Foreword

This annual report has been prepared to satisfy federal reporting requirements, determine if performance targets were met, and provide documentation for the 2019 federal grant year.

The 2019 Performance Plan was presented for approval by the Oregon Transportation Safety Committee (OTSC) on May 09, 2018 and subsequent approval by the Oregon Transportation Commission (OTC) on June 21, 2018. The majority of the projects occurred from October 2018 through September 2019.

The process for identification of problems, establishing performance goals, and developing programs and projects to address them is detailed on page 3. A detailed flow chart of the grant program planning process is offered on page 7, 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 ODOT-TSD and transportation safety stakeholders statewide are addressing the long term strategies for Oregon.
2. Problem statements are presented for each topical area.
3. Data tables reflect the latest information available and provide previous year averages where available.
4. Goal statements are aimed for the year 2020 and performance measure targets are for 2019. After each performance measure is a data status in *[brackets]*, followed by an assessment of the measure in (parentheses).
5. Project summaries are at the end of the document and listed by individual funding source. The dollar amounts provided are NHTSA dollars, with the state/other funding sources contained in [brackets] including other federal funding sources.

Throughout the 2019 federal fiscal year the following funds were expended (financial figures represent the latest grant and match revenues available through December 24, 2019):

NHTSA funds:	\$7,421,432
State/local match:	<u>[\$9,843,302]</u>
Grand Total	<u>\$17,264,734</u>

Copies of the 2019 performance plan are available and may be requested by contacting the Transportation Safety Division at (503) 986-4188.

Document Purpose

The Annual Evaluation reports on the accomplishments and challenges experienced in the 2019 programs including all of the funds controlled by the Transportation Safety Division. The report explains what funds were spent and how Oregon fared on its annual performance measures.

Executive Summary

Fatalities as of 10/09/2019 (Jan 1 – Oct 9, 2019)

All Figures are Preliminary and Subject to Change

	2019 through 10/09	2018 through 10/09	Percent Change
Fatal Crashes	341	342	-0.3%
Total Fatalities	370	394	-6.1%
Pedestrian Fatalities	57	53	7.5%
Bicyclist Fatalities	8	8	0.0%
Motorcyclist Fatalities	48	68	-29.4%

Source: ODOT Crash Analysis and Reporting Unit

ODOT's Transportation Safety Division (TSD) actively works with its safety partners and stakeholders on the implementation of Oregon's five-year 2016-2020 Transportation Safety Action Plan (TSAP), as well as gathering the list of actions needed for inclusion in the 2021-2025 TSAP update (due Oct 2021). The TSAP provides long-term goals, policies, strategies and near-term actions to eliminate deaths and life-changing injuries on Oregon's transportation system by 2035. The Oregon Transportation Safety Committee (OTSC) schedules routine reporting from the Emphasis Area teams, or specific TSAP Action item owners, on the implementation of Tier 1 Actions. Emphasis areas include:

- *Risky Behavior*: Impaired driving, unbelted occupants, speeding and distracted driving.
- *Infrastructure*: Intersection and roadway departure.
- *Vulnerable Users*: Pedestrians, bicyclists, motorcyclists and older road users.

- *Improved Systems:* Improved data, training and education, enforcement, emergency medical services and commercial vehicles.

Oregon's FFY2019 Highway Safety Plan (HSP) is an annual plan that aligned with the long term TSAP, and was approved by the National Highway Traffic Safety Administration (NHTSA) in August 2018; project implementation from the 2019 HSP began October 1, 2018.

Overall, highway fatalities as of October 9, 2019 are 4% fewer than this time last year. Fatal crashes are up 1 percent which means there have been fewer multi-fatal crashes in 2019 than in 2018. The initial decline in pedestrian and bicyclist fatalities experienced in the first six months of this grant year was not sustainable; however, motorcyclist fatalities are significantly lower than the previous year.

ODOT's strategy to reduce traffic fatalities is to continue to implement traffic safety programs and proven countermeasures based on the causes of fatal and serious injury crashes in Oregon. For example, the Oregon TSD Highway Safety Plan (HSP) and the ODOT Transportation Safety Action Plan (TSAP) outline safety activities directed at unsafe driving behaviors, like DUI, non-safety belt use, and speeding; strategies are chosen from proven countermeasures to address problem areas in motorcycle safety, child passenger safety, bicycle and pedestrian safety and other priority areas. Oregon's goal is zero fatalities, but realistic interim targets are set based on the desire to reduce fatality rates gradually over time to achieve the longer-term goal of zero. Oregon's 2017 rate was 1.19 fatalities per 100M vehicle miles traveled.

Several factors affected the traffic fatality rate in 2017 (most current final data). Among those were continued increases in crashes involving impairment, the number of available traffic law enforcement officers, and emergency response times. Fatal crashes involving alcohol and/or drug use; excessive speed; and/or not wearing a safety belt are the most common causes of a fatality on Oregon roadways (belts, booze, and speed); if no motorist or roadway user ever drove impaired, never exceeded the speed limit, and always wore their safety belt, two thirds of Oregon's fatal crashes would be avoided.

Reducing the number of traffic crashes is the primary strategy to reduce fatalities and serious traffic injuries; but when a crash does happen, reducing the injury severity becomes the secondary strategy, influenced in three ways: infrastructure work implementing design practices to mitigate structural safety risks; providing education and outreach programs to be utilized statewide, and specifically in identified problem locations; and through timely emergency medical services at the scene and transport to trauma centers. ODOT reset its targets for traffic injury rates in 2017 due to an increase in reported injuries in 2015 and 2016; the increased use of electronic crash reporting by law enforcement has increased the data submitted to the state's crash file and in a timely manner.

Several factors affected the serious injury rate in 2017. Significant positive factors affecting serious injury rates were high rates for the use of safety belts, child safety seats and booster seats. Drivers age 15 to 20 continued to be overrepresented in

serious injury crashes however; representing approximately 14 percent of all serious injury crashes but only 6.4 percent of licensed drivers in Oregon. The Oregon rate in 2017 was just under 5 serious injuries per 100M VMT.

Oregon met only one performance target in 2019, that for speed-related fatalities. TSD's new statewide HVE program (TSEP) for speed overtime enforcement funded 56 cities, 24 counties, and the Oregon State Police (OSP) in 2019, covering more than 80% of the state; in addition, law enforcement officers will tell you that 'speed' is one of the 'easier' infractions to see, and to cite. Contributing factors for fatal and serious injury crashes in Oregon are targeted for highly visible enforcement needs including speed, along with distracted driving, seat belt use, and impaired driving, Oregon's top transportation safety problem areas.

ODOT-TSD sets aspirational targets for its performance measures, using a measured approach to reaching 'zero' within a 20 year timeline (as published in the 5-year TSAP/SHSP). This means the performance targets are aggressive, encouraging communities to work with conviction on achieving the results; with ODOT offering education, technical assistance, and other resources to achieve these goals. It should be noted that several of Oregon's performance targets were only a near miss in 2019.

Oregon TSD also conducts a mid-year on-site visit to high-risk grantees (new grantees, high dollar amount, or high-risk from previous grant projects) each grant year. This mid-year review serves two purposes; the first, to meet ODOT-TSD policy. The second is to give TSD an idea of how the grant year is progressing in relation to reducing roadway fatalities and serious injuries, the effectiveness of countermeasures being funded; this helps TSD to also gauge for any needed grant project adjustments, administrative training, or other needs. TSD then adjusts grant project objectives, activities, and/or funding amounts, as applicable to better meet the goals of the project and its performance targets.

Adjustments are also made for the upcoming grant year strategies to more accurately assess and estimate reasonable performance targets as new data is obtained. Strategies for improvement include increasing awareness and education, in combination with HVE (for both required and non-required campaigns); encouraging law enforcement and media participation in nationwide campaigns (as well as *outside of* the three national grant-required campaigns); and/or evaluating what isn't working and adjusting project activities as needed for continuing projects. Further communications are held with local traffic safety committees (local RTAPs and TSAPs) about the problem area(s) they are experiencing, and what can be done both short- as well as long-term (countermeasures) to reduce the number of crashes and subsequent fatalities and injuries.

Next month the ODOT-TSD will bring together over fifty guests and state level highway safety committee members to provide feedback on performance measures and chosen targets for HSP 2021 (Oct 1, 2020 - Sept 30, 2021). Oregon is also starting work on updating its five-year TSAP (SHSP, due October 2021) for 2020-2025 and is looking at various sources of crash data alongside its stakeholders, partners, safety advocates, and others who participate in the annual, and the five-year transportation safety

planning procedures. The state's 2018 crash data is not yet final.

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 programs. The performance plan is based on a complete and detailed problem analysis prior to the selection of grant projects. A broad spectrum of agencies at state and local levels and special interest groups are involved in project selection and implementation. In addition, federal grants are awarded to TSD directly (on behalf of the State) that it can in turn sub-award to private agencies, or manage multiple sub-grant projects. Self-awarded TSD grants help supplement basic programs to provide more effective statewide services involving a variety of agencies and groups working within traffic safety programs that are usually not eligible for direct grant funds.

HSP 2019 planning began with problem analysis by Transportation Safety Division staff, the Oregon Transportation Safety Committee (OTSC), and partner agencies and groups on October 24, 2017 and again on January 17, 2018. A state-level analysis was completed, using the most recent FARS data available (2016 data). The data is directly linked to performance goals and proposed projects for the coming year, and is included in the project objectives (not all of the reviewed data is published in the Performance Plan).

Performance goals for each program are established by TSD program staff, taking into consideration partner input and data sources that are reliable, readily available, and reasonable as representing outcomes of the program. TSD Programs and their projects are designed to impact problems identified through the problem identification process described above.

TSD and its partner agencies work together in providing continuous follow-up to these efforts throughout the year, adjusting plans or projects in response to evaluation and feedback as feasible.

Oregon initiated six adjustments to the HSP 2018 federal program, upon approval by NHTSA, in response to increasing fatality and serious injury crashes.

Process for Identifying Problems

Problem analysis was completed by Transportation Safety Division staff, the Oregon Transportation Safety Committee (OTSC), and involved partner agencies and groups on October 24, 2017 and again on January 17, 2018.

HSP development process Organizations and Committees

• Dept. of Public Safety Standards and Training	• Driver Education Advisory Committee
• Eugene Public Works	• Federal Highway Administration
• Governor Advisory Committee on DUII	• Governor Advisory Committee on MS
• GARD Communications	• Marion County Sheriff's Office
• NHTSA Region 10	• ODOT - Region 3 Tech Center
• ODOT District 8	• ODOT Motor Carrier
• ODOT Rail & Public Transit	• ODOT Region 4 Traffic
• ODOT Region 5 Roadway/Traffic	• ODOT Traffic Roadway
• ODOT Traffic Services	• ODOT Transportation Planning Unit
• ODOT TSD	• ODOT TSD - Region 1
• ODOT TSD - Region 2	• ODOT TSD - Region 3
• ODOT TSD - Region 4	• ODOT TSD - Region 5
• Oregon Health Authority	• Oregon Judicial Department
• Oregon State Police	• Oregon Transportation Safety Committee
• Portland Bureau of Transportation	• Portland Police Bureau
• Randall Children's Hospital	• Safe Routes to School National Partnership

A state-level analysis is completed, using the most recent data available (2016 data), to certify that Oregon has the potential to fund projects in various program areas. Motor vehicle crash data, survey results (belt use and public perception), and other data on traffic safety problems are analyzed. 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.

Process for Establishing Performance Goals

Performance goals for each program are established by TSD program staff. 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 (TSAP goals)) 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 initially propose performance measures. If the 3 percent performance change is deemed unreasonable based on crash data, partner input during planning workshops, and/or legislative and environmental changes (i.e. legalization of recreational use of marijuana), the 3 percent may be adjusted in the target. This level of change has proven to be effective in prior Highway Safety Plans and is a fairly 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. Specific geographic areas are chosen from among 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. 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.

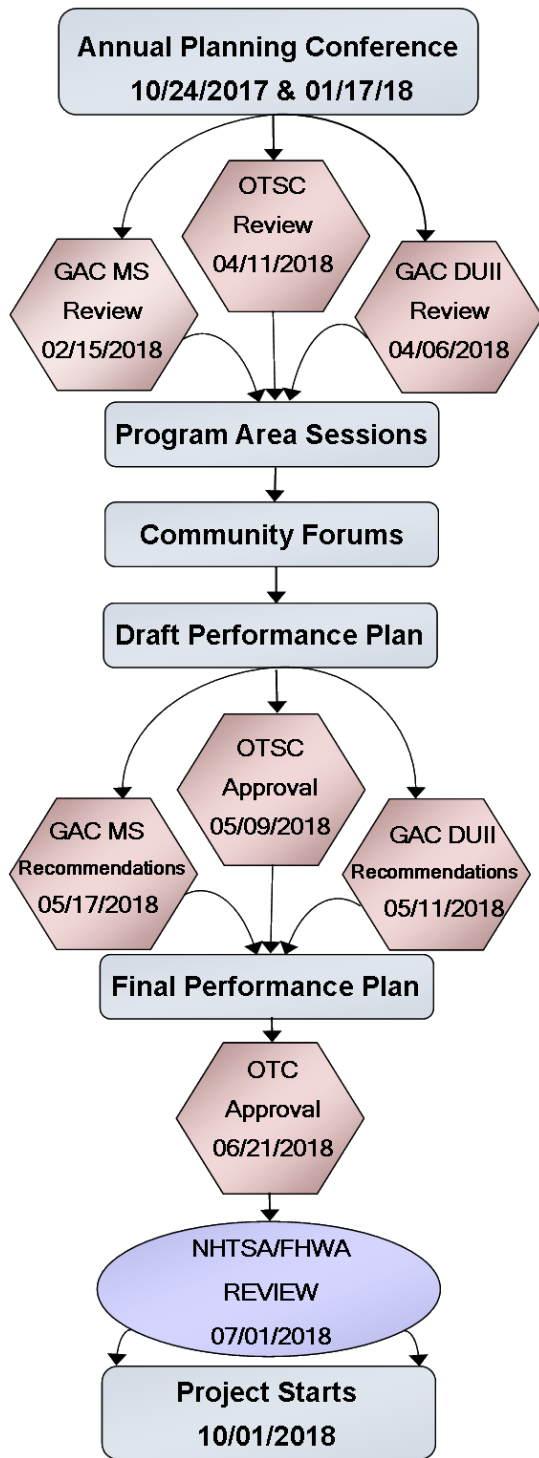
As required under the FAST Act, the project selection process for NHTSA-funded grants relies on published reports and various types of studies or reviews (as well as stakeholder input). The Transportation Safety Division relies on these reports to also make project selections for all of the other grants and programs contained in the Performance Plan. The sources of information include:

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

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

Overview of Highway Safety Planning Process

Time	Purpose
January	Annual Planning Conference to determine funding distribution and overall direction of program.
February	OTSC approval of revenue and multiple committee advice on direction of programs.
March	Program area sessions to create specific plans and projects within each program area. Community forums to gather public input.
April	Draft Performance Plan created and distributed for review by ODOT, OTSC, GAC MS, GAC DUII, NHTSA, FHWA, and program area experts.
May	OTSC (GAC MS and GAC DUII) final review of Performance Plan.
May	Final Performance Plan printed and submitted for approvals.
June	OTC approval for grants and contracts.
July	Final Performance Plan due to NHTSA and FHWA. Formal acknowledgement for NHTSA and FHWA, through Governor.
October	Field implementation of grants and contracts.
December	Staff debrief of current year's programs to determine benchmarks.



Performance Goals

This report highlights traffic safety activities during federal fiscal year 2019. The data contained in this report reflects the most current data 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, endorsed by the Governor's Advisory Committees, and these measures were reviewed in October 2017 and January 2018 as part of the 2019 planning process.

Performance Goals and Trends, 2012-2016

	2012	2013	2014	2015	2016	3-Year Average	5-Year Average	Target 2019
Fatalities	337	313	357	446	495	433	390	343
Serious Traffic Injuries	1,619	1,418	1,495	1,777	1,973	1,748	1,655	1,432
Fatalities/100M VMT	1.02	0.93	1.03	1.24	1.35	1.21	1.11	0.83
Rural Road Fatalities/100M VMT*	1.58	1.33	1.76	1.97	n/a	n/a	n/a	n/a
Urban Road Fatalities/100M VMT*	0.58	0.61	0.57	0.75	n/a	n/a	n/a	n/a
Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	61	54	61	82	76	73	67	67
Alcohol Impaired Driving Fatalities Involving a Driver or Motorcycle Operator with a BAC of .08 and Above	88	103	99	154	154	136	120	124
Speeding-Related Fatalities	103	95	105	119	142	122	113	111
Motorcyclist Fatalities	51	34	46	61	54	54	49	49
Un-helmeted Motorcyclist Fatalities	4	2	4	3	3	3	3	3
Drivers Age 20 or Younger in Fatal Crashes	40	35	33	50	56	46	43	42
Pedestrian Fatalities	55	48	57	69	72	66	60	60
Bicycle Fatalities	10	3	7	8	10	8	8	8
Statewide Observed Seat Belt Use, Passenger Vehicles, Front Seat Outboard Occupants	97.0%	98.2%	97.8%	95.5%	96.2%	97%	97%	97%

Sources: Injury data from Crash Analysis and Reporting, Oregon Department of Transportation
 Fatality data from Fatality Analysis Reporting System, U.S. Department of Transportation
 Survey data from Oregon Occupant Protection Observation Study,

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

The Annual Report takes the HSP, verbatim, and shows the latest data available, by source, for performance measures and grant accomplishments as measured against the original HSP approved by NHTSA. Oregon does not update the data tables as that will give the reader a false impression on what data was available at the time of the creation/approval of the HSP and performance measures/targets.

In addition, NHTSA measures require the most current final FARS data (2017), where other measures can utilize more recent data from other sources, as available. (Oregon CARS crash data for 2018 is not yet final, it is still preliminary as noted throughout the document/tables).

Grant Funded Enforcement, 2013-2017

	FFY 2013	FFY 2014	FFY 2015	FFY 2016	FFY 2017	5-Year Average
Seat Belt Citations Issued During Grant Funded Enforcement	5,096	7,429	5,411	5,163	8,236	6,267
Impaired Driving Arrests During Grant Funded Enforcement	1,390	1,646	1,385	2,678	1,474	1,796
Speeding Citations Issued During Grant Funded Enforcement	12,376	21,732	4,143*	5,123	12,750	12,118

Sources: TSD Grant files, 2013 - 2017

Note: *Previous years counted all TSD grant program overtime activities (not just speed grant overtime). Starting with 2015, the number reported counts only speed enforcement grant overtime citation activity.

Core Outcome Measures

Traffic Fatalities (C-1)

- Decrease traffic fatalities from the 2014-2016 moving average of 433 to 395 by December 31, 2019. *(NHTSA) [In 2017, there were 439 traffic fatalities.]¹*

Serious Traffic Injuries (C-2)

- Decrease serious traffic injuries from the 2014-2016 moving average of 1,748 to 1,595 by December 31, 2019. *222(NHTSA) [In 2017, there were 1,757 serious traffic injuries.]*

Fatalities/VMT (C-3)

- Decrease fatalities per 100 million VMT from the 2014-2016 moving average of 1.21 to 1.10 by December 31, 2019. *(NHTSA) [In 2017, the traffic fatality rate was 1.19.]¹*

Rural Fatalities/VMT (C-3)

- Decrease rural fatalities per 100 million VMT from the 2013-2015 moving average of 1.67 to 1.61 by December 31, 2019. *(NHTSA) [In 2017, the rural fatality rate was 1.63.]¹*

Urban Fatalities/VMT (C-3)

- Decrease urban fatalities per 100 million VMT from the 2013-2015 moving average of 0.60 to 0.54 by December 31, 2019. *(NHTSA) [In 2017, the urban fatality rate was 0.91.]¹*

Unrestrained Passenger Vehicle Occupant Fatalities (C-4)

- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions from the 2014-2016 moving average of 73 to 67 by December 31, 2019. *(NHTSA) [In 2017, there were 64 unrestrained passenger vehicle occupant fatalities in all seating positions.]¹*

¹ FARS data from [STSI](#).

Alcohol Impaired Driving Fatalities (C-5)

- Decrease alcohol impaired* driving fatalities from the 2014-2016 moving average of 136 to 124 by December 31, 2019. (NHTSA) *Note: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater. ***[In 2017, there were 146 alcohol impaired* driving fatalities.]***²

Speeding Related Fatalities (C-6)

- Decrease fatalities in speed related crashes from the 2014-2016 moving average of 122 to 111 by December 31, 2019. (NHTSA) ***[In 2017, there were 170 fatalities in speed related crashes.]***²

Motorcyclist Fatalities (C-7)

- Decrease motorcyclist fatalities from the 2014-2016 moving average of 54 to 49 by December 31, 2019. (NHTSA) ***[In 2017, there were 57 motorcyclist fatalities.]***²

Un-helmeted Motorcyclist Fatalities (C-8)

- Decrease un-helmeted motorcyclist fatalities from the 2014-2016 moving average of 3 to 2 by December 31, 2019. (NHTSA) ***[In 2017, there were 3 un-helmeted motorcyclist fatalities.]***²

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

- Decrease the number of drivers age 15-20, involved in fatal crashes from the 2014-2016 moving average of 46 to 42 by December 31, 2019. (NHTSA) ***[In 2017, there were 40 drivers; age 15-20, involved in fatal crashes.]***²

Pedestrian Fatalities (C-10)

- Decrease pedestrian fatalities from the 2014-2016 moving average of 66 to 64 by December 31, 2019. (NHTSA) ***[In 2017, there were 73 pedestrian fatalities.]***²

Bicycle Fatalities (C-11)

- Maintain bicyclist fatalities at the 2014-2016 moving average of 8 by December 31, 2019. (NHTSA) ***[In 2017, there were 10 bicyclist fatalities.]***²

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 2017 usage rate of 96 percent to 97 percent by December 31, 2019. (NHTSA) ***[In 2018, the statewide observed seat belt use among front seat outboard occupants in passenger vehicles, as determined by the NHTSA compliant survey was 95.79 percent.]***

² FARS data from [STSI](#).

Activity Measures

Seat Belt Citations (A-1)

- Number of Seat Belt citations issued during grant-funded enforcement activities. *(NHTSA) [In 2019, there were 2,948 grant funded seat belt citations issued during grant funded enforcement activities.]*

Impaired Driving Arrests (A-2)

- Number of Impaired Driving arrests during grant-funded enforcement activities. *(NHTSA) [In 2019, there were 708 impaired driving arrests during grant-funded enforcement activities.]*

Speeding Citations (A-3)

- Number of Speeding citations issued during grant-funded enforcement activities. *(NHTSA) [In 2019, there were 10,483 speeding citations issued during grant-funded enforcement activities.]*

(OTSC). In areas where the previous targets have not been met, questions are asked of the participants in the annual meeting about what is the right (reasonable) measure to forecast for the upcoming year.

Following the January performance measure meeting, governor-appointed committees in DUII, Motorcycle Safety and the OTSC weigh in on potential strategies/resolutions that could be put in to play to help Oregon achieve the performance targets as determined for the next HSP.

Subject matter advisory committees, such as teen driver education and safe routes to school, are also given the opportunity to provide advice on their subject matter in terms of strategies and opportunities to help achieve the next year's performance targets. If there is an area of constant concern, such as speed, the OTSC has initiated specific task forces to help with evaluating the latest research, data, and legislation to put together reports and whitepapers on what needs to be done (sometimes this includes items beyond the authority of TSD) on that topic.

Public Opinion Measures³

Transportation Safety

Do you believe the transportation system in your community is safer now, less safe now or about the same as it was one year ago?

The majority of respondents believed that the transportation system in their community is about as safe now as it was a year ago (66.5% Statewide), while 22.6% reported that it is less safe now and only 8.7% reported that it is safer now. Looking at the individual regions, Region 5 had the largest proportion of respondents reporting no change over the past year (77.5%), followed by Region 2 (71.2%) and Region 3 (70.5%). Region 1 had the largest proportion of respondents reporting that the transportation system is less safe now than one year ago (29.3%), followed by Region 4 (20.8%).

Impaired Driving

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

The vast majority of respondents reported having not driven within two hours of drinking alcohol within the past 60 days (79.4% Statewide), with the regions being quite similar, ranging from 92.0% (Region 3) to 76.7% (Region 5). There were, however, 19.8% of all Statewide 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 respondents in Region 1 (22.0%).

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

Many respondents were aware of such messaging (57.5% Statewide), with the largest proportion of respondents in Region 2 (64.1%), Region 3 (63.6%), and Region 5 (62.2%). Region 4 had the most respondents who had not been exposed to messaging about drunk

³ Source: "2018 ODOT: NHTSA Program Measures Statewide Public Opinion Survey Final Results Report", September 2018..

driving enforcement by police (48.5%), followed by Region 1 (47.4%).

Where did you see or hear these messages?

Of the respondents who reported having recently read, seen, or heard anything about alcohol-impaired driving or drunk driving enforcement by police, the most common source of those messages was Television, both Statewide (50.2%) and across four of the five regions (46.2% to 54.4%). For Region 5, the Radio was actually the most common source of messaging (40.9%) whereas the Television was the second most common source of messaging (31.7%). The second most common source of drunk driving enforcement messaging was the Radio Statewide (23.2%), as well as in Region 4 (33.9%). For the remaining three regions, the second most common source of messaging was Billboards and outdoor signs in Region 1 (23.8%), the Internet in Region 2 (26.4%), and the Newspaper in Region 3 (21.8%).

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 - that is, how many times out of 100 would someone be arrested?(A-3)

The largest proportion of Statewide respondents (39.6%) believe there is a 51% to 100% chance of getting arrested for drunk driving, followed by a 21% to 50% chance (24.6%) and a 6% to 20% chance (16.8%). Region 5 had the largest proportion of respondents believing there is a 51% to 100% chance of getting arrested (48.6%), followed by Region 2 (42.6%) and Region 1 (38.5%). Again, it is interesting to note that that when looking at the individual responses provided, 12.7% of all Statewide respondents reported that there is a 100% chance of getting arrested for drunk driving, with Region 5 having the largest proportion of respondents (18.8%), followed by Region 1 (13.8%), Region 2 (12.1%), Region 3 (9.9%), and Region 4 (9.7%).

Safety Belts

How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pickup - always, almost always, sometimes, seldom or never?(B-1)

The vast majority of respondents reported always using their safety belts when driving or riding in a passenger vehicle, with 95.8% Statewide, as well as across all five regions (84.9% to 99.1%). Region 5 had a distinctively smaller proportion of respondents reporting that they always use safety belts (84.9%) as compared to the other regions and by far the largest proportion of respondents reporting that they Almost Always (10.1%) use safety belts.

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

The majority of respondents were not aware of any seat belt law enforcement messaging, both Statewide (71.4%), as well as across all five regions (61.9% to 78.2%). Of the respondents who had recently been exposed to seat belt law enforcement messaging (28.3% Statewide), the largest proportion of respondents were in Region 3 (37.7%), followed by Region 5 (34.4%) and Region 2 (33.5%).

Where did you see or hear these messages?

Of the respondents who reported having recently read, seen, or heard anything about seat belt law enforcement by police, the most common statewide source of those messages was Television (40.7%), followed by seeing a Billboard or Outdoor Sign (25.9%) and seeing a

Roadway Sign (21.0%). Television was also the most common source of messages for Region 1 (40.5%), Region 2 (39.8%), Region 3 (55.7%), and Region 4 (33.0%), while seeing a Billboard or Outdoor Sign was the most common source for Region 5 (38.5%). The second most common messaging source was seeing a Billboard or Outdoor Sign for Region 1 (30.1%) and Region 2 (29.3%), seeing a Roadway Sign for Region 3 (21.2%), and hearing it on the Radio for Region 4 (19.9%) and for Region 5 (30.9%).

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?(B-3)

The largest proportion of Statewide respondents believe there is a 51% to 100% chance of getting a ticket for not wearing a safety belt (26.3%), followed by a 21% to 50% chance of getting a ticket (19.7%) and a 6% to 20% chance (16.9%). Region 4 had the largest proportion of respondents believing there is a 51% to 100% chance of getting a ticket (32.0%), followed by Region 5 (30.3%), and then Regions 3 (28.4%) and 2 (28.2%). It is interesting to note that when looking at the individual percentages provided, 10.3% of all Statewide respondents reported that there is a 100% chance of getting a ticket for not wearing a seat belt, with Region 1 having the largest proportion of respondents reporting a 100% chance of getting a ticket (11.4%), followed by Region 3 (10.9%), Region 2 (9.9%), Region 5 (8.9%), and Region 4 (4.9%).

Speeding

On a local road with a speed limit of 30 miles per hour, how often do you drive faster than 35 miles per hour - most of the time, half of the time, rarely, or never?(S-1a)

Statewide respondents reported that they rarely (45.7%) drive that fast or they drive that fast half of the Time (20.5%). Region 1 had the largest proportion of respondents reporting that they rarely (49.7%) drive that fast, followed by Region 5 (47.1%). Respondents in Region 5 were most likely to report that they drive that fast Most of the Time (18.8%) as compared to other regions, followed by Region 2 (17.3%).

On a road with a speed limit of 65 miles per hour, how often do you drive faster than 70 miles per hour - most of the time, half of the time, rarely, or never?(S-1b)

Statewide respondents reported that they rarely (40.7%) or Never (24.5%) drive that fast. Region 4 had the largest proportion of respondents reporting that they rarely drive that fast (44.7%) and that they never drive that fast (26.7%). Region 3 had the largest proportion of respondents (18.0%) reporting driving faster than 70 miles per hour on a 65 mile per hour road Most of the Time and Region 4 had the smallest proportion of respondents (10.6%) reporting Most of the Time.

In the past 30 days, have you read, seen or heard anything about speed enforcement by police?(S-2)

The majority of respondents were not aware of such messaging (67.3% Statewide), with the largest proportion of respondents in Region 5 (78.4%) and Region 2 (71.5%). Regions 1 through 4 were quite comparable in the proportion of respondents who had been exposed to messaging about speeding enforcement by police, ranging from 28.4% in Region 2 to 36.0% in Region 4, however, Region 5 had a lower percentage of respondents (21.6%) reporting they were exposed to messaging.

Where did you see or hear these messages?

Of the respondents who reported having recently read, seen, or heard anything about speeding enforcement by police, the most common source of those messages was Police Presence or Outreach or have been Pulled Over for all respondents Statewide (35.1%), as well as for Region 1 (34.7%), Region 2 (37.4%), Region 3 (39.6%), and Region 4 (31.9%). Respondents in Region 5 reported Billboards or Outdoor Signs (34.9%) as the most common source of messaging, followed by a Radar Device (25.1%) as the second most common source of messaging. The second most common source of speeding enforcement messages was Television for all respondents (24.6% Statewide), as well as in Region 1 (25.8%), Region 2 (25.7%), and Region 3 (27.0%). The second most common source was Roadway Signs in Region 4 (23.3%).

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?(S-3)

The largest proportion of Statewide respondents (32.1%) believed there is a 21% to 50% chance of getting a ticket for speeding, followed by a 51% to 100% chance (24.3%). Region 5 had the largest proportion of respondents believing there is a 21% to 50% chance of getting a ticket (48.8%), followed by Region 2 (35.5%) and Region 3 (32.0%). Region 2 had the largest proportion of respondents (8.9%) who reported that there is a 1% or less chance of getting a ticket for speeding, with the remaining regions ranging from 2.9% in Region 5 to 7.7% in Region 1.

Acronyms and Definitions

4-E	Education, Engineering, Enforcement and Emergency Medical Services
AASHTO	American Association of State Highway and Transportation Officials
ACTS	Alliance for Community Traffic Safety
ADA	Americans with Disabilities
AGC	Associated General Contractors
AMHD	Addictions and Mental Health Division
AMR	American Medical Response
ARIDE	Advanced Roadside Impaired Driving Enforcement
ARTS	All Roads Transportation Safety
ATV	All-Terrain Vehicles
BAC	Blood Alcohol Concentration
BLTS	Bicycle Level Traffic Stress
CARS	Crash Analysis Reporting System
CCF	Commission on Children and Families
CDC	Centers for Disease Control Prevention
CLE	Continuing Legal Education
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.
COIC	Commanding Officer In Charge
CPS	Certified Child Passenger Safety
CTSP	Community Traffic Safety Program
CY	Calendar Year
DEAC	Driver Education Advisory Committee
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 Systems
EMT	Emergency Medical Technician
F & A	Fatalities and Serious Injuries
F & I	Fatal and Injury
FARS	Fatality Analysis Reporting System, U.S. Department of Transportation
FAST Act	Fixing America's Surface Transportation Act, (P.L. 114-94), was signed into law by President Obama on December 4, 2015.
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration
FMCSA	Federal Motor Carrier Safety Administration
GAC-DUII	Governor's Advisory Committee on DUII
GAC-MS	Governor's Advisory Committee on Motorcycle Safety
GDL	Graduated Driver License
GHSA	Governors Highway Safety Association
GIS	Geographic Information System Mapping Technology
GR	Governor's Representative
HB	House Bill
HSEC	Highway Safety Engineering Committee
HSIP	Highway Safety Improvement Program

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.
HVE	High Visibility Enforcement
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.
MC	Motorcycle
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.
MS	Motorcycle Safety
MVMT	Million Vehicle Miles Traveled
NHTSA	National Highway Traffic Safety Administration
OACP	Oregon Association Chiefs of Police
OAR	Oregon Administrative Rules
OASIS	Oregon Adjustable Safety Index System
ODAA	Oregon District Attorneys Association
ODE	Oregon Department of Education
ODOT	Oregon Department of Transportation
ODTSEA	Oregon Driver and Traffic Safety Education Association
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
OTSC	Oregon Transportation Safety Committee
PAM	Police Allocation Model
PAR	Police Accident Report
PDO	Property Damage Only
PI&E	Public Information and Education
PSA	Public Service Announcement
PSE	Pedestrian Safety Enforcement
PUC	Oregon Public Utility Commission
RADAR/LIDAR	Radio Direction And Ranging/Light Detection and Ranging
RTSC	Region Traffic Safety Coordinator
SAFETEA-LU	Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users

SB	Senate Bill
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
SFY	State Fiscal Year
SHSP	Strategic Highway Safety Plan (see TSAP)
SMS	Safety Management System or Highway Safety Management System
SPF	Safety Performance Functions
SPIS	Safety Priority Index System
SRO	School Resource Officers
STIP	Statewide Transportation Improvement Program
STSI	State Traffic Safety Information
TNTT	Trauma Nurses Talk Tough
TOF	Transportation Operating Fund
TRCC	Traffic Records Coordinating Committee
TSAP	Transportation Safety Action Plan (Oregon's required Strategic Highway Safety Plan)
TSD	Transportation Safety Division, Oregon Department of Transportation
TSEP	Traffic Safety Enforcement Plan
TSRP	Traffic Safety Resource Prosecutor
USDOT	United States Department of Transportation
VMT	Vehicle Miles Traveled

Statewide

Links to the Transportation Safety Action Plan (TSAP):

TSAP VISION Statement: Oregon envisions no deaths or life-changing injuries on Oregon's transportation system by 2035.

"Every day, people arrive safely at their destinations in Oregon, but tragically, fatalities and serious injuries still occur on the Oregon transportation system. Any fatality or life-changing injury is a significant loss that can be avoided by implementing state-of-the-art programs, policies, and projects related to safety engineering, emergency response, law enforcement, and education. The TSAP lays the foundation to consider and prioritize safety for all modes and all users of our transportation system in order to eliminate all deaths and life-changing injuries on the transportation system.

Achieving this vision by 2035 requires commitment and engagement from a variety of Oregon's agencies and stakeholders. Engineers, emergency medical service providers, law enforcement and educators traditionally play a strong role in advocating for, planning, designing, and implementing transportation safety plans and will continue to do so. However, this plan also includes goals, policies, strategies, and actions relevant to public health professionals, the media, private stakeholders, the individual transportation system user, and others. All of these organizations and individuals will be tasked with planning and implementing safe travel options, and traveling responsibly, with the safety of all users in mind."

The Problem

- In 2016, 498 people were killed and 44,496 were injured in traffic crashes in Oregon.

In 2016, 19 percent of Oregon's citizens believe the transportation system is less safe than it was the prior year.

Oregon Traffic Crash Data and Measures of Exposure, 2012-2016

	2012	2013	2014	2015	2016	2012-2016 Average
Total Crashes*	49,797	49,495	51,244	55,156	44,102*	n/a
Fatal Crashes	306	292	321	410	448	355
Injury Crashes	24,455	22,975	24,207	28,721	30,162	26,104
Fatalities and Serious Injuries	1,956	1,729	1,851	2,222	2,471	2,046
Property Damage Crashes	25,036	26,228	26,716	26,026	13,492	23,500
Fatalities	337	313	356	445	498	390
Fatalities per 100 Million VMT	1.02	0.93	1.03	1.24	1.35	1.11
Fatalities per Population (in thousands)	0.09	0.08	0.09	0.11	0.12	0.10
Injuries	36,083	33,149	35,054	41,754	44,496	38,107
Serious Injuries per Population (in thousands)	0.42	0.36	0.37	0.44	0.48	0.42
Injuries per 100 Million VMT	108.78	98.35	101.28	115.99	121.18	109.11
Injuries per Population (in thousands)	9.29	8.46	8.85	10.40	10.92	9.58
Population (in thousands)	3,884	3,919	3,963	4,014	4,076	3,971
Vehicle Miles Traveled (in millions)	33,173	33,706	34,610	35,999	36,719	34,841
No. Licensed Drivers (in thousands)	2,926	2,924	2,930	2,948	3,101	2,966
No. Registered Vehicles (in thousands)	4,069	4,113	4,180	4,281	4,410	4,211
% Who Think Transportation System is as Safe or Safer than Last Year	83%	81%	73%	77%	79%	79%

Sources: Crash Analysis and Reporting, Oregon Department of Transportation
Center for Population Research and Census, School of Urban and Public Affairs, Portland State University
Public Opinion Survey, Executive Summary, Quality Counts

*2016 Total Crashes is preliminary and does not include all Property Damage Only Crashes (PDO)

Fatal and Injury Crash Involvement by Age of Driver, 2016

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	5	0.01%	0	0.00%	0.00
15	66	0.12%	16,044	0.52%	0.24
16	618	1.16%	27,513	0.90%	1.29
17	1,007	1.88%	32,947	1.07%	1.76
18	1,422	2.66%	37,921	1.23%	2.15
19	1,489	2.78%	40,116	1.31%	2.13
20	1,464	2.74%	42,864	1.39%	1.96
21	1,390	2.60%	44,545	1.45%	1.79
22-24	4,102	7.67%	144,670	4.71%	1.63
25-34	10,905	20.39%	551,812	17.96%	1.14
35-44	8,729	16.32%	511,182	16.64%	0.98
45-54	7,660	14.32%	489,650	15.93%	0.90
55-64	6,776	12.67%	524,356	17.06%	0.74
65-74	3,874	7.24%	405,493	13.20%	0.55
75 & Older	1,985	3.71%	231,197	7.52%	0.49
Unknown	1,989	3.72%	11	0.00%	0.00

Total	53,481	100.00%	3,100,321	0.00%	n/a
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Sources: Crash Analysis and Reporting, Oregon Department of Transportation, 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 from the 2012-2016 moving average of 1.11 to 0.78 per hundred million vehicle miles traveled by December 31, 2020. [TSAP][†]

Performance Measures

- Increase zero fatality days from the 2014-2016 moving average of 123 to 134 by December 31, 2019. **[In 2017, there were 122 zero fatality days.]** (This measure indicates an improvement, albeit slight. The state continues to embrace the ‘Toward Zero Deaths’ concept, or Vision Zero, and will at least maintain its educational and other efforts in this regard. ODOT is currently working on the updated TSAP for 2020-2025, and the data analysis should be telling.)
- Reduce the fatality rate from the 2014-2016 moving average of 1.21 to 0.83, through December 31, 2019. [TSAP][†] **[In 2017, the traffic fatality rate was 1.19.]** (This measure indicates an improvement, although slight. The state will continue both its statewide and grass roots efforts to educate on the financial, emotional, and societal issues that result from a roadway fatality; along with continuing its statewide TSEP, or HVE program in training law enforcement and providing them needed resources to enforce traffic laws. ODOT is also currently working on the updated TSAP for 2020-2025, and the data analysis should be telling in giving the State direction on what, where and how to spend finite resources, energy and time to reducing the fatality rate.)
- Reduce the traffic injury rate from the 2014-2016 moving average of 112.82 per 100 million VMT to 102.97, through December 31, 2019. **[In 2017, the traffic injury rate was 113.32.]** (This measure indicates a slight increase in the traffic injury rate from the 2014-2016 average. The state is currently revising its police ‘accident’ report (PAR) to include and clarify definitions of injury levels, per new FHWA guidelines; this should assist LEOs in more accurately determining injury levels, to give us a clearer idea of what’s happening on Oregon’s roadways. Outreach and dissemination of the new form to LEAs is occurring at the time of publication. Education and Outreach on the consequences of risky driving behavior will also be continued for the general motoring public, teen driver education training, and over-represented group demographics.)
- Decrease traffic fatalities from the 2014-2016 moving average of 433 to 343 by December 31, 2019. (NHTSA) [TSAP][†] **[In 2017, there were 437 traffic fatalities.]⁴** (In 2016, Oregon realized it’s highest in years fatality count at 498 lives lost, so this measure significantly improved in 2017 (437 fatalities); however, it is still on the

[†] Targets updated for 2016 TSAP with most current data available, Table ES.1 TSAP Performance Targets

⁴ FARS data from [STS](#)

wrong side of improvement for the three-year average measure. The state will continue both its statewide and grass roots efforts to educate on the financial, emotional, and societal issues that result from a roadway fatality; along with continuing its statewide TSEP, or HVE program in training law enforcement and providing them needed resources to enforce traffic laws. ODOT is also currently working on the updated TSAP for 2020-2025, and the data analysis should be telling in giving the State direction on what, where and how to spend finite resources, energy and time to reducing the fatality rate.)

- Decrease traffic fatalities from the 2014-2016 moving average of 433 to 137 by December 31, 2019. (*Vision of Zero by 2035*) [***In 2017, there were 437¹ traffic fatalities.***] (This measure missed the mark, although minimal. The state will continue both its statewide and grass roots efforts to educate on the financial, emotional, and societal issues that result from a roadway fatality; along with continuing its statewide TSEP, or HVE program in training law enforcement and providing them needed resources to enforce traffic laws. ODOT is also currently working on the updated TSAP for 2020-2025, and the data analysis should be telling in giving the State direction on what, where and how to spend finite resources, energy and time to reducing the fatality rate.)
- Decrease serious traffic injuries from the 2014-2016 moving average of 1,748 to 1,432 by December 31, 2019. (*NHTSA*) [TSAP][†] [***In 2017, there were 1,757 serious traffic injuries.***] (This measure indicates an increase in the traffic serious injury from the 2014-2016 average. The state is currently revising its police ‘accident’ report (PAR) to include and clarify definitions of injury levels, per new FHWA guidelines; this should assist LEOs in more accurately determining injury levels. Outreach and dissemination of the new form to LEAs is occurring at the time of this publication. This should result in giving the State a clearer update of what’s been happening on Oregon’s roadways since the development of its 2016-2020 TSAP. Education and outreach on the consequences of risky driving behavior will also be continued for the general motoring public, teen driver education training, and over-represented group demographics. The state will continue both its statewide and grass roots efforts to educate on the financial, emotional, and societal issues that result from a roadway serious injury, and in some cases can be more debilitating than a fatality; along with continuing its statewide TSEP, or HVE program in training law enforcement and providing them needed resources to enforce traffic laws.)
- Decrease rural fatalities per 100 million VMT from the 2013-2015 moving average of 1.67 to 1.61 by December 31, 2019. (*NHTSA*) [***The 2017 data not available on [STSI website at the time of this publication.](#)***]
- Decrease urban fatalities per 100 million VMT from the 2013-2015 moving average of 0.60 to 0.54 by December 31, 2019. (*NHTSA*) [***The 2017 data not available on [STSI website at the time of this publication.](#)***]

Statewide

164PA-19-91-90		Awarded	Expended
Section 164	Planning & Administration	\$25,000	\$8,194

Salaries, benefits, travel, services and supplies and office equipment funded for administrative personnel. This project allowed the State to recoup a percentage of its highway safety planning and administrative expenses related to its Impaired Driving Program from federal funds (only Sections 164 and 402 allow for P&A recovery for the State). Expenditures typically include administrative staff salaries and travel needs, along with other administrative expenses related to all 164-funded program/projects. The award amount is determined as a percentage established by the FAST Act in relation to the total Section 164 award amount made to the State by NHTSA.

PA-19-91-90		Awarded	Expended
Section 402		\$282,000	\$282,000
State Funds	Planning & Administration	[\$275,000]	[\$250,039]

Salaries, benefits, travel, services and supplies and office equipment funded for administrative personnel. This project allowed the State to recoup a percentage of its highway safety planning and administrative expenses related to all 402-funded projects and programs; from federal funds (only Sections 164 and 402 allow for P&A recovery for the State). Expenditures typically include administrative staff salaries and travel needs, along with other administrative expenses related to all 402-funded program/projects. Award amount is determined as a percentage established by the FAST Act in relation to the total Section 402 award amount made to the State by NHTSA.

DE-20-900		Awarded	Expended
Section 402		\$950,000	\$763,522
State Funds	Program Management	[\$400,000]	[\$431,838]

Salaries, benefits, travel, services and supplies and office equipment funded for program coordination. This project covered expenses related to management of its Highway Safety Programs/projects. Expenditures included program staff salaries and travel needs, along with paid and earned media to provide education and outreach on the various programs; and program operating supplies. In 2019, the 402-funded programs included Bicycle and Pedestrian Safety; Community Traffic Safety; Driver Education; Emergency Medical Services; Vehicle Equipment Safety Standards; Judicial Education; Occupant Protection; Aging Road Users; Police Traffic Safety; Roadway Safety; Speed; and TSD staff.

DE-19-20-04		Awarded	Expended
Section 402	Statewide Services - Data/Observation Study/Telephone Research	\$25,000	\$0

This project was to fund TSD opinion surveys conducted in relation to transportation safety programs. The vendor ceased to do telephone surveys. TSD is exploring other options.

DE-19-20-01		Awarded	Expended
Section 402	Statewide Services - Media Report (TSD)	\$25,000	\$25,000

This project provided funds for Public Information and Education Media Services annual report on the level of use received by the Transportation Safety Division's PSAs and their retail value. ODOT's contracted public relations firm, GARD Media, provided services for sixteen work orders issued by TSD that totaled \$1,491,497 in 2019, with a total media retail value of \$1,690,403 (including paid media, four radio buys for NHTSA, free placement and discounted placement). Total actual media expenditures were \$851,816, with an added value of \$838,588, as follows:

- \$317,310 for radio (PSAs and NHTSA DUII)
- \$87,010 for television (PSAs)
- \$111,991 for outdoor (billboards, bus transit and airport media)
- \$155,206 for indoor advertising (theater screen media, water closet media)
- \$77,040 for digital advertising (streaming radio/TV, Google, Facebook, Twitter)

DE-19-21-02		Awarded	Expended
Section 402	Trauma Nurses Talk Tough – Train the Trainer	\$15,000	\$15,000

This project provided funds to continue statewide training of trauma care providers to teach the TNTT program. TNTT's effective presentations address bicycle safety and other wheeled sport safety (skateboards, rollerblades, and scooters), high-risk drivers, safety belt use, impaired driving, cell phone use while driving (including texting/talking on cell phones, and speed) and dealing with distractions while driving. Additionally, TNTT trained other trauma care providers to teach the TNTT program and communicate with the Oregon TNTT Network in an effort to send newsletters on new developments in traffic safety.

DE-19-20-05		Awarded	Expended
Section 402	Transportation Safety Conference	\$35,000	\$24,586

Provided for a statewide conference, and/or a series of regional conferences. The

conference provided a forum for sharing information and data of statewide significance in reducing transportation related deaths and debilitating injuries, and allow participants to connect traffic safety programs and ideas. The grant provided for speakers, facilities costs, and incidental materials.

19M6X12-900		Awarded	Expended
405(d)	Program Management - Impaired Driving	\$135,000	\$113,126

Salaries, benefits, travel, services and supplies and office equipment funded for administrative personnel. This project covered expenses related to management of its Impaired Driving Programs/projects (alcohol and drug use). Expenditures included program staff salary and travel needs, along with paid and earned media to provide education and outreach on the risks of impaired driving, as well as education on Oregon's related laws.

HU-19-10-90		Awarded	Expended
FHWA	Program Management - Safe Routes to School	[\$85,000]	[\$57,193]

Salaries, benefits, travel, services and supplies and office equipment funded for Safe Routes to School program coordination. This project covered expenses related to management of its Safe Routes to School Program/projects (Non-Infrastructure side). Expenditures included program staff salary and travel needs, along with paid and earned media to provide education and outreach on safe biking, walking, and rolling to school. This program is co-managed by ODOT TSD and TDD (Technical Development Division) staff (Infrastructure side), and as a result of 2018 legislation has a well-funded foundation for success.

19-DRVED-920		Awarded	Expended
SDTF	Program Management - Driver Education	[\$275,000]	[\$202,873]

Salaries, benefits, travel, services and supplies and office equipment funded for the Driver Education program manager and staff. This project covered expenses related to management of its Driver Education Program/projects. Expenditures included program staff salary and travel needs, along with paid and earned media to provide education and outreach on the benefits of driver education training, as well as on instructor recruitment efforts.

19-MC80-920		Awarded	Expended
State Motorcycle Funds	Motorcycle Safety Program Management	[\$75,000]	[\$64,795]

Salaries; benefits, travel; services and supplies; and office equipment funded for the Motorcycle program manager. This project covered expenses related to management of its Motorcycle Safety Program/projects. Expenditures included program staff salary and travel needs, along with paid and earned media to provide education and outreach to both motorists and riders to watch out for each other, and for riders to wear the right gear, and not ride impaired.

19REGPM-920		Awarded	Expended
State Highway Fund	Region Program Management	[\$500,000]	[\$541,748]

Salaries; benefits; travel; services and supplies; and office equipment funded for region program personnel. This project covered expenses related to management of TSD's Regional Transportation Safety Coordinator programs in each of ODOT's five regions. Expenditures included program staff salary and travel needs, working materials and supplies, and education and outreach materials for resource needs within the Region related to all aspects of transportation safety; and to provide technical assistance to the many safety advocates and partners spread throughout the state, including both grant- and non-grant funded local organizations.

Bicycle and Pedestrian

Link to the Transportation Safety Action Plan:

- **Action # 6.11.1 Conduct education campaigns to encourage all system users to recognize responsibility for the safety of all travelers (e.g., share the road, slow down for kids).**

The Background

- Section 405 of the FAST Act established Non-Motorized Safety grant awards to states to decrease bicyclist and pedestrian crashes with motor vehicles, where bicyclist and pedestrian fatalities exceed 15 percent of the state's overall traffic fatalities. Oregon's 2016 fatalities (from the Fatality Analysis Reporting System, or FARS) for pedestrians and bicyclists exceeded this benchmark with 16.6 percent of all traffic fatalities. The funding can be used for:
 - Training law enforcement officials on bike/pedestrian related traffic laws
 - Enforcement campaigns related to bike/pedestrian safety traffic laws
 - Education and awareness programs related to relevant bike/pedestrian traffic laws

The Problem

- Vulnerable road users are people who use alternative non-motorized transportation options such as people who walk (pedestrians) or roll using a wheelchair, skates, skateboards, or scooters and bicycles.
- Vulnerable road users face special safety challenges when commuting on multi-modal roadways of travel as they often face a higher risk of fatality or serious injury in motor vehicle related crashes (MVCs). Using the most current available data from 2016, the number of pedestrian fatalities has steadily increased to the highest frequency since 1990. Nationally, 2016 pedestrian fatalities (5,987) increased by 9 percent since 2015 (5,495) (NHTSA, 2017).
- Bicyclist fatalities have also steadily increased to their highest number since 1991. In 2016, bicyclist fatalities (840) increased by approximately 1 percent since 2015 (829). In combined total nationally, bicycle and pedestrian fatalities made up 18 percent of overall motor vehicle crash fatalities (bicycle (2 percent) and pedestrian (16 percent)) (NHTSA, Travel Safety Facts, Research Note for 2016 data 2017). Compared to the national statistics, in Oregon there were 74 pedestrian fatalities (14.5 percent) and 10 bicycle fatalities (2.2 percent) in 2016, for a combined total of 16.6 percent of Oregon's 2016 motor vehicle fatalities.
- Using the most current data from 2016, Oregon ranks as the 18th highest pedestrian fatality rate state at 1.76 per 100,000 people (NHTSA.gov). There is no current state bicycle fatality rate ranking available; however, the rate for Oregon is 2.0 per million

population (National rate is 2.5 with a range of 0.0-7.4).

Bicyclists

- Using the most current data from ODOT Crash Analysis & Reporting, or CARS, the 836 bicyclist injuries in 2016 accounted for approximately 2 percent of all Oregon traffic injuries during the year (preliminary data and subject to change). The 10 bicyclist fatalities in 2016 accounted for 2 percent of all Oregon traffic fatalities (preliminary data).
- For the three year period 2014-2016, an average of 52 percent of motor vehicle-bicyclist crashes involved a motorist who failed to yield, compared to the average of 10.7 percent of motor vehicle-bicyclist crashes where the bicyclist failed to yield.
- For 2014-2016, the most common driver errors in fatal and serious injury bicycle crashes were failure to yield the right-of-way to a bicyclist, inattention, speeding and disregarding traffic signals.
- For 2014-2016, the most common bicyclist errors in fatal and serious injury crashes was disregarding traffic signal, not stopping at a stop sign or flashing red and failure to yield right of way.

Pedestrians

- In Oregon, 1,062 pedestrian injuries in 2016 accounted for 2 percent of all Oregon traffic injuries during the year (preliminary data and subject to change). The 74 pedestrian fatalities in 2016 (ODOT Crash Analysis & Reporting, or CARS) accounted for 14.8 percent of all Oregon traffic fatalities.
- For 2014-2016, for all crashes involving pedestrians, an average of 48.6 percent involved drivers who failed to yield to the pedestrian and an average of 8.3 percent were where the pedestrian failed to yield the right of way.
- However, for fatal and serious injury (F&A) crashes involving pedestrians (2014-2016), an average of 45 percent were coded as 'Driver Error,' and an average of 56 percent were coded as 'Pedestrian Error'.
- For 2014-2016, the top driver errors in pedestrian-involved fatal and serious injury crashes was "failure to yield right of way to the pedestrian", speeding and reckless driving.
- For 2014-2016, the top pedestrian errors in fatal and serious injury pedestrian-involved crashes was "crossing between intersections followed by not yielding the right of way and disregarding a traffic signal."
- For 2014-2016 an average 77 percent of crashes involving at least 1 pedestrian fatality occurred in the dark.

Bicyclists in Motor Vehicle Crashes on Oregon Roadways, 2012-2016

	2012	2013	2014	2015	2016	2012-2016 Average
<u>Injuries:</u>						
Number	1,026	922	955	957	836	939
Percent of total Oregon injuries	2.8%	2.8%	2.7%	2.3%	1.9%	2.5%
Serious Injuries	69	61	65	69	54	64
<u>Fatalities:</u>						
Number	10	3	7	7	11	8
Percent of total Oregon fatalities	3.0%	1.0%	2.0%	1.6%	2.2%	1.9%
Percent Helmet Use (children)	60%	68%	n/a	n/a	n/a	n/a
<u>Crashes*:</u>						
Number	1,033	916	959	960	838	941
Percent of total Oregon crashes	2.1%	1.9%	1.9%	1.7%	1.9%	1.9%
<u>Fatal and Serious Injury Crashes:</u>						
Number	79	64	72	76	66	71

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

Note: PDO crashes are not included.

Pedestrians in Motor Vehicle Crashes on Oregon Roadways, 2012-2016

	2012	2013	2014	2015	2016	2012-2016 Average
<u>Injuries</u>						
Number	939	813	862	886	1,057	911
Percent of total Oregon injuries	2.6%	2.5%	2.5%	2.1%	2.4%	2.4%
Number injured Xing in crosswalk or intersection*	571	512	593	n/a	n/a	n/a
Percent Xing in crosswalk or intersection*	60.8%	62.9%	68.8%	n/a	n/a	n/a
<u>Injuries by Severity</u>						
Major Injury	116	104	112	117	141	118
Moderate Injury	482	431	445	400	n/a	n/a
Minor Injury	341	279	305	364	n/a	n/a
<u>Fatalities</u>						
Number	60	52	56	73	74	63
Percent of total Oregon fatalities	17.8%	16.6%	15.7%	16.4%	14.9%	16.3%
Number of fatalities Xing in crosswalk or intersection*	19	14	19	n/a	n/a	n/a
Percent Xing in crosswalk or intersection*	31.7%	26.9%	33.9%	n/a	n/a	n/a

Source: Crash Analysis and Reporting, Oregon Department of Transportation

Goals

- Reduce bicyclist-involved fatal and serious injury motor vehicle crashes from the 2012-2016 moving average of 71 to 64 by December 31, 2020.

- Reduce bicyclist involved motor vehicle crashes from the 2012-2016 moving average of 919 to 847 by December 31, 2020.
- Sustain pedestrian fatal and serious injuries at the 2012-2016 average of 181 by December 31, 2020.

Performance Measures

- Decrease bicyclist fatal and serious injury crashes from the 2014-2016 moving average of 71 to 65 by December 31, 2019. ***[In 2017, there were 62 bicyclist fatal and serious injury crashes.]*** (Based on 2017 data, if this trend continues, this performance measure will likely be met by December 31, 2019 and a more stringent performance measure will be established in the next Highway Safety Plan.)
- Decrease bicyclist involved motor vehicle crashes from the 2014-2016 moving average of 919 to 836 by December 31, 2019. ***[In 2017, there were 772 bicyclist involved motor vehicle crashes.]*** (Based on 2017 data, if this trend continues, this performance measure will likely be met by December 31, 2019 and a more stringent performance measure will be established in the next Highway Safety Plan.)
- Decrease the number of crashes involving a bicyclist who failed to yield the right of way from the 2014-2016 moving average of 97 to 94 by December 31, 2019. ***[In 2017, there were 102 crashes involving a bicyclist who failed to yield the right of way.]*** (Based on 2017 data, if this trend continues, this performance measure will likely not be met by December 31, 2019. A more recent moving average will be established for the next Highway Safety Plan and a new performance measure goal will be set.)
- Decrease the number of crashes where the driver failed to yield to a bicyclist from the 2014-2016 moving average of 483 to 469 by December 31, 2019. ***[In 2017, there were 395 crashes where the driver failed to yield to a bicyclist.]*** (Based on 2017 data, if this trend continues, this performance measure will likely be met by December 31, 2019. A more recent moving average will be established for the next Highway Safety Plan and a new performance measure goal will be set.)
- Sustain bicyclist fatalities at the 2014-2016 moving average of 8 by December 31, 2019. (NHTSA) ***[In 2017, there were 9 bicyclist fatalities.]*** (Based on 2017 data, if this trend continues, this performance measure will likely not be met by December 31, 2019. A more recent moving average will be established for the next Highway Safety Plan and a new performance measure goal will be set.)
- Decrease pedestrian involved motor vehicle crashes from the 2014-2016 moving average of 958 to 930 by December 31, 2019. ***[In 2017, there were 1,015 pedestrian involved motor vehicle crashes.]*** (Based on 2017 data, if this trend continues, this performance measure will likely not be met by December 31, 2019. A more recent moving average will be established for the next Highway Safety Plan and a new performance measure goal will be set.)

- Decrease pedestrian involved fatality and serious injury crashes from the 2014-2016 moving average of 186 to 182 by December 31, 2019. ***[In 2017, there were 189 pedestrian involved fatality and serious injury crashes.]*** (Based on 2017 data, if this trend continues, this performance measure will likely not be met by December 31, 2019. A more recent moving average will be established for the next Highway Safety Plan and a new performance measure goal will be set.)
- Decrease the 2014-2016 average percentage of crashes involving pedestrian fatalities in the dark from 77 percent to 75 percent by December 31, 2019. ***[In 2017, 74 percent of crashes involving pedestrian fatalities were in the dark.]*** (Based on 2017 data, if this trend continues, this performance measure will likely be met by December 31, 2019 and a more stringent performance measure will be established in the next Highway Safety Plan.)
- Decrease the average number of pedestrian errors in pedestrian fatal and serious injury crashes from the 2014-2016 moving average of 57 percent to 55 percent by December 31, 2019. ***[In 2017, there were 60 percent of pedestrian errors in pedestrian fatal and serious injury crashes.]*** (Based on 2017 data, if this trend continues, this performance measure will likely not be met by December 31, 2019. A more recent moving average will be established for the next Highway Safety Plan and a new performance measure goal will be set.)
- Decrease the average number of driver errors in pedestrian fatal and serious injury crashes from the 2014-2016 moving average of 43 percent to 42 percent by December 31, 2019. ***[In 2017, there were 43 percent driver errors in pedestrian fatal and serious injury crashes.]*** (Based on 2017 data, if this trend continues, this performance measure will likely not be met by December 31, 2019. A more recent moving average will be established for the next Highway Safety Plan and a new performance measure goal will be set.)
- Decrease pedestrian fatalities from the 2014-2016 moving average of 66 to 64 by December 31, 2019. ***(NHTSA) [In 2017, there were 80 pedestrian fatalities.]*** (Based on 2017 data, if this trend continues, this performance measure will likely not be met by December 31, 2019. A more recent moving average will be established for the next Highway Safety Plan and a new performance measure goal will be set.)

Strategies

- Work with TSD media contractor to develop media campaigns with corresponding safety messages to drivers, pedestrians and bicyclists that safety 'is a shared responsibility.'
- Contribute to the annual TSD telephone citizen opinion survey that includes questions regarding pedestrian and bicyclist safety, enforcement, and law awareness.
- Continue outreach to drivers and pedestrians promoting core messages that every intersection is a crosswalk; look out for each other; be visible; the first step to safety is yours; heads up for safety and every road user is responsible for safe behavior.

- Continue outreach to drivers and bicyclists promoting core messages that bicyclists are vehicles on the road; pass bicyclists only if it's safe to pass; drive defensively; be visible, and every road user is responsible for safe behavior.
- Continue to update pedestrian and bicyclist safety educational materials for both the English and Spanish-speaking audiences.
- Provide bicyclist and pedestrian friendly driver education through grants to targeted areas where pedestrian and bicyclist fatal and serious injury crashes occur, and in ways that successfully educate drivers.
- Continue to provide funding for pedestrian safety enforcement operations and pedestrian safety education to law enforcement statewide.
- Continue to promote bicycle and pedestrian safety education to youth to help them form safe behaviors and habits as adult vehicle drivers who share the road.
- Work with Region Traffic Safety Coordinators, Active Transportation Coordinators, ODOT engineers and communities interested in the promotion of bicycle and pedestrian safety education and corresponding safety resources.

Bike and Pedestrian

FHX-19-68-01		Awarded	Expended
405(h)		\$82,013	\$58,704
PS-19-68-01			
Section 402	Pedestrian Statewide Services	\$20,000	\$20,000

This project provided funding to update/reprint pedestrian safety resource materials; develop annual statewide media campaign with TSD media contractor; collaborate with ODOT Roadway Engineers, ODOT Active Transportation Unit, Region Traffic Safety Coordinators and local agencies to educate and inform public on infrastructure enhancements; explore feasibility and implementation of low-cost pedestrian safety enhancements (e.g., in-street pedestrian signs, speed feedback signs) to encourage driver compliance for stopping at crosswalks for pedestrians; and promote pedestrian education training to drivers and pedestrians. The education materials and media developed with this project are used as a strategy to contribute to individual knowledge, awareness and behavior change in decreasing risk of vulnerable road-user involved crashes and thus decreasing crash statistics to insure state performances measures are met.

FHX-19-68-02		Awarded	Expended
405(h)	Pedestrian Enforcement & Training	\$105,155	\$67,418

This project provided funding for statewide pedestrian safety enforcement (PSE) operations overtime mini-grant program to Oregon law enforcement agencies, to also include operations, training and evaluation, and diversion classes as applicable; to be administered by a traffic safety partner, a non-profit organization, Oregon Impact.

Grant applications were open to all city and county law enforcement agencies and 28 agencies were awarded PSE grant funds and 25 participated in PSE deployments. Barriers for agencies who received the grant but did not participate were lack of staffing and resources. There was a total of 272 PSE OT shifts. There were 319 crosswalk citations, 257 crosswalk warnings, 533 other citations and 369 other warnings reported during these events. Oregon Impact conducted a full day of training for best practices to law enforcement officers where non-participating agencies were also invited. Twenty-three officers attended the training and several comments from the agencies were very positive regarding what they learned from the training. News media, Facebook and press releases were used to inform the public of police enforcement operations as well as general education on pedestrian safety.

The training to law enforcement officers on vulnerable road user safety and how to implement best practices in High Visibility Enforcement operations is important to the success of the enforcement operation project goals. These goals are to educate and enforce crosswalk laws and encourage behavior change to road users who may not abide the crosswalk laws. Also, this funding contributes to the overtime pay for officers to complete the crosswalk enforcement operations. Funding this project contributes to education and enforcement of laws and encourage behavior change to decrease vulnerable road user risk of crashes to meet performance measure goals.

FHX-19-68-01		Awarded	Expended
405(h)	Bicyclist Statewide Services	\$70,000	\$50,165

Funding for this project was used to develop and implement an annual statewide media campaign with TSD media contractor; update/reprint bicycle safety resource materials and collaborate with Region Traffic Safety Coordinators in distribution of safety resources; promote bicycle safety education training to drivers and bicyclists; collaborate with ODOT Roadway Engineers, ODOT Active Transportation Unit, Region Traffic Safety Coordinators and local agencies to educate and inform public on infrastructure enhancements. The education materials and media developed with this project are used as a strategy to contribute to individual knowledge, awareness and behavior change in decreasing risk of vulnerable road-user involved crashes and thus decreasing crash statistics to insure state performances measures are met.

FHX-19-60-02		Awarded	Expended
405(h)	Bicycle Safety Education & Training	\$34,537	\$31,792

Funding for this program provides train-the-trainer instruction and technical advice and assistance to communities implementing bike safety in schools. This is the sixth year for The Street Trust to provide the JumpStart Bicycle Fleet program to a community demonstrating readiness to establish a bike safety program in local schools.

The Jump Start fleet was awarded to Baker School District during the 2017-2018 school year for use during the 2018-2019 school year. During that year, two other school districts applied: Klamath Falls and Jefferson. Baker School District was selected due to having the highest number of students that would participate and 520 total students were reached with BSE or PSE.

Street Trust staff, in partnership with the Portland Bureau of Transportation, taught bike safety to 1,302 students during the 2018-2019 school year. During this year educators began working to improve the elementary school curriculum, adding improved material focusing on personal safety.

In a survey on Oregon student bike safety education in 2018, 20,514 students throughout Oregon received some form of bike or pedestrian safety education. 5,363 received bike safety education and 15,970 received pedestrian safety education. The curricula included The Street Trust's curricula, Neighborhood Navigators, Commute Options curricula, City of Eugene curricula, Willamalane curricula, and Smart Cycling.

Funding this project contributes to meeting the performance measures of Oregon statewide program by educating young people how to walk and roll safely and from learning the best practices for walking and rolling can lead to decreases in vulnerable road user involved crashes.

FHTR-See Below		Awarded	Expended
405(h)	Bicycle and Pedestrian Friendly Class	\$60,000	\$46,129

Sub-Project Number	Agency/Project Title	Awarded	Expended
FHTR-19-60-03	Commute Options-Oregon Friendly Driver	\$15,000	\$14,312
FHTR-19-60-02	Lane COG - Oregon Friendly Driver	\$15,000	\$3,408
FHTR-19-60-04	The Street Trust - Oregon Friendly Driver	\$30,000	\$28,409
Totals		\$60,000	\$46,129

Funding for this program is used to develop, promote and implement statewide driver education classes on pedestrian and bicycle laws and best practices. This is the second year of this program which is called, Oregon Friendly Driver. Three community partners in the cities of Eugene, Bend, and Portland offer these classes in person and use a

train-the-trainer model to some agencies such as Portland State University with driver education instructors. The three community partners host a website dedicated to the program where the public can learn more about the program and sign up for classes. Classes have been presented to driver education classes, companies with employees who drive large vehicle fleets, mail carriers, and utility companies, police departments and school districts. A pre and post-test is used to compare and analyze class efficacy and there are plans for a webinar class to be developed for future use.

This education program is funded as part of the strategy in contributing to decreasing vulnerable user involved crashes by expanding education for drivers to share the road with vulnerable road users. This class also teaches those attending how to be safer pedestrians and bicyclists.

Paid Media

Strategic Communications Plan

The FY 2018-19 strategic communications plans for the Bicyclist and Pedestrian Safety programs were approved in April. The strategy was guided by the most recent data available about crashes involving bicyclists and pedestrians. Our message and media recommendations focused on educating drivers and vulnerable road users about Oregon's laws and promoting safe behaviors. This deliverable had a budget of \$5,490.

Bicycle Safety New Radio :30 PSA Production (English/Spanish)

In July, a new: 30 radio PSA to remind Oregonians to share the road. A musical call to action to look out for fellow Oregonians, the ads were intended to be catchy and memorable in order to capture the attention of listeners. Spanish-language radio has shown significant reach into Oregon's Spanish speaking communities, therefore a translated ad was produced and released at the same time. This deliverable had a budget of \$14,720.

Bicycle Safety Bus Transit Ads

The new bus tail, "Together We Roll", was released for display on buses in Portland Metro Area to include: Hillsboro, Tigard, and Beaverton (15 buses), Salem (5 buses) and Eugene/Springfield (10 buses) from July through September. This deliverable had a budget of \$20,280.

Bicycle Safety Facebook Ad targeted to Drivers/Riders

Complementing the "Together, We Roll" message on transit, a Facebook ad was released and ran from June through August, a time when more people are on the road, taking advantage of better weather, and using alternative forms of transportation such

as biking. This deliverable had a budget of \$12,220.

Pedestrian Safety Character Creation

In order to maximize program assets this year, two new animated characters that would embody street smart and relatable safety advocates. We worked conceptually with independent artists to create, “Strider and Viv” in both 3D format and graphic (comic book format) to be used on the 2019 program and dependent on feedback, through to additional years of programming. This deliverable had a budget of \$10,000.

Pedestrian Safety Television PSA :30 “Star of the Show”

Using the new characters, ‘Strider’ and ‘Viv’, a composite live action/3D animated video for a :30 television PSA was created. The video’s message focused on reminding Oregonians of safe and reliable practices while on the road including avoiding distractions, staying visible and other responsible behaviors while walking with traffic. The ad was released on August 28th. This deliverable had a budget of \$38,255.

Pedestrian Safety Facebook ad to Drivers and Pedestrians

This year, four new ads for Pedestrian Safety were created to run on Facebook’s social media platform with the campaign message of “Oregonians Stand Out”. The ads featured the new characters created for the Pedestrian program. Additionally, ads from 2018 were re-released. The ads ran from August 12th through October 15th. This deliverable had a budget of \$16,500.

MEDIA ADDED VALUE: The outdoor transit placements provided an added value of \$5,725.

ADDITIONAL ADDED VALUE: During 2018-19 we aired radio PSAs at an added value of \$13,234, Spanish radio PSAs at an added value of \$2,450 and television PSAs at an added value of \$10,250.

TOTAL MEDIA ADDED VALUE: The total estimated added value received by the Bicycle Safety and Pedestrian programs in FY 2018-19 is \$31,659.

Budget Review:

The budget for the Pedestrian/Bicyclist Programs in FY 2018-19 was \$47,220 for Bicyclist Safety and \$64,755 for Pedestrian Safety.

Community Traffic Safety

Link to the Transportation Safety Action Plan:

- **Action # 6.17.2 - Encourage and support local planning for safety efforts, the formation of local government commissions and committees, and other affiliated groups that address transportation safety.**

The Problem

- Volunteerism is changing. For many Oregon communities, there is no local mechanism for mobilizing and motivating volunteer resources, as well as plans for keeping up with attrition numbers and training requirements.
- Over half of Oregon's fatal and injury crashes occur in the north Willamette Valley in just four counties, significantly impacting overall state crash statistics. Two counties, Gilliam and Sherman, have experienced an average fatal and injury crash rate above 7 per 1,000 people for the past decade. These counties have minimal local resources to address highway safety issues.
- While safety is a stated priority for many organizations and governments, when confronted with financial difficulties, safety is often the first area where budget cuts or other changes are made
- Few local governments in Oregon have developed a business plan for reducing vehicle related death and injury, either as a standalone plan or as 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 currently in place. Efforts to train local government employees, while offered, are not always coordinated.
- Two MPOs have now published the long-standing required Strategic Highway Safety Plan (Portland Metro and Lane County).

Jurisdictional Data for Oregon Counties, 2016

COUNTY	POPULATION	FATALITIES	ALCOHOL INVOLVED FATALITIES	FATAL AND INJURY CRASHES	F&I CRASHES /1,000 POP.	NIGHTTIME FATAL AND INJURY CRASHES
BAKER *	16,510	7	3	130	7.87	16
BENTON	91,320	9	1	539	5.90	85
CLACKAMAS †	404,980	44	16	2,884	7.12	425
CLATSOP	38,225	13	1	339	8.87	47
COLUMBIA *	50,795	4	3	263	5.18	45
COOS	63,190	7	5	343	5.43	48
CROOK	21,580	2	3	158	7.32	30
CURRY	22,600	1	2	108	4.78	20
DESCHUTES	176,635	24	2	1,051	5.95	145
DOUGLAS *	110,395	16	7	664	6.01	107
GILLIAM	1,980	4	0	35	17.68	6
GRANT †	7,410	3	1	42	5.67	6
HARNEY †	7,320	5	2	51	6.97	11
HOOD RIVER	24,735	3	2	139	5.62	15
JACKSON †	213,765	34	9	1,596	7.47	258
JEFFERSON	22,790	9	4	140	6.14	20
JOSEPHINE	84,675	24	16	600	7.09	101
KLAMATH	67,410	14	6	491	7.28	101
LAKE	8,015	3	0	69	8.61	13
LANE	365,940	45	26	2,415	6.60	344
LINCOLN	47,735	15	3	370	7.75	54
LINN	122,315	18	9	931	7.61	131
MALHEUR †	31,705	7	0	259	8.17	58
MARION	333,950	37	11	2,934	8.79	423
MORROW †	11,745	4	1	56	4.77	10
MULTNOMAH	790,670	55	23	7,418	9.38	1,132
POLK	79,730	13	9	508	6.37	75
SHERMAN	1,795	1	2	40	22.28	10
TILLAMOOK	25,920	3	2	194	7.48	28
UMATILLA †	79,880	14	1	473	5.92	91
UNION †	26,745	4	2	133	4.97	21
WALLOWA	7,140	2	0	30	4.20	5
WASCO	26,700	10	1	195	7.30	47
WASHINGTON #	583,595	30	11	4,228	7.24	488
WHEELER	1,465	0	0	11	7.51	1
YAMHILL	104,990	14	3	773	7.36	116
STATEWIDE TOTAL	4,076,350	498	187	30,610	7.51	4,533

Sources: Crash Analysis and Reporting, Oregon Department of Transportation, 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, 2016

City		Population Estimate	Fatalities	Alcohol Involved Fatalities	Fatal and Injury Crashes	F&I Crashes /1,000 Pop.	Nighttime Fatal and Injury Crashes
ALBANY	*	52,540	0	0	366	6.97	39
ASHLAND	*	20,620	1	0	79	3.83	8
BEAVERTON	*	95,385	8	3	1,090	11.43	122
BEND	*	83,500	5	1	478	5.72	47
CANBY	*	16,420	0	0	48	2.92	5
CENTRAL POINT		17,585	0	0	57	3.24	7
COOS BAY		16,615	1	0	60	3.61	5
CORNELIUS		11,915	0	0	84	7.05	8
CORVALLIS		58,240	1	1	313	5.37	37
DALLAS		15,345	0	0	48	3.13	4
DAMASCUS		10,625	1	0	131	12.33	18
EUGENE		165,885	8	4	1,129	6.81	128
FOREST GROVE		23,375	0	0	104	4.45	10
GLADSTONE	*	11,660	0	0	94	8.06	11
GRANTS PASS		36,815	4	1	324	8.80	33
GRESHAM	*	108,150	9	5	858	7.93	130
HAPPY VALLEY	#	18,680	0	0	160	8.57	24
HERMISTON	#	17,730	1	0	97	5.47	8
HILLSBORO	*	99,340	2	1	905	9.11	106
KEIZER	*	37,505	3	0	174	4.64	17
KLAMATH FALLS	#	21,640	1	0	118	5.45	20
LA GRANDE	*	13,200	0	0	36	2.73	3
LAKE OSWEGO	*	37,425	0	0	140	3.74	21
LEBANON		16,435	0	0	85	5.17	8
MCMINNVILLE		33,405	0	0	201	6.02	27
MEDFORD	*	78,500	0	2	763	9.72	91
MILWAUKIE	*	20,510	0	0	114	5.56	17
NEWBERG	#	23,465	0	0	114	4.86	9
NEWPORT		10,190	1	0	90	8.83	6
ONTARIO		11,465	0	0	85	7.41	8
OREGON CITY	*	34,240	2	0	332	9.70	31
PENDLETON	!	16,880	0	0	71	4.21	5
PORTLAND	*	627,395	42	14	6,180	9.85	939
REDMOND		27,595	1	0	185	6.70	24
ROSEBURG		22,820	0	0	189	8.28	16
SALEM		162,060	6	3	1,673	10.32	218
SANDY		10,655	1	1	75	7.04	7
SHERWOOD		19,145	0	0	123	6.42	7
SPRINGFIELD		60,140	1	1	491	8.16	70
ST. HELENS	*	13,120	0	0	52	3.96	11
THE DALLES		14,625	1	0	71	4.85	6
TIGARD		49,745	5	3	516	10.37	50
TROUTDALE		16,035	1	0	75	4.68	10
TUALATIN		26,840	2	0	295	10.99	30
WEST LINN		25,615	0	0	111	4.33	14
WILSONVILLE		23,740	0	0	124	5.22	18
WOODBURN		24,795	2	0	162	6.53	19
STATEWIDE TOTAL		2,359,6100	110	40	19,070	8.08	2,452

Sources: Crash Analysis and Reporting, Oregon Department of Transportation, 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

Goal

- Increase the number of Oregonians (living in cities or counties with populations over 10,000) represented by a community-level transportation safety group from the 2012-2016 average of 66 percent to 77 percent by December 31, 2020.

Performance Measures

- Increase the number of active⁵ traffic safety groups from the 2014-2016 moving average of 52 to 55 by December 31, 2019. *[In 2017, there were 52 active¹ traffic safety groups.]* (This number remains steady, but safety commissions continue to be somewhat more difficult to initiate.)
- Increase the number of communities that have a “four E” based transportation safety action plan or business plan from 6 in 2015 to 8 by December 31, 2019. *[In 2017, there were 6 communities that have a “four E” based transportation safety action plan or business plan.]* (This number grew in 2018 and again in 2019 where at least 8 adopted plans were implemented, but outside of the reporting period.)
- Increase the number of video or in person educational opportunities addressing community level safety efforts that are coordinated, designed for, and offered to both government and non-profit organizations in Oregon from 14 in 2016 to 18, or an increase of four courses by December 31, 2019. *[In 2017, there were 14 video or in person educational opportunities addressing community level safety efforts that are coordinated, designed for, and offered to both government and non-profit organizations.]* (Providing meaningful and useful education opportunities continues to be more difficult to achieve in the age of digital solutions.)

Strategies

- Provide a statewide clearinghouse program for local volunteers, groups and efforts which encourage a 4E approach to transportation safety, and promotes proven countermeasures to address local traffic safety problems.
- Assist local Safe Community and local Safety Action Plan implementation through funding of coordinators and financial assistance to select communities.
- Provide financial assistance to local safety groups for development of safety action plans that address local crash problems using the 4E approach to safety.

⁵ An “active” local traffic safety committee or group is defined as meeting twice a year or more; to address local transportation safety issues.

- Provide topically coordinated funding from multiple Division programs and federal, state and local funding streams to develop leveraged and fully integrated local transportation safety programs.

Community Traffic Services

SA-19-25-08		Awarded	Expended
Section 402	Clackamas Safe Community	\$10,000	\$5,316

The project worked with local governments to communicate the implementation of key objectives of the new 2019 local Transportation Safety Action Plan (TSAP, Clackamas County), the Safe Communities Coalition concept, and to refine an aggressive 4E approach to reducing death and injury. The project adapted strategies from Montana State research on culture change regarding organizational and highway safety. The project looked at NHTSA’s “Countermeasures That Work” and FHWA’s “Proven Safety Strategies,” but did not find adequate coverage for the type of work to be done, and at the \$10,000 investment available, so innovation had to occur. This project helped reach communities throughout the state through peer support.

SA-19-25-07		Awarded	Expended
Section 402	Suburban - Lane Safe Community	\$95,000	\$90,146

The project coordinated with, and implemented portions of the county and city level Transportation Safety Action Plans (TSAP) through the work of a large and active safety action group. The project staff worked to integrate the elements of the Safe Community concept within Lane County, and encouraged numerous partnerships within the county government, and with cities within the county, including travel to rural coastal communities. The project employed a coordinator to implement some of the LTSAP actions. Staff worked to initiate culture changes inside and outside city and county government, moving the communities closer to a ‘zero acceptable deaths’ approach to managing motor vehicle traffic. This project provided for additional interaction with other counties and cities within the state. The project worked to find ways to reduce crashes that lead to death and injury, through coordination and partnerships.

SA-19-25-20		Awarded	Expended
Section 402	Safe Community Services	\$128,113	\$122,145

The project provided webinar and direct training, in person and phone mentoring, and technical assistance to promote traffic safety volunteer efforts that often mirror NHTSA’s “Countermeasures That Work” and other research based activities for locals to deliver on successful traffic safety efforts. The project continued to offer local traffic safety advocates access to a weekday 1-800 “warm” line. Staff published 12 monthly electronic newsletters featuring traffic safety ideas and recognition of successful programs. They also made encouraging calls to local traffic safety groups as part of its outreach processes. The project tested out an educational workshop with mixed success. While well received, the meetings were not well attended.

SA-19-25-06		Awarded	Expended
Section 402	Rural--Harney County Coordinator	\$ 21,035	\$20,915

Several activities and outreach opportunities were coordinated throughout the grant year by the coordinator featuring a Winter Driving Clinic at the Burns High School in January to all students at BHS in grades 10-12 including a demonstration with ODOT Snowplows, a demonstration by Les Schwab on how to put on chains, and a Power Point presentation by OSP Trooper Jim King. The coalition was invited to participate in a community event setting up a Bike Rodeo at the high school this year, which brought in more kids and parents wanting helmets and other safety information. The coalition was also invited to the Burns Paiute Tribe's after school program to provide them with a Bike Rodeo. Finally, the 2nd TSAP update meeting in September was well attended by OSP, local ODOT and the head of the Road Department for the county.

SA-19-25-24		Awarded	Expended
Section 402	Grant County	\$20,000	\$8,940

This project focused on media and local meetings, including a partnership with the Grant County Chamber of Commerce to address safety and awareness issues with cyclists traveling through the communities in Grant County. *Commute Options* from Bend travelled to John Day to present their *Friendly Driver* Program. The Coalition sponsored the Children's Health and Safety fair for students in Grades 3-6 where bike safety and Rules of the Road were covered with more than 240 students. During the annual *Family Fun Day*, helmet education and how to correctly fit them was provided for 35 kids. Helmets were provided to *Families First*, and *Department of Human Services* for distribution and fitting. Child safety seats were also provided for families through *Families First*, with 3 CPS techs available for proper installation and education on proper use of the seat.

SA-19-25-22		Awarded	Expended
Section 402	Union/Wallowa County Coordinator	\$39,000	\$18,961

The coordinator resigned March of 2019 and the agency opted to terminate the grant as of March 31, 2019. In the time that the grant and coordinator was in place, the coordinator participated in, coordinated and/or facilitated the following: Union County Safety Fair planning meetings for children between K-3rd grades which provided education on a variety of safety issues pertaining to Union County; conducting child seat fitting stations/clinics monthly and by appointment; attending Safe Communities Coalition meetings and Executive committee meetings; participated as active member in the Union County Safe Kids meetings; and partnered with the Union County District Attorney's Office DUII Victim Impact Panel. The coordinator also facilitated a grant that supported travel expenses for two potential Driver Ed Instructors to complete training and become certified instructors in Union County.

RS-19-77-20		Awarded	Expended
FHWA	City of Tigard Local Safety Action Plan	\$50,200	\$50,200

The City of Tigard developed a local safety action plan to identify trouble locations and issues, and as a tool to guide the city in developing safety solutions designed to target and reduce serious injury and fatality crash causes within the jurisdiction. The plan is designed to coordinate with the county plan to address these crashes using a multi-disciplined and coordinated approach to deploying proven strategies. Adoption will be tied to the city Transportation System Plan.

RS-19-77-21		Awarded	Expended
FHWA	Klamath County Local Safety Action Plan	\$80,000	\$30,127

Klamath County initiated the development of a local safety action plan to identify trouble locations and issues, and as a tool to guide the county in developing safety solutions designed to target and reduce serious injury and fatality crash causes within the jurisdiction. They were able to conduct a thorough data assessment in the allotted time, due to late acceptance of the grant amount. The eventual plan is designed to coordinate resources to address these crashes using a multi-disciplined and coordinated approach to deploying proven strategies. Adoption will be tied to the county Transportation System Plan.

RS-19-77-13		Awarded	Expended
FHWA	City of Bend Local Safety Action Plan	\$40,000	\$40,000

The City of Bend developed a local safety action plan to identify trouble locations and issues, and as a tool to guide the city in developing safety solutions designed to target and reduce serious injury and fatality crash causes within the jurisdiction. The plan is designed to coordinate with the county plan to address these crashes using a multi-disciplined and coordinated approach to deploying proven strategies. Adoption will be tied to the city Transportation System Plan, and will result in changed policies.

RS-19-77-12		Awarded	Expended
FHWA	Deschutes County Local Safety Action Plan	\$80,000	\$79,781

Deschutes County developed a local safety action plan to identify trouble crash locations and issues, and as a tool to guide the county in developing safety solutions designed to target and reduce serious injury and fatality crash causes within the jurisdiction. The plan is designed to coordinate with the City of Bend plan to address these crashes using a multi-disciplined and coordinated approach to deploying proven strategies. Adoption will be tied to the county Transportation System Plan.

Paid Media

No Paid Media for FFY 2019.

Driver Education

Link to the Transportation Safety Action Plan:

- **Action # 6.17.6 - Provide continued improvement of the education system for new drivers, including issues dealing with access to, and cost associated with passenger vehicle operator training. Evaluate required driving training for youthful operators.**

The Problem

- In 2016, drivers age 15-20 represented 6.4 percent of total licensed drivers, but were involved in 13 percent of all fatal and serious injury crashes that year. There is a need to increase the number of teens who participate in an approved driver education program to reduce the incidence of these crashes.
- There is a need to eliminate inconsistencies in the various driver education public/private provider services by enforcing a model statewide program with standards proven to reduce the risk factors of teen driver crashes.
- There is a statewide need for more qualified and updated driver education instructors. Current approved instructors need to be evaluated and contrasted to the national standards, and a refresher course needs to be provided for instructors out in the field more than four years.
- There is a statewide need for more exposure to novice driver training 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 an approved course, to evaluate program effectiveness; and a need to be able to identify the approved provider in cases of repeated deficiencies.
- There is a need to continually update the Playbook and DVD Instructor interface (curriculum guide), in an effort to acknowledge best practices and compare to the national curriculum standards.
- There are currently 25 Commercial Drive Schools certified by Oregon DMV operating in the state of Oregon; eleven of these also participate in the ODOT-Approved Driver Education Program. The need continues for incorporating the remaining DMV certified schools into TSD Approved status.

Youth Drivers on Oregon Roadways, 2012-2016

	2012	2013	2014	2015	2016	2012-2016 Average
Age 15-20, % of Total Licensed Drivers	6.03%	6.11%	6.23%	6.20%	6.37%	6.19%
Overrepresentation of Drivers Age 15-20**	1.68	1.65	1.64	1.76	1.78	1.70
Total 15-20 Drivers in Fatal Crashes	40	35	33	50	56	43
Total 15-20 Drivers Alcohol Involved	7	10	7	10	8	8
Percent Alcohol Involved	17.5%	28.6%	21.2%	20.0%	14.3%	20.3%
15-20 Auto Occupant Fatalities	18	25	27	23	34	25
15-20 Unrestrained Auto Occupant Fatalities	7	8	3	9	12	8

Sources: Crash Analysis and Reporting, Oregon Department of Transportation, 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 serious injury crashes divided by percent of licensed drivers.

Driver Education in Oregon, 2012-2016

	2012	2013	2014	2015	2016	2012-2016 Average
DMV Provisional Licenses Issued (Age 16-18)	23,515	24,813	26,406	27,178	27,292	25,841
Students completing Driver Education	6,906	7,632	7,656	8,813	9,761	8,154
Students that did not complete an ODOT-TSD approved DE program before licensing	16,609	17,181	18,750	18,365	17,531	17,687
Number of instructors completing two courses or more	40	43	45	65	73	53
DMV Certified Drive Schools	21	22	22	27	25	23
DMV Certified Drive Schools with ODOT-TSD Approval (Driver Education)	7	7	8	10	11	9

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

Goals

- Decrease the number of drivers age 15-20 involved in fatal and serious injury crashes from the 2012-2016 moving average of 335 to 250 by December 31, 2020.

Performance Measures

- Decrease the number of drivers; age 15-20, involved in fatal crashes from the 2014-2016 moving average of 46 to 42 by December 31, 2019. *(NHTSA) [In 2017, there were 40 drivers; age 15-20, involved in fatal crashes.]* (Expanding the reach of the novice driver training program by including safety messaging in the advertisement for the approved program is anticipated to further decrease the number of teen driver fatalities.)

- Increase the number of students completing driver education from the 2014-2016 moving average of 8,743 to 10,140 by December 31, 2019. *[In 2018, 9,770 students completed ODOT-Approved driver education.]* (One potential reason for the reduction in students completing the approved program this year was in Provider adjustments in course offerings to better manage their extended expenses while waiting for state reimbursement, which can only be authorized at the conclusion of each approved course. Additionally, the instructor shortage for Providers continues to affect the ability to provide instruction. Instructor recruitment campaigns continue to address this issue.)
- Increase the number of DMV Certified drive schools participating in the TSD-Approved program from the 2014-2016 moving average of 10 to 12 by December 31, 2019. *[In 2018, 14 of 26 DMV Certified drive schools (54%) participated in the ODOT-Approved program.]* (As the program becomes more and more streamlined with the Driver and Motor Vehicle division, there are more instances of new providers also participating in the Approved novice driver-training program as they obtain DMV business approval.)
- Increase the number of students exposed to “pre-driver education” formational education from the 2014-2016 annual average of 20,905 to 26,036 by December 31, 2019. *[In 2018, 43,365 students were exposed to “pre-driver education” formational education.]* (The large increase of student exposure was due largely to increased opportunities for exposure by both Trauma Nurses Talk Tough and Think First.)

Strategies

- Implement a marketing plan (including adaptive strategies and instructor recruitment plans) to increase access and completion of quality Driver Education in Oregon.
- Continue implementation of statewide curriculum standards and instructor training. Additionally, continue work towards implementation of an instructor evaluation program.
- 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 student participants.
- Continue to work with NHTSA, ODOT Research Division and other groups to evaluate the elements of the Oregon Driver Education program, and other ways to effectively teach (and reach) Oregon youth.
- Implement Revision Three of the state curriculum guide (Playbook®) and related Instructor DVD Interface by December 31, 2019.
- Maintain the centralized instructor certification process and continue to improve the efficiency of system(s) for which student and instructor certification is accomplished and secured.

Driver Education

DE 19-20-02		Awarded	Expended
Section 402	Statewide Services - Supplement for Non-ODOT Providers to attend the PacNW Regional Conference	\$15,000	\$15,000

These funds provided support for both out-of-state and non-ODOT driver education instructors to attend the Pacific Northwest Regional Driver and Traffic Safety Conference held annually in March. This Portland based regional conference provided support for 223 instructors from Oregon, Washington, Idaho, Montana, North Carolina, and Canada, involving three days of general, keynote and breakout educational sessions. This number was reduced this year due to record weather conditions.

19DRVED-001		Awarded	Expended
SDTF	Driver Education Program Reimbursement	\$2,480,000	\$2,461,623

These funds reimbursed public and private providers for a portion of their costs in providing driver education to teen novice drivers. Reimbursements were made to each public or private provider based on the number of students completing their driver education courses, not to exceed \$210 per student, the maximum allowed by law. Additionally, a low/no cost subsidy was also allowable, not to exceed \$75 per qualified student. Curriculum standards and delivery practices had to be met before reimbursement dollars were provided. Compliance among Providers continues to increase and audit findings are decreasing in frequency. Adaptive Strategies Programming allowed TSD to fund innovative “project specific” activities that increase access to driver education services in underserved areas of the state. To date, seventeen projects have been started through this special programming.

19 DRVED-002		Awarded	Expended
SDTF	GDL Implementation - Information and Education	\$606,000	\$582,152

These funds provided a grant to Western Oregon University (WOU) to train and certify new instructors completing the driver education instructor preparation courses. WOU provided for trainer of trainers’ (ToTs) development and workshops. Currently, the Trainer-of-Trainers (ToTs) cadre has thirteen members and delivers the instructor training to the entire state. Additionally, grant funds provided for maintaining the Instructor Certification program, as well as continuing to develop the R.A.P.I.D. compliance database for ODOT-TSD. The R.A.P.I.D. system has been developed and modified to include a secure messaging through the Provider Portal in response to a need to address personally identifiable information (PII). Grant funds were also applied to implementing aspects of the Driver Education Program’s 5-year Strategic Plan and work continues towards data development to promote driver education. Other tasks of

the WOU grant were to administer the annual Pacific Northwest Regional Driver and Traffic Safety Conference (PacNW), and to continue work on curriculum update projects for ODOT-TSD. While recruiting instructors continues to be difficult, 73 traffic safety education courses (instructor training) were offered throughout the state.

19DRVED-003		Awarded	Expended
SDTF	Statewide Services - Driver Education	\$525,000	\$218,207

This grant continues to support the Driver Education Advisory Committee (DEAC) quarterly meetings and activities promoting “best practices” in driver education. This grant also supplied funding for statewide advertisement of the driver education program, including instructor recruitment. The Adaptive Strategies projects were funded in order to increase access of Oregon Youth to Approved Driver Education statewide, which currently includes Regional Initiative grants. Two of the larger AS initiative grants (Regions 2 and 5) were removed from Statewide Services and given their own grant designations (see below).

19DRVED-005		Awarded	Expended
SDTF	Region 5 Adaptive Strategy Initiative	\$85,000	\$24,911

This project had intended to fund three main components: expenses from Western Oregon University (WOU) to hold instructor courses in Region 5 to provide easier access to potential instructors, mini grants to agencies who have identified potential DE instructors and are requesting funding to support travel expenses to attend the course, and a coordinator in Grant or Harney County who would work to identify an agency willing and able to become an ODOT approved DE lead agency. The coordinator was to be tasked with building capacity within that identified agency and helping them to navigate the process of applying for that status, identifying additional potential DE instructors in the two county area, and setting up a local DE Instructor training with WOU. The project was able to fund a DE Instructor course in Hermiston and in Vale this grant year. Two mini grants were also awarded to support the travel expenses of a total of three potential DE instructors. Baker City Police Department received funds to send one officer who passed the course held in Redmond and Union County Sheriff’s Office received funds to send two volunteers who both passed the course held in Vale. The final objective was not able to be completed this year because the original agency identified to house the coordinator, backed out and suggested another agency which was fairly late in the grant year. That second agency was on board with taking on the role and then the point of contact left before the agreement could go in place. In the 2019-2020 grant year, the Region 5 Transportation Safety Coordinator will resume that conversation with the new person in that role.

19DRVED-006		Awarded	Expended
SDTF	Region 2 Adaptive Strategies Initiative	\$78,495	\$70,039

The Region 2 Driver Education Initiative has the goal of increasing availability and accessibility of ODOT-approved driver education in Lane County. The project's objectives were to increase and maintain instructor training site locations in Lane County and recruit local instructors. Additionally, this project worked to increase the number of rural high schools hosting teen driver education classes and identify and establish donors/sponsors to help offset the cost of driver education for families.

At the close of this current grant cycle, the project coordinator established a driver education instructor-training course at Lane ESD, recruited local instructors for the course, helped to establish relationships between private providers and rural schools and, along with the program assistant, and submitted 40 grant applications to help fund scholarships for teen drivers.

18DRVED-004		Awarded	Expended
SDTF	Driver Education DHS Foster Kids	\$50,000	\$4,071

This two-year ongoing grant continues to support and reimburse DHS for their parent cost in providing driver education to eligible foster teens. Reimbursement was made to DHS based on the number of students that successfully completed the approved driver education course. In this past cycle, other opportunities were identified in an effort to increase this population accessing the approved program. Eligibility standards and course completion were managed by the DHS Foster Care Program.

19-TOFYOUTH-961		Awarded	Expended
TOF	Think First	\$47,500	\$45,552

This project addressed the high incidence of brain and spinal cord injuries suffered by Oregon's youth through Think First Injury Prevention programs. This program addressed the acceptance of risk in pre-driver education children and therefore seen as crucial to providing entry level education into the teen driving process. This grant cycle's activities included: providing ThinkFirst presentations; distributing safety materials to educators; administering & collecting teacher evaluations, administering and collecting participating student program reflections and questionnaires; participating in community outreach activities to include training community volunteers to give ThinkFirst Safety presentations and assist at events. Additionally, ThinkFirst Program Coordinator collaborated with other organizations including Safe Kids Oregon, OMSI, and Kidfest NW, to provide injury prevention planning and to coordinate activities.

19-TOFYOUTH-962		Awarded	Expended
TOF	Trauma Nurses Talk Tough	\$47,500	\$47,500

This funding supported the ongoing and expanding work of TNTT which conducted safety education programs for kindergarten through college. TNTT also worked with other partners to provide safety information to high risk youth, including parents whenever possible. This program continues to be proven effective to address the acceptance of risk in pre-driver education children. This grant cycle TNTT conducted presentations, did testing of knowledge and behavior changes at four schools of each level (two each year of the grant) and worked to demonstrate an increase in safety belt use and bike helmet use by one.

19-BUSTRNG-000		Awarded	Expended
State Funds	School Bus Safety Education	\$46,330	\$21,944

This funding enabled the Oregon Department of Education to visit and deliver School Bus Safety Education to Oregon schools. Students were trained on how to travel to and from school safely. Funds were also made available for maintaining “Buster” buses, the presentation tools for student bus safety training. Students were also taught about the safety patrol program and adults were provided crossing guard instruction. While part of the grant’s intent, stop paddles, school flags and vests that were to be purchased through this grant and distributed to schools did not take place due to extensive program staffing changes. This issue will be addressed moving forward into the next grant year.

Paid Media

Strategic Communications Plan

Crash data available clearly show that teens who complete ODOT-approved driver education are much less likely be involved in a crash than those who do not. In fact, teens with ODOT-approved driver education made up only 8.6 percent of all teen crashes in Oregon in 2014-2016. This year's campaigns continued to promote the benefits of driver education to parents and teens, while making a continued effort to increase areas of awareness around recruitment of new driver education instructors. The statewide shortage of instructors, especially in areas outside of the Willamette Valley, continues to be an obstacle to making high quality driver education accessible to teens throughout the state. The plan was completed in February. A budget of \$4,680.

Driver Education Instructor Recruitment Materials and Media

Instructor recruitment was a priority of this year's plan and a number of materials were developed and research conducted to support recruitment efforts:

- Based on the survey results and an outside survey provided by the Program Manager, a list of events, job fairs, and conferences was developed for the program manager to use to better target recruitment efforts.
- Additionally, this year's program included new development and posting of recruitment posters. Media was posted at local community colleges to garner interest for both the summer training sessions as well as back to school in the fall.
- Additional standing roll-up displays were produced and distributed to the program manager. The displays promote becoming a driver education instructor and can be taken to events and conferences.

A budget of \$20,000.

Driver Education Instagram Ads for Teens

Instagram continues to lead in social media preferences among teenagers and youth. Based on the high click through rate from the 2018 Instagram ad targeting teens, "Come and Get It", was re-released statewide. The message promoted awareness among teens about the DMV test waiver among the other benefits of completing a driver education course. The ad ran August through September to coincide with back to school.

A budget of \$10,000.

Driver Education Geo-targeting Ads (Recruiting Instructors/Teens)

Based on the 2018 provider survey, school employees (primarily) and first responders (secondarily) were identified as key potential driver education instructor recruits. Based on this information, two main flights of geo-targeted ads were run to show two new instructor recruitment ads to the target audiences (“Be a Hero”). The initial flight, which ran from June through July, focused on ODOT sponsored job fairs. Flight 2 which ran from July through September focused on local community colleges. We also ran a third flight with two new ads promoting the benefits of driver education to teens and parents focused on high school areas. Flight 3 ran from August through September. All ads directed the target audience to the recruitment landing page on WhyDriveWithEd.com. A budget of \$15,000.

Driver Education Web Design and Support

The WhyDriveWithEd.com site continues to be an important tool to the program by providing important information for potential instructors to find certification courses and employer listings in their area. The site also serves a dual purpose to teens and their parents looking for additional information for passing the driving test in Oregon. As with many sites, WhyDriveWithEd.com, requires periodic site maintenance updates and optimizations to the platform. In order to ensure that security and performance were up to date the site was upgraded to PHP 7.2 and all of the associated plugins were updated. Additionally, we monitored activity and made content updates/improvements. The program continues to use Facebook, delivering Driver Education messages to parents, teens and potential instructor recruits. Five new creatives were created targeting these audiences. The graphic images can be repurposed year after year, both via ads and organic posts. The posts were approved in August and several were rotated into existing recruitment and parent Facebook campaigns.

A budget of \$10,000.

Driver Education Facebook Ad to Parents

With over 280,000 subscribers among parents 35-54 in Oregon, Facebook offers unparalleled reach and affordability. Based on its success, 2018’s “Fear Not” ad was re-released and ran June through early September. This year, we also produced and placed two new ads reminding parents of the safety and financial benefits of enrolling their teens in driver education: “Driver Ed Rocks” and “Rest EZ”. The ads were approved in August and ran August through September.

A budget of \$15,000. Driver Education - Bend Bus Ad

As part of the agreement that the Program Manager had with Bend Bus, a rerelease of the Driver Ed tail “Why Drive With Ed”, was issued and posted in Bend in May.

A budget of \$787.

MEDIA ADDED VALUE: \$0.00

ADDITIONAL ADDED VALUE: During 2018-19, we aired radio PSAs at an added value of

\$7,196.

TOTAL MEDIA ADDED VALUE: The total added value estimated for the Driver Education

Program is \$7,196

Budget Review:

The budget for the Driver Education program public information campaign in FY 2018-19 was \$70,747. The Communications Plan included for a total budget of \$69,260. All projects were completed on time and on budget.

Emergency Medical Services

Link to the Transportation Safety Action Plan:

- Action # 6.15.1 - Recruit, train, and retain EMS responders in urban, rural, and sparsely populated areas.

The Problem

- Traffic crashes contribute heavily to the patient load of Oregon hospitals and EMS agencies. During the last recession many larger hospitals had to make budget cuts and their foundations suffered financially as well. Smaller rural community hospitals faced even more severe budget constraints that continue to impact their ability to obtain necessary training and equipment. Oregon Administrative Rules determine continuing education and recertification requirements for EMTs of all levels.
- Rural crashes can be more severe than other crashes because they often involve higher rates of speed and longer emergency response times. 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.
- 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 facility can provide. These crashes can seriously extend response times and delay adequate care needed in that critical 'golden hour' after a serious crash injury.
- Trauma is one of the leading causes of morbidity and mortality among pediatric patients within the state of Oregon and nationwide. According to the CDC, injuries due to transportation were the leading cause of death for children in the U.S. in 2015:
 - The highest death rates were among occupants of motor vehicles in traffic.
 - There were also a substantial number of pedestrian and pedal cyclist deaths among children.
- Pre-hospital providers are often inadequately prepared to deal with the unique medical needs of pediatric trauma victims from motorized crashes. A lack of pediatric specific training and education as well as appropriately sized equipment contribute to less than optimal care of children outside of pediatric trauma centers.

Oregon's EMS Workforce 2014-2015, 2017

EMS Level	2014	2015	*2017
Emergency Medical Responders (EMR)	1,596	1,932	2,394
Emergency Medical Technician (EMT)	5,366	4,407	4,762
Advance/Emergency Medical Technician (A/EMT)	60	83	162
Emergency Medical Technicians-Intermediate (EMT-I)	918	795	748
Paramedics	3,617	3,347	3,779
Total	11,557	10,564	11,845

Data according to Oregon Health Authority. All EMT's are expected to renew their license every two years.

*2016 Data does not exist, during this year Oregon transitioned their licensure levels to match national levels.

Oregon's Average Response Times 2015-2017

	2015	2016	2016 Difference
Response time	7	6	-1
Time on Scene to stabilize and prepare for transport	14	16	2
Transport time to medical facility	13	15	2
Total Incident time	34	37	3

Data according to Oregon Health Authority. 2015 reported in median minutes.

Goals

- Improve transportation safety related trauma medical care and associated EMS/Trauma programs throughout Oregon through participation in 16 EMS statewide and national meetings in 2016 to 18 by December 31, 2020.
- Increase knowledge of EMS personnel by increasing the number of EMS conference scholarship awards from 51 in 2016 to 57 by December 31, 2020.
- Decrease response, scene and transport times, through training and appropriate equipment, from the statewide average of 34 minutes in 2014-2015 to 29 minutes by December 31, 2020.
- Maintain attendance of one OTSC member at the quarterly EMS Advisory Committee meetings by December 31, 2020.

Performance Measures

- Increase TSD attendance at EMS meetings statewide and nationally from 16 meetings in 2017 to 17 by December 31, 2019. *[In 2017 there were 16 EMS meetings which TSD staff attended [statewide and nationally.]* (Attendance to these meetings are helpful to tie EMS and transportation safety together, creating partnerships. Also, national meetings are good to know what other states are doing. This should be maintained in the future to assist in having positive EMS partners.)

- Increase the number of scholarships for individual rural EMS personnel from 99 in 2017 to 105 by December 31, 2019. *[In 2017, there were 77 scholarships for individual rural EMS personnel.]* (There was a decrease in the number of participants because an on-line training program was not executed this grant year. Instead scholarships for three EMS conferences were granted for 77 EMTs. This number should be maintained because funding is not increasing for these scholarships.)
- Decrease response, scene and transport times from the statewide average of 35.5 minutes in 2015-2016 to 34 minutes by December 31, 2019. *[In 2017, there were collectively 40-minute response, scene and transport times.]* (Maintaining the training through three separate conferences is very important to accomplish this performance measure.)

Strategies

- Increase opportunities for EMS certification and training by providing scholarships and on-line training opportunities to rural paid and volunteer providers for responding to motor vehicle crashes.

Emergency Medical Services

EM-19-24-01		Awarded	Expended
Section 402	EMS Statewide Services	\$40,000	\$15,300

This project assisted in strengthening Oregon’s EMS capabilities statewide. It was used as support for rural emergency medical services personnel (both paid and volunteer) to attend one of three statewide training conferences to maintain certification. Conferences were held in Pendleton, Medford and Salem. Funding did not support a statewide pilot to provide on-line EMS training opportunities to rural EMS personnel needing to earn Continuing Education credits for licensure purposes as planned. Partners were unable to pull this project together.

Paid Media

No Paid Media for FFY 2019.

Highway Safety Improvement Program (HSIP)

Link to the Transportation Safety Action Plan:

- **Action # 6.7.1 - Design and implement treatments addressing risk factors associated with roadway departure crashes.**

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, but 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 (F&A) 2012-2016

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	1026	4.80	646	8.39	374	4.89	2046	5.57
Roadway Departure F&A	421	1.97	136	1.76	260	3.39	817	2.22
Intersections F&A	300	1.40	365	4.74	56	0.73	721	1.96
Pedestrians and Bicyclists F&A	93	0.43	146	1.89	14	0.19	252	0.69

*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 roadway.

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.

Pedestrian and Bicyclist Crash - a crash in which a pedestrian or pedal cyclist was struck by a motor vehicle.

Fatal and Serious Injuries (F&A) - Number of people killed (Fatal) and seriously injured (Serious Injury A) in crashes.

Goals

- Reduce fatalities and serious injuries from the 2012-2016 average of 2,045 to 1,696 by December 31, 2020. [TSAP][†]

Performance Measures

- To reduce the average number of roadway departure fatal and serious injuries from the 2014-2016 moving average of 829 to 740 by December 31, 2019. *[In 2017, there were 895 roadway departure fatal and serious injuries.]* (This was a decrease from 946 fatal and serious injuries in 2016. Based on the data, this has been a successful performance measure.)
- To reduce the average number of intersection fatal and serious injuries from the 2014-2016 moving average of 739 to 660 by December 31, 2019. *[In 2017, there were 717 intersection fatal and serious injuries.]* (This was a decrease from 877 fatal and serious injuries in 2016. Based on the data, this has been a successful performance measure.)
- To reduce the average number of pedestrian and bicycle (nonmotorized) fatal and serious injuries from the 2014-2016 moving average of 262 to 225 by December 31, 2019. [TSAP][†] *[In 2017, there were 257 pedestrian and bicycle (nonmotorized) fatal and serious injuries.]* (This was a decrease from 282 fatal and serious injuries in 2016. Based on the data, this has been a successful performance measure.)

[†] Targets shown in 2016 TSAP, Table ES.1 TSAP Performance Targets

Strategies

- Improve the reporting, accuracy, and usefulness of the Project Safety Management System. Continue development and refinement of the Safety Tools, including:
 - Investigate new SPIS for all public roads using buffering protocols for including relevant crashes and to make the processing more timely each year.
 - Update Intersection Implementation Plan.
 - Investigate usefulness of GIS in crash reporting.
 - Evaluate and implement a Speed Management Plan.
 - Evaluate and implement an Intersection Control Evaluation Plan.
 - Evaluate developing an Older Driver Safety plan that includes strategy's and measures.
- Research BLTS as a possible risk factor for pedestrian and bicycle crashes to further explore improving project selection for bike and pedestrian safety projects.
- Evaluate how to update systemic plans on a regular basis possibly utilizing a SPIS for all public roads using OASIS.
- Work with Transportation Development Division to incorporate locations from the Roadway Departure Plan, Intersection Plans and Pedestrian/Bicycle Plan into TransGIS.
- Work with TSD to develop local Safety plans for cities and counties.
- Continue to develop a safety tracking mechanism/performance measuring to enable ODOT to track effectiveness of ODOT safety projects.
- Track and evaluate projects on High Risk Rural Roads to determine if penalties occur.
- Evaluate and suggesting further changes to the ARTS Safety program and guidance based on the implementation of the 2022-2024 STIP.
- Implement the Highway Safety Manual (HSM) and related Safety Analyst software in ODOT (this is anticipated to take 2 to 5 years), including:
 - Develop a plan for collecting MAP 21 Fundamental Data Elements.
 - Provide or obtain training on the Highway Safety Manual procedures.
 - Collect data in Region 1 as identified in the Signalized Intersection HSM pilot Project.
 - Develop more Oregon specific SPFs for statewide application, including Freeways.
 - Continue to update and add new CRF's that can be applied Agency-wide.
- Improve coordination and communication between and within ODOT and local agencies responsible for safety, including:
 - Provide training for ODOT and local agency staff on Safety process, data

- analysis and the use of new SPIS for all public roads.
- Expand reporting capabilities to enhance usefulness of crash data within ODOT and to local agencies.
 - Encourage local agency's to utilize the state funded local programs (SFLP) for project delivery.
 - Continue to investigate new technologies and expand the use of proven engineering measures for improving safety, including:
 - Develop a plan and Implement recommendations of red clearance extension research to reduce red light running.
 - Evaluate and implement variable speed systems to reduce weather related incidents.
 - Update Signal Detection Guidance to include latest technology and detection methods for motorcycles and bicycles.
 - Develop new guidance to encourage use of roundabouts and separation of turning movements at rural intersections.
 - Evaluate the use of profiled durables as an alternative to rumble strips.
 - Evaluate the use of low noise rumble strips.
 - Participate in national pooled fund study of low cost countermeasures.

Impaired Driving - Alcohol

Links to the Transportation Safety Action Plan:

- Action # 6.1.3 - Conduct targeted impaired driving enforcement.

The Problem

- Data from ODOT's Crash Analysis Reporting System (CARS data is based on police, medical, and other crash reporting) show that in 2016, 125 fatalities were alcohol-impaired (0.08 BAC or higher); 138 fatalities involved alcohol only at any detectable level; and 35 were a combination of both alcohol and other impairing drugs.
- Due to lack of monitoring methodology, there are a high number of ignition interlock devices (IID) that are not installed as required. Legislation passed in 2012 estimates an additional 10,000 IIDs were mandated for DUII diversion. In 2015, the Legislature passed SB397 which clarified how IID information was to flow between IID providers, courts and treatment providers, along with penalties, and incentives for offender compliance with the IID requirements. However, there is no coordinating oversight for the qualifications of the sellers or installers for either the IID or how frequently the IID's report back to the courts for offender accountability. This problem of oversight was addressed during the 2017 Legislative Session based on an interim work group's work from the House Judiciary Committee which authorized the creation of a management oversight structure for IID vendors, installers and manufacturers to be developed and operational by ODOT-TSD and then permanently transferred to the Oregon State Police in 2019 for the critical enforcement component of implementation.
- While enforcement has shown itself to be the most effective tool at combatting impaired driving, budget cutbacks and shortfalls at the local level have led to lowered participation in grant-funded overtime enforcement activities when smaller agencies do not have adequate staffing to fill straight time shifts and existing officers are over-worked. Agencies are also dismantling specialized units, such as traffic teams and motorcycle units, in favor of general patrol duties. Moreover, federal requirements have discouraged smaller agency participation which may not have dedicated public information officers and budget managers to meet the non-enforcement requirements.
- Oregon's Impaired Driving recidivism rate is about 30 percent. Additionally, between 80-90 percent of those arrested for impaired driving are evaluated to have a substance abuse/dependency issue. This means that 80-90 percent are going through treatment and 30 percent of those are reoffending. However, treatment outcomes are not being tracked and tied to recidivism, and correlated to programmatic methodology differences to determine best practices and to insist on the most effective providers and tools.

- In February of 2018, the Oregon Court of Appeals overturned a DUI conviction for a defendant who blew a 0.09 BAC, stating that enough evidence was not presented to specifically prove impairment, even though Oregon's per se limit is 0.08. The appellate court also gave weight to the argument that the defendant could have consumed alcohol immediately prior to the arrest and may have been sober when pulled over (known as the "Rising BAC Defense"). This will undoubtedly be used in future DUI defenses and create complications.
- Oregon's IID for Diversion statute has recently come under criticism as being excessive and legislative changes to make IID's optional for drug-only impairment, or for breath blows under a 0.08 BAC were made in 2016. Additionally, administrative changes need to be made to how courts, DMV and IID providers communicate and report data to accurately track those IID's installed for diversion. These circumstances will have a significant impact on the viability of this particular goal.

Impaired Driving in Oregon - Alcohol, 2012-2016

	2012	2013	2014	2015	2016	2012-2016 Average
Fatal & Injury Crashes	24,761	23,266	24,528	29,131	30,610	26,459
Fatalities	337	313	357	445	498	390
Alcohol Only Fatalities	95	100	90	155	138	116
Combination Alcohol & Other Drugs	28	28	31	32	35	31
Alcohol Involved Fatalities	123	128	121	187	173	146
Percent Alcohol Involved Fatalities	36.5%	40.9%	33.9%	41.9%	34.9%	37.6%
Alcohol Involved Fatalities per 100 Million VMT	0.37	0.38	0.35	0.52	0.47	0.40
Drivers in Fatal Crashes with BAC .08 & above	68	88	74	125	108	92

Source: Crash Analysis and Reporting, Oregon Department of Transportation

Impaired Driving Arrests During Grant Funded Activities, FFY 2013-2017

	FFY 2013	FFY 2014	FFY 2015	FFY 2016	FFY 2017	2013-2017 Average
Impaired Driving Arrests	1,390	1,646	1,385	2,678	1,474	1,796

Sources: TSD Grant files, 2013 - 2017

Impaired Driving in Oregon - Alcohol, 2012-2016

	2012	2013	2014	2015	2016	2012-2016 Average
Number of Confirmed Installed IID	3,756	3,597	3,235	2,874	n/a	n/a
DUI Offenses	20,042	17,342	15,484	11,894	16,052	16,163
All Fatal & Injury Crashes	24,761	23,267	24,528	29,131	30,610	26,459
All Nighttime* F&I Crashes	3,646	3,413	3,455	4,238	4,533	3,857
% Nighttime* F&I Crashes	14.7%	14.7%	14.1%	14.5%	14.8%	14.6%
All Fatalities	337	313	357	445	498	390

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

*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

- Decrease alcohol-involved fatalities from the 2012-2016 average of 146 to 130 by December 31, 2020.
- Increase the number of Oregon municipal police agencies participating in NHTSA sponsored High Visibility Enforcement (HVE) events from the 2015 number of 43 to 56 by December 31, 2020.
- Increase the number of Oregon County Sheriff's Offices participating in NHTSA sponsored High Visibility Enforcement (HVE) events from the 2015 number of 17 to 27 by December 31, 2020.
- Increase the number of required Ignition Interlock Devices (IID) installed on vehicles for a DUUI diversion from the 2009-2013 average of 32 percent to 50 percent by December 31, 2020.

Performance Measures

- Decrease alcohol-involved traffic fatalities from the 2014-2016 moving average of 145 to 133 by December 31, 2019. ***[In 2017, there were 170 alcohol-involved traffic fatalities.]*** (There have been increases in alcohol-involved fatalities that have exceeded the 2014-2016 average. This increase can be tied to a decreased law enforcement presence on the roadways because of budgetary issues and a trend of refocusing resources away from specialty details such as traffic and DUUI and back to a generalized patrol function. When arrests decrease, there is a corresponding increase in impaired fatalities. Continuing to expand opportunities for HVE grants can assist in increasing law enforcement presence during high-incidence times for impaired driving and help to reduce fatal crashes. Encouraging departments to participate through streamlined grant reporting processes can especially help those departments who may otherwise struggle with the bureaucratic requirements of participation.)
- Decrease alcohol impaired driving fatalities from the 2014-2016 moving average of 136 to 124 by December 31, 2019. (NHTSA) *Note: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater. ***[In 2017, there were 146 alcohol impaired driving fatalities.]***⁶ (There have been increases in alcohol-impaired fatalities that have exceeded the 2014-2016 average. This increase can be tied to a decreased law enforcement presence on the roadways because of budgetary issues and a trend of refocusing resources away from specialty details such as traffic and DUUI and back to a generalized patrol function. When arrests decrease, there is a corresponding increase in impaired fatalities. Continuing to expand opportunities for HVE grants

⁶ FARS imputed data from [STSI](#).

can assist in increasing law enforcement presence during high-incidence times for impaired driving and help to reduce fatal crashes during designated holidays and local events. Encouraging departments to participate through streamlined grant reporting processes can especially help those departments who may otherwise struggle with the bureaucratic requirements of participation.)

- Maintain the number of Oregon municipal police agencies participating in NHTSA sponsored High Visibility Enforcement (HVE) events at the 2017 level of 49 agencies without losing any net population representation by December 31, 2019. *[In 2018, there were 49 Oregon municipal police agencies participating in NHTSA sponsored High Visibility Enforcement (HVE) events.]* (In FFY2019, 53 local agencies participated in HVE grants. This metric has been exceeded and it is anticipated that participation will remain at this level in FFY2020.)
- Maintain the number of Oregon County Sheriff's Offices participating in NHTSA sponsored High Visibility Enforcement (HVE) events at the 2017 level of 22 offices by December 31, 2019. *[In 2018, there were 21 Oregon County Sheriff's Offices participating in NHTSA sponsored High Visibility Enforcement (HVE) events.]* (In FFY2019, twenty-one county agencies participated and this number continues to decrease. Participation is difficult because of re-prioritized resources and staffing issues, especially for smaller agencies with significant geographic areas to serve, which make up most of Oregon counties. Continuing to streamline grant processes and building personal relationships with agencies will have a positive effect on participation in FFY2020.)

Strategies

- Expand resources available for HVE events in prioritized areas and promote local flexibility in targeting significant events with a specific or implied alcohol focus.
- 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.
- Develop a standardized, on-line method to report HVE statistics compatible across state, county and city agencies to reduce administrative burden and increase participation.
- Work to develop and support key community groups that can speak as surrogates on the DUII issue throughout the state, such as MADD.
- 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.
- Continue participation and support with the Law Enforcement Traffic Safety Advisory Board to promote cross-jurisdictional collaboration and coordination for addressing impaired driving across the state.
- Maintain collaboration with the Governor's Advisory Committee on DUII and promote cooperative efforts for public education, stakeholder partnerships and advancement

of policy.

- Continue the development and implementation of the Ignition Interlock Device Oversight and Management program to improve Oregon’s IID installation compliance rate.
- Promote and support continued Standardized Field Sobriety Tests training (and trainer) opportunities around the state.
- Promote “No Refusal” policies with local jurisdictions to reduce court costs, time and law enforcement burdens.
- Target media efforts towards enforcement message, personal responsibility (harm to others) and the concept of “Crash, not Accident” campaign.
- Continue development of engagement marketing to key audiences, and partnerships with industry stakeholders.

Impaired Driving-Alcohol

164AL-19-14-01		Awarded	Expended
164AL	Statewide Services Program - DUII	\$430,000	\$316,263

A comprehensive traffic safety public information program was implemented. Materials and supplies developed through this project provide the general population with safe driving messages relevant to alcohol and other intoxicating substances. DUII related PSAs in the form of billboards, print, water closet, television and radio were produced and distributed. This year, a television PSA titled ‘A Crash is No Accident’ was produced, along with print visuals for billboards and social media. This campaign was released on television and in theater slides, and will be re-used in years to come, and with an adaptable slogan that can overlay with other program areas. Public opinion survey questions specific to impaired driving alongside other traffic safety inquiries was slated to be conducted, although it has not been executed at this date. This project supports Performance Measures by providing statewide education efforts to raise awareness, educate, and encourage safe driving habits. This grant was not fully spent because of media saturation and maintaining expenses within an overall established media budget with all program areas. Please see below for more details on media campaigns and results.

164AL-19-14-02		Awarded	Expended
164AL	DUII Court 1 - City of Beaverton	\$50,000	\$0

These program expenses were covered by the City of Beaverton as they fully absorbed the B-SOBR program into their municipal budget (self-sustaining).

164AL-19-14-03		Awarded	Expended
164AL	Ignition Interlock Device (IID) Oversight and Management Program	\$398,984	\$398,984

This project provided the initial creation and implementation of the state’s IID Oversight and Management project established by the Oregon Legislature in 2017 with HB 2638. The project created administrative rules and processes for the oversight, inspection and regulation of IID vendors and installers, and in July 2019, the program transferred to the Oregon State Police for the addition of the necessary enforcement component to raise Oregon’s IID installation compliance rate. This project paid for three staff - a program manager and two administrative positions, while housed at ODOT, and then covered expenses for three additional troopers after the transfer to OSP, and will continue under agreement until the program is self-sustaining with fees collected from vendors, installers and end users. This project supports Performance Measures by giving increasing compliance with court-ordered IID’s and giving an additional tool for sober driving within a population that has already demonstrated unsafe habits.

164AL-19-14-09		Awarded	Expended
164AL	DUII Overtime Enforcement Program - OSP	\$52,324	\$52,324

Oregon State Police continue to participate in 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. During this grant, troopers worked a total of 397 hours of overtime, stopped 591 vehicles and arrested 60 drivers for DUII. This represents one DUII arrest for every 6.6 hours of overtime worked. It should be noted that OSP has vastly improved the rate of success for this grant, cutting the number of hours worked per DUII almost in half, in just over a year. This project supports Performance Measures by providing a visible deterrence on the state highways at high-incident times for impaired driving, and by removing those impaired drivers from the roads.

164AL-19-14-20		Awarded	Expended
164AL	Law Enforcement Spokesperson - DPSST	\$100,000	\$90,820

This project provided funding for the management and training of all DUI-related law enforcement training in the State of Oregon. SFST and SFST Refresher trainings are held at various locations across the state. Additional goals were to increase the number of Standardized Field Sobriety Test (SFST) certified trainers and provide mobile video training to state, county and municipal departments, as well as to keep officer training records available for those organizations managing HVE grants. During this grant year, 1,230 officers received SFST training. This represents a 39 percent increase over the previous grant year (FFY2018). Additionally, 13 new SFST instructors were trained, bringing the statewide total to 176. This grant also facilitated eight Intoxilyzer 8000 classes (toxicology equipment). This grant also provided over \$400,000 in local match against a \$100,000 investment. This project supports Performance Measures by training officers across all agencies on DUI processes, detection techniques, and instrumentation. This raises awareness, competence and confidence, and helps to reduce impaired fatalities by increasing the number of officers that can work high-visibility enforcement events, provide a deterrence, and deliver a solid case that will stand up in a courtroom.

164AL-19-14-21		Awarded	Expended
164AL	HVE DUI Enforcement - OSSA Sheriff's Departments	\$150,000	\$127,299

The Oregon State Sheriffs Association provided mini-grants for overtime hours to county sheriff's offices for DUI saturation patrols during High Visibility Enforcement events throughout the year, designated as high-incidence windows for DUI incidents. This grant also allowed for flexibility to accommodate local community events that were designated as high impaired-driving risks. Twenty-one local sheriff's offices participated in FFY2018. A total of 176 DUI and MIP arrests were made using 1,512 hours of grant overtime. This represents one arrest every 8.6 hours of overtime. This is a decrease of 91 arrests from FFY2018's 267. Decreased manpower due to retirements, understaffing and increased state-mandated responsibilities continue to be major issues for local departments. This project supports all Performance Measures by facilitating high-visibility enforcement, and working to encourage county agencies to participate.

164AL-19-14-36		Awarded	Expended
164AL	HVE DUII Enforcement - Oregon Impact Municipal Agencies	\$309,348	\$278,595

This grant was for DUII overtime enforcement mini-grants to city police departments throughout the state. Fifty-three cities covering over 80% of the state’s population received overtime funds for FFY2019. Cities participating in High Visibility Enforcement events provided DUII-specific patrols at designated high-incidence windows for impaired driving. This grant also allowed for flexibility to accommodate local community events that were designated as high impaired-driving risks. For FFY2019, this grant facilitated 3,450 overtime hours for municipal officers, resulting in 472 DUII and MIP arrests. Additionally, there were 109 felony warrants served during these efforts. This represents one arrest for every 7.3 hours of overtime. This grant provided over \$750,000 in local match. This project supports all Performance Measures by facilitating high-visibility enforcement, and working to encourage municipal agencies to participate.

M6X-19-12-02		Awarded	Expended
405(d)	Beaverton Police Department - No Refusal	\$9,870	\$9,870

The goal of the “No Refusal” Program is to deter people from driving under the influence and prevent impaired driving crashes. The program provided a tool for law enforcement to collect and preserve time-sensitive evidence. The Beaverton Police Department worked with prosecutors and judges to quickly obtain “blood draw warrants” for drivers who refused Blood Alcohol Content (BAC) testing under Oregon’s Implied Consent statutes. Individuals suspected of impaired driving who unlawfully refused to provide a breath test had their blood drawn for evidence pursuant to a warrant, generally conducted at the Beaverton Police Department by a contract ambulance company. During FFY0219, 14.29% of DUII stops resulted in a blood draw. Fifty-six successful draws were performed out of a total of 329 stops. This is an increase from the previous year at 12.73%. Since the inception of this program, not a single DUII case that involves a “no refusal” blood draw has gone to trial, with the exception of felony cases referred to the county DA. Every suspect has pleaded guilty or entered diversion prior to going to trial, saving significant resources at the local level. This No Refusal program has been so successful, it will be available statewide for agencies to participate in a new grant managed by Mothers Against Drunk Driving (MADD). This grant project provided \$100,224 in local match on a \$9,870 investment. This project supports Performance Measures by delivering solid evidence in impaired driving cases to provide prosecutors with the best possible outcomes for accountability. Additionally, this grant frees up law enforcement resources to keep enforcement visibility up on the roadways instead of in a courtroom.

M6X-19-12-07		Awarded	Expended
405(d)	DUII Investigator - Lane County District Attorney’s Office	\$120,000	\$118,210

This project funded a DUII Investigator with the Lane County DA’s office for the exclusive purpose of investigating DUII crimes, serious crashes and fatalities, and assisted those prosecutors handling misdemeanor and felony DUII crimes. This position is a certified crash reconstructionist with a law enforcement and Drug Recognition Expert background. Lane County is over-represented in fatal crashes from impaired driving, and adding this capacity in the DA’s office assisted in more swift prosecution and adjudication of cases that may otherwise have been dismissed or delayed. This grant-funded position successfully served 25 outstanding DUII warrants and attempted to serve 113. Four hundred and sixty-five DUII cases were closed in the grant year and the investigator assisted with 68. Two hundred and forty-two cases resulted in a conviction and the investigator assisted with 53 of those, resulting in a success rate of 78% for the cases the investigator assisted with. For those cases not involving the investigator, the success rate was 46%. For cases involving a repeat DUII offender, the investigator assisted with 39 out of 106 cases, and convictions were obtained in 34 of those 39 cases, for a success rate of 87%. This project supports all

Performance Measures by providing critical assistance to prosecutors in complex DUII cases, and works to assure accountability on DUII warrants that would otherwise be dismissed without addressing the driver behavior.

M6X-19-12-22		Awarded	Expended
405(d)	DUII Resource Prosecutor (1)	\$255,326	\$255,326

This project provided a DUII prosecutor at the Department of Justice who serves as a resource and subject matter expert to municipal, county and state prosecutors in handling complex DUII laws and unique or difficult cases. The DUII Prosecutor traveled throughout Oregon to assist with DUII cases, and participated as a trainer for prosecutors and law enforcement relating to DUII law, procedures and case law updates. The TSRP also conducted the “Prosecuting the Drugged Driver” training in conjunction with the Oregon District Attorneys Association and trained 35 local prosecutors and 24 Drug Recognition Experts. Other trainings included the ODAA Summer Conference, Basic (Prosecutor) Institute, and various ARIDE and DRE School trainings. This project supports all Performance Measures by providing training and assistance to officers and prosecutors, raising awareness, competence and confidence in investigating and prosecuting DUII cases to a successful resolution.

M6X-19-12-24		Awarded	Expended
405(d)	DUII Resource Prosecutor (2)	\$85,000	\$85,000

This project provided a DUII prosecutor at the Department of Justice who served as a resource and subject matter expert to municipal, county and state prosecutors in handling complex DUII laws and unique or difficult cases. During this grant year, the TSRP (2) moved to a part-time position. The DUII Prosecutor traveled throughout Oregon to assist with DUII cases, and participated as a trainer for prosecutors and law enforcement relating to DUII law, procedures and case law updates. The TSRP(2) also completed the Oregon DUII Case Law Manual, the second update since 2009. The TSRP(2) additionally participated in a four-day cross examination project that created a searchable database from 25 DUII defense expert witness transcripts now available to all prosecutors in Oregon as a resource. The TSRP(2) also assisted with the “Prosecuting the Drugged Driver” training, and the Basic (Prosecutor) Institute and other trainings across the state as needed. This project supports all Performance Measures by providing training and assistance to officers and prosecutors, raising awareness, competence and confidence in investigating and prosecuting DUII cases to a successful resolution.

M6X-19-12-31		Awarded	Expended
405(d)	Region 1-5 Impaired Driving Programs - Medium	\$25,000	\$0

This grant was initially earmarked for ODOT Regions 1-5 to assist with impaired driving training and education programs as needed per problem identification within the region. This grant was withdrawn and reprioritized within the HSP. Regions were encouraged to contact the program manager with individual requests for DUII-specific projects.

Paid Media

A total of \$105,515 was spent on media development and placement, with an added value of \$145,732. This was targeted in the I-5 corridor, and for enforcement blitzes and special events within the State of Oregon, and was carried on television, radio, theater, digital, social media, and billboards. TV ran in July and August, 2019. Thirty-four billboards were posted between May and August 2019. Theater slides were seen in 14 theaters, concentrated in the top 10 counties for crashes for a total of 28,152 showings. Eighteen geo-fencing ads were released at over 70 events between May and September, 2019 for a total of 538,761 digital impressions.

Impaired Driving - Drugs

Links to the Transportation Safety Action Plan:

- **Action # 6.1.2 - Provide training and education on marijuana impairment detection for law enforcement.**

The Problem

- Data from the FARS, which is based on police, medical, and other information, shows that in 2016, 20.1 percent of all traffic fatalities were drug-related (100 deaths). One hundred of the fatalities involved only alcohol; 65 involved only other drugs; and 32 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 1,192 in 2016. Impairment, due to drugs other than alcohol, continues to have a negative impact on transportation safety.
- Due to current Oregon law, drivers impaired solely by over-the-counter and/or non-controlled prescription drugs cannot be prosecuted for DUIs and are therefore not referred to treatment.
- A lack of capacity in the Oregon State Police toxicology laboratories has led to a significant backlog of evidence testing. This backlog has caused the dismissal of many DUI cases, as well as expenses to contract with out-of-state labs to handle additional toxicology casework. Delays at the federal level to obtain the necessary waivers to purchase the toxicology instruments that can overcome the backlog continue to be a roadblock.
- In November 2014, Oregon voted to legalize recreational marijuana, joining Colorado, Washington and Alaska. In 2016, this now includes the states of California, Nevada, Maine and Massachusetts. This new law took effect July of 2015 and includes possession limits larger than any other state, as well as home-grow provisions and allowances for hash oil and other potent concentrates. An anecdotal increase has been seen in Oregon drug-impaired driving that closely resembles increases in Washington and Colorado. As there have yet to be validated scientific standards correlating THC levels in the blood to impairment, there is no per se impairment in Oregon, unlike Colorado and Washington which have chosen the arbitrary 5 ng/ml THC.
- Prosecutions for marijuana impairment have been difficult, post-legalization. As a cognitive impairment, marijuana is less familiar and more difficult to identify and articulate for untrained officers, inexperienced prosecutors and for jurors as well.

Impaired Driving in Oregon – Drug Involved, 2012-2016

	2012	2013	2014	2015	2016	2012-2016 Average
Other Drug Only Fatalities	42	46	49	56	65	52
Both Drug and Alcohol	28	28	31	32	35	30
Total Other Drug Only & Combination	70	74	80	88	100	82
Percent Other Drug-Involved Fatalities	20.8%	23.6%	22.5%	19.8%	20.1%	21.3%
DUII Arrests (Drugs other than Alcohol)	900	906	960	1,132	1,192	1,018

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

Goals

- Maintain the total number of Impaired Driving drug-involved fatalities at the 2011-2015 average of 65 by December 31, 2020.
- Increase the number of active certified Drug Recognition Experts in Oregon from the 2012-2016 moving average of 180 to 240 by December 31, 2020.

Performance Measures

- Maintain the total number of Impaired Driving drug-only fatalities at the 2012-2016 average at 50 by December 31, 2019. *[In 2017, there were 85 Impaired Driving drug-only fatalities.]* (The proliferation of legalized recreational marijuana and the decriminalization of possession limits of assorted scheduled drugs has led to a sharp increase of drug-only, poly-drug, and drug-and-alcohol impaired driving. Decreased law enforcement resources have led to fewer arrests as well as a diminished deterrence presence. It may be necessary to adjust performance measures from 'to decrease', to instead currently *maintain* in the future, to slow the rate of increase of drug-involved fatalities. That approach may more accurately reflect the reality of Oregon's drug-impaired driving crisis.)
- Increase the number of active certified DREs from the 2017 number of 217 to 225 by December 31, 2019. *[In 2018, there were 211 active certified DREs.]* (Oregon's DRE cadre, while maintaining exceedingly high accuracy numbers, are losing members to widespread retirements and promotions. This is, unfortunately, endemic across all Oregon law enforcement agencies. Recruitment for law enforcement in general is down, and smaller departments cannot always afford the time and cost for DRE's to be trained and maintained. Additionally, Oregon is a largely rural state where a DRE cannot always count on having the number of evaluations necessary to maintain certification, especially if there are delays in the toxicology process for confirmation. Strategies to improve participation include building personal relationships with individual department leaders to emphasize the necessity of DRE's, and working to support the existing cadre with more opportunities for training and evaluations, and streamlining the collection and processing of toxicology evidence to maintain certifications.)

Strategies

- Continue support for increased judicial and prosecutorial education on DUII-Drug issues.
- Continue support for DRE training and education programs and support a second DRE school if student interest, capacity and availability are evident.
- 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.
- Support policy movement to include a penalty for a blood test refusal under implied consent, and allowing a DRE to testify on a refusal for a DRE examination, or on the results of an incomplete exam.
- Work to expand capabilities and capacity at the Oregon State Police Crime Lab in regards to blood toxicology testing.
- Target creative media to educate the public on the dangers of driving impaired from now-legal marijuana, as well as a focus on Oregon's high rate of prescription drug abuse and the growing opioid problem.
- Continue to closely monitor the legalization of marijuana and all aspects of this policy direction for potential impacts to Impaired Driving.
- Initiate outreach to the marijuana industry leaders for creative partnerships in communicating with and educating consumers.
- Encourage Oregon State Police to pursue a policy of training all patrol and Fish and Wildlife troopers across in ARIDE by December 2019.

Impaired Driving-Drugs

M6X-19-12-03		Awarded	Expended
405(d)	Drug Recognition Expert - Toxicology Testing (DRE)	\$90,000	\$51,867

This project was designed to encourage state and local law enforcement agencies to pursue the collection and analysis of blood and urine evidence for drugs in DUII cases, for the purposes of improved prosecution, more complete data gathering, and as a tool for improving DRE evaluation accuracy. In FFY2019, this project collected and tested 221 blood samples via out-of-state laboratories with an 85% confirmation rate for drugs, and 187 urine samples with an 81.4% confirmation rate for drugs. The 2018 toxicology confirmation rate for Oregon's DRE cadre is at 91.2% from 779 evaluations. Due to state-mandated contracting issues, this grant did not become active until May 2019. This grant has been a stop-gap measure until the Oregon State Police Crime Lab obtains and validates a Liquid Chromatograph Tandem Mass Spectrometer (LC/MS/MS) that allows the lab to test blood evidence in-state. That instrument has been obtained

within the 2019 grant year and is in the process of validation. This project supports both Performance Measures by aiding prosecution of drug-impaired drivers, and supporting DRE's by making sure their evaluation numbers are sufficient to maintain certification.

M6X-19-12-16		Awarded	Expended
405(d)	Drug Recognition Expert Training (DRE)	\$120,000	\$88,828

This grant provided 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 a DRE school and field certifications conducted in FFY2019, as well as statewide Advanced Roadside Impaired Driving Enforcement (ARIDE) trainings, including the projected training of all OSP troopers in ARIDE by December 2019. The number of ARIDE trained officers is an increase of 52 from FFY2018, representing a 25% increase, and in geographically diverse areas to facilitate training for more rural agencies that may not otherwise have been able to participate. This grant trained 16 new DRE officers at the DRE School and Field Certification. This brings the statewide total of certified DRE's to 194, which is below target numbers due to substantial attrition from promotions and retirements - a problem seen throughout Oregon law enforcement. The grant also conducted eleven ARIDE classes, which trained 210 new officers. In addition, the grant was also used to train over 50 school teachers and administrators in Drug Impairment Training for Education Professionals (DITEP). This project supports both Performance Measures by helping to maintain DRE members through continual training and providing an active recruiting tool through ARIDE. Additionally, this project raises drug-impaired driving detection awareness throughout the entire Law Enforcement community.

M6X-19-12-23		Awarded	Expended
405(d)	Drug Recognition Expert Overtime Enforcement (DRE)	\$140,000	\$117,521

This grant provided statewide overtime enforcement by DREs representing multiple law enforcement agencies for specialized DRE evaluations in drug-suspected driving cases, and to assist in trainings for DRE School and ARIDE classes. In FFY2019, the number of DRE callouts decreased by 56 from the FFY2018 number of 420. This project supports both Performance Measures by providing a tool for advanced investigation of drug-impaired driving offenses, and supporting existing DRE participation.

M6X-19-12-12		Awarded	Expended
405(d)	DUII Multi-Disciplinary Task Force Training Conference	\$90,000	\$89,499

This project provided funding for an annual training conference, specifically focused on DUII issues, which included 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 provided training for 339 people within the State of Oregon working in the DUII subject area. Twenty prevention specialists, 196 law enforcement, 13 from Oregon Liquor (and Cannabis) Control Commission, 10 from the Office of Administrative Hearings, 47 treatment providers, five from DMV, 20 prosecutors, two parole and probation officers, and two judges. Continuing Education Credits were awarded to various disciplines. This represents a decrease in participation from FFY2018, resulting from a smaller venue capacity, as the conference moves around the state to accommodate underserved areas. Additionally, last year's conference was held in conjunction with a statewide DRE conference to allow greater attendance from DRE's who otherwise may not have the schedule flexibility to attend two separate conferences. A joint conference is planned in every even-numbered year. This project supports both Performance Measures by increasing training opportunities for all law enforcement on the topic of impaired driving, and raising awareness throughout the DUII continuum for the importance of DUII enforcement, treatment, and/or adjudication.

M6X-19-12-06		Awarded	Expended
405(d)	Prosecuting the Drugged Driver	\$38,898	\$37,354

Through a partnership with the Oregon District Attorney's Association, this project primarily funded a joint training with prosecutors and local Drug Recognition Experts and other law enforcement to build partnerships and a common understanding of the complications and strategies unique to drug-impaired driving cases. This conference was held in May of 2019 and trained 35 local prosecutors, paired with 25 Drug Recognition Experts from their individual counties. This project also held a DUII training and case law update at the ODAA Summer Conference which included a wet lab conducted with local law enforcement. This project supports both Performance Measures by specifically working with DRE's and prosecutors to build a successful partnership in the courtroom for improved trial results. This also works to reduce drug-impaired driving by addressing crimes successfully in a courtroom and using these outcomes to affect real changes in driver behavior.

AL-19-12-26		Awarded	Expended
405(d)	CLEAR Alliance - Prevention Education to Reduce Drug-Impaired Driving	\$285,000	\$279,447

This project focused on youth education pertaining to drug-impaired driving through in-school trainings, media campaigns, and other community engagement opportunities. This project is a statewide effort, and included a statewide education conference for prevention specialists as well as those in a position to reach youth, such as school resource officers, healthcare professionals, driver education instructors, teachers, and others. CLEAR Alliance now has 159 Teen Marijuana Education Course (TMEC) instructors in 32 out of 36 counties in Oregon, and provided financial assistance for 23 individuals to participate. Demand for trainers and training is outpacing resources, and CLEAR Alliance now has eight TMEC Trainers available to train new instructors across the state. This grant also developed media materials to support the updated TMEC curriculum, to include radio ads, billboards, and print materials for schools. This project supports the first Performance Measure by providing the only prevention project in the DUII portfolio. This project raises awareness and education amongst teens and pre-drivers to establish safe motorist habits, and have kids interact with law enforcement and prevention professionals delivering validated, researched information they can depend on.

M6X-19-12-36		Awarded	Expended
405(d)	LC/MS/MS Instrument	\$348,995	\$0

This project was earmarked for the purchase of a Liquid Chromatograph Tandem Mass Spectrometer for the Oregon State Police Crime Lab to enable them to reduce backlog, and accurately and quickly test DUII blood toxicology samples for impairing drugs in-house instead of sending samples across the country for testing, as paid for with the DRE Toxicology grant (see above). Difficulties with the Buy America Act and its waiver process made obtaining the necessary instrument impossible and this grant was not utilized.

M6X-19-12-17		Awarded	Expended
405(d)	Forensic Scientists - Oregon State Police Crime Lab	\$192,825	\$151,794

This project provided two forensic scientists at the Oregon State Police Crime Lab for two purposes. First, a significant toxicology backlog for DUII's has created unintended consequences for the prosecution and adjudication of DUII crimes elsewhere in the DUII continuum, leading to dismissals. These scientists worked to reduce that backlog of evidence to greatly improve turnaround time. Second, these scientists are tasked with the validation and operation of the new LC/MS/MS toxicology instrument once that is put into place, which will allow OSP to test blood evidence for the presence of drugs; where OSP will no longer need to send blood evidence out of state for testing, and local

prosecutors will not bear the cost of paying for out-of-state testimony from scientists from across the country, which has also led to delays and dismissals. This project supports Performance Measures by providing critical support for the investigation and prosecution of impaired driving cases to a successful resolution, resulting in reduction in fatal crashes by addressing repeat dangerous driving behavior.

M6X-19-12-01		Awarded	Expended
405(d)	DUII Statewide Services	\$49,277	\$0

It was not necessary to implement the 405(d) Statewide Services grant for FFY2019. All anticipated project media expenses were covered with the 164AL Statewide Services grant and allowed for expiring monies to be spent on media development costs.

Paid Media

No paid media in FFY2019 for 405(d).

Judicial Outreach

Link to the Transportation Safety Action Plan:

- **Action # 6.17.15 - Conduct training on traffic safety laws for law enforcement officers, attorneys and judges to improve consistent enforcement and adjudication processes.**

The Problem

- Limited outreach and training availability for judges, district attorneys and court clerks/administrators relating to transportation safety issues.
- Numerous incidents of inconsistent adjudication of transportation safety laws from jurisdiction to jurisdiction, providing citizens with inconsistent and mixed messages.
- Lack of education regarding driving under the influence of any impairing substance, whether controlled or uncontrolled. Additionally, issues such as current DUI case law, ignition interlock device monitoring, impaired driving, and implied consent processes need to be addressed on an ongoing basis.
- Lack of education regarding impaired driving under the influence of marijuana and other drugs; how the de-felonization of certain drugs may impact traffic safety.
- Lack of participation by Oregon Judicial Department in Transportation Safety-facilitated trainings such as the Spring Judicial Conference
- New cell phone law; lack of consistency with understanding and thus adjudication of the law.

Judicial Outreach, 2012-2016

	2012	2013	2014	2015	2016	2012-2016 Average
No. of Judges trained during offered training sessions	70	81	77	67	69	73
No. of Court Staff/Administrators trained	28	24	25	20	19	23
No. of Prosecutors trained	135	109	97	113	354	162
Combined total of CLE* Credits Approved	61	65	64.5	53.8	70.5	63.0

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

*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 Education Conference for Oregon judges. Invite court administrators to attend.
- Coordinate and deliver a one day Judicial Education Workshop specific to Impaired Driving for Circuit Court judges.
- Work with Oregon District Attorney's Association to coordinate and deliver a Traffic Safety Education Conference for prosecutors.

Goals

- Maintain the number of justice and municipal court judges participating in transportation safety related judicial education programs hosted by TSD at the 2012-2016 average of 73 annually by December 31, 2020.
- Increase the number of prosecutors participating in annual transportation safety related judicial education programs funded by TSD from the 2012-2016 average of 162 to 167 by December 31, 2020.
- Increase the number of training opportunities delivered by TSD for judges relating to impaired driving from the 2017 number of 1 to 2 annually by December 31, 2020.

Performance Measures

- Maintain the number of prosecutors participating in traffic education programs at the 2014-2016 average of 188 annually by December 31, 2019. ***[In 2017, there were 115 prosecutors participating in traffic education programs.]*** (In 2017, there was actually an increase in the number of prosecutors participating in traffic education programs from the prior year. It is still a challenge to have prosecutors to attend trainings due to caseload and court schedules.)
- Increase the number of judges attending a one day judicial workshop on impaired driving from the 2017 calendar base of 0 to 25 by December 31, 2019. ***[In 2017, there were 0 judges attending a one day judicial workshop on impaired driving.]*** (It's challenging trying to coordinate this workshop with Oregon Judicial Department. Their priority is trying to balance judges' attendance at required trainings and keeping up with courtroom schedules. Due to caseloads and staffing levels, it's often difficult for judges to attend additional trainings. The program will continue to work with judges and their court administrators on a) when would be a good time to hold it, and b) offer it more often (various dates), as feasible.)
- Increase the number of circuit court judges attending trainings facilitated by TSD from the 2017 calendar base of 3 to 7 by December 31, 2019. ***[In 2017, there were 3 circuit court judges attending trainings facilitated by TSD.]*** (Many of the circuit court judges are "pro tem" judges and are brought in specifically to oversee traffic courts. Since many of them are there to augment other judges' workloads, it's a challenge for them to have someone cover their courtroom to attend outside training. The

program will continue to work with the circuit court judges on when is the best time for THEM to conduct this training; and to offer it more often (as feasible).)

Judicial Education

TC-19-24-08		Awarded	Expended
Section 402	Judicial Education	\$30,000	\$25,625

ODOT Transportation Safety Division facilitated and hosted a traffic safety related education conference to Oregon municipal, justice, and circuit court judges March 13 - 15, 2019. In addition to judges, the training was also offered to court administrators. Both groups had a higher attendance in 2019 from previous years. Topics covered included legislative updates from the 2018 session, Oregon’s new Ignition Interlock Device program, ODOT DMV Updates, Drug Impaired Driving, the use of Unmanned Aerial Systems (UAS/ “Drones”) and other relevant traffic safety topics of interest expressed by the judges.

Additionally, Oregon District Attorney’s Association (ODAA) coordinated TSD funded Traffic Safety Education trainings to prosecutors from around the state. Training included the first ever Investigation and Prosecution of the Distracted Driver conference September 24 and 25, 2019. This 2 day joint training with law enforcement focused on the investigation and prosecution of serious injury and fatality traffic crashes. The course covers key aspects of all crashes, but has an additional emphasis on distracted driving crashes.

Paid Media

No paid media in FFY2019.

Motorcycle Safety

Link to the Transportation Safety Action Plan:

- Action # 6.9.1 - Increase awareness among motorcycle drivers that the majority of crashes involve speed, impairment, and roadway departure.

The Problem

- Fatal motorcyclist crashes represented 12.1 percent of the fatal crashes in 2016 while only representing 3.1 percent of the total vehicles registered in 2016.
- Alcohol and/or drugs were involved in at least 37 percent of motorcyclist fatal crashes in 2016.
- Riding at speeds above the suggested/posted speed, riding too fast for conditions, and riding impaired continue to be leading rider errors in motorcyclist fatalities. These rider decisions are leading to roadway departure crashes. Stakeholders attending the 2017 Transportation Safety Division Fall Conference and the January 2018 planning meeting identified “addressing risk factors associated with roadway departure crashes” as one of the most important issues to focus on in 2019.
- Motorists continue to “not see” motorcyclists which leads to violation of riders’ right of way resulting in property damage, injury and fatal crashes.
- Riding without a DOT compliant helmet and protective riding gear may be contributing to increases in injury severity and additional fatalities for motorcycle riders involved in crashes.
- People returning to riding after a significant break (months/years) may not be taking into account the changes in motorcycle technology, power, weight, and handling characteristics of modern motorcycles. Additionally, returning riders may not be accounting for personal human factors or choices (slower reaction time, vision decline, reduced physical fitness, use of alcohol/drugs preceding or during a ride, decreased situational awareness and unpracticed riding skills) that negatively impact their ability to ride safely. These factors contribute to the motorcycle crashes resulting in fatalities in Oregon. Stakeholders at the 2017 Transportation Safety Division Fall Conference prioritized “identifying risk factors for older drivers” as an elevated action item for 2019.
- Legislative proposals including the repeal of the helmet law, increased speed limits in rural areas and lane sharing/splitting may lead to additional crashes. Passage of these proposals will make the goal of eliminating crashes less achievable.

Motorcyclists on Oregon Roads, 2012-2016

	2012	2013	2014	2015	2016	2012-2016 Average
Fatal Crashes	47	32	43	60	54	47
Percent of fatal crashes	15.4%	11.0%	13.4%	14.6%	12.1%	13.3%
Injury Crashes	929	874	844	889	906	888
Percent of injury crashes	3.8%	3.8%	3.5%	3.1%	3.0%	3.4%
Fatalities						
Motorcyclists killed	49	31	44	60	55	48
Percent alcohol impaired and/or drug fatalities	21.3%	31.3%	25.6%	40.0%	38.9%	31.4%
Percent unhelmeted fatalities	6.1%	0.0%	15.9%	6.7%	12.7%	8.3%

Source: Crash Analysis and Reporting, Oregon Department of Transportation,

Strategies

- Continue proportional funding of the TEAM OREGON basic rider training and intermediate rider training at strategic locations throughout the state.
- Ensure motorcyclist training courses are located within reasonable travel distance of Oregon's motorcycle owner population and courses are offered within a maximum of 60 days at all locations. Ensure that the training material continues to address the safety and legal informational needs of new riders to ensure safe and compliant riding.
- Ongoing collaboration with the Governor's Advisory Committee on Motorcycle Safety (GAC-MS), law enforcement, and motorcycle groups in educating riders on the effects of riding under the influence of intoxicants, speeding, roadway departure crashes, multiple vehicle crashes and motorcycle safety related topics.
- Ongoing collaboration with the Governor's Advisory Committee on Motorcycle Safety (GAC-MS) on road construction and maintenance practice review to engage with all road authority decision makers and promote information sharing and consideration of motorcycle specific issues. Publicize motorcycle specific construction/maintenance practices that increase or enhance rider safety.
- Partner with Region Traffic Safety Coordinators to support targeted outreach efforts to riders (impaired riding, speed, skill diminishment, emergency medical care).
- Analyze crash data and other available resources for identifying Oregon specific causative factors related to severe injury and fatality crashes. Where trends are identified, work with partners to implement NHTSA approved and/or new countermeasures in these high crash areas.
- Continue the motorcyclist safety campaigns in the Transportation Safety Division's Public Information and Education Program, focusing on motorist awareness of motorcyclists, separating drinking/drug use from riding, factors in motorcycle crashes (single/multi vehicle), and speed related issues.
- Ensure that media products are designed to connect and resonate with the majority

of Oregon motorcyclists, with a focus on the demographic(s) most represented in the crash statistics.

Motorcycles on Oregon Highways, 2012-2016

	2012	2013	2014	2015	2016	2012-2016 Average
Registered Motorcycles	130,885	131,464	132,123	134,711	135,464	132,929
Percent of registered vehicles	3.2%	3.2%	3.2%	3.1%	3.1%	3.2%
Motorcyclist fatalities per registered motorcycle (in thousands)	0.37	0.24	0.33	0.45	0.41	0.36
Team Oregon Students Trained	11,805	11,230	11,279	9,812	9,832	10,792

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

Goal

- Reduce the number of people killed or seriously injured in motorcyclist crashes from the 2012-2016 moving average of 279 to 257 by December 31, 2020.

Performance Measures

- Reduce people killed in motorcyclist crashes when the rider was alcohol impaired and/or involved other drugs from the 2014-2016 moving average of 19 to 17 by December 31, 2019. ***[In 2017, there were 29 people killed in motorcyclist crashes when the rider was alcohol impaired and/or involved other drugs.]*** (The TSD Motorcycle Safety Program failed to meet the goals of this performance measure. In 2017, impaired riding resulting in a fatality significantly increased from the previous year (2016) - from 30% to roughly 55% of all rider deaths. However, this accounts for only those riders that were determined to meet the legal definition of impairment. Medical Examiner reports indicate that in addition to the 29 deceased riders that had a BAC of 0.08 or higher in 2017, there were also riders that had some amount of BAC level below Oregon's 0.08 limit at the time of their death. Impaired riding remains one of the leading causative factors in MC rider deaths. Partnership and collaboration with the TSD DUII Program Manager and the two Governor Advisory Committees (DUII and Motorcycle Safety) is ongoing, with the GAC-MS prioritizing this issue in their adopted Strategic Plan. TSD is developing new training materials with partners to update and address this issue, as well as conducting focus groups for updating media campaign needs and will continue to educate and raise awareness of the impaired riding problem in Oregon.)

*may include non-rider fatalities in crashes involving an impaired rider.

- Reduce speed related motorcyclist crashes from the 2014-2016 moving average of 227 to 207 by December 31, 2019. ***[In 2017, there were 212 speed related motorcyclist crashes.]*** (The TSD Motorcycle Safety Program failed to meet the goals of this performance measure. Speed continues to be one of the leading causative or contributing factors in MC rider crashes. The TSD MC Safety Program continues to partner with the TSD Speed/Law Enforcement/Judicial Program Manager to address this issue. Informal and organized conversations with MC riders indicate a low level of concern with the potential of being pulled over, cited and convicted. The TSD Speed/Law Enforcement/Judicial Program Manager and TSD's Executive Assistant co-administered a grant with DPSST to develop and deliver a webinar - based training session for law enforcement officers to address the overrepresentation of rider deaths in Oregon's overall total number of highway fatalities. DPSST partnered with Portland Police Bureau and the TSD Motorcycle Safety Program to co-deliver the webinar. TSD is developing new training materials with partners to update and address this ongoing issue. Media campaigns continue to be carried out to address this issue as well.)

*may include non-rider fatalities in crashes involving a rider that was speeding or riding too fast for conditions.

- Reduce fatal motorcyclist crashes that occurred while negotiating a curve from the 2013-2015 moving average of 23 to 21 by December 31, 2019. ***[In 2017, there were 27 fatal motorcyclist crashes that occurred while negotiating a curve.]*** (The TSD Motorcycle Safety Program failed to meet the goals of this performance measure. Impairment, speeding, too fast for conditions and failure to ride at the suggested speeds continue to contribute to the program's problem areas. The program is collaborating with the TSD Driver Education Program to identify new or existing best management training practices that can be included in future programs to encourage riders to choose to ride within compliance of Oregon laws. Specifically focusing on speed laws, following speed advisory recommendations, adjusting their speed for environmental/personal health conditions, and riding sober. TSD is developing new training materials with partners to update and address this issue.)
- Decrease motorcyclist fatalities from the 2014-2016 moving average of 54 to 49 by December 31, 2019. (NHTSA) ***[In 2017, there were 57 motorcyclist fatalities.]***⁷ (The TSD Motorcycle Safety Program failed to meet the goals of this performance measure. Even worse, preliminary information for 2018 indicates nearly a 25% increase over the 2017 rider deaths. The TSD Motorcycle Safety Program Manager is currently assessing the differences between pre-2015 MC safety program activities to post 2015 MC safety activities to identify program initiatives that may have contributed to a trend in an overall increase in rider deaths in Oregon. TSD is developing new training materials with partners to update and address this issue.)

⁷ FARS data from [STSI](#).

- Decrease un-helmeted motorcyclist fatalities from the 2014-2016 moving average of 3 to 2 by December 31, 2019. *(NHTSA) [In 2017, there were 3 un-helmeted motorcyclist fatalities.]*¹ (The TSD Motorcycle Safety Program failed to meet the goals of this performance measure. Some riders in Oregon, as well as riders visiting the State choose to not wear DOT-certified motorcycle helmets or helmets at all, as required by law. On-going media campaigns and publication developments/updates continue to promote the benefits of using the most protective/visible safety gear available. Oregon requires all riders to wear helmets if riding a motorcycle without an enclosed cab. Oregon is currently working with internal and external partners to develop a definition of “enclosed cab”. This effort is intended to ensure rider safety while adjusting to new developments in motorcycle variants with features not traditionally found on motorcycles.)

Motorcycle Safety

M9MT-19-50-02		Awarded	Expended
405(f)	Motorcyclist Safety Training Enhancement	\$35,000	\$34,850

This grant funded two new and distinct efforts. The first element funded was an effort to develop/deliver training for Team Oregon Motorcycle Safety Instructors that covered student safety, consistency in curriculum delivery, testing standards, operational smoothness, instructor understanding of ethical responsibilities as state employees, better awareness of bias and how to eliminate it in the course of rider education. 129 Instructors were trained under this grant, with a total of 159 participants completing the training. Less grant money was expended for the delivery of this element of the grant than anticipated and was rolled over to fund the second portion of this grant. The second element of this project paid for the purchase of tools to support Team Oregon’s new in-house motorcycle mechanic. This element supports the overall delivery of the training program and further ensures the availability of safe, well maintained motorcycles for student use.

M9MA-19-50-01		Awarded	Expended
405(f)	Motorist Awareness	\$18,608	\$18,000

TSD worked with contractor Gard Communications - using ODOT Crash Analysis and Reporting Unit data, ODOT DMV vehicle registration data, the NHTSA January 2017 “Share the Road” guidance document, and NHTSA 405(f) requirements- to develop a FAST Act and NHTSA 405(f) compliant media campaign. The campaign was designed to encourage motorists to watch out for motorcycle riders. The program is monitoring motorcyclists’ right-of-way violations resulting in fatal crashes. The program is working with the Teen Driver Education Program as well as the Bicyclist and Pedestrian Program to address the issues of vulnerable users* in a comprehensive, coordinated manner. ODOT received positive comments regarding the 2019 Motorist Awareness campaign - indicating that it was having the desired effect.

*SB 810 recently passed Oregon's 2019 Legislative Session, where motorcycles/riders are now considered vulnerable users on Oregon's roadways.

MC-19-80-03		Awarded	Expended
State Motorcycle Funds	Oregon State University -- Team Oregon Operations	\$1,326,000	\$802,808

This grant was executed using Oregon motorcycle endorsement holders' fees/funds to train new riders (Oregon residents and possibly non-Oregon residents) under the legislatively-mandated requirement of completion of an OTSC-approved course prior to endorsement issuance. This grant also funded limited outreach event attendance and delivery of presentations to address motorcycle rider safety issues. It is anticipated that an additional request for funding will be received prior to 12/31/2019. TSD is conducting a fiscal review of the program's expenditures to determine the cause(s) of a significant increase in costs over the last 5 years (budget for 2015 - \$866,000, with a projected 34 percent + increase by the end of 2019). Reports submitted by Team Oregon indicate student enrollment in mandatory courses continues to decline. Team Oregon shared student comments throughout the year indicating student appreciation for the training that they received, many specifically referencing the training as a reason for avoiding involvement in a crash or near-crash event.

MC-19-80-04		Awarded	Expended
State Motorcycle Funds	Oregon State University -- Team Oregon Infrastructure	\$100,000	\$0

This grant was executed using Oregon motorcycle endorsement holders' money to develop and/or maintain safety training ranges for the delivery of the mandatory training courses. Team Oregon reports that the progress towards the objectives of this grant are underway. No expenses have been claimed as of (11/20/2019).

MC-19-80-01		Awarded	Expended
State Motorcycle Funds	Statewide Services -- Motorcycle Safety	\$159,000	\$76,714

This grant was executed using Oregon motorcycle endorsement holders' money and paid for the 2019 media campaign, program delivery, reimbursement of GAC-MS related expenses, SMSA related expenses, and publication stock maintenance.

Consideration/review of the efficacy of the TSD Motorcycle Safety Program and its employed strategies is ongoing. The program manager is working on identifying new partnerships and collaborative opportunities to improve rider safety through the use of data-driven countermeasures as well as new approaches to existing issues. Oregon is currently working with internal and external partners to develop a definition of "enclosed cab". This effort is intended to ensure rider safety while adjusting to new developments in motorcycle variants with features not traditionally found on motorcycles. Work

continues on this grant with additional expenses expected through 12/31/2019.

MC-19-80-05		Awarded	Expended
State Motorcycle Funds	Motorcycle/Moped -- Training Equipment	\$150,000	\$149,084

This grant was executed using Oregon motorcycle endorsement holders' money, and was one of four grants administered by TSD's Executive Assistant as a developmental opportunity. Team Oregon purchased 20 Honda "Grom" (model year 2019) motorcycles, and 17 Suzuki "Van Van" motorcycles (2019 model year) to augment their motorcycle training fleet. Team Oregon has previously provided information stating that the organization needs to rotate approximately 40+ motorcycles/scooters each year to maintain the 10 year or 10,000 mile fleet rotation schedule. This is carried out to ensure safe training motorcycles are available to students, while minimizing motorcycle replacement/repair part obsolescence issues.

Paid Media

The ODOT-Transportation Safety Division Motorcycle Safety Program worked in partnership with Gard Communications to develop the 2019 Motorcycle Rider Safety Media Campaign. The program relied on individual riders, rider groups, TSD program peers, GAC-MS appointees, GAC-MS liaisons, motorcycle and motorcycle product sales professionals, and others to test media messaging. Messages were developed in response to causative factors in rider deaths in Oregon which primarily include impaired riding and speeding/riding too fast for conditions. Additionally, a separate and distinct motorist awareness campaign was carried out to maintain and increase other drivers' awareness of riders. A variety of mediums were used to distribute these messages which are intended to promote positive actions that lead to reduced risk when riding a motorcycle or operating another vehicle. A total of \$73,030 was spent on these campaigns, with \$18,000 specifically dedicated to motorist awareness which is paid for by NHTSA and the FAST Act 405(f) grant. Geographically, messages were delivered statewide, at a specific motorcycle event, and/or at a historical crash area to maximize relevancy, timeliness, and impact. Feedback on the 2019 campaign has been positive. The media campaigns are designed to encourage riders to be compliant with Oregon traffic laws, follow data-driven recommended riding strategies, and to elevate awareness and consideration of all road users to reduce overall risk, injury, and death on Oregon's highways.

Occupant Protection

Link(s) to the Transportation Safety Action Plan:

- Action # 6.2.1 Conduct targeted enforcement of occupant protection laws.
- Action # 6.2.2 Conduct targeted education to increase use of seat belts and child safety seats.
- Action # 6.2.3 Provide youth safety items (e.g., child seats, bicycle helmets) to satisfy public demand.
- Action # 6.2.4 Recruit and train certified child passenger safety (CPS) technicians as needed.

The Problem

- **Non-use of Restraints:** According to the annual 2017 Oregon observed seat belt use survey, 3.2 percent of front seat passenger vehicle occupants did not use restraints, a reduction from 3.8 percent in the 2016 survey (or 16 percent improvement). During 2016, crash reports (FARS) indicate 25.9 percent of motor vehicle occupant fatalities were unrestrained (5 percent improvement from 2015) and 16.3 percent were of unknown restraint use status (15 percent increase from 2015).
- **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 percent in 2014, according to Safe Kids Worldwide. Drivers are confused by frequently changing state laws, national “best practice” recommendations, and constantly evolving child seat technology.
- **Premature Graduation of Children to Adult Belt Systems:** Current crash data from 2016 indicates that of the 1,992 injured children under age twelve, 10 percent were reported not using a child restraint system. Although Oregon law requires use of child restraints to age eight or four feet nine inches in height, Safe Kids Worldwide indicates many children will be eight to twelve years of age before they meet this height requirement and can fit properly in an adult belt system.
- **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.

- **Risky Drivers:** According to the 2016-2020 TSAP analysis, approximately 65 percent of fatal and serious injury crashes involving ‘non-use of restraints’ occurred in rural areas and are the result of lane departures (72 percent), aggressive driving (44 percent), and speeding (41 percent).
- **2017 NHTSA Program Measures Statewide Public Opinion Survey:** The annual telephone survey of Oregonians conducted statewide showed the following results:
 - 93.6 percent of respondents reported ‘Always using their safety belts when driving or riding in a passenger vehicle,’ as well as across all five ODOT regions (73.9 percent to 96.0 percent); the 2017 observed seat belt usage rate for Oregon was 96.84 percent.
 - The respondents who reported they did not ‘Always use safety belts’ when they drive or are a passenger in a vehicle were asked why they do not. The most common reason statewide was when they Forget (23.9 percent), followed by when it was a Short Trip (23.0 percent), and only In Particular Areas (13.3 percent).

NHTSA Observed Use Survey, 2013–2017

	2013	2014	2015	2016	2017	2013-2017 Average
Front Seat Outboard Use	98%	98%	96%	96%	97%	97%

Source: NHTSA Seatbelt Usage Study Post-Mobilization Findings, Intercept Research Corporation and Portland State University, 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.

Occupant Use Reported in Crashes, 2012–2016

	2012	2013	2014	2015	2016	2012-2016 Average
Total Occupant Fatalities	199	216	232	289	198	227
Number Unrestrained	61	54	61	79	89	69
Percent Unrestrained	30.7%	25.0%	26.3%	27.3%	44.9%	30.8%
Number Unrestrained, Night Time	52	55	38	54	99	60
Percent Unrestrained, Night Time	45.6%	48.2%	54.3%	49.5%	51.0%	49.7%
Total Occupants Injured	32,512	29,955	31,809	38,342	40,893	34,702
Percent Injured Restrained	87.4%	88.2%	96.1%	87.6%	87.6%	91.1%
Total Injured Occupants Under Age Twelve	1,476	1,555	1,558	1,709	1,992	1,658
Percent of Injured in Child Restraint	N/A*	N/A*	42.7%	44.5%	42.8%	43.9%

Source: Crash Analysis and Reporting, Oregon Department of Transportation,

Note: 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.

*Changed data collected to under twelve years in age in 2014.

Belt Enforcement Citations During Grant Funded Activities, 2013–2017

	FFY 2013	FFY 2014	FFY 2015	FFY 2016	FFY 2017	2013-2017 Average
Seat belt citations issued	5,096	7,429	5,411	5,163	8,236	6,267

Source: TSD Grant files, 2013 - 2017, Oregon Department of Transportation (note: includes belt and child restraint)

Goals

- To increase proper safety belt use from the 2016 usage rate of 96 to 97 percent, among passenger vehicle front seat outboard occupants, as reported by the NHTSA post-mobilization observed use survey, by December 31, 2020.
- To increase percentage of reported proper child restraint use among injured occupants under twelve years old from the 2012-2016 average of 44 percent to 50 percent by December 31, 2020.
- To reduce the number of unrestrained passenger vehicle occupant fatalities from the 2012-2016 average of 69 to 58, as reported by FARS, by December 31, 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 2017 usage rate of 96.8 percent to 97 percent by December 31, 2019. *(NHTSA) [In 2019, the statewide observed seat belt use among front seat outboard occupants in passenger vehicles, as determined by the NHTSA compliant survey was 95.66 percent.]* (Lower seat belt use rates in rural areas continue to be a problem. The seat belt HVE program will make sure that rural law enforcement agencies are involved in the program.)
- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions from the 2014-2016 moving average of 73 to 67 by December 31, 2019. *(NHTSA) [In 2017, there were 64 unrestrained passenger vehicle occupant fatalities in all seating positions.]* (There was a big decrease from 89 unrestrained passenger vehicle occupant fatalities in 2016 to 64 in 2017. This has been a successful performance measure.)
- Decrease unrestrained nighttime passenger vehicle occupant fatalities from 2014-2016 moving average of 64 to 58 by December 31, 2019. *[In 2017, there were 56 unrestrained nighttime passenger vehicle occupant fatalities.]* (There was a big decrease from 92 unrestrained nighttime passenger vehicle occupant fatalities in 2016 to 56 in 2017. This has been a successful performance measure.)
- Increase percentage of reported proper child restraint use among injured occupants under twelve years old from the 2014-2016 moving average of 43 percent to 47 percent by December 31, 2019. *[In 2017, the percentage of reported proper child restraint use among injured occupants under twelve years old was 44%.]* (Work continues to be needed to insure that children are being properly restrained in their child safety seat. Child Passenger Safety Technicians need to continue to be trained

and CPS clinics need to continue to be funded so that families can seek the help needed to secure their child properly. Work with law enforcement to ensure that law enforcement officers that are not CPS technicians know the child passenger safety laws and can identify proper and improper usage by sight.)

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 to the public including parents, child care providers, new residents, health professionals, emergency medical personnel, law enforcement officers, and the court system.
- Provide funding for the overtime enforcement of Oregon’s occupant protection 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-usage populations.
- Provide funding for statewide coordination of child passenger safety technician training.
- Strengthen service capabilities of local child seat fitting station and seat distribution programs by providing funding for durable, essential fitting station equipment and supplies including, to the extent that federal funding guidelines allow, purchase of child seats or boosters for distribution at discounted prices to families in need.
- Support and promote nationally recognized “best practice” recommendations for motor vehicle restraint use.

Occupant Protection

OP-19-45-01		Awarded	Expended
Section 402	Statewide Services - OP	\$180,000	\$144,577

This project funded contracted media design for the Occupant Protection program; brochure revisions, social media advertising, Spanish radio public service announcements and billboards; public attitude and the observed restraint use survey. Seat belt use in rural parts of Oregon continues to be low, much of the media design and advertising was targeted to that demographic of the state this past year. To help increase the percentage of proper child restraint use, social media advertising was done in conjunction with Child Passenger Safety Week to remind caregivers of the ‘rear-facing until age two’ law as well as the booster seat law.

OP-19-45-03		Awarded	Expended
Section 402	Local PD Safety Belt Overtime Mini-Grants	\$190,000	\$174,066

This project funded police officer overtime for traffic enforcement and educational activities that facilitate compliance with Oregon motor vehicle restraint laws, including participation in three, two-week high-visibility enforcement “waves”. Expenses to undergo initial child passenger safety certification training may also be covered (certification fee and lodging/travel/meal per diem). The Safety Belt High Visibility Enforcement Program is a key factor in the reduction of unrestrained passenger vehicle occupant fatalities and reduction of nighttime passenger vehicle occupant fatalities. Thirty-five police agencies participated in this High Visibility Enforcement grant opportunity this year. Total citations/warnings written during Safety Belt OT HVE was 1,482 for seat belts and 45 for child restraints. None of the agencies decided to use grant funds on sending officers to child passenger safety certification training.

M1HVE-19-46-03		Awarded	Expended
405(b)	Local PD Safety Belt Overtime Mini-Grants	\$30,851	\$24,815

This project funded police officer overtime for traffic enforcement and educational activities that facilitate compliance with Oregon motor vehicle restraint laws, including participation in three, two-week high-visibility enforcement “waves”. Expenses to undergo initial child passenger safety certification training may also be covered (certification fee and lodging/travel/meal per diem). The Safety Belt High Visibility Enforcement Program is a key factor in the reduction of unrestrained passenger vehicle occupant fatalities and reduction of nighttime passenger vehicle occupant fatalities. Eleven police agencies participated in this High Visibility Enforcement grant opportunity this year. Total citations/warnings written during Safety Belt OT HVE was 1,482 for seat belts and 45 for child restraints. None of the agencies decided to use grant funds on sending officers to child passenger safety certification training.

M1HVE-19-46-08		Awarded	Expended
405(b)	County Safety Belt Overtime Enforcement, OSSA	\$220,000	\$172,417

This project funded administrative and deputy overtime for traffic enforcement and educational activities that facilitate compliance with Oregon motor vehicle restraint laws, including participation in three, two-week high-visibility enforcement “waves”. Expenses to undergo initial child passenger safety certification training may also be covered (certification fee and lodging/travel/meal per diem). The Safety Belt High Visibility Enforcement Program is a key factor in the reduction of unrestrained passenger vehicle occupant fatalities and reduction of nighttime passenger vehicle occupant fatalities. Nineteen sheriff’s offices participated the grant this year. A total of 2,272 hours of overtime were utilized, which is a decrease of 488 hours from the previous year when twenty-one agencies participated. Sheriff’s offices issued 335 seat belt and 15 child restraint warnings during the grant year.

M1HVE-19-46-02		Awarded	Expended
405(b)	Statewide Safety Belt Overtime Enforcement, OSP	\$70,000	\$65,478

This project funded administrative and trooper overtime for traffic enforcement and educational activities that facilitate compliance with Oregon motor vehicle restraint laws, including participation in three, two-week high-visibility enforcement “waves”. Expenses to undergo initial child passenger safety certification training may also be covered (certification fee and lodging/travel/meal per diem). The Safety Belt High Visibility Enforcement Program is a key factor in the reduction of unrestrained passenger vehicle occupant fatalities and reduction of nighttime passenger vehicle occupant fatalities. Oregon State Police utilized 515 overtime hours enforcing seat belt laws resulting in stopping 983 vehicles with 2 DUII arrests, 176 seat belt citations, 11 child seat belt citations, 80 speed citations, 224 other citations, 333 seat belt warnings, 17 child seat belt warnings, 112 speed warnings, and 506 other warnings. Law enforcement CPS Technicians used 106.5 overtime hours participating in a variety of events including Child Safety Seat Clinics, Seat Belt Diversion Classes and safety fairs.

M1CPS-19-45-01		Awarded	Expended
405(b)	Statewide Instructor Development, Tech Training, & Reg. 1 Fitting Station	\$90,000	\$84,128

This project funded administration, instructor services, and equipment & supplies necessary to train CPS technicians & instructors; included instructor fees, facility rentals, training materials/supplies, delivery of CPS training, and scholarships for technician and instructor candidates (per diem travel costs, certification fees, and conference registration). Also provided mini-grants to ODOT Region 1 community fitting stations and/or alternative sentencing programs to cover costs of equipment and supplies. Nine Child Passenger Safety Technician trainings were held this grant year, with 133 people being trained as CPS Technicians statewide. No new Lead Instructors, Instructors or New Instructor candidates were identified in this fiscal year but three CPS Technician Proxies were added. One hundred five of the eligible 246 CPS Technicians renewed their certification status during FY19 (42.7%). Unfortunately, this did not meet program objectives. CPS Technician renewal and mentorship is going to be a high priority during the 2020 grant year. A total of 220 car seats and boosters were purchased with mini-grant funds and were distributed in ODOT Region 1. CPS Technician trainings and CPS Clinic support is vital in increasing the reported proper child restraint use among injured occupants under 12 years of age.

M1CPS-19-45-12, 13, 14, 15		Awarded	Expended
405(b)	CPS Fitting Station Support, ODOT Regions 2-5	\$17,316	\$13,906

This project funded 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). Five agencies were awarded a CPS mini-grant in Region 2 this year, one agency was awarded in Region 4, and six agencies were awarded mini-grants in Region 5. Region 3 did not award any mini-grants from this funding source this grant year. Providing child safety seats, booster seats equipment and supplies to the CPS fitting stations around the state is a huge step towards the performance measure of increasing the reported proper child restraint use among injured occupants under 12 years of age.

Paid Media

The total budget for the 2019 Occupant Protection Program was \$83,000. While Oregon continues to be a leader in observed use of adult safety belts, usage is still lagging in pickup trucks and rural areas. The proper use of child safety seats and their installation, continues to be an area of confusion. Oregon’s growing Spanish-speaking communities also require targeted outreach, especially on the topic of proper child safety seat usage. This year’s plan focused on addressing these three critical priorities.

A series of (10) stand up displays were produced aimed at the top focus groups, older males and parents, to be used by regional managers at local events. Display 1 (“There’s One Buckle That Matters Most”) focuses on the older male demographic, Display 2 (“One Size Does Not Fit All”/“Una Talla No Es Para Todos!”) is a bilingual, dual sided display reminding parents and child caretakers of the proper way to install a child safety seat. Both the English and Spanish versions of the posters included a ruler in the image to check if a child’s height still qualifies them to use a child seat.

A campaign was created aimed at drivers 21-44 with two separate messages for different geographic areas. Data on fatal car crashes shows a clear overlap of impaired driving/speeding/not wearing a safety belt as well as too relaxed sentiment towards safety. A series of creative directions were presented; the

Program Manager selected two, “Belts” - which ran in urban areas and “Your Herd Wants You Back” for regions 3, 4, and 5. The boards were placed in 32 different locations throughout the state and timed to coincide with national safety belt initiatives in August and September.

Facebook ads aimed at drivers in rural Regions 3, 4 and 5 was also utilized to ensure targeted exposure to the new ads for this year, “Do It For Your Family”, “Buckle Up”, “Buckle Up, Die Old”. The ads ran two flights, early June through July 4th and again,

late August through September 14th. To complement ads released on Facebook, mobile web ads targeting rural male drivers 25-54 created last year were also released through Google throughout July and August: “Do It For Your Family”, “Buckle Up”, “Buckle Up, Die Old”. The ads were placed in Regions 3, 4 and 5 and targeted over 70 events and locations like the Pendleton Round Up and county fairgrounds from July through September representing a high number of outdoor events in these areas.

Facebook is one of the best ways to reach adults 25-44 and was selected as a cost effective channel to inform and educate parents. This year, two new ads promoting Child Safety Seat awareness were produced and run from August through mid-September to coincide with National Child Passenger Safety Week and seat belt enforcement blitzes in September. Using photography created during the 2018 campaign, the two ads, “Have Your Little One’s Back” and “What to Do” remind parents and caretakers about the “rear facing until two” law and the importance of keeping children in approved booster seats until they meet weight and height requirements.

Spanish-language radio has great penetration in the markets where Oregon’s Spanish-speaking communities are concentrated. This year, we rereleased 2018’s :30 Spanish radio PSA encouraging parent to be role models for their children and making sure everybody buckles up in the car or pickup truck even for short distances. An additional message was included reminding parents to keep children in appropriate child safety seats until they fit properly in adult belt. The PSA was released to all Oregon’s Spanish programming stations prior to the September enforcement blitz.

The billboard media buy generated an added value of \$8,434. Radio PSA’s released in 2019 added a total value of \$18,927. The total media value received by the Occupant Protection program is estimated at \$27,361.

Older Drivers

Link to the Transportation Safety Action Plan:

- **Action # 6.12.1 - Identify risk factors for older drivers and implement treatments, within current law.**

The Problem

- The effects of aging on people as drivers and pedestrians are highly individual. Challenges that may impact people as they age include declining vision, decreased flexibility and psychomotor performance, and changes in perceptual and cognitive performance.
- According to the Administration on Aging, the 65-and-older age group, which numbered 39.6 million in the United States in 2009, will grow to more than 55 million in 2020. By 2030, there will be approximately 72.1 million aging persons, accounting for roughly one-fifth of the driving age population nationwide.
- This means that there will be a steadily increasing proportion of drivers and pedestrians who experience declining vision; slowed decision-making and reaction times; exaggerated difficulty when dividing attention between traffic demands and other sources of information; and reductions in strength, flexibility, and general fitness.
- There are important consequences of these changing demographics, and life for aging persons depends to an extraordinary degree on remaining independent. Independence requires mobility. In our society the overwhelming choice of mobility options is the personal automobile. Other mobility options that may be utilized include public transit and walking.
- According to NHTSA's February 2017 Traffic Safety Fact sheet on Older Population, in 2015 there were 6,165 people age 65 and older killed and an estimated 240,000 injured in motor vehicle traffic crashes nationwide. Older people made up 18 percent of all traffic fatalities and 10 percent of all people injured in traffic crashes nationwide. Most traffic fatalities in crashes involving older drivers occurred during the daytime (74 percent), on weekdays (70 percent), and involved other vehicles (67 percent). This is an increase compared to all fatalities, which was 49 percent during the daytime, 59 percent on weekdays, and 44 percent involving another vehicle.

DRIVERS AGE 65 & OLDER 2013-2017

	2013	2014	2015	2016	2017	2013-2017 Average
Fatal Crashes	44	44	56	95	81	64
Serious Injury Crashes*	119	149	176	286	280	202
Fatalities	45	44	56	100	80	65

Source: ODOT Crash Data System

*includes serious injuries sustained in "Fatal" Crashes

Goal

- Decrease the number of fatal and serious injuries for drivers 65 years of age and older from the 2011-2015 average of 196 to 169 by December 31, 2020.

Performance Measure

- Decrease the number of fatal and serious injuries for drivers 65 years of age and older from the 2013-2015 moving average of 201 to 178 by December 31, 2019. *[In 2017, there were 360 fatal and serious injuries for drivers 65 years of age and older.]* (Due to life longevity increasing and an increase in this population for Oregon, it is likely these numbers will continue to rise, both statewide and nationally. As a nation, we are learning more about the difficulties in addressing the driving issues within this age group and are continuously adapting our program.)

Strategies

- Determine the current Oregon inventory of public education, information and other resources already being provided to older drivers/pedestrians in regard to traffic safety, public transit and other transportation options, DMV licensing, etc.; to identify any gaps and the best way to approach and educate this demographic.
- Work in cooperation with ODOT Highway and other divisions in identifying infrastructure risk factors for older walkers and implement treatments, within current law.

Older Drivers

DE-19-24-01		Awarded	Expended
Section 402	Older Driver/Pedestrian Resource Inventory	\$20,000	\$20,000

In Oregon, older driver crashes are defined as crashes where drivers 65 and older are involved, but not necessarily the cause of the crash. As a subset of older driver involved crashes, older pedestrian fatalities and serious injuries are also a concern due to slower reaction times, not being able to see crosswalks or automobiles clearly, misjudging the amount of time required to cross a street safely, or just being less aware of their surroundings. In addition, when older pedestrians are struck by a vehicle, their injuries tend to be more severe.

Older Drivers/Pedestrians is a new addition to TSD’s topical focus areas this year as ‘The Problem’ identification above identifies the need to address this growing traffic safety issue. The TSAP 2016-2020 recognized this need in the ‘Vulnerable Users’ emphasis area and determined strategies, or Action Items to work on the problem. ODOT’s first step in 2019 was to determine what public education, information and resources are already being provided to older drivers/pedestrians throughout Oregon; in order to determine where gaps may lie, and the best way to approach and educate this demographic. Funds were used to develop an informational brochure and accompanying poster to be placed in all DMV field offices.

Paid Media

Older (Aging) Drivers Facebook Ads

As the *Baby Boomer* population in Oregon ages, the number of older/aging drivers on Oregon’s roads has been increasing with NHTSA reporting that drivers 65 and older account for 18 percent of all traffic fatalities in 2016. This year, the Older (Aging) Drivers portion of the program focused on creating resources and messaging to facilitate opening a dialogue between aging drivers and their caretakers. Two ads for Facebook - “Signs” targeted Oregon drivers 50+ and directed viewers to tips for aging drivers. “Let’s Talk About It” targeted caretakers (family members, loved ones).

Older (Aging) Drivers Google Ads

In order to continue to effectively reach audiences statewide, digital ads with messages complementing the Facebook program, targeting aging drivers and their caretakers were released on Google. The ads, titled “Signs” and “Road Tips” were released in September.

Older (Aging) Drivers Awareness Brochure

Older (Aging) Driver Awareness happens to fall in December of each calendar year, and in collaboration with the Oregon Department of Motor Vehicles, a two page, trifold informative brochure was developed that included the signs to be aware of in aging drivers, tips on how to talk to loved ones about the signs of aging and alternatives to driving as well as links and URLs to visit. The item was sent to the ODOT storehouse, available to be printed and distributed online as well as in different state offices and department brochure kiosks later in the year. Completed and approved in September.

Police Traffic Services

Link to the Transportation Safety Action Plan:

- **Action # 6.17.5 - Conduct training on traffic safety laws for law enforcement officers, attorneys and judges to improve consistent enforcement and adjudication processes.**

Evidence Based Traffic Safety Enforcement Plan (TSEP)

The Oregon Department of Transportation, in conjunction with its law enforcement partners, provides for an evidence based traffic safety enforcement program designed to prevent traffic safety violations, crashes, and crash fatalities and injuries across the state.

ODOT-TSD identifies Oregon law enforcement partner agencies with the data-driven need to conduct overtime traffic enforcement projects within their communities. All of Oregon's TSEP high visibility enforcement (HVE) projects are designed to coordinate with national mobilizations and/or state efforts for maximized visibility and effectiveness. High visibility enforcement has proven to be an effective countermeasure to traffic violations and poor driving behaviors, as motorists fear getting a ticket more than getting hurt in a crash (i.e., getting a ticket is more likely because the alternative of hurting someone or getting hurt 'is not going to happen to me.')

Law enforcement agencies are encouraged to conduct Multi-Agency Traffic Team saturation events, partnering several jurisdictions together for exponential exposure of enforcement and awareness efforts.

TSD and its partner agencies work together in providing continuous follow-up to these enforcement efforts, adjusting plans in response to data analysis, evaluation and feedback. As agencies submit their event reports, TSD program managers review them for accuracy, grant requirements, and any anomalies that might appear from those reviews. For instance, if a grantee conducted DUII enforcement on a Tuesday from 9am to noon, TSD would want to understand the agency's identified problem (data) that supports that day and time as high incidence of DUII and may request it from the agency during a monitoring visit, or for the resulting impact and effectiveness of the HVE on that particular problem. Another example might be a higher number of stops made on a certain roadway than usual; questions like 'why the increase in vehicle miles traveled at this location,' or 'why the higher incidence of this traffic infraction here than other locations' can lead to adjustments made in enforcement schedules, and sometimes to problem identification.

In addition to grant project monitoring, TSD contact is continually maintained with the state's law enforcement agencies via related meetings, conferences, training sessions, governor-advisory committees, joint press events, and similar venues throughout the year. At the end of each funding cycle a TSD program report evaluates the State's performance in meeting the PTS program's goals through an analysis of agency and regional performance and needs, cost-effectiveness of deployed strategies, and any opportunities for improved performance or a

shifting of resources. This type of analysis is also done throughout the grant year as a short-term evaluation tool to identify any needed adjustments.

Because speed is a primary factor in 37 percent of Oregon’s fatal crashes, and non-use of safety belts is 28 percent, speed and safety belt enforcement are inherent in all HVE grant-funded events, even though these two problem areas also have their own HVE time frames and campaigns throughout the year.

In 2019, the Oregon State Police, Oregon State Sheriff’s Association, and local police departments were awarded HVE grant projects. Grantees were required to participate during specific campaigns and calendar events in 2019 (Labor Day and Christmas/New Year’s Eve holidays for Impaired Driving (Aug/Sept, Nov/Dec); and *Click It or Ticket* mobilization for Occupant Protection (May)); agencies can also use HVE grant funding for high incidence periods throughout the year such as:

- Super Bowl (DUII focus)
- St. Patrick’s Day (DUII focus)
- April (Distracted Driving)
- 4th of July (DUII)
- Back to School (Bike/Pedestrian)
- Halloween (DUII, Pedestrian)

2019 Mobilization	Number of Law Enforcement Agencies who participated	Citations/Arrests	Activity
Click it or Ticket	39 cities, 21 counties, and OSP	398	Saturation patrols at high-crash locations
Labor Day, Impaired Driving	53 cities, 21 counties, and OSP	32	Saturation patrols at high-crash locations
November-December Holidays, Impaired Driving	53 cities, 21 counties, and OSP	54	Saturation patrols at high-crash locations

Overtime enforcement activity data is compiled from individual agency reports that include hours worked, number and type of enforcement contacts made, educational activities and other earned media (news stories/articles) conducted during the HVE campaigns. Many local and national media campaigns were produced in conjunction with several of the HVE and high incidence periods to reinforce the messages and heighten community awareness.

Traffic Safety Enforcement Program TSEP--(HVE)--Statewide	Awarded
164AL - Impaired Driving OSP	\$100,000
164AL - Impaired Driving Local PDs	\$300,000
164AL - Impaired Driving OSSA	\$150,000
405(b) - Occupant Protection OSSA	\$190,000
405(b) - Occupant Protection OSP	\$70,000
405(b) - Occupant Protection Local PDs	\$52,897
405(e) - Distracted Driving	\$30,000
405(h) - Bicycle/Pedestrian	\$80,000
Section 402 - Speed	\$400,000
Section 402 - Occupant Protection Local PDs	\$200,000

Multiple 2019 enforcement events were available to choose from based on NHTSA's and ODOT's Communications Calendars, as well as local problem identification. All event reports were evaluated as they came in to determine any needed adjustment to the enforcement calendar, or to problem focus area(s).

Note: Each program's HVE activities are detailed in each of the applicable program chapters (OP, Impaired, Pedestrian, Distracted, and Speed enforcement grants). In addition, see pages 107-109 in the Police Traffic Services chapter re: Oregon's TSEP program. Ninety-six city police agencies were awarded \$ 672,881 in HVE grant funds; 37 county sheriff's offices received \$771,150 in awards; and Oregon State Police, statewide, was awarded \$125,000 for speed enforcement, for a total of \$1,569,031 committed to these top five problem areas.

The Problem

- The need for increased enforcement resources is not generally recognized outside the law enforcement community.
- There is a need for increased training for police officers in the use of speed measurement equipment (Radar/Lidar), crash investigations, and traffic law (including any updates from recent legislative sessions, the legalization of recreational marijuana and its continued impact on impaired driving, and recent dangers related to the drug fentanyl).
- There is an additional need to increase advanced motor training availability to motorcycle officers in Oregon.
- Decreasing agency budgets resulting in larger officer-to-population ratios prevent most enforcement agencies from having capacity to respond to crashes that are non-injury and non-blocking.

- Many county and city police agencies lack the resources necessary to dedicate officers to traffic teams, or to even have a traffic team.

Many agencies are struggling to recruit and train qualified police officer applicants. This in turn makes it difficult to maintain regular patrol functions and some agencies don't have the resources to increase or in some cases, even maintain traffic enforcement levels (traffic teams/motor units).

Police Traffic Services, 2012-2016

	2012	2013	2014	2015	2016	2012-2016 Average
Total Fatal Traffic Crashes	306	292	321	410	448	355
Total Injury Crashes	24,455	22,975	24,207	28,721	30,162	26,104
Total Fatalities	337	313	357	447	498	357
Total Injuries	36,083	33,149	35,054	41,754	44,496	38,107

Police Traffic Services, 2012-2016

Top 10 Driver Errors in Total Crashes*:						
Failed To Avoid Stopped Or Parked Vehicle Ahead Other Than School Bus	8,037	7,161	7,450	8,215	8,383	7,849
Did Not Have Right-Of-Way	4,234	3,934	4,498	5,337	5,632	4,727
Ran Off Road	3,121	2,875	3,013	3,700	4,112	3,364
Failed To Maintain Lane	3,562	3,137	2,653	3,083	3,028	3,093
Driving Too Fast For Conditions (Not Exceeding Posted Speed)	2,436	2,048	2,289	2,353	2,845	2,394
Following Too Closely (Must Be On Officer's Report)	1,866	1,808	1,992	2,646	2,824	2,227
Inattention (Failure To Dim Lights Prior To 4/1/97)	1,357	1,470	1,886	1,862	2,343	1,784
Left Turn In Front Of Oncoming Traffic	1,357	1,085	1,340	1,685	1,803	1,454
Failed To Decrease Speed For Slower Moving Vehicle			1,167	1,745	1,750	1,554
Disregarded Traffic Signal	1,298	1,104	1,267	1,523	1,642	1,367
No. of Law Enforcement Officers	5,480	5,435	5,462	5,430	5,336	5,429
Officers per 1,000 Population	1.41	1.39	1.38	1.35	1.33	1.37
Number of Speed eCitations Issued	93,080	117,826	136,700	138,567	154,836	101,525
Total Number of eCitations Issued	223,189	356,965	428,593	427,804	469,740	323,153
Number of eCrash Reports Completed	8,063	9,322	12,230	12,203	13,057	10,975

Source: Crash Analysis and Reporting, Oregon Department of Transportation, 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.

*PDO crash data is not available at the time of this report.

Annual Total Traffic Stops by Oregon State Police, 2007-2016

Year	Number of Traffic Stops	% Change from Previous Year
2007	207,592	5.28%
2008	230,045	10.82%
2009	277,460	20.61%
2010	285,100	2.75%
2011	263,306	-7.64%
2012	224,387	-14.78%
2013	221,129	-1.45%
2014	258,065	16.70%
2015	198,805	-22.96 %
2016	211,891	6.58%

Source: Oregon State Police

Annual Total Number of Officers Attending TSD Trainings, 2012-2016

Year	Number of Officers Attending	2012 - 2016 Average
2012	178	178
2013	43	111
2014	40	87
2015	203	116
2016	257	144

Source: TSD Files

Goal

- Through TSD sponsored traffic safety trainings, increase the number of police officers trained from the 2014-16 average of 144 officers to 267 officers (5 percent of the total police population) by December 31, 2020.

Performance Measures

- Increase training in advanced crash investigations from the 2014-2016 moving average of 49 police officers to 65 officers by December 31, 2019. ***[In 2017, there were 63 officers trained in advanced crash investigations.]*** (The number of officers who attended the training conference increased over previous years. There continues to be a need for this training especially for new police officers and officers in rural areas that may not have immediate access to a crash reconstructionist.)
- Maintain the number of advanced motorcycle officers trained at the 2015 number of 60 by December 31, 2019. ***[In 2017, there were zero number of advanced motorcycle officers trained.]*** (A decision was made to not hold the training in 2017 based on declining numbers of officers attending the trainings and needing to find out why. Evaluations from motorcycle officers of the current training they were receiving was reviewed. These evaluations highlighted a disconnect in the advanced training they actually needed versus the training they were receiving. Time was spent revamping the training program to make sure their needs will be met in the future.)
- Increase the number of officers trained statewide through a traffic safety training conference from the 2014-2016 moving average of 168 officers to at least 250 officers by December 31, 2019. ***[In 2017, there were 225 officers trained statewide through a traffic safety training conference.]*** (The number of attendees for the Police Traffic Safety Conference and other statewide traffic safety trainings continues to increase each year as it did in 2017. Training continues to be an ongoing need for officers especially as it relates to traffic safety and changing traffic laws.)
- Increase the number of police officers trained in Radar/Lidar use from the 2014-2016 moving average of 583 officers to 600 officers by December 31, 2019. ***[In 2017, there were 648 police officers trained in Radar/Lidar use.]*** (Each year new police officers are hired throughout the state. Radar/Lidar training is not offered at the basic police

academy. Most agencies want their officers engaged in traffic enforcement and the use of speed measuring devices is a large component of that. Proper training in this area is critical.)

Strategies

- Coordinate and deliver an annual Traffic Safety Education Conference for Oregon police officers.
- Provide two-day Advanced Traffic Crash Investigation training for Oregon police officers.
- Continue to support Oregon Advanced Motor Officer training.
- Conduct HVE events throughout the State based on data and problem identification.

Police Traffic Safety

PT-19-30-03		Awarded	Expended
Section 402	DPSST Law Enforcement Training Grant	\$77,000	\$63,746

This project co-funded a full-time DPSST employee whose primary responsibility is to provide various traffic safety trainings throughout the state to law enforcement officers. As part of these trainings, police officers also received RADAR/LIDAR training. The online RADAR/LIDAR course is also being updated with this project; but the update is moving slowly as it cannot be completed until NHTSA completes their updates to the curriculum.

PT-19-30-04		Awarded	Expended
Section 402	Statewide Law Enforcement Training Grant	\$130,000	\$124,083

This project was used to fund Advanced Crash Investigation Training, Police Traffic Safety Conference, Advanced Motor Officer Training and the Law Enforcement Traffic Safety Advisory Committee quarterly meetings. Forty reconstructionists from around Oregon attended a five day Advanced Crash Investigations course. In addition to advanced concepts in conducting all types of traffic crashes, the course introduced human factors and how that applies in crash investigations and reconstructions.

Additionally, attendees received 40 Accreditation Commission for Traffic Accident Reconstructionists (ACTAR) continuing education credits. By bringing this trainer here, several advanced reconstructions were able to achieve these required continuing education hours which is often difficult due to course costs. Reconstructionists help other agencies with complex crash investigations.

The Portland Police Bureau motorcycle training unit developed a curriculum and provided training this year for Oregon motor officers advanced training that was specific to police rider training needs. The curriculum was developed so agencies could go back and continue to train and enhance their riding skills.f

Paid Media

No paid media in FFY2019.

Region 1

Link to the Transportation Safety Action Plan:

- **Action # 6.17.8 - Provide support for use of comprehensive, integrated approaches such as 4 E's to those who design, operate, maintain, and use the system. Extend efforts to all agencies and partners through education and other measures.**

Region 1 Overview

ODOT's Region 1 is responsible for management and implementation of public transportation infrastructure and non-infrastructure projects in Clackamas, Hood River, and Multnomah counties, and a portion of Washington County. Motorists, truckers, buses, pedestrians and bicyclists travel more than 17 million miles on Region 1 highways every day. Region 1 is the most urban and densely populated of the five ODOT regions, and includes responsibility for the following:

- 881 miles of highway
- 231 miles of urban bike facilities;
428 rural miles with roadway shoulders
- 194 miles of sidewalks and
136 enhanced crossings
- 1,081 state bridges
- 803 traffic signals
- 142 ramp meters
- Over 100 highway cameras
- Over 3,500 major signs
- VMS (variable message signs) on
freeways
- Thousands of smaller signs, lights,
variable signs, etc.
- Nine cities and two counties with
established local traffic safety committees
or similar advocacy groups
- One safety corridor

The Problem

- Intersection crashes are the most prevalent crash type for all roads in Region 1 that result in a fatality or serious injury, compared to the other regions (1,438, or 42.4 percent of 2012-2016 intersection crashes); as well as on city roads statewide (895, or 58.6 percent of all crashes).
- Roadway departure is also a major crash factor on city roads in Region 1, 267, or 53.8 percent of all 2012-2016 roadway departure crashes that resulted in fatalities and serious injuries); where out of all roadway departure crashes (on all roads), Region 2 had the most (1,489, or 36.5 percent). This makes sense due to the geographic, business, industry, and community traveling distances (VMT) that differ between the five regions.
- An example of the engineering 'E' is found in ODOT's Highway Safety Improvement Plan's All Roads Transportation Safety (ARTS) program that helps implement engineering solutions for intersections, bicycle & pedestrian facilities, and roadway

departure issues in local communities (and not just state highways) with infrastructure safety solutions.

- Speed, impaired driving, and young drivers continue to be top contributing factors in crashes resulting in fatalities and serious injuries in Region 1.
 - Speed F&A injuries rose dramatically in 2016, from increases already experienced in 2015, to 198 or 45 percent more than the previous year (137). Organized speed racing issues in the Portland area continue to be a problem that the Portland Police and Multnomah County Sheriff's Offices work together to combat.
 - Fatalities and serious injuries due to alcohol impairment also rose dramatically in 2016, to 152 or 19 percent more than the previous year (128). Oregon was considered a 'low-rate' state for NHTSA funding purposes, but due to this increase will now have to qualify for national priority impaired driving funds as a 'mid-rate' state in FFY2019 (> 30 percent of all motor vehicle fatalities are related to impaired driving).
 - Legalized recreational marijuana use in Oregon state law (July 2015) has led to an increase in drug-impaired driving incidences, and combination alcohol/drug driving as well. This intensifies the continued need to work on human factors by providing educational and safety messages that resonate with these drivers in order to be effective at reducing this unsafe and illegal driving behavior.
- Fatal and serious injury crashes involving drivers age 15-20 have declined from a 2011 high, but are still fluctuating.
- Pedestrian fatalities in Region 1 increased 12 percent in 2015 compared to the 2012-2014 average of twenty-five (25). Pedestrian fatalities have been increasing nationally; Oregon was no different, also seeing a spike primarily in urban areas like Region 1. (Combining pedestrian and bicycle fatal and serious injuries, they rose 29 percent in 2016 from 2015 (to 164 from 127), with the majority of those being pedestrian crashes.
- Distracted driving has become a greater safety threat to all modes of transportation, and was suspected to be under-reported in Oregon. House Bill 2597 in the 2017 Legislative Session, and later HB 4116 in 2018 clarified Oregon's law to not allow the use of 'mobile electronic devices' while driving (formerly 'communication devices'); strengthened penalties and fines upon subsequent offenses; removed several exemptions, and developed an avoidance course for violators. The state's standardized Police Accident Report, or PAR, was also updated to provide data specific to mobile device usage vs. other distracted driving behaviors. (Distraction can include use of cell phones, GPS, and other electronic devices, as well as reading, eating, children, and conversation).

Region 1, Transportation Safety Information

Fatalities & Serious Injuries - Region 1

	2012	2013	2014	2015	2016	2012-2016 Average
Clackamas County	129	109	129	146	182	139
Hood River County	15	11	15	8	16	13
Multnomah County	329	271	304	356	430	338
Washington County	175	164	147	209	206	180
Region 1 Fatalities & Serious Injuries Total	648	555	595	719	834	670
Region 1 Fatalities Total	89	91	83	98	132	99
Statewide Fatalities & Serious Injuries (F&A)	1,955	1,729	1,851	2,220	2,471	2,045
Region 1 Percent of State	33.15%	32.10%	32.14%	32.39%	33.75%	32.71%
Region 1 F&A per 100,000 Population	38.21	32.33	34.17	40.63	46.23	38.31

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

Speed Involved Fatalities & Serious Injuries - Region 1

	2012	2013	2014	2015	2016	2012-2016 Average
Clackamas County	38	27	28	25	58	35
Hood River County	4	3	5	3	9	5
Multnomah County	61	60	61	75	99	71
Washington County	22	25	23	34	32	27
Region 1 Fatalities & Serious Injuries Total	125	115	117	137	198	138
Region 1 Speed Involved Fatalities - Total	27	38	29	31	45	31
Statewide Total Speed Involved F&A	519	484	502	510	652	533
Speed-Involved F&A Percent of Region 1	19.29%	20.72%	19.66%	19.05%	23.74%	20.49%
Speed-Involved F&A Percent of State	24.08%	23.76%	23.31%	26.86%	30.37%	25.68%
Region 1 Speed Involved F&A per 100k Population	7.37	6.70	6.72	7.74	10.98	7.90

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

Alcohol Involved Fatalities & Serious Injuries – Region 1

	2012	2013	2014	2015	2016	2012-2016 Average
Clackamas County	28	22	19	33	49	30
Hood River County	5	1	2	4	2	3
Multnomah County	93	67	55	54	69	68
Washington County	26	16	14	37	32	25
Region 1 Fatalities & Serious Injuries Total	152	106	90	128	152	126
Region 1 Alcohol Involved Fatalities Total	43	43	27	41	23	35
Statewide Total Alcohol Involved F&A	413	346	307	433	429	386
Alcohol-Involved F&A Percent of Region 1	23.46%	19.10%	15.13%	17.80%	18.23%	18.74%
Alcohol Involved F&A Percent of State	36.80%	30.64%	29.32%	29.56%	35.43%	31.24%
Region 1 Alcohol Involved F&A per 100,000 Population	8.96	6.17	5.17	7.23	8.43	7.19

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

Population - Region 1

County	2012	2013	2014	2015	2016	2012-2016 Average
Clackamas	381,680	386,080	391,525	397,385	404,980	392,330
Hood River	22,875	23,295	23,730	24,245	24,735	23,776
Multnomah	748,445	756,530	765,775	777,490	790,670	76,7782
Washington	542,845	550,990	560,465	570,510	583,595	56,1681
Region 1 Total	1,695,845	1,716,895	1,741,495	1,769,630	1,803,980	1,745,569

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

Bicyclist and Pedestrian Involved Fatalities & Serious Injuries – Region 1

	2012	2013	2014	2015	2016	2012-2016 Average
Clackamas	17	15	25	24	25	21
Hood River	1	0	2	0	3	1
Multnomah	85	70	84	73	108	84
Washington	31	22	19	30	28	26
Region 1 Total	134	107	130	127	164	132
Statewide Total	255	220	240	266	280	252

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

Distracted Driver Involved Fatalities & Serious Injuries – Region 1

	2012	2013	2014	2015	2016	2012-2016 Average
Clackamas County	3	7	4	4	17	7
Hood River County	0	0	5	0	0	1
Multnomah County	7	4	14	23	31	16
Washington County	8	15	11	5	15	11
Region 1 Total	18	26	34	32	63	35
Statewide Total	138	111	154	144	208	152

Sources: Crash Analysis and Reporting, Oregon Department of Transportation, 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 fatalities in Region 1 from the 2012-2016 average of 99 to 77 by December 31, 2020.
- Decrease serious injuries in Region 1 from the 2012-2016 average of 572 to 472 by December 31, 2020.

Performance Measures

- Decrease speed involved fatalities and serious injuries in Region 1 from the 2014-2016 moving average of 150 to 123 by December 31, 2019. ***[In 2017, there were 148 speed involved fatalities and serious injuries in Region 1.]*** (Speed is in the top three crash causations for Oregon, and particularly in Region 1 as its experiencing a street racing problem as well as the other drivers that regularly speed on the roadways. Although 2017 saw a significant drop in F&A from 2016, the Region will continue its efforts to educate the public on the risks of speeding, analyze data to determine 'hot spots', and work cooperatively with the local community to both enforce as well as educate on the matter.)
- Decrease alcohol fatalities and serious injuries in Region 1 from the 2014-2016 moving average of 123 to 108 by December 31, 2019. ***[In 2017, there were 139 alcohol fatalities and serious injuries in Region 1.]*** (Although Region 1 impaired driving fatalities saw a decrease from 2016-2017, preliminary data indicates that fatalities and serious injuries due to impaired driving and other dangerous behaviors is on the rise in Region 1. Funding in 2020 will continue to be provided to law enforcement agencies (via the Statewide TSEP, or HVE Program) in the Region to provide high visibility enforcement of impaired driving laws; conduct or participate in community organization meetings to educate the public on the high incidence of this problem in their community, as well as on the risks of driving impaired and what is currently being done about it; assist partners and stakeholders as requested and/or needed by providing technical assistance and other support to their efforts in combatting impaired driving.)

- Decrease roadway departure fatalities and serious injuries in Region 1 from the 2014-2016 moving average of 184 to 167 by December 31, 2019. ***[In 2017, there were 159 roadway departure fatalities and serious injuries in Region 1.]*** (The Oregon State Police will continue to receive funding for high visibility enforcement on three highways in the Region to focus on the segments where the highest number of fatal and serious injury roadway departure crashes are occurring.)
- Maintain fatalities and serious injuries in bicycle and pedestrian crashes in Region 1 at the 2013-2015 moving average of 122 by December 31, 2019. ***[In 2017, there were 138 fatalities and serious injuries in bicycle and pedestrian crashes in Region 1.]*** (Additional funding will be provided to law enforcement agencies in Region 1 in 2020 to implement high visibility pedestrian enforcement across the Region; as well as provide additional grant funds for stakeholders and partners to assist with educating the public on pedestrian safety laws, incidence, and best practices to stay safe. Note that 64% of pedestrian fatalities and serious injuries occurred in Portland, and although bicycle fatalities and serious injuries appear to be holding steady, pedestrian fatalities and serious injuries are on the rise in line with the nationwide trend.)
- Decrease fatalities and serious injuries in crashes where the driver was age 15-20 in Region 1 from the 2014-2016 moving average of 106 to 89 by December 31, 2019. ***[In 2017, there were 100 fatalities and serious injuries where the driver was age 15-20 in Region 1.]*** (Young drivers and their families in Region 1 have access to Oregon's nationally recognized driver education program. Although there are 13 providers (driver instruction schools) in Region 1, the state is experiencing an issue in recruiting additional instructors statewide. In 2020 there will be an emphasized focus on recruitment than has been done in the past.)
- Decrease fatalities and serious injuries in motorcycle crashes in Region 1 from the 2014-2016 moving average of 97 to 86 by December 31, 2019. ***[In 2017, there were 93 fatalities and serious injuries due to motorcycle crashes.]*** (Although motorcycle crashes are on a downward trend based on preliminary 2018 and 2019 information, the program continue to focus and work on proven countermeasure strategies, as well as continue to support the efforts of the GAC-DUII, and work with Team Oregon, the primary motorcycle safety instructor program, to ensure the curriculum and standards of training are staying current with best practices, policy, and administration.)
- Decrease fatalities and serious injuries related to driver distraction in Region 1 from the 2014-2016 moving average of 43 to 31 by December 31, 2019. ***[In 2017, there were 28 fatalities and serious injuries due to distracted driving, a 55% decrease.]*** (Law enforcement agencies will continue to receive funding for high visibility enforcement, in addition to a robust media campaign.)

Strategies

Action Items from Oregon's 2016-2020 Transportation Safety Action Plan for pedestrian safety (vulnerable road users) primarily address infrastructure analysis and improvements:

6.8.1	Evaluate the safety performance of innovative pedestrian facilities. Continue implementing the most effective.
6.8.2	Provide safe facilities and crossings in areas where pedestrians are present or access is needed. Prioritize transit corridors, school areas, multilane streets and highways and other high risk areas and facilities.
6.8.3	Improve maintenance of existing pedestrian facilities.

However, TSD is able to concurrently provide some technical and other support to local groups, facilities or schools looking to improve pedestrian (and other vulnerable users) roadway safety, while project scoping, construction, or other transportation planning efforts are being conducted (in tandem). Other strategies follow.

- Continue efforts in building a positive transportation safety culture to change risky behaviors, develop partnerships to leverage efforts, and build community buy-in and motivation.
- Continue and improve on safety messaging and public outreach efforts conducted in local communities and neighborhoods, especially those with identified safety issues. Continue to build on partnerships within the City of Portland's "Vision Zero" planning group and local traffic safety teams in promoting and/or conducting outreach and educational opportunities for related public events, as well as for at-risk populations within the community.

Priority problem area efforts include:

- **Pedestrian Safety** - Facilitate safe walking practices to improve health and fitness through education, enforcement, engineering, and public information on Oregon law.
- **Bicyclist Safety** - Encourage bicyclist safety through public information and education programs for targeted audiences, school presentations, and law enforcement training.
- **Community Traffic Safety** - Provide a big-picture approach to injury prevention through: citizen input and participation; collaboration, business and health care participation; data collection and analysis; and combined injury prevention efforts.
- **ODOT Region Office** - Reducing the traffic related fatality and injury rate on state and local roads within the Region by providing expertise on the behavioral and design elements of all transportation safety programs. Work proactively with Region staff in developing solutions to transportation safety issues. Partner and coordinate with public and private agencies and organizations, including local transportation safety committees and law enforcement, to enhance community safety programs.

- **Roadway Safety** - Continue work with the ODOT Traffic-Roadway Division, local and regional governments, as well as private contractors and local law enforcement, to ensure that all roads are engineered to meet the highest safety standards and assist in providing recommendations for systematic improvements in high crash risk locations. The four E's of safety - engineering, enforcement, education and emergency medical services - are the foundation of all Roadway Safety Program activities
- **Safe Routes to School** - Promote walking and biking for the health/wellness and physical activity benefits; potential to lower traffic congestion around schools; and potential to increase air quality around schools. Program efforts are directed toward children in grades K-8 and are built around 5-E's: education, *encouragement*, enforcement, engineering, and evaluation. TSD is responsible for the non-infrastructure piece of the state's SRTS program (education, enforcement, and encouragement).

Region 1

M8SE-19-35-11		Awarded	Expended
Section 402	Region 1 Speed Grant	\$115,000	\$103,456

In Region 1, speed involved fatalities and serious injuries decreased 25% from 2016-2017, although speed remains in the top three causes (number three) of fatal and serious injury crashes in Region 1. Twelve law enforcement agencies received funding for high visibility speed enforcement. The Region 1 Transportation Safety Coordinator provided information on speed-related crashes to all 12 agencies, including maps and met with them in person to discuss the information and finalize the grant.

In addition, Washington County Sheriff requested speed information on all the towns in his jurisdiction and that was also provided.

Of the 12 agencies that received funding, one agency was responsible for the \$5,422.55 of the unspent funds, and 3,434.50 was not spent because the local police department was incorporated into the county Sheriff's department and the funds were returned.

DE-19-24-11		Awarded	Expended
Section 402	Region 1 Services Grant	\$25,000	\$20,677

In 2019, the Region Grant was used to support education and outreach efforts of partner agencies and community organizations on identified traffic safety issue through mini-grants.

Drive with a Cop - \$1,592 - Clackamas County's annual Drive with a Cop Event pairs licensed teen drivers in their own cars with Clackamas County Sheriff's Office deputies

who are also trained driving instructors. Teens learn about safe driving techniques as they navigate a driving course. The event also includes several education stations where the participants learn how to do basic maintenance and the dangers of speed, impaired and distracted driving. The event took place on October 5, 2019 and received \$1,592.50 to purchase an outdoor banner to advertise and direct the participants to the event. Approximately 70 teens participated.

Avoiding Flint - \$2,019 - This project, implemented by The Street Trust, aimed to reduce the amount of bike traffic that travels southbound on N. Flint Avenue during school drop-off hours. N. Flint experiences a high-amount of traffic during school drop-off hours because it is currently the only drop-off access for the school's busses, it is also a highly trafficked bicycle route. Because of the nature of the street and the amount of traffic, this area spawns unsafe interactions between cyclists, crossing pedestrians, and motor vehicles. Two children were almost hit.

The project ran from August 28 - September 6, the first day of school through the first full week of school. Volunteers manned strategic location with signs encouraging road users to take Vancouver to Tillamook to access the Broadway Bridge and avoid N. Flint in front of the school. The project was mainly focused on changing the behavior of bicyclists. A traffic count prior to the project and afterwards saw a 31.5% increase in bicyclists and cars (70 bicyclists and 33 cars) using the suggested alternative route. The Street Trust is looking at doing a similar project in 2020 to continue to help alleviate the congestion around Tubman and provide easier school access for students and their parents.

Cannabis Education for Teens - \$6,209 - This project offered creative, informational education to teens about the fact that cannabis impairs their ability to operate a vehicle safely. The project provide toolkits to 96 high schools in Region 1, Clackamas, Multnomah, Washington and Hood River Counties. The toolkits provided information on cannabis including edibles, effects of cannabis on the brain, information for adults about what they need to know if they are Marijuana users, a pre/post survey and the opportunity for teachers to request additional information, including a lesson plan on cannabis. The idea behind the dissemination of materials was to flood the schools with traffic safety messages as they returned to school in the fall to educate them on traffic safety issues and ask them to be the generation that changes the way we drive by changing their own safety culture.

Pedestrian and Transportation Safety Workshops for Low Income Families - \$3,025 - Over the past few years there has been a notable increase in pedestrian involved crashes in the East County/Gresham/Troutdale area. SE Portland contains eleven more than 50% of the 20 streets of the pedestrian high crash network and the highest number of communities of concern. This project was to provide education through workshops to empower member of the community to make better and safer decisions when walking or driving.

The grant helped funded traffic safety workshops and car seat check station as part of a community engagement, enhancement and beautification day. More than 67 community members attended the event, five attended the pedestrian safety workshop, and 30

families came to the car seat check station, and 35 children were assessed. Originally, car seats were going to be distributed at the event; however, it was determined that it would be better to order car seats for the children assessed and to put on a car seat clinic for the parents. None of the car seats checked were installed properly; however, all left better installed than it arrived.

Car Seat Clinic - \$3,248 - The car seat clinic was a joint effort between AMR, Oregon Impact, Dornbecher Children's Hospital and ODOT. The grant covered car seat purchase, interpreters and stickers for the car seats to prevent resale. All 30 of the families who were assessed were invited; however only 13 families attended. Five more families who missed the event were served by AMR the following Saturday, and another family was able to make an appointment at OHSU bringing the total number of families served to 19 and the total number of seats distributed to 33. The remaining 18 car seats were given to AMR and Dornbecher to distribute to low-income families for free at their discretion. The biggest impact of the event is that now families in these communities are aware of the need for car seats that are properly installed and 19 families were trained how to properly install their car seats.

Transportation Safety and Pedestrian Outreach with Slavic Family Organization - \$800 - This grant supported Safety Walks by the Vision Zero outreach team on September 1, 2019 during the Slavic Family Heritage Festival to encourage safe behaviors and to educate community members about transportation safety features near Gateway Discovery Park. The grant funding staff time, including interpreters, printing and Facebook advertising for the event. The event had an estimated 12,000 - 15,000 people throughout the day, 175 people stopped by the booth, 200 safety pamphlets were distributed and 8 people went on guided safety walks.

Cornelius Police Department Pedestrian Enforcement - \$3,000 - Over the past year the Area Managers for Region 1 have been receiving numerous complaints about cars not stopping for pedestrians in Cornelius. Although there are safety projects planned for the corridor in question to be responsive to our constituents, the Region 1 grant was used to fund overtime high visibility pedestrian enforcement on OR 8 on the pedestrian crossings that run through the city center including the locations of S 26th, S 14th, N 12th, N 11th, N 10th and N. 4th.

Tint Meters for the Portland Police Bureau - \$494 - Eight tint meters were purchased for the Portland Police Traffic Division to address four issues related to traffic safety: visibility that enhances safety for vulnerable road users, enforcement of distracted driving, speed racing and officer safety. The tint meters have been used during high visibility overtime enforcement grants, as well as during regular shifts. In the past ten years Portland Police have issued on average 100 citations a year for illegal window tinting. From July 24, 2018 - July 24, 2019 47 citations were issued for illegal window tinting. The tint meters were deployed on July 24, 2019 and from the time the meters were deployed to November 20, 2019, 52 citations for illegal window tinting have been issued. A ten percent increase over the previous year in three months.

Regional Grant expenditures not related to mini grants - \$3,168 - In addition to the mini grants that were funded the Regional Grant was also used to purchase yard signs, two

branded banners to be used at events, a set of pop-up banners with traffic safety messages for events, printing traffic safety messages to go along with reflective materials, stickers for car seats (not for resale) and rental of three rooms at Portland Community College for a child safety seat event.

Region 2

Link to the Transportation Safety Action Plan:

- Action # 6.17.8 - Provide support for use of comprehensive, integrated approaches such as 4 Es to those who design, operate, maintain, and use the system. Extend efforts to all agencies and partners through education and other measures.

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, southwestern Clackamas, and western Washington counties. Region 2 is responsible for the safety, construction, and maintenance of almost 25 percent of the state highway miles and has two major Cascade mountain passes (Santiam and Willamette). Region 2 is home to nearly 200 miles of U.S. 101 - The Oregon Coast Highway is a destination, a historic and cultural resource, and a challenge to maintain with landslides, hurricane force winds, and more than 90 inches of rain per year.

The Problem

- Reducing roadway departure crashes continues to be a priority in Region 2. These types of crashes are common and preventable. During 2014-2016, there was an average of 287 roadway departure involved fatalities and serious injuries per year.
- 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.
- According to the CDC, motor vehicle fatalities continue to be the leading cause of accidental death among teenagers. In the U.S., six teens age 16-19 died every day from motor vehicle injuries (2015). During 2014-2016, there was an average of 124 fatalities and serious injuries per year in crashes where the driver was age 15-20.
- Motorcycle fatalities and serious injuries continue to be an issue. During 2014-2016, there was an average of 88 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 and these types of crashes are increasing as well in Region 2. During 2014-2016, there was an average of 80 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.

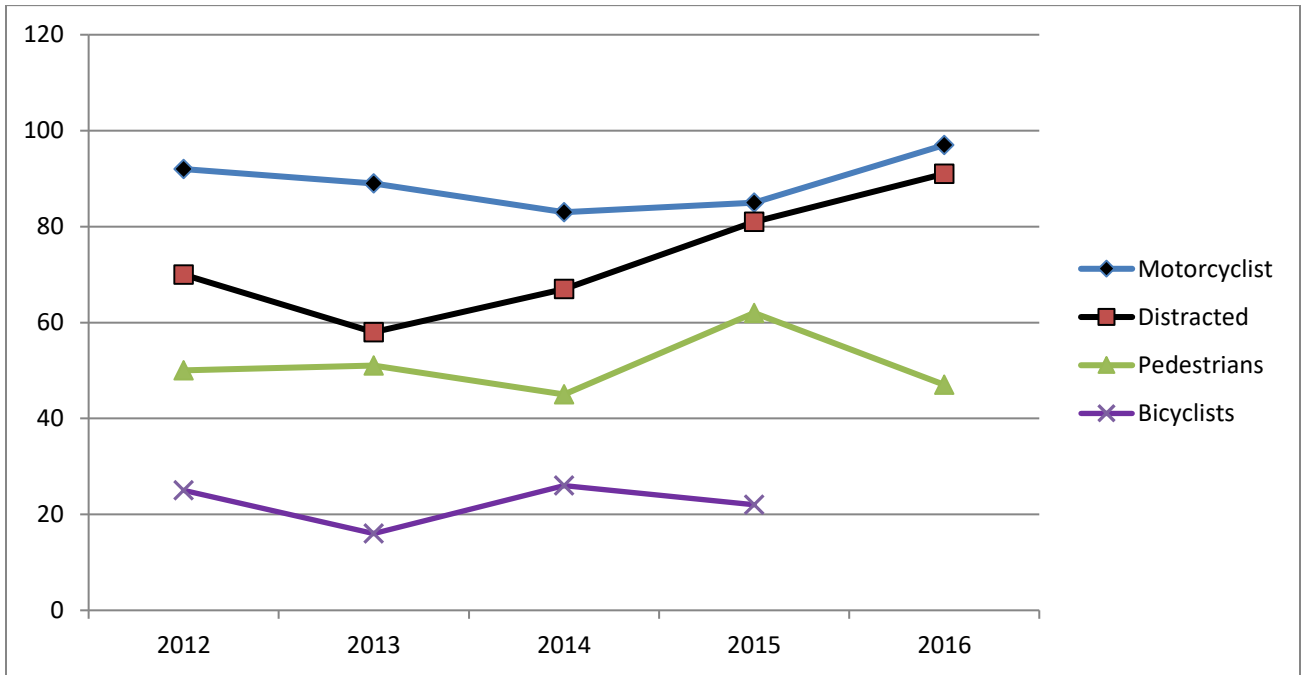
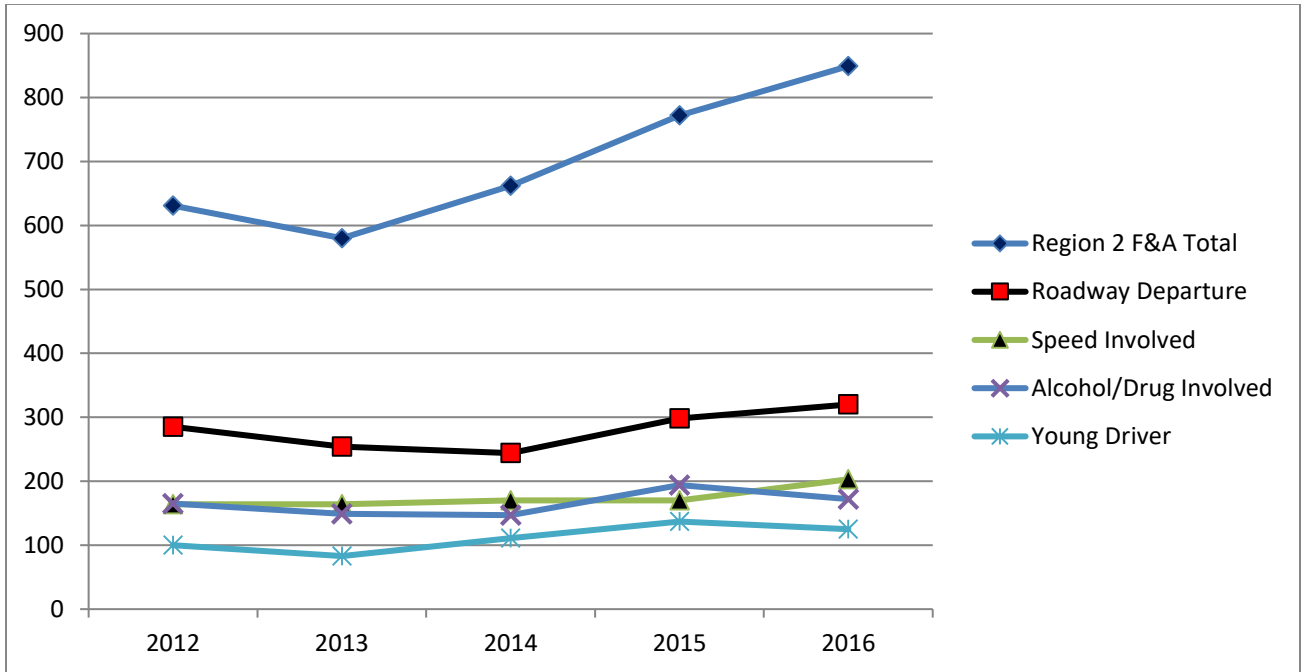
Region 2, Transportation Safety Information

Region 2 – Fatalities & Serious Injuries

Counties	2012	2013	2014	2015	2016	2012-2016 Average
Benton County	32	15	27	28	52	31
Clatsop County	26	35	26	35	43	33
Columbia County	18	32	22	28	20	24
Lane County	169	146	158	204	190	173
Lincoln County	43	45	41	53	64	49
Linn County	78	72	95	99	84	86
Marion County	100	113	172	173	233	158
Polk County	52	56	52	65	50	55
Tillamook County	46	20	31	24	17	28
Yamhill County	67	46	38	63	96	62
Fatal & Serious Injuries (F&A) Total	631	580	662	772	849	699
Fatalities	112	108	126	170	171	137
Alcohol/Drug Involved F&A	165	149	147	194	172	165
Alcohol/Drug Fatalities	57	58	62	98	81	71
Percent Alcohol/Drug F&A	26%	26%	22%	25%	20%	24%
Speed Involved F&A	164	164	170	170	203	174
Speed Fatalities	32	39	45	50	31	39
Percent Speed-Involved F&A	26%	28%	26%	22%	24%	25%
Roadway Departure F&A	285	254	244	298	320	280
Roadway Departure Fatalities	59	51	64	78	87	68
Percent Roadway Departure F&A	45%	44%	37%	39%	38%	40%

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

Fatalities & Serious Injury Charts – Region 2



Note: There may be more than one factor coded in a single crash. (For example, a driver seriously injured in a roadway departure crash may also have been speeding.)

Goals

- Decrease fatalities in Region 2 from the 2012-2016 moving average of 137 to 122 by December 31, 2020.
- Decrease serious injuries in Region 2 from the 2012-2016 moving average of 561 to 497 by December 31, 2020.

Performance Measures

- Decrease roadway departure fatalities and serious injuries in Region 2 from the 2014-2016 moving average of 287 to 262 by December 31, 2019. ***[In 2017, there were 345 roadway departure fatalities and serious injuries in Region 2.]*** (Despite rumble strip installation in key locations, enforcement, and education campaigns, lane departure related fatal and serious injuries are increasing due to speeding, impairment, distracted and drowsy driving. Education and enforcement in high crash locations will be evaluated as projects for next year.)
- Decrease speed related fatalities and serious injuries in Region 2 from the 2014-2016 moving average of 181 to 165 by December 31, 2019. ***[In 2017, there were 198 speed related fatalities and serious injuries in Region 2.]*** (Speeding crashes have increased in Region 2 and the target may need to be adjusted to “maintain” in the future in order to meet targets. Projects will continue to target enforcement and education in jurisdictions with high speed related crash locations.)
- Decrease alcohol related fatalities and serious injuries in Region 2 from the 2014-2016 moving average of 123 to 112 by December 31, 2019. ***[In 2017, there were 126 alcohol related fatalities and serious injuries in Region 2.]*** (Alcohol related crashes have increased in Region 2 and the target may need to be adjusted to “maintain” in the future in order to meet targets.)
- Decrease fatalities and serious injuries in crashes where the driver was age 15-20 in Region 2 from the 2014-2016 moving average of 124 to 114 by December 31, 2019. ***[In 2017, there were 139 fatalities and serious injuries in crashes where the driver was age 15-20 in Region 2.]*** (Teen driver crashes have increased in Region 2 and the target may need to be adjusted to “maintain” in the future in order to meet targets.)
- Decrease fatalities and serious injuries in motorcycle crashes in Region 2 from the 2014-2016 moving average of 88 to 80 by December 31, 2019. ***[In 2017, there were 77 fatalities and serious injuries in motorcycle crashes in Region 2.]***
- Decrease distracted driving related fatalities and serious injuries in Region 2 from the 2014-2016 moving average of 80 to 73 by December 31, 2019. ***[In 2017, there were 96 distracted driving related fatalities and serious injuries in Region 2.]*** (Distracted driving related crashes have increased in Region 2 and the target may need to be adjusted to “maintain” in the future in order to meet targets.)
- Decrease pedestrian involved fatalities and serious injuries in Region 2 from the 2014-2016 moving average of 51 to 47 by December 31, 2019. ***[In 2017, there were***

46 pedestrian involved fatalities and serious injuries in Region 2.]

Strategies

- 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 Safety Priority Index System (SPIS) sites within Region 2 (SPIS has been recognized as an effective problem identification tool for evaluating road segments with higher crash histories).
- 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.
- 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.
- Continue to increase the number and effectiveness of partnerships. Current efforts like Safe Kids 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.
- Identify and increase the opportunities to provide state data (crash, health, economic loss, etc.) to local jurisdictions and safety organizations. Work with multi-disciplinary teams to identify traffic safety problems, detect emerging trends, and draft possible safety responses to those conditions.

Region 2

DE-19-24-12		Awarded	Expended
Section 402	Region 2 Regional Services Grant	\$25,000	\$12,242

The major activities of the project were to provide funding for outreach and education about speeding, impaired driving, distracted driving, pedestrian and bicycle safety, child car seats, and work zone safety. The grant funded banner stands to use for events that will educate Oregonians about all these safety topics. Work zone safety coloring pages were printed for children attending safety events. A mini-grant provided child car seats to low income families and education to families and caregivers at checkup events about proper restraint usage to reduce injury to children. In addition, the grant funded hauling fees for the crashed car trailer display used for speeding outreach at large events. Effective communications and outreach are an essential part of any safety campaign.

M8SE-19-35-12		Awarded	Expended
Section 402	Region 2 Speed Grant	\$136,000	\$117,798

The major activities of the project were to provide funding for speed overtime enforcement to local police agencies in Region 2. Mini-grants were awarded to 17 agencies in Region 2 and 12 accepted the awards: Benton, Lane, Lincoln, Marion, Polk, and Yamhill County Sheriff's Offices, and Albany, Eugene, Newberg, Salem, Springfield, and St Helens Police Departments. The five mini-grants not implemented were due to staffing shortages at police agencies, staff injuries, and insufficient resources to fill out the required grant paperwork. For the grant funded speed overtime enforcement, there were 2,430 speed citations issued (not including warnings, match hours or vehicles stopped). Speed enforcement grants were selected based on local problem identification, where overtime enforcement efforts were then conducted to reduce speed related motor vehicle fatalities and serious injuries.

M1CPS-19-45-12		Awarded	Expended
405 (b)	Region 2 CPS Fitting Station Support	\$6,493	\$3,426

This grant provided child car 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. The grant activities contributed to the program goals by increasing proper child safety restraint usage to reduce injury and death in children. Mini-grants were provided to AFFCAF (Albany), CARE, Inc. (Tillamook), Safe Kids Columbia County (Rainier), Safe Kids North Coast (Warrenton), and Salem Health (Salem). There were approximately 96 child passenger safety seats provided during this grant year (123 seats including the Region 2 mini-grant) and 0 new CPS technicians trained. Mini-grants not implemented were due to staff changes and insufficient resources to complete grant requirements. Child restraint inspection events held in urban communities have been effective in reaching households that improperly use child restraints. Car seat misuse (error) rate: Albany 90-95 percent, St Helens 65 percent, Warrenton 83 percent, and Salem 98 percent. Distribution of child car seats to low income families results in increased long-term use among low-use populations (*Countermeasures that Work, 2017*).

Region 3

Link to the Transportation Safety Action Plan:

- Action # 6.17.8 - Provide support for use of comprehensive, integrated approaches such as 4 Es to those who design, operate, maintain, and use the system. Extend efforts to all agencies and partners through education and other measures.

Region 3 Overview

The Oregon Department of Transportation, Region 3 encompasses the five southwestern Oregon counties: Coos, Curry, Douglas, Jackson, and Josephine. The Department is responsible for the safety, construction, and maintenance of the State's Highway system. The region is primarily rural in nature; however Interstate 5 and Hwy 101 run the entire length of the region from north to south. The economic condition of the five counties in Region 3 indicates that they are at a higher risk of distress than most other Oregon counties.

The Problem

- Fatal and serious injury motor vehicle crashes are over-represented and caused primarily by human behavior and poor choices, as opposed to vehicle or roadway issues. Region 3 had 16.46 percent of total state traffic fatalities compared with 13.6 percent of the state's driving population. Despite sustained reductions in traffic fatalities over the last decade, speed, alcohol, and roadway departure continue to be major factors contributing to deaths and injuries on all roads in Region 3. Building a positive safety culture to change human behaviors is needed to maintain the momentum toward reducing fatal and serious injury crashes.
- Speed was a contributing factor in 105 fatal and serious injury crashes in Region 3 (16 percent of the statewide fatal and serious injury crashes) in 2016, increasing from 92, or by 14 percent in 2015.
- In 2016, 19 percent of the alcohol involved fatal and serious injury crashes in the state (83) occurred in Region 3.
- In 2016, total safety belt use and child safety seat use in Region 3 closely reflected the statewide figures; however there continues to be a need for public education on the importance of child passenger safety and proper use of restraint systems.
- Motorcycle fatalities and serious injuries increased from 44 in 2015 to 52 in 2016 in Region 3 and continued work is needed to reduce these fatal and serious injury crash types.
- Roadway departure crash fatalities and serious injuries increased from 177 in 2015 to 178 in 2016 in Region 3. These crash types are common and preventable, and continue to occur more often during periods of inclement weather.

Region 3, Transportation Safety Information

Fatalities – Region 3

	2012	2013	2014	2015	2016	2012-2016 Average
Coos County	5	6	11	9	7	8
Curry County	0	3	4	3	1	2
Douglas County	15	13	27	31	16	20
Jackson County	14	15	17	24	34	21
Josephine County	18	12	13	24	24	18
Region 3 Total	52	49	72	91	82	69
Statewide Fatalities	337	313	356	445	498	390
Region 3 Fatalities Percent of State	15.43%	15.65%	20.22%	20.45%	16.47%	17.65%
Region 3 Fatalities per 100,000 Population	10.82	10.14	14.81	18.57	16.58	14.18

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

Fatalities & Serious Injuries – Region 3

	2012	2013	2014	2015	2016	2012-2016 Average
Region 3 Fatalities & Serious Injuries	312	305	268	367	355	321
Statewide Fatalities & Serious Injuries	1,955	1,729	1,851	2,220	2,471	2,045

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

Speed Involved Fatalities – Region 3

	2012	2013	2014	2015	2016	2012-2016 Average
Coos County	2	2	6	1	3	3
Curry County	0	2	1	0	1	1
Douglas County	5	3	10	10	6	7
Jackson County	8	8	9	8	1	7
Josephine County	6	3	8	8	9	7
Region 3 Speed Involved Fatalities	21	18	34	27	20	24
Statewide Total Fatalities Speed Involved	114	120	144	138	207	145
Region 3 Speed Involved Fatalities Percent of State	18.42%	15.00%	23.61%	19.57%	9.66%	17.25%
Region 3 Speed Involved Fatalities per 100k Population	4.37	3.73	6.99	5.51	4.04	4.93

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

Speed Involved Fatalities & Serious Injuries – Region 3

	2012	2013	2014	2015	2016	2012-2016 Average
Region 3 Speed Involved F&A Total	81	95	82	92	105	91
Statewide Speed Involved F&A Total	519	484	502	510	652	533

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

Alcohol Involved Fatalities – Region 3

	2012	2013	2014	2015	2016	2012-2016 Average
Coos County	2	0	6	5	1	3
Curry County	0	2	2	2	0	1
Douglas County	2	7	6	7	4	5
Jackson County	4	7	9	9	16	9
Josephine County	7	8	6	16	15	10
Region 3 Alcohol Involved Fatalities	15	24	29	39	36	29
Statewide Total Fatalities Alcohol Involved	123	128	120	187	173	146
Region 3 Alcohol Involved Fatalities Percent of State	12.20%	18.75%	24.17%	20.86%	20.81%	19.36%
Region 3 Alcohol Involved Fatalities per 100k Population	3.12	4.97	5.97	7.96	7.28	5.86

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

Alcohol Involved Fatalities & Serious Injuries – Region 3

	2012	2013	2014	2015	2016	2012-2016 Average
Region 3 Alcohol Involved F&A Total	61	62	52	91	83	70
Statewide Total Alcohol Involved F&A Total	413	346	307	433	429	386

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

Populations – Region 3

County	2012	2013	2014	2015	2016	2012-2016 Average
Coos County	62,890	62,860	62,900	62,990	63,190	62,966

Curry County	22,295	22,300	22,355	22,470	22,600	22,404
Douglas County	108,195	108,850	109,385	109,910	110,395	109,347
Jackson County	204,630	206,310	208,375	210,975	213,765	208,811
Josephine County	82,775	82,815	83,105	83,720	84,675	83,418
Region 3 Total	480,785	483,135	486,120	490,065	494,625	486,946

Sources: Crash Analysis and Reporting, Oregon Department of Transportation, 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 2012-2016 moving average of 69 to 56 or below by December 31, 2020.
- Decrease serious injuries in Region 3 from the 2012-2016 moving average of 252 to 208 by December 31, 2020.

Performance Measures

- Decrease speed related fatalities and serious injuries in Region 3 from the 2014-2016 moving average of 93 to 79 by December 31, 2019. ***[In 2017, there were 92 speed related fatalities and serious injuries in Region 3.]*** (For the upcoming program year this measure may need to be adjusted to say maintain. However, the preliminary 2018 data shows an even larger increase from the 2017 numbers.)
- Decrease alcohol involved fatalities and serious injuries in Region 3 from the 2014-2016 moving average of 76 to 67 by December 31, 2019. ***[In 2017, there were 75 alcohol involved fatalities and serious injuries in Region 3.]*** (This measure may need to be adjusted to say maintain, or changed to differentiate between fatalities and serious injuries to see if there is a greater decrease in at least one of the areas.)
- Decrease fatalities and serious injuries in motorcycle crashes in Region 3 from the 2014-2016 moving average of 43 to 36 by December 31, 2019. ***[In 2017, there were 38 fatalities and serious injuries for motorcycle crashes in Region 3.]*** (While the target has not been met, the average is closer than any of the other measures. I will likely adjust the numbers for the upcoming HSP and suggest the number be maintained.)
- Reduce crashes associated with inclement weather on state highways in Region 3 from the 2014-2016 moving average of 615 to 521 by December 31, 2019. ***[In 2017, there were 986 crashes associated with inclement weather on state highways in Region 3.]*** (With the severe weather in late 2018 and early 2019 I forecast a significant jump from the 2017 increase. Adjustments will be made in the HSP.)

Strategies

- Serve as a resource to ODOT Region 3 for transportation safety priority program areas.

- Attend transportation safety meetings, both internal and external of ODOT, as a resource to local and regional safety programs. Attend event planning meetings to provide technical assistance for applicable transportation safety related events, programs, or fairs within the region.
- Coordinate and/or provide resources for traffic safety events as applicable. Advocate transportation safety programs and awareness to partners and stakeholders in the communities within Region 3.
- Collaborate and work to enhance partnerships with local agencies/groups to raise awareness around transportation safety issues and partner on proven countermeasures to impact those identified problems within Region 3.
- Provide mini-grants to local jurisdictions for DUll community education, speed overtime enforcement or equipment, distracted driving overtime enforcement, and/or for CPS equipment, supplies, and training.
- Partner in educational opportunities on transportation safety problem areas, with an emphasis on Impaired Driving (Drugs and Alcohol), Speed, Distracted Driving, Roadway Departure, and Motorcycle Safety. Increase partnerships with health and injury prevention, social, and youth advocacy groups.
- Work with local traffic safety committees to enhance existing programs and provide transportation safety resources and information. Work to stabilize struggling committees by identifying gaps and needs; working also with communities that have a need, or have expressed interest in forming new traffic safety committees.
- Assist w/coordination of Child Passenger Safety (CPS) coalitions in Region 3. Provide mini-grants to local agencies to enhance support of public CPS public events, fitting stations, or trainings. Support regular meetings with certified CPS Technicians in the region to help expand existing programs as well as stay current on CPS recertification, paperwork, and reporting requirements.
- Partner on the implementation of a Salt Use Pilot program on the Siskiyou Pass and the four passes between Canyonville and Grants Pass; monitor evaluation reports for anticipated reductions in crashes during adverse weather conditions.
- Partner on the implementation of a tree removal program on select Region highways where vegetation causes shading and contributes to ice on the roadway.
- Partner on the implementation of Region-wide projects to increase visibility on highways to improve safety, including pavement markers, roadside delineation, and curve signage.
- Partner on the implementation of a Region-wide rumble strip countermeasure project to address roadway departure crash issues.

Region 3

DE-19-24-13		Awarded	Expended
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Section 402	Region Services Grant	\$25,000	\$4,279
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This project provided transportation safety education, outreach, enforcement, and services to a wide variety of community based traffic safety programs and traffic safety organizations to address identified transportation safety problems for targeted crash reduction. Two mini-grants were provided to local jurisdictions for CPS efforts. Though the funding was not utilized at the capacity I had hoped, there was outreach and good work done in all of the five Region 3 counties.

M8SE-19-35-13		Awarded	Expended
Section 402	Region Speed Grants	\$62,500	\$43,011

The major activities of the project were to provide funding for speed overtime enforcement to local police agencies in Region 3. Mini-grants were awarded to 8 agencies: Coos, Douglas and Jackson County Sheriff's Offices; Winston, Roseburg, Medford, Grants Pass and Sutherlin Police Departments. For the grant funded speed overtime enforcement, there were 867 citations issued and 555 warnings (not including match hours or vehicles stopped). Speed enforcement grants were selected based on local problem identification, where overtime enforcement efforts were then conducted to reduce speed related motor vehicle fatalities and serious injuries.

Region 4

Link to the Transportation Safety Action Plan:

- **Action # 6.17.8 - Provide support for use of comprehensive, integrated approaches such as 4 E's to those who design, operate, maintain, and use the system. Extend efforts to all agencies and partners through education and other measures.**

Region 4 Overview

Region 4 encompasses Crook, Deschutes, Gilliam, Jefferson, Klamath, Lake, Sherman, Wasco, and Wheeler counties. Region 4 is rural in nature and had an estimated population of 336,410 in 2016. The Region has 1,861 miles of state highway centerline miles (4,146 lane miles) a two major Cascade mountain passes (Santiam and Willamette). Region 4 hosts US 97, which serves as a major corridor between California and Washington, and I84, which connects Portland to Boise, Salt Lake City, and every point eastward. Central Oregon is a recreation hub of Oregon, with winter and summer tourism being a huge draw for the region. Region 4 has one safety corridor on OR Route 140 W - Lake of the Woods from mile point 29 to mile point 47.

The Problem

- The rural nature of Region 4's high desert highways present unique challenges to transportation safety. The flat and straight highways and increased speed limits promote high speed driving, but where these highways also serve as the main streets for small towns, danger is increased to all users of the system. Longer distances between population centers decreases the enforcement capabilities and increases the response and travel times for first responders.
- The rural and small town characteristics are also reflected in how effective law enforcement can be on local traffic issues: equipment is difficult to come by for enforcing speed or DUII violations; staffing is based on population but the highways service many through-travelers, and many rural agencies may cite violations differently based on their procedures.
- Impaired driving continues to be one of the top highway safety concerns for Region 4. The number of fatal and serious injuries peaked in 2016 with the highest count for the past five years.

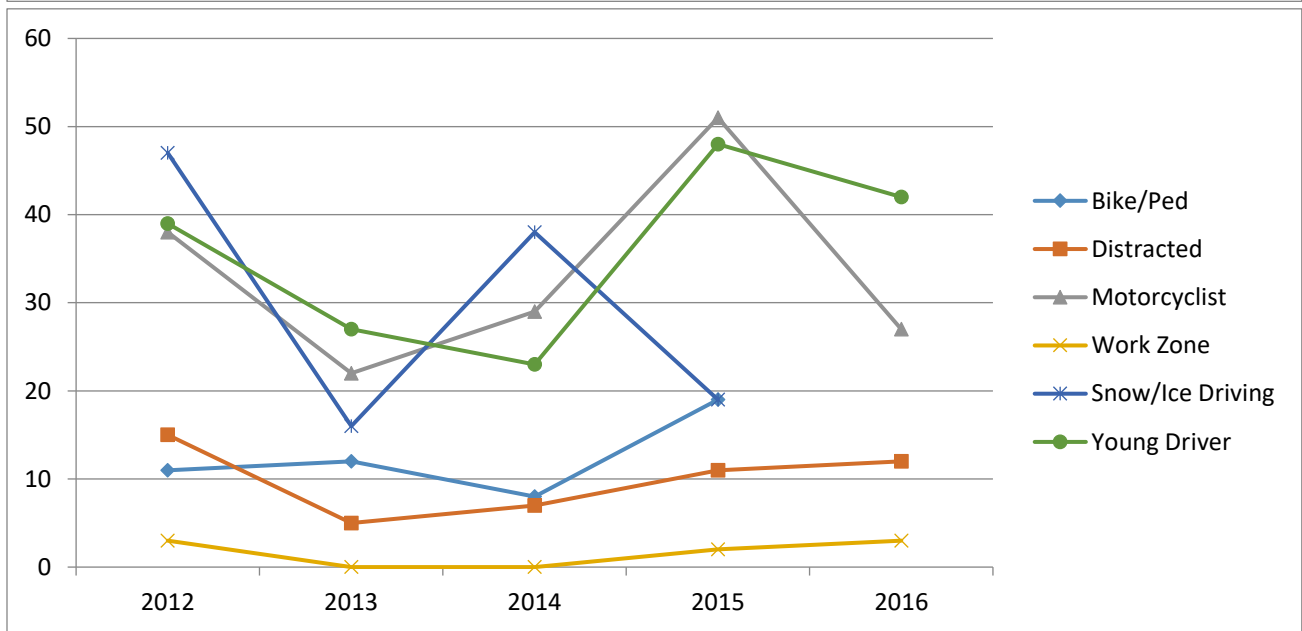
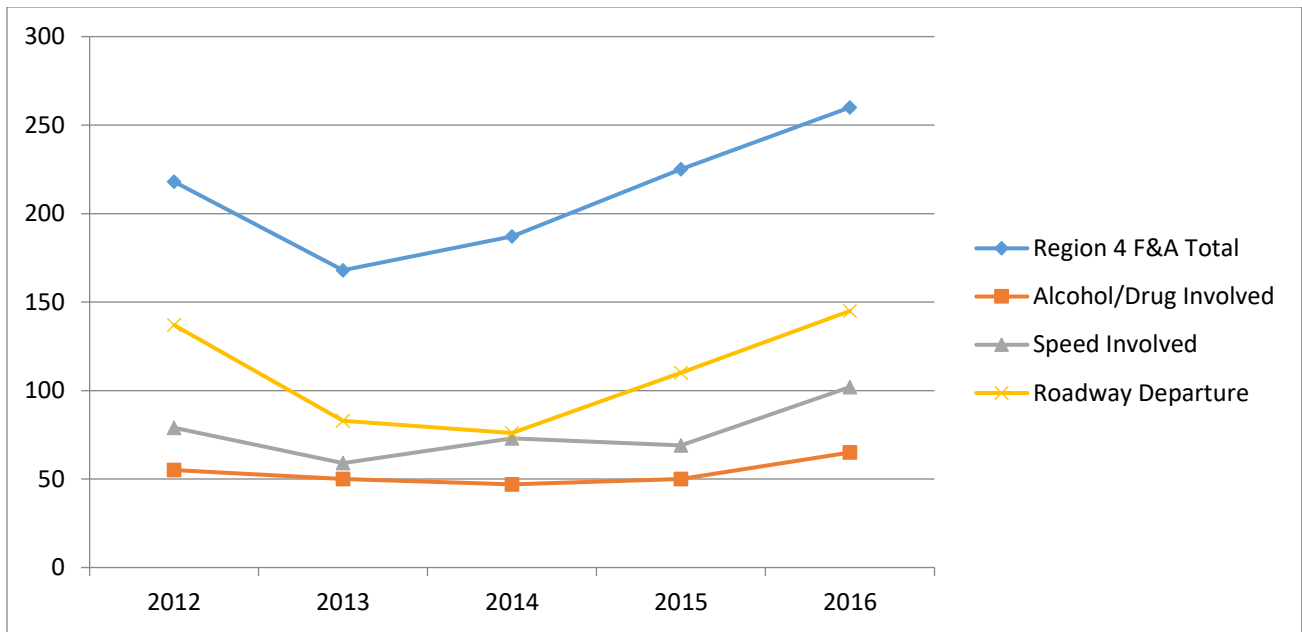
Region 4, Transportation Safety Information

Region 4 - Fatalities and Serious Injuries

Counties	2012	2013	2014	2015	2016	2012-2016 Average
Crook County	16	16	16	21	17	17
Deschutes County	80	64	64	81	107	79
Gilliam County	4	1	1	2	9	3
Jefferson County	23	13	35	25	22	24
Klamath County	65	37	44	54	54	51
Lake County	6	13	5	5	4	7
Sherman County	4	2	3	5	4	4
Wasco County	19	20	18	30	41	26
Wheeler County	1	2	1	2	2	2
Fatal & Serious Injuries (F&A) Total	218	168	187	225	260	212
Fatalities	40	36	41	46	67	46
Alcohol/Drug Involved F&A	55	50	47	50	65	53
Alcohol/Drug Fatalities	35	31	19	22	27	27
Percent Alcohol/Drug F&A	25%	30%	25%	22%	25%	25%
Speed Involved F&A	79	59	73	69	102	76
Speed Fatalities	13	12	19	21	33	20
Percent Speed-Involved F&A	36%	35%	39%	31%	39%	36%
Roadway Departure F&A	137	83	76	110	145	110
Roadway Departure Fatalities	30	18	21	27	41	27
Percent Roadway Departure F&A	63%	49%	41%	49%	56%	52%

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

Note: There may be more than one factor coded in a single crash. (For example, a driver seriously injured in a roadway departure crash may also have been speeding.)



Note: There may be more than one factor coded in a single crash. (For example, a driver seriously injured in a roadway departure crash may also have been speeding.)

Goals

- Decrease fatalities in Region 4 from the 2012-2016 average of 46 to 31 by December 31, 2020.
- Decrease serious injuries in Region 4 from the 2012-2016 average of 179 to 118 by December 31, 2020.

Performance Measures

- Decrease alcohol/drug involved fatalities and serious injuries in Region 4 from the 2014-2016 moving average of 54 to 46 by December 31, 2019. ***[In 2017 there were 52 alcohol/drug involved fatalities and serious injuries in Region 4.]*** (While not meeting the projected performance measure, this is a decrease of 22 percent from 2016, indicating successful performance of applying proven counter measures of HVE, increasing awareness, and providing education that will continue into 2020 as strategies.)
- Decrease speed involved fatalities and serious injuries in Region 4 from the 2014-2016 moving average of 81 to 74 by December 31, 2019. ***[In 2017 there were 83 speed involved fatalities and serious injuries in Region 4.]*** (While this is a decrease of 19 percent from 2016, the performance measure was not met and saw an increase from the moving average. Speed limit increases in 2016 may have been a contributing factor. Adjustments to future strategies include increasing awareness and education, in combination with HVE and encouraging law enforcement and media participation in nationwide speed campaigns.)
- Decrease the number of roadway departure fatalities and serious injuries in Region 4 from the 2014-2016 moving average of 110 to 101 by December 31, 2019. ***[In 2017 there were 122 number of roadway departure fatalities and serious injuries in Region 4.]*** (This is a decrease of 16 percent from 2016, but does not meet the performance measure. The increase in speed limit and an increase in speed involved crashes could be a contributing factor. Adjustments to future strategies include increasing awareness and education, in combination with HVE and encouraging law enforcement and media participation in nationwide safety campaigns. Contributing factors for fatal and serious injury roadway departure crashes will be targeted, including speed, distracted driving, seatbelt use, and impaired driving.)

Strategies

- 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 Safety Priority Index System (SPIS) sites within Region 4 (SPIS has been recognized as an effective problem identification tool for evaluating road segments with higher crash incidence).

- 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.
- 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.
- Continue to increase the number and effectiveness of partnerships.
- Identify and increase the opportunities to provide state data (crash, health, economic loss, etc.) to local jurisdictions and safety organizations. Work with multi-disciplinary teams to identify traffic safety problems, detect emerging trends, and draft possible safety responses to those conditions.
- Assist with coordination of certified CPS Technician meetings and events to help them maintain certification, and to stay active in their communities. Techs will be able to network, share training opportunities, and stay current on recertification requirements to help with Technician retention rates.
- Collaborate and work to enhance or create new partnerships with local agencies/groups to raise awareness around transportation safety issues within the Region.

Region 4

DE-19-24-14		Awarded	Expended
Section 402	Region 4 Services Grant	\$25,000	\$6,255

This project provides transportation safety education, outreach, enforcement, and services to a wide variety of community based traffic safety programs for targeted crash reduction.

Mini-grants may be provided to local jurisdictions and traffic safety organizations to address identified transportation safety problems. Once such mini-grant was issued from the region parent grant to supplement the Crook County CPS program. The mini-grant was for \$2000 and Crook County used \$1,988 of those funds, providing car seats for low-income families, as well as education about proper installation and car seat use. Several large CPS events were held throughout Region 4 in a variety of counties.

Providing education and awareness about driving while impaired was a focus of this year’s efforts as well. Partnering with Sherman County, signs were created and printed to be used as a part of their summer campaign about driving under the influence of alcohol and/or drugs. In conjunction with other DUII HVE and targeted advertising, F&A rates for impaired driving was reduced by 22 percent in Region 4 between 2016 and 2017.

Statewide trends indicate a growing number of pedestrian and pedalcyclist F&A crashes. In an effort to start road users early in practicing safe transportation habits in Region 4, an investment was made to educate children on best practices for walking or rolling in the community. High volumes of the latest pedestrian safety publication were ordered for distribution to rural schools. The Region also facilitated production of the *Firebusters* program in Central Oregon. The RTSC collaborated with multiple county agencies to plan, film, and distribute a variety of film segments, worksheets, and at week's end, an enormous safety assembly for the school's participation and recognition. The ODOT segment was created to raise awareness about rules of the road when a school bus is present for pedestrians, pedalcyclists, and motorists. The span of this program was far reaching in both geography, as well as views on the internet. Special reflective devices were also constructed for heightened visibility by the RTSC for distribution to schools region wide.

The program areas of Distracted Driving, Work Zone Safety, DUII, Occupant Protection, Helmet Use, and Speeding were also invested in with the purchase of multiple retractable banner displays about each topic for public safety awareness events. The displays are for use at community events, use by agency partners to promote ODOT safety programs, and/or to start conversations about transportation safety with the public.

A few months without an RTSC working in Region 4, and the required recruitment and training period of the interim RTSC did not allow for maximizing the funds available for this grant year. Prior to administration of new projects and mini-grants, focus was made on strategies that did not require use of the region grant funding. Collaboration with other agencies and stakeholders to identify community needs for funding and training, safety program availability, and enforcement opportunities was a primary goal of the work during the second half of the grant year. Emphasis was placed on collaboration and engagement with community service providers, law enforcement agencies, and planning and health departments, with a purpose of establishing new partnerships and opportunities for increasing program efficacy.

M1CPS-19-45-14		Awarded	Expended
405 (b)	CPS Fitting Station Support, ODOT Region 4	\$5,411	\$4,329

The sole recipient of these grant funds was Safe Kids Columbia Gorge, a subset of the Mid-Columbia Health Foundation. This organization provides access to Child Passenger Safety instruction across Gilliam, Sherman, Wasco, and Wheeler Counties. Monthly car seat classes were held in both Hood River and The Dalles, and both English and Spanish instruction was available to attending families. In addition to education and installation guidance, low cost seats were provided to income-eligible class attendees. Additional instruction was provided at 11 events across the counties. Individual seat check appointments with a technician were also made available to the community. Seatbelt diversion classes were held to supplement program funding, educate drivers, and improve compliance rates in Region 4. A *Get Ready* event was held during National Child Passenger Safety week and numbers continue to improve in attendance annually.

Region 5

Link to the Transportation Safety Action Plan:

- **Action # 6.17.8 - Provide support for use of comprehensive, integrated approaches such as 4 Es to those who design, operate, maintain, and use the system. Extend efforts to all agencies and partners through education and other measures.**

Region 5 Overview

Region 5 includes Baker, Grant, Harney, Malheur, Morrow, Umatilla, Union and Wallowa counties. The total population for the eight counties is 187,140 encompassing 2,228 state highway, 10,384 county and 892 city miles of roadway, with no active safety corridors. Six of the eight counties in Region 5 are considered frontier counties with six or fewer people per square mile while the two most populated counties are considered rural. Region 5 encompasses approximately 39 percent of the total area of the state, with only about 5 percent of the state's population and 22 percent of all total miles (state, county, city, misc. agency) in the state.

All eight counties in Region 5 have established local traffic safety committees or similar community organizations.

The Problem

- In 2016, several of the rural highways in Region 5 initiated speed limit increases from 55mph to 65mph. I-84 from The Dalles to the Idaho border, I-82 to Washington, and HWY 95 in Malheur County increased from 65mph to 70mph; where speed is already a causation factor in over 1/3 of Oregon's motor vehicle fatalities.
- In 2016, traffic fatalities continued to be a major issue in Region 5 with 46 deaths, up from 40 deaths in 2015. Region 5 accounted for 9.2 percent of the statewide fatalities in 2016.
- In 2016, serious injuries due to traffic crashes totaled 127, up from 97 in 2015. Region 5 represented 6.4 percent of statewide serious injuries which is over-represented for its population.
- In 2016, alcohol was involved in 22 deaths and serious injuries in Region 5, down from 56 in 2015. Region 5 has seen a decrease in alcohol involved fatalities and serious injuries each year since 2013. Region 5 accounted for 5.1 percent of statewide alcohol involved fatalities and serious injuries.
- In 2016, 25.4 percent of all Region 5 fatalities and serious injuries were speed involved, totaling 44. While the total number is up from 2015, the percent of all Region 5 speed involved fatalities and serious injuries decreased to 31 percent in 2015. Region 5 accounts for 6.7 percent of statewide speed involved fatalities and

serious injuries.

- Traditionally, a large percentage of fatalities and serious injuries are caused by roadway departures due to the rural nature of the region. 2016 was no exception with 96 fatalities and serious injuries, up from 75 in 2015. This represents 55.5 percent of the total fatalities and serious injuries in Region 5 for 2016 and 10.1 percent of statewide roadway departure fatalities and serious injuries.
- In 2016, 18.5 percent of all Region 5 fatalities and serious injuries were due to motorcycle crashes for a total of 32. This number is more than double what it was in 2015 when Region 5 saw a total of 14 fatalities and serious injuries due to motorcycle crashes. Region 5 accounted for 9.9 percent of the statewide fatalities and serious injuries due to motorcycle crashes.

Fatalities – Region 5

	2012	2013	2014	2015	2016	2012-2016 Average
Baker County	4	2	5	6	7	5
Grant County	1	1	0	2	3	1
Harney County	2	2	5	3	5	3
Malheur County	6	8	3	5	7	6
Morrow County	1	2	3	5	4	3
Umatilla County	27	11	12	11	14	15
Union County	1	2	1	8	4	3
Wallowa County	2	1	5	0	2	2
Total Region 5	44	29	34	40	46	39
Statewide Fatalities	337	313	356	445	498	390
Region 5 Fatalities Percent of State	13.06%	9.27%	9.55%	8.99%	9.24%	10.02%
Region 5 Fatalities per 100,000 Population	23.92	15.67	18.29	21.37	24.41	20.73

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

Serious Injuries – Region 5

	2012	2013	2014	2015	2016	2012-2016 Average
Baker County	9	9	7	8	14	9
Grant County	7	2	3	3	4	4
Harney County	4	1	6	7	8	5
Malheur County	16	21	18	17	34	21
Morrow County	3	10	6	7	16	8
Umatilla County	45	35	57	35	39	42
Union County	13	11	7	13	9	11
Wallowa County	5	3	1	7	3	4
Region 5 Serious Injuries Total	102	92	105	97	127	105

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

Fatalities & Serious Injuries - Region 5

	2012	2013	2014	2015	2016	2012-2016 Average
Region 5 Fatalities & Serious Injuries	146	121	139	137	173	143
Statewide Fatalities & Serious Injuries	1,955	1,729	1,852	2,220	2,471	2,045

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

Speed Involved Fatalities – Region 5

	2012	2013	2014	2015	2016	2012-2016 Average
Baker County	3	1	2	0	2	2
Grant County	1	1	0	1	2	1
Harney County	0	1	1	2	0	1
Malheur County	1	3	2	1	1	2
Morrow County	0	1	2	0	0	1
Umatilla County	16	4	5	4	3	6
Union County	0	1	1	1	3	1
Wallowa County	0	1	4	0	1	1
Region 5 Speed Involved Fatalities	21	13	17	9	12	14
Statewide Total Speed Involved Fatalities	114	120	144	138	207	145
Region 5 Speed Involved Fatalities Percent of State	18.42%	10.83%	11.81%	6.52%	5.80%	10.68%
Region 5 Speed Involved Fatalities per 100k Population	11.41	7.02	9.08	4.81	6.37	7.75

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

Speed Involved Fatalities & Serious Injuries - Region 5

	2012	2013	2014	2015	2016	2012-2016 Average
Region 5 Speed Involved F&A Total	70	51	60	42	44	53
Statewide Speed Involved F&A Total	519	484	502	510	652	533

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

Alcohol Involved Fatalities – Region 5

	2012	2013	2014	2015	2016	2012-2016 Average
Baker County	0	1	0	3	5	2
Grant County	0	1	0	1	1	1
Harney County	1	1	3	2	0	1
Malheur County	3	3	0	0	4	2
Morrow County	0	1	2	1	0	1
Umatilla County	3	5	5	1	6	4
Union County	0	0	1	2	1	1
Wallowa County	1	1	4	0	0	1
Region 5 Alcohol Involved Fatalities	8	13	15	10	17	13
Statewide Total Alcohol Involved Fatalities	123	128	120	187	173	146
Region 5 Alcohol Involved Fatalities Percent of State	6.50%	10.16%	12.50%	5.35%	9.83%	8.87%
Region 5 Alcohol Involved Fatalities per 100k Population	4.35	7.02	8.07	5.34	9.02	6.76

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

Alcohol Involved Fatalities & Serious Injuries - Region 5

	2012	2013	2014	2015	2016	2012-2016 Average
Region 5 Alcohol Involved F&A Total	20	28	26	25	22	24
Statewide Total Alcohol Involved F&A Total	413	346	307	433	429	386

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

Populations – Region 5

County	2012	2013	2014	2015	2016	2012-2016 Average
Baker County	16,210	16,280	16,325	16,425	16,510	16,350
Grant County	7,450	7,435	7,425	7,430	7,410	7,430
Harney County	7,315	7,260	7,265	7,295	7,320	7,291
Malheur County	31,395	31,440	31,470	31,480	31,705	31,498
Morrow County	11,300	11,425	11,525	11,630	11,745	11,525
Umatilla County	77,120	77,895	78,340	79,155	79,880	78,478
Union County	26,175	26,325	26,485	26,625	26,745	26,471
Wallowa County	7,015	7,045	7,070	7,100	7,140	7,074
Region 5 Total	183,980	185,105	185,905	187,140	188,455	186,117

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

Goals

- Decrease traffic related fatalities in Region 5 from the 2012-2016 moving average of 39 to 35 by December 31, 2020.
- Decrease serious injuries in Region 5 from the 2012-2016 moving average of 105 to 93 by December 31, 2020.

Performance Measures

- Decrease speed involved fatalities and serious injuries in Region 5 from the 2014-2016 moving average of 49 to 45 by December 31, 2019. ***[In 2017, there were 48 speed involved fatalities and serious injuries in Region 5.]*** (While we did not reach this performance measure, the number did decrease from the moving average. Speed limit increases in 2016 may be a factor that may have contributed to the decline not being as projected. Two counties in Region 5 also had significant jumps in data from the previous year. Harney County in particular went from 0 speed involved fatalities in 2016 to 7 in 2017.)
- Decrease alcohol involved fatalities and serious injuries in Region 5 from the 2014-2016 moving average of 24 to 22 by December 31, 2019. ***[In 2017, there were 13 alcohol involved fatalities and serious injuries in Region 5.]*** (Region 5 saw a significant decline and surpassed the projected performance measure in this area. Malheur and Umatilla Counties saw declines from 2016 which may have contributed to this decline. Region 5 has been declining in alcohol involved fatalities and serious injuries steadily since 2013 but this year was the most significant. While not a PM listed, it would be important to note that Region 5 did have an increase in drug involved fatalities and serious injuries from 2016 to 2017.)
- Decrease roadway departure fatalities and serious injuries in Region 5 from the 2014-2016 moving average of 84 to 74 by December 31, 2019. ***[In 2017, there were 83 roadway departure fatalities and serious injuries in Region 5.]*** (While we did not reach this performance measure, the number did decrease from the moving average. 2017 did show a significant decrease from 2016 when there was 96 total roadway departure fatalities and serious injuries. 2016 saw increases statewide in this area but our numbers for 2017 are much closer to what we had in 2014.)
- Decrease fatalities and serious injuries from motorcycle crashes in Region 5 from the 2014-2016 moving average of 19 to 17 by December 31, 2019. ***[In 2017, there were 16 fatalities and serious injuries from motorcycle crashes in Region 5.]*** (Region 5 saw a significant decline and surpassed the projected PM in this area, cutting in half the total fatalities and serious injuries from motorcycle crashes in 2016 when there were 32 in Region 5. Each county in Region 5 saw a reduction or stayed the same (in comparison to 2016) with Umatilla County seeing the most dramatic decline.)

Strategies

- Serve as a resource to ODOT Region 5 for transportation safety priority program

areas. Attend transportation safety meetings, both internal and external of ODOT, as a resource to local and regional safety programs. Attend event planning meetings as a coordinator or partner for applicable transportation safety related events, programs, or fairs within the region.

- Coordinate and/or provide resources and education for transportation safety events, with a focus on priority areas of speed, impaired driving, distracted driving, road departure/winter driving, motorcycle safety, and occupant protection. Advocate transportation safety programs and awareness to partners and communities in Region 5.
- Work with the existing local transportation safety committees (or similar) within the region to enhance and strengthen programs and provide resources and other important information. Member and volunteer retention and recruitment is a priority in those communities struggling to keep their groups active.
- Collaborate and work to enhance or create new partnerships with local agencies/groups to raise awareness around transportation safety issues within the region.
- Provide mini-grants to local jurisdictions for DUII community education, speed equipment and/or overtime enforcement, and/or for child passenger safety equipment, supplies, and/or training.
- Assist with coordination of certified CPS Technician meetings and events to help them maintain certification, and to stay active in their communities. Techs will be able to network, share training opportunities, and stay current on recertification requirements to help with Technician retention rates.
- Assist with coordination of bi-annual meetings of the Region 5 Safe Communities Grant Coordinators; as an opportunity to share resources, review local data, coordinate projects, and/or assist with grant writing and reporting. Assist with the development of local TSAPs for these areas.
- Assist with coordination of bi-annual meetings with Region 5 School Resource Officers (SRO) to share information specific to transportation safety; and to give the local SROs opportunity to network, share resources, and coordinate efforts as needed.
- Assist Region 5 law enforcement agencies on training needs and share with state trainers to assist with planning and promotion of training opportunities in Region 5.

Region 5

DE-19-24-15		Awarded	Expended
Section 402	Region 5 Services Grant	\$23,965	\$17,048

The major activities of the project were to provide funding for transportation safety coordination throughout ODOT Region 5, providing information and education on a variety of transportation safety activities, speed enforcement, and child passenger safety. This project provided three mini grants to the following agencies: Malheur County Sheriff's Office, Baker City Police Department, and Union County. The first mini grant was to cover two Deputies travel expenses to attend ARIDE training in a neighboring county (Harney). Match provided to this grant included their staff time traveling to and attending the two day course. The second and third mini grants listed were both to cover travel expenses for each agency to send one staff person to CPST training in Boardman. Match for each grant included staff time to travel to and attend the three day course. Baker City PD did not submit for reimbursement for their grant because although they did send a staff person to attend, unfortunately that person did not successfully pass the course. The other large project funded by this grant was the support of local media ad production with air time being provided as match. This project utilized local voices seeking to personalize the safety messages that centered on impaired driving, winter driving, and work zone safety primarily. Other expenses included outreach/awareness displays to have available for coalitions and other partners to check out for events and entrance fees/facility rentals for outreach event participation.

M1CPS-19-45-15		Awarded	Expended
405 (b)	CPS Fitting Station Support, ODOT Regions	\$6,494	\$6,151

This grant provided child safety seats to low income families in Region 5 in conjunction with education to parents/caregivers on the proper installation and fit of these seats. Without this program, five out of the eight counties in Region 5 would have nowhere in the county to purchase a seat. Mini grants were awarded to six local agencies including Boardman Police Department, Good Shepherd Medical Center, Harney County Safe Communities, Ontario Police Department, St. Anthony Hospital, and Building Healthy Families. A total of 147 seats were purchased for distribution and a total of 5 clinics and 2 educational events were held within the grant time frames. Mini grants went out to agencies later than planned this year which resulted in some agencies not being able to hold as many clinics as they had planned within the grant period.

M8SE-19-35-15		Awarded	Expended
Section 402	Region Speed Grants	\$29,000	\$21,853

The major activities of this project were to provide funding for speed overtime enforcement to local Police Departments and Sheriff's Offices in Region 5 who participated in the new HVE award process. Seven local agencies received mini- grants including: Baker County Sheriff's Office, Harney County Sheriff's Office, Hermiston Police Department, Hines Police Department, Malheur County Sheriff's Office, Morrow County Sheriff's Office, and Umatilla County Sheriff's Office. A total of 396 hours were worked with 317.5 straight time speed enforcement hours worked as match. A total of 189 speed citations and 249 speed warnings were written during the OT hours and a

grand total of 250 speed citations and warnings were written as match. Agencies that did not speed the majority of their funds cited staffing levels as the reason behind not being able to utilize it.

Roadway Safety

Link to the Transportation Safety Action Plan:

- **Action # 6.17.8 - Provide support for use of comprehensive, integrated approaches such as 4 Es to those who design, operate, maintain, and use the system. Extend efforts to all agencies and partners through education and other measures.**

The Problem

- There is a lack of a blended “4 E” (Education, Enforcement, Engineering and EMS) approach to transportation safety statewide.
- There is not general acceptance of the Highway Safety Manual or an identified set of trainings for its benefits and 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 flexibility, legal requirements, and identification of safety projects.
- There is a need for a statewide comprehensive roadway safety, engineering-related training program. The program should address continuing and enhanced education on a variety of roadway safety engineering related topics, and cover elementary to advanced courses, with efforts made to provide training at low to no cost.
- Roadway safety engineering does not cover the identified need.
- Road authorities find it difficult to attend necessary highway safety training.
- There is a growing need to conduct jurisdictional traffic control device assessments; only some are covered through services provided by Oregon State University.

Traffic Rates in Oregon, 2012-2016

	2012	2013	2014	2015	2016	2012-2016 Average
National Traffic Fatality Rate ¹	1.14	1.10	1.08	1.12	n/a	n/a
Oregon Traffic Fatality Rate ¹	1.02	0.93	1.03	1.24	1.35	1.11
Highway System, Non-freeway Crash Rate ²	1.51	1.45	1.53	1.62	n/a	n/a
Highway System Rural Non-freeway Crash Rate	0.88	0.76	0.89	1.05	n/a	n/a
Highway System, Freeway Crash Rate	0.46	0.47	0.51	0.51	n/a	n/a
County Roads/City Streets Crash Rate	2.08	2.00	2.11	2.10	n/a	n/a

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

¹ Deaths per 100 million vehicle miles traveled

² Crashes per million vehicle miles traveled

*PDO crash data not available at the time of this report.

Goals

- Increase the number of trainings and local workshops available for state and local public works, and law enforcement staff on various roadway safety related topics from the 2014-2016 moving average of 27 to 30 by December 31, 2020.
- Increase the number of state and local public works and law enforcement staff trained on various engineering, enforcement and transportation safety related topics from the 2014-2016 moving average of 559 to 630 by December 31, 2020.

Performance Measures

- Increase the number of trainings and local workshops for state and local public works, and law enforcement staff on various roadway safety related topics including human factors engineering from the 2014-2016 moving average of 27 to 29 by December 31, 2019. *[In federal fiscal year 2019, there were 27 trainings and local workshops for state and local public works and law enforcement staff on various roadway safety related topics including human factors engineering.]*
- Increase the number of state and local public works and law enforcement staff trained on various engineering, enforcement and transportation safety related topics from the 2014-2016 moving average of 559 to 611 by December 31, 2019. *[In federal fiscal year 2019, there were 594 state and local public works and law enforcement staff trained on various engineering, enforcement and transportation safety related topics.]*

Strategies

- Participate in the following ODOT efforts in order to continue the enhancement of roadway safety:
 - Highway Safety Engineering Committee (HSEC)
 - Research projects and Expert Task Group(s)
 - Informal Safety Committee
- Provide overtime traffic enforcement on the worst ranked safety corridors.
- 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 and implement its benefits to the state.
- Advance the adoption of the “4 E” approach to traffic safety (e.g., education, enforcement, engineering and emergency medical services).

- Continue to promote Human Factors Countermeasures in an effort to identify and implement its benefits to the state’s transportation system.

Roadway Safety

RS-19-77-05		Awarded	Expended
Section 402	Safety Corridor Education and Enforcement	\$20,000	\$20,000

OSP provided state and local police agency overtime enforcement and education materials for priority safety corridors statewide. Overall there were 191 hours worked with 429 vehicles stopped resulting in 1 DUII arrest, 129 speeding citations, 2 seat belt citations, and 31 other citations, 238 speed warnings, 3 seat belt warnings and 145 other warnings.

RS-19-77-01		Awarded	Expended
FHWA	Human Factors Engineering	\$50,000	\$45,000

Safety engineering human factors training for traffic engineering analysts and transportation safety advocates was conducted. The fact that approximately 90% of crashes and safety problems are caused by human factors was presented in the workshop. The complexity, involvement and integration of human factors in every aspect of transportation design, safety, operations, control and planning was presented and discussed. The appreciation of the importance of the knowledge and application of human factors increased with participants having the background and understanding of human factors, and how they can impact transportation systems.

RS-19-77-01		Awarded	Expended
FHWA	Engineering Safety Short Courses and Distance Learning	\$250,000	\$244,242

Safety engineering training was presented to traffic engineers, analysts, transportation safety coordinators, enforcement personnel and public works staff and officials. Training consisted of safety trainings similar to: Traffic Engineering Fundamentals; Uniform Traffic Control Devices; Roundabout Design and Control; Materials and Retro-Reflectivity for Signs and Markings; ADA for Bike and Pedestrians, and Multimodal Intersections. A broad range of positions were represented by attendees from state, local and federal agencies, as well as consultants. In addition, 26 participants from Washington State attended. Four local roadway jurisdictions also received on-site traffic control device and safety engineering reviews by several safety engineering specialists.

RS-19-77-04		Awarded	Expended
FHWA	Safety Features for Local Roads and Streets	\$150,000	\$149,662

Traffic safety engineering and related police enforcement training was presented to local officials, public works staff and local traffic safety committees via free workshops at various locations around the state. Local agency guidance documents were developed and/or updated. Additionally, four site visits and meetings with local public works agency staff occurred during FFY2019. Problem locations were visited and road tours were held. Visual aids of traffic control devices, barriers, clear zones, etc. were captured to be used as examples for future workshops.

RS-19-77-18		Awarded	Expended
FHWA	Roadway Departure Enforcement	\$218,000	\$180,432

OSP provided roadway departure traffic enforcement on targeted roadway segments identified by each Region's Region Traffic Safety Coordinator in coordination with ODOT Traffic Engineering staff. The purpose of this enforcement is to reduce lane departure related fatal and serious injury crashes. Overall there were 1,529 OT hours worked with 2,404 vehicles stopped resulting in 3 DUII arrests, 565 speed citations and 449 other citations, 1,059 speed warnings, 90 seat belt warnings and 1,161 other warnings.

Paid Media

No Paid Media for FFY 2019.

Safe & Courteous Driving

Link to the Transportation Safety Action Plan:

- **Action 6.4.2: Decrease distracted driving through education and changing social norms.**

The Problem

- “Safe Following Distance” is one of the components of the program, as ‘following-too-close’ related crashes were the fifth most common driver error in Oregon crashes in 2015.
- “Red Light Running” is also a significant cause of death and serious injury on Oregon streets. These crashes can result in debilitating brain injury and death.
- “Lights and Swipes” refer to safety precautions to take while driving in inclement weather; headlights and windshield wipers used together help your vehicle be more visible to other motorists and road users.
- “Drowsy” or fatigued driving is another component of the Safe and Courteous program. From 2012-2016 there were 3,427 drowsy driving fatal and injury crashes that resulted in 48 fatalities and 4,646 injuries in Oregon.
- “Distracted Driving” is a dangerous behavior for drivers, passengers, non-occupants, and non-motorized travelers alike, and includes multiple distracted behaviors like eating, drinking, reading, and other passengers; as well as use of mobile electronic devices. From 2012-2016 there were 10,814 crashes resulting in 70 fatalities and 16,503 injuries caused by crashes involving a distracted driver in Oregon (all ages).
- During 2017 Legislative Session, HB 2597 was passed to improve the ability of law enforcement to cite and convict for the distracted driving violation by clarifying the definition of ‘hands free’ and the allowance for one touch to activate or deactivate the device; broadening the scope of coverage to all mobile electronic devices (not just cell phones); and adding a diversion course to provide distracted driving education to violators.
- Cell phone use is a major driver distraction problem in Oregon as well as nationwide. From 2012-2016 there were 1,040 fatal and injury crashes statewide, resulting in 19 fatalities and 4,497 injuries caused by drivers reported to have been using a cell phone at the time of the crash. These crash types have historically been underreported in Oregon, as convictions for this offense during the same time frame total 87,839.
- Distracted and Drowsy Driving are the most prevalent of unsafe driving behaviors found in Oregon’s Safe & Courteous Driving program.

Oregon Driver reported to have used Cell Phone, Fatalities and Injuries 2012-2016

Year	Fatalities	Injuries
2012	1	296
2013	4	235
2014	3	245
2015	3	316
2016	8	405
Total	19	1,497

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

Oregon Cell Phone Use Convictions 2012-2016

Year	Convictions
2012	23,015
2013	21,520
2014	17,723
2015	15,264
2016	10,317
Total	87,839

Source: Oregon Driver and Motor Vehicle Services

Goals

- Decrease drowsy driving fatalities from the 2012-2016 moving average of 10 to 9 by December 31, 2020.
- Decrease drowsy driving injuries from the 2012-2016 moving average of 929 to 762 by December 31, 2020.
- Decrease distracted driving fatalities related to driver use of a cell phone from the 2012-2016 moving average of 4 to 3 by December 31, 2020.
- Decrease distracted driving injuries related to driver use of a cell phone from the 2012-2016 moving average of 299 to 266 by December 31, 2020.

Performance Measures

- Decrease drowsy driving fatalities from the 2014-2016 moving average of 10 to 9 by December 31, 2019. *[In 2017, there were 14 drowsy driving fatalities.]* (There was a media campaign held to decrease fatalities and injuries, using both Facebook and Google. Through social media we are trying to reach men and women ages 16-44 years old. This campaign will continue to be run, trying to reach mainly this group.)

- Decrease drowsy driving injuries from the 2014-2016 moving average of 1,006 to 839 by December 31, 2019. *[In 2017, there were 1,034 drowsy driving injuries.]* (There was a media campaign held to decrease fatalities and injuries, using both Facebook and Google. Through social media we are trying to reach men and women ages 16-44 years old. This campaign will continue to be run, trying to reach mainly this group.)
- Decrease distracted driving fatalities related to driver use of a cell phone from 2012-2016 average of 5 to 4 by December 31, 2019. *[In 2017, there was 1 distracted driving fatality related to driver use of a cell phone.]* (The media campaign against distracted driving was larger than it has ever been in Oregon, with this extensive campaign, there was also high visibility enforcement increased statewide throughout the grant year. This extensive campaign will continue along with high visibility enforcement statewide. This is a successful performance measure.)
- Decrease distracted driving injuries related to driver use of a cell phone from the 2012-2016 moving average of 322 to 294 by December 31, 2019. *[In 2017, there were 353 distracted driving injuries related to driver use of a cell phone.]* (The media campaign against distracted driving was larger than it has ever been in Oregon, with this extensive campaign, there was also high visibility enforcement increased statewide throughout the grant year. This extensive campaign will continue along with high visibility enforcement statewide.)

Strategies

- Develop and distribute public information and education materials to raise awareness and understanding of the dangers of drowsy and distracted driving.
- Provide high visibility enforcement for distracted driving statewide, especially during April 2019, the 6th Annual Distracted Driving Awareness Month.
- Provide public information on all topics in Safe and Courteous program, as required. For example, see ORS 811.526, Safety Campaign for the Use of Headlights. The campaign shall include, but need not be limited to, encouraging people to drive with headlights on under inclement weather conditions.

Safe and Courteous

M8X-19-20-03		Awarded	Expended
405(e)	Safe & Courteous Statewide Services - Media	\$620,000	\$551,773

This project funded PI&E (public information and education/media) of Oregon’s distracted driving law and best practices.

This project also funded PI&E and outreach events specific to drowsy driving safety

issues in Oregon. From 2012-2016 there were 3,427 drowsy driving fatal and injury crashes that resulted in 48 fatalities and 4,646 injuries in Oregon, indicating a rising problem in this behavioral area. See details of 2019’s media efforts below.

M8DDLE-19-20-03, 04, 05		Awarded	Expended
405(e)	Safe & Courteous Statewide Services - HVE	\$600,000	\$399,420

This project funded HVE (high visibility enforcement) of Oregon’s distracted driving law and best practices statewide. TSD partnered with OSP (Oregon State Police) and local law enforcement agencies to conduct sustained enforcement throughout the year, and particularly in April during National Distracted Driving Awareness month. Also during April, Oregon participated in the nationwide “Connect to Disconnect” campaign. Overtime funding was awarded to agencies based on data-driven problem identification. State, county and city law enforcement agencies participated in this year’s HVE events focused on distracted driving, working 4,576.75 hours of overtime, issuing a total of 1,967 citations and 1,057 warnings.

M8DD-19-20-06		Awarded	Expended
405(e)	Prosecuting the Distracted Driver	\$35,000	\$29,878

ODOT Transportation Safety Division, in cooperation with the Oregon Department of Justice, hosted the first ever conference on ‘Investigating and Prosecuting the Distracted Driver’ for prosecutor training. This course model is similar to the ‘Protecting Lives, Saving Futures’ and ‘Lethal Weapon’ courses, having both prosecutors and law enforcement training together.

This two day course was held September 24 & 25, 2019. Content was focused on the science of inattention due to cell phones and other technology. Additional items covered included obtaining and using forensic evidence, legal considerations, search warrants and much more. The course also included case studies of distracted driving cases from other states that have been successfully prosecuted. Forty-six attendees participated.

Paid Media

Strategic Communications Plan

State and national trends are more focused on Distracted Driving than ever. Data has shown that cell phone use is a major driver distraction problem in Oregon. From 2012-2016 there were a reported 19 fatalities and 4,497 injuries caused by drivers who were using a cell phone at the time of the crash. Anecdotally, many radio and television stations were asking for messages around safe practices for driving without distractions. The program this year chose to inform drivers of HB 2597, and that it is illegal to drive while using a mobile device. By bringing more attention to the law in a catchy and fun way while giving Oregon audiences a simple tag line to remind them to, “Park Your Phone.” The second intention of the program was to continue to educate drivers on the signs and symptoms of drowsy driving and strategies for avoiding this dangerous driving behavior. Lastly, a portion of the plan was budgeted for education around the indicators of aging drivers and how to have a conversation around safe driving methods.

Distracted Driving Billboard Ads

The program used a cohesive message across several different media types in order to ensure the greatest reach statewide. Outdoor media such as billboard serves as excellent proximity media (ability to reach drivers while driving). We released billboards from August through September in 94 locations with four separate treatments encouraging drivers to “Park Your Phone” while driving. We also created event-specific boards and signage to run at the Portland Grand Prix over Labor Day Weekend.

Distracted Driving New: 45/:30 TV PSA - “Park Your Phone”

One of the major goals of the campaign this year was to create a new set of assets that would serve the program for the next several years while also promoting healthy driving habits. This year we produced two new spots (:30/:45 seconds) featuring 3D animation, and live action combined with a musical jingle, “Park Your Phone” to remind drivers that one of the safest practices for avoiding driving distracted is to put their phone/device away in a bag or purse. The: 45 spot added information about fines related to being apprehended for distracted driving. Released in April for Distracted Driving Month.

Distracted Driving Transit

To complement other outdoor media (billboard), we also developed bus transit posters (Tails and Queens) to run in 49 spots for three months, July through September in the Portland, Salem, Eugene and Medford locations

Distracted Driving Facebook Ads

Facebook has shown to be a cost-effective and impactful way of reaching Oregon audience members online. This year, we developed five ads, including a version of the “Park Your Phone” PSA video ad to run on the social media platform. Four ads ran statewide targeting adults 25-44 from mid-August through mid-October. In September, based on data statistics showing that a higher number of women tend to use their device while driving, we also ran an ad targeting Oregon women A18-55.

Distracted Driving New :30/:60 Radio PSA

A version of the “Park Your Phone” jingle used in the television PSA was developed for radio and released to station program directors statewide in April for Distracted Driving Month and to get word out about the law. The release was timely in that it also responded well to requests made by stations in 2018 for more messaging that would help them combat the risks associated with texting and driving. Stations received links for both the :30 and :60 spots for flexibility.

Distracted Driving New :30 Spanish Radio PSA

To ensure the campaign’s message had a maximum reach across more Oregon multi-media channels, the “Park Your Phone” radio spot was also produced in Spanish, translated and sung by a native Mexican artist. Spanish-language radio has great penetration in the markets where Oregon’s Spanish-speaking communities are concentrated. Released in alignment with the English television and radio PSAs in April.

Distracted Driving Google Ads

We released two new ads on Google this year. The first animated ad for “Park Your Phone” launched in June 2019 as staggered campaign message timing was recommended in order to help reinforce the Distracted Driving programming through September of 2019. Additional ads, including a standard rectangle and header, were launched in August with new graphics to complement the launch of the event branding at the Portland Grand Prix while simultaneously preventing possible ad fatigue.

Distracted Driving Airport Advertising

Airport advertising is a compelling method for finding captive and engaged audiences, as the airport can often be the first point of arrival in the state. This year, we produced digital screen advertising at Portland International Airport (PDX) as well as airports in metropolitan areas of Oregon (Eugene, Medford, Bend), placed in baggage claim areas and high traffic routes within the airports. Animated versions of the “Park Your Phone” ads were displayed at the airport locations and ran from April (to mark Distracted Driving month) through October.

Distracted Driving Theater Screens

Theater screens continue to be effective media routes with a captive audience. We featured the new “Park Your Phone” video spots (:30/:45) on theater screens statewide from July through September. The spot was shown in 47 complexes totaling 137 screens from July through September.

Distracted Driving OTT/Streaming Television

As younger audiences statewide look to on demand TV to watch their favorite shows, Over the Top Television (Streaming) has become an impactful media to run safety messages. The television PSA for “Park Your Phone” was released on streaming channels (Roku/Hulu/Sling/Amazon/Apple) and ran from mid-July thru the end of September.

Distracted Driving Digital Streaming Radio

Digital, genre-specific streaming radio has become one of the best ways to deliver proximity media to Oregonians, both in vehicle and while in commercial areas streaming stations from services like Pandora and Sirius XM. Streaming radio also has the added bonus of being able to reach people statewide in areas with little to no broadcast coverage. Added value media for each spot ran came in the form of an included 300x250 digital ad included for each that allowed us to amplify the message of the program. Both the :30 second “Park Your Phone” jingle and Spanish version “Maneja sin distracciones” were used for these spots and ran July through September.

Distracted Driving Geo-fencing/Event Branding

This year, we had the special opportunity to participate in event branding and Geo-fencing at the Portland Grand Prix. With approximately 100,000 attendees during a three-day event, we used a combination of outdoor event signage with exclusive placement, onsite video ads, program print ads, as well as digital branding on the Grand Prix site and location map, exclusive messaging on all event online tickets, and social media Facebook and Twitter posts. The Grand Prix package also included participating in an onsite give-away to school age kids, two email blasts and a press release. The geo-fencing which included I-5 in the target area, delivered 1,448,6750 impressions over the three-day time period.

Drowsy Driving :30 Radio PSA “Wake Up” Rerelease

In September, we rereleased 2018’s PSA, “Wake Up” as a :30 radio spot to station program managers statewide, addressing the problem of drowsy driving to radio stations statewide. The spot uses a dose of humor to draw attention to the tactics drowsy drivers often use to keep themselves awake, but don’t actually work, before pointing them to one that will: pulling over and getting some rest.

Drowsy Driving Facebook Ads Rerelease

In September and October we released two Facebook ads from 2018 focused on drowsy driving with the message “It only takes a second for sleep to hit you”. The creative reminds drivers of the dangers of driving drowsy and strategies for avoiding it. Drowsy drivers tend to be younger, and therefore the ads targeted men and women 16-44 statewide.

Safe Routes to School

Link to the Transportation Safety Action Plan:

- **Action # 6.11.1 - Conduct education campaigns to encourage all system users to recognize responsibility for the safety of all travelers (e.g., share the road, slow down for kids).**

Safe Routes to School Overview

The objectives of a Safe Routes to School Program are:

- To increase the ability and opportunity for children to walk, roll and bicycle safely to and from school
- To make walking, rolling and bicycling appealing travel alternatives
- To influence a healthy and active lifestyle
- To 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

The Problem

- Alternative commuting options such as walking, biking, and other types of rolling (wheelchairs, scooters, and skateboards) to school can have many health and academic benefits for youth; however, for the majority of schools nationwide, 10 percent or fewer students walk or bike to school. This is an approximate 40 percent decrease since 1969 (CDC.gov).
- The Centers for Disease Control and Prevention has recommended for children and adolescents to have 60 minutes of physical activity per day, yet as of 2016, only 21 percent of youths nationwide meet these recommended physical activity guidelines (health.gov).
- Nationally, 17 percent of children and adolescents are obese (12.7 million) which can have immediate health risks such as hypertension and breathing problems. Long term health risks include a higher risk of being obese as an adult, metabolic chronic disease, and low self-esteem and depression (CDC.gov).
- Despite the benefits of walking and rolling to school, there can be barriers to commuting to school safely such as unsafe roadways facilities or environments. Other contributing factors may be unsafe driving, pedestrian and bicyclist behaviors. In Oregon for children ages 5-14, there is a five-year average of one bicyclist fatality and 80 bicyclist injuries each year; and a three-year average of 2 pedestrian fatalities and 83 pedestrian injuries involving motor vehicle crashes.

- A SRTS Action Plan evaluates the travel modes of students to a specific school site and identifies the barriers and hazards to students walking and biking safely to that school. The conclusions drawn from the collected information lead to priority projects and activities that the school, municipality and community can advance to promote safe walking and bicycling to school. Pedestrian safety and bicycle safety education are typical components of a Safe Routes to School program.
- In Oregon there are more than 1,200 public K-12 schools organized into 197 school districts.

**Methods of Traveling to School in Oregon 2012-2015
Children Living within One Mile of the School, Grades K-8**

Mode	2012	2013	2014	2015
Car	35%	46%	43%	42%
School Bus	33%	26%	28%	34%
Walk	28%	21%	21%	17%
Bike	2%	4%	2%	1%
Public transit	-	1%	1%	0.3%
Other	-	-	-	6%
Don't know	1%	-	2%	0.2%

Source: Intercept Research Corporation, Public Opinion Survey, Summary and Technical Report, May 2014
Portland State University Survey Research Lab: 2015 ODOT NHTSA Program Measures Statewide Public Opinion Survey

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%.
"Other" category was identified in the 2015 PSU survey, with the three types of responses found being homeschooled, bike and school bus equally, and car and school bus equally.

Goals

- Increase the number of completed Oregon SRTS Action Plans from 195 in 2015 to 220 by December 31, 2020.

Performance Measures

- To increase the number of schools that have a completed SRTS Action Plan from 197 in 2017 to 210 by December 31, 2019. *[In 2018, there were 205 number of schools that have a completed SRTS Action Plan.]* (Based on the known number of completed Action Plans as of 2017, this indicates that this performance measure will be met.)

Strategies

- Assist communities in developing SRTS Action Plans by providing training through the SRTS Technical Service Provider consultant.

- Support SRTS efforts at schools implementing their SRTS Action Plans, or looking to create SRTS Action Plans by providing “Train the Coordinator” workshops through the SRTS. Technical Service Provider consultant.
- Promote safe walking and biking through media campaign materials targeted to parents and kids choosing active transportation modes to school.
- Assist the Oregon Safe Routes to School Network in their development of the SRTS Recognition Program.
- Collaborate with the SRTS Technical Service Provider consultant in updating and managing the OregonSafeRoutes.org website.
- Continue to provide educational resources for statewide distribution promoting safe walking and biking to/from school.
- Assist communities that have identified infrastructure enhancements for walking and biking safely to school to learn about other potential aid opportunities through ODOT.

Safe Routes to School

HU- See Below		Awarded	Expended
FHWA	Safe Routes to School Non-infrastructure Grant Program	\$259,666	\$232,731

This was umbrella funding for reimbursement to communities based on a competitive award process for the creation of Oregon SRTS Action Plans and implementation of the Action Plans addressing education and encouragement, enforcement, and evaluation; SRTS program administration.

Sub-Project Number	Agency/Project Title	Awarded	Expended
HU-19-10-08	Commute Options-Central and Eastern Oregon	\$40,077	\$35,143
HU-19-10-09	Lane Transit District- Point2Point	\$39,911	\$39,895
HU-19-10-10	Portland Bureau of Transportation	\$40,000	\$40,000
HU-19-10-13	Clackamas County DOT and Development	\$47,500	\$47,500
HU-19-10-14	Cascades West COG- Linn, Benton, and Lincoln Counties	\$75,908	\$61,292
HU-19-10-15	City of Gresham	\$16,261	\$15,551
Totals		\$259,666	\$239,381

HU-19-10-07		Awarded	Expended
FHWA	Statewide Walk +Roll Program	\$50,000	\$47,497

This project provided statewide support and encouragement for schools and students to participate in the October Walk + Bike to School Day. The Fall 2018 Walk+Roll event had 287 schools register to host events. In previous years before last, we have had: 2017:298; 2016:271, 2015: 270, 2014:206 and 2013:118. The goal is to aim for a high level of engagement to schools by working with SRTS coordinators and directly with school staff via email and social media to promote, encourage and incentivize students to walk and roll to school. This project also provided support and encouragement for schools and students to participate in the May Walk + Bike Challenge Month. The 2019 Walk+Roll May Challenge Month was very successful with 283 schools registered to host events. The biggest changes that drove engagement with the event was emphasizing that schools can participate by customizing their involvement in ways that work for them, For example, they may only be able to have events for a single day or multiple days or even participate in the month long event. This customization lowered the barrier to entry, helping more schools to feel like this was an event they could do. In previous years the number of schools registered were: 2017:284; 2016:159; 2015:166, 2014:206; 2013:118.

HU-19-10-06		Awarded	Expended
FHWA	Safe Routes to School Statewide Services Program	\$80,000	\$72,437

Funding for this project provided statewide support of Safe Routes to School programs and the creation of Action Plans; assist schools in gathering student and parent data on walking and biking to/from schools; create public information, education and outreach support materials; support Oregon Safe Routes Leadership Network in their efforts to grow as a Safe Routes to School resource for coordinators and communities and establishment of a SRTS Recognition Program.

HU-19-10-23		Awarded	Expended
FHWA	Technical Service Provider Program	\$78,681	\$64,451

This project provided statewide technical support through Oregon Safe Routes clearinghouse website; training; SRTS Team facilitation; and development of non-traditional partnerships through support, education, and encouragement to communities interested in building comprehensive SRTS programming. The focus of the project deliverables for the year was to update existing resources for SRTS practitioners and schools such as the Action Plan Template, and develop new resources such as adding a new Resource tab to the statewide website which now offers online resources such as how-to videos, webinars and related research. Work on developing a new bicycle safety

curriculum that will be available for statewide training use by Oregon P.E. teachers has been initiated. Two 1-day trainings occurred during this grant cycle. One training was delivered to the Oregon After-School Conference in Salem, Oregon where 10 people attended and the focus of the training was on pedestrian safety education. The second training was held in Redmond, OR on June 24th and 15 people from across the state attended. The focus on the second training was on an overview of the Oregon Safe Routes to School program. The training included both in-classroom and on bicycle education.

Paid Media

Strategic Communications Plan

This year's Safe Routes to School plan capitalized on development from both the Bicycle and Pedestrian plans to create assets that educated children, parents and caretakers statewide on the advantages of safely walking, biking and rolling to school. The plan envisioned a unique opportunity for alignment across three programs (Bicyclist Safety, Pedestrian Safety, SRTS) with creative and storyline wrapped into the messaging.

Safe Routes to School Brochure/Comic

This year, a new comic book styled brochure was developed and produced as an educational resource for teachers and parents/caretakers to help communicate and reinforce best safety practices for children walking, biking or rolling to and from school safely. This deliverable, had a budget of \$13,280.

Safe Routes to School Facebook Ads (To Drivers)

As Oregon's back to school season approached, a new Facebook ad was developed and released that targeted drivers to remind them to be on the lookout for more pedestrians on the road during this key season. This deliverable had a budget of \$14,270.

Safe Routes to School Bus Transit Ad

To coincide with back to school in Oregon, we released a bus transit ad created using graphic art from the brochure/comic book with a fun reminder to drivers and other commuters on Oregon's roads to take extra notice of an increased number of school children back on the road. The ad was released to run in Portland, Salem and Eugene in early August to run through September. This deliverable had a budget of \$19,710.

MEDIA ADDED VALUE: The outdoor (transit) buy produced an added value of \$11,100.

ADDITIONAL MEDIA VALUE: During 2018-19 we aired radio PSAs at an added value of \$45,500.

TOTAL MEDIA ADDED VALUE: The total added value received in FY2018-19 by the Safe and Courteous Driving Program is \$56,600.

Speed

Link to the Transportation Safety Action Plan:

- Action # 6.3.7 Conduct targeted enforcement to reduce speeding.

The Problem

- In 2016, 41.07 percent of all traffic fatalities in Oregon involved speeding (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 2016.
- 22 percent of all 2016 speed related traffic deaths in Oregon occurred on the State Highway System. The Oregon State Police do not currently have the staffing levels needed to appropriately enforce traffic laws in significantly reducing traffic deaths and injuries. Multi-agency partnerships and events will be required to address this problem.
- Police agencies, large and small, do not have adequate funding to allow for the purchase of needed speed enforcement equipment, such as radar and Lidar devices, to assist them with traffic enforcement duties.
- Speed Racing is becoming an increasing problem in Oregon (primarily an urban issue). In 2016 there were 331 convictions for Speed Racing in Oregon. Law Enforcement is also seeing an increase in coordinated events where racers are taking over freeways and bridges; a decline in the amount of law enforcement officers available for traffic enforcement makes it difficult to effectively deal with the issue.
- Following are facts relative to increased speed:
 - The chances of dying or being seriously injured in a traffic crash double for every 10 mph driven over 50 mph - this equates to a 400 percent greater chance of dying at 70 mph than 50 mph.
 - 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).
 - 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.
- Safety equipment in vehicles is tested at 35 mph - that same equipment loses the ability to work effectively at higher speeds.

Speed in Oregon, 2012-2016

	2012	2013	2014	2015	2016	2012-2016 Average
Total Number of Fatalities Statewide	337	313	356	445	498	390
Number of People Killed Involving Speed	114	120	144	138	207	145
Percent Involving Speed	33.8%	38.3%	40.4%	31.0%	41.7%	37.0%
Total Number of Injuries Statewide	36,083	33,149	35,054	41,754	44,496	38,107
Number of People Injured Involving Speed	4,897	4,871	5,248	6,044	5,005	5,213
Percent Involving Speed on State Hwys	13.6%	14.7%	15.0%	14.5%	11.2%	13.8%
Number of Speed Involved Convictions	132,483	130,305	133,950	129,214	143,478	129,101
Number of Speed e-Citations Issued	93,080	117,826	136,700	79,829	154,836	116,454
Total Number of e-Citations Issued	223,189	272,993	326,970	322,871	248,944	278,993
Number of e-Crash Reports Completed	8,063	9,296	12,220	12,188	13,057	10,965

Sources: Driver and Motor Vehicle Services, Oregon Department of Transportation, Crash Analysis and Reporting, Oregon 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, 2013-2017

	FFY 2013	FFY 2014	FFY 2015	FFY 2016	FFY 2017	2013-2017 Average
Speeding citations issued	12,376	21,732	4,143**	5,123	12,750	12,118

Sources: TSD Grant files, 2013 - 2017

**Previous years counted all TSD grant program overtime activities (not just speed grant overtime). Starting with 2015, the number reported counts only speed enforcement grant overtime citation activity.

Goals

- Decrease fatalities in speed related crashes from the 2012-2016 moving average of 113 to 90 by December 31, 2020. *(NHTSA)*
- Decrease the number of people injured in speed related crashes from the 2012-2016 moving average of 5,213 to 4,615 by December 31, 2020.

Performance Measures

- Decrease fatalities in speed related crashes from the 2014-2016 moving average of 122 to 111 by December 31, 2019. *(NHTSA) [In 2017, there were 170 fatalities in speed related crashes.]* (In 2016 the number of speed related fatalities increased by 50% (138 to 207). There is no specific indicator that can be identified for this increase, however, overall traffic fatalities increased by 11% in 2016 as well. In 2017, the number of speed related fatalities decreased by 18% from 2016 (207 to 170). Data for 2018 and 2019 is not available to determine 2019 metrics.)
- Decrease the number of people injured in speed related crashes from the 2014-2016 moving average of 5,388 to 5,098 by December 31, 2019. *[In 2017, there were 5,861 number of people injured in speed related crashes.]* (The moving average for people

injured in speed related crashes for 2015 - 2017 was 5,368. There was a 17 percent increase from 2016 to 2017 (5,005 to 5,861). There is no identified indicator for this spike in 2017. Data for 2018 and 2019 is not available to determine 2019 metrics.)

- Increase the number of e-Citations issued statewide from the 2014-2016 moving average of 307,611 to 336,135 by December 31, 2019. ***[In 2017, there were 256,397* e-Citations issued statewide.]*** (Speed continues to be one of the top two factors in traffic fatalities statewide. Enforcement is proven as one of the most effective countermeasures to excessive speed. However, the disparity in officers versus rising calls for service, traffic enforcement is a secondary priority for most agencies statewide. Officers must respond to calls for service over self-initiated activities such as traffic enforcement.)
 - Increase the number of e-Crash reports issued statewide from the 2014-2016 moving average of 11,235 to 12,276 by December 31, 2019. ***[In 2017, there were 13,568* e-Crash reports issued statewide.]*** (This number continues to rise as more agencies see the value and ease in electronic reporting.)
- * this number only includes agencies utilizing the ReportBeam e-Citation/e-Crash programs and is not representative of all electronic citations being issued throughout the state.
- Increase the number of speed related e-Citations issued from the 2014-2016 moving average of 111,452 to 121,786 by December 31, 2019. ***[In 2017, there were 92,037 speed related e-Citations issued.]*** (This number continues to rise as more agencies see the value and ease in electronic reporting.)

Strategies

- Provide annual public information and education on the issue of speed via media contractor, ODOT public information officers and other media outlets.
- Ensure that speed enforcement overtime dollars are used on the types of roadways in which the largest percentages of death and injuries are occurring. Priority order is: Rural State Highways, County Roads, City Streets and Interstate System.
- Provide comprehensive statewide analysis of speed involved crashes by region annually. Work with Region Traffic Safety Coordinators (RTSCs) to address specific problems in their areas. Provide funding as available.
- Work toward elevating the seriousness of the potential consequences of speeding behavior in the public eye as Oregon's number two contributing factor to traffic death and injury severity.
- Monitor the number of e-Citations and e-Crash data to that which TSD has access (see performance measures 'outcome' above).
- Award speed enforcement overtime funding based on and prioritized by speed related serious injury and fatal crash data.

Speed

M8-SC-19-35-05		Awarded	Expended
405(e)	Speed Enforcement, Public Information & Equipment	\$85,000	\$72,981

This project funded Portland Police Bureau speed overtime enforcement efforts. Portland Police Bureau has a high incidence of speed related serious injury and fatality crashes and are seeing an increase in speed racing. Some of these incidents have resulted in serious injuries and fatalities, as well as bridge shut downs. Spectators are also being injured as a result of these events. Additional funds were used for public information and educational outreach related to speed through various media outlets.

M8SE-19-35-06		Awarded	Expended
405 (e)	Speed Enforcement OSP - Rural State Highways	\$125,000	\$88,078

This project funded overtime speed enforcement for the Oregon State Police to be used on rural state highways in areas that through statistical crash analysis, coupled with local OSP office expertise and knowledge of problem areas within each Command, show a high incidence of speed-related crashes, injuries, and fatalities. In 2019, 812 overtime hours were worked with 1,648 vehicles stopped, 5 DUII arrests, 638 speed citations, 204 other citations, 789 speed warnings, and 660 other warnings.

Paid Media

Speeding continues to be one of the major causes of fatal crashes. The most recent crash data available shows that in 2017, 39 percent of all traffic fatalities in Oregon involved speeding. The majority of fatal crashes happened in ODOT Regions 1 and 2. Twenty-three percent of all 2017 speed-related traffic deaths in Oregon occurred on the State Highway System. The two major driver errors for all crashes are driving too fast for conditions and exceeding the posted speed limit. Among other top driving errors are additional speed-related behaviors, like failure to negotiate a curve and running off the road.

While speeding alone may not always be the leading cause of a crash, it almost always compounds other risky behaviors such as impairment by drugs or alcohol, inattention and being unrestrained. With increased speed, the chances of dying or being severely injured double for every 10 mph over 50 mph, equating to a 400 percent greater chance of dying at 70 mph than at 50 mph.

Target Audience

Oregon crash statistics show that drivers 25-34 are involved in the highest number of speed related convictions; drivers 25-34 are involved in the majority of crashes, and drivers 25-44 are over-represented in fatal crashes. Most of these drivers are males. Therefore, the primary target group continues to be male drivers 25-44.

This year's strategy focused on law enforcement for two reasons: because the risk of apprehension and resulting fines is the most effective deterrent for this risky driving behavior; and because heightened enforcement efforts carried out this year by state police, county sheriffs and city police statewide. A campaign on enforcement supported police efforts and increased the perception of getting caught. Particular attention was given to message placement in Regions 1 and 2, where statistics consistently show a large number of speed-related crashes.

TV PSA Re-release

In 2018, the television spot called "Are We There Yet" was created to emphasize the perception of apprehension. It features an Oregon officer, who reminds the driver not to speed. In the past, speeding messages have consistently fared well with public service directors and many spots have been aired longer than the period of time requested. This PSA also received a media award.

Theater Screen Advertising

Ads on Cinemedia theater screens reach a captive audience in over 21 cinema complexes along the I-5 Corridor and Bend. Other smaller markets like Hermiston, Pendleton, Burns, La Grande and Baker City, theaters will only post static ads so the message would be lost. The TV PSA ads were placed in areas with the largest population along the I-5 Corridor, plus in Bend, Klamath Falls and The Dalles.

Streaming / OTT Television

As more people make the transition to on demand television services, the ability of OTT (Over the Top) television advertising to target people when they are streaming their shows, movies and other programs has become key to message effectiveness. The PSA was run on a schedule that alternated with theater release dates to reinforce the messages statewide through the end of September.

Instagram Ads

In 2017, two ads for Instagram were produced: "Say Cheese" and "Bummer, dude." The ads use images of police officers to remind viewers of the consequences of speeding. In 2018, the video PSA "Are we there yet?" was also released as a sponsored :15 video ad on Instagram's platform. These three ads ran again this year.

Traffic Records

Link to the Transportation Safety Action Plan:

- **Action #6.16.5 - Develop and implement a new Traffic Records Strategic Plan based on the 2016, and subsequent future assessments of the traffic records system.**

The Problem

- The use of automation, especially for field data collection, is lagging in Oregon. Collection of crash, citation, roadway, and EMS data has 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 incidences. There is also no web-based tool available for reporting of crashes by involved drivers.
- Access is very limited to online crash data, as well as to user-friendly analytic tools that support GIS mapping and non-spatial analysis (e.g., cross-tabulated data aggregation) through a single point of access.
- There is not a fully deployed standardized, unique identifier system that follows patients across multiple incidents; such a system would allow for later linkage with crash and other data.
- There is a need for crash report training to be delivered at law 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, 2012-2016

	2012	2013	2014	2015	2016	2012-2016 Average
Total Crashes	49,797	49,495	51,244	55,156	44,102	49,959
Fatal Crashes	306	292	321	410	448	355
Injury Crashes	24,455	22,975	24,207	28,721	30,162	26,104
Property Damage Crashes	25,036	26,228	26,716	26,026	13,492	23,500
Fatal Crashes Police Reported	97%	98%	98%	97%	99%	98%
Serious Injury Crashes Police Reported	84%	81%	79%	78%	85%	81%
Moderate Injury Crashes Police Reported	72%	73%	73%	73%	77%	74%
Minor Injury Crashes Police Reported	49%	50%	51%	47%	54%	50%
Fatalities	337	313	356	445	498	390
Fatalities per 100 Million VMT	1.02	0.93	1.03	1.24	1.35	1.11
Injuries	36,083	33,149	35,054	41,754	44,496	38,107
Injuries per 100 Million VMT	108.77	98.35	101.28	115.99	121.18	109.11
Number of Speed e-Citations Issued	93,080	117,826	136,700	79,829	154,836	116,454
Total Number of e-Citations Issued	223,189	272,993	326,970	322,871	248,944	278,993
Number of e-Crash Reports Completed	8,063	9,296	12,220	12,188	13,057	10,965

Source: Crash Analysis and Reporting, Oregon Department of Transportation, U.S. Department of Transportation e-Citation/e-Crash data warehouse.

Goals

- Continue to increase the level of improvement made annually on one or more of the State's traffic records systems that address one or more of these elements: timeliness, accuracy, completeness, uniformity, integration, and/or accessibility of transportation safety data by December 31, 2020.
- Increase the linkages between state traffic records data systems from zero to at least one within the State of Oregon by December 31, 2020.

Performance Measures

- Increase the number of e-crash reports produced and submitted by law enforcement agencies from the 2014-2016 moving average of 11,235 to 12,600 by December 31, 2019. *[In 2017, there were 13,568 number of e-crash reports produced and submitted by law enforcement agencies.]* (This number must be viewed as a partial number due to the fact that not all agencies currently participate in the data clearinghouse used to generate the value. This quantity, if consistently repeated will raise the rolling average.)
- Increase the percentage of fatal and injury crash reports submitted by law enforcement officers in Oregon from the 2014-2016 moving average of 58 percent to 64 percent by December 31, 2019. *[In 2017, the percentage of fatal and injury crash reports submitted by law enforcement officers in Oregon was 63 percent.]* (This represents a significant improvement and if the trend continues, represents an

improvement.)

- Increase the percentage of Pre-Hospital Admission reporting agencies and sub agencies in the pre-hospital admission reporting system from 66 percent in 2016 to 88 percent by December 31, 2019. *[The comparable performance measure data is unavailable at the time of publication due to a legislative change in the calculation method at Oregon's Health Authority. In 2018, 52 percent of agencies were live on the latest standard (OR-NEMESIS 3.4.0).]* (This new number looks smaller than the initial performance measure, but it is designed to meet legislative requirements and does represent year over year improvement to the EMS reporting system established by SB52.)
- Increase the number of traffic records performance measures improved upon, as identified in the Traffic Records Strategic Plan, by one or more by December 31, 2019. *[In 2017, there was one reported traffic records performance measure improved upon, as identified in the Traffic Records Strategic Plan.]* (The DMV was able to update their systems to allow participation in NMVTIS (National Motor Vehicle Title Information System), thus improving accessibility to the vehicle record.)

Strategies

- Implement the current Traffic Records Strategic Plan as developed and adopted by the TRCC and the OTSC to address and improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the safety data needed to identify priorities for state and local highway and traffic safety programs.
- Key recommendations from NHTSA's 2016 Assessment of Oregon's Traffic Records program to be worked on in 2019 include:
 - Develop a new traffic records strategic plan that responds to one or more of the recommendations and issues identified in the newly completed Traffic Records Assessment
 - Develop a TRCC process for prioritizing traffic records improvement projects in the TRCC strategic plan.
 - Develop an enterprise roadway information system containing roadway and traffic data elements for all public roads.
 - Consider development of a statewide authority to assign unique citation numbers.
 - Assess how the State can track citations from point of issuance to posting onto the driver file.
 - Develop a system to track citations that are adjudicated by the local (municipal and justice) courts.
 - Ensure that the injury surveillance system includes EMS data.

- Develop completeness performance measures tailored to the needs of EMS system managers and data users.

Traffic Records

M3DA-19-54-05		Awarded	Expended
405(c)	Oregon Health Authority - Data Linkage	\$70,000	\$0

This project was not addressed in 2019 due to a round of OHA personnel changes. The project has been set aside for future years, until a stable workforce is established at the recipient agency. This project would have allowed the Oregon Health Division to provide for technical efforts needed to effect data system linkage between pre- and post-hospital admission data within the Oregon Health Division’s data system, resulting in likely improvements in data integration of the medical data file. Improvement in local accessibility to the database is expected, as well as opportunities to enter into deeper analysis of the data. This project would have allowed for improvements identified by OHA staff to assure system success at the production level.

F1906CMD-19-25-05		Awarded	Expended
1906	Racial Profiling Citation Database	\$375,000	\$375,000

The Oregon Department of Justice-Criminal Justice Commission (CJC) tier 2 level law enforcement agencies were successfully brought onboard the data system this grant year, beginning July 1 of 2019, with the process of bringing the third tier of law enforcement agencies onboard having begun in 2020, with completion scheduled for the next fiscal year.

The project encountered major challenges from several fronts. This was the transition year from the setup work conducted by the Oregon State Police to the CJC. In addition, the initial CJC project coordinator took a different position, and the process of bringing a new coordinator up to speed on the project required resources and time. Software improvements and corrections to assure accuracy and completeness are ongoing as issues are worked out for this new data collection and retention system. The project is preparing resulting reports for release after the grant year is complete.

The project is a result of the 2015 Oregon State Police (OSP) and Attorney General’s Racial Profiling Prohibition Task Force and their recommendations, as encompassed in the current Legislative Session in HB 2355.

M3DA-19-54-13		Awarded	Expended
405(c)	ODOT - Traffic Count Management Improvement Project	\$765,000	\$206,687

While this project has been on the books for three years, the time required to purchase and develop out a software system of this magnitude has taken a great deal of time to conduct - more than anticipated due to new processes and purchasing procedures. In two of the years, no funds were expended as the process worked itself out. ODOT's Transportation System Monitoring (TSM) Unit has been working diligently to work through the various processes needed for purchasing and deploying software. This year a vendor was selected, and the contract has been undergoing finalization. It is anticipated when the product is in place next year, that we will begin collecting more data, and have easier access to more accurate data.

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No Paid Media for FFY 2019.