n TRANSPORTATION SAFETY DIVISION n

OREGON TRAFFIC SAFETY PERFORMANCE PLAN

Fiscal Year 2014

Annual Report

n OREGON DEPARTMENT OF TRANSPORTATION n

OREGON
TRAFFIC SAFETY
PERFORMANCE PLAN

Fiscal Year 2014

Annual REPORT

Produced: December 2014

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Oregon Department of Transportation
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Foreword

This report has been prepared to satisfy federal reporting and provide documentation for the 2014 federal grant year.

The 2014 Performance Plan was approved by the Oregon Transportation Safety Committee (OTSC) on May 14, 2013 and subsequent approval by the Oregon Transportation Commission (OTC) was given on June 19, 2013. The majority of the projects occurred from October 2013 through September 2014.

The process for identification of problems, establishing performance goals, developing programs and projects is detailed on page 5. 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 we are addressing the long range strategies for Oregon.
2. Problem statements are presented for each topical area.
3. Data tables have been updated to reflect the latest information available and provide previous years' averages where possible.
4. Goal statements are aimed at 2015 and performance measures for 2014. The bolded entry contained within brackets **[ ]** directly following the performance measure supplies a response to the measure based on the latest data available (i.e., Decrease traffic fatalities from the 2008-2011 calendar base year average of 360 to 338 by December 31, 2014. ***[In 2014, there were 313 traffic fatalities.]***
5. Project summaries are listed by individual project, by funding source, at the end of the document. The amounts provided are federal dollars, unless in brackets, which denotes state/other funding sources.

Throughout the 2014 fiscal year the following funds are expected (financial figures represent the latest grant and match revenues available through December 22, 2014):

Federal funds:	$39,135,276
State/local match:	[$17,650,729]
Grand Total	$56,786,005

Copies of this report are available and may be requested by contacting the Transportation Safety Division at (503) 986-4190.

Document Purpose

The Annual Evaluation reports on the accomplishments and challenges experienced in the 2014 programs including all of the funds controlled by the Transportation Safety Division. The report explains what funds were spent and how we fared on our annual performance measures.

Executive Summary

The Oregon Department of Transportation was established in 1969 to provide a safe, efficient transportation system that supports economic opportunity and livable communities for Oregonians. The ODOT Transportation Safety Division continues its mission of saving lives and preventing injuries through grant programs in 2014. There were 264 active traffic safety projects this year contributing to this goal.

Oregon continues to be a pioneer in traffic safety since 1944 when the vehicle miles traveled in the state was much lower. There are many projects throughout the state that have influenced safer travel, safer roadways, and safer drivers. The successes of Oregon can be attributed to the strong partnerships and commitment of the numerous safety programs, safer engineering, education, law enforcement, and the personal commitment by Oregonians to make our state a safe place to live.

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

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

The Oregon Motorcycle Safety program provides one of the nation's strongest comprehensive motorcycle safety programs. The program is committed to providing a premier rider education program and encompasses safer, smarter and more skillful operation, effective legislation and regulation, highway engineering safety, law enforcement coordination and visibility of motorcyclists in traffic. Elements of the program support a variety of media efforts to improve public awareness of motorcycle crash problems. Oregon advocates all riders to take beginning and continuous motorcycle safety training.

Oregon's Youth Safety program is committed to teaching comprehensive driver safety and awareness to young motorists. Oregon has been successful in the reduction of youth fatalities because of this critical focus, and we continue to educate and instruct youth through a variety of mediums and messages. These messages include the dangers of distracted driving, texting and cell phone use which have become a rising risk to youth across the United States. Oregon's Driver Education program works hard to educate our youngest drivers on safe driving habits. Oregon is passionate to provide driver education to every youth in the state. The instructors hold strong to the commitment that an educated driver is a safe driver.

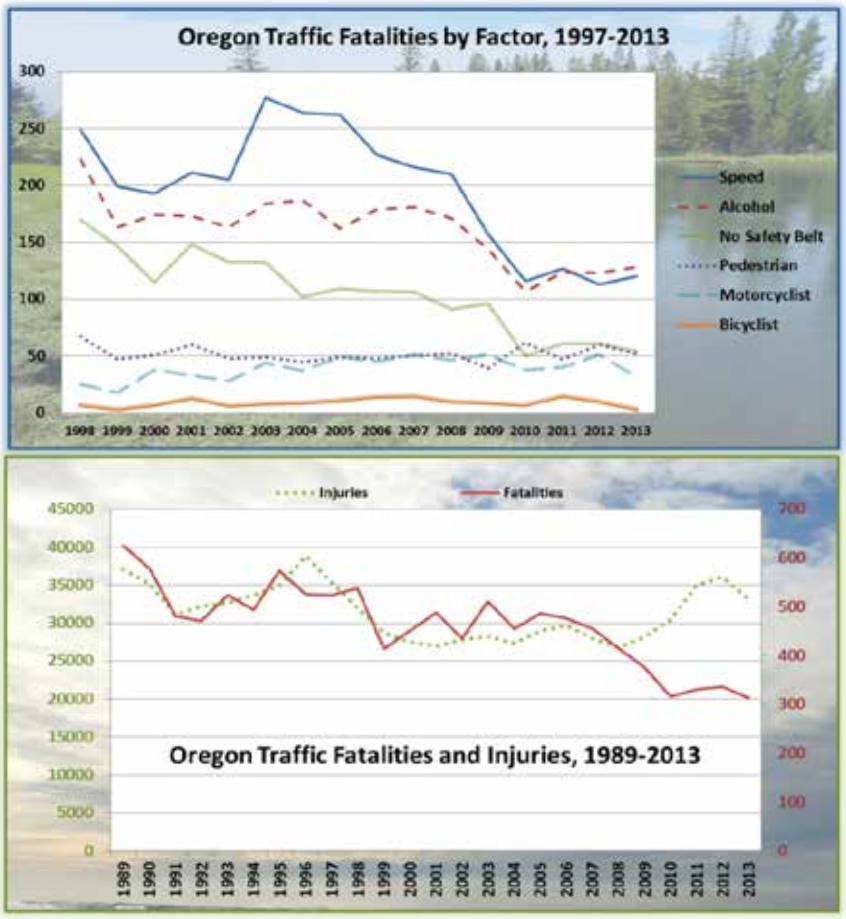
The Occupant Protection program is continually focused on educating the general public, law enforcement, family medical providers, and families regarding proper selection and use of motor vehicle safety restraints. In 2013, Oregon recorded the highest observed safety belt use rate ever reported by any U.S. state at 98.18 percent. The 2014 observed use rate was 97.75 percent.

Traffic Records and Speed program areas have combined to bring e-crash and e-citation technology to Oregon's law enforcement. Over the past year, Oregon agencies involved in the programs have increased the number of citations, warnings and crash reports issued (as compared to 2011) by over by 150 percent.

This technology is showing real promise in providing near real time, actionable information to Oregon law enforcement and the highway safety office for analysis which allows additional counter-measures to be deployed to help reduce fatal and injury crashes on Oregon roads. Oregon was a recipient of a GHSA O'Rourke Special Achievement Award in 2013.

Oregon, along with many states across the U.S., sees an unsettling rise in pedestrian deaths. Pedestrian safety is often about personal responsibility. Of the 60 pedestrian fatalities in 2012, 38.3 percent of pedestrians (23 fatalities) were coded "Not Visible" (wore dark clothing, in the dark with or without lighting, etc.). Of these 23 pedestrian fatalities where not being visible was a factor, 60.8 percent (14) had a positive BAC and 52.2 percent (12) had a BAC of .08 g/dL or greater. Oregon is working hard at getting the word out that dressing to be seen along with being predictable, alert and legal is important and crucial if we are to stop the rise in these fatalities and start a reduction.

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



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

Process Description

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

Process for Identifying Problems

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

HSP development process Organizations and Committees

- Clackamas County
- DPSST
- Driver Education Advisory Committee
- Eugene Safe Routes To School
- FHWA
- GAC on DUII
- GAC on Motorcycle Safety
- Gard Communications
- Marion County Sheriff's Office
- Multnomah County Circuit Court
- NHTSA Region 10
- ODOT District 8
- ODOT DMV
- ODOT Motor Carrier
- ODOT Region 1
- ODOT Region 2
- ODOT Region 3
- ODOT Region 4
- ODOT Region 5
- ODOT Traffic/Roadway
- ODOT Transportation Data
- ODOT Transportation Safety
- Oregon Public Health
- Oregon State Police
- Oregon State University
- Oregon Transportation Safety Committee
- Oregon Transportation Commission
- Oregon Walks
- Portland State University
- Washington Traffic Safety Commission

A state-level analysis is completed, using the most recent data available (currently 2011 data), to certify that Oregon has the potential to fund projects in various program areas. Motor vehicle crash data, survey results (belt use, helmet use, public perception), and other data on traffic safety problems are analyzed. State and local agencies are asked to respond to surveys throughout the year to help identify problems. Program level analysis is included with each of the National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA) priority areas such as impaired driving, safety belts, and police traffic services. This data is directly linked to performance goals and proposed projects for the coming year, and is included in project objectives. Not all of the reviewed data is published in the Performance Plan.

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

Process for Establishing Performance Goals

Performance goals for each program are established by TSD staff, taking into consideration data sources that are reliable, readily available, and reasonable as representing outcomes of the program. Performance measures incorporate elements of the Oregon Benchmarks, Oregon Transportation Safety Action Plan, the Safety Management System, and nationally recognized measures. Both long-range (by the year 2015) and short-range (current year) measures are utilized and updated annually. Oregon uses a change rate of 3 percent, plus or minus, to establish performance measures. This level of change has proven to be effective in prior Highway Safety Plans and is an easy way to forecast what can be expected. This level of change is generally representative of one standard deviation, meaning that the actions taken had an influence on the result outside of just pure chance. The Oregon highway safety community has also embraced this formula and supports the use of 3 percent.

Process for Developing Programs and Projects

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

The flow chart on the following page 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 MC, GAC DUII, NHTSA, FHWA, and program area experts.
May	OTSC (GAC MC 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 the federal fiscal year 2014. The data contained in this report reflects the most current available.

The following performance measures satisfy NHTSA's required core outcome, behavior and activity measures. This document was approved by the Oregon Transportation Safety Committee and endorsed by the Governor's Advisory Committees, and these measures were reviewed in January 2013 as part of the 2014 planning process.

Core Outcome Measures

Traffic Fatalities (C-1)
Decrease traffic fatalities from the 2010-2012 average of 328 to 300 by December 31, 2015. *(NHTSA)* ***[In 2013, there were 313 traffic fatalities.]***

Serious Traffic Injuries (C-2)
Decrease serious traffic injuries from the 2010-2012 average of 1,514 to 1,382 by December 31, 2015.[1] *(NHTSA)* ***[In 2013, there were 1,418 serious traffic injuries.]***

Fatalities/VMT (C-3)
Decrease fatalities per 100 million VMT from the 2010-2012 average of 0.98 to 0.90 by December 31, 2015. *(NHTSA)* ***[In 2013, the traffic fatality rate was 0.93]***

Rural Fatalities/VMT (C-3)
Decrease rural fatalities per 100 million VMT from the 2010-2012 average of 1.50 to 1.37 by December 31, 2015. *(NHTSA)* ***[In 2013, the rural fatality rate was 1.58.]***

Urban Fatalities/VMT (C-3)
Decrease urban fatalities per 100 million VMT from the 2010-2012 average of 0.57 to 0.52 by December 31, 2015. *(NHTSA)* ***[In 2013 the urban fatality rate was 0.58.]***

Unrestrained Passenger Vehicle Occupant Fatalities (C-4)
Decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions from the 2010-2012 average of 56 to 51 by December 31, 2015. *(NHTSA)* ***[In 2013, there were 54 unrestrained passenger vehicle occupant fatalities.]***

Alcohol Impaired Driving Fatalities (C-5)
Decrease alcohol impaired driving fatalities from the 2010-2012 average of 73 to 66 by December 31, 2015. *(NHTSA)* ***[In 2013, there were 85 alcohol impaired fatalities.]*** *Note: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.

Speeding Related Fatalities (C-6)
Reduce the number of fatalities in speed-related crashes from the 2010-2012 average of 119 to 108 by December 31, 2015. *(NHTSA)* ***[In 2013, there were 120 speed-related fatalities.]***

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

Motorcyclist Fatalities (C-7)
Decrease motorcyclist fatalities from the 2010-2012 average of 43 to 42 by December 31, 2015. *(NHTSA)* ***[In 2013, there were 31 motorcyclist fatalities.]***

Unhelmeted Motorcyclist Fatalities (C-8)
Decrease unhelmeted motorcyclist fatalities from the 2010-2012 average of 3 to 2 by December 31, 2015. *(NHTSA)* ***[In 2013, there were zero unhelmeted motorcyclist fatalities.]***

Drivers Age 20 or Younger Involved in Fatal Crashes (C-9)
Reduce the number of drivers; age 15-20, involved in fatal crashes from the 2010-2012 average of 37 to 34 by December 31, 2015. *(NHTSA)* ***[In 2013, there were 34 drivers; age 15-20, involved in fatal crashes.]***

Pedestrian Fatalities (C-10)
Reduce the number of pedestrian fatalities from the 2010-2012 average of 56 to 51 by December 31, 2015. *(NHTSA)* ***[In 2013, there were 52 pedestrian fatalities.]***

Core Behavior Measure

Seat Belt Use Rate (B-1)
Increase statewide observed seat belt use among front seat outboard occupants in passenger vehicles, as determined by the NHTSA compliant survey, from the 2010-2012 average usage rate of 97 percent to 99 percent by December 31, 2015. *(NHTSA)* ***[In 2014, observed seat belt use among front seat outboard occupants in passenger vehicles was 98 percent.]***

Activity Measures

Seat Belt Citations (A-1)
Number of Seat Belt citations issued during grant-funded enforcement activities. *(NHTSA)* ***[In the 2014 federal grant year, there were 7,429 grant funded seat belt citations issued.]***

Impaired Driving Arrests (A-2)
Number of Impaired Driving arrests during grant-funded enforcement activities. *(NHTSA)* ***[In the 2014 federal grant year, there were 1,646 impaired driving arrests made during grant-funded enforcement activities.]***

Speeding Citations (A-3)
Number of Speeding citations issued during grant-funded enforcement activities. *(NHTSA)* ***[In the 2014 federal grant year, there were 21,732 speeding citations issued during grant funded enforcement activities.]l***

Public Opinion Measures[2]

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?[3]
Sixty-three percent (63%) of survey respondents believe the safety of the transportation system in their communities is about the same as it was one year ago, a decline from recent survey findings (2013 – 71 percent).

[2] *Source: "Statewide Public Opinion Survey, Summary and Technical Report", March 2013.*
[3] *Source: "Statewide Public Opinion Survey, Summary and Technical Report", May 2014.*

In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages? (A-1)
The average reported frequency for driving a motor vehicle within two hours after drinking alcoholic beverages in the past 60 days is less than one (0.59). Eighty-five percent (85%) of those surveyed report they have not driven a motor vehicle within two hours after drinking alcoholic beverages in the past 60 days.

In the past 30 days, have you read, seen or heard anything about alcohol impaired driving or drunk driving enforcement by police?(A-2)
Sixty-three percent (63%) of survey respondents indicate they have read, seen or heard messages about alcohol impaired driving or drunk driving enforcement by police.

Where did you see or hear these messages?
Respondents who are aware of messages regarding alcohol impaired driving or drunk driving enforcement by police most often mention television (57 percent) or newspaper (30 percent) as the primary sources.

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 average perceived chance of getting arrested for driving after drinking is 45 percent, a slight increase from previous survey findings.

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)
Almost all respondents (98 percent) report that they “always” (95 percent) or “almost always” (4 percent) wear a safety belt when driving, unchanged from 2010 survey findings (98 percent).

In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?(B-2)
Twenty-six percent (26%) of those surveyed indicate they have read, seen or heard information about seat belt law enforcement by police within the past 60 days.

Where did you see or hear these messages?
Respondents who are aware of messages regarding seat belt law enforcement by police most often mention television (33 percent), roadway signs (31 percent), billboard/outdoor signs (21 percent), newspaper (13 percent) or radio (16 percent) as the primary sources.

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 average perceived chance of getting a ticket for not wearing a safety belt is 35 percent, a slight decline from previous surveys.

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)
An overwhelming majority of those surveyed indicate they do not frequently exceed the speed limit: Seventy-six percent (76%) report that they rarely (55 percent) or never (21 percent) drive faster than 35 miles per hour on local roads with a speed limit of 30 miles per hour.

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)
Seventy-seven percent (77 percent) report that they rarely (47 percent) or never (30 percent) drive faster than 70 miles per hour on roads with a speed limit of 65 miles per hour.

In the past 30 days, have you read, seen or heard anything about speed enforcement by police?(S-2)
Twenty-five percent (25%) of survey respondents indicate they have read, seen or heard something about speed enforcement by police within the past 30 days.

Where did you see or hear these messages?
Respondents who are aware of messages regarding speed enforcement by police most often mention television (31 percent) followed by roadway signs (25 percent), police/giving tickets (21 percent), newspaper (19 percent), or billboard/outdoor signs (10 percent), and radio (9 percent).

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 average perceived chance of getting a ticket for driving over the speed limit is 35 percent.

Acronyms and Definitions

AASHTO	American Association of State Highway and Transportation Officials
AGC	Associated General Contractors
AMHD	Addictions and Mental Health Division
ARIDE	Advanced Roadside Impaired Driving Enforcement
ATV	All-Terrain Vehicles
BAC	Blood Alcohol Concentration
CCF	Commission on Children and Families
CLTSG	County/Local Traffic Safety Group: An advisory or decision body recognized by one or more local governments and tasked with addressing traffic safety within the geographic area including one or more cities.
CTSP	Community Traffic Safety Program
DHS	Oregon Department of Human Services
DISP	DUII Intensive Supervision Program
DMV	Driver and Motor Vehicle Services, Oregon Department of Transportation
DPSST	Department of Public Safety Standards and Training
DRE	Drug Recognition Expert
DUII	Driving Under the Influence of Intoxicants (sometimes DUI is used)
EMS	Emergency Medical Services
F & I	Fatal and injury
FARS	Fatality Analysis Reporting System, U.S. Department of Transportation
FHWA	Federal Highway Administration
FMCSA	Federal Motor Carrier Safety Administration
GR	Governor's Representative
GAC-DUII	Governor's Advisory Committee on DUII
GAC-Motorcycle	Governor's Advisory Committee on Motorcycle Safety
GHSA	Governors Highway Safety Association
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.
IACP	International Association of Chiefs of Police
ICS	Incident Command System
IID	Ignition Interlock Device
IRIS	Integrated Road Information System
LTSG	Local Traffic Safety Group: An advisory or decision body recognized by a local government and tasked with addressing traffic safety. Limited to one geographic area, and may not include cities or other governmental areas within the boundaries.

MADD	Mothers Against Drunk Driving
MAP-21	Moving Ahead for Progress in the 21st Century Act (P.L. 112-141), was signed into law by President Obama on July 6, 2012.
MPO	Metropolitan Planning Organization: MPOs are designated by the governor to coordinate transportation planning in an urbanized area of the state. MPOs exist in the Portland, Salem, Eugene-Springfield, and Medford areas.
NHTSA	National Highway Traffic Safety Administration
OBM	Oregon Benchmark
ODAA	Oregon District Attorneys Association
ODE	Oregon Department of Education
ODOT	Oregon Department of Transportation
OHA	Oregon Health Authority
OJD	Oregon Judicial Department
OJIN	Oregon Judicial Information Network
OLCC	Oregon Liquor Control Commission
OSP	Oregon State Police
OSSA	Oregon State Sheriffs' Association
OTC	Oregon Transportation Commission
OTP	Oregon Transportation Plan
OTSAP	Oregon Transportation Safety Action Plan
OTSC	Oregon Transportation Safety Committee
PAM	Police Allocation Model
PUC	Oregon Public Utility Commission
SAFETEA-LU	Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users
SCG	Safe Communities Group: A coalition of representatives from private or public sector entities who generally use a data driven approach to focus on community safety issues. Includes all age groups and may not be limited to traffic safety issues.
SFST	Standardized Field Sobriety Testing
SHSP	Strategic Highway Safety Plan
SMS	Safety Management System or Highway Safety Management System
SPIS	Safety Priority Index System
STIP	Statewide Transportation Improvement Program
TRCC	Traffic Records Coordinating Committee
TSD	Transportation Safety Division, Oregon Department of Transportation
TSRP	Traffic Safety Resource Prosecutor
VMT	Vehicle Miles Traveled
"4-E"	Education, Engineering, Enforcement and Emergency Medical Services

Statewide

Link to the Transportation Safety Action Plan:

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

The Problem

- In 2011, 331 people were killed and 35,031 were injured in traffic crashes in Oregon.
- In 2011, 17 percent of Oregon's citizens believe the transportation system is less safe than it was the prior year.
    -
- Crash data will increase 12-15 percent from 2011 forward due to improvements in internal procedures for DMV and CARS.

Oregon Traffic Crash Data and Measures of Exposure, 2008-2011

	2003-2007 Average	2008	2009	2010	2011	% Change 2008-2011
Total Crashes	45,517	41,815	41,270	44,094	49,053	17.3%
Fatal Crashes	418	369	331	292	310	-16.0%
Injury Crashes	19,061	18,040	19,053	20,879	23,887	32.4%
Property Damage Crashes	26,039	23,406	21,886	22,923	24,856	6.2%
Fatalities	478	416	377	317	331	-20.4%
Fatalities per 100 Million VMT	1.36	1.24	1.11	0.94	0.99	-20.2%
Fatalities per Population (in thousands)	0.13	0.11	0.10	0.08	0.09	-21.8%
Injuries	28,467	26,805	28,153	30,493	35,031	30.7%
Injuries per 100 Million VMT	80.78	80.09	82.84	90.29	104.96	31.1%
Injuries per Population (in thousands)	7.83	7.07	7.36	7.93	9.08	28.4%
Population (in thousands)	3,638	3,791	3,823	3,844	3,858	1.8%
Vehicle Miles Traveled (in millions)	35,243	33,469	33,983	33,774	33,376	-0.3%
No. Licensed Drivers (in thousands)	2,990	3,018	2,999	2,920	2,930	-2.9%
No. Registered Vehicles (in thousands)	4,037	4,130	4,121	4,046	4,022	-2.6%
% Who Think Transportation System is as Safe or Safer than Last Year	72%	70%	81%	77%	83%	18.6%

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

Fatal and Injury Crash Involvement by Age of Driver, 2011

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	8	.02%	2	0.00%	0.00
15	37	0.08%	13,354	0.44%	0.19
16	496	1.11%	24,164	0.80%	1.39
17	813	1.81%	30,354	1.00%	1.81
18	1,090	2.43%	35,399	1.17%	2.08
19	1,244	2.77%	39,947	1.32%	2.11
20	1,235	2.75%	42,708	1.41%	1.96
21	1,155	2.25%	46,440	1.53%	1.68
22-24	3,125	6.97%	145,936	4.81%	1.45
25-34	9,194	20.51%	559,400	18.46%	1.11
35-44	7,614	16.98%	525,079	17.32%	0.98
45-54	6,905	15.40%	522,699	17.25%	0.89
55-64	5,618	12.53%	522,375	17.24%	0.73
65-74	2,512	5.60%	310,182	10.23%	0.55
75 & Older	1,560	3.48%	212,826	7.02%	0.50
Unknown	2,225	4.96%	15	0.00%	0.00
Total	44,831	100.00%	3,030,880	100.00%	

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

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

Goals

- Reduce the traffic fatality rate to 0.85 per hundred million vehicle miles traveled, 330 fatalities, by 2015.

Performance Measures

- Increase the number of zero fatality days from the 2008-2011 average of 154 to 163 by December 31, 2014. ***[In 2013, there were 170 zero fatality days.]***
- Reduce the fatality rate from the 2008-2011 year average of 1.07 to 1.03, 338 fatalities, through December 31, 2014. ***[In 2013, the traffic fatality rate was 0.93 and there were 313 fatalities.]***
- Reduce the traffic injury rate from the 2008-2011 year average of 89.52 per hundred million miles traveled to 95.00, 31,944 injuries, through December 31, 2014.[4] ***[In 2013, the traffic injury rate was 98.38 and there were 33,161 injuries.]***
- Decrease traffic fatalities from the 2008-2011 calendar base year average of 360 to 338 by December 31, 2014. *(NHTSA)* ***[In 2013, there were 313 traffic fatalities.]***
- Decrease serious traffic injuries from the 2008-2011 calendar base year average of 1,509 to 1,600 by December 31, 2014.[1] *(NHTSA)* ***[In 2013, there were 1,418 serious traffic injuries.]***

[4] The number of injury and property damage crashes is expected to increase due to improved reporting procedures and better data capture.

- Decrease fatalities per 100 million VMT from the 2008-2011 calendar base year average of 1.07 to 1.03 by December 31, 2014. *(NHTSA)* ***[In 2013, the fatality rate was 0.93.]***
- Decrease rural fatalities per 100 million VMT from the 2008-2011 calendar base year average of 1.80 to 1.65 by December 31, 2014. *(NHTSA)* ***[In 2012, the rural fatality rate was 1.58.]***
- Decrease urban fatalities per 100 million VMT from the 2008-2011 calendar base year average of 0.54 to 0.49 by December 31, 2014. *(NHTSA)* ***[In 2012, the urban fatality rate was 0.58.]***

Project Summaries

Section 164

164PA-14-91-90 Planning and Administration $4,958

Salaries, benefits, travel, services and supplies and office equipment for administrative personnel.

Section 402

DE-14-20-90 Program Management $801,462
[$180,417]

Salaries, benefits, travel, services and supplies and office equipment for program personnel.

PA-14-12-90 Planning and Administration $254,965
[$377,269]

Salaries, benefits, travel, services and supplies and office equipment for administrative personnel.

Section 405b

M1*PM-14-40-01 Statewide Services-OP-Gard $60,606

TSD's media contractor produced related PSAs in radio, TV, newsprint, outdoor (transit & billboard), and internet based formats including spots placed on Facebook, HULU and Pandora. Spanish language PSAs were placed in a Latino newspaper on two occasions and posted on-line. All media products focused on child restraint issues. Printed materials were reproduced to meet demand.

M1X-14-40-01 Statewide Services-Intercept $171,327

This project contributed funding to the TSD opinion survey for inclusion of occupant protection related items. Observed use surveys were conducted resulting in a final use rate of 97.80 percent.

Section 406

K4-14-DE-20-01 Statewide Services, Division-wide Media $16,198
Under this project, the media contractor (GARD Communications) produced an annual report summarizing TSD's annual media products, media use value/earned media/match, and paid media. Several print/graphic materials were reformatted in response to program manager requests, and additional contractor planning/consultation was provided incidental to Division-wide media coordination.

Section 410

K8-14-12-90 Impaired Driving Program Management $96,879
Salaries, benefits, travel, services and supplies and office equipment for Impaired Driving coordination.

Section 1404

HU-14-10-90 Safe Routes to School Program Management $71,502
Salaries, benefits, travel, services and supplies and office equipment for Safe Routes to School program coordination.

Student Driver Training Funds (SDTF)

14DRVED-920 Student Drive Training Fund Program Management [$259,484]
Salaries, benefits, travel, services and supplies and office equipment for Driver Education program.

Highway Funds

14REGPM-920 Region Program Management [$520,152]
Salaries, benefits, travel, services and supplies and office equipment will be funded for Impaired Driving coordination.

State Funds

MC-14-80-920 Motorcycle Safety Program Management [$63,858]
Salaries; benefits, travel; services and supplies; and office equipment funded the Motorcycle program manager.

Bicyclist Safety

Link to the Transportation Safety Action Plan:

Action # 99 – Increase emphasis on programs that will encourage bicycle travel
Increase emphasis on programs that will encourage bicycle and other alternative mode travel and improve safety for these modes. The following actions should be undertaken:

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

The Problem

- In Oregon, bicycles are vehicles but bicyclists are not held to the same level of accountability as motor vehicle drivers. The general public expectation is that bicyclists and motor vehicle drivers should be equal.

- The use of the bicycle as a transportation mode has increased. According to the 2009 National Household Travel Survey (NHTS), biking and walking make up 11.9 percent of all trips made in the U.S. Biking is 1 percent, up 25 percent from 0.8 percent in 2001.

- “Share the road” means the same road, the same rights, and the same responsibilities for vehicles operating on the roadway.

- Oregon bicyclist injuries increased from 757 in 2008, to 928 in 2011, a 22.6 percent increase.

- The 928 bicyclist injuries in 2011 accounted for 2.6 percent of all Oregon traffic injuries during the year.

- From 2007-2011, 4,125 bicyclists were involved in motor vehicle crashes. Of the 55 bicyclist fatalities, 69 percent were not wearing bike helmets.

- According to the 2011 Intercept Bicycle Helmet Usage Observational Study, 40 percent of middle school students were observed to have no helmet present, which is consistent with the past five years.

- In 2011, motorists failed to yield right-of-way to bicyclists in 475 crashes compared to 332 in 2008.

- The most common bicyclist errors for 2011: failed to yield right-of-way; disregarded traffic signal and riding on wrong side of road.

Bicyclists in Motor Vehicle Crashes on Oregon Roadways, 2008-2011

	03-07 Average	2008	2009	2010	2011	% Change 2008-2011
Injuries (crashes w/ motor vehicles):						
Number	699	757	762	877	928	22.6%
Percent of total Oregon injuries	2.5%	2.8%	2.7%	2.9%	2.6%	-6.2%
Fatalities (crashes w/ motor vehicles):						
Number	11	10	8	7	15	50.0%
Percent of total Oregon fatalities	2.4%	2.4%	2.1%	2.2%	4.5%	88.5%
Percent Helmet Use (children)	51.2%	61%	60%	57%	58%	-4.9%

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

Goals

- To reduce the number of bicyclists killed and injured in motor vehicle crashes from the 2009-2011 average of 865 to 879 by 2015. *(This includes the increase to injuries of additional 15%.)*

Performance Measures

- To reduce the number of bicyclists injured in motor vehicle crashes from the 2009-2011 average of 855 to 897 in 2014. *(This includes increase to 2009-2011 average of predicted 15% for injuries and reduction of 3% per year to 2014.)* ***[In 2013, there were 922 bicyclists injured in motor vehicle crashes.]***
- To reduce the number of bicyclists age 0-19 injured in motor vehicle crashes from the 2009-2011 average of 206 to 216 by December 31, 2014. *(This includes the 15% addition to original 206 average, reduction of 3% per year to 2014.)* ***[In 2013, there were 184 bicyclists age 0-19 injured in motor vehicle crashes.]***
- To reduce the number of bicyclists age 20+ injured in motor vehicle crashes from the 2009-2011 average of 569 to 597 by December 31, 2014. *(This includes the additional 15% predicted increase to injury data, and 3% reduction each year to 2014.)* ***[In 2013, there were 738 bicyclists age 20+ injured in motor vehicle crashes.]***
- To reduce the number of bicyclists age 20+ killed in motor vehicle crashes from 2009-2011 average of 8 to 7 by December 31.2014. ***[In 2013, there were 2 bicyclists age 20+ killed in motor vehicle crashes.]***

Strategies

- Continue work to expand statewide bicycle safety campaign that promotes best practices for bicyclists and motorists when sharing the road.
- Implement a systematic mailing to Oregon bicycle shops to provide them with Oregon Bicyclist Manual and youth bicyclist manual.
- Work at providing bike safety education to local jurisdictions through instructor training opportunities, statewide walk + bike organized events, and through the bike safety education program.
- Utilize the Oregon Transportation Safety Division's webpage for the Bicycle Safety Program to provide data, resource links and bike safety education materials.
- Work with the Region Traffic Safety Coordinators in providing Oregon Bicycle Manuals and other bike safety educational materials to their regions.
- Work with public libraries to develop best practices in disseminating bicycle safety education.

Project Summaries

Section 1404

HU-14-10-07 Statewide Walk + Bike Program $43,219

Provided statewide program support and incentives for October Walk+Bike to School Day and May Walk+Bike Challenge Month. In 2013, program saw increased school participation by 30 percent from 2012 for October Walk to School Day. In 2014, program saw increase in school participation for May Challenge month of 47 percent over 2014. Coordinated with statewide Walk + Bike Network; to hold an Oregon SRTS Conference in Newberg in June; training 43 attendees representing 19 Oregon communities. Partnered with OregonSafeRoutes.org website and with FireUpYourFeet website to engage and enroll schools for 2014 October Walk to School Day.

Section 402

PS-14-60-01 Statewide Services – Bicycle Safety Education $24,737

The funds paid for implementation of the May-June Annual Bicycle Helmet Observational Study for 2014 at 33 middle schools over the five ODOT Regions, found a 32 percent increase in the number of students observed riding to or from school and with 74percent correctly wearing a helmet. Reprinted and distributed thousands of informational resource for bike safety instruction and helmet fitting, both in English and Spanish. Media Contractor Gard Communications re-released two radio PSAs to all radio stations in Oregon, and over 5 months ran 4,723 times for a total value of $85,014. PSAs also streamed over Pandora and generated almost 500,000 impressions. Promoted digital "Bicyclist Survival Guide" with online ads generating 5,265,466 impressions, resulting in 6,066 click-throughs to online guide.

PS-14-60-08 Bicyclist Safety Education Training $33,910

The project awarded, through a competitive application process, use of the JumpStart bike fleet to the City of Redmond for bike safety education to over 700 students; facilitated a statewide Educator's Debrief session for bicycle safety instructors to network and share best practices; facilitated a statewide curriculum training that included participants from five Oregon communities; presented at two Oregon physical education conferences and Parks and Recreation conference on bicycle safety programs; conducted webinars on best practices for bike safety education for elementary education; produced new bike safety education videos for use in classrooms.

Community Traffic Safety

Link to the Transportation Safety Action Plan:

Action # 17 – Establish a network to disseminate information to local governments
Continue to support the expansion and increase in stature of local transportation safety programs. Support measures may include the provision of technical assistance, mentor programs, legislative coordination, training, and provision of other resources to local transportation safety programs, groups and committees statewide. Encourage communities to use the Safe Communities process and approach to addressing injury control. Establish a network to disseminate information to local governments. Evaluate current delivery methodologies for efficiency and effectiveness. Evaluate the practicality of establishing a "traffic safety academy" or course of study that prepares individuals of all ages to engage in safety projects and activities at the local level. Implement academy if practicable. Identify mechanisms to assist groups in maintaining and improving collaboration within their communities.

The Problem

- More than 60 percent of Oregon cities and counties do not have a systematic approach addressing transportation related injury and death.
- While a volunteer work force may exist, often there is no local mechanism for mobilizing and motivating these volunteers.
- More than 50 percent of fatal and injury crashes occur in the north Willamette Valley in just four counties. These counties significantly impact state crash statistics. Two counties, Gilliam and Sherman, have experienced an average fatal and injury crash rate above 7 per 1,000 population for the past decade. These counties have minimal local resources to address their highway safety issues.
- While safety is a stated priority for many organizations and governments, when confronted with financial difficulties, safety is often an area for reductions in effort.

Jurisdictional Data for Oregon Counties, 2011

County		Population	Fatalities	Alcohol Involved Fatalities	Fatal and Injury Crashes	F&I Crashes /1,000 Pop.	Nighttime Fatal and Injury Crashes
Baker	*	16,215	3	1	102	6.29	13
Benton		85,995	6	3	379	4.41	53
Clackamas	!	378,480	32	12	2,310	6.10	326
Clatsop		37,145	6	2	268	7.21	44
Columbia	*	49,625	5	2	205	4.13	27
Coos		62,960	15	8	303	4.81	42
Crook		20,855	1	0	89	4.27	16
Curry		22,335	3	1	73	3.27	10
Deschutes		158,875	17	6	690	4.34	87
Douglas	*	107,795	12	4	632	5.86	105
Gilliam		1,880	0	0	16	8.51	4
Grant	!	7,450	2	0	44	5.91	10
Harney	!	7,375	3	1	35	4.75	9
Hood River		22,625	5	1	119	5.26	19
Jackson	!	203,950	21	3	1,138	5.58	146
Jefferson		21,845	9	2	93	4.26	23
Josephine	*	82,820	13	8	593	7.16	69
Klamath	*	66,580	9	3	404	6.07	63
Lake	*	7,885	1	1	42	5.33	13
Lane		353,155	32	9	1,794	5.08	274
Lincoln		46,155	7	3	310	6.72	47
Linn		117,340	10	5	751	6.40	96
Malheur	!	31,445	4	2	203	6.46	47
Marion		318,150	29	13	1,752	5.51	229
Morrow		11,270	3	1	47	4.17	13
Multnomah		741,925	38	17	6,634	8.94	1,065
Polk		75,965	2	0	369	4.86	63
Sherman	*	1,765	3	1	41	23.23	9
Tillamook	*	25,255	8	2	189	7.48	35
Umatilla	!	76,580	11	4	403	5.26	83
Union	!	25,980	4	1	126	4.85	26
Wallowa	*	6,995	0	0	20	2.86	3
Wasco	*	25,300	4	1	147	5.81	28
Washington	*	536,370	13	3	3,403	6.34	368
Wheeler		1,435	0	0	7	4.88	0
Yamhill		99,850	4	2	466	4.67	65
Statewide Total		3,857,625	335	122	24,197	6.27	3,530

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

*= Local Traffic Safety Group #= County/Local Traffic Safety Group != Safe Communities Group

Jurisdictional Data for Oregon Cities over 10,000 Population, 2011

City		Population Estimate	Fatalities	Alcohol-Involved Fatalities	Fatal and Injury Crashes	F&I Crashes /1,000 Pop.	Nighttime Fatal and Injury Crashes
Albany	*	50,520	2	0	274	5.42	26
Ashland	*	20,255	0	0	68	3.36	6
Beaverton	*	90,835	4	2	931	10.25	104
Bend	*	76,925	6	3	333	4.33	31
Canby	*	15,830	1	0	38	2.40	5
Central Point		17,235	0	0	39	2.26	6
Coos Bay	*	16,010	2	2	58	3.62	4
Cornelius		11,915	0	0	38	3.19	7
Corvallis		54,520	1	1	221	4.05	26
Dallas		14,620	0	0	38	2.60	5
Damascus		10,575	1	0	72	6.81	21
Eugene		157,010	7	3	857	5.46	116
Forest Grove		21,275	0	0	75	3.53	6
Gladstone	*	11,495	0	0	50	4.35	9
Grants Pass		34,660	1	0	335	9.67	23
Gresham		105,795	2	1	705	6.66	98
Happy Valley	*	14,330	1	0	88	6.14	14
Hermiston	#	16,865	0	0	74	4.39	10
Hillsboro		92,350	3	0	725	7.85	71
Keizer	*	35,715	0	0	88	2.40	10
Klamath Falls	*	21,120	0	0	131	6.20	11
La Grande	#	13,095	0	0	22	1.68	5
Lake Oswego	*	36,725	0	0	123	3.35	13
Lebanon		15,565	0	0	69	4.43	4
McMinnville		32,270	0	0	139	4.31	15
Medford	*	75,180	3	0	553	7.36	49
Milwaukie	*	20,400	0	0	118	5.78	15
Newberg	*	22,230	1	1	64	2.88	2
Newport		10,065	1	1	74	7.35	9
Ontario	#	11,375	0	0	62	5.45	8
Oregon City		32,220	2	2	314	9.75	32
Pendleton		16,625	0	0	66	3.97	10
Portland	!	585,845	34	16	5,566	9.50	898
Redmond	*	26,305	2	1	115	4.37	11
Roseburg		21,690	1	0	203	9.36	13
Salem	*	155,710	3	1	1,052	6.76	111
Sherwood		18,255	0	0	74	4.05	3
Springfield		59,695	4	1	313	5.24	36
St. Helens		12,890	0	0	42	3.26	5
The Dalles	*	14,440	0	0	61	4.22	6
Tigard	*	48,415	0	0	453	9.36	46
Troutdale		16,000	0	0	82	5.13	9
Tualatin		26,060	0	0	261	9.99	18
West Linn	*	25,250	1	1	97	3.84	11
Wilsonville		19,565	0	0	98	5.01	8
Woodburn		24,090	1	0	86	3.57	8
Total		2,230,875	104	44	15,345	6.88	1,954

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

*= Local Traffic Safety Group #= County/Local Traffic Safety Group != Safe Communities Group

Goals

- Increase the number of Oregonians represented by a listed community-level transportation safety group from a baseline of 80 percent in 2010 to 85 percent by 2015.

Performance Measures

- Reduce the fatal and injury crash rate in communities with a listed traffic safety group to five percent below the 2010 statewide rate of one crash per 182 persons, resulting in a rate of one crash per 191 persons by December 31, 2014. *[In 2013, the rate in participating cities was 1 per 121 persons, in all cities with a traffic safety committee. The rate in participating counties was 1 fatality per 178 persons based on 2013 data.]*
- Increase the number of Local Transportation Safety Groups (LTSG) in Oregon from the 2009-2011 average of 54 to 56 or above by December 31, 2014. *[In 2013, there were 50 confirmed transportation safety committees.]*
- Maintain or increase the number of active Safe Community Groups (SCG) and programs by December 31, 2014. (As of federal fiscal year 2010, there were nine Safe Community Groups in Oregon: Baker County, Clackamas County, Grant County, Harney County, Jackson County, Malheur County, Umatilla County, Union County, and City of Portland.) *[In 2013, the number of Safe Community programs was maintained.]*

Strategies

- Continue the development and maintenance of Safe Communities Groups and programs, addressing both fatal and injury crash prevention and cost issues in targeted communities.
- Continue comprehensive community traffic safety group support, emphasizing projects in targeted communities.
- Expand the number of Oregonians who participate in transportation injury prevention at the community level, through projects that create innovative opportunities for citizens to become involved. Find ways to improve tracking of the activity levels of these individuals by increasing the number of documented traffic safety groups.
- Include region representatives in community-level traffic safety programs by providing opportunity to have substantive input into Safe Community and other projects, including grants management and on-site assistance of local groups.
- Provide print materials and technical tools designed to foster community-level approaches to traffic safety issues.
- Encourage local level partnerships that cross traditional program, group, and topical divisions through training and hands-on technical assistance provided by both region representatives and centralized offerings. Develop activities that act as a catalyst for expanded safety activity.
- Evaluate opportunities to increase employer participation in traffic safety programs. Implement at least one employer based strategy.
- Encourage local innovative approaches to traffic safety that fosters long term local initiatives.

- Encourage the development of local transportation safety plans by providing assistance, training, and guidance to local governments and communities. Identify and implement ways to improve coordination of safety efforts among local land use, transportation, and EMS/Fire/Law Enforcement plans.

Project Summaries

Section 402

SA-14-25-26 Statewide Community Transportation Safety

This project will provide for statewide support of local and regional efforts to promote safety efforts. Project will result in the development of materials and resources to assist specific projects, training event(s) that promote crash reduction strategies, and promote driving crash related deaths and injuries to zero. The project will provide for support materials and educational efforts to share and promote the Transportation Safety Action Plan, the state of Oregon's Strategic Highway Safety Plan. *[This project was not initiated during the grant year.]*

SA-14-25-05 Portland Safe Community $84,937

This project worked with the Traffic Safety Coordinating Council, subcommittees, and neighborhood associations to address reducing injury and death on Portland High Crash Corridors. The project used proven strategies to address problems along each of the corridors, and was successful in implementing many of the corridor plans developed. The project also continued to deploy cross walk pedestrian enforcement efforts, and other proven elements during the period.

SA-14-25-08 Clackamas County Safe Community $48,635

This project continued to develop materials and resources to move the county to a 'drive to zero' posture, including development of materials designed to raise awareness of the social change model planned for the county going forward, and to print awareness materials. The project financed certain data packaging and analysis activities to better target the exact locations and causes of crashes within the county.

SA-14-25-20 Oregon Safe Community Services $75,212

The project offered online and direct training statewide, including topics like grantsmanship, and small project planning. The project offered a statewide newsletter featuring timely traffic safety information, and praising good local groups, with a very large and growing subscriber base. The project worked with ODOT region staff to provide visits to the local groups in the state, though not every group in Oregon had a direct visit this year due to budget and timing of group meetings. The project did grow the overall number of tracked volunteers in Oregon.

Driver Education

Link to the Transportation Safety Action Plan:

Action # 72 – Improve and expand the delivery system for driver education in Oregon
Improve and expand the delivery system for driver education in Oregon. Consider the following in designing a model program:

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

The Problem

- There is a need to increase the number of teens who participate in an approved program.
- There is a need to continually eliminate inconsistencies in the various driver education public and private providers by enforcing a model statewide program with standards proven to reduce risk factors of teen driver crashes.
- There is the need to adopt graduated penalties for providers. When deficiencies are identified, the only recourse currently available is to deny reimbursement or remove the program from its approved status.
- There is a statewide need for more qualified and updated driver education instructors. Additionally, a CORE refresher course needs to be provided for those instructors out in the field two or more years.
- There is a statewide need for more exposure of both the instructor training and the novice driver training in the five ODOT regional areas. The priority focus is on areas outside of the Willamette Valley.
- There is a need to measure citations, crashes and convictions of students that have completed approved driver education and a need to be able to identify the approved provider.
- There is a need to update the instructor interface in the curriculum guide.

Driver Education in Oregon, 2007-2011

	2007	2008	2009	2010	2011
DMV licenses issued (Age 16-17)	27,215	26,115	24,823	24,738	23,514
Students completing Driver Education	9,327	8,670	7,000	6,794	7,819
Students that did not complete an ODOT-TSD approved DE program before licensing	17,888	17,445	17,823	17,944	15,695
Number of instructors completing two courses or more	71	68	48	43	43

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

Goals

- Increase student participation in education of newly licensed teens under the age of eighteen from 7,000 in 2009 to 9,000 by 2015 (from a three year average of 29.6 percent to 36.0 percent of all newly licensed teens).
- Decrease ODOT-Trained Driver Education Instructor annual attrition from 100 percent (40 instructors annually) to 80 percent (32 instructors) by 2015.

Performance Measures

- Increase the number of students completing driver education from the 2009-2011 average of 7,179 to 8,000 by December 31, 2014. ***[In 2013, there were 7,632 students who completed driver education.]***
- Decrease ODOT-Trained Driver Education Instructors attrition from 40 annually to 36 annually by December 31, 2014. ***[In 2013, the attrition rate remained the same.]***
- Increase the number of commercial drive schools participating in the approved program by 15 percent (from 6 of 22 Commercial Drive Schools to 7 of 22) by December 31, 2014. ***[In 2013, the number of commercial drive schools participating in the approved program increased by 1.]***

Strategies

- Develop and maintain a marketing plan (including an adaptive strategies plan) to increase access and completion of quality Driver Education in Oregon.
- Continue implementation of statewide curriculum standards and instructor training.
- Develop and implement sanctions to guarantee benchmark performance by providers.
- Develop web tools that integrate DMV licensing information into course completion tracking for students of schools involved in the reimbursement process and track private provider driver education students.
- Develop and implement a CORE refresher course for driver education instructors who have been out in the field two or more years.
- Continue to work with NHTSA, ODOT Research Division and other research groups to evaluate the elements of the Oregon driver education program.
- Continue development of procedures and rule language for the law changes for commercial providers receiving student reimbursement.
- Continue revision of the state curriculum guide and related video segments, including animations by December 31, 2014.
- Develop an instructor retention plan and coordinate with Oregon Providers on ways to implement and improve.

Project Summaries

Section 402

DE-14-20- 02 **Statewide Services – Supplement for Non-ODOT Providers to attend PacNW Conference** **$15,000**

These funds provided support for both out-of-state and non-ODOT instructors to attend the annual Pacific Northwest Driver and Traffic Safety Conference in March each year. More than 70 additional participants were supported through this grant.

Student Driver Training Fund (SDTF)

14DRVED-001 Driver Education Program Reimbursement [$1,452,031]

These funds reimbursed public and private providers for their cost in providing driver education to students. Reimbursements were made to each public or private provider based on the number of students completing the driver education course, not to exceed $210 per student, the maximum allowed by law. Curriculum standards and delivery practices were met before reimbursement dollars were provided. Over 7600 Oregon teens were subsidized through this grant.

14DRVED-004 Driver Education DHS Foster Kids [$8,941.10]

These funds continued to 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 completing the driver education course. Eligibility standards and course completion were managed by the DHS Foster Care Program. The Department of Human Services was reimbursed for 12 teens who received the "Parent portion" subsidy.

14Drved-002 GDL Implementation - Information and Education [$416,073]

These funds paid for an ongoing grant to Western Oregon University to train beginning instructors completing the instructor preparation courses and provide for trainer of trainers' development and workshops. Additionally, these funds provided for the Instructor Certification program. The funds also provided for curriculum updates for ODOT-TSD through Western Oregon University.

14DRVED-003 Statewide Services – Driver Education [$216,865]

This grant supported the driver education advisory committee quarterly meetings and activities promoting "best practices" in driver education. The DEAC met four times over the year and the driver education staff physically promoted additional meetings for the Community Colleges and Private Drive Schools Associations.

Emergency Medical Services (EMS)

Link to the Transportation Safety Action Plan:

Action #109 – Transportation Safety Action Plan - PRIORITY 1
Develop strategies to assure the recruitment and retention of EMS volunteers
Work to place a state focus on volunteer creation and development. Develop strategies to assure the recruitment and retention of EMS and fire volunteers. Work to assure that the EMS education standards are attainable to volunteers in terms of time, costs and resource demands. Develop easy, effective entry points for EMS and fire volunteers. Work with affected agencies and local governments to identify existing and emerging barriers to volunteer participation in the EMS and fire systems.
Action #106 - Work with partner agencies to position Oregon's EMS system as world class and affordable for the average Oregonian
Work with partner EMS agencies, providers, committees, volunteers and concerned citizens to position Oregon's EMS system as world class. Raise awareness of the life-saving importance of EMS personnel and equipment to encourage statewide support and involvement. Increase emphasis on the need for well-trained personnel and equipment in rural and volunteer agencies. Create and fund affordable, local and accessible EMS training statewide for pre-hospital and hospital personnel responding to motor vehicle crashes, to aid in reaching and sustaining this goal. Continue work towards meeting and exceeding national standards.

The Problem

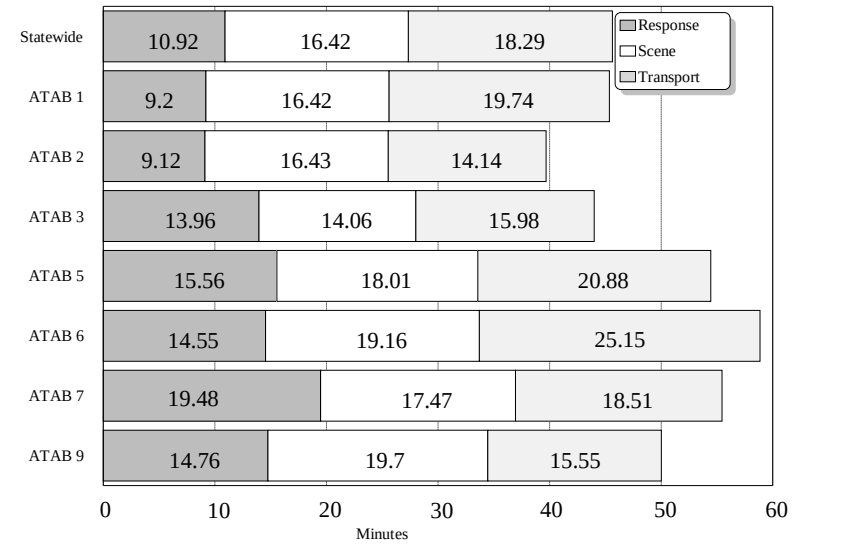
- Traffic crashes contribute heavily to the patient load of Oregon hospitals and EMS agencies. The Oregon economy has caused many larger hospitals to make cuts and their foundations have reduced support as well. Smaller and rural community hospitals often face even more severe budgetary constraints, impacting their ability to get the required training and equipment. This is further problematic due to the Oregon Administrative Rules governing the continuing education and recertification requirements for EMTs of all levels.

- A cohesive EMS system is essential to ensuring positive patient outcomes. The stabilization and long-distance transport of motor vehicle crash patients to facilities that can provide the appropriate level of trauma care is critical to reducing the health and financial impact of these injuries. Rural crashes are often the worst of crashes because they often involve higher rates of speed.

- Trauma remains the leading cause of morbidity and mortality among pediatric patients within the state of Oregon and nationwide. Highway motor vehicle crashes are the single most common mechanism of death and serious injury among children after the first year of life.

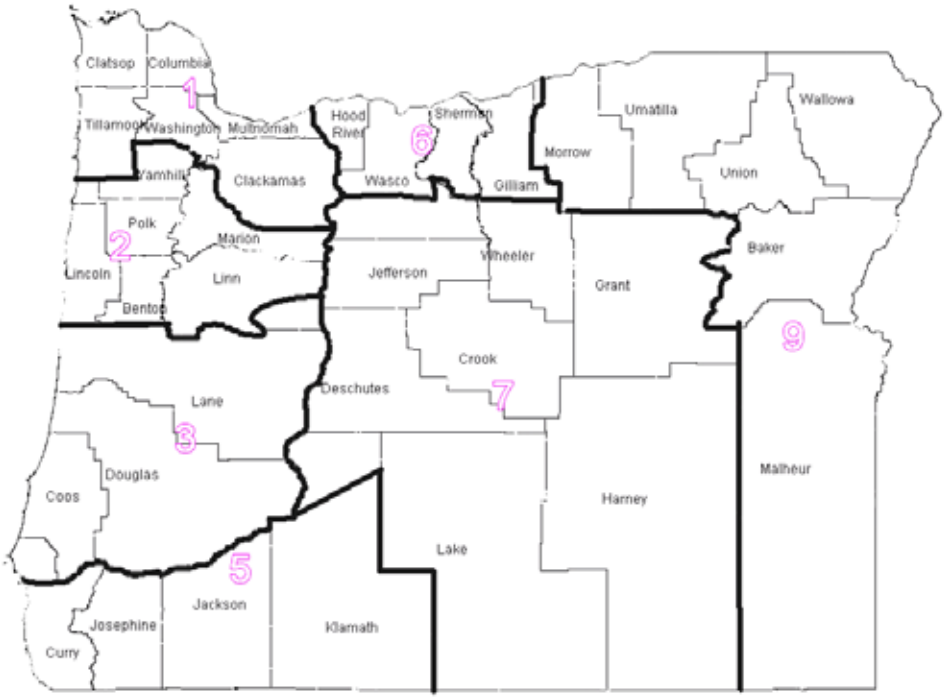
- Pre-hospital providers are often inadequately prepared to deal with the unique medical needs of pediatric trauma victims from these and other motorized crashes. A lack of pediatric specific training and education as well as appropriately sized equipment contribute to the less than optimal care of children outside of pediatric trauma centers. Pediatric trauma patients are of particular concern for rural counties where motor vehicle crash patients can require a higher level of care than what the rural hospital or trauma facility can provide. In Oregon, EMTs are also required to receive specific pediatric continuing education hours.

Figure 1: Estimated average time for medical services response, treatment at the scene, and transport by Area Trauma Advisory Board regions, ATAB, Oregon 2010-2011.



Source: Oregon Health Authority, EMS & Trauma Program

Figure 2: Area Trauma Advisory Board regions, ATAB.



Source: [Area Trauma Advisory Board (ATAB) | Trauma Systems](#) for Oregon

Goals

- Increase TSD attendance at EMS meetings annually to collaborate and improve transportation safety related medical care and associated EMS/Trauma programs throughout Oregon from 12 meetings in 2012 to 14 in 2015.
- Maintain the number of rural pediatric EMS simulation trainings at six, the 2012 amount, through 2015.
- Increase training for individual EMS personnel from 293 in 2012 to 320 by 2015.

Performance Measures

- Increase number of participants receiving training through EMS Rural Pediatric Simulation Projects from 200 in 2012 to 220 by December 31, 2014. *[In 2014, there were 64 participants that received training through EMS Rural Pediatric Simulation Projects.]*
- Increase EMS professionals, both paid and volunteer, attending conferences and receiving EMS training from 93 in 2012 to 100 by December 31, 2014. *[In 2014, there were 45 EMS professionals that attended conferences and received EMS training.*
- Increase the number of OTSC members that are a formal part of the state's EMS Advisory Committee from the 2012 level of 0 to 1 by December 31, 2014. *[In 2014 grant year, one OTSC member attended 4 EMS Committee Meetings.]*
- Decrease response, scene and transport times from the statewide average of 46 minutes in 2010-2011 to 41 minutes by 2015. *[New data not available from OHA at this time.]*

Strategies

- Collaborate with the Oregon Health Authority's EMS and Trauma Program, the Oregon EMS Advisory Committee, the Oregon State Trauma Advisory Board and the Oregon Emergency Medical Services for Children Advisory Committee to improve transportation safety related medical care and associated EMS/Trauma programs throughout Oregon. Attend quarterly meetings for all committees.
- Improve the knowledge base and skills of EMS providers (both volunteer and paid staff), hospital staff and physicians in the treatment and transport of motor vehicle crash victims, especially in rural areas and for injured children.
- Provide conference training scholarships to increase the EMS workforce, knowledge and skills statewide.
- Work in coordination with Oregon Health Authority's EMS and Trauma Program, EMS-C Program, Office of Rural Health, OHSU and other partners to conduct statewide EMS Rural Pediatric Simulation Project Trainings, providing learning credits for participants.

- Begin providing rural pediatric EMS simulation training through colleges to increase training opportunities.
- Continue partnerships and involvement in statewide EMS committees to assist in implementing/integrating National EMS Agenda items into Oregon's EMS.
- Stay involved and be available for EMS and Transportation Safety collaboration opportunities as they arise.

Project Summaries

Section 402

EM-14-24-01 EMS Statewide Services $7,996

This funding was used to strengthen Oregon's EMS workforce statewide, especially in rural and frontier areas. This project solicited applications from non-urban community EMTs, paid or volunteer, for scholarships towards tuition to attend Oregon EMS conferences to earn Continuing Medical Education (CME) hours needed to obtain or maintain licensure. Applications were screened and prioritized by a committee of rural-provider managers. There were three conferences, forty-five scholarships awarded, 642.5 CME hours were earned for 45 rural EMTs.

EM-14-24-02 Oregon EMS and Trauma Systems Rural Pediatric Simulation Education Project $4,252

The project enhanced the pediatric skills and confidence of rural prehospital and hospital providers while improving the system of care for pediatric trauma victims of motor vehicle crashes and other medical-related injuries. The project provided hospitals and EMS personnel opportunities to improve emergency responses and the overall system of care for treating multiple patients in motor vehicle crashes. It improved communication between Hospital, EMS, and Air Medical staff, provided a safe learning environment to practices skills not employed on a regular basis, and utilized advanced wireless simulation mannequins for a realistic exercise of field extrication, triage, stabilization, transport and hospital trauma activation. This training is conducted with simulation mannequins and volunteer crash victims involved in a mock multi-vehicle crash.

Equipment Safety Standards

Link to the Transportation Safety Action Plan:

Action # 59 – Improve public knowledge of vehicle safety equipment
Continue to improve public knowledge of vehicle safety equipment, and its role in safe vehicle operation. Improve current mechanisms to raise awareness of common vehicle equipment maintenance and use errors, and seek new or more effective ways to raise awareness and increase compliance with proper use and maintenance guidelines. Develop improved mechanisms to educate the public about Antilock Braking System (ABS) use.

The Problem

- Oregon drivers are not well-informed about vehicle equipment laws. This lack of knowledge presents safety hazards as drivers violate equipment statutes.
- Oregon does not have an inspection process for motor vehicles. Consequently, many drivers are unaware of the safety requirements for their vehicle equipment.
- Vehicle equipment defects are not consistently reported in crashes.
- Equipment retailers sell or modify vehicles that are not in compliance with the Federal Motor Vehicle Safety Standards (FMVSS), Oregon Revised Statutes or Oregon Administrative Rule.
- Law enforcement lacks the resources to consistently pursue vehicle equipment violators.

Automobile Vehicle Defect Crashes on Oregon Highways, 2008-2011

	03-07 Average	2008	2009	2010	2011	% Change 2008-2011
Total Vehicle Defect Crashes						
Number	526	569	560	600	690	21.3%
Crashes due to tire failure	N/A	161	150	154	181	12.4%
Crashes due to defective brakes	N/A	172	175	177	202	17.4%
Crashes due to mechanical defects	N/A	198	168	163	194	-2.0%
Property Damage Crashes						
Number	264	267	270	298	350	31.1%
Non-fatal & Injury Crashes						
Number	253	295	283	299	335	13.6%
Number of persons injured	410	476	423	444	535	12.4%
Fatal Crashes						
Number	10	7	7	3	5	-28.6%
Number of persons killed	11	7	8	3	5	-28.6%
Convictions for unlawful use of or failure to use lights (ORS 811.520)	N/A	1,262	1,302	1,144	1,170	-7.3%

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

Goals

- To reduce the number of vehicle defect-related injuries and fatalities from the 2009-2011 average of 472 to 458 by 2015.

Performance Measures

- Reduce the number of people killed or injured due to tire-failure from the 2009-2011 average rate per 100,000 registered vehicles[5] of 3.18 to 2.98 by December 31, 2014. ***[In 2013, the rate of people killed or injured due to tire-failure was 3.05.]***
- Reduce the number of people killed or injured due to defective brakes from the 2009-2011 average of 174 to 167 by December 31, 2014. ***[In 2013, there were 129 people killed or injured due to defective brakes.]***
- Reduce the number of people killed or injured due to mechanical defects from the 2009-2011 average of 481 to 466 by December 31, 2014. ***[In 2013, there were 87 people killed or injured due to mechanical defects.]***

Strategies

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

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

Project Summaries

Section 402

CL-14-80-01 Statewide Services – Equipment $683

This project contributed to the annual division telephone survey that includes questions about equipment safety; updated and reprinted brochures, flyers and other resources materials; contributed to the public information and education contract to continue to educate motorists and motorcyclists about equipment safety issues. Education efforts included younger/older and disabled riders and drivers, questions on the annual division telephone survey. There is now an adequate supply of current brochures in the ODOT Storeroom. Informational fact sheet on mopeds, scooters and pocket bikes were updated and distributed. We have continued to provide an in house supply of “Adapting Motor Vehicles for People with Disabilities”, for distribution to the public.

Highway Safety Improvement Program (HSIP)

Link to the Transportation Safety Action Plan:

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

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

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

The Problem

- The purpose of the Highway Safety Improvement Program (HSIP) is to achieve a significant reduction in fatalities and serious injuries on public roads. HSIP requires a data-driven, strategic approach to improving highway safety on all public roads that focuses on performance.

- 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 have the highest rate per Vehicle Mile Traveled (VMT).

- To most effectively use limited HSIP funds, projects should address priorities in the SHSP, project and countermeasure selection should be based on a data driven process focused on reducing fatal and serious injury crashes, and the selected countermeasures should target the identified fatal and serious injury problems.

- Some public roads have relatively low traffic volumes, lower overall number of crashes, and more dispersion of severe crashes. Addressing safety needs on these roads can be challenging. Installing low cost systemic countermeasures along entire routes or a series of curves or at groups of intersections can effectively reduce fatal and serious injuries across the system.

Oregon Highways, Fatal and Serious Injury Crashes, 2011

Public Roads by Jurisdiction	Fatal and Serious Injury Crashes	Deaths and Serious Injuries	Centerline Miles on System	Annual Estimate Of VMT (Millions miles)
State Highways	806 (49%)	929 (50%)	8,029 (14%)	19,432 (58%)
City Streets	472 (29%)	507 (27%)	10,867 (18%)	6,865 (21%)
County Roads	348 (21%)	399 (21%)	33,072 (56%)	6,976 (21%)
Other Roadways	22 (1%)	37(2%)	7,180 (12%)	103 (0.3%)
Total (All Public Roads)	1,648	1,872	59,148	33,376

Source: Crash Analysis and Reporting, Oregon Department of Transportation
Note: Total and State VMTs from 2011, City, County, and Other VMTs based on 2009 estimate

Goals

- Focus on using the safety funds to address high priority sites with the objective of reducing the number of fatal and serious injuries from 1,608 in 2009 by an average of 20 every year, to 1,488 by 2015.
- Expand the use of safety funds for systematic low cost improvements by advocating for providing additional funding specifically for systematic improvements to address safety emphasis areas by 2015.
- Expand the use of safety funds to the off-state highways (local roads such as city streets and county roads) by 2015.
- Incorporate the latest safety methodologies and techniques (Highway Safety Manual) for analyzing and diagnosing the safety of roadways by 2015.

Performance Measures

- Develop an annual report of the top 5 percent hazardous sites for all roads in Oregon by December 31, 2014. ***[In 2014, ODOT completed a report of top 5 percent hazardous sites for all public roads in Oregon; the effort used the Safety Priority Index System (SPIS) to generate the top sites.]***
- Develop an annual report of all safety projects evaluating and assessing results by Region (number of projects by type, number of fatal and serious injury crashes reduced, dollars spent on safety projects) by December 31, 2014. ***[In 2014, ODOT completed an annual report evaluating all safety projects that had been completed and had three years of crash data before and after. ODOT submitted the report the Federal Highway Administration.]***

- Develop a framework for allocating funds to all public roads using a "jurisdictionally blind" system for addressing F&A crashes on all public roads by December 31, 2014. ***[In 2014, ODOT developed an initial framework for a jurisdictionally blind funding program call All Roads Transportation Safety (ARTS). The program will be implemented in 2015.]***

- Develop a plan to collect additional HSIP data for Highway Safety Manual implementation by December 31, 2014. [In 2014, the plan for collecting additional data was not completed in 2014. Instead, a plan looking at improving data necessary for Highway Safety Manual (HSM) Implementation was completed; the Roadway Data Improvement Program plan was seen as a necessary first step to collecting data. ODOT undertook an effort to pilot collecting HSM data for signalized intersections on a 60 mile corridor to be completed in 2015. ODOT Plans to submit an application for developing an HSM Implementation plan in 2015, also a larger effort to look at all data strategically is occurring that may hold up plans to collect data for HSM Implementation.]

- Develop a Bike and Pedestrian Safety Plan for all public roads by December 31, 2014. [In 2014, ODOT developed a Bicycle and Pedestrian Safety Implementation Plan to help identify potential locations for investment of pedestrian and bicycle safety funds.]

<u>Strategies</u>

- Continue to implement the Highway Safety Manual into ODOT and identify impediments to implementation:
    - ☼ Complete an evaluation of Safety Performance functions (HSM) for Signalized Intersections
    - ☼ Complete a Pooled fund study of HSM Implementation
    - ☼ Gain buy-in of ODOT management to collect HSM data as identified in the plan
    - ☼ Update Benefit Cost Calculation worksheet to include HSM methods
    - ☼ Create Before and After worksheet tool (to evaluate performance of projects) using HSM methods.
- Continue to emphasize systemic improvement strategies for safety emphasis areas:
    - ☼ Train Local agencies in systemic approach
    - ☼ Implement systemic measures on the local road system
    - ☼ Evaluate how to update systemic plans on a regular basis
    - ☼ Continue to improve coordination and communication with local agencies responsible for safety
- Continue to develop New SPIS and Top 5 percent sites for all roads:
    - ☼ Develop Training Material for the New SPIS
    - ☼ Train locals on the use of new SPIS all public roads
    - ☼ Evaluate and improve the SPIS process

- Update Policies and Procedures for safety programs and PSMS
- Continue to investigate new technologies and expand the use of proven engineering measures for improving safety:
    - ☼ Study benefits of red clearance extension to reduce red light running
    - ☼ Evaluate and implement variable speed systems to reduce weather related incidents
    - ☼ Update Rail Preemption Guidance to include latest technology
    - ☼ Continue to encourage use of roundabouts and separation of turning movements at rural intersections
    - ☼ Evaluate the use of Bicycle Signals in Oregon
    - ☼ Encourage and expand the use of Rumble Strips in Oregon
    - ☼ Develop and begin implementing a plan for improved curve warning signing/delineation

Project Summaries

164HE-14-73-15 HSEC 2009 Safety Initiatives $3,351

This FFY 2014 grant provides state highway infrastructure safety projects selected from eligible Highway Safety Improvement Program (HSIP) projects. Projects are selected by the Highway Safety Engineering Committee (HSEC) during FFY 2009. This project completed five safety construction projects.

164HE-14-73-16 HSEC 2010 Safety Initiatives $2,690,556

This FFY 2014 grant provides state highway infrastructure safety projects selected from eligible Highway Safety Improvement Program (HSIP) projects. Projects are selected by the Highway Safety Engineering Committee (HSEC) during FFY 2010. All of the safety projects on this grant are completed or nearing completion except one. The OR99E: Young St. Safety ADA Ramps (Key#16008) has slipped in the STIP to 08/06/2015.

164HE-14-73-17 HSEC 2011 Safety Initiatives $155,347

This FFY 2014 grant provides state highway infrastructure safety projects selected from eligible Highway Safety Improvement Program (HSIP) projects. Projects are selected by the Highway Safety Engineering Committee (HSEC) during FFY 2011. All the projects are either completed or 2nd notification (01/09/2014).

164HE-14-73-19 HSEC 2012 Safety Initiatives $3,478,134

This FFY 2014 grant provides state highway infrastructure safety projects selected from eligible Highway Safety Improvement Program (HSIP) projects. Projects are selected by the Highway Safety Engineering Committee (HSEC) during FFY 2012. Under this grant there are 10 projects now under construction or completed out of a total of 16 roadway departure safety projects. Region 1: 2 out of 5 are under construction and one completed. Region 2: both projects are under construction. Regions 3: 2 of 5 are under construction. Region 4: both projects are under construction. Region 5: project is now completed.

Impaired Driving – Alcohol

Link to the Transportation Safety Action Plan:

Action # 62 – Establish automated DUII Arrest Report

Develop, implement and establish an automated Driving Impaired (DUII) arrest report and a pre-populated system for statewide deployment.

The Problem

- Data from the Fatality Analysis Reporting System (FARS), which is based on police, medical, and other information, show that in 2011, 37 percent of all traffic fatalities were alcohol-related (123 deaths). One hundred and four of the fatalities involved only alcohol; and 19 were a combination of both alcohol and other drugs.
- Alcohol continues to be an overwhelming factor in impaired driving injury crashes. In 2011, 1,901 people were injured in alcohol related crashes. Fifty-one people were injured in crashes where a driver in the crash had both alcohol and other drugs in their system.
- Due to lack of monitoring methodology, there are high number of required ignition interlock devices that are not installed as required (required: 10,000 / installed: 3,200 convictions – 32 percent). With new legislation passed in 2012, an additional estimated 10,000 new, ignition interlock devices will be required due to diversions.
- The impaired driving paperwork process is very time consuming and has not kept pace with automated innovation in other key law enforcement areas which increase process efficiency and reduces critical errors which enhances prosecution acuity. Efficiencies in this process will result in more patrol time to identify and apprehend impaired drivers with limited police resources.

Impaired Driving in Oregon - Alcohol, 2008-2011

	03-07 Average	2008	2009	2010	2011	% Change 2008-2011
Fatal & Injury Crashes	19,479	18,409	19,384	21,171	24,197	31.4%
Nighttime F&I Crashes*	2,780	2,722	2,711	2,970	3,530	29.7%
Percent Nighttime F&I Crashes	14.3%	14.8%	14.0%	14.0%	14.6%	-1.3%
Fatalities	478	416	377	317	331	-20.4%
Alcohol Only Fatalities	n/a	120	116	90	104	-13.3%
Combination Alcohol & Other Drugs	n/a	51	28	17	19	-62.7%
Total Alcohol-Related & Combination	156	171	144	107	123	-28.1%
Percent Alcohol- Related Fatalities	37.5%	41.1%	38.2%	33.8%	37.2%	-9.6%
Alcohol Related Fatalities per 100 Million VMT	0.50	0.51	0.42	0.31	0.36	-27.9%
Drivers in Fatal Crashes with BAC .08 & above	n/a	107	96	51	81	-24.3%

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

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

Impaired Driving in Oregon - Alcohol, 2008-2011

	03-07 Average	2008	2009	2010	2011	% Change 2008-2011
Number of Ordered Ignition Interlock Devices (IID)	n/a	9,646	9,625	9,364	9,547	n/a
Number of Confirmed Installed IID	n/a	2,570	2,957	3,225	3,410	n/a
DUII Offenses	24,711	24,814	20,995	22,500	21,534	-13.2%
DUII eCitations Issued	n/a	n/a	n/a	265	4,288	n/a
Percent Who Say Drinking & Driving is Unacceptable Social Behavior	91%	88%	90%	91%	90%	2.3%

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

** DUII enforcement index is the number of DUII offenses divided by number of nighttime fatal and injury crashes. Recommended index level is 8 or above for rural areas and 10 or above for urban areas.

Goals

- Reduce the total number of alcohol-related fatalities from the 2009-2011 average of 125 to 118 by 2015.
- Increase the number of DUII courts from six to eight by 2015.

Performance Measures

- Continue the reduction of traffic fatalities that are alcohol-related (BAC .01 and above) from the 2008-2010 average of 141 to 130 by December 31, 2014. ***[In 2013, there were 128 alcohol related fatalities.]***
- Decrease alcohol impaired driving fatalities from the 2009-2011 calendar base year average of 85 to 78 by December 31, 2014. *(NHTSA)* ***[In 2013, there were 85 alcohol impaired fatalities.]***
  *Note: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.
- Increase the number of impaired driving arrests made during grant-funded enforcement activities from the 2013 calendar base year over 7,500 by December 31, 2014. ***[In the 2014 federal grant year, there were 1,646 impaired driving arrests made during grant-funded enforcement activities.]***

Strategies

- Provide two DUII-related training opportunities for prosecutors and judges.
- Provide a minimum of one cross-professional, multi-disciplinary, DUII-related training opportunity for all DUII partners.
- Promote and support the use of current technology, such as video cameras and automated DUII citation processes, by law enforcement and judicial agencies.

- Implement a system of programs to deter impaired driving, which will include laws, effective enforcement of these laws, visible and aggressive prosecution, and strong adjudication of same.

- Support comprehensive community DUII prevention projects that employ collaborative efforts in the development and execution of strategic information and education campaigns targeting youth and adults, and focusing specific attention to those who engage in high-risk behaviors.

- Create public information and education campaigns to raise awareness specific to Oregon's barriers in reducing incidence of impaired driving fatalities and crashes. Media products for these activities include print, radio, television, and other possible innovative digital mediums.

- Develop public information and education campaigns targeting specific law changes that will occur during the 2013 Legislative Session.

- Explore the opportunity for new drug/alcohol courts similar to the Multnomah County Court DISP program.

- Support a statewide Transportation Safety Resource Prosecutor (TSRP) who is available to all prosecutors, particularly for cases that may set a state precedent.

- Gain information through research to provide new and innovative ways to prevent impaired driving through education and enforcement.

- Develop a pilot project agency for electronic DUII processing.

Project Summaries

Section 164

164AL-14-14-01 DUII Statewide Services $55
This grant covered expenses for the DUII Governor's Advisory Committee.

164AL-14-14-02 DUII Court 1 – City of Beaverton $102,987
Funds for this project supported a program coordinator for the DUII Court within this county. The court called Beaverton Sobriety Opportunity for Beginning Recovery Program (B-SOBR) provided greater supervision for certain DUII cases focused on Beaverton residents and crimes that occur in Beaverton.

164AL-14-14-03 Automated DUII Report Program
This grant is designed to start the implementation of an automated DUII report process. This grant will include research, form automation, and piloting of the project in two to three counties. *[This project was not initiated during the grant year.]*

164AL -14-14-04 Ignition Interlock Monitoring
This grant will be to pilot an IID monitoring program that will be piloted in one or two agencies. This grant may include monitoring the vendors as well as the offender. *[This project was not initiated during the grant year.]*

164AL-14-14-09 DUII Overtime Enforcement Program – OSP $118,043

Oregon State Police continued to coordinate state enforcement with local police to enhance DUII enforcement in all 36 counties. Areas were selected with consideration to the relative DUII problem and willingness to participate. In a given area, OSP worked with the county sheriff or one or more city police agencies to provide DUII enforcement. OSP provided DUII overtime patrol in all 36 counties throughout Oregon. OSP had 2726 DUII arrests during 2014. Of those, 136 were done working DUII overtime using 1570 grant hours.

164AL-14-14-20 Law Enforcement Spokesperson – DPSST $84,988

This project provided funding for the management and training of all DUII related law enforcement training in the State of Oregon. Training is held at various locations, to increase the number of certified trainers, provided mobile video training and conduct a survey of police agencies.

Section 405d

M5OT-14-12-01 Statewide Services – DUII $116,065

This project provided public service announcements, surveys, the 1-800 24DRUNK telephone line to OSP dispatch and other projects on the behalf of the Governor's Advisory Committee on DUII.

M5HVE-14-12-21 DUII Enforcement – OSSA Departments $329,278

This project provided overtime patrol hours for law enforcement on DUII for roadways throughout Oregon. OSSA provided DUII overtime patrol in 30 counties throughout Oregon. The counties made 531 DUII arrests this grant year.

M5CS-14-12-24 DUII Prosecutor $203,025

This project provided an expert DUII prosecutor who serves as a resource to other prosecutors in handling the complex DUII laws. The DUII Prosecutor traveled throughout Oregon to assist with complex DUII cases.

Section 410

K8-14-12-01 Statewide Services Program – DUII $56,713

A comprehensive traffic safety public information program was implemented. Materials and supplies were developed to 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 aired and surveys were conducted.

K8-14-12-04 Statewide DUII Warrant Sweeps

This grant proposes law enforcement activity and media coverage to conduct statewide "sweeps" to round up people with outstanding warrants. *[This project was not initiated during this grant year.]*

K8-14-12-12 DUII Multi-Disciplinary Task Force Training Conference $65,000

This project provided funding for an annual training conference, specific to DUII issues. This conference was held in April 2014 in Lincoln City. Over 350 participants were registered for the conference.

K8-14-12-17 DISP – Portland Police Bureau $21,717

This project funded the Portland Police Bureau Traffic Division to assist the Multnomah County DUII Intensive Supervision Program (DISP). This grant provided direct law enforcement capability to the court based probation program. The primary function of the officers was to conduct warrant sweeps.

K8-14-12-18 ODAA/Law Enforcement "Protecting Lives Saving Futures" $70,341

This grant provided training to prosecutors to learn firsthand the challenges and difficulties in prosecuting impaired driving cases. Three trainings were held with over 100 attendees.

K8-14-12-36 DUII Overtime Enforcement Project $403,615

Oregon Impact facilitated the DUII overtime grants to 70 departments within the state. All overtime enforcement activities were geared to continue a reduction in impaired drivers on the road and to reduce impaired driver crashes that result in injuries or fatalities.

K8PM-4-12-01 DUII Paid Media $190,876

This is a requirement for quarterly HVE paid public information regarding saturation patrols equally divided among four quarters, $50,000 each quarter.

Impaired Driving – Drugs

Link to the Transportation Safety Action Plan:

Action # 44 – Revise driving under the influence of intoxicants statutes
Continue to recognize the prevalence of driving under the influence of drugs and revise DUII statutes to address the following:

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

The Problem

- Data from the Fatality Analysis Reporting System (FARS), which is based on police, medical, and other information, show that in 2011, 16.9 percent of all traffic fatalities were drug-related (46 deaths). 104 of the fatalities involved only alcohol; 46 involved only other drugs; and 19 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 1,437 in 2010. Impairment, due to drugs other than alcohol, continues to have a negative impact on transportation safety.

- Mental health providers and law enforcement are seeing evidence indicating that more people are “self-medicating,” or abusing prescription or over-the-counter drugs.

- Due to current Oregon law, drivers impaired by over-the-counter or non-controlled prescription drugs do not get DUIIs and are therefore not referred to treatment.

Impaired Driving in Oregon – Other Drugs, 2008-2011

	03-07 Average	2008	2009	2010	2011	% Change 2008-2011
Fatal & Injury Crashes	19,479	18,409	19,384	21,171	24,197	31.4%
Nighttime F&I Crashes*	2,780	2,722	2,711	2,970	3,530	29.7%
Percent Nighttime F&I Crashes	14.3%	14.8%	14.0%	14.0%	14.6%	-1.3%
Fatalities	478	416	377	317	331	-20.4%
Other Drug Only Fatalities	n/a	62	37	31	27	-16.9%
Combination Other Drug and Alcohol	n/a	51	28	17	19	-62.7%
Total Other Drug Only & Combination	n/a	113	65	48	46	-59.3%
Percent Other Drug-Involved Fatalities	n/a	27.2%	17.2%	15.1%	16.9%	1.3%
DUII Arrests (drugs other than Alcohol)	1,131	844	1,318	1,437	918	8.8%

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

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

Goals

- Reduce the total number of drug-related fatalities from the 2009-2011 average of 53 to 50 by 2015.

Performance Measures

- Increase the number of certified DREs from the 2009-2010 average of 164 to 200 by December 31, 2014. ***[In the 2014 federal grant year, there were 184 certified DREs.]***
- Increase the number of DRE evaluations from the 2008-2010 average of 1,154 to at least 1,600 by December 31, 2014. ***[In the 2014 federal grant year, there were 330 DRE evaluations.]***

Strategies

- Revise statute to change the definition of intoxicants to include “any substance that impairs to a noticeable or perceptible degree.”
- Promote and support the use of current technology, such as video cameras and DRE techniques, by law enforcement and judicial agencies.
- Implement a system of programs to deter impaired driving, which will include laws, effective enforcement of these laws, visible and aggressive prosecution, and strong adjudication of same.
- Create DUII enforcement projects that provide highly visible patrols and selective enforcement methods utilizing up-to-date field sobriety techniques and Drug Recognition Experts (DREs).

- Continue to support DRE training for enforcement officers, prosecutors, and judges to facilitate in the arrest, adjudication, and conviction of alcohol or drug impaired drivers.
- Create public information and education campaigns targeting specific law changes that will occur during the 2013 Legislative Session.
- Work with DHS and their partners to investigate who can provide further information on drug use patterns of DUII offenders.
- Develop methods to communicate with medical community, e.g., pharmacy and physicians, to recognize the possibility of drug impairment in their patients and the relative hazard they present on Oregon's roadways.
- Support a statewide TSRP who is available to all prosecutors, particularly for DRE cases.
- Seek support and insight from the GAC on DUII on emerging issues relating to driving under the influence of drugs other than alcohol.
- Create public information and education regarding prescription drugs, impairment and driving while under the influence of them.

Project Summaries

Section 410

K8-14-12-16 Drug Recognition Expert Training (DRE) $128,377

Training was provided to 17 officers that attended the 2014 DRE School and Certification. This brings the total number of certified DRE's to 187. Eight ARIDE training classes were provided during 2014 with an attendance of 139 law enforcement officers. In addition, Oregon's DRE conference was held in Tigard in June 2014 with 113 law enforcement officers in attendance.

K8-14-12-23 Drug Recognition Expert Overtime Enforcement Project $63,960

Provided statewide overtime enforcement by DREs (Drug Recognition Experts) representing multiple law enforcement agencies.

Judicial Outreach

Link to the Transportation Safety Action Plan:

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

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

The Problem

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

Judicial Outreach, 2008-2011

	2008	2009	2010	2011	%Change 2008-2011
No. of Judges trained during offered training sessions	90	100	100	78	-13.3%
No. of Court Staff/Administrators trained	18	70	113	85	372.2%
No. of Prosecutors or staff trained	153	260	138	132	-13.7%
Combined total of CLE Credits Approved	27.50	40.00	51.00	63.00	129.1%

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

Goals

- Increase the number of justice and municipal court judges participating in transportation safety related judicial education programs delivered by TSD from 100 annually, the 2007 level, to 130 annually by 2015
- Increase the number of Court Administrators participating in transportation safety related judicial education programs delivered by TSD from 27 annually, the 2007 level, to 60 annually by 2015.
- Increase the number of prosecutors/staff participating in transportation safety related judicial education programs delivered by TSD from 120 annually, the 2007 level, to 150 annually by 2015.

- Increase the number of DUII courts from six to eight by 2015.

Performance Measures

- Increase the number of justice and municipal court judges participating in transportation safety related judicial education programs delivered by TSD from the 2009-2011 average of 97 to 120 by December 31, 2014. ***[In 2013, 81 justice and municipal court judges participated.]***
- Increase the number of court administrators participating in transportation safety related judicial education programs delivered by TSD from the 2009-2011 average of 67 to 90 annually by December 31, 2014. ***[In 2013, 24 court administrators participated.]***
- Increase the number of prosecutors or staff participating in education programs from the 2009-2011 average of 184 to 250 by December 31, 2014. ***[In 2013, zero prosecutors or staff participated.]***
- Increase the combined number of approved CLE credits offered by TSD funded educational opportunities from the 2009-2011 average of 39.5 to 80 by December 31, 2014. ***[In 2013, 15.75 approved CLE credits offered.]***

  **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.

Strategies

- Coordinate and deliver an annual Traffic Safety Educational Conference to Oregon judges. Invite court administrators to attend.
- Participate or assist in providing additional training opportunities to judges, district attorneys, city prosecutors and court administrators at requested conferences.
- Work directly with courts to enhance traffic court processes and policies related to implementation of electronic citation data for criminal and traffic offenses.
- Work with OJD and local records management system provider (MAJIC) to automate OSP and local submitted e-citations into system electronically for state and local courts.
- Work in partnership with DMV and Courts to determine the most efficient methods to enhancing the Abstract of Conviction Process.

Project Summaries

Section 402

TC-14-24-08 Judicial Education $25,356

Traffic safety related education was provided to Oregon Municipal, Justice, and Circuit Court Judges. Work was done with State Circuit Courts, Court Administrators, and District Attorneys by providing traffic law training, materials, and topical experts who assisted in education delivery.

Motorcycle Safety

Link to the Transportation Safety Action Plan:

Action # 29 – Reduce the instance of unendorsed riders

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

The Problem

- Fatal motorcycle crashes represented 12.3 percent of the fatal crashes in 2011 while only representing 3.3 percent of the total vehicles registered in 2011.
- Alcohol was involved in 40 percent of motorcycle fatalities in 2011.
- Non-endorsed motorcyclists were involved in 35.1 percent of motorcycle fatalities in 2011.
- Speed is over-represented in fatal crashes. Seventeen of 40 in 2011 occurred on corners where the motorcyclist lost control and was unable to make it safely around the corner.
- The average age of the fatally involved rider was 48 in 2011.
- Non-DOT motorcycle helmets are allowed by definition under ORS 801.366. Usage of these non- DOT helmets by motorcyclists endangers the health of the wearer in a motorcycle crash. The 2011 observational helmet use survey reflected no change in usage from 2010.

Motorcycles on Oregon Highways, 2007-2011

	03-07 Average	2008	2009	2010	2011	% Change 2008-2011
Fatal Crashes	42	45	49	38	38	-15.6%
Percent of fatal crashes	13.4%	11.7%	14.8%	13.0%	12.3%	0.5%
Motorcyclists killed	43	46	51	38	40	-13.0%
Single-vehicle crashes	--	22	30	23	19	-13.6%
Multi-vehicle motorcycle vs. auto crashes	--	12	10	6	12	0.0%
Multi-vehicle auto vs. motorcycle crashes	--	8	6	9	6	-25.0%
Fatalities						
Percent alcohol-involved fatalities	36.9%	36.7%	37.3%	21.1%	40%	2.2%
Percent non-endorsed fatalities	22.4%	17.4%	34.6%	18.4%	35.1%	101.8%
Percent unhelmeted fatalities	N/A	2.2%	5.9%	7.9%	10.0%	360.0%
Injury Crashes	841	717	698	713	841	17.3%
Percent of injury crashes	3.5%	4.0%	3.7%	3.4%	3.5%	-11.4%

Motorcycles on Oregon Highways, 2007-2011 *(continued)*

	03-07 Average	2008	2009	2010	2011	% Change 2008-2011
Registered Motorcycles	100,802	131,204	133,796	131,652	131,427	0.2%
Percent of registered vehicles	2.5%	3.2%	3.2%	3.3%	3.3%	2.9%
Motorcycle fatalities per registered motorcycle (in thousands)	0.45	0.37	0.38	0.29	0.30	-15.4%
Observation Data						
Percent Helmet Use	96.0%	94%	100%	100%	98%	4.3%
Percent Motorcyclists wearing non-DOT helmet	3.8%	6%	4%	2%	2%	66.7%
TEAM Oregon Students Trained	6,779	9,972	8,778	8,779	10,286	3.14%

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

Goals

- Reduce the fatal traffic crashes that involve motorcycles from the 2009-2011 average of 42 to 39 by 2015.
- Reduce the number of people killed and seriously injured in motorcycle crashes from the 2009-2011 average of 228 to 221 by 2015.

Performance Measures

- Reduce the number of fatal motorcycle crashes when the rider was impaired (alcohol or other drugs) from the 2009-2011 average of 15 to 13 by December 31, 2014. ***[In 2013, there were 10 fatal crashes where the rider was impaired.]***
- Reduce the number of fatal motorcycle crashes when the rider was not properly endorsed from the 2009-2011 average of 12 to 10 by December 31, 2014. ***[In 2013, there were 8 fatal motorcycle crashes when the rider was not properly endorsed.]***
- Reduce the number of fatal speed-related motorcycle crashes from the 2009-2011 average of 19 to 18 by December 31, 2014. ***[In 2013, there were 16 fatal speed-related motorcycle crashes.]***
- Reduce the number of fatal motorcycle crashes that occurred while negotiating a curve from the 2009-2011 average of 24 to 23 by December 31, 2014. ***[In 2013, there were 17 fatal motorcycle crashes that occurred while negotiating a curve.]***
- Reduce the number of motorcyclist injury crashes from the 2009-2011 average of 751 to 728 by December 31, 2014. ***[In 2013, there were 953 motorcyclist injury crashes.]***
- Decrease motorcyclist fatalities from the 2009-2011 calendar base year average of 42 to 40 by December 31, 2014. *(NHTSA)* ***[In 2013, there were 31 motorcyclist fatalities.]***
- Decrease unhelmeted motorcyclist fatalities from the 2009-2011 calendar base year average of 3 to 2 by December 31, 2014. *(NHTSA)* ***[In 2013, there were zero unhelmeted motorcyclist fatalities.]***

Strategies

- Collaborate with the Governor's Advisory Committee on Motorcycle Safety, law enforcement and motorcycle groups to educate riders on the effects of drinking and riding.
- Continue the TEAM OREGON beginning, intermediate, rider skills practice and advanced training courses at 25 different locations throughout the state.
- Continue the motorcycle campaigns in the Transportation Safety Division's Public Information and Education Program, focusing on separating drinking and riding, correct licensing, proper protective riding gear, speed and rider training for all riders.
- Ensure that media products are designed to target the majority of Oregon motorcyclists.
- Continue educating the general driving public to be aware of motorcycles.
- Ensure motorcycle training courses are located within reasonable travel distance of Oregon's motorcycle population and courses are offered within a maximum of 60 days at all locations.

Project Summaries

Section 405f

M9MA-14-50-01 Motorist Awareness $8,000

This year Oregon repurposed existing rider awareness TV PSA "Two Perspectives" originally produced by the New Mexico DOT. The video was placed on Hulu and ran April through August, 2014.

M9MT-14-50-02 Motorcycle Safety Training Enhancement $10,911

Grantee was able to purchase four training scooters during 2014.

Section 2010

K6-14-50-02 Motorist Awareness $10,746

This project provided funding for the Motorcycle Program Public Information and Education campaign to increase motorist awareness of motorcycles. A motorist awareness radio PSA "Born to be seen" was released on Pandora targeting Oregon adults 18-54. The PSA ran July through September 2014.

State Funds

MC-14-80-01 Statewide Services Motorcycle Safety $1 [$60,419]

This project provided funding for membership in the National Association of State Motorcycle Administrators, public information and education, and various motorcycle safety surveys. This project also supports projects prioritized by the Governor's Advisory Committee on Motorcycle Safety and includes committee member travel and meeting expenses. Past projects have included a survey of motorcycle ridership and cross-check mailing to motorcycle owners who were not endorsed.
SMSA membership was paid and a public information and education campaign was funded. There were motorcycle safety questions on the statewide telephone survey and a motorcycle helmet observation study was funded. Travel for the GAC-MS was reimbursed. A revision of the Oregon Motorcycle Map was funded.

MC-14-80-03 Oregon State University TEAM OREGON [$770,369]

This project provided funding for training sites and daily operation of statewide motorcycle safety project. Daily operation includes: Mobile Program courses, instructor training, instructor update workshops, instructor and training location monitoring, public information and education activities by staff and instructors (public awareness presentations, fairs, mall shows, Sober Graduation presentations, motorcycle events, etc.) and daily operational functions. Training sites include site assistance, statewide liability insurance, equipment, printing and materials. Management and staff salaries and benefits (approximately 70 percent) were funded by this project. Indirect costs (paid to OSU) were funded from this grant.

MC-14-80-04 Motorcycle Safety Improvements [$117,233]

This project provided funding for motorcycle safety training infrastructure by purchase of motorcycles, purchase or lease of land, buildings and improvements. No new training sites were developed during the grant period. Motorcycles, mobile site support truck and trailer were purchased.

Occupant Protection

Link to the Transportation Safety Action Plan:

Action # 75 – Continue public education efforts aimed at proper use of child safety seats
Continue public education efforts aimed at increasing proper use of safety belts and child restraint systems.

The Problem

- **Non-use of Restraints:** According to the 2012 Oregon observed use survey, three percent of passenger car drivers, six percent of pickup truck drivers and fifteen percent of sports car drivers did not use restraints. During 2011, Oregon crash reports (FARS) indicate twenty-eight percent of motor vehicle occupant fatalities were unrestrained and thirteen percent were of unknown restraint use status.

- **Improper Use of Safety Belts:** Oregon law requires "proper" use of safety belt and child restraint systems. Some adult occupants inadvertently compromise the effectiveness of their belt systems and put themselves or other occupants at severe risk of unnecessary injury by using safety belts improperly. This is most often accomplished by placing the shoulder belt under the arm or behind the back, securing more than one passenger in a single belt system, or using only the automatic shoulder portion of a two-part belt system (where the lap belt portion is manual).

- **Improper Use of Child Restraint Systems:** According to the 2012 Oregon observed use survey, ninety-seven percent of children aged twelve and under are riding in some type of restraint. However, data collected through child seat fitting stations indicate the majority of child restraints are used incorrectly – up to 73 percent according to Safe Kids Worldwide. Drivers are confused by frequently changing Oregon laws, national "best practice" recommendations, and constantly evolving child seat technology.

- **Premature Graduation of Children to Adult Belt Systems.** Oregon observed use data indicates that up to 46 percent of children between the ages of five and eight are placed into adult belt systems before they are grown enough to fit properly in those systems.

- **Affordability of Child Restraint Systems:** Caregivers may have difficulty affording the purchase of child safety seats or booster seats, particularly when they need to accommodate multiple children. This contributes to non-use or to reuse of second-hand seats which may be unsafe for various reasons.

NHTSA Observed Use Survey, 2009 – 2012

Front Seat Outboard Use	04-08 Average	2009	2010	2011	2012	% Change 2009-2012
Passenger car	94.3%	96.6%	97.0%	96.9%	96.8%	0.2%
Pickup truck	90.5%	94.3%	95.4%	94.2%	93. 5%	-0.8%

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

Oregon Observed Use Survey Results, 2009-2012

	04-08 Average	2009	2010	2011	2012	% Change 2009-2012
Total Occupant Use	96%	96%	97%	96%	97%	1.0%
Driver Use						
Passenger car	94%	96%	97%	97%	97%	1.0%
Pickup truck	91%	94%	95%	94%	94%	0.0%
Sports car	89%	85%	86%	87%	85%	0.0%
Child Restraint Use						
Under one year of age	94%	94%	99%	98%	99%	5.0%
Under four years of age	98%	99%	99%	99%	99%	0.0%
Booster seat use, ages five to eight	50%	58%	60%	60%	54%	-4.0%
Child Seat Present						
Under one year of age (rear-facing) *	N/A	94%	99%	98%	99%	5.0%
Age one to four years (forward-facing) *	N/A	97%	94%	95%	95%	-2.0%
Child Position in Vehicle						
Child seat/booster in rear of vehicle	95%	96%	96%	97%	97%	1.0%
Children 12 and under in rear of vehicle *	N/A	85%	86%	86%	86%	2.0%

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

*Asterisked categories were added to survey beginning in 2006 to better assess Oregon progress relative to USDOT- NHTSA "best practice" recommendations and to gauge compliance with changes to Oregon restraint laws. The criteria for booster seat use was expanded in 2006 to cover five to eight year olds (best practice), instead of four and five year olds (ages covered by Oregon's booster law) as in previous years.

Occupant Use Reported in Crashes, 2008 – 2011

	03-07 Average	2008	2009	2010	2011	% Change 2008-2011
Percent of Occupant Fatals	57.4%	56.9%	55.4%	64.9%	59.1%	3.8%
Total occupant fatals	359	294	269	194	215	-26.9%
Percent of Fatals Unrestrained	30.9%	31.0%	35.7%	25.8%	28.4%	-8.3%
Total fatalities unrestrained	111	91	96	50	61	-33.0%
Percent of Nighttime Fatals Unrestrained	30.9%	34.0%	43.7%	29.7%	37.4%	10.0%
Total nighttime unrestrained	n/a	52	62	27	40	-23.1%
Percent of Injured Restrained	92.8	91.5%	90.8%	90.0%	88.1%	-3.7%
Total injured occupants	26,077	24,252	25,513	24,837	28,017	15.5%
Injured < Age 8, in Child Restraint	57.6	61.5%	66.0%	63.8%	64.4%	4.6%
Total injured occupants under age eight	651	751	728	892	1,038	38.2%

Source:Crash Analysis and Reporting, Oregon Department of Transportation, Includes only those coded as "Belt Used" or "Child Restraint Used." Does not include improper or unknown use.

Belt Enforcement Contacts During Grant Funded Activities, 2009 – 2012

	04-08 Average	2009	2010	2011	2012	% Change 2009-2012
Seat belt citations issued	22,343	15,178	12,732	15,829	18,747	19.0%

Source: Transportation Safety Division, Oregon Department of Transportation (note: includes belt and child restraint)

Goals

- To increase proper safety belt use from 97 to 98 percent, among passenger vehicle front seat outboard occupants, as reported by the NHTSA post-mobilization observed use survey, by 2015.
- To reduce the percentage of unrestrained occupant fatalities from the 2009-2011 average of 30 to 25 percent, as reported by FARS, by 2015.
- To increase child restraint use from 64 to 75 percent, among injured occupants under eight years old, as reported by FARS, by 2015.

Performance Measures

- Increase total proper occupant restraint use, as determined by the statewide Oregon Occupant Protection Observation Study, from 97 percent to 98 percent by December 31, 2014. ***[In 2014, the total proper occupant restraint use was 98 percent.]***
- Increase proper restraint use among pickup truck drivers, as determined by the statewide Oregon Occupant Protection Observation Study, from 94 percent to 96 percent by December 31, 2014. ***[In 2014, the proper restraint use among pickup truck drivers was 94 percent.]***
- Increase use of child restraint systems among children aged five to eight, as determined by the statewide Oregon Occupant Protection Observation Study, from 54 percent to 60 percent by December 31, 2014. ***[Data not available.]***
- Decrease the number of nighttime occupant fatalities reported as "unrestrained" from the 2008-2010 calendar base year average of 47 to 35 by December 31, 2014. *(NHTSA)* ***[In 2013, there were 37 nighttime "unrestrained" occupant fatalities.]***
- Decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions from the 2008-2010 calendar base year average of 79 to 50 by December 31, 2014. *(NHTSA)* ***[In 2013, there were 54 unrestrained passenger vehicle occupant fatalities.]***
- Increase statewide observed seat belt use among front seat outboard occupants in passenger vehicles, as determined by the NHTSA compliant survey, one percentage point from the 2009-2011 calendar base year average usage rate of 97 percent to 98 percent by December 31, 2014. *(NHTSA)* ***[In 2014, observed seat belt use among front seat outboard occupants in passenger vehicles was 98 percent.]***

Strategies

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

Project Summaries

Section 402

OP-14-45-03 Local PD Safety Belt Overtime Enforcement, TSD $235,786

Sixty-seven police departments were screened for funding under this grant. Fifty agencies were funded to provide overtime enforcement during three (3) two-week blitzes, and at other times when additional traffic enforcement coverage was deemed appropriate by the agency. Agencies were encouraged to garner local media coverage of their planned efforts and results. Concurrent enforcement of speed, distracted driving and other traffic laws was included. Four agencies declined funding (Astoria, Cannon Beach, Carlton, and Cornelius) and four failed to participate (Black Butte Ranch, Coburg, Coquille, Hubbard). Remaining agencies were offered funding under project M1*HVE-14-46-03. A combined total of 4,974 traffic enforcement overtime hours were expended. Reported enforcement "contacts" for these two projects is summarized below.

Enforcement Contacts:	Belts	Child	DUII	Speed	Susp	Felony	Other	TOTAL
Overtime	4,457	279	83	2,615	694	106	6,517	235
Straight Time/Match	3,926	122	2,913	23,365	8,051	314	76,085	114,776

OP-14-45-11 Community CPS Education, Randall Children's Hospital $53,631

This project provided instruction and instructor coordination for national child passenger safety technician trainings to increase the number of active certified technicians in ODOT Regions 1 & 2. The Hospital also bulk purchased low-cost car safety seats and boosters to support community level seat distribution programs to low-income families in Region 1. During the year, three certification courses, two CEU workshops, and one technician "renewal" course were delivered in Region 1. . Mini-grants for purchase of essential supplies, car safety seats and boosters were provided to community fitting stations in Region 1. Two certification courses and one CEU workshop were delivered in Region 2. Training scholarships were provided for class participants in both Regions as needed.

OP-14-45-16 Coordination of CPS Training & Tech/Instructor Development, TSD $4,935

TSD provided policy guidance in coordinating delivery of nationally standardized child passenger safety training for technicians and instructors and maintained class scheduling, community fitting station, and links to National Safe Kids technician resource information on the Occupant Protection Program web page.

Section 405

K2-14-46-08 County Safety Belt Overtime Enforcement, OSSA $197,769

Twenty-seven (27) overtime grant awards were provided to County Sheriff's Offices for overtime enforcement during three (3) two-week blitzes, and during other times when additional traffic enforcement coverage was deemed appropriate by the Sheriff's Offices. Agencies were encouraged to garner local media coverage of their planned efforts and results. One county later withdrew from the grant program. Concurrent enforcement of speed, distracted driving and other traffic laws was included. OSSA monitored expenditures by grantees to ensure funds were being expended and used productively and reported grantee activity quarterly to ODOT.
A total of 3,284.75 traffic enforcement overtime hours were expended. (This project was split funded with M1HVE-14-46-08 below.

Section 405b

M1HVE-14-46-02 Statewide Safety Belt Overtime Enforcement, OSP $68,780

Year-round overtime enforcement towards increasing compliance with safety belt/child restraint laws was conducted by selected Area Commands and coordinated by OSP Patrol Division. Concurrent enforcement of speed, distracted driving and other traffic laws was included. Troopers participated in three (3) two-week enforcement blitzes, with media support coordinated by OSP's Public Information Officer. A total of 866 traffic enforcement overtime hours were expended. In addition, Troopers participated in nineteen child seat fitting station events and two safety belt diversion courses. Reported enforcement "contacts" for this project are summarized below.

Enforcement Contacts:	Belts	Child	DUII	Speed	Susp	Felony	Other	TOTAL
Overtime	664	21	8	303	N/R	N/R	1,099	
Straight Time/Match	N/R	N/R	N/R	N/R	N/R	N/R	N/R	N/R

M1HVE-14-46-03 Local PD Safety Belt Overtime Enforcement, TSD $49,633

Sixty-seven police departments were screened for funding under this grant. Sixteen departments were funded to provide overtime enforcement during three (3) two-week blitzes, and during other times when additional traffic enforcement coverage was deemed appropriate by the local agency. Agencies were encouraged to garner media coverage of their planned efforts and results. Concurrent enforcement of speed, distracted driving and other traffic laws was included. Of those selected for funding, one agency failed to participate (Sutherlin) and one terminated their grant early (Vernonia). A combined total of 4,974 traffic enforcement overtime hours were expended. Reported enforcement "contacts" for these two projects are summarized above under OP-14-45-03.

M1HVE-14-46-08 County Safety Belt Overtime Enforcement, OSSA $28,635

Twenty-seven (27) overtime grant awards were provided to County Sheriff's Offices for overtime enforcement during three (3) two-week blitzes, and during other times when additional traffic enforcement coverage was deemed appropriate by the Sheriff's Offices. Agencies were encouraged to garner local media coverage of their planned efforts and results. One county later withdrew from the grant program. Concurrent enforcement of speed, distracted driving and other traffic laws was included. OSSA monitored expenditures by grantees to ensure funds were being expended and used productively and reported grantee activity quarterly to ODOT.
A total of 3,284.75 traffic enforcement overtime hours were expended. Reported enforcement "contacts" for this project is summarized below.

Enforcement Contacts:	Belts	Child	DUII	Speed	Susp	Felony	Other	TOTAL
Overtime	2,308	151	14	1,962	444	120	4,327	9,326
Straight Time/Match	4,969	165	2,655	36,076	7,680	154	62,637	114,336

Pedestrian Safety

Link to the Transportation Safety Action Plan:

Action # 97 – Increase emphasis on programs that will encourage pedestrian travel
Increase emphasis on programs that will encourage pedestrian travel and improve pedestrian safety. The following efforts should be undertaken. Provide a consistent and comprehensive program for the Pedestrian Safety Program to:

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

The Problem

- According to the 2009 National Household Travel Survey, walking and biking made up 11.9 percent of all trips made in the U.S. Walking was 10.9 percent, up 25 percent from 8.7 percent in 2001.

- In 2011, 878 pedestrians were involved in fatal or injury motor vehicle crashes compared to 834 in 2010.

- In 2011, 511 pedestrians were killed or injured at intersections or in a crosswalk compared to 484 in 2010.

- In 2011, 72.3 percent of the pedestrians killed (34 of 47) were illegally in the roadway, an increase from the average of 62.25 percent over the last five years.

- In 2011, 67 percent of the pedestrian-involved fatal crashes (32 of 48) occurred during twilight or dark hours.

- A review of crash data from 2007 to 2011 shows the highest number of injuries and fatalities being those in the 45 to 54 year old age group.

- Of the 849 pedestrian-involved motor vehicle crashes in 2011, 44.4* percent involved a pedestrian error. The most common pedestrian errors: crossing between intersections, fail to yield right-of-way (when the vehicle had right of way), and disregarded traffic signal.

- Of the 849 pedestrian crashes in 2011, 59.6* percent involved a driver error. The most common driver error (76 percent of all errors by drivers in pedestrian-involved crashes) was "fail to yield right of way" (when the pedestrian had right of way).

- In 2011, 49.59 percent of the total pedestrian crashes (421 of 849) involved the driver error of "fail to yield to the pedestrian" (when the pedestrian had right of way). In 2011, 10.6 percent of the total pedestrian crashes (90 of 849) involved the pedestrian error of "fail to yield right of way" (when the vehicle had right of way).

- In 2011, of the 47 pedestrians killed, 36.17 percent of those pedestrians (17 of 47) were reported to have used alcohol.

- In 2011, of the 48 fatal crashes that involved a pedestrian, 4.17 percent (2 of 48) involved a driver who had been reported to have used alcohol.

*(There were 48 pedestrian-involved fatal crashes in which 47 pedestrians were killed.)

Pedestrians in Motor Vehicle Crashes on Oregon Roadways, 2008-2011

	03-07 Average	2008	2009	2010	2011	% Change 2008-2011
Injuries						
Number	600	616	636	772	831	34.9%
Percent of total Oregon injuries	2.1%	2.3%	2.3%	2.5%	2.4%	3.2%
Number injured Xing in crosswalk or intersection	333	350	374	470	501	43.1%
Percent Xing in crosswalk or intersection	55.5%	60.8%	58.8%	61.1%	63.0%	3.7%
Injuries by Severity						
Major Injury	107	91	89	102	115	26.4%
Moderate Injury	307	254	313	404	387	52.4%
Minor Injury	178	220	234	263	323	46.8%
Fatalities						
Number	48	52	38	62	47	-9.6%
Percent of total Oregon fatalities	10.1%	12.5%	10.1%	19.6%	14.2%	13.6%
Number of fatalities Xing in crosswalk or intersection	13	14	10	14	10	-28.6%
Percent Xing in crosswalk or intersection	26.5%	26.9%	26.3%	22.6%	21.3%	-21.0%

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

Goals

- To reduce the number of pedestrian fatalities from the 2009-2011 average of 49 to 36 by 2015.
- To reduce the number of pedestrian injuries from the 2009-2011 average of 746 to 627 by 2015.

Performance Measures

- Reduce the number of pedestrian fatalities from the 2009-2011 average of 49 to 41 by December 31, 2014. (NHTSA) [In 2013, there were 52 pedestrian fatalities.]
- Reduce the number of pedestrian injuries from the 2009-2011 average of 746 to 783 by December 31, 2014. ***[In 2013, there were 814 pedestrian injuries.]***
- Reduce the number of crashes where the most significant driver error is "fail to yield right-of-way to pedestrian", from the 2009-2011 average of 346 to 288 by December 31, 2014. ***[In 2013, there were 435 crashes where the most significant driver error is "fail to yield right-of-way to pedestrian".]***
- Reduce the number of pedestrians killed crossing in crosswalk or intersection from the 2009-2011 average of 11 to 10 by December 31, 2014. ***[In 2013, there were 14 pedestrians killed crossing in crosswalk or intersection.]***
- Reduce the number of pedestrians injured crossing in crosswalk or intersection from the 2009-2011 average of 448 to 373 by December 31, 2014. ***[In 2013, there were 486 pedestrians injured crossing in crosswalk or intersection.]***

Strategies

- Continue work to expand statewide pedestrian safety campaign that promotes best practices for pedestrians and for motorists when sharing the road.
- Collaborate with Region Traffic Safety Coordinators in providing resources on pedestrian crash data and pedestrian safety materials.
- Collaborate with Transportation Safety Division program managers in combining efforts around pedestrian safety and other transportation safety issues like speed, impairment, youth and elderly representation.
- Continue to support and provide efforts to increase driver, pedestrian and parent awareness of safety issues, particularly that of pedestrians being visible to drivers.
- Conduct pedestrian safety and traffic law training workshops to Oregon law enforcement personnel.

Project Summaries

Section 402

PS-14-68-01 Statewide Services $41,139

This project contributed to the annual TSD telephone citizen opinion survey that included questions around Pedestrian Safety Enforcement awareness; reprinted and distributed thousands of pedestrian safety brochures, flyers and other resource materials; contributed to the Public Information and Education contract to continue a campaign around motorist awareness of pedestrians and pedestrian safety awareness. The Emmy-nominated 30 second TV PSA "Simple Steps" was placed on streaming TV service Hulu for October through December, with a guaranteed minimum of 250,000 impressions. The radio PSA "Simple Steps" aired 5,295 times for an added media value of $95,310.

PS-14-68-02 Pedestrian Safety Enforcement and Training $68,803

Oregon Impact was awarded the Pedestrian Safety Enforcement (PSE) mini-grant program offering their unique perspective on implementation of pedestrian safety enforcement operation training. Thirty-two enforcement agencies across the state were funded for 77 PSE deployments resulting in 907 crosswalk citations, 600 warnings, and 1,015 other citations/warnings. Through agency news releases, use of social media, and attendance of diversion classes, communities were exposed to Oregon crosswalk law.

Police Traffic Services

Link to the Transportation Safety Action Plan:

Action # 35 – Develop a Traffic Law Enforcement Strategic Plan

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

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

The Problem

- The need for increased enforcement resources is not generally recognized outside the law enforcement community.
- Oregon is well below the national rate of 2.2 officers per 1,000 population with 1.47 officers per 1,000 population in 2011.
- There is a need for increased training for police officers in the use of speed measurement equipment (radar/lidar), Crash Investigation Training, distance between cars technology training and traffic law changes from the recent legislative sessions.
- Due to retirements and promotions, there is a new group of supervisors in law enforcement, therefore training on managing or supervising traffic units would be timely.

- There is a need to increase the available training to certified motorcycle officers in Oregon.
- Decreasing budgets and inadequate personnel prevent most enforcement agencies from responding to crashes that are non-injury and non-blocking. Approximately 60 percent of these crashes are reported only by the parties involved and provide minimum data that can be used to assess crash problems.
- Many county and city police departments lack the resources necessary to dedicate officers to traffic teams thus would benefit from additional enforcement training and overtime grants.

Police Traffic Services, 2008-2011

	03-07 Average	2008	2009	2010	2011	% Change 2008-2011
Total Fatal Traffic Crashes	418	369	331	292	310	-16.0%
Total Injury Crashes	19,061	18,040	19,053	20,879	23,887	32.4%
Total Fatalities	342	416	377	317	331	-20.4%
Total Injuries	31,226	26,805	28,153	30,493	35,031	30.7%
Top 10 Driver Errors in Total Crashes:						
Failed to avoid stopped or parked vehicle ahead other than school bus	14,208	11,843	12,083	12,814	14,588	23.2%
Did not have right-of-way	8,683	7,699	7,206	7,991	8,968	16.5%
Driving too fast for conditions	7,324	6,750	5,257	4,591	5,206	-22.9%
Failed to maintain lane	3,486	6,308	5,840	5,563	7,650	21.3%
Following too closely	1,157	2,125	1,887	2,268	2,743	29.1%
Improper change of traffic lanes	2,305	2,131	2,078	2,185	2,233	4.8%
Inattention	2,883	2,011	2,038	2,386	2,423	20.5%
Disregarded traffic signal	2,050	1,900	1,819	2,003	2,192	15.4%
Careless driving	439	674	937	1,515	1,914	184.0%
Left turn in front of oncoming traffic	5,772	1,906	1,818	2,110	2,305	60.9%
Number of Speed Related Convictions	175,424	170,110	176,421	149,697	139,548	-18.0%
Total number of all entered traffic convictions	n/a	492,742	470,025	426,566	430,555	n/a
No. of Law Enforcement Officers	5,358	5,403	5,502	5,658	5,610	3.8%
Officers per 1,000 Population	1.47	1.43	1.44	1.47	1.47	2.0%
Percent Who Say More Enforcement Needed	18.6%	21%	17%	13%	10%	-52.4%
Number of Speed eCitations Issued	n/a	7,722	22,212	24,103	80,190	938.5%
Number of eCrash Reports Completed	n/a	187	705	1,198	3,942	2008.0%
Total Number of eCitations Issued	n/a	18,681	47,894	70,000	180,039	863.8%

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

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

Annual Total Traffic Stops by Oregon State Police, 2002-2011

Year	Number of Traffic Stops	% Change from Previous Year
2002	306,994	N/A
2003	241,864	-21.2%
2004	202,858	-16.1%
2005	203,211	0.2%
2006	197,183	-3.0%
2007	207,592	5.3%
2008	230,045	10.8%
2009	277,460	20.6%
2010	285,100	2.8%
2011	263,306	-7.6%

Source: Oregon State Police

Goals

- Maintain training of at least 700 police officers annually, 620 in speed enforcement via online radar / lidar course and regional in-person classes and provide crash investigations training to 40 police officers. Provide at least 40 police officers with motorcycle officer training annually in Oregon by 2015.

Performance Measures

- Increase radar and lidar training statewide through online courses in order to increase the number of police officers who can utilize speed equipment to enforce speeding laws in Oregon from the 2009-2011 average of 550 police officers to 600 officers by December 31, 2014. *[In 2013, radar and lidar training was provided to 529 police officers.]*
- Increase training and certification in crash investigations from the 2009-2011 average of 28 police officers to at least 35 officers by December 31, 2014. *[In 2013, training and certification in crash investigations was provided to 44 police officers.]*

Strategies

- Send out two statewide announcements offering the online lidar and radar training. Coordinate additional traffic law enforcement training as needed.
- Provide one three-day regional crash investigations training course to at least 40 police officers.
- Analyze Data Driven Approaches to Crime and Traffic Safety (DDACTS) programs and software. Identify best practices in data analysis and reporting and co-develop a Data Driven Approaches to Crime and Traffic Safety (DDACTS) training program for Oregon agencies. Work closely with TSD to begin reviewing the dataset from Oregon agencies involved in eCrash and eTicketing projects.

Project Summaries

Section 402

PT-14-30-03 DPSST Law Enforcement Training Grant $65,410

This project was used to certify Oregon Law Enforcement officers in the use of radar and lidar, provide crash investigation training, and support motorcycle officer training outreach. The project co-funded a full-time DPSST employee to manage the program and to deliver/coordinate the training in cooperation with TSD.

Region 1

Link to the Transportation Safety Action Plan:

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

Region 1 Overview

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

879 miles of highway
243 miles of bikeways
165 miles of sidewalks
1081 state owned bridges, 502 of which pass the Nation Bridges Inspection Standards
803 traffic signals
142 ramp meters
Over 100 highway cameras
Over 3,500 major signs

Thousands of smaller signs, lights, variable signs, etc.
Nine cities and two counties with established local traffic safety committees or similar action groups
Two safety corridors and two truck safety corridors within the Region

The Problem

- Speed, alcohol, and other drugs are still major contributing factors to deaths and injuries on the roads in Region 1 (see data charts). Our ability to continue to reduce fatalities and serious injuries from crashes linked to speed, alcohol, drugs, and distracted driving is hindered by complacency and the competition for public attention.
- There is a lack of consistent integration between transportation safety programs and other region level highway work including scoping, prospectus development, project design, public transportation, corridor planning, data collection and actual contracting/construction.
- As Region 1 encourages more travel by bike, foot and transit we discover new infrastructure needs and educational needs for all users of the transportation system to prevent conflict and injury between the modes.
    - ☼ Drivers lacking knowledge of, or compliance with, right-of-way laws expose bicyclists and pedestrians to potential safety risks.
    - ☼ Bicyclists and Pedestrians lacking knowledge of, or compliance with, existing laws and safe bicyclist/pedestrian behaviors place their own safety at risk.

- Distracted driving is becoming a greater safety threat to all modes of transportation. Types of distraction include use of cell-phones, GPS, and computer devices as well as non-mechanical distractions such as reading, eating, and conversation.

- The current "Top 10% List" for hazardous crash (Safety Priority Index System, or SPIS) locations had 4886 qualifying 2012 entries - too many to guarantee more than a brief review of each site. Many locations are not addressable without major investments ($5-10 million) and so are beyond the scope of ODOT infrastructure safety funds. Region 1 has 2799, more than half of all top 10 percent locations in the state. On the plus side, this list presents many new opportunities for partnerships with local governments and citizen groups to seek cooperative solutions.

- Media attention and political interest dedicated to specific locations or problems is often not related to the statistical injury potential of the actual crash problem. In addition, the local media market is expensive and competitive. These issues make it more difficult to design and implement a solution acceptable to the community of interest and appropriate to the problem.

Region 1, Transportation Safety Related Information

Statewide Fatalities vs. Region 1

	2008	2009	2010	2011	% Change 2008-2011
Clackamas County	**30**	**29**	**21**	**32**	**6.7%**
Hood River County	**3**	**6**	**2**	**5**	**66.7%**
Multnomah County	**28**	**42**	**31**	**38**	**35.7%**
Washington County	**27**	**20**	**11**	**13**	**-51.9%**
Region 1 Total	88	97	65	88	0.0%
Statewide Fatalities	416	377	317	331	-20.4%
Region 1 Fatalities Percent of State	21.15%	27.73%	20.50%	26.59%	25.7%
Region 1 Fatalities per 100,000 Population	5.38	5.87	3.90	5.24	-2.6%

Statewide Speed-Related Fatalities vs. Region 1

	2008	2009	2010	2011	% Change 2008-2011
Clackamas County	**16**	**11**	**5**	**15**	**-6.3%**
Hood River County	**2**	**6**	**0**	**1**	**-50.0%**
Multnomah County	**17**	**21**	**10**	**11**	**-35.3%**
Washington County	**12**	**14**	**4**	**5**	**-58.3%**
Region 1 Speed Involved Fatalities	47	52	19	32	-31.9%
Statewide Total Speed Involved Fatalities	210	157	116	127	-39.5%
Speed-Involved Fatalities Percent of Region 1	53.41%	53.61%	29.23%	36.36%	-31.9%
Speed-Involved Fatalities Percent of State	22.38%	33.12%	16.38%	25.20%	12.6%
Statewide Speed-Involved % Total	50.48%	41.64%	36.59%	28.37%	-24.0%

Statewide Alcohol-Involved Fatalities vs. Region 1

	2008	2009	2010	2011	% Change 2008-2011
Clackamas County	**12**	**11**	**7**	**12**	**0.0%**
Hood River County	**2**	**0**	**1**	**1**	**-50.0%**
Multnomah County	**13**	**22**	**15**	**17**	**30.8%**
Washington County	**8**	**11**	**6**	**3**	**-62.5%**
Region 1 Alcohol-Involved Fatalities	35	44	29	33	-5.7%
Statewide Total Alcohol-Involved Fatalities	171	144	107	123	-28.1%
Alcohol-Involved Fatalities Percent of Region 1	39.77%	45.36%	44.62%	37.50%	-5.7%
Alcohol-Involved Fatalities Percent of State	20.47%	30.56%	27.10%	26.83%	31.1%
Statewide Fatalities Alcohol-Involved % Total	41.11%	38.20%	33.75%	37.16%	-9.6%

2011 Region 1, County Fatal and Injury Crash Data

County	Population	Fatalities	Alcohol Involved Fatalities	Fatal and Injury Crashes	F&I Crashes /1,000 Pop.	Nighttime Fatal and Injury
Clackamas County	**379,845**	**32**	**12**	**2,310**	**6.10**	**326**
Hood River County	**21,725**	**5**	**1**	**119**	**5.26**	**19**
Multnomah County	**724,680**	**38**	**17**	**6,634**	**8.94**	**1,065**
Washington County	**527,140**	**13**	**3**	**3,403**	**6.34**	**368**
Region 1 Total	1,653,390	88	33	12,466	7.42	1,778
Statewide Total	3,823,465	331	123	24,197	6.27	3,530
Percent of State	43.24%	26.59%	37.50%	51.52%	N/A	50.37%

Statewide Bicyclist and Pedestrian- Involved Fatalities and Injury A's vs. Region 1

	2008	2009	2010	2011	% Change 2008-2011
Clackamas County	**19**	**10**	**17**	**29**	**52.6%**
Hood River County	**0**	**1**	**0**	**2**	**1.0%**
Multnomah County	**66**	**64**	**58**	**60**	**-9.1%**
Washington County	**23**	**23**	**19**	**23**	**0.0%**
Region 1 Total	108	98	94	114	5.6%
Statewide Total	239	195	208	246	2.9%

Statewide Distracted Driver- Involved Fatalities and Injury A's vs. Region 1

	2008	2009	2010	2011	% Change 2008-2011
Clackamas County	**4**	**5**	**8**	**9**	**125.0%**
Hood River County	**1**	**0**	**1**	**2**	**100.0%**
Multnomah County	**19**	**3**	**4**	**7**	**-63.2%**
Washington County	**6**	**2**	**9**	**15**	**150.0%**
Region 1 Total	30	10	22	33	-10.0%
Statewide Total	86	73	99	113	31.0%

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

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

Goals

- To decrease the number of annual fatalities in Region 1 from the 2008-2010 average of 83 to 73 by 2015.
- To decrease the number of annual fatal and injury crashes from the 2008-2010 average of 9,469 to 9,400 by 2015.

Performance Measures

- To decrease the number of annual speed related fatalities in Region 1 from the 2009-2011 average of 34 fatalities to 33 by December 31, 2014. *[In 2013, there were 38 speed related fatalities in Region 1.]*
- To decrease the number of annual alcohol and other drug-related fatalities in Region 1 from the 2009-2011 average of 43 to 42 by December 31, 2014. *[In 2013, there were 53 alcohol and other drug related fatalities in Region 1.]*
- To decrease the number of fatalities and Injury A crashes related to driver distraction in Region 1 from the 2009-2011 average of 23 to 22 by December 31, 2014. *[In 2013, there were 26 fatalities and serious injury crashes related to distracted driving, in Region 1.]*

Strategies

- Plan coordinated engineering, education, and enforcement efforts on at least one corridor in the Region during 2014; work on all 4 E's (engineering, education, enforcement, and EMS) while planning and coordinating efforts to improve traffic safety in Region 1.
- Oversee the Region 1 SPIS report review of high crash locations and potential remedies at the expected 200+ SPIS sites in Region 1 along with Region 1 traffic engineering.
- Build contacts and work within the ODOT Region to keep safety at the forefront and identify effective safety solutions across business lines and divisions within the agency in maintenance, analysis, planning, project selection, design, and execution of projects.
- Build and maintain partnerships: continue to increase the number and effectiveness of partnerships; establish partner contacts in all four counties in the region. Current efforts like Safe Kids Oregon and Metro Injury Prevention Professionals include hospitals, EMS providers, fire services, health educators, health programs, enforcement and other players.
- Advocate for transportation safety in Region 1 by continuing to be a resource to provide information and education on all aspects of traffic safety for community organizations, local agencies, and traffic safety committees.
- Identify problem areas in Region 1 for our top traffic safety behavioral issues of speed, impaired, and distracted driving. Focus efforts through partnerships and grants to reduce these types of crashes in the Region through enforcement and education areas.

- Get deeper into analysis of emerging crash problem areas: develop methodology to identify problem areas in Region 1 for bicycle, pedestrian, and young driver fatal and serious injury crashes as a basis for establishing efforts aimed at reducing crashes in these categories.

- Encourage local and regional governments to consider a TSAP (Transportation Safety Action Plan) style approach to traffic safety. Increase the opportunities to provide state data (like crash, health, economic loss, etc.) to them. Encourage matching local with state data and work on multi-disciplinary teams to identify traffic safety problems, detect emerging trends, and draft possible safety responses to those conditions.

- Increase and encourage attendance at available traffic safety related training offered to ODOT non-safety personnel, local jurisdiction enforcement, engineers and managers, and community volunteers who are coordinating or managing pieces of local traffic safety efforts. Consider whether there are additional training areas needed, and support development of training opportunities in those areas, for example evaluation, data analysis, "leading edge" programs, and partnering with the media.

Project Summaries

Section 402

SC-14-35-11 Speed Enforcement, Public Information and Equipment $33,387

This project was used to fund police speed overtime and speed enforcement equipment in areas with a high incidence of speed- related problems in Region 1. Mini grants were set up with the Portland Police Bureaus, Multnomah County Sheriff, and Clackamas County Sheriff law enforcement agencies. Officers issued more than 265 speeding citations, and more than 25 warnings in 275 hours of overtime enforcement efforts.

PT-14-30-01 Outer Powell-Portland Police Bureau $12,667

Members of the Portland Police Traffic Division conducted extra patrols along the stretch of Powell (111th- 176th) on both overtime and regular on-duty hours. This added enforcement of traffic laws was to help reinforce safe behaviors for all persons using Powell for their commute. Statistics for the grant operational period (01APR14 - 31JUL 14) were compared with statistics for the same period in 2013.

PT-14-30-02 Outer Powell-Multnomah Co Sheriff's Office $10,000

Multnomah County Sheriff's Office (MCSO) provided enforcement and education to motorists and pedestrians related to Outer Powell construction on Powell Blvd from 111th to 176th. MCSO used two motor officers beginning April 1, 2014 and completed the grant on July 30, 2014. The deputies focused their efforts on bicyclist and pedestrian safety as well as vehicular violations resulting in unsafe activity to other roadway users. Deputies worked 110 hours of overtime and provided 25 hours of match time.

Deputies utilized an ODOT produced informational handout to provide roadway users throughout the grant period. They wrote 409 citations and issued 250 warnings, an average of 3.09 citations per hour worked and 1.85 warnings per hour worked. These included 17 citations and 16 warnings for improper lane usage; 175 citations and 22 warnings for driving while using a mobile communication device.

K8-14-12-31 Region 1 Impaired Driving Grant

This grant is to go to each of the five regions to assist with impaired driving training programs as needed for each of the regions. *[This project was not initiated during the grant year.]*

Region 2

Link to the Transportation Safety Action Plan:

Action # 19 – Provide a transportation safety specialist position in each of the ODOT regions
Continue to provide for and enhance the transportation safety specialist positions in each of five regions, providing a safety perspective to all operations as well as direct communication between ODOT and local transportation safety agencies and programs.

Region 2 Overview

Region 2 provides transportation facilities and services for one-third of Oregon's population. Region 2 is responsible for planning, developing, constructing, operating, and maintaining the transportation system in Benton, Clatsop, Columbia, Lane, Lincoln, Linn, Marion, Polk, Tillamook and Yamhill Counties, as well as portions of Clackamas, Washington, Klamath, and Jefferson Counties. More than one million people live in the Region 2 area. Region 2 is responsible for about 4,000 miles of state highways. There are four Maintenance Districts and four Area Management Offices with approximately 485 employees.

The Problem

- Despite sustained reductions in traffic fatalities over the last decade, speed, alcohol, and safety belt use continue to be major factors contributing to deaths and injuries on all roads in Region 2.
- Roadway departure crashes are declining in Region 2. However, these types of crashes are common and preventable. During 2007-2011, there was an average of 78 roadway departure involved fatalities per year.
- Distracted driving crashes make up a significant portion of the deaths and injuries in the Region. During 2007-2011, there was an average of 48 fatalities and serious injuries in Region 2 per year, or 43 percent of the statewide total.
- Drivers age 15-20 are involved in fatal and injury crashes at nearly twice the rate of the population as a whole. During 2007-2011, there was an average of 1,483 drivers age 15-20 in fatal and injury crashes in Region 2.
- 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 systems) approach to transportation safety. Local traffic safety committees in Region 2 include Albany, Astoria, Aumsville, Aurora, Depoe Bay, Hubbard, Independence, Keizer, Monmouth, Newberg, Salem, Sweet Home, Turner, Yachats, and Columbia County.

Region 2, Transportation Safety Related Information

Statewide Fatalities vs. Region 2

	2008	2009	2010	2011	% Change 2008-2011
Benton County	**10**	**5**	**2**	**6**	**-40.0%**
Clatsop County	**4**	**6**	**6**	**6**	**50.0%**
Columbia County	**8**	**7**	**10**	**5**	**-37.5%**
Lane County	**32**	**40**	**27**	**32**	**0.0%**
Lincoln County	**7**	**7**	**5**	**7**	**0.0%**
Linn County	**18**	**18**	**11**	**10**	**-44.4%**
Marion County	**26**	**25**	**25**	**29**	**11.5%**
Polk County	**13**	**10**	**10**	**2**	**-84.6%**
Tillamook County	**13**	**3**	**2**	**8**	**-38.5%**
Yamhill County	**17**	**6**	**7**	**4**	**-76.5%**
Region 2 Total	148	127	105	109	-26.4%
Statewide Fatalities	416	377	317	331	-20.4%
Region 2 Fatalities Percent of State	35.58%	33.69%	33.12%	32.93%	-7.4%
Region 2 Fatalities per 100,000 Population	12.58	10.72	8.82	9.02	-28.3%

Statewide Speed Involved Fatalities vs. Region 2

	2008	2009	2010	2011	% Change 2008-2011
Benton County	**2**	**2**	**0**	**4**	**100.0%**
Clatsop County	**0**	**4**	**1**	**2**	**N/A**
Columbia County	**4**	**6**	**2**	**2**	**-50.0%**
Lane County	**12**	**19**	**12**	**9**	**-25.0%**
Lincoln County	**4**	**2**	**0**	**4**	**0.0%**
Linn County	**11**	**7**	**1**	**5**	**-54.5%**
Marion County	**11**	**13**	**8**	**14**	**27.3%**
Polk County	**2**	**1**	**3**	**0**	**-100.0%**
Tillamook County	**7**	**0**	**1**	**3**	**-57.1%**
Yamhill County	**13**	**0**	**5**	**3**	**-76.9%**
Region 2 Speed-Involved Fatalities	66	54	33	46	-30.3%
Statewide Total Fatalities Speed-Involved	210	157	116	127	-39.5%
Speed-Involved Fatalities Percent of Region 2	44.59%	42.52%	31.43%	42.20%	-5.4%
Speed-Involved Fatalities Percent of State	31.43%	34.39%	28.45%	36.22%	15.2%
Statewide Fatalities Speed-Involved % Total	50.48%	41.64%	36.59%	38.37%	-24.0%

Statewide Alcohol Involved Fatalities vs. Region 2

	2008	2009	2010	2011	% Change 2008-2011
Benton County	**3**	**0**	**0**	**3**	**0.0%**
Clatsop County	**1**	**4**	**1**	**2**	**100.0%**
Columbia County	**5**	**2**	**0**	**2**	**-60.0%**
Lane County	**16**	**15**	**13**	**9**	**-43.8%**
Lincoln County	**3**	**0**	**0**	**3**	**0.0%**
Linn County	**8**	**5**	**1**	**5**	**-37.5%**
Marion County	**6**	**10**	**11**	**13**	**116.7%**
Polk County	**1**	**5**	**2**	**0**	**-100.0%**
Tillamook County	**5**	**3**	**0**	**2**	**-60.0%**
Yamhill County	**2**	**0**	**3**	**2**	**0.0%**
Region 2 Alcohol-Involved Fatalities	50	44	31	41	-18.0%
Statewide Total Fatalities Alcohol-Involved	171	144	107	123	-28.1%
Alcohol-Involved Fatalities Percent of Region 2	33.78%	34.65%	29.52%	37.61%	11.3%
Alcohol-Involved Fatalities Percent of State	29.24%	30.56%	28.97%	33.33%	14.0%
Statewide Fatalities Alcohol-Involved % Total	41.11%	38.20%	33.75%	37.16%	-9.6%

2011 Region 2, County Fatal and Injury Crash Data

County	Population	Fatalities	Alcohol Involved Fatalities	Fatal and Injury Crashes	F&I Crashes /1,000 Pop.	Nighttime Fatal and Injury
Benton County	**85,995**	**6**	**3**	**379**	**4.41**	**53**
Clatsop County	**37,145**	**6**	**3**	**268**	**7.21**	**44**
Columbia County	**49,625**	**5**	**2**	**205**	**4.13**	**27**
Lane County	**353,155**	**32**	**9**	**1,794**	**5.08**	**274**
Lincoln County	**46,155**	**7**	**3**	**310**	**6.72**	**47**
Linn County	**117,340**	**10**	**5**	**751**	**6.40**	**96**
Marion County	**318,150**	**29**	**13**	**1,752**	**5.51**	**229**
Polk County	**75,965**	**10**	**0**	**369**	**4.86**	**63**
Tillamook County	**25,255**	**2**	**2**	**189**	**7.48**	**35**
Yamhill County	**99,850**	**8**	**2**	**466**	**4.67**	**65**
Region 2 Total	1,208,635	109	41	6,843	5.36	933
Statewide Total	3,857,625	331	123	24,197	6.27	3,530
Percent of State	31.33%	32.93%	37.61%	26.79%	N/A	26.43%

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

Goals

- Decrease the number of fatalities in Region 2 from the 2007-2011 average of 131 to 116 by 2015.
- Decrease the number of serious injuries in Region 2 from the 2007-2011 average of 461 to 408 by 2015.

Performance Measures

- Decrease speed related fatalities in Region 2 from the 2007-2011 average of 55 to 50 by December 31, 2014. ***[In 2013, there were 39 speed related fatalities in Region 2.]***
- Decrease alcohol involved fatalities in Region 2 from the 2007-2011 average of 47 to 43 by December 31, 2014. ***[In 2013, there were 36 alcohol involved fatalities in Region 2.]***
- Decrease roadway departure related fatalities in Region 2 from the 2007-2011 average of 78 to 71 by December 31, 2014. ***[In 2013, there were 51 roadway departure fatalities in Region 2.]***
- Decrease distracted driving related fatalities and serious injuries in Region 2 from the 2007-2011 average of 48 to 44 by December 31, 2014. ***[In 2013, there were 58 distracted driving related fatalities and serious injuries in Region 2.]***
- Decrease drivers age 15-20 involved in fatal and injury crashes in Region 2 from the 2007-2011 average of 1,483 to 1,354 by December 31, 2014. ***[In 2013, there were 1,349 fatally and injury crashes involving drivers age 15-20 in Region 2.]***

Strategies

- Enforcement and Education: Employ deterrence countermeasures, including enforcement and education campaigns, to reduce speeding, impaired driving, distracted driving, and safety belt use violations. Work with local law enforcement to increase patrols at top SPIS sites within Region 2.

- Safety Corridors: Apply "4-E" safety countermeasures within active Safety Corridor sites, develop and implement Safety Corridor Plans, meet with active stakeholder groups, and decommission sites that no longer meet the criteria.

- Roadway Departure: Identify corridors that have high frequencies of roadway departure crashes and implement low-cost engineering, education, and enforcement initiatives to improve safety at those locations.

- Partnerships: Continue to increase the number and effectiveness of partnerships. Current efforts like Safe Kids Willamette Valley and local traffic safety committees include hospitals, EMS providers, fire services, health educators, health programs, enforcement, engineering, etc. Attempt to tie specific efforts of these partnerships to crash reductions in target populations.

- Data sharing: Increase the opportunities to provide state data (crash, health, economic loss, etc.) to local jurisdictions and safety organizations. Work on multi-disciplinary teams to identify traffic safety problems, detect emerging trends, and draft possible safety responses to those conditions.

Project Summaries

Section 402

OP-14-45-12 Community CPS Education Programs - ODOT Region 2 $10,501

This grant provided seats to low income families in Region 2 and education to parents/caregivers on the proper installation and fit of child passenger safety seats for their children. There were 249 child passenger safety seats purchased during this grant year (convertibles, combination, infant, high back booster and low back boosters).

SC-14-35-12 Speed Enforcement, Public Information and Equipment $30,103

The major activities of the project were to provide funding for overtime enforcement or speed enforcement equipment to local police agencies in Region 2. Nine agencies received a mini-grant in Region 2. Out of the four agencies that reported speed overtime enforcement, there were 535 citations issued (not including warnings, match hours or vehicles stopped).

Section 410

K8-14-12-32 Region 2 Impaired Driving Grant

This grant is to go to each of the five regions to assist with impaired driving training programs as needed for each of the regions. *[This project was not initiated during the grant year.]*

Region 3

Link to the Transportation Safety Action Plan:

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

Region 3 Overview

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

The Problem

- Traffic fatalities are over-represented with 19.34 percent of total state traffic fatalities compared with 12.50 percent of the state's population.
- In 2011, speed was a factor in 34.38 percent of Region 3 traffic fatalities compared with a statewide speed-involved rate of 38.38 percent. While the Region total is lower than the statewide average at this time, this is still a serious problem with a third of the fatalities being speed related.
- In 2011, alcohol was involved in 39.06 percent of all Region 3 fatalities compared with a statewide alcohol-involved rate of 37.16 percent.
- In 2012, total occupant safety belt use and child safety seat use in Region 3 included in the statewide survey closely reflect the statewide figures; however, there continues to be a need for public education – particularly on the importance of child passenger safety and proper use of restraint systems.
- Although Region 3 has 14 traffic safety committees (Ashland, Brookings, Coquille, Eagle Point, Gold Beach, Medford, Myrtle Point, North Bend, Reedsport, Talent, Winston, Douglas County, Jackson County, and Josephine County), there continues to be a need to support and to be a resource to the present committees.
- There are a number of preventable crashes that occur during periods of inclement weather.

Region 3, Transportation Safety Related Information

Statewide Fatalities vs. Region 3

	2008	2009	2010	2011	% Change 2008-2011
Coos County	**12**	**10**	**10**	**15**	**25.0%**
Curry County	**5**	**1**	**8**	**3**	**-40.0%**
Douglas County	**27**	**14**	**21**	**12**	**-55.6%**
Jackson County	**25**	**14**	**16**	**21**	**-16.0%**
Josephine County	**20**	**21**	**12**	**13**	**-35.0%**
Region 3 Total	89	60	67	64	-28.1%
Statewide Fatalities	416	377	317	331	-20.4%
Region 3 Fatalities Percent of State	21.39%	15.92%	21.14%	19.34%	-9.6%
Region 3 Fatalities per 100,000 Population	18.60	12.49	13.94	13.34	-28.3%

Statewide Speed-Involved Fatalities vs. Region 3

	2008	2009	2010	2011	% Change 2008-2011
Coos County	**5**	**6**	**5**	**8**	**60.0%**
Curry County	**3**	**0**	**1**	**1**	**-66.7%**
Douglas County	**15**	**5**	**8**	**3**	**-80.0%**
Jackson County	**13**	**6**	**6**	**8**	**-38.5%**
Josephine County	**10**	**3**	**4**	**2**	**-80.00%**
Region 3 Speed-Involved Fatalities	46	20	24	22	-52.2%
Statewide Total Fatalities Speed-Involved	210	157	116	127	-39.5%
Speed-Involved Fatalities Percent of Region 3	51.69%	33.33%	35.82%	34.38%	-33.5%
Speed-Involved Fatalities Percent of State	21.90%	12.74%	20.69%	17.32%	-20.9%
Statewide Speed-Involved % Total	50.48%	41.64%	36.59%	38.38%	-24.0%

Statewide Alcohol-Involved Fatalities vs. Region 3

	2008	2009	2010	2011	% Change 2008-2011
Coos County	**3**	**4**	**5**	**9**	**200.0%**
Curry County	**3**	**1**	**0**	**1**	**-66.7%**
Douglas County	**17**	**6**	**5**	**4**	**-76.5%**
Jackson County	**12**	**6**	**3**	**3**	**-75.0%**
Josephine County	**15**	**11**	**7**	**8**	**-46.7%**
Region 3 Alcohol-Involved Fatalities	50	28	20	25	-50.0%
Statewide Total Fatalities Alcohol-Involved	171	144	107	123	-28.1%
Alcohol-Involved Fatalities Percent of Region 3	56.18%	46.67%	29.85%	39.06%	-30.5%
Alcohol-Involved Fatalities Percent of State	29.24%	19.44%	18.69%	20.33%	-30.5%
Statewide Fatalities Alcohol-Involved % Total	41.11%	38.20%	33.75%	37.16%	-9.6%

2011 Region 3, County Fatal and Injury Crash Data

County	Population	Fatalities	Alcohol Involved Fatalities	Fatal and Injury Crashes	F&I Crashes /1,000 Pop.	Nighttime Fatal and Injury
Coos County	**62,960**	**15**	**9**	**303**	**4.81**	**72**
Curry County	**22,335**	**3**	**1**	**73**	**3.27**	**10**
Douglas County	**107,795**	**12**	**4**	**632**	**5.86**	**105**
Jackson County	**203,950**	**21**	**3**	**1,138**	**5.58**	**146**
Josephine County	**82,820**	**13**	**8**	**593**	**7.16**	**69**
Region 3 Total	479,860	64	25	2,739	5.71	372
Statewide Total	3,857,625	331	123	24,197	6.27	3,530
Percent of State	12.44%	19.34%	20.33%	11.32%	N/A	10.54%

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

Goals

- To decrease the number of traffic fatalities in Region 3 from the 2008-2010 average of 72 to 63 or below by 2015.
- To decrease the number of serious injury (Injury A) injuries in Region 3 from the 2008-2010 average of 175 to 170 by 2015.

Performance Measures

- To decrease the number of speed related fatalities in Region 3 from the 2009-2011 average of 22 to 21 by December 31, 2014. ***[In 2013, there were 18 speed related fatalities in Region 3.]***
- To decrease the number of alcohol related fatalities in Region 3 from the 2009-2011 average of 24 to 23 by December 31, 2014. ***[In 2013, there were 24 alcohol related fatalities in Region 3.]***
- To reduce the number of serious injury (Injury A) crashes in Region 3 on average from 175 in 2008-2010 to 173 by December 31, 2014. ***[In 2013, there were 213 serious injury crashes in Region 3.]***
- To reduce the number of fatal and injury crashes associated with inclement weather on state highways in Region 3 from the 2009-2011 average of 1,807 to 1,778 by December 31, 2014. ***[In 2013, there were 341 fatal and injury crashes associated with inclement weather on state highways in Region 3.]***

Strategies

- Coordinate, participate in, provide technical expertise, or provide resources for transportation safety events to educate and inform the public on transportation safety issues, with a primary focus on speed, impaired driving, distracted driving, roadway departures, winter driving, work zone safety and occupant protection.

- Work with the traffic safety committees in Region 3 to enhance programs and to provide resources and information.

- Coordinate with, and provide resources to partnering agencies to help prevent transportation related fatalities and injuries.

- Coordinate, participate in, provide resources to, or provide technical expertise to child safety seat trainings, public CPS clinics, distribution clinics, and County CPS Tech meetings in Region 3. Work with the certified child safety seat technicians on retention and help increase their comfort with their skills.

- Utilize existing VMS boards to warn public of adverse weather and roadway conditions.

- Implement a Salt Use Pilot program on the Siskiyou Pass. Monitor for reduction in adverse weather crashes.

- Continue to remove trees on Hwy 42 and Hwy 101 that cause shading and can contribute to the formation of ice on the roadway.

- Place reflectorized pavement markers on all District 7 state highways before the winter starts.

Project Summaries

Section 402

OP-14-45-13 Community CPS Education Programs - ODOT Region 3 $13,704

This project provided car seats, fitting station equipment, and funding for training to four agencies. Four new CPS technicians were certified with this grant funding and the program coordinator attended the National Kim Conference. Additionally, there were three CPS trainings held in ODOT Region 3.

SC-14-35-13 Speed Enforcement, Public Information and Equipment $41,432

This project funded speed enforcement equipment to four law enforcement agencies and overtime for speed enforcement to seven law enforcement agencies. Jackson County Sheriff's Office did an outstanding job of speed enforcement citing several speed violators traveling over 100 mph.

Section 410

K8-14-12-33 **Region 3 Impaired Driving Grant** **$8,220**

This project assisted three agencies to provide DUII education and awareness in ODOT Region 3. One agency received overtime funding to provide DUII education to local schools and two agencies received equipment to assist in their DUII prevention education.

Region 4

Link to the Transportation Safety Action Plan:

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

Region 4 Overview

Region 4 encompasses Crook, Deschutes, Gilliam, Jefferson, Klamath, Lake, Sherman, Wasco, and Wheeler counties. Region 4 is rural in nature and has a total population as of 2011 of 319,550. Region 4 has 1,972 state highway centerline miles (4,144 lane miles), three maintenance districts and one active Safe Kids Chapter (Safe Kids Columbia Gorge). Region 4 has one safety corridor on Highway 270 (OR Route 140 W) Lake of the Woods from MP 29 to MP 47.

The Problem

- Region 4's population is 8.43 percent (319,550) of the total State's population (3,791,075) based on 2011 data. Region 4 crash fatalities totaled 40 in 2011 which is 12 percent of the State, which makes our fatalities over-represented based on population. Twenty-eight (70 percent) of the 40 total fatalities in Region 4 in 2011 were either speed or alcohol involved.

- Alcohol involved fatalities in Region 4 decreased from 19 in 2010 to 14 in 2011. Any fatality with alcohol as a contributing factor is unacceptable. Based on 2011 data, 35 percent of all fatalities in Region 4 were alcohol involved. Highest counties were Deschutes (6), Klamath (3) and Jefferson (2), in 2011.

- "Speed Too Fast For Conditions" continues to be the number one primary cause for all crashes in Region 4. Based on 2011 crash data, 35 percent (or 14) of the total fatalities in Region 4 had speed as the primary contributing factor in the fatal crash. Deschutes (5), Klamath (4) and Wasco (2) counties had the highest amount of speed involved fatalities.

- Roadway Departure – Data shows that from 2007 to 2010, the average percentage in Region 4 for roadway departure fatalities is at 74 percent of total fatalities which is over-represented compared to the statewide percentage of approximately 60 percent.

- Occupant Protection – Statewide booster seat usage is at an average of 54 percent per the Oregon Occupant Protection Observation Study in August of 2012 for children 4 to 8 years of age. Booster seat usage in Region 4 is at 57 percent based on an average of Bend, Klamath Falls and The Dalles. Klamath Falls is at 64 percent, Bend is at 61 percent; The Dalles usage dropped to a low of 45 percent for 2012 from 63 percent in 2011. However in regard to no seat belt use for Region 4, seven of the total fatalities in 2011 were not wearing a seat belt. Region 4 still shows 90 percent of seats checked at safety events are not installed properly. Poverty levels in Region 4 show a need for child safety seats for low/no income families.

Region 4, Transportation Safety Related Information

Statewide Fatalities vs. Region 4

	2008	2009	2010	2011	% Change 2008-2011
Crook County	**3**	**3**	**0**	**1**	**-66.7%**
Deschutes County	**18**	**10**	**12**	**17**	**-5.6%**
Gilliam County	**3**	**1**	**0**	**0**	**-100.0%**
Jefferson County	**8**	**4**	**8**	**5**	**-37.5%**
Klamath County	**15**	**12**	**8**	**9**	**-40.0%**
Lake County	**5**	**6**	**6**	**1**	**-80.0%**
Sherman County	**3**	**0**	**6**	**3**	**0.0%**
Wasco County	**2**	**9**	**6**	**4**	**100.0%**
Wheeler County	**0**	**0**	**2**	**0**	**0.0%**
Region 4 Total	57	45	48	40	-29.8%
Statewide Fatalities	416	377	317	331	-20.4%
Region 4 Fatalities Percent of State	13.70%	11.94%	15.14%	12.08%	-11.8%
Region 4 Fatalities per 100,000 Population	17.84	13.89	14.73	13.05	-26.8%

Statewide Speed Involved Fatalities vs. Region 4

	2008	2009	2010	2011	% Change 2008-2011
Crook County	**1**	**1**	**0**	**1**	**0.0%**
Deschutes County	**11**	**3**	**3**	**5**	**-54.5%**
Gilliam County	**1**	**1**	**0**	**0**	**-100.0%**
Jefferson County	**6**	**0**	**6**	**1**	**-83.3%**
Klamath County	**6**	**4**	**4**	**4**	**-33.3%**
Lake County	**4**	**2**	**2**	**0**	**-100.0%**
Sherman County	**3**	**0**	**2**	**1**	**-66.7%**
Wasco County	**1**	**3**	**3**	**2**	**100.0%**
Wheeler County	**0**	**0**	**2**	**0**	**0.0%**
Region 4 Speed-Involved Fatalities	33	14	22	14	-26.3%
Statewide Total Fatalities Speed-Involved	210	157	116	127	-39.5%
Speed-Involved Fatalities Percent of Region 4	57.89%	31.11%	45.83%	35.00%	-39.5%
Speed-Involved Fatalities Percent of State	15.71%	8.92%	18.97%	11.02%	-29.8%
Statewide Fatalities Speed-Involved % Total	50.48%	41.64%	36.59%	38.37%	-24.0%

Statewide Alcohol Involved Fatalities vs. Region 4

	2008	2009	2010	2011	% Change 2008-2011
Crook County	**1**	**3**	**0**	**0**	**-100.0%**
Deschutes County	**6**	**4**	**4**	**6**	**0.0%**
Gilliam County	**0**	**1**	**0**	**0**	**0.0%**
Jefferson County	**3**	**1**	**4**	**2**	**-33.3%**
Klamath County	**2**	**1**	**6**	**3**	**50.0%**
Lake County	**4**	**1**	**1**	**1**	**-75.0%**
Sherman County	**3**	**0**	**2**	**1**	**66.7%**
Wasco County	**0**	**6**	**2**	**1**	**0.0%**
Wheeler County	**0**	**0**	**0**	**0**	**0.0%**
Region 4 Alcohol-Involved Fatalities	19	17	19	14	-26.3%
Statewide Total Fatalities Alcohol-Involved	171	144	107	123	-28.1%
Alcohol-Involved Fatalities Percent of Region 4	33.33%	37.78%	39.58%	35.00%	5.0%
Alcohol-Involved Fatalities Percent of State	11.11%	11.81%	17.76%	11.38%	2.4%
Statewide Fatalities Alcohol-Involved % Total	41.11%	38.20%	33.75%	37.16%	-9.6%

2011 Region 4, County Fatal and Injury Crash Data

County	Population	Fatalities	Alcohol Involved Fatalities	Fatal and Injury Crashes	F&I Crashes /1,000 Pop.	Nighttime Fatal and Injury
Crook County	**26,845**	**1**	**0**	**89**	**4.27**	**16**
Deschutes County	**167,015**	**17**	**6**	**690**	**4.34**	**87**
Gilliam County	**1,885**	**0**	**0**	**16**	**8.51**	**4**
Jefferson County	**22,450**	**5**	**2**	**93**	**4.26**	**23**
Klamath County	**66,180**	**9**	**3**	**404**	**6.07**	**63**
Lake County	**7,585**	**1**	**1**	**42**	**5.33**	**13**
Sherman County	**1,845**	**3**	**1**	**41**	**23.23**	**9**
Wasco County	**24,170**	**4**	**1**	**147**	**5.81**	**28**
Wheeler County	**1,575**	**0**	**0**	**7**	**4.88**	**0**
Region 4 Total	319,550	40	14	1,529	4.99	243
Statewide Total	3,791,075	331	123	24,197	6.27	3,530
Percent of State	8.43%	12.08%	11.38%	6.32%	N/A	6.88%

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

Goals

- To decrease the number of traffic fatalities in Region 4 from the 2008-2010 average of 50 to 47 by 2015.
- To decrease the number of fatal and injury crashes in Region 4 from the 2008-2010 average of 1,367 to 1,350 by 2015.

Performance Measures

- To decrease the number of speed related fatalities in Region 4 from the 2009-2011 average of 16 to 14 by December 31, 2014. ***[In 2013, there were 12 speed related fatalities in Region 4.]***
- To decrease the number of alcohol related fatalities in Region 4 from the 2009-2011 average of 16 to 14 by December 31, 2014. ***[In 2013, there were 12 alcohol related fatalities in Region 4.]***
- To increase use of booster seats in Region 4, as determined by the Oregon Occupant Protection Observation Study (Aug. 2012), from the 2010-2012 average of 59 percent to 64 percent by December 31, 2014. ***[This data is not available.]***
- To decrease the number of fatal roadway departure crashes from the 2006-2010 average of 74 percent to 71 percent by December 31, 2014. ***[In 2013, there were 20 fatal roadway departure crashes in Region 4.]***

Strategies

- Work with local agencies (law enforcement, community groups) to help reduce speed-related fatalities in Region 4.
- Work with local agencies (law enforcement, OLCC and community groups) to help reduce alcohol-related fatalities in Region 4.
- Work with local child passenger safety advocates and community groups to educate parents/caregivers on the importance of using booster seats to increase the usage rate for Region 4.
- Reduce roadway departure fatalities caused by speed, no seatbelt and intocicants, being the primary causes, by utilizing overtime enforcement with OSP. The focus will be Hwy #4 (US 97) MP 127.84 – MP 132.95; Hwy #4 (US 97) MP 143.18 – MP 158.52; Hwy #16 (Santiam) MP 92.05 - MP 97.16 and Hwy #53 (US 26) MP 107.39 – MP 112.50.
- Work with ODOT, Oregon State Police, County Sheriff (Klamath and Jackson) law enforcement agencies and local communities on safety efforts for the safety corridor established in April 2005 on Highway 270 (Oregon Route 140 W) Lake of the Woods from mile point 29 to mile point 47.
- Conduct Roadway Safety Audit to help identify areas that can be improved in the safety corridor.
- Advocate for transportation safety in Region 4 by providing information and education on all aspects of traffic safety, coordinating traffic safety activities, work with community organizations and local traffic safety committees.

Project Summaries

Section 402

OP-14-45-14 Community CPS Education Programs - ODOT Region 4 $22,851

This project allowed for funding to be granted to four agencies to purchase child safety seats for no/low income families and supplies for their monthly child safety check up events. Funding also was utilized to put on three workshops for certified technicians to get their required CEU's and also one child passenger technician training in Redmond to garner more technicians. We had 12 people pass the course.

SC-14-35-14 Speed Enforcement, Public Information and Equipment $34,040

This project allowed for funding to be granted to eight law enforcement agencies. The funding paid for radar equipment for six of the agencies. Seven of the agencies utilized funding for speed overtime enforcement in their communities. There were over 1,000 contacts during this grant which may include citations or warnings for traffic safety related violations including speed.

Section 410

K8-14-12-34 Region 4 Impaired Driving Grant $8,650

This project allowed for the funding of two DUII camera systems for Sunriver Police Department for their enforcement of DUII violations. Cameras were purchased in September of 2014 so they were not used during the grant year. Data and use reports will be done for four years.

Section 1404

HU-14-10-18 Jefferson County Health Department SRTS $17,838

This three-year project was administered by county health department for Jefferson County 509J schools. This project funded the SRTS program to get pedestrian and bicycle safety training to all 4th and 5th graders at Buff Intermediate, Madras Primary and Metolius Elementary. Also, all 2nd and 3rd graders received pedestrian training. Law enforcement addressed excessive speed in school zones throughout the school year. Outreach to parents through media and school newsletters continued to build awareness of the SRTS program. There were several family rides organized as well in Madras and Metolius.

HU-14-10-19 Klamath Falls SRTS – Commute Options $26,442

This was a one year demonstration project for SRTS activities in Klamath County School District and Klamath Falls City School District through Commute Options of Central Oregon. This project focused on implementing and sustaining activities through structured pedestrian and bike safety education and encouragement activities in Klamath County. This program participated in a record number of community events and school-based health and safety fairs and other events where parents were present. Bicycle helmets were distributed at events. Speed zone enforcement through Klamath Falls PD and Klamath County Sheriff Office was conducted in school zones at no cost to the grant. Successful demonstration led to approval of a 2015-2016 SRTS grant project.

HU-14-10-28 Central Oregon SRTS – Commute Options $44,886

This is a three-year project in Central Oregon. [This project funded a SRTS program at 8 elementary and middle schools in Bend. Education efforts were focused on removing barriers to walking or biking to school based on perceived fears by parents whether it be stranger danger, dangerous intersections or sidewalks and high traffic volumes. The traveling public was educated about driving distracted and not paying attention. Media campaigns and coverage also assisted in creating safer community conditions.]

Region 5

Link to the Transportation Safety Action Plan:

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

Region 5 Overview

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

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

The Problem

- In 2011, traffic fatalities continued to be a major issue in Region 5 with 30 deaths. This represents 9.1 percent of total state fatalities compared with 4.75 percent of the state's population.
- In 2011, 43.33 percent of the fatalities in Region 5 were speed-involved, totaling 13 deaths, compared to the statewide speed-involved rate of 38.37 percent.
- In 2011, alcohol was involved in 10 deaths in Region 5, down from 17 in 2008, a decrease of 41 percent.
- Traditionally, a large percentage of serious injury crashes and fatalities are caused by road departures due to the rural nature of the region. 2011 was no exception, with 564 injuries and 23 fatalities due to running off the roadway.
- Historically, snow and icy conditions have played a major role in the overall number of serious injuries and fatalities in Region 5. In 2011, there were 185 injury crashes or 17 percent of the statewide injury crashes and three fatalities or 18 percent of the statewide fatalities due to snow or icy conditions compared to 4.8 percent of the population.
- With a 13.5 percent increase in registered motorcycles in Region 5 (2007-2011), serious injuries and fatalities are on the rise. In 2011, there were 25 serious injury crashes or nearly 30 percent of the serious injury crashes in Region 5 and six fatalities or 20 percent of the Region 5 total fatalities due to motorcycle crashes compared to 12.3 percent of statewide motorcycle fatalities.

Region 5, Transportation Safety Related Information

Statewide Fatalities vs. Region 5

	2008	2009	2010	2011	% Change 2008-2011
Baker County	**6**	**7**	**3**	**3**	**-50.0%**
Grant County	**3**	**3**	**2**	**2**	**-33.3%**
Harney County	**0**	**4**	**6**	**3**	**N/A**
Malheur County	**4**	**8**	**5**	**4**	**0.0%**
Morrow County	**2**	**5**	**1**	**3**	**-50.0%**
Umatilla County	**11**	**14**	**11**	**11**	**0.0%**
Union County	**3**	**6**	**3**	**4**	**33.3%**
Wallowa County	**5**	**1**	**1**	**0**	**-100.0%**
Total Region 5	34	48	32	30	-11.8%
Statewide Fatalities	416	377	317	331	-20.4%
Region 5 Fatalities percent of State	8.17%	12.73%	10.09%	9.06%	10.9%
Region 5 Fatalities per 100,000 Population	18.82	26.53	17.64	16.37	-13.0%

Statewide Speed-Involved Fatalities vs. Region 5

	2008	2009	2010	2011	% Change 2008-2011
Baker County	**4**	**4**	**2**	**2**	**-50.0%**
Grant County	**3**	**0**	**2**	**2**	**-33.3%**
Harney County	**0**	**1**	**3**	**2**	**N/A**
Malheur County	**3**	**3**	**4**	**0**	**-100.0%**
Morrow County	**0**	**0**	**0**	**2**	**N/A**
Umatilla County	**4**	**8**	**6**	**4**	**0.0%**
Union County	**3**	**1**	**1**	**1**	**-66.7%**
Wallowa County	**1**	**0**	**0**	**0**	**-100.0%**
Region 5 Speed-Involved Fatalities	18	17	18	13	-27.8%
Statewide Total Speed Involved Fatalities	210	157	116	127	-39.5%
Speed-Involved Fatalities Percent of Region 5	52.94%	35.42%	56.25%	43.33%	-18.1%
Speed-Involved Fatalities Percent of State	8.57%	10.83%	15.52%	10.24%	19.4%
Statewide Speed-Involved % Total	50.48%	41.64%	36.59%	38.37%	-24.0%

Statewide Alcohol-Involved Fatalities vs. Region 5

	2008	2009	2010	2011	% Change 2008-2011
Baker County	**3**	**0**	**0**	**1**	**-66.7%**
Grant County	**2**	**1**	**0**	**0**	**-100.0%**
Harney County	**0**	**0**	**0**	**1**	**N/A**
Malheur County	**1**	**5**	**2**	**2**	**100.0%**
Morrow County	**0**	**0**	**0**	**1**	**N/A**
Umatilla County	**9**	**4**	**5**	**4**	**-55.6%**
Union County	**0**	**1**	**1**	**1**	**N/A**
Wallowa County	**2**	**0**	**0**	**0**	**-100.0%**
Region 5 Alcohol Involved Fatalities	17	11	8	10	-41.2%
Statewide Total Alcohol-Involved Fatalities	171	144	107	123	-28.1%
Alcohol-Involved Fatalities Percent of Region 5	50.00%	22.92%	25.00%	33.33%	-33.3%
Alcohol-Involved Fatalities Percent of State	9.94%	7.64%	7.48%	8.13%	-18.2%
Statewide Fatalities Alcohol-Involved % Total	41.11%	38.20%	33.75%	37.16%	-9.6%

2011 Region 5, County Fatal and Injury Crash Data

County	Population	Fatalities	Alcohol Involved Fatalities	Fatal and Injury Crashes	F&I Crashes /1,000 Pop.	Nighttime Fatal and Injury Crashes
Baker County	**16,450**	**3**	**1**	**102**	**6.29**	**13**
Grant County	**7,525**	**2**	**0**	**44**	**5.91**	**10**
Harney County	**7,715**	**3**	**1**	**35**	**4.75**	**9**
Malheur County	**31,720**	**4**	**2**	**203**	**6.46**	**47**
Morrow County	**12,540**	**3**	**1**	**47**	**4.17**	**13**
Umatilla County	**72,430**	**11**	**4**	**403**	**5.26**	**83**
Union County	**25,470**	**4**	**1**	**126**	**4.85**	**26**
Wallowa County	**7,100**	**0**	**0**	**20**	**2.86**	**3**
Region 5 Total	180,950	30	10	980	5.35	204
Statewide Total	3,823,465	317	123	24,197	6.27	3,530
Percent of State	4.73%	10.09%	8.13%	4.05%	N/A	5.78%

Major Injuries in Fatal and Injury Crashes, Region 5

	2008	2009	2010	2011	% Change 2008-2011
Baker County	**10**	**11**	**10**	**11**	**10.0%**
Grant County	**9**	**4**	**7**	**9**	**0.0%**
Harney County	**7**	**8**	**3**	**6**	**-14.3%**
Malheur County	**15**	**5**	**19**	**11**	**-26.7%**
Morrow County	**4**	**6**	**5**	**5**	**25.0%**
Umatilla County	**18**	**16**	**25**	**27**	**50.0%**
Union County	**21**	**9**	**10**	**11**	**-47.6%**
Wallowa County	**7**	**9**	**8**	**5**	**-28.6%**
Region 5 Major Injuries	91	68	87	85	-6.6%

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

Goals

- To reduce the number of traffic related fatalities in Region 5 from the 2008-2010 average of 38 to 26 by 2015.
- To decrease the number of Injury A injuries in Region 5 from the 2008-2010 average of 82 to 80 by 2015.

Performance Measures

- To reduce the number of traffic related fatalities in Region 5 on average from 37 in 2009-2011 to 30 by December 31, 2014. ***[In 2013, there were 29 traffic related fatalities in Region 5.]***
- To reduce the number of speed-involved fatalities in Region 5 on average from 16 in 2009-2011 to 14 by December 31, 2014. ***[In 2013, there were 38 speed-involved fatalities in Region 5.]***
- To reduce the number of alcohol-involved fatalities in Region 5 on average from 10 in 2009-2011 to 9 by December 31, 2014. ***[In 2013, there were 13 alcohol-involved fatalities in Region 5.]***
- To reduce the number of Injury A crashes in Region 5 on average from 80 in 2009-2011 to 75 by December 31, 2014. ***[In 2013, there were 82 Injury A crashes in Region 5.]***

Strategies

- Coordinate or provide resources for transportation safety events with a focus on speed, impaired driving, distracted driving, road departures, winter driving, motorcycle safety and occupant protection.
- Work with the existing local transportation safety committees within Region 5 to enhance programs and provide resources and information.
- Work with regional law enforcement agencies and traffic safety committees to identify areas with speed related crashes specifically around road departure or winter conditions to increase patrols through overtime enforcement dollars. Work to reduce the violations and crashes through enforcement and education.
- Work with the existing certified child safety seat technicians in Region 5 to accomplish 20 public clinics, trainings or educational presentations throughout Region 5. Main focus is to retain the CPS Technicians that are already certified and make sure they feel knowledgeable about their skills.

Project Summaries

Section 402

OP-14-45-15 Community CPS Education Programs, ODOT Region 5 $19,324

This project provided mini-grants for eight local agencies in Region 5 to fund distribution of child safety seats to low/no income families based on data on poverty level. The agencies included: DHS, Baker City Police Dept., Grant County Safe Communities, Harney County Safe Communities, Ontario Police Dept., Wallowa County Health Department, Umatilla/Morrow Safe Communities, and the Union County Sheriff's Office. The grant also funded a CPS Tech class held in Hermiston and two KIM CEU courses.

SC-14-35-15 Speed Enforcement, Public Information and Equipment $32,464

Local law enforcement agencies throughout Region 5 purchased radar equipment and worked overtime in order to enhance their traffic safety program and speed issues on the roadways. This project provided mini-grants to seven local law enforcement agencies in Region 5, including: Union County Sheriff's Office, Malheur County Sheriff's Office, Baker County Sheriff's Office, John Day Police Dept., Hermiston Police Dept., Boardman Police Dept., and Umatilla Police Dept.

SA-14-25-04 Malheur County Coordinator

This project will implement countermeasures designed to reduce death and injury using NHTSA's "Countermeasures that work" as inspiration to pursue the current county business plan that has been in existence for three years. The project will allow for an update of the plan as a living document for future
years - eventually leading to the development of a countywide Transportation Safety Action Plan. The project will provide funds for a part time local safe community coordinator for the Malheur County area. The coordinator position will complement the existing coalition in Malheur County, and provide further organization allowing greater output from the existing coalitions. ***[This project was not initiated during the grant year.]***

SA-14-25-06 Harney County Coordinator $19,636

Based on current data, community surveys, and membership interests, the project initiated measures to prevent transportation-related injuries and deaths. Focus areas included: child passenger safety through installation appointments, increasing seat belt usage through partnerships with local law enforcement, distracted driving activity coordinated with local law enforcement, and increasing safe winter driving practices among youth with a program coordinated with a local high school, a local ODOT Maintenance Crew, and Les Schwab Tire.

SA-14-25-23 West Umatilla/North Morrow Safe Community $34,497

Based on current data, community surveys, and membership interests, this project initiated measures to prevent transportation-related injuries and deaths. Focus areas included: bike and pedestrian safety strategies (Walk and Bike Event and Safe Solutions Helmet program), improving teen driving habits with teen/parent interventions, increasing booster seat awareness for parents (DHS exhibit, parent classes, and car seat clinics), and informing high-risk drivers of the importance of sharing the road safely with large transportation vehicles by enhancing traffic-diversion classes with that information.

SA-14-25-24 Grant County Coordinator $27,575

Based on current data, community surveys, and membership interests, this project initiated measures to prevent transportation-related injuries and deaths. Focus areas included: seat belt safety and booster seat awareness, bike safety including a partnership with Cycle Oregon and the Share the Road Campaign, Walk to School Day, and teen driving safety awareness including distracted driving prevention and underage drinking and driving prevention campaigns. This local coalition partners with the County Drug Free Communities Coalition and has a significant focus and impact on local youth.

Section 410

K8-14-12-35 Impaired Driving Regional Programs $4,597

This project worked to increase public awareness of the risks of impaired driving through public information and education. Activities that occurred or were enhanced as a result of this project included: partnership with local dealerships and funeral homes to raise awareness during high consumption events locally, production of DUII ads in partnership with local radio stations, and the purchase of “Drive Sober, Save Lives” magnetic ribbons to reinforce the message throughout Region 5.

Roadway Safety

Link to the Transportation Safety Action Plan:

Action # 24 – ODOT should maintain responsibility of the SMS
ODOT should maintain responsibility for the continued implementation, enhancement, and monitoring of the SMS that serves the needs of all state and local agencies and interest groups involved in transportation safety programs. The following are some, but not all, of the potential improvement elements to be included:

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

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

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

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

The Problem

- There is not a statewide "All Roads" crash conversation related to roadway safety (engineering) focusing on annual data findings, trends, countermeasures identification, etc.
- Non-state road authorities do not program safety as a stand-alone priority for their transportation dollars in a consistent manner. Training and awareness are lacking on their flexibility, legal requirements, and identification of safety projects.

- State and local public works along with local officials continue to express a need for safety engineering training due to lack of trained employees, new employees, turnover and changes in accepted practices.
- There is not a general acceptance of the Highway Safety Manual or an identified set of trainings for its potential implementation for Oregon state and local public works agencies as a whole.
- There is a lack of data available on local roads in order to use the Highway Safety Manual methods.
- There is a lack of funding available to provide current and enhanced trainings such as Road Safety Audits, Human Factors, Highway Safety Manual, etc.
- There is a lack of funding available and many restrictions for state and local staff to attend necessary trainings.
- There is a lack of funding available to conduct the number of traffic control device assessments in various cities and counties in Oregon available through Oregon State University.
- Evaluation of the current Oregon Safety Corridor Program is underway. The contractor will evaluate the Program in an effort to incorporate Highway Safety Manual methods.
- Discussions were held related to the evaluation of the Oregon Safety Corridor Program Guidelines; however, existing corridors continue to not be decommissioned in a timely manner.
- There is a lack of a blended "4 E" (Education, Enforcement, Engineering and EMS) approach to transportation safety statewide.

Traffic Rates in Oregon, 2008-2011

	03-07 Average	2008	2009	2010	2011	% Change 2008-2011
National Traffic Fatality Rate1	1.43	1.25	1.14	1.09	1.09	-12.8%
Oregon Traffic Fatality Rate1	1.36	1.24	1.11	0.94	0.99	-20.2%
Highway System, Non-freeway Crash Rate2	1.27	1.25	1.22	1.31	1.48	18.4%
Highway System Rural Non-freeway Crash Rate	0.80	0.80	0.78	0.80	0.80	0.5%
Highway System, Freeway Crash Rate	0.39	0.37	0.38	0.41	0.44	19.2%
County Roads/City Streets Crash Rate	1.88	1.74	1.68	1.82	2.04	17.5%

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

1 Deaths per 100 million vehicle miles traveled

2 Crashes per million vehicle miles traveled

Goals

- Reduce fatal and serious injury crashes through the adoption of the "4 E" approach to traffic safety (e.g., education, enforcement, engineering and EMS). Primarily, through the focus of applying human factors into engineering countermeasures by 2015.
- Develop processes and recommend countermeasures to reduce the number of fatal and serious injury crashes occurring in safety corridors and decommission safety corridors that meet the decommissioning criteria by 2015.

Performance Measures

- Maintain the number of state and local public works and law enforcement staff trained on various engineering, enforcement and transportation safety related topics at the 2010-2012 average of 601 by December 31, 2014. ***[In 2014, the number of state and local public works and law enforcement staff trained was 640, increased by 39.]***

- Maintain the number of trainings and local workshops for state and local public works and law enforcement staff on various engineering, enforcement and transportation safety related topics at the 2010-2012 average of 31 by December 31, 2014. ***[In 2014, the number of trainings and local workshops for state and local public works and law enforcement staff on various engineering, enforcement and transportation safety related topics was 28, decreased by 3.]***

- Maintain the number of safety corridors having received a Roadway Safety Audit from the 2010-2012 average of 1 by December 31, 2014. ***[In 2014, 1 safety corridor received a Roadway Safety Audit which maintained performance from the previous year.]***

Strategies

- Participate on ODOT's:
  - ☼ Highway Safety Engineering Committee (HSEC) to evaluate and integrate the Highway Safety Initiative Program (HSIP) and to promote roadway safety initiatives within the Department,
  - ☼ Pavement Management Committee to assure safety is maintained as a part of the Interstate Maintenance Program and Preservation Program,
  - ☼ Research Projects to assist in the identification of research findings that confirm applicable safety countermeasures to be implemented by ODOT and local agencies, and
  - ☼ Informal Safety Committee to communicate the latest strategies and projects being used within TSD and share that information with other ODOT, OSP, and federal agency staff.
- Fund overtime enforcement on the worst ranked safety corridors annually.
- Update the Safety Corridor Guidelines to include the use of the Highway Safety Manual methods.
- Coordinate discussions and input on training topics to be provided within the state. Seek comments and input from local agencies, FHWA and ODOT staff.
- Continue to promote the Highway Safety Manual in an effort to identify its benefits to the state.

Project Summaries

Section 164

164HE-14-73-14 HSEC 2008 Safety Initiatives

This FFY 2014 grant provides continuation of infrastructure safety projects to the state highway system. Projects were originally selected by the Highway Safety Engineering Committee (HSEC) during FFY 2008. ***[This project was not initiated during the grant year.]***

164HE-14-73-15 HSEC 2009 Safety Initiatives $3,351

This FFY 2014 grant provides state highway infrastructure safety projects selected from eligible Highway Safety Improvement Program (HSIP) projects. Projects are selected by the Highway Safety Engineering Committee (HSEC) during FFY 2009. This project completed five safety construction projects.

164HE-14-73-16 HSEC 2010 Safety Initiatives $2,690,556

This FFY 2014 grant provides state highway infrastructure safety projects selected from eligible Highway Safety Improvement Program (HSIP) projects. Projects are selected by the Highway Safety Engineering Committee (HSEC) during FFY 2010. All of the safety projects on this grant are completed or nearing completion except one.

164HE-14-73-17 HSEC 2011 Safety Initiatives $155,347

This FFY 2014 grant provides state highway infrastructure safety projects selected from eligible Highway Safety Improvement Program (HSIP) projects. Projects are selected by the Highway Safety Engineering Committee (HSEC) during FFY 2011. All of the projects are either completed or at 2nd notification.

164HE-14-73-19 HSEC 2012 Safety Initiatives $3,478,134

This FFY 2014 grant provides state highway infrastructure safety projects selected from eligible Highway Safety Improvement Program (HSIP) projects. Projects are selected by the Highway Safety Engineering Committee (HSEC) during FFY 2012. Under this grant there are 10 projects now under construction or completed out of a total of 16 roadway departure safety projects. Region 1: 2 out of 5 are under construction and one completed. Region 2: both projects are under construction. Regions 3: 2 of 5 are under construction. Region 4: both projects are under construction. Region 5: project is now completed.

HE-14-77-01 Roadway Safety $29,006

This FFY 2014 grant provides consultant services to deal with evaluation of the methodology of the Highway Safety Manual within the existing Safety Corridor Guidelines. Under this grant the consultant firm provided a final report related to the Safety Corridor Evaluation and related Highway Safety Manual Enhancements.

164HE-14-73-18 HSEC 2012 Safety Initiatives $132,079

This FFY 2014 grant provides the first year of the roadway departure enforcement for safety projects that are eligible for Highway Safety Improvement Program (HSIP) funds. Projects are selected by the Highway Safety Engineering Committee (HSEC) during FFY 2012. It provided special enforcement patrols related to the ODOT roadway departure initiative. Enforcement was provided by Oregon State Police.

Section HSIP

RS-14-77-01 Engineering Safety Short Courses and Distance Learning $237,368

This grant provided safety engineering training to traffic engineers, analysts, transportation safety coordinators, enforcement personnel and public works staff and officials. Training courses consisted of: Multimodal Intersections, Retro reflectivity of Signs, ADA Design for Bike and Pedestrians, Traffic Engineering Fundamentals, Uniform Traffic Control Devices and the Highway Safety Manual. Approximately 150 people attended the trainings. Six jurisdictions received on-site traffic control device and safety engineering reviews by several safety engineering specialists that were documented within individual reports. Those jurisdictions were Lincoln City, Lincoln County, Gold Hill, Canyonville, Eugene and Dundee.

RS-14-77-04 Safety Features for Local Roads and Streets $150,000

This grant provided traffic safety engineering and related police enforcement training to local officials, public works staff and local traffic safety committees by holding free workshops at various locations around the state. Seventeen workshops were conducted on "Improving Safety Features of Highways, Local Roads and Streets in Oregon" with approximately 357 participants. Two workshops were conducted on "Challenges, Strategies and Obligations of Law Enforcement Agencies for the 21st Century" with 56 participants. Three workshops were conducted on "Highway, Road and Street Safety for Non-Engineers" with approximately 77 participants. Twenty site visits and meetings were conducted including road tours with public works agencies and law enforcement and occurred over the spring and summer 2014.

RS-14-77-05 Safety Corridor Education and Enforcement $69,337

This FFY 2014 grant provided safety corridor enforcement for the worst safety corridors in the state that were identified for enforcement dollars. Enforcement was provided by Oregon State Police. The Oregon State Police also provided public information and education materials related to these high priority corridors.

RS-14-77-06 TSAP Local Jurisdiction Assistance

Assist local jurisdiction with costs associated with development of local safety action plans designed to coordinate with, and compliment, the state TSAP (Strategic Highway Safety Plan). May include initial low-cost countermeasures designed to improve the safety culture in the local area(s). ***[This project was not initiated during the grant year.]***

Safe & Courteous Driving

Link to the Transportation Safety Action Plan:

Action #26 - Seek legislation that would prohibit cell phone and texting activities
Seek legislation that would prohibit cell phone and texting activities by all motor vehicle operators, with no exception groups.

Action #86 - Implement program to address the problem of fatigued driving
Implement a program to address the problem of fatigued driving. The program should follow national progress toward identifying data sources, and developing countermeasures for fatigued driving. As part of the program, implement a public information and education program to address fatigued driving.

Action #87 - Develop program to address the issue of distracted driving
Continue development of a program to address the issue of distracted driving. Use nationally available materials and information on the problem. Continue to progress in addressing the problem through:

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

The Problem

- There is strong evidence, in Oregon and in other states, that laws and enforcement efforts are only effective if they are effectively and continuously publicized. According to the National Highway Traffic Safety Administration, public information programs should be comprehensive, seasonally focused, and sustained.

- Since 1982 the Transportation Safety Division has been carrying out comprehensive traffic safety public education programs. Research has been utilized to evaluate the success of the program and to assist with targeting the message. Surveys of Oregon's driving population indicate that Transportation Safety Division's public information program is widely recognized.

- Safe Following Distance, related crashes rate as the sixth most common driver error in Oregon for 2011, according to Oregon's Crash Analysis Unit, the issues around following distance received infrequent attention in the media, perhaps due to the seemingly everyday nature of this type of crash. Rear end collisions are also a major source of property damage claims every year.

- Red Light Running is a significant cause of serious injury in Oregon. Importantly, red light running is also a significant cause of debilitating brain injury and death. It is essential that every driver in Oregon heed the warning to stop on Red.

- Lights and Swipes: The Oregon legislature felt so strongly about the need to raise citizen awareness of the need for using your headlights in inclement weather that they passed a special law requiring an awareness campaign. Studies show that headlights help your vehicle to be seen more easily.

- Drowsy Driving: Every year Oregon loses citizens to suspected or confirmed incidences of drivers falling asleep at the wheel. Sometimes the loss of life is the driver, all too often it is a child passenger or passing motorist who had the misfortune to be in the wrong place at the wrong time.

- Distracted Driving is a behavior dangerous to drivers, passengers, and non-occupants alike. Distraction is a specific type of inattention that occurs when drivers divert their attention from the driving task to focus on some other activity instead (per NHTSA). Distracted Driving crashes rate as the seventh most common driver error in Oregon for 2011, according to Oregon's Crash Analysis Unit. Over the past three years in Oregon, 12 people died in crashes involving an active participant who was reportedly using a cell phone at the time of the crash. Officials say this number could be even higher, because cell phone usage is believed to be underreported. When someone is driving 55 mph, 4.6 seconds of texting is like travelling the distance of a football field full of people while blindfolded.

- Passing a law or putting in place a new program does not make the law or program a success. The public needs to be informed about the law and take it seriously. If people perceive the risk of apprehension as small, they tend to disregard laws they consider to be overly harsh or rigid or just not all that important.

Goals

- To fulfill the requirement that public information programs be comprehensive, seasonally focused, sustained and address the issues contributing to the greatest number of traffic crashes for the Safe and Courteous Program statewide.

Performance Measures

- Continue working toward legislation that would prohibit cell phone and texting activities by all motor vehicle operators, with no exception groups by December 31, 2014. ***[In 2013, continued working through the legislative session on cell phone bills designed to reduce Oregon's distracted driving crashes. The particular changes listed were not made this year in Oregon.]***
- To fulfill the requirement that public information programs be comprehensive, seasonally focused, sustained and address the issues contributing to the greatest number of traffic crashes for the Safe and Courteous Program statewide by December 31, 2014. ***[In 2013, this was accomplished with a very small budget. Most focus was on distracted driving.]***
- Contract for an evaluation of the PI&E program for Safe and Courteous using a telephone attitude survey and other research. Analyze data for future work by December 31, 2014. ***[In 2014, this was accomplished. Results show there have not been significant changes in public perception or attitude compared to the results of the last couple of years.]***

Strategies

- Continue to seek ways to limit or prohibit cell phone and texting activities by all motor vehicle drivers, with no exception groups.
- Develop public information programs to raise awareness.
- Analyze data, the telephone attitude survey and other research to target campaigns for public information and education for all Safe and Courteous efforts.

Safe and Courteous Driving

Section 402

DE-14-20-03 Statewide Services – Driver Education $5,950

Provided specific Safe & Courteous public information and education activities for cell phone/text messaging, distracted driving, drowsy driving, following-too-close, red light running, and lights and swipes. Other Transportation Safety program areas such as Work Zone contribute additional funds that allowed programs to complement each other for public information and outreach.

Safe Routes to School

Link to the Transportation Safety Action Plan:

Action # 1 – Implement Statewide Safe Communities

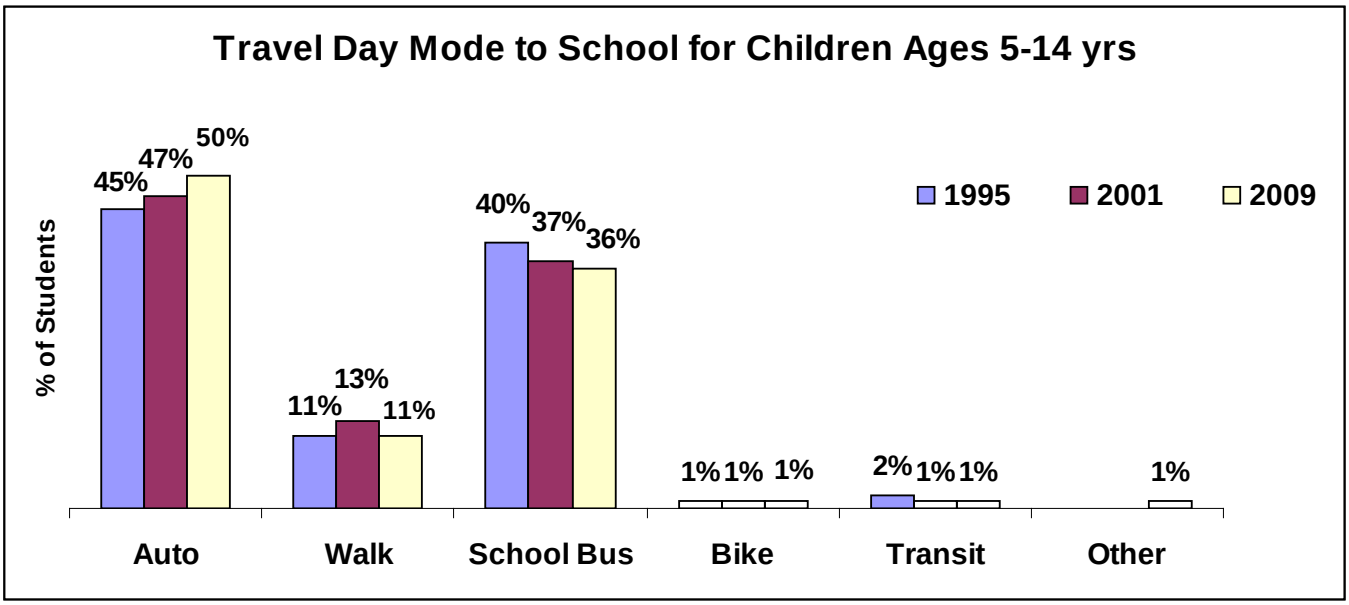
Develop ways to implement those aspects of the Safe Communities model that can apply at the statewide level. Develop interconnected groups and working relationships that build stronger bonds between and among the various government bodies, agencies, organizations and citizens with a role in transportation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

Safe Routes to School Overview

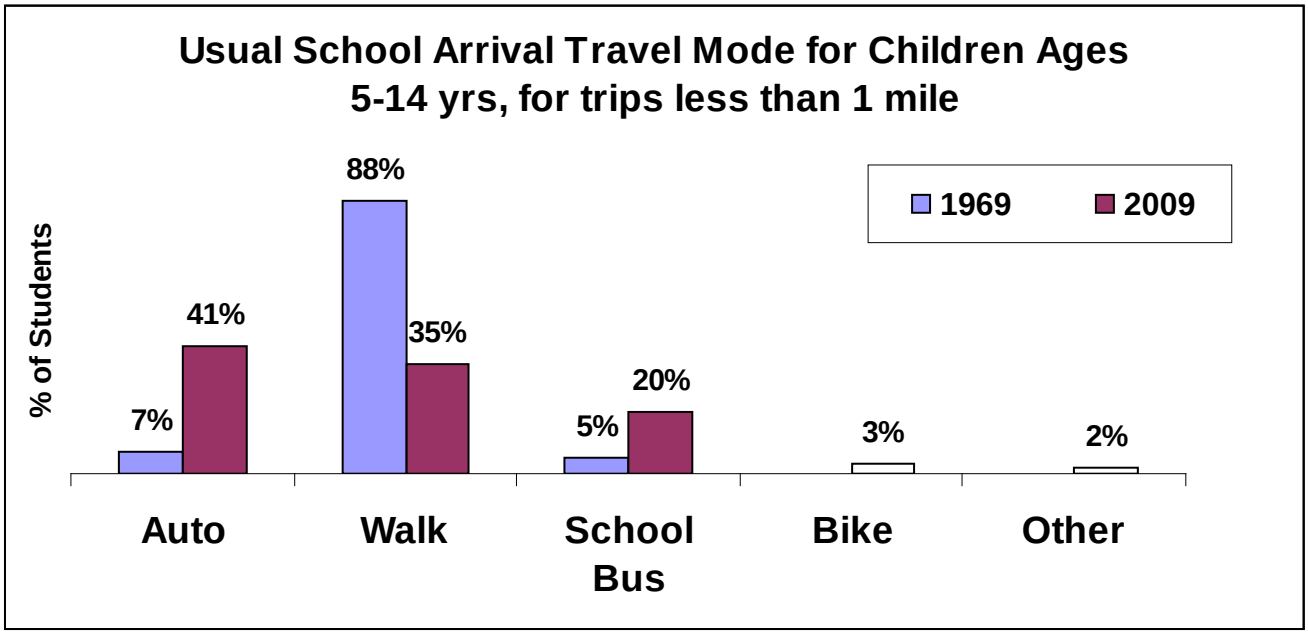
The purpose of a SRTS Program is to increase the ability and opportunity for children to walk and bicycle safely to and from school. In Oregon, completion of the Safe Routes to School (SRTS) Action Plan is the initial step of a SRTS Program at a school. The plan requires collection of student travel data, along with other pertinent data and policy information, leading to the identification of the barriers and hazards to students walking and biking to/from school based on the 5Es of Education, Encouragement, Enforcement Engineering and Evaluation. The final step is to propose solutions within each "E," prioritize the needs and deficiencies, and work towards implementation. Application for Oregon SRTS funding for grades K-8 requires a completed SRTS Action Plan for every benefiting school. Awards of SRTS project proposals address, at a minimum, regional equity, potential to increase walking and bicycling, lack of infrastructure, project readiness based on the 5 E's, and benefit to the community.

The Problem

- According to the *Safe Routes to School Travel Data: A Look at Baseline Results from Parent Surveys and Student Tallies (a summary of school travel data, including Oregon data, from April 2007 to May 2009)*, across all grades, the family car and school bus were the two most frequently used travel options to/from school. Walking was a distant third.
- More students arrive at school in the family car than leave by car at departure time. The majority of departure trips shifted to riding the school bus or walking. Safety factors, like traffic speed and volume and street crossing safety were frequently selected as barriers by parents who live within one half mile of school but do not allow their children to walk or bike to/from school.



Source: National Center for SRTS and the SRTS National Partnership in conjunction with Noreen McDonald, University of North Carolina at Chapel Hill, based on preliminary analysis of the 2009 National Household Travel Survey data.



Source: National Center for SRTS and the SRTS National Partnership in conjunction with Noreen McDonald, University of North Carolina at Chapel Hill, based on preliminary analysis of the 2009 National Household Travel Survey data.

Note: The WALK mode in 1969 included Bicycle.

Methods of Traveling to School in Oregon

Grades K-8*

Mode	2010
Car	49%
School Bus	40%
Walk	11%
Bike	1%
Other	3%

Source: Intercept Research Corporation, Public Opinion Survey, Summary and Technical Report, August 2010

Note: Parents 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%.

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

Mode	2012
Car	35%
School Bus	36%
Walk	28%
Bike	1%

Source: Intercept Research Corporation, Public Opinion Survey, Summary and Technical Report, May 2012

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

Goals

- Increase the number of completed Oregon SRTS Action Plans from 125 in 2010 to 190 by 2015.
- Decrease the percentage of children enrolled in SRTS program schools who ride in the family vehicle to/from school from the average of 45 percent to 35 percent by 2015.

Performance Measures

- To increase the number of schools who have a SRTS Action Plan from 125 in 2010 to 175 by December 31, 2014. ***[In 2014, there were 182 schools that have completed a SRTS Action Plan.]***
- Conduct at least two Safe Routes to School Oregon Action Plan trainings by December 31, 2014. ***[In 2014, there were 2 Safe Routes to School Oregon Action Plan trainings by December 31, 2014.]***

Strategies

- Provide educational materials in support of pedestrian and bicycling safety education to schools and school districts.
- Continue work to expand statewide Safe Routes to School messages in a three-prong effort: alert drivers of increased numbers of students walking and biking to and from schools; encourage parents to allow students to participate in active transportation; and promote physical activity to students who are used to riding in their parent's vehicle.
- Continue to promote International Walk and Bike Day and associated activities that promote physical activity among students.
- Collaborate with Transportation Safety Division program managers in combining efforts around pedestrian and bicyclist safety and other transportation safety issues around school zones like speed and enforcement.
- Collaborate with others within state offices who work with school districts and local governments in transportation of students and who have road authority over the local streets around schools.
- Work with Oregon Health Authority and local Public Health Departments, to promote bicycle helmet use and pedestrian safety among students K-12.

Project Summaries

Section 1404

HU-14-10-06 Safe Routes to School Statewide Services Program $57,793

This statewide program worked with the Technical Service Provider grant in providing an Action Plan workshop and awarding mini-grants to three communities. Thousands of Safe Biking informational pamphlets and Activity Books were provided in support of bike safety instruction, along with other bicycle and pedestrian safety materials. Retro reflective tags were provided statewide for student visibility along the routes to school. A "Driver's Guide to Sharing Oregon's Roads" was created for driver online use which required lengthy review process with other ODOT programs and outside partners.

HU-14-10-09 Oakland School District $21,895

This three year project within Oakland Elementary and Lincoln Middle School through Oakland School District. The project established consistent and sustainable student leadership groups for Walking Wednesdays and Bike Maintenance activities. Increased elementary student participation. Increased administrative support. Pedestrian Safety education for all K-4th grades. 100 percent of 5th/6th grades received bike safety training in 2014. SRTS Coordinator assisted with bike safety education at Hucrest Elementary in Roseburg. Formed a community crossing guard partnership for Walking Wednesdays at busiest intersection in town (5th and Oak St.) during May Challenge month.

HU-14-10-10 City of Portland SRTS $50,000

This three year project to expand evaluation and technical support from the elementary schools across five school districts to now include middle schools within the City of Portland. The program connected with every middle school in Portland. Developed age-appropriate SmartTrips program and materials. For the first time Portland Safe Routes has collected travel data for middle school students and will have school reports for each middle school. Staff engaged 6-8th grade students through the Saris Hub. Collaborating with Bicycle Transportation Alliance and Community Cycling Center staff to organize focus groups for program.

HU-14-10-11 Corvallis Scholl District SRTS $38,499

This three year project to expand SRTS program to include all 509J elementary and middle schools resulted in district-wide participation in national Walk and Bike to School Day 10/2013, monthly WB2S days and city events. Corvallis Police Department participation at SRTS team and site meetings, along with targeted enforcement around schools. Bike education provided to 13 5th grade classes (400+ students). 509J Facilities support of Franklin and Lincoln parking lot projects. Continued efforts to provide SRTS opportunities and resources at bilingual schools. Increased percentage of students who walked and biked to school with highest percentage increase of walkers seen at Hoover (24 percent to 32 percent).

HU-14-10-14 Washington County SRTS Coordinator $28,669

This 3-year program utilized the Safe Routes to School partnerships among city and county agencies, schools, community organizations, and neighborhoods to increase awareness of the county's SRTS program and its value to partners. Provided SRTS Coordinator position and associated county staff support. Convened annual county-wide meeting of partners. Took inventory of existing school action plans, maps, transportation policies and project lists. Identified and began Action Plans for four schools. The county created an SRTS website as a resource.

HU-14-10-23 Technical Service Provider Program $77,550

This program provided statewide support to all schools through website OregonSafeRoutes.org. and became a key focal point for Walk and Bike to School Day 2014 information in support of FireUpYourFeet website. Hosted workshops and webinars. Provided monthly Oregon SRTS newsletters and announcements with partner networks. Administered Action Plan mini-grants resulting in three new action plans: Sweet Home (Sweet Home Junior High), Burns (Henry L. Slater Grade School), and Milwaukie. (Linwood Elementary). Trained additional 22 Bike Education and Neighborhood Navigator instructors. Direct assistance was provided to 404 individuals, schools, districts and communities.

HU-14-10-25 Lane Transit District SRTS $49,377

This is a three-year program introducing Safe Routes to School to target schools in Springfield Public Schools (SPS) in Springfield. Funding supported a half-time SRTS Coordinator housed as a Springfield Public Schools employee. The strength of the coordinator's outreach has grown the value of SRTS in Springfield. Three action plans were completed for first year schools: Hamlin Middle School, Agnes Stewart Middle School and Page Elementary. A bike fleet with trailer was purchased for district bike safety education. There were 12 bike safety classes and 6 pedestrian safety classes offered over the school year.

HU-14-10-27 Multnomah Co. LUPT SRTS

This is a two-year program implemented by Multnomah County Land Use and Transportation Program to develop a Safe Routes to School education, encouragement and enforcement program at Sweetbriar Elementary School in Troutdale, Oregon. Due to staff changes at Sweetbriar Elementary and significant delays in re-establishing school support in the county's SRTS efforts, the grant work was put on hold. Multnomah County continued to show its commitment to the project throughout the past year by providing match funds through its work with Reynolds School District for hiring process of SRTS Coordinator. The SRTS Coordinator was hired mid-September 2014 and plans were made for outreach and education events for 2015 grant year. ***[This project was not initiated during the grant year.]***

HU-14-10-29 OR Cascades West COG Lincoln County SRTS $14,387

This two-year project focused on building awareness and engagement related to bicycle and pedestrian advocacy in the Newport community. This year's efforts were directed at Newport Intermediate School (K-4) and nearby Sam Case Elementary. Promoted active transportation through events including Walk and Bike to School Day and May Challenge month. Stakeholders included diverse partnerships with the faith community, business community, public health, public safety, and other partners. An action plan was completed for Newport Intermediate School addressing the 5 E's.

HU-14-10-30 City of Gresham - Hall SRTS $4,334

This three-year project for City of Gresham providing education and enforcement for Hall Elementary School in Reynolds School District. The project experienced a setback with school staff changes, and the city was only able to implement enforcement activities within 2 miles of the school during school days. Through press releases and police presence, the project raised public awareness about safety of students walking/biking to Hall Elementary. Twenty-five percent of warnings/citations were for excessive speed; 8 percent were for cell phone violation; 2 percent were for failure to stop for a school bus.

Speed

Link to the Transportation Safety Action Plan:

Action # 35 – Develop a Traffic Law Enforcement Strategic Plan

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

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

The Problem

- In 2011, 38 percent of all traffic fatalities in Oregon involved speeding (127 of 331 traffic deaths). Data reflects excessive speed or driving too fast for present conditions as the number one contributing factor to fatal traffic crashes on Oregon roads in the year 2011.
- Over 34 percent of all 2011 traffic deaths in Oregon (including speed-related events) occurred on the Rural State Highway System. The Oregon State Police do not have the staffing levels needed to appropriately address and make significant death and injury reductions given current and known future staffing levels. Multi-agency partnerships will be required to address this problem. Due to loss of O and C timber funds, several Sheriff's offices have drastically cut staffing and jail beds,

- According to Intercept Research Corporation's "Public Opinion Survey, Summary and Technical Report" for August 2010, speeding was ranked number one as the most observed example of unsafe driving behavior (31 percent) by Oregon citizens.
- Speed-related crashes cost Oregonians an estimated $322,000,000 in total economic costs in 2011.[6]
- Following are facts relative to increased speed:
  - ☼ The chances of dying or being seriously injured in a traffic crash doubles for every 10 mph over 50 mph - this equates to a 400 percent greater chance at 70 mph than 50 mph.
  - ☼ 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.
- Police agencies, large and small, do not have adequate funding to allow for the purchase of needed enforcement equipment such as radar and laser devices to assist them with traffic enforcement duties.

Speed in Oregon, 2008-2011

	03-07 Average	2008	2009	2010	2011	% Change 2008-2011
Total Number of Fatalities Statewide	478	416	377	317	331	-20.4%
Number of People Killed Involving Speed	249	210	157	116	127	-39.5%
Percent Involving Speed	52.1%	50.5%	41.6%	36.6%	38.4%	-24.0%
Total Number of Injuries Statewide	28,467	26,805	28,153	30,493	35,031	30.7%
Number of People Injured Involving Speed	8,247	5,776	5,259	4,925	5,907	2.3%
Percent Involving Speed	29.0%	21.5%	18.7%	16.2%	16.9%	-21.7%
Number of Speed Related Convictions	175,944	170,110	179,421	149,697	139,548	-18.0%
Number of Speed eCitations Issued	n/a	7,722	22,212	24,103	80,190	938.5%
Number of eCrash Reports Completed	n/a	187	705	1,198	3,942	2008.0%
Total Number of eCitations Issued	n/a	18,681	47,894	70,000	180,039	863.8%

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

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

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

Goals

- Reduce the number of fatalities in speed-related crashes from the 2009-2011 average of 133 to 129 by 2015.
- Reduce the number of injuries in speed-related crashes from the 2009-2011 average of 5,363 to 5,142 by 2015.

Performance Measures

- Reduce the number of fatalities in speed-related crashes from the 2008-2010 average of 161 to 151 by December 31, 2014. *(NHTSA)* ***[In 2013, there were 120 speed-related fatalities.]***
- Reduce the number of injuries in speed-related crashes from the 2008-2010 average of 5,320 to 5,200 by December 31, 2014. ***[In 2013, there were 5,759 speed-related injuries.]***
- Increase the number of speeding citations issued during grant-funded enforcement activities from the 2009 calendar base year average of 13,689 to 14,960 by December 31, 2014. *(NHTSA)* ***In the 2014 federal grant year, there were 21,732 speeding citations issued during grant funded enforcement activities.]***
- Increase the number of eCitations issued statewide from the 2008-2010 average of 45,525 to 250,000 by December 31, 2014. ***[In 2013, there were 272,993 eCitations issued.]***
- Increase the number of eCrash reports issued statewide from the 2008-2010 average of 697 to 3,500 by December 31, 2014. ***[In 2013, there were 9,296 eCrash reports completed.]***
- Increase the number of speed related eCitations issued from the 2008-2010 average of 29,800 to 85,000 by December 31, 2014. ***[In 2013, there were 117,826 speed related eCitations reports issued.]***

Strategies

- 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.
- Work toward elevating the seriousness of the potential consequences of speeding behavior in the public eye as Oregon's number one contributing factor to traffic death and injury severity.
- Provide comprehensive statewide analysis of speed involved crashes by region annually. Work with Region Safety Coordinators to address specific problems in their areas. Provide funding if available.
- Provide annual public information and education on the issues of speed via media contractor, ODOT public information officers and other media outlets.
- Provide expertise and assistance to the management and growth of the eCrash and eCitation program in Oregon.

- Continue to monitor national DDACTS projects and latest information. Work with DPSST to review, research and create an Oregon model using existing eCitation / eCrash agencies and database geo-code tools to create an emerging issues analysis, reporting and enforcement project training program for Oregon police agencies.

Project Summaries

Section 402

SC-14-35-05 Speed Enforcement, Public Information and Equipment $103,614

This project was used to fund police speed overtime in areas with a high incidence of speed-related problems. Additional funds for speed overtime enforcement and some equipment were provided to each of the 5 Region Coordinators. This project was also used to fund focused police motorcycle training in partnership with TEAM Oregon.

SC-14-35-06 OSP Rural State Highway Speed Enforcement $92,400

This project was used to provide 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.

Traffic Records

Link to the Transportation Safety Action Plan:

Action #112 – Better, more effective traffic records
Develop and implement an effective traffic records program to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the safety data needed to identify priorities for national, state and local highway and traffic safety programs. Key elements include:

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

The Problem

- Law enforcement agencies completed approximately 46 percent of the total crash reports filed with DMV in 2011 and only 83 percent of the serious injury crash reports. Primary reliance for crash reports is placed on the drivers directly involved in the crashes. The data obtained from an operator report is less reliable than the police report (e.g., it is less likely that a driver will report circumstances that might indicate their fault for the crash).
- The use of automation, especially for field data collection, is lagging in Oregon. Collection of crash, citation, roadway, and EMS data all have been reviewed for the benefits that electronic collection would provide. To date, only minimal use of automation for data collection has been implemented for citations, crash reports, and EMS. Explore a web-based tool for use by crash involved drivers to complete the operator report.
- Continue to improve access to crash data online with user-friendly analytic tools supporting GIS mapping and non-spatial (e.g., cross-tabulated data aggregation) analysis through a single point of access. Continue to improve ODOT's TransGIS and Collision Diagram Tool and provide information to potential users about these tools.
- The software for collection of EMS run reports information is out of date. Currently, there is only a Trauma Registry system in place statewide. Pursue a unique identifier system that follows patients across multiple incidents, is shared among medical data applications, and can be used for linkage with crash and other data to support analysis of crash outcomes and driver characteristics. A pilot project was initiated in 2008, although permanent funding will need to be established to continue toward statewide implementation.

- There is a need for crash report training to be delivered at the enforcement conferences, as well as targeted training for engineers, prosecutors, judges, and EMS providers to promote improved crash data collection.
- Roadway information is not available for all public roads in the state whether under state or local jurisdiction. ODOT does not have a clear, consistent linear referencing system for highways in Oregon; the same road may have multiple numbers and duplicate milepost numbers, causing confusion for emergency responders.

Traffic Records in Oregon, 2008-2011

	03-07 Average	2008	2009	2010	2011	% Change 2008-2011
Total Crashes	45,517	41,815	41,270	44,094	49,053	17.3%
Fatal Crashes	418	369	331	292	310	-16.0%
Injury Crashes	19,061	18,040	19,053	20,879	23,887	32.4%
Property Damage Crashes	26,039	23,406	21,886	22,923	24,856	6.2%
Fatal Crashes Police Reported	98.4%	98.9%	99.7%	100.0%	98.0%	-0.9%
Serious Injury Crashes Police Reported	80.2%	70.1%	84.9%	83.9%	83.0%	18.4%
Moderate Injury Crashes Police Reported	64.7%	71.2%	71.7%	72.3%	74.0%	3.9%
Minor Injury Crashes Police Reported	40.7%	47.2%	47.9%	47.4%	49.0%	3.8%
Fatalities	478	416	377	317	331	-20.4%
Fatalities per 100 Million VMT	1.36	1.24	1.11	0.94	0.99	-20.2%
Injuries	28,467	26,805	28,153	30,493	35,031	30.7%
Injuries per 100 Million VMT	80.78	80.09	82.84	90.29	104.96	31.1%
Number of Speed eCitations Issued	n/a	7,722	22,212	24,103	80,190	n/a
Number of eCrash Reports Completed	n/a	187	705	1,198	3,942	n/a
Total Number of eCitations Issued	n/a	18,681	47,894	70,000	180,039	n/a

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

Goals

- Continue to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of transportation safety data by 2015.
- Identify one or more ways to improve the links between the state traffic records data systems with other data systems within the state, such as systems that contain crash, vehicle, driver, enforcement/adjudication, and injury surveillance data by 2015.

Performance Measures

- Increase the percentage of crash reports submitted by law enforcement officers in Oregon from the 2008-2010 average of 43.4 percent to 49.0 percent by December 31, 2014. ***[In 2013, the percentage of crash reports submitted was 47 percent.]***
- Increase the percentage of fatal and injury crash reports (no property damage only) submitted by law enforcement officers from the 2008-2010 average of 57.7 percent to 65.0 percent by December 31, 2014. ***[In 2013, the percentage of fatal and injury crash reports submitted by law enforcement officers was 59 percent.]***

Strategies

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

Project Summaries

Section 405c

M3DA-14-54-03 Oregon EMS Statewide Data System $25,835

Elements of the Traffic Records Strategic Plan were implemented through a grant to the Oregon Health Division to improve the state EMS response database to bring reporting ability into NEMSIS 3.0 compliance, and to offer local responders assistance and training in the use of the new system software. At this writing participation in the EMS reporting process had increased to 80 percent. This software allows for more accurate, timely, and complete EMS data reporting.

Section 408

K9-14-54-03 Traffic Records Grant $502,042

Elements of the Traffic Records Strategic Plan were implemented through sub-grants to the City of Corvallis and the Transportation Safety Division. The grant to the City of Corvallis allowed for the purchase of eTicket, and eCrash reporting software and hardware, and training. The project allowed for more timely, accurate, and complete reporting and citation data. The second project to the Transportation Safety Division allowed for an upgrade to the "cloud" software to allow an officer to access newly posted citation and warning data about drivers resulting in more timely and actionable access to traffic enforcement data.

Work Zone Safety

Link to the Transportation Safety Action Plan:

Action # 67 – Expand efforts to reduce traffic-related deaths and injuries in work zones
Continue and expand efforts to reduce traffic-related deaths and injuries in roadway work zones. Continue the work zone enforcement program and enhance public information programs. Conduct periodic reviews of ODOT policies and procedures relating to crew activity in work zones. Conduct periodic review of road construction contract specifications dealing with placement and condition of traffic control devices. Consider legislative action to further develop photo radar in work zones.

The Problem

- Work zones are not engineered to the same standards as permanent facilities, thus there's a higher risk for crashes in work zones.
- Work zones make up a very small percentage of the entire roadway system during a very limited time of the year, thus comparing work zone crashes to all roadway crashes is not possible. This comparison would only be possible if all roadways had an active work zone.
- Inattentiveness continues to be the number one cause of work zone crashes. Speed is a compounding factor.
- The five-year rolling average of Oregon work zone fatal and serious injury crashes (2007-2011) is 29. This is a slight increase from the 2006-2010 average of 28.
- More drivers and their passengers are injured and killed than on-site workers.
- There is a general misperception that all work zone signing should be removed when workers are not present or visible to the public.
- There is a general misperception that work zone fines only double if workers are present.
- According to national studies, work zone crashes tend to be more severe than other crashes.
- Over 40 percent of national work zone crashes occur in the transition zone before the work area.
- Some of the commonalities in work zone crashes during 2007-2010 include:
  - ☼ The most common work zone crash types were fixed object and rear end.
  - ☼ Seventy-six percent of work zone crashes occur in dry versus wet weather.
  - ☼ Seventy-three percent of work zone crashes occur during the day versus night.
  - ☼ Twenty-six percent of work zone crashes occur at intersections or are intersection related.
  - ☼ Twenty-one percent of work zone crashes occur off road.
  - ☼ Eleven percent of work zone crashes involve pedestrians.

Work Zones in Oregon, 2008-2011

	03-07 Average	2008	2009	2010	2011	% Change 2008-2011
Work Zone Fatal/Serious Injury Crashes	29	30	34	24	25	-16.7%
Work Zone Injury Crashes	264	261	286	252	280	7.3%
All Work Zone Crashes	529	505	508	490	528	4.6%
Work Zone Fatalities	10	5	18	9	11	120.0%
Work Zone Fatal/Serious Injuries	36	39	38	28	36	-7.7%
Work Zone Injuries	430	407	464	409	466	14.5%

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

Goals

- Reduce work zone fatalities from 11, the average for 2008-2010, to 8 or below by 2015.
- Reduce work zone fatal and serious injury crashes from 29, the average for 2008-2010, to 25 or below by 2015.

Performance Measure

- Reduce work zone injury crashes from 278, the average for 2007-2011, to 270 by December 31, 2014. ***[In 2013, there were 211 work zone injury crashes.]***
- Reduce work zone crashes from 524, the average for 2007-2011, to 508 by December 31, 2014. ***[In 2013, there were 427 work zone crashes.]***

Strategies

- Participate in the Department's identification, development and promotion of new and existing work zone safety related countermeasures. Promote the "4-E" approach to ODOT staff, local agencies, consultants, contractors, police etc.
- Complete 15,000 overtime patrol hours in work zones between July 1, 2013 and June 30, 2014. Identify best practices for work zone enforcement, projects and funding.
- Support efforts to reduce work zone crashes through liaison work with ODOT Traffic and Roadway Section, Risk and Safety Manager, Regions, local agencies, consultants, contractors, utility associations, police and state and national nonprofits.
- Distribute at least 15,000 work zone safety promotional materials to citizens, tourists, public works' agencies, utility companies, city and county agencies, etc.
- Develop additional education materials aimed at a broader audience such as utility workers, construction workers, business owners, etc.
- Develop an Oregon Work Zone Data Book to be updated annually.
- Complete the photo radar pilot in work zones in coordination with ODOT Research and Technical Advisory Committee.
- Consult with ODOT Traffic and Roadway Section on deployment of Smart Work Zones and other work zone safety strategies.

Project Summaries

Section Statewide Transportation Improvement Program (STIP)

1315WKZN-000 Work Zone Education & Equipment Program [$187,425]
Provided design, printing and distribution of promotional materials. Contractual services for development and distribution of work zone safety messages through brochures and direct mail items and postings of billboards, radio, television, and internet ads. Contractual services for portions of the annual TSD Telephone Survey. Provided work zone data tracking information system software enhancement and maintenance.

1315WKZN-421 Work Zone Enforcement to OSP [$690,287]
Provided year-round work zone enforcement patrols that meet federal design criteria for construction projects managed by ODOT and through its consultant Oregon Bridge Development Partners. Enforcement was provided by Oregon State Police.

1315WKZN-421 Work Zone Enforcement to Local Police Agencies [$492,773]
Provided year-round work zone enforcement patrols that meet federal design criteria for construction projects managed by ODOT and through its consultant Oregon Bridge Development Partners. Enforcement was provided by various local police agencies statewide. Photo radar enforcement in select local jurisdictions was provided.

Youth Transportation Safety (0-14)

Link to the Transportation Safety Action Plan:

Action # 83 – Help locals evaluate youth programs

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

The Problem

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

Oregon Crashes, 2008-2011

	03-07 Average	2008	2009	2010	2011	% Change 2008-2011
Fatalities, ages 0-4	7	4	2	5	3	-25.0%
Fatalities, ages 5-9	7	7	3	3	7	0.0%
Fatalities, ages 10-14	9	4	7	2	4	0.0%
Total	23	15	12	10	14	-6.7%
Injuries, ages 0-4	494	421	432	524	617	46.6%
Injuries, ages 5-9	732	676	619	699	832	23.1%
Injuries, ages 10-14	919	811	898	901	1,017	25.4%
Total	2,146	1,908	1,949	2,124	2,466	29.2%

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

Goals

- Reduce the number of crash-related fatalities of children ages 0-14 from the 2007-2011 average of 13 to 11 by 2015.

Performance Measures

- Reduce the number of crash-related fatalities of children ages 0-14 from the 2007-2011 average of 13 to 12 by December 31, 2014. ***[In 2013, there were 9 crash related fatalities of children ages 0-14.]***

- Reduce the number of crash-related injuries of children ages 0-14 from the 2007-2011 average of 2,084 to 1,959 by December 31, 2014. ***[In 2013, there were 2,261 crash related injuries of children ages 0-14.]***

Strategies

- Continue to support and help enact laws impacting children in the 0-14 portion of the Youth Program in the current 2013 legislative session and in future upcoming legislative sessions.

- Continue to provide a comprehensive and coordinated public information and education campaign on the causes of high motor vehicle crash rates for this age group. Continue to target issues such as occupant protection, education and parental driver responsibility messages through media efforts for youth aged 0-14, identifying any potentially unreached audiences.

- Encourage communication among youth transportation safety program providers and coalitions through the continued development of a youth program task force to meet when needed.

- Collaborate with the Oregon Medical Association; the Oregon Health Authority, and local physician offices and partner with school districts and “Safe Routes to School” organizations to address family traffic safety education issues for youth aged 0-14.

Project Summaries

Section 402

DE-14-21-01 Statewide Services – Youth $20,649

This project provided guidance, assistance and materials supporting efforts toward improving traffic safety for Oregon youth, Topic areas included media messages to parents and other drivers of young children regarding bicycling; speeding and impaired driving, using correct restraints for young children; and media messages to young drivers regarding seat belt use, underage drinking, substance abuse, distracted driving (specifically cell phone use), increased driver awareness and attentiveness, making safe and healthy choices, parental involvement with young drivers, graduated driver licensing media, and the creation of materials and publications for the public.

DE-14-21-02 Trauma Nurses Talk Tough – Train the Trainer $6,437

This project provided funding to continue statewide training of trauma care providers to teach the TNTT program. TNTT's effective presentations addressed bicycle safety and other wheeled sport safety (skateboards, rollerblades, and scooters), high-risk drivers, seat belt use, impaired driving and speed. TNTT also contacted Network members every quarter to provide support and offer assistance, sends updated information and statistics in the form of a newsletter and conducted trainings for schools and other community groups on how to hold helmet sales and 8 hour trainings for child safety seat clinics.

School Zone

14School-000 School Zone [$3,751]

Half of this funding was provided to region coordinators (Regions 2, 3, 4, and 5) for the purpose of purchasing paint for striping crosswalks or purchasing signs in areas where students must cross a state highway to get to school.

Transportation Operating Fund (TOF)

14-Tofyouth-961 Think First [$23,694]

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

14Tofyouth-962 Trauma Nurses Talk Tough [$23,750]

This funding supported the ongoing and expanding work of TNTT. TNTT conducted safety education programs for kindergarten through college, helped develop and participate in statewide safety promotional events, participated in research and data collection about traumatic injuries, promoted proper use of bicycle helmets, safety belts and car seats and worked with other partners to provide safety information to high risk youth, including parents whenever possible.

School Zone Funds

14Bustrng-000 School Zone [$15,445]

This funding was granted to the Oregon Department of Education for the purpose of School Bus Safety Education. Funding was used for training students on how to travel to and from school safely and for maintaining or replacing "Buster" and "Barney" buses as presentation tools for student safety training.

Youth Transportation Safety (15-20)

Link to the Transportation Safety Action Plan:

Action # 84 – Target law enforcement on youth speed and alcohol-involved crash causes
Assist law enforcement in identifying and targeting times and areas where the greatest number of speed related and alcohol-related collisions are occurring. Provide funding for electronic speed devices and the requisite trainings so those officers can work directed enforcement in these areas in need of attention.

The Problem

- In 2011, drivers age 15-20 were involved in fatal and injury crashes at about twice the rate of the population as a whole.
- In 2011, drivers age 15-20 represented 6.1 percent of total licensed drivers, but also represented 10.2 percent of drivers involved in crashes. "Failure to Avoid a Stopped or Parked Vehicle Ahead," "Did Not Have Right of Way" and "Driving Too Fast For Conditions" (respectively) were the three most common errors.
- In 2011, 14.3 percent of youth drivers (ages 15-20) in fatal crashes had been drinking alcohol. The count of drinking drivers (ages 15-20) in fatal and injury crashes increased approximately 6 percent from 2007 to 2011 (124 to 132). While male drivers (ages 15-20) that were alcohol-involved in fatal and injury crashes increased by about 11 percent (87 to 98) from 2007 to 2011, female drivers (ages 15-20) that were alcohol-involved in fatal and injury crashes decreased by almost 9 percent from 2007 to 2011 (37 to 34).
- Of the ongoing high priority traffic safety issues related to young drivers ages 15-20, those that currently merit the most attention are distracted driving and young drivers in fatal crashes who were alcohol-involved. The National Highway Traffic Safety Administration has made distracted driving a major focus. In Oregon from 2007 to 2011, drivers age 16 to 18 reported to be using a cell phone at the time of the crash were involved in 153 crashes. Additionally, in Oregon there were a total of 497 fatal and injury crashes where young drivers age 15 to 20 were alcohol-involved.

Youth Drivers on Oregon Roadways, 2008-2011

	03-07 Average	2008	2009	2010	2011	% Change 2008-2011
Age 15-20, % of Total Licensed Drivers	6.97%	6.44%	6.29%	6.31%	6.13%	-4.8%
Overrepresentation of Drivers Age 15-20**	2.05	2.00	1.95	1.86	1.79	-10.6%
Total 15-20 Drivers in Fatal Crashes	77	34	46	37	35	2.9%
Total 15-20 Drivers Alcohol-Involved	16	6	13	6	8	33.3%
Percent Alcohol-Involved	20.6%	17.6%	28.3%	16.2%	22.9%	29.5%
15-20 Auto Occupant Fatalities	59	38	40	24	26	-31.6%
15-20 Unrestrained Auto Occupant Fatalities	18	9	15	8	10	11.1%

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

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

Goals

- Reduce the over-representation of drivers, age 15-20, in fatal and injury crashes from the 2006-2010 average of 2.01 to 1.90 by 2015.
- Reduce the number of drivers age 15-20 in fatal and injury crashes from the 2008-2010 average of 4,417 to 4,200 by 2015.

Performance Measures

- Reduce the number of drivers, age 15-20, in fatal and injury crashes from the 2009-2011 average of 4,618 to 4,341 by December 31, 2014. ***[In 2013, there were 4,342 drivers, age 15-20, in fatal and injury crashes.]***
- Reduce the number of "Failure to Avoid Stopped Vehicle," age 15-20, driver errors from the 2009-2011 average of 1,174 to 1,104 by December 31, 2014. ***[In 2013, there were 1,091 "Failure to Avoid Stopped Vehicle," age 15-20, driver errors.]***
- Reduce the number of "Driving Too Fast for Conditions," age 15-20, driver errors from the 2009-2011 average of 731 to 687 by December 31, 2014. ***[In 2013, there were 568 "Driving Too Fast for Conditions," age 15-20, driver errors.]***
- Reduce the number of "Did Not Have Right of Way," age 15-20, driver errors from the 2009-2011 average of 792 to 744 by December 31, 2014. ***[In 2013, there were 831 "Did Not Have Right of Way," age 15-20, driver errors.]***
- Reduce the number of drivers, age 15-20, that were alcohol-involved in fatal and injury crashes from the 2009-2011 average of 92 to 87 by December 31, 2014. ***[In 2013, there were 80 drivers, age 15-20 , that were alcohol-involved in fatal and injury crashes.]***
- Reduce the number of unrestrained, age 15-20, passenger and driver fatalities from the 2009-2011 average of 11 to 10 by December 31, 2014. ***[In 2013, there were 8 unrestrained, age 15-20, passenger and driver fatalities.]***
- Reduce the number of drivers; age 15-20, involved in fatal crashes from the 2008-2010 calendar base year average of 39 to 36 by December 31, 2014. *(NHTSA)* ***[In 2013, there were 34 drivers; age 15-20, involved in fatal crashes.]***

Strategies

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

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

Project Summaries

Section 402

DE-14-21-01 Statewide Services – Youth $20,648

This project provided guidance, assistance and materials supporting efforts toward improving traffic safety for Oregon youth, Topic areas included media messages to parents and other drivers of young children regarding bicycling; speeding and impaired driving, using correct restraints for young children; and media messages to young drivers regarding seat belt use, underage drinking, substance abuse, distracted driving (specifically cell phone use), increased driver awareness and attentiveness, making safe and healthy choices, parental involvement with young drivers, graduated driver licensing media, and the creation of materials and publications for the public.

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School Zone

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School Zone Funds

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This funding was granted to the Oregon Department of Education for the purpose of School Bus Safety Education. Funding was used for training students on how to travel to and from school safely and for maintaining or replacing "Buster" and "Barney" buses as presentation tools for student safety training.

Paid Media

Transportation Safety Division has a long standing history of avoiding the use of paid media. Further, TSD did not recognize the costs of posting printed materials (billboards, theatre slides, transit ads) as paid media but rather narrowly interpreted paid media to apply only to purchased airtime or newsprint. Only in recent years has the Division included the use of paid media more broadly defined, beginning with NHTSA's introduction of paid media requirements in order for Oregon to qualify for and retain federal funding for the Impaired Driving Program.

Whereas in the past, TSD has been able to secure satisfactory advertising exposure at the discretion of public service announcement directors at television and radio stations statewide, competition and costs have been steadily increasing for airtime and ad posting space. Increasing use of paid media, including social media, is needed and being used to maintain adequate advertising presence and distribution among the various media formats.

Starting October 1, 2013 through September 30, 2014, Gard Communications released a mix of previously produced and new materials for nine programs: 0-14 and 15-20 Youth Safety; Bicyclist/Pedestrian Safety; Driver Education; Excessive Speed; Impaired Driving; Motorcycle Safety; Occupant Protection/Child Safety Seats; Safe Routes to School; and Work Zone Safety. For the year, GARD estimated a total retail value of media to be $1,617,908 (this includes paid media, free placement and discounted placement).
Of this amount, $1,154,996 is added value.

- $ 114,520 for television
- $ 916,544 for radio
- $ 23,244 for print
- $ 238,930 for outdoor (billboards and transit media)
- $ 160,960 for indoor advertising (theater screen media)
- $ 163,710 for online media

Youth Safety Campaign
Review of crash descriptions suggests that more often than not, vehicle crashes involving kids are a result of poor parental judgment, not paying attention and feeling rushed. The 2013 radio PSA "Not a rush job" was still on point with all the messages we are looking to communicate to parents and caregivers: that is, to slow down, remove all distractions and be patient while behind the wheel. We re-released this PSA to all radio stations in Oregon, and placed it as a paid flight on streaming radio service Pandora. The Pandora flight ran March 1 through May 31, 2014 and generated 333,333 impressions.

The previously-produced TV PSA "On the road" addresses all the errors that parents can commit while driving with their kids, and is still on-point with this year's messages. To increase our presence in online media, which has become a dominant channel of engagement in almost every age group, we placed this PSA on streaming TV service Hulu as a paid flight. The Hulu flight ran March 3 through May 26, 2014 and generated 239,889 impressions.

In 2013, we produced two: 30 PSAs titled “Broken dreams”. Recorded in testimonial format, they highlight a variety of driving behaviors that often end tragically for teens who engage in them. This PSA was placed on Pandora, ran July 1 through September 30, 2014 and generated 374,998 impressions.

Targeted to teens and young adults, the theatre screen spot “Party”, produced in summer 2012 highlights a variety of dangerous behaviors to avoid and is still fresh and on topic. This PSA was released on Hulu to run June 2 through August 2, 2014 and generated 240,066 impressions.

Streaming radio: Pandora **Campaign dates:**
Creative: "Not a rush job" March 1 - May 31, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	A 24-40	333,333	$12	$4,000

Streaming video: Hulu **Campaign dates:**
Creative: "On the road" March 3 - May 26, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	A 24-50	239,889	$40	$9,500

Streaming radio: Pandora **Campaign dates:**
Creative: "Broken Dreams" (2) July 1 - September 30, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	A 15-20	374,988	$12	$4,500

Streaming video: Hulu **Campaign dates:**
Creative: "Party" June 2 - August 28, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	A 15-20	240,066	$40	$9,500

Bicyclist and Pedestrian Safety Campaign

To keep promoting the digital safety guide for bicyclists TSD created in 2013, we continued to run online ads “Go with the flow” and “Don’t be invisible.” These ads focus on select safety tips and invite viewers to click through and view or download the guide. Both ads were created in five different sizes and submitted to Google for placement on their advertising partners websites. The campaign started April 11 and ran through September 30, 2014, generating 5,265,466 impressions resulting in 6,966 click-throughs to the online guide.

Drivers and bicyclists commit a roughly equal number of errors that contribute to crashes; therefore it is important to address both audiences with complementary messages. Designed to promote goodwill and empathy between drivers and riders, the two: 30 testimonial “Confessions” PSAs developed in 2013 still serve our objective. We rereleased this PSA to all radio stations in Oregon, and placed it as paid flight on streaming radio service Pandora. The Pandora flight ran May 20 through August 30, 2014 and generated 499,995 impressions.

The Emmy-nominated 2013 TV PSA “Simple Steps” was created to foster empathy between drivers and pedestrians. It teaches the right behaviors and maintains a positive attitude – without assigning blame to either group of road users. It’s still in line with this year’s strategic direction and was scheduled to be released again in 2014. To increase our presence in online media, which has become a dominant channel of engagement in almost every age group, we placed this PSA on streaming TV service Hulu as a paid flight. The Hulu flight was scheduled to run October 6 through December 29, 2014 with a guaranteed minimum of 250,000 impressions.

Streaming radio: Pandora **Campaign dates:**
Creative: "Confessions" (2) May 20 - August 30, 204

Market	Demo	Impressions	CPM	Media Cost
Oregon	A 18-54	499,995	$12	$6,000

Online PSAs Google Display Network **Campaign dates:**
Creative: "Go with the flow"/"Don’t be invisible" May 1 - August 30, 2014

Market	Demo	Impressions	Clicks	Media Cost
Oregon	A 18-54	5,265,466	6,966	$5,000

Streaming video: Hulu **Campaign dates:**
Creative: "Simple Steps" October 6 - December 29, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	A 18-64	237,500	$40	$9,500

Driver Education Campaign

Our 2013 online campaign on OSAA.org was measurably successful in producing significant new traffic to the website, therefore our strategic plan called for continuing this tactic in 2014. To that end, we refreshed the creative to align with other 2014 campaign items and placed it on OSAA.org to reach both parents and teens. In addition, we developed a Google AdWords campaign for a variety of driver ed-related keywords; its objective is to build the website rankings in web searches. Google AdWords and OSAA.org online campaigns were scheduled to run September 1 – December 31, 2014 and as of the date of the Contractor's final report, had not generated enough click-throughs to include in this report.

To create message consistency across all campaign materials, we leveraged the radio PSA creative into TV spots, while also including the animated character of Driver Ed from online and print materials. While the plan only called for one spot, there were cost efficiencies to be gained by producing two spots at once; therefore we secured additional funds for this approach. These PSAs were placed on Hulu.com and scheduled to run September 30 to December 21, 2014 with a guaranteed 250,000 impressions over the life of the campaign.

Streaming radio: Pandora **Campaign dates:**
Creative: "Cost/Benefit" & "No drive test" May 12 - August 30, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	A 35-50	416,653	$12	$5,000

Streaming video: Hulu **Campaign dates:**
Creative: "Cost/Benefit" & "No drive test" Sept. 30 - Dec. 21, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	A 35-54	250,000	$40	$10,000

Online PSAs OSAA.org **Campaign dates:**
Creative: Reasons to take Driver Ed (3 ads) Sept. 1 - Dec. 31, 2014

Market	Demo	Impressions	Clicks	Media Cost
Oregon	HS studens and parents	N/A*	N/A*	$4,000

Online PSAs Google **Campaign dates:**

Creative: Keyword Search: Driver Ed & related Sept. 30 - Dec. 22, 2014

Market	Demo	Impressions	Clicks	Media Cost
Oregon	-	N/A*	N/A*	$1,000

Facebook campaign **Campaign dates:**

Creative: Reasons to Take Driver Ed (8 ads) June 3 - Sept. 30, 2014

Market	Demo	Reach (users)	Clicks	Media Cost
Oregon/Teens	T 15-17	63,287	3,173	$2,500
Oregon/Parents	A 35-50	146,796	3,798	$2,500
		210,083	**6,971**	**$5,000**

**Results not available/incomplete at the time of report*

Excessive Speed Campaign

The 2010 TV PSA "Do Over" communicates that even at small increases in speed the consequences of a crash are exponentially more serious and the lack of time to react makes a crash virtually inevitable. Not only are these messages in line with this year's strategy, but re-releasing previously produced media allows us to allocate available funds in a way that is most beneficial to the program. To that end, this PSA was released to all Oregon stations, as well as Hulu, the premier provider of streaming video content. The paid flight on Hulu was scheduled to run September 1 through November 24, 2014 with a guaranteed $12,000 300,000 impressions.

To complement the messages in the TV PSA, we also developed a new: 60 radio PSA titled "Regret" for release to Oregon stations, as well as a :30 PSA "Time" for release on Pandora. The: 30 PSA "Time" was scheduled to run on Pandora September 18 through November 30, 2014.

The 2010 online ad "More speed=less reaction time" is consistent with this year's communications strategy; online environment offers the opportunity to engage our audience through yet another channel. These considerations informed our recommendation to re-release this PSA on Google display network in 2014. This ad was submitted to Google in five sizes on September 8 and was scheduled to run through December 22, 2014.

Streaming radio: Pandora **Campaign dates:**

Creative: ??? Sept. 15 – Nov. 30, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	M 16-45	333,330	$12	$4,000

Streaming video: Hulu **Campaign dates:**

Creative: "Do Over" Sept. 1 - Nov. 24, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	M 18-34	300,000	$40	$12,000

Online PSAs Google **Campaign dates:**

Creative: "More speed=less reaction time" Sept. 2 - Nov. 30, 2014

Market	Demo	Impressions	Clicks	Media Cost
Oregon	M 18-34	N/A*	N/A*	$4,000

**Results not available/incomplete at the time of report*

Impaired Driving Campaign

Because driving impaired by legal drugs is a growing behavior, our 2013 billboard creative "Warning. May cause a DUII" is still on point and relevant. At program manager's request it was re-released in 2014. Creating awareness that driving high on marijuana is as illegal as it ever was, we also developed a second complementary billboard creative "Doobie. DUII." These billboards were distributed statewide with equal weight (50/50) and were scheduled to run September through December 2014, with a total of 76 postings.

In light of proposed legislation on marijuana legalization in Oregon, our communications plan called for new radio PSA on driving impaired by marijuana. PSA concepts were presented on August 7 and one script was chosen for production. However, the program manager elected to postpone production pending the outcome of the November elections. While there is no change expected in the laws that specifically govern *driving impaired* by marijuana, the issue of marijuana legalization and its expected impact on impaired driving requires more research and data to develop effective and persuasive messages. In lieu of the new PSA on marijuana impairment, we recommended the re-release of 2013 radio PSA "The Call," which addresses the consequences of driving impaired by drugs. A: 30 version of "The call" PSA was placed on Pandora for 500,000 impressions; it was targeted to all Oregon drivers.

The 2012 TV PSA "Scoot Over" informs the viewers that one can be impaired by a number of substances – whether it's alcohol, legal drugs or a combination thereof. This PSA was in line with our communications strategy for 2014 we scheduled it to run on Hulu August 25 through October 27, 2014 for a total of 300,000 impressions.

Theater screen marketing offers captive audiences, limited commercial content (resulting in better recall) and 4 to 1 return on investment. It is also important to our strategy of using a variety of channels to deliver our messages. To complement the online release of "Scoot Over," we re-released this PSA in 22 movie theaters (256 screens) in Western and Central Oregon for a total of 55,328 spots.

In addition to the tasks listed above, Gard Communications planned and executed four NHTSA-mandated paid radio buys, featuring the :60 impaired driving PSA "One bad decision." This PSA was based on a real-life testimonial and describes the severe legal consequences of driving impaired. In accordance with NHTSA recommendations, these flights took place immediately prior to holiday periods, which typically see an increase in impaired driving: Super Bowl, St. Patrick's Day, Fourth of July and Labor Day.

In addition, the Impaired Driving program contributed $15,000 to the Motorcycle Safety program to purchase radio media for NHTSA PSA "Want ad" that promotes riding sober.

Statewide Outdoor **Campaign dates:**

Creative: "Warning: May cause a DUII" Sept - December 2014

"Doobie. DUII"

Market	Total postings	Media Cost	Market value
Portland	18	$12,060	$17,100
Salem	6	$4,020	$3,200
Clatskanie	4	$1,600	$2,600
Scappoose	4	$1,300	$2,800
Seaside	4	$1,400	$4,200
Eugene	3	$1,275	$2,550
Roseburg	3	$1,275	$1,950
Medford	6	$2,550	$5,700
Klamath Falls	3	$1,275	$1,950
Hermiston	4	$2,000	$2,060
Baker City	4	$2,000	$2,060
La Grande	4	$740	$2,060
The Dalles	4	$2,000	$2,060
Bend	3	$2,100	$2,550
Madras	3	$2,100	$2,550
Prineville	3	$1,500	$1,500
Total	**76**	**$39,195**	**$56,890**

Streaming video Hulu **Campaign dates:**

Creative: "Scoot Over" August 25 - October 27, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	A 24-54	375,000	$40	$12,000

Streaming radio: Pandora **Campaign dates:**

Creative: "The call" Sept. 30 – Dec. 31, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	A 24-54	500,000	$12	$6,000

Theater Screens	National Cinemedia		**Campaign dates:**
Creative:	"Scoot Over"		Sept. 1 - Oct. 31, 2014

Market	Theaters	Spots	Media Cost	Media Value
Albany, OR	Albany 7 Cinemas	1,568	$347	$2,240
Ashland, OR	Ashland Street Cinema	896	$198	$1,280
Astoria, OR	Astoria Gateway Cinema	1,568	$347	$2,240
Portland, OR	Bridgeport 18 with IMAX	4,032	$893	$5,760
Beaverton, OR	Cedar Hills Crossing 16	3,584	$794	$5,120
Springfield, OR	Cinemark 17 (Springfield)	3,808	$843	$5,440
Happy Valley, OR	Clackamas Town Center	4,480	$992	$6,400
Hillsboro, OR	Evergreen Parkway 13	2,912	$645	$4,160
Portland, OR	Fox Tower 10	2,240	$496	$3,200
Lincoln City, OR	Lincoln City Cinema	1,344	$298	$1,920
Portland, OR	Lloyd Center 10 with IMAX	2,240	$496	$3,200
Mcminnville, OR	McMinnville Cinema	2,240	$496	$3,200
Hillsboro, OR	Movies on TV 16	3,584	$794	$5,120
Bend, OR	Old Mill Stadium 16 with IMAX	3,584	$794	$5,120
Portland, OR	Pioneer Place	1,344	$298	$1,920
Salem, OR	Santiam 11	2,464	$546	$3,520
Sherwood, OR	Sherwood 10	2,240	$496	$3,200
Gresham, OR	Stark Street 10	2,240	$496	$3,200
Portland, OR	Tigard 11 Cinemas	2,464	$546	$3,520
Eugene, OR	Valley River with IMAX	3,360	$744	$4,800
Ashland, OR	Varsity Theatre	1,120	$248	$1,600
Wilsonville, OR	Wilsonville 9 Cinema	2,016	$446	$2,880
Theaters: 22	**Screens: 256**	**55,328**	**$12,250**	**$79,040**

Motorcycle Safety Campaign

Our research showed that motorcycle riders value messages that are delivered by their peers above all other input. To that end, we interviewed a recently endorsed rider who shared his story of close calls and his perspective on training. A real-life testimonial, the "Rick and Amy Campbell" :60 PSA also included his wife and was crafted to create a strong emotional impact on listeners. In addition, we produced a :30 PSA "Live the Dream" for placement on Pandora; this PSA had a stronger focus on skill development for new or returning riders. The: 30 PSA "Live the Dream" ran on Pandora May 5 through August 30, 2014 and generated 458,320 impressions.

Motorcycle publications and blogs are tailor-made for reaching our audiences with motorcycle safety messages. We worked with Team Oregon staff to develop the list of media outlets for partnership on online ads and earned media. The ads appealed to the riders' pride in their skill and desire to be better. The online PSA campaign was geo-targeted to Oregon men; it ran in seven online publications April through August 2014 with a total of 780,000 impressions.

Alcohol continues to be a significant factor in motorcycle crashes and fatalities. To reach riders with the messages on consequences of riding drunk, the Motorcycle Safety program partnered with the Impaired Driving program to purchase three radio flights scheduled around the nationwide enforcement blitzes: Memorial Day, 4th of July and Labor Day. Due to budget limitations, we used the NHTSA-produced: 30 PSA "Want Ad". This PSA ran on eight radio stations in Bend, Eugene, Medford and Portland: Flight 1: Memorial Day – May 19-24, 2014; Flight 2: 4th of July – June 28- July 6, 2014 and Flight 3: Labor Day – August 25-31, 2014 for 578 total spots.

In Oregon, single-rider crashes are prevalent, but driver-initiated crashes with motorcycles still do happen. This year, the budget to promote rider awareness has been significantly reduced, so the funds had to be utilized in a way that would deliver the biggest impact. To accomplish this, we repurposed an existing rider awareness TV PSA "Two Perspectives," produced by the New Mexico DOT, and placed it on video streaming service Hulu. This PSA ran on Hulu April 14 through August 31, 2014 with a total of 308,144 impressions.

In early June, program manager secured additional funding to promote rider awareness messages. To accomplish this, we re-released an existing rider awareness radio PSA "Born to be seen" on Pandora, targeting Oregon adults 18-54. This PSA ran on Pandora July 14 through September 30, 2014 with a total of 350,000 impressions.

The Transportation Safety Division maintains a direct media contract with Cascades East Transit for transit advertising in Bend. The Motorcycle Safety program had messages on one of the buses, which were posted in 2010. At program manager's request, we replaced the tail creative "Lose your cool. Lose your life" with the 2013 creative "Your life is in the balance".

Streaming radio: Pandora **Campaign dates:**

Creative: "Live the dream" May 1 - August 30, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	M 40-64	458,320	$12	$5,500

Streaming video: Hulu **Campaign dates:**

Creative: "Two perspectives" April 14 - August 31, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	A 18-64	309,995	$40	$12,200

Online PSA Various sites **Campaign dates:**

Creative: "Kick it up a notch" & "Rule the road" April - August 2014

Website		Impressions	CPM	Media Cost
Rider Magazine	M 40+	70,000	$13	$910
ThunderPress	M 40+	70,000	$13	$910
Cycle World	M 40+	70,000	$14	$980
AMA	M 40+	30,000	$10	$300
Motorcycle USA	M 40+	150,000	$8	$1,200
Sound RIDER!	M 40+	420,000	$2	$510
Total		**810,000**		**$4,810**

Streaming radio: Pandora **Campaign dates:**

Creative: "Born to be seen" July 14 - Sept. 30, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	A 18-54	350,000	$12	$4,200

Occupant Protection Campaign

In a crash, especially on a rural road, safety belts mean the difference between life and death. The 2013 billboard "Pickups rock," targeted toward pickup drivers, was still on point and fresh enough for additional exposure in 2014, particularly in rural areas. This billboard was posted in all major Oregon markets with focus on suburbs and rural areas February through May for a total of 72 postings.

Latest NHTSA research shows there are a number of excuses parents use when they skip securing their child in an appropriate restraint system: short trip, time crunch, missing a booster seat, not enough room/carpooling, rewarding a child, etc. Unfortunately, these excuses lead to sad statistics when it comes to child safety passengers. Our new: 60 PSA "Statistics lady" uses a clever plot device to deliver those statistics in an entertaining, non-accusatory manner. In addition, we produced two :30 versions of this spot, called "Insistent" and released them on Pandora. PSAs ran on Pandora 4/14-7/1/14 and 9/1-10/15/14 to coincide with HVE and Child Passenger Safety week periods and achieved a total of 333,330 impressions.

To complement the messages in the radio PSA and reach our audiences at the point of behavior (on the road), we developed a transit creative "I am 71 percent safer in my safety seat"; it reminds parents that their child's chances in a crash are vastly improved when they are in safety seats. This creative was posted in all Oregon markets that have transit advertising and ran April through June, coinciding with the national enforcement effort in May.

Nurses often witness the tragic consequences of crashes where kids weren't secured properly, and thus can serve as credible and powerful spokespeople. The 2013 TV PSA "Nurse's orders" was still fresh and on-point with its messages of using correct child restraint systems longer. We released this PSA on Hulu.com, a premier streaming video content provider, targeting young parents who, according to the NHTSA survey, are apt to bend the rules more often. The spot also directs them to sources for information about which child restraints are appropriate for their children. It ran on Hulu.com as two flights: one in May, and one in August-September 2014. It garnered 250,000impressions with a click-through rate of 29 percent.

Today, Facebook is the only advertising medium with nearly 100 percent reach and is extremely cost-effective relative to its impact. It also allows us to target our audience by age, gender and geographical area. For our Facebook campaign, we leveraged the billboard creative "Pickups Rock", targeting Oregon men 21-64; and the transit creative "I'm 71 percent Safer", targeting Oregon women 25-44. These ads ran on Facebook May 22 through September 30, 2014. The campaign reached 564,460 Oregonians, generated 7,839 click-throughs, and featured high user engagement, including 1,048 "Likes", 367 shares and numerous comments. In addition, boosting ODOT's page post on National Child Passenger Safety week yielded 4,726 website visits, 508 "Likes" and 451 shares.

Statewide Outdoor **Campaign dates:**

Creative: "Pickups Rock" February - May 2014

Market	Total postings	Media Cost	Media Value
Portland	15	$10,215	$14,400
Salem	6	$4,020	$5,700
Clatskanie	3	$1,200	$2,400
Scappoose	3	$975	$1,950
Seaside	3	$1,050	$2,100
Eugene	6	$2,550	$5,100
Roseburg	3	$1,275	$1,950
Medford	6	$2,550	$5,700
Klamath Falls	3	$1,275	$1,950
Hermiston	3	$1,500	$1,650
Baker City	3	$1,500	$1,650
La Grande	4	$740	$2,200
The Dalles	3	$1,500	$1,650
Bend	3	$2,100	$2,550
Redmond	3	$2,100	$2,550
Madras	3	$2,100	$2,550
Prineville	3	$1,500	$1,500
Total	**73**	**$38,150**	**$57,550**

Streaming video Hulu **Campaign dates:**

Creative: "Nurse's Orders" April 29 - May 25, 2014

August 14 - September 29, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	W 24-50	250,000	$40	$10,000

Streaming radio: Pandora **Campaign dates:**

Creative: "Insistent" (versions A&B) April 14 - July 1, 2014

September 1 - October 15, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	W 25-54	333,330	$12	$4,000

Facebook campaign **Campaign dates:**

Creative: SB "Pickups Rock" June 3 - Sept. 30, 2014

CSS "I am 71% safer"

Market/Ad	Demo	Reach (users)	Clicks	Media Cost
Oregon/CSS	A 25-44	234,815	2,601	$1,900
Oregon/SB	M 18-64	225,697	512	$1,000
Oregon	W 25-44	103,948	4,726	$400
		564,460	**7,839**	

Safe & Courteous Driving Campaign

Due to a lack of funding, all media effort for this program was suspended for the 2014 grant year.

Safe Routes to School Campaign

Our 2013 transit creative “School is in. Keep an eye out” encourages drivers to be extra vigilant when in school zones and is still fresh and on point. In Oregon, only major urban areas along I-5 corridor have public transportation; since the SRTS program is primarily intended for urban areas, using transit for delivering our messages is a natural, cost-efficient choice. This creative was posted on September 1, 2014 in all markets where transit advertising is available (Portland, McMinnville, Albany, Corvallis, Eugene, Roseburg and Medford.) It was scheduled to run through November 2014 for a total of 63 postings.

Transit **Campaign dates:**

Creative: "School is in. Keep an eye out" September - November 2014

Market	Total postings	Media Cost	Media Value
Portland	30	$7,020	$13,350
McMinnville	3	$702	$1,335
Eugene	6	$702	$1,335
Albany	3	$1,404	$2,670
Corvallis	6	$1,404	$2,670
Roseburg	9	$2,115	$3,375
Medford	6	$1,530	$1,530
Total	**63**	**$14,877**	**$26,265**

Work Zone Safety Campaign

Billboards remain a great proximity media for drivers and are widely available statewide. The 2012 billboard "Fines Double 24/7" is still relevant to our strategy and we recommended its re-release for 2014. To fulfill the second part of our strategy and appeal to drivers' goodwill toward road workers, we developed a new creative titled "Slow. For my sake and yours." These billboards also continue to build awareness for the new tagline of Work Zone safety program: "Respect the zone. The way to go". These two billboards were released statewide in May and ran through September for a total of 90 postings.

Radio is a great choice of long-form media that reaches our audiences at the point of behavior – on the road. In 2013, we developed two :30 PSAs that focus on double fines and worker safety respectively. In addition to releasing these radio spots to all Oregon radio stations, we released them on Pandora on to run 5/19 – 8/31/14, generating 416,653 impressions.

TV PSAs "Elevator" (2010) and "Life in the work zone" (2013) contain all the messages we were seeking to convey in this year's campaign: there are unique dangers and consequences in work zones, and they can affect both drivers and work crews. In keeping with our strategy of expanding into digital media and leveraging previously-produced materials, we re-released these PSA on Hulu. These TV PSAs ran on Hulu 5-5 – 7/28/14 and generated 303,308 impressions.

To enhance and extend the reach of our TV PSAs, we re-released them in Oregon movie theaters during the summer months, when road work is at its peak and movie theaters enjoy higher attendance. These TV PSA were released in 22 markets (256 screens total) in Western and Central Oregon for a total of 57,344 spots.

Statewide Outdoor **Campaign dates:**

Creative: "Fines double 24/7" May - September 2014

"Slow. For my sake and yours"

Market	Total postings	Media Cost	Market value
Portland	24	$16,080	$22,800
Salem	6	$4,020	$5,700
Clatskanie	4	$1,600	$3,200
Scappoose	4	$1,300	$2,600
Seaside	4	$1,400	$2,800
Eugene	6	$2,550	$5,100
Roseburg	3	$1,275	$1,950
Medford	6	$2,550	$5,700
Klamath Falls	3	$1,275	$1,950
Hermiston	4	$2,000	$2,200
Baker City	4	$2,000	$2,200
La Grande	4	$740	$2,200
The Dalles	3	$1,500	$1,650
Bend	4	$2,800	$3,400
Redmond	4	$2,800	$3,400
Madras	3	$2,100	$2,550
Prineville	4	$2,000	$2,000
Total	**90**	**$47,990**	**$71,400**

Streaming video Hulu **Campaign dates:**

Creative: "Elevator"

"Life in the Work Zone" May 5 - July 28, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	M 24-50	303,308	$40	$12,000

Streaming radio: Pandora **Campaign dates:**

Creative: "Don't be sneaky" & "For your sake" Sept. 30 – Dec. 31, 2014

Market	Demo	Impressions	CPM	Media Cost
Oregon	M 40+	416,653	$12	$5,000

Theater Screens National Cinemedia **Campaign dates:**

Creative: "Elevator" May 30 – July 24, 2014

"Life in the work zone"

Market	Theaters	Spots	Media Cost	Media Value
Ashland, OR	Varsity Theatre	1,120	$260	$1,600
Astoria, OR	Astoria Gateway Cinema	1,568	$364	$2,240
Beaverton, OR	Cedar Hills Crossing 16	3,584	$832	$5,120
Bend, OR	Old Mill Stadium 16 with IMAX	3,584	$832	$5,120
Eugene, OR	Valley River with IMAX	3,360	$780	$4,800
Gresham, OR	Stark Street 10	2,240	$520	$3,200
Hillsboro, OR	Evergreen Parkway 13	2,912	$676	$4,160
Hillsboro, OR	Movies on TV 16	3,584	$932	$5,120
Lincoln City, OR	Lincoln City Cinema	1,344	$312	$1,920
McMinnville, OR	McMinnville Cinema	2,240	$520	$3,200
Medford, OR	Tinseltown	3,360	$780	$4,800
North Bend, OR	Pony Village Cinema	2,464	$572	$3,520
Portland, OR	Bridgeport 18 with IMAX	4,032	$996	$5,760
Portland, OR	Division Street 13	2,912	$676	$4,160
Portland, OR	Fox Tower 10	2,240	$528	$3,200
Portland, OR	Lloyd Center 10 with IMAX	2,240	$520	$3,200
Portland, OR	Pioneer Place	1,344	$312	$1,920
Portland, OR	Tigard 11 Cinemas	2,464	$572	$3,520
Sherwood, OR	Sherwood 10	2,240	$520	$3,200
Springfield, OR	Cinemark 17 (Springfield)	3,808	$884	$5,440
Springfield, OR	Movies 12	2,688	$624	$3,840
Wilsonville, OR	Wilsonville 9 Cinema	2,016	$468	$2,880
Theaters: 22	**Sreens: 256**	**57,344**	**$13,480**	**$81,920**

U.S. Department of Transportation
National Highway Traffic Safety Administration
Federal Highway Administration

O.M.B. No. 2127-0003

Highway Safety Program Cost Summary

STATE: OREGON NUMBER: 2014-01 REPORT DATE: 12/31/2014

Program Area	Approved Program Costs	State / Local Funds	Federally Funded Programs			Federal Share to Locals
			Previous Balance	Increase / (Decrease)	Current Balance	
164 AL Alcohol	$ 2,464,719	$ 411,372	$ 305,983	$ -	$ 305,983	$ 251,662
164 HE HEP Projects (HSIP)	$ 22,950,000	$ 6,500	$ 6,488,471	$ -	$ 6,488,471	$ -
164 PA Planning & Administration	$ 90,000	$ -	$ 4,958	$ -	$ 4,958	$ -
164 Transfer Funds Subtotal	***$ 25,504,719***	***$ 417,872***	***$ 6,799,413***	***$ -***	***$ 6,799,413***	***$ 251,662***
402 CL Equipment/Codes and Laws	$ 5,000	$ -	$ 683	$ -	$ 683	$ 546
402 DE Driver Education	$ 1,059,293	$ 368,736	$ 876,583	$ -	$ 876,583	$ 17,380
402 EM Emergency Medical Services	$ 35,000	$ 1,331	$ 12,248	$ -	$ 12,248	$ -
402 Motorcycle Safety	$ 1	$ 3,248,475	$ 1	$ -	$ 1	$ -
402 OP Occupant Protection	$ 440,000	$ 414,415	$ 360,733	$ -	$ 360,733	$ 327,293
402 PA Planning & Administration	$ 260,000	$ 377,269	$ 260,000	$ (5,035)	$ 254,965	$ -
402 PS Pedestrian/Bike Safety	$ 260,000	$ 322,398	$ 168,589	$ -	$ 168,589	$ 102,713
402 PT Police Traffic Services	$ 112,000	$ 176,859	$ 88,077	$ -	$ 88,077	$ 88,077
402 SA Safe Communities	$ 360,000	$ 455,615	$ 315,490	$ (25,000)	$ 290,490	$ 130,342
402 SC Speed Control	$ 413,000	$ 191,496	$ 374,054	$ (6,613)	$ 367,441	$ 348,110
402 TC Judicial Information/Education	$ 40,000	$ 38,880	$ 25,356	$ -	$ 25,356	$ 25,356
NHTSA 402 Subtotal	***$ 2,984,294***	***$ 5,595,473***	***$ 2,481,814***	***$ (36,649)***	***$ 2,445,165***	***$ 1,039,818***
405 Occupant Protection	$ 197,769	$ 1,831,159	$ 197,769	$ -	$ 197,769	$ 168,103
405 SAFETEA-LU Subtotal	***$ 197,769***	***$ 1,831,159***	***$ 197,769***	***$ -***	***$ 197,769***	***$ 168,103***
406 Driver Education	$ 16,198	$ -	$ 16,198	$ -	$ 16,198	$ 12,598
NHTSA 406 Subtotal	***$ 16,198***	***$ -***	***$ 16,198***	***$ -***	***$ 16,198***	***$ 12,598***
408 Traffic Records	$ 750,000	$ 148,640	$ 502,042	$ -	$ 502,042	$ -
408 SAFETEA-LU Subtotal	***$ 750,000***	***$ 148,640***	***$ 502,042***	***$ -***	***$ 502,042***	***$ -***
410 K8 Alcohol	$ 1,300,000	$ 5,656,979	$ 831,190	$ -	$ 831,190	$ 609,275
410 K8 Paid Media	$ 190,876	$ -	$ 190,876	$ -	$ 190,876	$ -
410 K8 Planning and Administration	$ -	$ -	$ 96,879	$ -	$ 96,879	$ -
410 SAFETEA-LU Subtotal	***$ 1,490,876***	***$ 5,656,979***	***$ 1,118,945***	***$ -***	***$ 1,118,945***	***$ 609,275***
2010 Motorcycle Safety	$ 10,746	$ -	$ 10,746	$ -	$ 10,746	$ 5,000
2010 Motorcycle Safety Subtotal	***$ 10,746***	***$ -***	***$ 10,746***	***$ -***	***$ 10,746***	***$ 5,000***
405b High HVE	$ 495,000	$ 956,000	$ 147,048	$ -	$ 147,048	$ 132,436
405b OP High	$ 668,295	$ 705,000	$ 171,327	$ -	$ 171,327	$ 68,531
405b High Driver Education	$ 65,000	$ -	$ -	$ -	$ -	$ -
405b High Paid Advertising	$ 110,000	$ -	$ 60,606	$ -	$ 60,606	$ -
405b High Distracted Driving	$ 55,000	$ -	$ -	$ -	$ -	$ -
Map 21 405b OP High Subtotal	***$ 1,393,295***	***$ 1,661,000***	***$ 378,980***	***$ -***	***$ 378,980***	***$ 200,967***
405c Data Program	***$ 1,249,974***	***$ 312,493***	***$ 25,835***	***$ -***	***$ 25,835***	***$ 25,835***
Map 21 405c Data Program Subtotal	***$ 1,249,974***	***$ 312,493***	***$ 25,835***	***$ -***	***$ 25,835***	***$ 25,835***
405d Mid HVE	$ 400,000	$ 1,123,689	$ 329,278	$ -	$ 329,278	$ 296,350
405d Mid Court Support	$ 203,480	$ 9,942	$ 203,026	$ -	$ 203,026	$ 121,816
405d Mid Paid/Earned Media	$ 600,000	$ -	$ 254,766	$ (254,766)	$ -	$ -
405d Mid Training	$ 140,000	$ -	$ -	$ -	$ -	$ -
405d Mid Other Based on Problem ID	$ 924,308	$ 431,947	$ 650,214	$ (534,149)	$ 116,065	$ -
Map 21 405d Impaired Driving Mid Subtotal	***$ 2,267,788***	***$ 1,565,578***	***$ 1,437,284***	***$ (788,915)***	***$ 648,369***	***$ 418,166***
405d Low Other Based on Problem ID	$ 1,380,000	$ 123,109	$ -	$ -	$ -	$ -
405d Low Impaired Driving	$ 1,234,908	$ 308,727	$ -	$ -	$ -	$ -
Map 21 405d Impaired Driving Low Subtotal	***$ 2,614,908***	***$ 431,836***	***$ -***	***$ -***	***$ -***	***$ -***
405f Motorcyclist Training	$ 61,192	$ 17,415	$ 10,911	$ -	$ 10,911	$ -
405f Motorcyclist Awareness	$ 8,468	$ 2,544	$ 8,000	$ -	$ 8,000	$ 8,000
405f Motorcycle Programs	$ 38,957	$ 9,739	$ -	$ -	$ -	$ -
Map 21 405d Impaired Driving Mid Subtotal	***$ 108,618***	***$ 29,698***	***$ 18,911***	***$ -***	***$ 18,911***	***$ 8,000***
1404 Safe Routes to School	$ 474,591	$ -	$ 474,591	$ -	$ 474,591	$ -
1404 Safe Routes to School Program Mgmt	$ 71,502	$ -	$ 71,502	$ -	$ 71,502	$ -
1404 Safe Routes to School (FHWA)	***$ 546,093***	***$ -***	***$ 546,093***	***$ -***	***$ 546,093***	***$ -***
Total NHTSA	$ 38,589,183	$ 17,650,729	$ 12,987,935	$ (825,564)	$ 12,162,371	$ 2,739,423
Total FHWA	$ 546,093	$ -	$ 546,093	$ -	$ 546,093	$ -
Total	$ 39,135,276	$ 17,650,729	$ 13,534,028	$ (825,564)	$ 12,708,464	$ 2,739,423

State Official Authorized Signature

Name: Troy E. Costales
Title: Governor's Highway Safety Representative
Agency: Oregon Department of Transportation
Date: December 31, 2014

Federal Official(s) Authorized Signature

NHTSA-Name: _____
Title: _____
Date: _____
Effective Date: _____

FHWA-Name: _____
Title: _____
Date: _____
Effective Date: _____

Drive Safely. *The Way to Go.*