OREGON TRAFFIC SAFETY PERFORMANCE PLAN

Fiscal Year 2016

Annual Report

Transportation Safety
Oregon Department of Transportation

Marking 20 years of Highway Safety Planning
TOWARD ZERO DEATHS

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TRAFFIC SAFETY
PERFORMANCE PLAN

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Produced: December 2016

Transportation Safety Division
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Forward

This report has been prepared to satisfy federal reporting and provide documentation for the 2016 federal grant year.

The 2016 Performance Plan was presented for approval by the Oregon Transportation Safety Committee (OTSC) on June 9, 2015 and subsequent approval by the Oregon Transportation Commission (OTC) on June 18, 2015. The majority of the projects occurred from October 2015 through September 2016.

The process for identification of problems, establishing performance goals, developing programs and projects is detailed on page 9. A detailed flow chart of the grant program planning process is offered on page 13, Overview of Highway Safety Planning Process.

Each program area page consists of five different parts.

1. A link to the Transportation Safety Action Plan which shows how we are addressing the long range strategies for Oregon.
2. Problem statements are presented for each topical area.
3. Data tables reflect the latest information available and provide previous years' averages where possible.
4. Goal statements are aimed at 2020 and performance measures for 2016. The bold entry contained within brackets **[ ]** directly following the performance measure supplies a response to the measure based on the latest data available (i.e., Decrease traffic fatalities from the 2011-2013 average of 327 to 289 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 447 traffic fatalities.]***
5. Project summaries are at the end of the document and listed by individual funding source. The dollar amounts provided are federal dollars, with the state/other funding sources contained in brackets.

Throughout the 2016 fiscal year the following funds have been expended (financial figures represent the latest grant and match revenues available through December 22, 2016):

Federal funds:	$12,631,137
State/local match:	[$7,207,905]
Grand Total	$19,839,042

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

Document Purpose

The Annual Evaluation reports on the accomplishments and challenges experienced in the 2016 programs including all of the funds controlled by the Transportation Safety Division. The report explains what funds were spent and how Oregon fared on its annual performance measures.

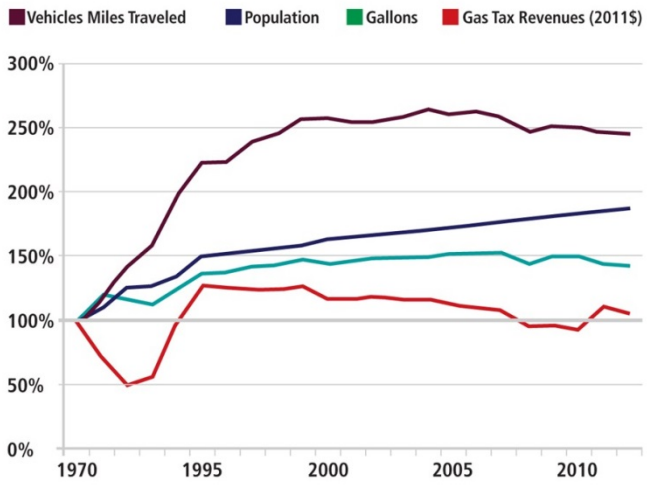
Executive Summary

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 (TSD) continues its mission of saving lives and preventing roadway injuries through grant programs in 2016-17. There were 108 traffic safety projects and over 220 mini-grants contributing to the highway safety program this past year.

Oregon continues to be a pioneer in traffic safety since 1944 when there were much fewer cars on the road, and less vehicle miles traveled. There are many projects throughout the state that continue to influence safer travel, safer roadways, and safer drivers.

The state's economy is made up of a number of sectors. In the 1980s, hard times hit its main resources: timber, fishing, and agriculture. During the 1990s and 2000s, Oregon had to transition its economy from one based on natural resources to one based on a mix of manufacturing, services, and high technology. And then the big recession hit in 2008; Oregon's unemployment rate climbed to a high of 11.9% in 2009, but in 2016 is back down to a low 5.0% statewide. The chart below demonstrates the fluctuation in vehicle miles traveled, gallons sold, and gas tax revenues in Oregon from 1970 – 2010 with 1970 as the base comparison year.

VMT, Population, and Gas Tax Revenues
(Oregon Public Empowerment News)



Today, highly fuel-efficient or electric vehicles are entering the motor vehicle market and more rigorous standards for fuel efficiency in vehicles have become the norm. While more vehicles are on the roads today than ever before, greater fuel efficiency means these vehicles are consuming less gas. This situation creates the need for both more roads and more maintenance for existing roads, yet also results in a dwindling revenue stream that fails to meet those demands. Congress, the Department of Transportation, NHTSA and other decision-makers are experimenting with new ideas to maintain this necessary revenue stream.

Oregon has already reviewed and discussed extensive policy implementation to remedy this inefficiency and identify an alternative method of tax collection that could replace the dwindling revenues traditionally derived from fuel taxes. After much research, the Oregon Department of

Transportation (ODOT) conducted two pilot programs, and recently received both legislative and executive approval to begin charging volunteer road users not by the amount of fuel they consume, but rather by the distance they travel through a flat per-mile rate. ODOT officials began the Road User Charge (RUC) Program on July 1, 2015. It is still too soon, however, to evaluate for effectiveness.

Oregon's landscape is diverse, with 'a windswept Pacific coastline; a volcano-studded Cascade Range; abundant bodies of water in and west of the Cascades; dense evergreen, mixed, and deciduous forests at lower elevations; and a high desert sprawling across much of its east all the way to the Great Basin[1]. Its diverse landscape also reflects its economy and culture. Main industries include construction, farming, technology, fishing, hydroelectric energy, and tourism centered on the state's natural wonders of Oregon's mountains, forests, waterfalls, rivers, beaches and lakes. Oregon's climate is generally mild, with an ocean environment west of the Cascades, dense evergreen forests across the west, and the high desert to the east. There are three metropolitan areas in Oregon, Portland, Salem and Eugene, which have the typical congestion and traffic issues of any urban city. The remainder of the state is fairly rural.

Oregon's culture is also very diverse. Oregon was the nation's "Top Moving Destination" in 2014 with two families moving into the state for every one moving out (66.4% to 33.6%). Oregon was also the top moving destination in 2013, and second most popular destination in 2010 through 2012.

Populations: Forty Years in Oregon[2]

Ethnicity	1970	1990	2000	2010
White/Caucasian	97.2%	92.8%	86.6%	83.6%
Black	1.3%	1.6%	1.6%	1.8%
Latino	-	-	-	11.7%
Asian	0.7%	2.4%	3.0%	3.7%
Native	0.6%	1.4%	1.3%	1.4%
Hawaiian/Pacific Islander	-	-	0.2%	0.4%
Other Race/2+ Races	0.2%	1.8%	4.2%	5.3%

' - ' = Not reported

The Latino population has grown 72% since 2000; the number of U.S.-born Latino Oregonians has increased 21 percent, compared to 1 percent growth in the number of foreign-born Latino Oregonians[3]. A noticeable demographic difference between Oregon's Latino population and its white population is age: Oregon Latinos are significantly younger than white Oregonians. The median age for Latinos is 24 years, compared to 41 years for the white population. This has a significant impact on traffic safety, law enforcement, health, and judiciary needs to educate the public and enforce state traffic laws. For example, as of 2010 no Spanish-speaking country in the world had a seat belt law. Extra efforts and resources are required to both educate, as well as explain the risks associated with not wearing a seat belt, driving impaired, or speeding in a motor vehicle.

Nationally, motor vehicle fatalities are not only up, but way up from recent years; every state but two saw increases in fatalities in both 2014 and 2015. The lowest number of Oregon fatalities recorded was 233 in 1943, where the highest was 737 fatalities in 1972; the fourth lowest number of fatalities ever recorded for Oregon was as recent as 313 in 2013.

Regardless of how high or low the number, however, the fact remains that these numbers represent people that were killed from preventable motor vehicle crashes. The number of serious, incapacitating injuries is significantly larger.

To understand and compare the figures more accurately, it is helpful to look at fatality rates instead of actual numbers. The table below indicates how much safer Oregon's roads are today than they were forty years ago; but we've still got a long way to go toward 'zero.'

[1] "Oregon." Wikipedia.
[2] "2014 National Movers Study". United Van Lines. January 2, 2015. Retrieved January 14, 2015.
[3] "Latinos in Oregon: Trends and Opportunities in a Changing State." The Oregon Community Foundation. August 2016

Year	Population in Oregon	Roadway Fatalities	Fatality rate per population
1943	1.221M	233	19.08
1972	2.197M	737	33.55
2013	3.928M	313	7.97

Oregon's Transportation Safety Action Plan (TSAP) is a five-year document outlining strategies to not only reduce, but to eliminate fatalities and serious roadway injuries by 2035. It is an aggressive goal, but is everyone's goal at the end of the day: zero fatalities for themselves and their loved ones. The Highway Safety Plan (HSP) is an annual plan that indicates traffic safety projects to be undertaken in the coming year working toward several performance measures and interim targets also found in the TSAP. This document serves as Oregon's Annual Report on the HSP projects that were funded and implemented during the FFY2016 grant year (October 1, 2015 – September 30, 2016) by the Oregon Department of Transportation's Transportation Safety Division.

All priorities found in the 2016 HSP were aligned with TSAP priorities and recommended strategies (from the 2011-2015 TSAP), where projects funded by TSD are data-driven and utilize evidence-based countermeasures to the problems being addressed.

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. All of these efforts were expanded upon in 2016 with the recent legalization of recreational use of marijuana in Oregon. Additional funds and resources were used to almost double the number of Drug Recognition Expert trainings offered across the state and respond to the dramatic interest in ARIDE training courses (Advanced Roadside Impaired Driving Enforcement); purchase a liquid mass spectrometer for toxicology testing; and provide overtime needs for the backlog of tests needed at the state's two crime labs.

The Oregon Motorcycle Safety program provides one of the nation's strongest comprehensive motorcycle safety programs. This year ODOT leadership and staff strategically planned for the Oregon Motorcycle Safety Program to take the next steps in continuously improving its service to motorcyclists and motorists. Following national best management practice guidelines, ODOT requested a Motorcycle Safety Program Assessment that was conducted December 2015. Led by the NHTSA Motorcycle Safety Program Highway Safety Specialist, and assisted by five nationally recognized experts in motorcycle and highway safety program management, the team provided Oregon with 96 written recommendations. TSD is moving forward in implementing many of the recommendations with its partners.

ODOT continues to be committed to providing a premier motorcycle safety program. By consistently addressing all eleven elements of a comprehensive motorcycle program, coupled with strong relationships with diverse partners, TSD is always looking to improve motorcyclist and motorist safety.

Oregon's Transportation Safety Division is also committed to comprehensive driver safety education and increased awareness for young motorists, even before the teen driving age. Oregon has been successful in the reduction of youth fatalities because of this critical focus, and continues to educate and instruct youth through a variety of mediums and messages. These messages include being alert and aware of other road users like pedestrians and bicyclists, the dangers of distracted driving, texting and cell phone use which continue to be a risk to both teens and pre-teens across the United States.

Oregon's Driver Education program works hard to educate teen drivers on safe driving habits, where its passion lay in providing driver education to every youth in the state. The instructors hold strong to the commitment that an educated driver is a safe driver.

The Occupant Protection program is continually focused on educating the general public, law enforcement, family medical providers, and families regarding proper selection and use of seat belts and other motor vehicle safety restraints. In 2016, Oregon's observed safety belt use rate increased from the 2015 rate of 95.54 percent to 96.24 percent.

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

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

The Transportation Safety Division works closely with the Traffic Roadway Section (TRS) on identifying and prioritizing roadway safety projects through the ODOT ARTS program. The All Roads Transportation Safety Program (ARTS) is a safety program to address safety needs on all public roads in Oregon. Only by working collaboratively with local road jurisdictions (cities, counties, MPO's and tribes) can ODOT expect to increase awareness of safety on all roads, promote best practices for infrastructure safety, complement behavioral safety efforts and focus limited resources to reduce fatal and serious injury crashes in the state of Oregon. This program is also data driven to achieve the greatest benefits in crash reduction and is not limited by jurisdictions or boundaries; the locations with the highest, most serious incidents get attention—regardless of whether it is on city, county or state roads.

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 the state a safe place to live.

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 that it can award contracts to private agencies or manage multiple mini-grants. Self-awarded TSD grants help supplement 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 was completed by Transportation Safety Division staff, the Oregon Transportation Safety Committee (OTSC), and involved agencies and groups on January 12 and 13, 2015.

HSP development process Organizations and Committees

- Dept. of Public Safety Standards and Training
- Driver Education Advisory Committee
- FHWA
- GAC on DUII
- GAC on Motorcycle Safety
- Klamath Safe Routes to School
- Lane County Council of Governments
- ODOT DMV
- ODOT Region 2
- ODOT Region 4
- ODOT Traffic - Roadway
- ODOT Transportation Data
- Oregon Association Chiefs of Police
- Oregon Health Authority
- Oregon Judicial Department
- Oregon State Police
- Oregon State Sheriff's Association
- Oregon Transportation Safety Committee
- Washington Traffic Safety Commission

A state-level analysis was completed, using the most recent data available (2013 data), to certify that Oregon had 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 were analyzed. State and local agencies were 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 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 were reported for the 2011 data file compared to previous years and resulted from a change to an internal departmental process that allowed the Crash Analysis and Reporting Unit to add previously unavailable, non-fatal crash reports to the annual data file. Please be aware, the 2011-13 data reflected 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 2020) and short-range (current year) measures are utilized and updated annually. Oregon has used a minimum of 3, 5, or 8 year history average, then a change rate of 3 percent, plus or minus, to establish performance measures. If the 3 percent performance change is deemed unreasonable based on crash data, partner inputs during planning workshop, and legislative and environmental changes (i.e. legalization of recreational use of marijuana), the 3 percent may be adjusted in the target. This level of change has proven to be effective in prior Highway Safety Plans and is 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, as a guide in setting performance measures.

Process for Developing Programs and Projects

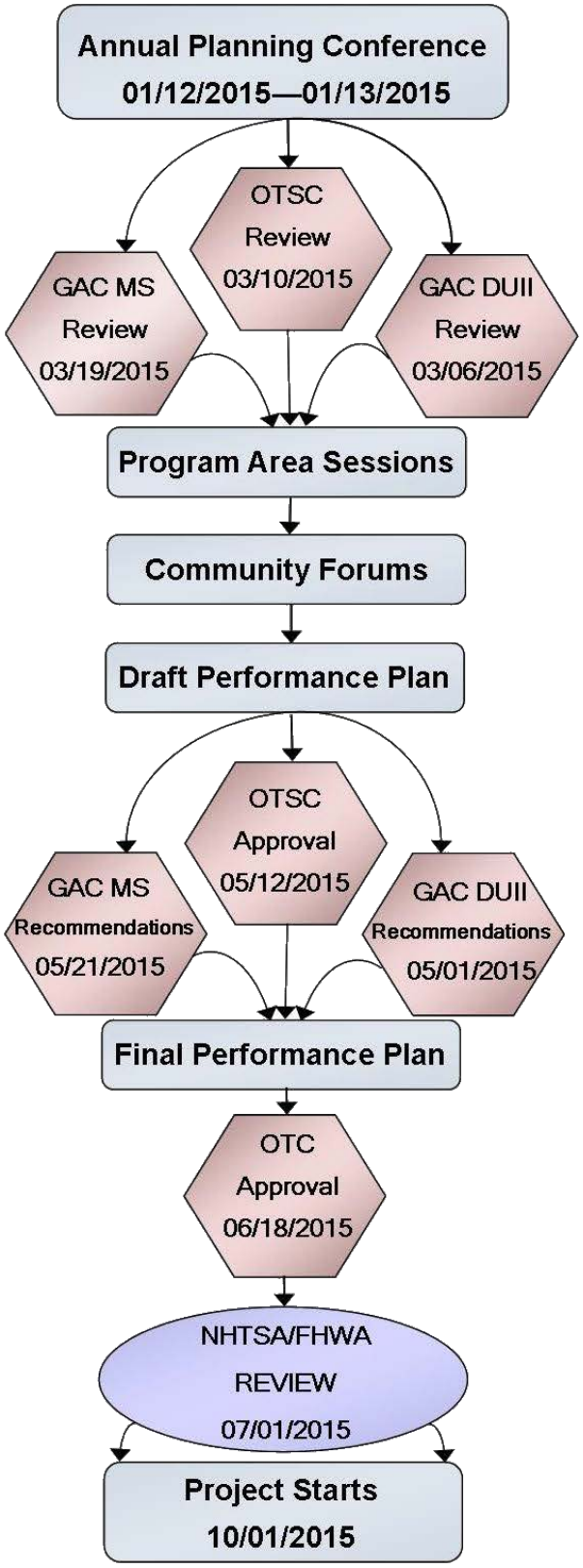
Programs and projects are designed to impact problems that are identified through the problem identification process described above. Program development and project selection begin with program specific planning meetings that involve professionals who work in various aspects of the specific program. 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, 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 were highest are included in Oregon’s funding plan.

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

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

The 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 MS, GAC DUII, NHTSA, FHWA, and program area experts.
May	OTSC (GAC MS and GAC DUII) final review of Performance Plan.
May	Final Performance Plan printed and submitted for approvals.
June	OTC approval for grants and contracts.
July	Final Performance Plan due to NHTSA and FHWA. Formal acknowledgement for NHTSA and FHWA, through Governor.
October	Field implementation of grants and contracts.
December	Staff debrief of current year's programs to determine benchmarks.

Performance Goals

This report highlights traffic safety activities conducted during the federal fiscal year 2016. The data contained in this report reflects the most current data available.

The following performance measures satisfy NHTSA's required core outcome, behavior and activity measures. This document was approved by the Oregon Transportation Safety Committee, endorsed by the Governor's Advisory Committees, and these measures were reviewed in January 2015 as part of the 2016 planning process.

Performance Goals and Trends, 2009-2013

	2009	2010	2011	2012	2013	5-Year Average	Goal 2016
Fatalities	377	317	331	337	313	335	289
Serious Traffic Injuries	1,231	1,382	1,541	1,619	1,418	1,438	1,351
Fatalities/100M VMT	1.11	0.94	0.99	1.02	0.93	1.00	0.87
Rural Road Fatalities/100M VMT*	1.93	1.45	1.48	1.58	1.35	1.56	1.30
Urban Road Fatalities/100M VMT*	0.45	0.54	0.61	0.58	0.59	0.55	0.53
Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	96	50	61	61	54	64	52
Alcohol Impaired Driving Fatalities Involving a Driver or Motorcycle Operator with a BAC of .08 and Above	96	51	81	67	85	76	69
Speeding-Involved Fatalities	157	116	127	114	120	127	107
Motorcyclist Fatalities	51	38	39	49	31	42	35
Unhelmeted Motorcyclist Fatalities	3	3	4	3	0	3	2
Drivers Age 20 or Younger in Fatal Crashes	46	37	35	40	35	39	22
Pedestrian Fatalities	39	62	47	60	52	52	47
Bicycle Fatalities	7	7	15	10	3	8	8
Statewide Observed Seat Belt Use, Passenger Vehicles, Front Seat Outboard Occupants	96.6%	97.0%	97.0%	97.0%	98.2%	97.2%	99.0%

Sources: Crash Analysis and Reporting, Oregon Department of Transportation
Fatality Analysis Reporting System, U.S. Department of Transportation
Oregon Occupant Protection Observation Study, Intercept Research Corporation
*http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/USA%20WEB%20REPORT.HTM

Grant Funded Enforcement, 2010-2014

	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 2014	FFY 5-Year Average
Seat Belt Citations Issued During Grant Funded Enforcement	12,732	15,829	10,116	5,096	7,429	10,240
Impaired Driving Arrests During Grant Funded Enforcement	1,447	2,144	1,881	1,390	1,646	1,702
Speeding Citations Issued During Grant Funded Enforcement	13,689	18,902	17,217	12,376	21,732	16,783

Sources: TSD Grant files, 2009 - 2014

Core Outcome Measures

Traffic Fatalities (C-1)
Decrease traffic fatalities from the 2011-2013 average of 327 to 289 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 447 traffic fatalities.]***

Serious Traffic Injuries (C-2)
Decrease serious traffic injuries from the 2011-2013 average of 1,438 to 1,351 by December 31, 2016.[1] *(NHTSA)* ***[In 2015, there were 1,775 serious traffic injuries.]***

Fatalities/VMT (C-3)
Decrease fatalities per 100 million VMT from the 2011-2013 average of 1.00 to 0.87 by December 31, 2016. *(NHTSA)* ***[In 2015, the traffic fatality rate was 1.24.]***

Rural Fatalities/VMT (C-3)
Decrease rural fatalities per 100 million VMT from the 2011-2013 average of 1.47 to 1.30 by December 31, 2016. *(NHTSA)* ***[In 2014, the rural fatality rate was 1.76.]***

Urban Fatalities/VMT (C-3)
Decrease urban fatalities per 100 million VMT from the 2011-2013 average of 0.59 to 0.53 by December 31, 2016. *(NHTSA)* ***[In 2014, the urban fatality rate was 0.57.]***

Unrestrained Passenger Vehicle Occupant Fatalities (C-4)
Decrease unrestrained passenger vehicle occupant fatalities in all seating positions from the 2011-2013 average of 59 to 52 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 76 unrestrained passenger vehicle occupant fatalities.]***

Alcohol Impaired Driving Fatalities (C-5)
Decrease alcohol impaired driving fatalities from the 2011-2013 average of 78 to 69 by December 31, 2016. *(NHTSA)* *Note: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater. ***[In 2015, there were155 alcohol impaired driving fatalities.]***

Speeding Related Fatalities (C-6)
Reduce fatalities in speed-related crashes from the 2011-2013 average of 120 to 107 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 118 speed involved fatalities.]***

Motorcyclist Fatalities (C-7)
Decrease motorcyclist fatalities from the 2011-2013 average of 40 to 35 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 61 motorcyclist fatalities.]***

Unhelmeted Motorcyclist Fatalities (C-8)
Decrease unhelmeted motorcyclist fatalities from the 2011-2013 average of 3 to 2 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 3 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 2011-2013 average of 37 to 34 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 50 drivers; age 15-20, involved in fatal crashes.]***

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

Pedestrian Fatalities (C-10)
Reduce pedestrian fatalities from the 2011-2013 average of 53 to 50 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 69 pedestrian fatalities.]***

Bicycle Fatalities (C-11)
Reduce bicyclist fatalities from the 2011-2013 average of 9 to 8 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 8 bicyclist fatalities.]***

Core Behavior Measure

Seat Belt Use Rate (B-1)
Increase statewide observed seat belt use among front seat outboard occupants in passenger vehicles, as determined by the NHTSA compliant survey, from the 2013 usage rate of 98 percent to 99 percent by December 31, 2016. *(NHTSA)* ***[In 2016, observed seat belt use among front seat outboard occupants in passenger vehicles was 96.2 percent.]***

Activity Measures

Seat Belt Citations (A-1)
Number of Seat Belt citations issued during grant-funded enforcement activities. *(NHTSA)* ***[In the 2016 federal grant year, there were 5,163 grant funded seat belt citations issued during grant-funded enforcement activities.]***

Impaired Driving Arrests (A-2)
Number of Impaired Driving arrests during grant-funded enforcement activities. *(NHTSA)* ***[In the 2016 federal grant year, there were 1,339 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 2016 federal grant year, there were 5,123 speeding citations issued during grant-funded enforcement activities.]***

2016 Performance Report

The following is a performance report outlining ODOT-TSD's progress on the current NHTSA goals.

Performance Measures	Performance Measure	2014 Target	2014 Actual	Target Met	% Difference (Actual versus Target)	2015 Target
Core Outcome Measures	Traffic Fatalities	300	357	No	16.0%	306
	Serious Traffic Injuries	1,382	1,496	No	7.6%	1382
	Fatalities/VMT	0.90	1.03	No	12.6%	0.91
	Unrestrained Passenger Vehicle Fatalities	51	61	No	16.4%	54
	Alcohol-Impaired Fatalities	66	82	No	19.5%	89
	Speed-Involved Fatalities	108	105	Yes	-2.9%	92
	Motorcyclist Fatalities	42	46	No	8.7%	40
	Un-helmeted MC Fatalities	2	4	No	50.0%	2
	Drivers Age 20 or Younger Involved in Fatal Crashes	34	33	Yes	-3.0%	33
	Pedestrian Fatalities	51	57	No	10.5%	49
	Bicycle Fatalities	9	7	Yes	-28.6%	6
Core Behavior Measures	Observed Seat Belt Use	99.0%	97.8%	No	-1.2%	97.0%
FFY 2015 Activity Measures	Seat Belt Citations Issued During Grant Funded Activities	n/a	5,411	n/a	n/a	n/a
	Impaired Driving Arrests During Grant Funded Activities	n/a	1,385	n/a	n/a	n/a
	Speeding Citations Issued During Grant Funded Activities	n/a	4,143	n/a	n/a	n/a

Sources: Crash Analysis and Reporting, Oregon Department of Transportation
Fatality Analysis Reporting System, U.S. Department of Transportation
Oregon Occupant Protection Observation Study, Intercept Research Corporation, TSD Grant files.
*http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/USA%20WEB%20REPORT.HTM
*Oregon uses a minimum of 3, 5, or 8 year history average, then a change rate of 3 percent, plus or minus, to establish performance measures. If the 3 percent performance change is deemed unreasonable based on crash data, partner inputs during planning workshop, and legislative and environmental changes (i.e. legalization of recreational use of marijuana), the 3 percent may be adjusted in the target.

Public Opinion Measures

Transportation Safety and Safety Belts

Perceived Safety of Community Transportation System: The majority (70.1%) of all respondents believed that the transportation system in their community is about as safe now as it was a year ago, while 19.3% reported that it is less safe now and only 8.6% reported that it is safer now than one year ago. Looking at the individual regions, Region 2 had the largest proportion of respondents reporting no change over the past year (75.4%), followed by Region 4 (75.0%) and Region 5 (69.8%). Region 5 had the largest proportion of respondents reporting that the transportation system is less safe now than one year ago (25.1%), followed by Region 1 (23.7%).

Safety Belt Usage: The vast majority of respondents reported always using their safety belts while driving or riding in a passenger vehicle, both Statewide (94.0%) and across the five ODOT regions.

Reasons for Not Always Wearing a Seat Belt: The most common reason for not wearing a seat belt Statewide was when it was a Short Trip (36.8%), followed by When They Forget (17.6%) and In Particular Areas (12.0%). Not using a seat belt for a Short Trip was also the most common reason for Region 2 (65.0%), Region 3 (48.9%), Region 4 (37.2%), and Region 5 (53.5%). The most common reason for Region 1 was that they Forget (22.2%).

Awareness of Messages Regarding Seat Belt Law Enforcement by Police: Many respondents were not aware of any seat belt law enforcement by police messaging (70.9% Statewide). The largest proportions of respondents who had read, seen or heard any seat belt law enforcement messaging were in Region 5 (34.4%), followed by Region 4 (34.0%) and Region 2 (31.1%).

Sources of Seat Belt Law Enforcement Messages: The most common sources of safety belt law enforcement messaging Statewide were seeing a Billboard or Outdoor Sign (34.1%), followed by Television (33.2%) and Roadway Signs (23.0%). Seeing a Billboard or Outdoor Sign was also the most common source of messages for Region 1 (44.0%) and Region 5 (53.5%), while seeing a message on Television was the most common source for Region 2 (34.1%), Region 3 (42.6%), and Region 4 (33.5%).

Chances of Getting a Ticket for Not Wearing Your Safety Belt: The largest proportion of Statewide respondents (28.8%) believed there is a 51% to 100% chance of getting a ticket for not wearing a safety belt, followed by a 21% to 50% chance (22.5%). Region 5 had the largest proportions of respondents in both the 51% to 100% chance category (33.8%), followed by Region 4 (32.1%).

Impaired Driving

Frequency of Driving within Two Hours of Drinking Alcohol: The majority of respondents reported not driving within two hours of drinking alcohol within the past 60 days (82.3% Statewide). The largest proportion of respondents to report no drinking and driving were in Region 4 (90.0%) and Region 5 (89.1%).

Awareness of Messages Regarding Alcohol-Impaired Driving Enforcement by Police: Many respondents were aware of messages regarding alcohol-impaired driving enforcement by police (58.9% Statewide), with the largest proportion of respondents in Region 5 (60.7%), followed by Region 3 (60.6%) and Region 4 (60.4%). Region 2 had the most respondents who had not been exposed to messaging about drunk driving enforcement by police (42.5%), followed by Region 3 (40.8%).

Sources of Drunk Driving Enforcement Messages: The most common sources of drunk driving enforcement messaging Statewide were Television (53.0%), followed by Radio (24.9%) and Billboards or Outdoor Signs (20.4%). Television was also the primary source of messaging across all five regions.

Chances of Getting Arrested for Driving after Drinking Alcohol: The largest proportion of Statewide respondents (40.9%) believed there is a 51% to 100% chance of getting arrested for drunk driving, followed by a 21% to 50% chance (29.7%). Region 3 had the largest proportion of respondents in the 51% to 100% chance category (52.0%), followed by Region 5 (43.9%).

Speeding

Frequency of Driving Faster than 35mph on a 30mph Local Road: The largest proportion of Statewide respondents (46.1%) reported that they Rarely drive more than 35 miles per hour on a local road with a posted 30 mile per hour speed limit. Region 2 had the largest proportion of respondents reporting that they either Rarely (52.0%) drive that fast, followed by Region 4 (47.2%).

Frequency of Driving Faster than 70mph on a 65mph Road: The largest proportions of Statewide respondents reported that they Rarely (40.7%) or Never (25.8%) drive faster than 70 miles per hour on a road with a posted 65 mile per hour speed limit. Region 4 had the largest proportion of respondents reporting that they Rarely (41.1%) or Never drive that fast (35.2%).

Awareness of Messages Regarding Speed Enforcement by Police: Many respondents were not aware of speed enforcement by police messaging (73.7% Statewide). The largest proportion of respondents who had read, seen or heard any speed enforcement messaging was in Region 4 (39.7%).

Sources of Speed Enforcement Messages: The most common sources of speed enforcement messaging Statewide were Television (31.4%), followed by Police Presence or Outreach or having been Pulled Over (28.2%). Television was also the primary source of messaging in Region 2 (30.4%), Region 3 (42.6%), and Region 4 (41.4%). Respondents in Region 2 were most likely to have Police Presence or Outreach or have been Pulled Over (28.1%) and Region 5 respondents were most likely to have seen a Billboard or Outdoor Sign (36.0%).

Chances of Getting a Ticket for Driving over the Speed Limit: The largest proportion of Statewide respondents (36.2%) believed there is a 21% to 50% chance of getting a ticket for speeding, followed by a 51% to 100% chance (24.3%). Region 4 had the largest proportion of respondents (44.8%) in the 21% to 50% chance category, followed by Region 2 (38.8%).

Acronyms and Definitions

AASHTO	American Association of State Highway and Transportation Officials
ACTS	Alliance for Community Traffic Safety
AGC	Associated General Contractors
AMHD	Addictions and Mental Health Division
ARIDE	Advanced Roadside Impaired Driving Enforcement
ARTS	All Roads Transportation Safety
ATV	All-Terrain Vehicles
BAC	Blood Alcohol Concentration
CCF	Commission on Children and Families
CLTSG	County/Local Traffic Safety Group: An advisory or decision body recognized by one or more local governments and tasked with addressing traffic safety within the geographic area including one or more cities.
CTSP	Community Traffic Safety Program
DHS	Oregon Department of Human Services
DMV	Driver and Motor Vehicle Services, Oregon Department of Transportation
DPSST	Department of Public Safety Standards and Training
DRE	Drug Recognition Expert
DUII	Driving Under the Influence of Intoxicants (sometimes DUI is used)
EMS	Emergency Medical Services
F & A	Fatalities and Serious Injuries
F & I	Fatal and Injury
FARS	Fatality Analysis Reporting System, U.S. Department of Transportation
FAST Act	Fixing America's Surface Transportation Act, (P.L. 114-94), was signed into law by President Obama on December 4, 2015.
FHWA	Federal Highway Administration
FMCSA	Federal Motor Carrier Safety Administration
GR	Governor's Representative
GAC-DUII	Governor's Advisory Committee on DUII
GAC-MS	Governor's Advisory Committee on Motorcycle Safety
GHSA	Governors Highway Safety Association
HSM	Highway Safety Manual
HSP	Highway Safety Plan, the grant application submitted for federal section 402 and similar funds. Funds are provided by the National Highway Traffic Safety Administration and the Federal Highway Administration.
HSIP	Highway Safety Improvement Program
IACP	International Association of Chiefs of Police
ICS	Incident Command System
IID	Ignition Interlock Device
IRIS	Integrated Road Information System
LTSG	Local Traffic Safety Group: An advisory or decision body recognized by a local government and tasked with addressing traffic safety. Limited to one geographic area, and may not include cities or other governmental areas within the boundaries.
MADD	Mothers Against Drunk Driving
MAP-21	Moving Ahead for Progress in the 21st Century Act (P.L. 112-141), was signed into law by President Obama on July 6, 2012.

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

Statewide

Links to the Transportation Safety Action Plan:

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

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

The Problem

- In 2013, 313 people were killed and 33,161 were injured in traffic crashes in Oregon.
- In 2013, 17 percent of Oregon's citizens believe the transportation system is less safe than it was the prior year.
- Crash data increased 12-15 percent from 2011 forward due to improvements in internal procedures for DMV and CARS.

Oregon Traffic Crash Data and Measures of Exposure, 2009-2013

	2004-2008 Average	2009	2010	2011*	2012	2013	2009-2013 Average
Total Crashes	43,539	41,270	44,094	49,053	49,798	49,510	46,745
Fatal Crashes	406	331	292	310	305	292	306
Injury Crashes	18,849	19,053	20,879	23,887	24,456	22,984	22,252
Fatalities and Serious Injuries	2,364	1,608	1,699	1,872	1,956	1,731	1,773
Property Damage Crashes	24,285	21,886	22,923	24,856	25,036	26,234	24,187
Fatalities	459	377	317	331	337	313	335
Fatalities per 100 Million VMT	1.31	1.11	0.94	0.99	1.02	0.93	1.00
Fatalities per Population (in thousands)	0.15	0.10	0.08	0.09	0.09	0.08	0.11
Injuries	28,177	28,153	30,493	35,031	36,085	33,161	32,585
Serious Injuries per Population (in thousands)	0.52	0.32	0.36	0.40	0.42	0.36	0.37
Injuries per 100 Million VMT	81	82.84	90.29	104.96	108.78	98.38	97.05
Injuries per Population (in thousands)	7.64	7.36	7.93	9.08	9.29	8.46	8.43
Population (in thousands)	3,688	3,823	3,844	3,858	3,884	3,919	3,866
Vehicle Miles Traveled (in millions)	34,916	33,983	33,774	33,376	33,173	33,706	33,602
No. Licensed Drivers (in thousands)	3,017	2,999	2,920	2,930	2,926	3,109	2,977
No. Registered Vehicles (in thousands)	4,067	4,121	4,046	4,022	4,028	4,128	4,069
% Who Think Transportation System is as Safe or Safer than Last Year	71%	81%	77%	83%	83%	81%	81%

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

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

Fatal and Injury Crash Involvement by Age of Driver, 2013

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	6	0.01%	2	0.00%	0.00
15	52	0.12%	13,468	0.44%	0.27
16	445	1.04%	24,632	0.81%	1.28
17	698	1.62%	31,234	1.03%	1.58
18	1,005	2.34%	35,839	1.18%	1.98
19	1,084	2.52%	38,853	1.28%	1.97
20	1,058	2.46%	41,130	1.35%	1.82
21	1,088	2.53%	44,501	1.46%	1.73
22-24	3,068	7.14%	146,826	4.83%	1.48
25-34	8,580	19.97%	531,628	17.49%	1.14
35-44	7,251	16.87%	523,378	17.22%	0.98
45-54	6,542	15.22%	505,187	16.62%	0.92
55-64	5,363	12.48%	526,006	17.30%	0.72
65-74	2,766	6.44%	352,468	11.59%	0.56
75 & Older	1,467	3.41%	217,664	7.16%	0.48
Unknown	2,502	5.82%	33	0.00%	0.00
Total	42,975	100.00%	3,032,849	100.00%	n/a

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

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

Goals

- Reduce the traffic fatality rate from the 2009-2013 average of 1.00 to 0.78 per hundred million vehicle miles traveled, 263 fatalities, by 2020. ***[In 2015, the traffic fatality rate was 1.24.]***

Performance Measures

- Increase zero fatality days from the 2011-2013 average of 162 to 181 by December 31, 2016. ***[In 2015, there were 122 zero fatality days.]***
- Reduce the fatality rate from the 2011-2013 average of 1.00 to 0.87, 289 fatalities, through December 31, 2016. ***[In 2015, the traffic fatality rate was 1.24.]***
- Reduce the traffic injury rate from the 2011-2013 average of 97.05 per hundred million miles traveled to 92.11, 30,772 injuries, through December 31, 2016.[2] ***[In 2015, the traffic injury rate was 115.77 per hundred million miles traveled.]***
- Decrease traffic fatalities from the 2011-2013 average of 327 to 289 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 447 traffic fatalities.]***
- Decrease serious traffic injuries from the 2011-2013 average of 1,438 to 1,351 by December 31, 2016.[2] *(NHTSA)* ***[In 2015, there were 1,775 serious traffic injuries.]***
- Decrease rural fatalities per 100 million VMT from the 2010-2012 average of 1.50 to 1.37 by December 31, 2016. *(NHTSA)* ***[In 2014, the rural fatality rate was 1.76.]***
- Decrease urban fatalities per 100 million VMT from the 2010-2012 average of 0.57 to 0.52 by December 31, 2016. *(NHTSA)* ***[In 2014, the urban fatality rate was 0.57.]***

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

Project Summaries

Section 164 PA

		Awarded	Expended
164PA-16-91-90	Planning and Administration	$94,393	$9,314

This project funded TSD salaries, benefits, travel, services and supplies and office equipment for administrative personnel.

Section 402

		Awarded	Expended
DE-16-20-01	Statewide Services – Division-wide Media (TSD)	$25,000	$21,291

This project contributed funding for the Public Information and Education Media Services annual report on the reach, air time, value, frequency, and impressions made during the year by the Transportation Safety public service announcements (PSAs) aired on radio and TV, outdoor and indoor, print and online media venues.

From October 1, 2015 through September 30, 2016 the contractor released a mix of previously produced and new materials in executing Public Information and Education campaigns on behalf of the following safety programs:

- Bicyclist and Pedestrian Safety
- Driver Education
- Excessive Speeding
- Impaired Driving
- Motorcycle Safety
- Occupant Protection/Child Safety Seats Safe Routes to School
- Work Zone Safety
- Safe and Courteous Driving/Distracted Driving

TSD issued Task Orders under the contract agreement for campaigns totaling $844,584:

- Strategic Planning, Survey, Final Report $57,760
- NHTSA radio: 4 flights $216,000
- Occupant Protection $94,078
- Safe and Courteous Driving $47,806
- Safe and Courteous Driving (Bend Buses) $4,250
- Work Zone Safety $121,642
- Bicycle/Pedestrian Safety $52,700
- Safe and Courteous Driving/DD $4,964
- Driver Education $83,172
- Excessive Speed $67,612
- Motorcycle Safety $78,600
- Safe Routes to School $16,000

The average cost of a radio spot was $39 for English stations and $24 for Spanish stations. The average cost of a TV spot was $93.86 on network TV, and $57.50 on cable.

The total retail value of Transportation Safety media placed is approximately $2,574,882.03 (this includes paid media, including four radio buys for NHTSA, free placement and discounted placement). Of this amount, $1,909,345.04 is added value:

- $343,955.56 for television (PSAs and KATU)
- $1,149,314 for radio (PSAs and NHTSA)
- $198,123.47 for print PSAs
- $104,681 for outdoor (billboards and bus transit media)
- $431,974 for indoor advertising (theater screen media, water closet media)
- $70,077 for online media

In September 2016 the contractor also conducted a telephone survey of all radio and TV news outlets in Oregon to determine the level of use of television and radio PSAs released by TSD, and to obtain feedback on how to increase or improve use of the product.

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

- Cell phones/texting while driving
- School zones/children crossing
- Work zone safety
- Speed
- Pedestrian Safety
- Bicycle Safety
- Winter driving/lights
- Impaired Driving

		Awarded	Expended
DE-16-20-04	Statewide Services – Data/Observation Study/Telephone Research	$25,000	$14,436

This project provided funding for TSD opinion surveys conducted during the grant year, as they related to transportation safety programs. This included the telephone Public Opinion on Transportation Safety survey conducted by Portland State University in June-July 2016. Results of that survey are in the previous pages in the Performance Goals section of this report.

		Awarded	Expended
DE-16-20-05	Transportation Safety Conference	$50,000	$ 28,822

This project provided for funding of the annual statewide TSD-hosted Transportation Safety Conference held in Portland October 24-25, 2016. The conference provided a forum for sharing information and crash data of statewide significance in reducing transportation related deaths and debilitating injuries, and allowed participants to connect programs and ideas. The grant paid for key-note speakers, presenter travel, facilities' costs, and incidental materials necessary to conduct a successful working conference.

Four tracks of breakout sessions were conducted over two days for the 4-E's of traffic safety: Engineering, Enforcement, Education, and Emergency Medical Services. Over 160 attendees represented all aspects of traffic safety in Oregon, including medical, judicial, educational, advocacy, engineering and law enforcement disciplines. Session titles varied from "Are you Smarter than a 10th Grader?" to "Autonomous Vehicles," "Pedal Power" and "Positive Community Norms."

Keynote speakers included Tiana Tozer, a motivational speaker and two-time Paralympic Medalist whose life was irreversibly changed when she was twenty years old and hit by an impaired driver; and Ben Cort, who closed the conference. Ben is the Manager for Business Development, Community Relations and Admissions at the Center for Dependency Addiction and Rehabilitation (CeDAR) in Denver, Colorado, and gave a jaw-dropping presentation about marijuana concentrates (now legal in Oregon and Colorado) and how they impact driving behaviors.

		Awarded	Expended
DE-16-20-90	Program Management	$950,000 [$242,284]	738,320 [$269,986]

This funded a portion of salaries, benefits, travel, services, supplies and office equipment for program personnel to perform their job duties.

		Awarded	Expended
PA-16-91-90	Planning and Administration	$315,000 [$325,000]	278,781 [$325,000]

This funded a portion of salaries, benefits, travel, services, supplies and office equipment for administrative personnel to perform their job duties.

Section 405d

		Awarded	Expended
M6X-16-12-90	Impaired Driving Program Management	$230,000	$121,783

This funded the salaries, benefits, travel, services, supplies and office equipment needs for successful implementation of the Impaired Driving Program strategies and projects.

Section FHWA-TAP

		Awarded	Expended
HU-15-10-90	Safe Routes to School Program Management	[$85,000]	[$73,986]

This provided funding for the salaries, benefits, travel, services, supplies and office equipment needs for successful implementation of the Safe Routes to School Program strategies and projects.

Student Driver Training Funds (SDTF)

		Awarded	Expended
16DRVED-920	Student Driver Training Fund Program Management	[$200,044]	[$200,044]

This provided funding for the salaries, benefits, travel, services, supplies and office equipment needs for successful implementation of the Driver Education Program strategies, administrative needs, and projects.

Highway Funds

		Awarded	Expended
16REGPM-920	Region Traffic Safety Coordinator: Program Management	[$448,897]	[$448,897]

This provided funding for the salaries, benefits, travel, services, supplies and office equipment needs for the five Region Traffic Safety Coordinator offices located in Portland, Salem, Bend, Roseburg, and La Grande, Oregon. For more on the regional activities, see the individual Region sections of this report.

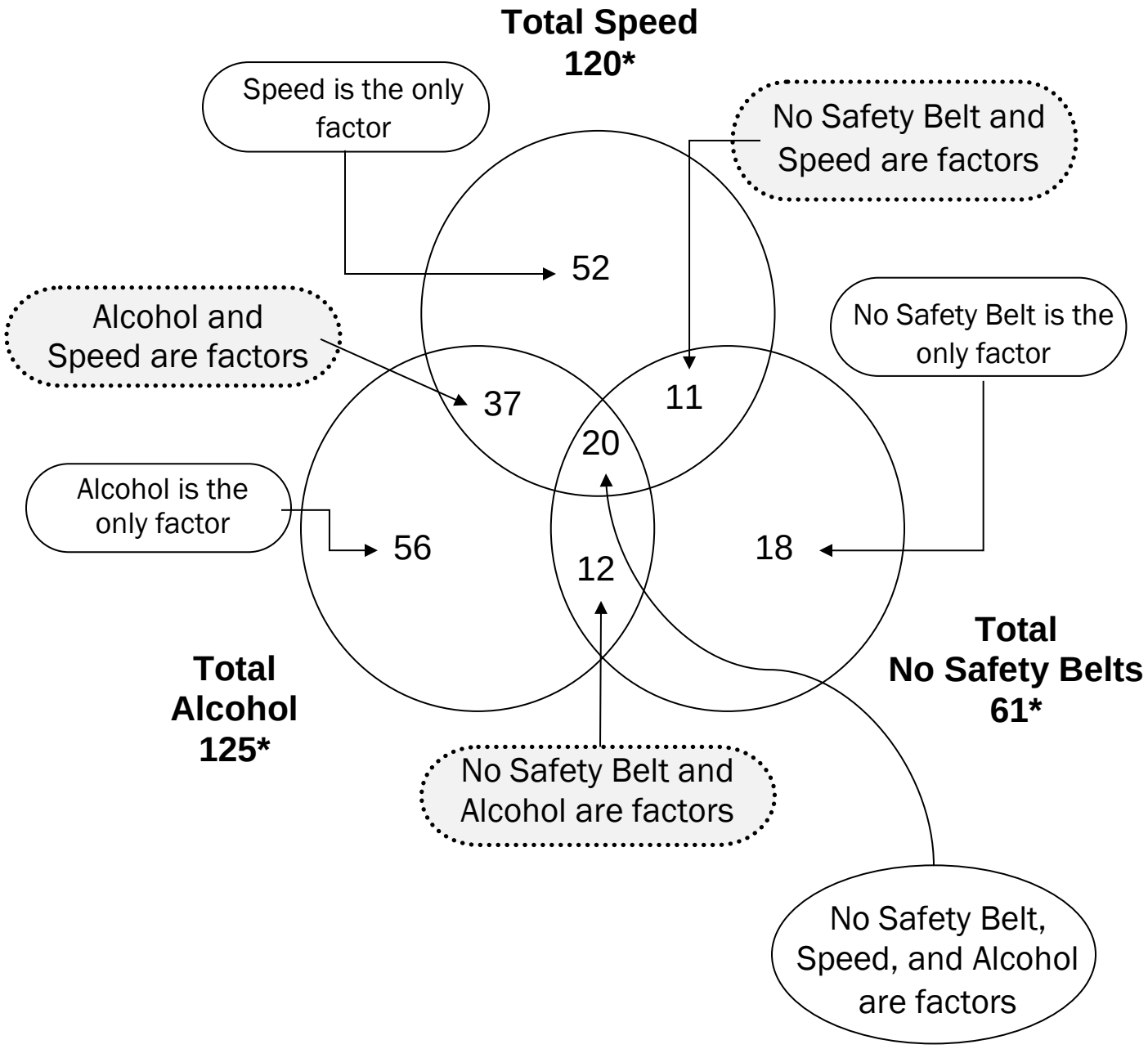
State Funds

		Awarded	Expended
MC-16-80-920	Motorcycle Safety Program Management	[$49,900]	[$49,900]

This provided funding toward the salaries, benefits, travel, services, supplies and office equipment needs for successful implementation of the Motorcycle Safety Program strategies, administrative needs, and projects.

Oregon Average Traffic Fatalities per Year, 2011 – 2013, Select Crash Factors

The following Venn diagram shows the relationship between driver behavior factors in Oregon fatal crashes.



***These three represent 62 percent average of the fatal crashes for 2011 - 2013.**

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

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 Background

- The use of the bicycle as a transportation mode has increased. According to the 2009 National Household Travel Survey (NHTS), biking makes up 1 percent of all trips made in the U.S., up 25 percent from 0.8 percent in 2001.
- Nationally, from 2000 to 2009, the number of commuters who bicycle to work increased by 57 percent.
- Oregon is ranked the number three Bike Friendly State by the League of American Bicyclists, 2013.
- In Oregon, bicycles are vehicles and subject to vehicle laws except for those that by their nature cannot have application, or when otherwise specifically provided under vehicle code. “Share the road” means the same road, the same rights, and the same responsibilities for vehicles operating on the roadway.
- Oregon law requires bicyclists less than 16 years of age to wear a helmet when riding. According to Oregon’s 2014 Bicycle Helmet Usage Observational Study, 74 percent of the 659 middle school students observed in the study were correctly wearing bicycle helmets, which is a positive increase from the 2013 observation study of 68 percent.

The Problem

- For the five year period of 2009-2013, there was an average of 939 bicyclist-involved motor vehicle crashes that resulted in an average of 911 bicyclist injuries. Of the 911 injuries, 66 were fatal and *serious* injuries.
- In 2013, there were 153 crashes involving a bicyclist who was riding in the wrong direction. These represent 16 percent of the total bicyclist crashes. A review of bicyclist crash data 2007-2011 by Kittelson & Associates, Inc. found the following trends:
    - The majority of severe bicycle crashes on roadway segments occur at driveways, and many of those are in locations with bicycle facilities.
    - Right-hook and angle crashes are the primary bicycle crash types at intersections.
- The most common bicyclist errors from the ODOT 2012 Motor Vehicle Traffic Crashes Quick Facts:
    - Riding on wrong side of road
    - Failed to yield right-of-way
- Disregarded traffic signal. The most common driver error in pedalcycle crashes, 2013
    - Fail to yield to pedalcyclist

Bicyclists in Motor Vehicle Crashes on Oregon Roadways, 2009-2013

	2009	2010	2011	2012	2013	2009-2013 Average
Injuries:						
Number	762	877	928	1,026	922	903
Percent of total Oregon injuries	2.7%	2.9%	2.6%	2.8%	2.8%	2.8%
Serious Injuries	59	37	64	69	61	58
Fatalities:						
Number	7	7	15	10	3	8
Percent of total Oregon fatalities	2.4%	2.2%	4.5%	3.0%	1.0%	2.5%
Percent Helmet Use (children)	60%	57%	58%	60%	68%	61%
Crashes:						
Number	801	910	962	1,064	957	939
Percent of total Oregon crashes	1.9%	2.1%	2.0%	2.1%	1.9%	2.0%

Source: Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation. Bicycle Helmet Observation Study, Intercept Research Corporation

Goals

- Reduce bicyclist fatalities and serious injuries in motor vehicle crashes from the 2009-2013 average of 69 to 56* by 2020. *(*This includes a predicted 15% for pre 2011 injury numbers due to improved reporting procedures and better data capture.)*
- Reduce bicyclist involved motor vehicle crashes from the 2009-2013 average of 939 to 759 by 2020.

Performance Measures

- Reduce bicyclist fatalities and serious injuries from the 2011-2013 average of 74 to 68 by December 31, 2016. ***[In 2015, there were 76 bicyclist fatalities and serious injuries.]***
- Reduce bicyclist involved motor vehicle crashes from the 2011-2013 average of 994 to 908 by December 31, 2016. ***[In 2015, there were 945 bicyclist involved motor vehicle crashes.]***
- Reduce crashes involving a cyclist who was "Riding the Wrong Direction," from the 2011-2013 average of 163 crashes to 149 crashes by December 31, 2016. ***[In 2015, there were 112 crashes involving a cyclist who was "Riding the Wrong Direction."]***
- Reduce the percentage of crashes where the driver failed to yield to a cyclist from the 2011-2013 average of 63 percent to 61percent by December 31, 2016. ***[The 2015 the percentage of crashes where the driver failed to yield to a cyclist was 55 percent.]***
- Reduce bicyclist fatalities from the 2011-2013 average of 9 to 8 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 8 bicyclist fatalities.]***

Strategies

- Work with Gard Communications to develop a media campaign with corresponding messages to bicyclists and drivers promoting sharing the road.
- Work with ODOT Design to create educational materials that support the media campaign.
- Work with Region Traffic Safety Coordinators to distribute bicycle safety educational materials.
- Work with Bicycle Transportation Alliance in providing bicycle safety education to 5th graders in schools statewide.
- Continue to provide bicyclist safety educational materials for statewide distribution.
- Continue bicycle helmet use observational study of selected middle schools in Oregon but on a biennial schedule.

Project Summaries

Section 402

		Awarded	Expended
PS-16-60-01	Statewide Services - Bicyclist Safety	$30,000	$26,589

This project promoted statewide bicycle safety education through the availability and distribution of educational materials. The *Oregon Pedestrian, Bicycle and Driver Rules* booklet of selected statutes underwent an update to add new 2015 legislation allowing bicyclists and motorcyclists to proceed with caution against the traffic control device if they stop at a steady red light for one complete cycle and it fails to detect their presence and change to a green signal; 3,670 booklets were distributed in 2016.

Promotion of the Safe Passing law ORS811.065 continued with release of *Personal Space,* a 30 second public service announcement (PSA) to 14 theater complexes throughout Oregon in late June, running on 223 screens with an impressive 47,614 spots showing from July to September. A *Safe Passage* message was designed for bookmarks for distribution to public libraries across the state. A new posting to Bend's transit system was implemented with the message "Only pass if you can give riders safe passage" on the backside of buses.

Oregon's Driver Education program provided bike safety material with every Driver Education *Playbook* curriculum order from the ODOT Storeroom. Over 6,300 *Safe Passage* brochures were requested in English, and 475 brochures in Spanish. Youth bike safety materials were also in demand, with 5,275 *Bike Safety: What Every Parent Should Know* brochures requested in English and 1,675 requested in Spanish. In addition, 5,600 helmet-fitting instructional brochures in English were requested, and 1,750 in Spanish. The state's program worked with the five ODOT Region Traffic Safety Coordinators in providing bike and multipurpose helmets to local community advocate groups for distribution. Local groups provided helmets in various ways (e.g., through helmet exchanges, scholarship need, training, donations of $3-$5, as a safety need). Local groups included the hospital trauma unit, city and county law enforcement, School Resource Officers, Safe Kids, and the Confederated Tribes of Siletz Indians. An average of 125 bicycle helmets was distributed within each ODOT Region.

		Awarded	Expended
PS-16-60-08	Bicyclist Safety Education Training	$30,000	$30,000

This project provided funds to the Bicycle Transportation Alliance (BTA of Portland, Oregon) to continue bicycle safety education in Oregon schools statewide. The program provided well over 50 percent in match funds. Their services included train-the-trainer instruction and technical advice and assistance to communities implementing bike safety in schools. The project is in its third year of providing the *JumpStart* Bicycle Fleet program to communities demonstrating readiness to establish a bike safety program in local schools.

The BTA Program provided the Tigard School District with the *JumpStart* bicycle program for the 2015-2016 school years. The district received the *JumpStart* bike fleet and teachers were trained through the Safe Routes to School (SRTS) bicycle education program. By the end of the year, 634 students had completed the bike safety education classes. Prineville School District was selected as the 2016-2017 recipient of the *JumpStart* bike fleet program.

An adult bike safety education 'rolling workshop' was provided to the ODOT Flanders building employees in Portland. A Train-the-Coordinator two-day workshop was held in conjunction with the state's SRTS conference in Eugene in June, with participants from six communities attending. The program provided support and technical advice for bike safety education statewide, and maintains contact with providers through an annual survey of programs from across the state.

		Awarded	Expended
DE-16-21-02	Trauma Nurses Talk Tough – Train the Trainer	$15,000	$15,000

This project provides funding to continue statewide training of trauma care providers to teach the Trauma Nurses Talk Tough (TNTT) program. TNTT's effective presentations address bicycle safety and other wheeled sport safety (skateboards, rollerblades, and scooters), high-risk drivers, seat belt use, impaired driving, cell phone use while driving (including texting/talking on cell phones), and speed. TNTT also contacts Network members every quarter to provide support and offer assistance, sending updated information and statistics in the form of a newsletter and conducting trainings for schools and other community groups on how to conduct helmet events, and 8-hour trainings for child safety seat clinics.

Community Traffic Safety

Link to the Transportation Safety Action Plan:

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

The Problem

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

Jurisdictional Data for Oregon Counties, 2013

County		Population	Fatalities	Alcohol Involved	Fatal and Injury Crashes	F&I Crashes /1,000 Pop.	Nighttime Fatal and Injury
Baker	*	16,280	2	1	84	5.16	17
Benton		87,725	3	0	382	4.35	38
Clackamas	!	386,080	16	10	2,308	5.98	319
Clatsop		37,270	6	0	276	7.41	23
Columbia	*	49,850	3	1	220	4.41	38
Coos		62,860	6	0	299	4.76	46
Crook		20,690	-	0	96	4.64	11
Curry		22,300	3	2	87	3.90	12
Deschutes		162,525	7	2	624	3.84	96
Douglas	*	108,850	13	7	612	5.62	97
Gilliam		1,945	-	0	16	8.23	7
Grant	!	7,435	1	1	26	3.50	5
Harney	!	7,260	2	1	41	5.65	6
Hood River		23,295	2	0	122	5.24	20
Jackson	!	206,310	15	7	1,149	5.57	166
Jefferson		22,040	9	2	95	4.31	18
Josephine	*	82,815	12	8	471	5.69	63
Klamath	*	66,810	14	6	308	4.61	44
Lake	*	7,940	2	1	38	4.79	9
Lane		356,125	33	11	1,760	4.94	229
Lincoln		46,560	10	2	319	6.85	43
Linn		118,665	16	6	691	5.82	93
Malheur	!	31,440	8	3	223	7.09	45
Marion		322,880	14	9	2,038	6.31	278
Morrow		11,425	2	1	50	4.38	16
Multnomah		756,530	52	27	6,087	8.05	948
Polk		77,065	9	4	369	4.79	66
Sherman	*	1,780	-	0	25	14.04	7
Tillamook	*	25,375	6	3	170	6.70	31
Umatilla	!	77,895	11	5	422	5.42	101
Union	!	26,325	2	0	114	4.33	22
Wallowa	*	7,045	1	1	20	2.84	7
Wasco	*	25,810	3	1	138	5.35	28
Washington	#	550,990	21	6	3,052	5.54	391
Wheeler		1,430	1	0	16	11.19	-
Yamhill		101,400	8	0	528	5.21	75
Statewide Total		3,919,020	313	128	23,276	5.94	3,415

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

*= Local Traffic Safety Group

#= County/Local Traffic Safety Group

!= Safe Communities Group

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

Jurisdictional Data for Oregon Cities over 10,000 Population, 2013

City		Population Estimate	Fatalities	Alcohol Involved Fatalities	Fatal and Injury Crashes	F&I Crashes /1,000 Pop.	Nighttime Fatal and Injury
Albany	*	50,720	3	1	238	4.69	19
Ashland	*	20,295	-	-	61	3.01	6
Beaverton	*	91,935	3	1	803	8.73	97
Bend	*	78,280	-	-	256	3.27	33
Canby	*	15,910	-	-	43	2.70	8
Central Point		17,315	-	-	50	2.89	6
Coos Bay	*	16,160	-	-	56	3.47	3
Cornelius		11,915	-	-	55	4.62	10
Corvallis		55,345	1	-	225	4.07	21
Dallas		14,800	-	-	38	2.57	10
Damascus		10,595	-	-	72	6.80	12
Eugene		159,580	2	1	832	5.21	84
Forest Grove		22,340	3	-	55	2.46	7
Gladstone	*	11,495	-	-	64	5.57	5
Grants Pass		34,855	3	1	299	8.58	26
Gresham		106,180	6	3	695	6.55	110
Happy Valley	*	15,575	1	1	113	7.26	13
Hermiston	#	17,240	-	-	76	4.41	10
Hillsboro		93,340	4	1	646	6.92	84
Keizer	*	36,795	-	-	106	2.88	9
Klamath Falls	*	21,495	2	-	92	4.28	11
La Grande	#	13,125	-	-	32	2.44	4
Lake Oswego	*	36,990	-	-	113	3.05	14
Lebanon		15,690	-	-	60	3.82	9
McMinnville	*	32,510	2	-	125	3.84	16
Medford	*	75,920	1	-	497	6.55	51
Milwaukie	*	20,500	-	-	105	5.12	8
Newberg	*	22,580	1	-	98	4.34	5
Newport		10,160	-	-	71	6.99	5
Ontario	#	11,465	-	-	86	7.50	7
Oregon City		33,390	1	-	295	8.83	34
Pendleton		16,780	-	-	77	4.59	12
Portland	!	592,120	36	20	5,072	8.57	781
Redmond	*	26,590	-	-	117	4.40	12
Roseburg		22,275	1	1	173	7.77	13
Salem	*	157,770	3	3	1,267	8.03	145
Sherwood		18,575	-	-	69	3.71	10
Springfield		59,990	4	2	350	5.83	46
St. Helens	*	12,895	-	-	37	2.87	3
The Dalles	*	14,440	1	1	40	2.77	5
Tigard	*	49,135	1	-	370	7.53	48
Troutdale		16,015	3	2	84	5.25	11
Tualatin		26,510	-	-	237	8.94	22
West Linn	*	25,425	1	1	88	3.46	13
Wilsonville		21,550	-	-	98	4.55	13
Woodburn		24,330	-	-	99	4.07	19
Total		2,258,895	83	39	14,535	6.43	1,890

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

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

*= Local Traffic Safety Group

#= County/Local Traffic Safety Group

!= Safe Communities Group

Goal

- Increase the number of Oregonians represented by a listed community-level transportation safety group from the current baseline 2011-2013 average of 61 percent to 77 percent by 2020.

Performance Measures

- Increase the number of active traffic safety groups from the 2012-2014 average of 50 to 52 by 2016. ***[In 2015, there continued to be 50 active traffic safety groups.]***
- Increase the number of governmental bodies who receive Transportation Safety Division grants and document a collaborative relationship with their active local traffic safety committee or group from 0 percent to 10 percent by December 31, 2016. ***[In 2015, there were 4 – Clackamas, Harney, Umatilla, Grant County Safe Communities coordinated with safe community groups, for a total of 8% of available groups consulted.]***
- Maintain or increase the number of active Safe Community Groups (SCG) and programs from 9 to 9 by December 31, 2016. ***[In 2015, there continued to be 9 active Safe Community Groups.]***
- Increase the number of communities that have a "four E" based transportation safety action plan or business plan from 1 in 2012 to 4 in 2016. ***[In 2015, there were 2 plans on record, one in Clackamas County and one in Metro Portland.]***
- Increase the number of educational opportunities coordinated between government and non-profit organizations in Oregon by two courses by December 31, 2016. ***[In 2015, there were 11 traffic-safety related courses offered online.]***

Note: An "active" local traffic safety committee or group is defined as meeting twice a year or more; to address transportation safety issues.
Document is defined as meeting minutes or a one page presentation guide when no minutes are taken.

Strategies

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

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

Project Summaries

Section 402

		Awarded	Expended
SA-16-25-02	Statewide Community Transportation Safety	$1,000	$0

This project was not initiated. The decision was made to consolidate multiple community traffic safety efforts into external project number 16-25-20 for this year rather than initiate this small internal project to fund incidental support of statewide transportation safety efforts.

		Awarded	Expended
SA-16-25-06	Harney County Coordinator – Safe Community	$20,000	$19,864

This project implemented countermeasures designed to reduce death and injury using NHTSA's "Countermeasures That Work" as guidance. Specific countermeasures were to work with other agencies to provide winter driving education to young drivers, bicycle safety education to young riders, booster seat and other child safety seats for a community that has no retailer for these items. This project provided funds for a part time local safe community coordinator in Harney County who enhanced the existing active Safe Community coalition in pursuing countermeasures to reduce death and injury, with a focus on assisting with projects in their business plan. A significant barrier to success this year was the presence of a protest group occupying the Malheur wildlife preserve, and a series of bomb threats against the building where the program was housed.

		Awarded	Expended
SA-16-25-07	Lane County Safe Community	$50,000	$0

The project had a late start with Lane County and partners Lane Council of Governments (LCOG), and ODOT Lane Area Commission on Transportation in the process of establishing a Safe Communities coalition. Work was done to refine an aggressive 4E approach to reduce motor vehicle death and injury. The project has begun to implement the safety action plans of local governments, incorporating strategies from NHTSA's "Countermeasures That Work" and FHWA's "Proven Safety Countermeasures" along with the safety program principles of the Safe Community model. The project initiated procedures to hire a position to coordinate and build cooperation with affected jurisdictions such as ODOT Regions and local governments.

		Awarded	Expended
SA-16-25-08	Clackamas County Safe Community	$20,000	18,461

The project implemented specific portions of the county's Transportation Safety Action Plan. This project worked to integrate the elements of the Safe Community concept within Clackamas County, formed specific partnerships within county government, and within their communities by partnering with schools and local government to deliver school based programs. The grant budget provided supplemental or expansion of existing programs and presentations. The project undertook actions to initiate traffic safety culture change inside and outside county government. Specifically, the project conducted work to improve coordination within county departments on traffic safety through its Risk Management department; worked with Montana State University to offer culture change opportunities; and worked with the county health department to identify opportunities to improve transportation safety. Challenges included the timeline delays that can result with a large, diverse group of partners and subsequent decision-making debates and other delays.

		Awarded	Expended
SA-16-25-20	Safe Community Services	$102,550	$85,706

The project provided local partners access to several webinar training opportunities that provided direct training, mentoring and technical assistance to promote traffic safety volunteer efforts; this mirrors NHTSA's "Countermeasures That Work" and similar proven efforts. The project provided year round access to a statewide community traffic safety specialist for every traffic safety group in Oregon, and referrals to internal and external safety expert advice. Local traffic safety advocates had access to additional technical assistance via a weekday 1-800 "warm" line, and were provided twelve electronic newsletters featuring traffic safety project ideas and best practices with recognition for successful programs and projects. This project documented an increase in the number of newsletters disbursed, reaching potential new volunteers to assist with traffic safety projects. This project offered educational online webinars on a variety of topics of interest to local groups, including organizing events, and conducting effective meetings. Small, incentive style resources such as tools to help do an event were offered to incentivize activity at the local level. The amount of participants in the resource offerings has remained consistent for several years, consistent with the number of local groups.

		Awarded	Expended
SA-16-25-22	Union/Wallowa County Safe Community Coordinator	$40,000	$39,555

This project implemented countermeasures designed to reduce death and injury using NHTSA's "Countermeasures That Work". The project provided funds for a part time local Safe Community coordinator for the Union and Wallowa county areas. The position complemented the existing volunteer efforts, and provided further organization allowing increased activity from the existing coalitions. The project specifically helped with teen participation in victim impact panel presentations, and worked with local groups on pedestrian and bicycle safety education. The project is also developing partnerships with businesses and clubs within the communities served. The project encountered the usual challenges of orchestrating new partnerships.

		Awarded	Expended
SA-16-25-23	West Umatilla/North Morrow Safe Community	$23,500	$13,972

This project provided funds for a part time local safe community coordinator for Hermiston and Umatilla and North Morrow counties. The grant was only operated for a partial year; the grantee elected early grant termination. The project focus was intended to continue work with the current business plan created in the 2012 grant year, and continue to update the plan as a living document for future year(s) using NHTSA's "Countermeasures That Work" and FHWA's "Proven Safety Countermeasures" as reference. Due to project early termination, the focus was shifted to continuation of key project efforts prior to conclusion of the work. The project did build collaborative partnerships that will continue after project conclusion, and did result in good partnerships being developed in the community, which will foster traffic safety work going forward. Early termination was reportedly because the grantee agency's direction and needs were shifting.

		Awarded	Expended
SA-16-25-24	Grant County Safe Community Coordinator	$30,000	$22,419

This project implemented countermeasures designed to reduce motor vehicle death and injury using NHTSA's "Countermeasures That Work" as guidance to pursue updating the current county business plan created in the prior year. This project provided funds for a part time local Safe Community coordinator in Grant County to enhance the existing active Safe Community coalition youth traffic safety coalition with a focus on assisting with projects in their business plan. The project targeted teen driver distracted driving, safety belt use, and peer-to-peer help. The project provided safety education in the schools, community messages, access to bicycle safety helmets, and local observational surveys of safety behaviors as strategies to engage the community. The community had two underage drinking deaths in the prior two years, and is committed to stopping these tragedies in this rural community. The project enjoys good relationships with the schools and educational service district, county mental health, law enforcement, and other local volunteer groups.

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

- In 2013, drivers age 15-20 represented 6.1 percent of total licensed drivers, but also represented 10.2 percent of drivers involved in crashes. There is a need to increase the number of teens who participate in an approved program.
- There is a need to address the limits of access for teens that are low/no income as well as providing additional incentives for participation.
- There is a need to continually eliminate inconsistencies in the various driver education public/private providers by enforcing a model statewide program with standards proven to reduce the risk factors of teen driver crashes.
- There is a statewide need for more qualified and updated driver education instructors. Additionally, a refresher course needs to be provided for those instructors out in the field four or more years.
- There is a statewide need for more exposure of novice driver training in the five ODOT regional areas. The priority focus is on areas outside of the Willamette Valley.
- There is a need to measure citations, crashes and convictions of students that have completed approved driver education to compare against those teens that do not complete a course; and a need to be able to identify the approved provider.
- There is a need to revise the Playbook® and DVD Instructor interface in the curriculum guide, and continue to compare to the national curriculum standards.
- There is a need to evaluate Oregon driver education instructors and compare the evaluation programming to the national standards.

Youth Drivers on Oregon Roadways, 2009-2013

	2009	2010	2011	2012	2013	2009-2013 Average
Age 15-20, % of Total Licensed Drivers	6.29%	6.31%	6.13%	6.03%	6.11%	6.22%
Overrepresentation of Drivers Age 15-20**	1.95	1.86	1.79	1.68	1.65	1.67
Total 15-20 Drivers in Fatal Crashes	46	37	35	40	35	43
Total 15-20 Drivers Alcohol Involved	13	6	5	7	10	9
Percent Alcohol Involved	28.3%	16.2%	14.3%	17.5%	28.6%	20.4%
15-20 Auto Occupant Fatalities	40	24	26	18	25	27
15-20 Unrestrained Auto Occupant Fatalities	15	8	4	7	8	8

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.

Driver Education in Oregon, 2009-2013

	2009	2010	2011	2012	2013	2009-2013 Average
DMV licenses issued (Age 16-17)	24,823	24,738	23,514	23,515	24,813	24,281
Students completing Driver Education	7,000	6,794	7,819	6,906	7,632	7,230
Students that did not complete an ODOT-TSD approved DE program before licensing	17,823	17,944	15,695	16,609	17,181	17,050
Number of instructors completing two courses or more	48	43	43	40	43	43

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

Goals

- Reduce the number of drivers age 15-20 in fatal and injury crashes from the 2009-2013 average of 4,567 to 3,714 by 2020.
- Increase student participation in education of newly permitted teens under the age of eighteen from the 2009-2013 average of 7,230 to 9,818 by 2020.
- Increase ODOT-Trained Driver Education Instructors from the 2009-2013 average of 43 per year to 53 per year by 2020.

Performance Measures

- Increase the number of students completing driver education from the 2011-2013 average of 7,452 to 8,216 by December 31, 2016. ***[In 2015, there were 8,813 students successfully completed the approved program.]***
- Increase ODOT-Trained Driver Education Instructors from the 2011-2013 average of 42 per year to 45 per year by December 31, 2016. ***[In 2015, there were 73 driver education instructors successfully completed instructor preparation courses.]***
- Increase the number of commercial drive schools participating in the approved program by 22 percent by December 31, 2016. ***[In 2015, there were 10 commercial drive schools, up from 8 the previous year; a 25 percent increase.]***
- Reduce the number of drivers; age 15-20, involved in fatal crashes from the 2011-2013 average of 37 to 34 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 50 drivers; age 15-20 involved in fatal crashes.]***

Strategies

- Implement a marketing plan (including adaptive strategies and instructor recruitment plans) to increase access and completion of quality driver education in Oregon.
- Continue implementation of statewide curriculum standards and instructor training. Additionally, develop and implement sanctions to guarantee benchmark performance.
- Develop web tools that integrate DMV licensing information into course completion tracking for students of schools involved in the reimbursement process; and track private provider driver education student results.
- Continue development of standardized forms for monitoring and reporting of driver education providers. This includes monitoring and tracking implementation for the Department of Health and Services (DHS) Foster Care Program reimbursements for the “parent cost.”
- Continue to work with NHTSA, ODOT Research Division and other research groups to evaluate the elements of the Oregon Driver Education program.
- Continue development of procedures and rule language for recent law changes for commercial providers receiving student reimbursement.
- Implement revision of the state curriculum guide (Playbook®) and related video segments by December 31, 2015.
- Maintain the centralized instructor certification process and continue to improve the system for which student certification is accomplished and secured.
- 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.
- Implement revision of the state curriculum guide (Playbook®) and related video segments by December 31, 2015.
- Maintain the centralized instructor certification process and continue to improve the system for which student certification is accomplished and secured.

Project Summaries

Section 402

		Awarded	Expended
DE-16-20-02	Supplement for Non-ODOT Providers to attend ADTSEA Conference	$15,000	$6,426

These funds provided support for both out-of-state and non-ODOT driver education instructors to attend the annual American Driver Traffic Safety Education Association (ADTSEA) National Conference held in Portland in July (Oregon TSD's Driver Education program was host). Attendance at this conference helped instructors fulfill continuing education requirements. Because of the nature of the national conference and that Oregon only offered support to the ADTSEA conference infrastructure needs, the entire amount of the grant was not utilized.

Student Driver Training Fund (SDTF)

		Awarded	Expended
16DRVED-001	Driver Education Program Reimbursement	[$2,200,000]	[$1,599,733]

These funds continue to reimburse public and private providers for their cost in providing driver education to students. Reimbursement for their contributions toward the 8,813 Oregon teens that completed the training in 2016 was made to each public or private provider based on the number of students completing their driver education courses, not to exceed $210 per student (the maximum allowed by law). Additionally, a low/no cost subsidy was made available, not to exceed $75 per qualified student. $58,793 of the total amount above was specifically for this additional subsidy (787 families received the subsidy). Curriculum standards and delivery practices were met before reimbursement dollars were provided.

		Awarded	Expended
16DRVED-002	GDL Implementation - Information and Education	[$584,400]	[$495,867]

These funds paid for a grant to Western Oregon University (WOU) to act as ODOT-TSD Driver Education's primary training contractor for the following program areas: 1) train beginning instructors while completing the instructor preparation courses (65 instructors), 2) provide for trainer-of-trainers' (TOTS) development and workshops (5 developmental workshops), 3) maintain and operate the Instructor Certification program (330 instructors), 4) provide logistical support to the trainers for curriculum update projects (Playbook Revision 2 release), and 5) provide logistical support for the national American Driver and Traffic Safety Education Association (ADTSEA) Conference hosted by ODOT-TSD in Portland (July 2016).

		Awarded	Expended
16DRVED-003	Statewide Services – Driver Education	[$425,000]	[$314,299]

This internal grant supported the Driver Education Advisory Committee (DEAC) quarterly meetings, a statewide advertising campaign, printing of the Playbook® and other activities promoting "best practices" in driver education throughout Oregon.

		Awarded	Expended
16DRVED-004	Driver Education DHS Foster Kids	[$50,000]	[$9,010]*

These funds continue to reimburse DHS) for parent costs 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 continue to be managed by the DHS Foster Care Program.
*This two-year grant just finished its first year in 2016.

Highway Fund

		Awarded	Expended
16SCHOOL-000	School Zone	[$18,000]	[$17,185]

This grant project provided for signs and/or other materials for marking school zone crossings and locations where students must cross a state highway in order to get to school. In 2016, the School Zone grant was utilized to install school crossing signs in Region 3 for Port Orford, North Bend-Car Arago, Sutherlin-Elkton, Reedsport, Bandon, and Powers. In Region 5, school crossing heat strips were installed at Hwy 126 and Rimrock Redmond.

Transportation Operating Fund (TOF)

		Awarded	Expended
16-TOFYOUTH-961	Think First	[$47,500]	[$47,499]

This project continued to address the high incidence of brain and spinal cord injuries suffered by Oregon's youth through Think First Injury Prevention programs. These injuries can be from skateboards, rollerblading, bicycling, walking, skiing, and other risky activities. Program goals were accomplished by providing relevant educational information and tools for Oregon youth to make wise decisions in preventing serious injury or death. Achievements included 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. The presence of the program throughout the state was maintained with 37,247 Oregonians being contacted.

		Awarded	Expended
16-TOFYOUTH-962	Trauma Nurses Talk Tough	[$47,500]	[$47,500]

This funding supported the ongoing and expanding work of the Trauma Nurses Talk Tough program (TNTT). TNTT conducted 371 safety education programs for kindergarten through college age youth. They 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, to include parents whenever possible.

State Funds

		Awarded	Expended
16BUSTRNG-000	School Bus Safety Education	[$46,330]	[$42,849]

This funding was granted to the Oregon Department of Education for the purpose of School Bus Safety Education. Funding was used for training 5,555 elementary age students on how to travel to and from school safely and was also used to maintain a “Buster” bus, and replace a “Barney” bus with an additional “Buster” bus; these ‘buses’ are presentation tools for student safety

Emergency Medical Services (EMS)

Link to the Transportation Safety Action Plan:

Action #109 – Transportations Safety Action Plan - PRIORITY 1
Develop strategies to assure the recruitment and retention of EMS volunteers
Work to place a state focus on volunteer creation and development. Develop strategies to assure the recruitment and retention of EMS and fire volunteers. Work to assure that the EMS education standards are attainable to volunteers in terms of time, costs and resource demands. Develop easy, effective entry points for EMS and fire volunteers. Work with affected agencies and local governments to identify existing and emerging barriers to volunteer participation in the EMS and fire systems.

Action #106 - Work with partner agencies to position Oregon's EMS system as world class and affordable for the average Oregonian
Work with partner EMS agencies, providers, committees, volunteers and concerned citizens to position Oregon's EMS system as world class. Raise awareness of the life-saving importance of EMS personnel and equipment to encourage statewide support and involvement. Increase emphasis on the need for well-trained personnel and equipment in rural and volunteer agencies. Create and fund affordable, local and accessible EMS training statewide for pre-hospital and hospital personnel responding to motor vehicle crashes, to aid in reaching and sustaining this goal. Continue work towards meeting and exceeding national standards.

The Problem

- Traffic crashes contribute heavily to the patient load of Oregon hospitals and EMS agencies. The Oregon economy is recovering, but the recent recession caused many large hospitals to make cuts, and their foundations reduced financial 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 Emergency Medical Technicians (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 physical and financial impact of these injuries. Rural crashes are often the worst of crashes because they often involve higher rates of speed and longer response times.
- Trauma remains the leading cause of morbidity and mortality among pediatric patients within the state of Oregon and nationwide. Highway motor vehicle crashes are the single most common mechanism of death and serious injury among children after the first year of life.

- Pre-hospital providers are often inadequately prepared to deal with the unique medical needs of pediatric trauma victims from 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 required to receive specific pediatric continuing education hours.

Goals

- Improve transportation safety related medical care and associated EMS/Trauma programs throughout Oregon through participation from 12 meetings in 2014 to 19 by 2020.
- Increase knowledge of EMS personnel by providing EMS conference scholarships awarded from 45 in 2014 to 60 by 2020.
- Decrease response, scene and transport times from the statewide average of 46 minutes in 2010-2011 to 33 minutes by 2020.
- Maintain attendance of one OTSC member at the EMS Advisory Committee Meetings quarterly meetings by 2020.

Performance Measures

- Increase TSD attendance at EMS meetings statewide from 12 in 2014 to 13 by December 31, 2016. *[In 2015, there were 14 EMS meetings attended.]*
- Increase the number of scholarships for individual rural EMS personnel from 45 in 2014 to 50 by December 31, 2016. *[In 2015, there were 51 scholarships awarded.]*
- Decrease response, scene and transport times from the statewide average of 46 minutes in 2010-2011 to 41 minutes by December 31, 2016. *[In 2015, the statewide average time is yet unknown.]*
- Maintain the 2014 attendance of one OTSC members that are a formal part of the state's EMS Advisory Committee through December 31, 2016. *[In 2015, there were 4 quarterly EMS meetings attended by an OTSC member.]*

Strategies

- Work in coordination through EMS meetings statewide to collaborate and improve transportation safety related medical care and associated EMS/Trauma programs throughout Oregon.
- Increase scholarships awarded to rural EMS professionals responsible for responding to motor vehicle crashes, both paid and volunteer, to attend EMS conferences to receive EMS training.
- Provide training opportunities to decrease response, scene and transport times.
- Collect and report continuing education hours earned, during 2013 and 2014 for a baseline measurement.
- Require attendance of one OTSC member at quarterly EMS Advisory Committee Meetings.
- Stay involved and be available for EMS and Transportation Safety collaboration opportunities as they arise.

Project Summaries

Section 402

		Awarded	Expended
EM-16-24-01	EMS Statewide Services	$35,000	$9,411

This grant project funded registration scholarships for rural EMTs that respond to rural traffic crashes to attend three pertinent conferences statewide: the Eastern Oregon EMS Conference, Pendleton; the State of Jefferson EMS Conference, Medford; and the EMS Conference, Bend. Fifty-one scholarships were awarded, and 987 Continuing Medical Education credits were earned towards continuation or new licensure. This project assists in achieving the Transportation Safety Action Plan's Actions 109 and 106 (above).

An additional $25,000 was planned for a project to train rural EMTs statewide in motor vehicle crash extrication technique through the Oregon Department of Public Safety Standards and Training, but DPSST was not able to partner on the project this year.

Equipment Safety Standards

Link to the Transportation Safety Action Plan:

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

The Problem

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

Automobile Vehicle Defect Crashes , Fatalities, and Injuries, 2009-2013

	2009	2010	2011	2012	2013	2009-2013 Average
Total Number of Vehicle Defect Crashes	582	601	690	605	604	616
Total Number of Fatal, Vehicle Defect Crashes	7	3	5	3	3	4
Total Number of Non-Fatal, Vehicle Defect Crashes	298	300	335	262	273	294
Crashes due to tire failure*	198	219	231	216	206	214
Crashes due to defective brakes	175	177	202	187	162	181
Crashes due to mechanical defects	168	163	194	178	123	165
Fatalities due to Vehicle Defect	8	3	5	4	4	5
Injuries due to Vehicle Defect	448	445	535	421	406	451
Fatalities due to tire failure	2	0	0	1	1	1
Injuries due to tire failure	119	128	138	122	125	126
Fatalities due to defective brakes	6	1	1	3	0	2
Injuries due to defective brakes	175	168	171	173	129	163
Fatalities due to mechanical defects	3	2	3	1	3	2
Injuries due to mechanical defects	146	119	175	143	84	133
Convictions for unlawful use of or failure to use lights (ORS 811.520)	1,302	1,144	1,170	1,170	953	1,148

Source: Crash Analysis and Reporting, Oregon Department of Transportation, DMV, Fatality Analysis Reporting System, U.S. Department of Transportation.
*Note: More than one type of mechanical problem may occur in any given vehicle or crash
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

- Reduce total vehicle defect-related crashes from the 2009-2013 average of 616 to 546 by 2020.

Performance Measures

- Reduce the number of people killed or injured due to tire-failure from the 2011-2013 average of 129 to 125 by December 31, 2016. ***[In 2015, there were 145 people killed or injured due to tire-failure.]***
- Reduce the number of people killed or injured due to defective brakes from the 2011-2013 average of 159 to 141 by December 31, 2016. ***[In 2015, there were 168 people killed or injured due to defective brakes.]***
- Reduce the number of people killed or injured due to mechanical defects from the 2011-2013 average of 136 to 121 by December 31, 2016. ***[In 2015, there were 112 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.
- Continue to monitor the feasibility of Oregon requiring a trailer brake law.
- Continue to collaborate with operators of emergency vehicle lighting to insure vehicles are properly equipped, operators are adequately trained and use of emergency lighting is clearly defined.

Project Summaries

Section 402

		Awarded	Expended
CL-16-80-01	Statewide Services – Equipment	$5,000	$280

This project partially funded the annual TSD Public Opinion Telephone Survey that was to include questions regarding vehicle equipment safety. It also provided for the update and reprint of applicable brochures, flyers and other resources materials; and contributed to the public information and education services contract to continue educating motorists and motorcyclists about equipment safety issues.

During this grant year, only $280 was spent of a budgeted $5,000. No publications were re-printed as safety equipment publication stock levels were adequate for anticipated demand. The program manager chose not to include a question in the annual telephone survey about vehicle equipment due to a higher priority issue (motorcycle safety) that needed addressing in the allotted question placeholders available.

For the coming year, the program manager anticipates including one or more vehicle safety equipment questions related to motorist awareness and compliance with non-commercial secured load requirements in the annual survey.

Funds were spent on an Oregon Department of Justice training course which provided information on the development, update, and stakeholder involvement in Oregon Administrative Rules. Many of the vehicle safety equipment laws have Oregon Administrative Rules (OAR's) associated with them and the program manager accesses these rules on a daily basis. The program manager is responsible for developing updates to the vehicle safety equipment OAR's on an as-needed basis. For 2016, questions related to vehicle equipment safety requirements were fielded by phone call, email, and in-person. Information shared with customers to ensure equipment safety compliance included Oregon Revised Statutes, OAR's, Federal Motor Vehicle Safety Standards and standards adopted by reference. Towing Safety publications were delivered in a focused effort to recreational vehicle (RV) dealers at trade shows for distribution to new and current RV owners.

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

The Problem

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

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

Oregon Highways, Fatalities and Serious Injuries 2006-2013

Public Roads by Jurisdiction	State Highways		Urban Non-State Streets		Rural Non-State Roads		All Roadways	
	Average	Per VMT*	Average	Per VMT*	Average	Per VMT*	Average	per VMT*
All F&A Crashes	998	4.82	588	8.23	414	5.79	1999	5.88
Roadway Departure F&A	455	2.24	120	1.68	290	4.06	865	2.54
Intersections F&A	250	1.15	300	4.20	60	0.84	610	1.80
Pedestrians and Bicyclists F&A	86	0.41	135	1.89	16	0.22	237	0.70

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

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

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

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

Goals

- Reduce fatalities and serious injuries from the 2009-2013 average of 1,773 to 1,467 by December 31, 2020.

Performance Measures

- To reduce fatalities and serious injuries from the 2011-2013 average of 1,853 to 1,640 by December 31, 2016. ***[In 2015, there were 2,220 fatalities and serious injuries.]***
- To reduce the average number of roadway departure fatal and serious injuries from the 2011-2013 average of 798 to 706 by December 31, 2016. ***[The 2015, there were 859 roadway departure fatal and serious injuries.]***
- To reduce the average number of intersection fatal and serious injury crashes from the 2011-2013 average of 598 to 529 by December 31, 2016. ***[In 2015, there were roadway departure fatal and serious injuries.]***

- To reduce the average number of pedestrian and bicycle fatal and serious injuries from the 2011-2013 average of 240 to 213 by December 31, 2016. ***[In 2015, there were 267 pedestrian and bicycle fatal and serious injuries.]***

<u>Strategies</u>

- Improve the reporting, accuracy, and usefulness of the Project Safety Management System (PSMS). Continue development and refinement of the Safety Tools, including:
    - Complete enhancement of SPIS for all public roads with buffering protocols for including relevant crashes and to make the processing more timely each year.
    - Update Roadway Departure Plan.
    - Investigate usefulness of GIS in crash analysis and crash reporting.
    - Implement Work Zone Safety Plan.
    - Evaluate developing an Older Driver Safety plan.
- Evaluate developing a Wrong Way Driving plan.
- Evaluate how to update systemic plans on a regular basis.
- Work with Transportation Development Division to incorporate locations from the Roadway Departure Plan, Intersection Plans and Pedestrian/Bicycle Plan into TransGIS.
- Continue to develop a safety tracking mechanism/performance measuring to enable ODOT to track effectiveness of ODOT safety projects.
- Adopt MAP-21 performance measures for Safety.
- Evaluate Older Driver and High Risk Rural Roads measures to determine if penalties occur.
- Evaluate and Update Safety Corridor Program process and Guidelines.
- Evaluate implementation of ARTS program for 2017-2021 STIP years and revise ARTS documentation for next STIP implementation.

- Implement the Highway Safety Manual (HSM) and related Safety Analyst software in ODOT (this is anticipated to take 2 to 5 years), including:
    - Evaluate data requirements for Highway Safety Manual methodologies.
    - Develop a plan for collecting MAP 21 Fundamental Data Elements.
    - Provide or obtain training for Regions and HQ staff on the Highway Safety Manual procedures.
    - Compare ranking of intersections in SPIS and HSM methods.
    - Conduct research on HSM implementation.
    - Implement Signalized Intersection HSM pilot project to determine data needs.
    - Implement Safety Performance Functions (SPF) for Signalized Intersections.
    - Develop more Oregon specific SPF for HSM analysis.
- Develop strategies for implementing FHWA Every Day Counts Data Driven Strategy.
- Improve coordination and communication between and within ODOT and local agencies responsible for safety, including:
    - Provide training for local agency staff on Safety process, data analysis and the use of new SPIS for all public roads.
    - Continue to improve coordination and communication with local agencies responsible for safety.
- Expand reporting capabilities to enhance usefulness of crash data to local agencies.

- Continue to investigate new technologies and expand the use of proven engineering measures for improving safety, including:
  - Study benefits of red clearance extension to reduce red light running.
  - Evaluate and implement variable speed systems to reduce weather related incidents.
  - Update Signal Detection Guidance to include latest technology and detection methods for motorcycles and bicycles.
  - Develop new guidance to encourage use of roundabouts and separation of turning movements at rural intersections.
  - Evaluate the use of profiled durables as an alternative to rumble strips.
  - Develop new criteria and policy for expanding the use of Rumble Strips in Oregon.
  - Develop a method of force account work for local agencies using Federal funds.
  - Create/update Intersection Safety list to be more readable for ODOT and local agencies.
  - Update SIM worksheet using more recent and statewide crash data.

Project Summaries

Section 164 HE

		Awarded	Expended
164HE-16-73-16	Highway Safety Executive Committee 2010 Safety Initiatives (HSEC)	$0	$0

This grant was initiated in the beginning of the grant year, but a grant adjustment later moved all planned activities instead to project 164HE-16-73-19 for completion (below).

		Awarded	Expended
164HE-16-73-19	Highway Safety Executive Committee 2010 Safety Initiatives (HSEC)	$6,728,900	6,728,885

This FFY 2016 project provided for eleven state highway infrastructure safety projects selected from eligible Highway Safety Improvement Program (HSIP) projects. Projects were selected by the Highway Safety Engineering Committee (HSEC) during FFY 2010.

Impaired Driving – Alcohol

Links to the Transportation Safety Action Plan:

Action # 55 – Encourage enforcement organizations to partner with advocacy groups to conduct high visibility enforcement
Encourage enforcement organizations to partner with advocacy and interest groups to conduct high visibility enforcement targeted at enhancing the safety of vulnerable road users. These efforts should use data to identify behaviors leading to crashes. Enforcement actions may affect those who place vulnerable users at risk, but may also address the actions of vulnerable users who place themselves at significant risk. Enforcement actions should include a significant media outreach component.

Action # 63 – Require IID for all convictions and diversions
Require ignition interlock devices (IID) use for all those convicted for DUII or diversion. Ensure existing system requires monitoring.

The Problem

- Data from the Fatality Analysis Reporting System (FARS), which is based on police, medical, and other information, show that in 2013, 40.9 percent of all traffic fatalities were alcohol-related (128 deaths, up from 123 in 2012). 101 of the fatalities involved only alcohol; and 27 were a combination of both alcohol and other drugs.
- Due to lack of monitoring methodology, there are a high number of required ignition interlock devices that are not installed as required. With new legislation passed in 2012, an additional estimated 10,000 new ignition interlock devices will be required for diversions. There is no coordinating oversight for the qualifications of the sellers or installers for neither the IID, nor standards for the technology used in the various IID's or how frequently the IID's report back to the courts for offender accountability.

Impaired Driving in Oregon - Alcohol, 2009-2013

	2009	2010	2011	2012	2013	2009-2013 Average
Fatal & Injury Crashes	19,384	21,171	24,197	24,762	23,276	22,558
Fatalities	377	317	331	337	313	335
Alcohol Only Fatalities	115	90	104	95	101	101
Combination Alcohol & Other Drugs	28	17	19	28	27	24
Alcohol Involved Fatalities	144	107	123	123	128	125
Percent Alcohol Involved Fatalities	38.2%	33.8%	37.2%	36.5%	40.9%	37.3%
Alcohol Involved Fatalities per 100 Million VMT	0.42	0.32	0.37	0.37	0.38	0.37
Drivers in Fatal Crashes with BAC .08 & above	96	51	81	67	85	76

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

Impaired Driving Arrests During Grant Funded Activities, 2009–2013

	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 2014	2010-2014 Average
Impaired Driving Arrests	1,447	2,144	1,881	1,390	1,646	1,765

Sources: TSD Grant files, 2010 – 2014

Impaired Driving in Oregon - Alcohol, 2009-2013

	2009	2010	2011	2012	2013	2009-2013 Average
Number of Confirmed Installed IID	2,608	2,816	3,037	3,756	3,597	3,163
DUII Offenses	20,995	22,500	21,534	20,042	17,342	20,478
All Fatal & Injury Crashes	19,384	21,171	24,197	24,762	23,276	22,558
All Nighttime F&I Crashes	2,711	2,970	3,530	3,646	3,415	3,254
% Nighttime F&I Crashes	14.0%	14.0%	14.6%	14.7%	14.7%	14.4%
All Fatalities	377	317	331	337	313	335

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

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

Goals

- Reduce alcohol-related fatalities from the 2009-2013 average of 125 to 98 by 2020.
- Maintain the number of Oregon municipal police agencies participating in NHTSA sponsored High Visibility Enforcement (HVE) events at the 2011-2013 average of 56 by 2020.
- Maintain the number of Oregon County Sheriff's Offices participating in NHTSA sponsored High Visibility Enforcement (HVE) events from the 2011-2013 average of 27 by 2020.
- Increase the number of Ignition Interlock Devices (IID) installed on vehicles for a DUII diversion from the 2009-2013 average of 32 percent to 100 percent by 2020*. *Note: The IID for Diversion statute has recently come under criticism as being excessive and proposals to amend it to apply to only high BAC or alcohol-only offenses are being circulated. Additionally, administrative changes need to be made to how courts, DMV and IID providers communicate and report data to accurately track those IID's installed for diversion. These circumstances will have a significant impact on the viability of this particular goal.

Performance Measures

- Reduce alcohol-related* traffic fatalities from the 2011-2013 average of 125 to 110 by December 31, 2016. *Note: Alcohol-related driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .01 or greater. ***[In 2015, there were 187 alcohol-related* traffic fatalities.]***
- Decrease alcohol impaired* driving fatalities from the 2011-2013 average of 78 to 69 by December 31, 2016. *(NHTSA)* *Note: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater. ***[In 2015, there were155 alcohol impaired driving fatalities.]***

- Maintain the number of Oregon municipal police agencies participating in NHTSA sponsored High Visibility Enforcement (HVE) events at the 2011-2013 average of 56 (42%) without losing any net population representation by December 31, 2016. ***[In 2015, there were 38 municipal agencies participating.]***
- Maintain the number of Oregon County Sheriff's Offices participating in NHTSA sponsored High Visibility Enforcement (HVE) events at the 2011-2013 average of 27 by December 31, 2016. ***[In 2015, there were 24 sheriff's offices participating.]***

<u>Strategies</u>

- Target public opinion research to help guide legislative and public education efforts regarding DUII.
- Expand resources available for HVE events in prioritized areas and promote local flexibility in targeting significant events with a specific or implied alcohol focus.
- Study DUII offense/offender patterns statewide and look for incident commonalties and ways to better prioritize efforts for maximized return in the form of lowered recidivism.
- Support Law Enforcement agency media and local public safety education efforts on DUII, especially with smaller agencies that may not have dedicated public affairs staff.
- Develop a standardized, on-line method to report HVE statistics compatible across state, county and city agencies to reduce administrative burden and increase participation.
- Work to develop and support key community groups that can speak as surrogates on the DUII issue throughout the state.
- Continue to study the nexus between Treatments, Prevention and Enforcement efforts to better target resources and provide solid policy advice and data-driven prioritization.
- Work with Law Enforcement, Courts and Prosecutors to examine ways to streamline the DUII process to reduce paperwork and officer failure-to-appear at administrative suspension hearings, and strengthen DUII cases overall.
- Work to secure a second Traffic Safety Resource Prosecutor position for FY2016 with a joint effort with the Oregon Department of Justice.
- Work to replicate effective best practices for DUII specialty courts in Oregon for those communities that can support this tool locally.
- Continue support for increased judicial and prosecutorial education on DUII issues.
- Continue collaboration with Health and Hospital systems in Oregon to educate their staff and develop (if necessary) Memorandums of Understanding for local law enforcement agencies that can eliminate problems for hospital reporting and warrant services.
- Promote improved IID technology standards to prosecutors and courts that have resulted from the administrative rule process.
- Work across program areas within ODOT-Transportation Safety Division to find common touch points and gaps with Impaired Driving: Motorcycles, Youth, Driver Education, Judicial Programs, etc.
- Continue participation and support with the Law Enforcement Traffic Safety Advisory Board to promote cross-jurisdictional collaboration and coordination for addressing impaired driving across the state.

- Maintain collaboration with the Governor's Advisory Committee on DUII and promote cooperative efforts at public education, stakeholder partnerships and advancement of policy.
- Promote and support continued SFST training (and trainer) opportunities around the state.
- Plan and execute a one-day educational conference for circuit and municipal judges on the issues and changes surrounding impaired driving that relate specifically to the role of the courts.
- Promote "No Refusal" training, awareness and events in every ODOT region with the cooperation with local enforcement, prosecution and courts.

Project Summaries

Section 164 AL

		Awarded	Expended
164AL-16-14-01	DUII Statewide Services	$217,500	$0

A comprehensive traffic safety public information program was implemented. Materials and supplies developed through this project provide the general population with safe driving messages relevant to alcohol and other intoxicating substances. DUII related PSAs in the form of billboards, print, water closet, television and radio were aired. Surveys were conducted to measure public perception, awareness, message saturation and levels of support for DUII laws. These projects were paid for with other statewide service funds, largely because the prevalence of marijuana in the training, conference and media project topic areas made these alcohol-specific funds limited to a narrow usage.

		Awarded	Expended
164AL-16-14-02	DUII Court 1 - City of Beaverton	$125,000	$125,000

Funds for this project supported a program coordinator for the municipal DUII for the City of Beaverton. This position is critical to the oversight, organization and tracking of offenders while they are participating in the B-SOBR program. The B-SOBR program has become a nationally recognized model for a DUII treatment court and has focused on building a comprehensive program for repeat, high-risk DUII offenders. This grantee has also worked towards packaging their best practices and recruiting other jurisdictions that have an identified problem with DUII and have the community support and infrastructure that could support such a program.

		Awarded	Expended
164AL-16-14-09	DUII Overtime Enforcement Program - OSP	$152,000	$136,850

Oregon State Police continue to participate in the High Visibility Enforcement (HVE) events throughout the year, designated at high-incidence windows for DUII. This grant provided overtime funds for troopers working in coordinated statewide DUII-specific patrols. This grant paid for 1,434 hours of DUII enforcement overtime, resulting in 111 DUII arrests. The HVE program also requires media releases that publicize the efforts as well as the results, and the officers working the overtime were all current in the latest SFST, ARIDE or DRE training available.

		Awarded	Expended
164AL-16-14-17	DISP – Portland Police Bureau	$45,499	$45,499

This grant provided funds in order for the Portland Police Bureau Traffic Division (the Bureau) to assist the Multnomah County DUII Intensive Supervision Program (DISP). The Bureau's Traffic Division provided direct law enforcement capability to the court-based probation program. The function of Bureau personnel was to:

1) Conduct warrant sweeps for offenders who had not reported to court,
2) Conduct home visits to DISP probationers to reinforce probation compliance as requested by DISP case managers and judges,
3) PPB officer attended DISP weekly staffing meeting with team.

The focus of this grant was to cover the overtime costs for officers to conduct home visits and serve warrants in a timely manner for DISP clients, and participate in the DISP team meetings with the judge, prosecutor, treatment providers, case manager and defense attorney. Thirty percent of the DISP clients had servicable warrants as a result of the program. The average time to serve an issued warrant was 3.5 days to the first attempt. Twenty-five arrests were made as a result, along with 54 home visits.

		Awarded	Expended
164AL-16-14-20	Law Enforcement Spokesperson – DPSST	$100,000	$92,822

This project provided funding for the management and training of all DUII related law enforcement training courses in the State of Oregon. Training was held at various locations, to increase the number of Standardized Field Sobriety Test (SFST) certified trainers; provided mobile video training and conducted a survey of police agencies. This grant also provided 3-day SFST training for 455 officers, and SFST Refresher training for 427 officers. Thirteen new SFST instructors were trained and 63 SFST instructors received instructor updates. Seventy-five officers received DUII Mobile Video training and four new mobile video instructors were trained. 109 officers received Intoxilyzer 8000 training and 15 officers received DUID training. This totals 1,163 individual officers receiving training in 64 separate classes. This represents progressive increases from 875 (2015), 917 (2014), 750 (2013) and 615 (2012).

		Awarded	Expended
164AL-16-14-36	Oregon Impact Municipal Agencies Overtime Grants	$536,710	$533,602

This grant is for DUII overtime enforcement to city police departments throughout the state. Approximately 55 cities received overtime funds in 2016. Cities participating in the High Visibility Enforcement (HVE) events provided DUII-specific patrols at designated high-incidence windows of impaired driving. *Oregon Impact* facilitated the DUII OT grant to 44 municipal 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. Many agencies commented that the data submission process is much easier, due to the Badge Data system. The paperwork has been streamlined and much easier to deal with, especially for smaller or understaffed departments. There were an additional 978 arrests for DUII and MIP (minor in possession) in Oregon as a result of these funds used by departments for HVE overtime patrols throughout Oregon. There were also a resulting 97 felony warrants served.

Section 405d

		Awarded	Expended
M5HVE-16-12-21	DUII Enforcement – OSSA Departments - Mid	$400,000	$126,189

The Oregon State Sheriffs Association (OSSA) provided mini-grants for overtime hours to county sheriff's offices for DUII saturation patrols during the High Visibility Enforcement (HVE) events throughout the year, designated as high-incidence windows for DUII. The Oregon State Sheriffs' Association issued 18 grants to Sheriff's Offices around the state in FFY2016. One county later withdrew due to a staffing shortage. These law enforcement agencies made 250 DUII arrests this grant year utilizing grant overtime funding.

		Awarded	Expended
M6X-16-12-21	DUII Enforcement – OSSA Departments - Low	$400,000	$105,024

The Oregon State Sheriffs Association (OSSA) provided mini-grants for overtime hours to county sheriff's offices for DUII saturation patrols during the High Visibility Enforcement (HVE) events throughout the year, designated as high-incidence windows for DUII. The Oregon State Sheriffs' Association issued 18 grants to Sheriff's Offices around the state in FFY2016. One county later withdrew due to a staffing shortage. These law enforcement agencies made 250 DUII arrests this grant year utilizing grant overtime funding.

Impaired Driving – Drugs

Links to the Transportation Safety Action Plan:

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

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

Action # 50 – Expand legislation to allow hospital records of blood tests to be admitted into evidence
Expand legislation that allows hospital records of urine tests obtained as a result of a vehicle crash to be admitted into evidence to show impairing substances to be reported within six hours to law enforcement agencies.

The Problem

- Data from the Fatality Analysis Reporting System (FARS), which is based on police, medical, and other information, shows that in 2013, 20.8 percent of all traffic fatalities were drug-related (73 deaths). 101 of the fatalities involved only alcohol; 42 involved only other drugs; and 27 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 906 in 2013. Impairment, due to drugs other than alcohol, continues to have a negative impact on transportation safety.
- Due to current Oregon law, drivers impaired by over-the-counter and/or non-controlled prescription drugs do not get DUIIs and are therefore not referred to treatment.
- In November 2014, Oregon voted to legalize recreational marijuana, joining Colorado, Washington and Alaska. This new law will take effect July of 2015 and includes possession limits larger than any other state, as well as home-grow provisions and allowances for hash oil and other potent concentrates. It is widely anticipated this new law will lead to an increase of impaired driving and marijuana detection in fatal crashes as seen in Washington and Colorado. There is no set standard in Oregon for per se impairment as in Colorado and Washington (5 ng/ml THC) and the 2015 Legislative Session will be working to implement this law with special attention given to the implications of Impaired Driving.

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

Impaired Driving in Oregon – Other Drugs, 2009-2013

	2009	2010	2011	2012	2013	2009-2013 Average
Other Drug Only Fatalities	43	31	27	42	46	38
Combination Other Drug and Alcohol	28	17	19	28	27	24
Total Other Drug Only & Combination	71	48	46	70	73	62
Percent Other Drug-Involved Fatalities	18.8%	15.1%	13.9%	20.8%	23.3%	18.4%
DUII Arrests (Drugs other than Alcohol)	1,318	1,437	1,083	900	906	1,129

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

Goals

- Reduce the total number of Impaired Driving drug-related fatalities from the 2009-2013 average of 62 to 48 by 2020.
- Increase the number of certified Drug Recognition Experts in Oregon from the current 2015 number of 180 to 207 by 2020.

Performance Measures

- Reduce the total number of Impaired Driving drug-related fatalities from the 2011-2013 average of 63 to 56 by December 31, 2016. ***[In 2015, there were 88 Impaired Driving drug-related fatalities.]***
- Increase the number of certified DREs from the current number of 180 to 186 by December 31, 2016. ***[In 2015, there were 198 certified DREs in Oregon.]***

Strategies

- Continue support for increased judicial and prosecutorial education on DUII-Drug issues.
- Work with judges to inform and educate about the IID requirements in Oregon to increase the number of IID's assigned during Diversion Agreements.
- Collaborate with Health and Hospital systems in Oregon to educate their staff and develop (if necessary) Memorandums of Understanding for local law enforcement agencies that can eliminate problems for hospital reporting and warrant services.
- Continue support for DRE training and education programs and support a second DRE school.
- Target revised public opinion research to help guide legislative and public education efforts.
- Specifically related to the impacts of marijuana legalization related to impaired driving.
- Work with OHA to track DUII-Drugs offender patterns, recidivism rates, treatment methodology, effectiveness and overall impacts to the DUII system.
- Work with Oregon Liquor Control Commission as standards are developed for Impaired Driving as it relates to the legalization of marijuana.
- Support policy movement to include a penalty for a blood test refusal under implied consent.
- Work to expand capabilities at the Oregon State Police Crime Lab in regards to blood toxicology and internally promote the lowering of the THC threshold from 20 ng/ml.
- Target creative media to educate the public on the dangers of driving impaired from now-legal marijuana, as well as a focus on Oregon's high rate of prescription drug abuse.
- Continue to closely monitor the legalization of marijuana and all aspects of this policy direction for potential impacts to Impaired Driving.

Project Summaries

Section 405d

		Awarded	Expended
M6X-16-12-01	Statewide Services Program – DUII	$443,945	$281,588

A comprehensive traffic safety public information program was implemented. Materials and supplies developed through this project provided 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. Public opinion surveys were also conducted. This grant supported transportation safety conferences and trainings with an impaired driving component, as well as publishing the Impaired Driving Data Book, and producing and placing award-winning Public Service Announcements for print, radio, television and social media. This grant also funded the “24-DRUNK” hotline.

		Awarded	Expended
M6X-16-12-02	Beaverton PD – No Refusal	$14,400	$9,330

The goal of the "No Refusal" Program was to deter people from driving under the influence and prevent drunk driving crashes. The program provided a tool for law enforcement to collect and preserve time-sensitive evidence. The BPD worked with prosecutors and judges to quickly obtain "blood draw warrants" for drivers who refused Blood Alcohol Content (BAC) testing. Individuals suspected of impaired driving who unlawfully refused to provide a breath test were subject to blood testing, generally conducted at the Beaverton Police Department. This grant facilitated a "No Refusal" policy for Beaverton Police Department by reimbursing the costs for blood draws for an implied consent refusal. BPD worked closely with its partners to develop the blood draw warrant program. A DUII No Refusal Team was also developed and met monthly (includes officers, Muni Court staff, City Attorney staff, and IT staff). 15.9% of DUII arrests in Beaverton resulted in blood draws from an Implied Consent refusal. Between November 1, 2015 and September 30, 2016, 61 successful blood draws were performed out of 384 DUII arrests. To date, BPD has not had a blood draw case that went to trial. All cases utilizing this grant have pled out.

		Awarded	Expended
M6X-16-12-03	Drug Recognition Expert – Blood Testing	$60,000	$46,215

This project was designed to encourage state and local law enforcement agencies to pursue the collection and analysis of blood evidence for drugs in DUII cases, for the purposes of improved prosecution, more complete data gathering, and as a tool for improving DRE evaluation accuracy. One hundred sixty-nine (169) blood samples were tested for drugs, stemming from 141 incidents. Toxicology backlogs and technology gaps created issues for timely prosecution in DUII cases. This grant facilitated evidence being quickly analyzed in out-of-state laboratories. This resulted in both timely results and some of the first marijuana-specific data relevant to impaired driving that Oregon has seen since the legalization of recreational cannabis. For those cases that involved a DRE evaluation, the DRE opinions were confirmed at a rate of 92% accuracy.

		Awarded	Expended
M6X-16-12-06	ODAA - "Protecting Lives Saving Futures"	$73,680	$58,740

This project funded training for prosecutors in the specific processes and techniques involved in a DUII-Drug arrest and conviction and encouraged partnerships in dealing with the crime of drugged driving. The presentations addressed by PLSF were how to improve DUII investigations, how to set the foundation for law enforcement and prosecution teamwork in DUII investigations. There was a "wet lab" interactive exercise, an overview of toxicology and instruction given to assist prosecutors and law enforcement in pre-trial prep. There were 29 prosecutors present and 32 law enforcement officers. At the ODAA Summer Conference, a case law update was presented to 54 prosecutors.

		Awarded	Expended
M6X-16-12-07	Prosecutor Resource Database	$9,976	$7,975

This project developed and distributed a searchable prosecutor resource database that provides annotated and cited cross-examination questions for frequently used testimony by defense experts in DUII cases, specifically in Oregon. Expert testimony was been transcribed from 44 court cases and have been examined by a team of prosecutors and law enforcement officials. This has provided a body of work that allows the DUII resource prosecutors provide other prosecutors throughout the state with instant examples of defense witness tactics. This allows prosecutors to better prepare for cases where expert defense testimony is presented. The content from all court cases that have been reviewed have been made available to prosecutors throughout the state via a secure drop box that can be accessed through the Department of Justice (DOJ) website. All prosecutors throughout the state have been instructed to forward a copy of any and all DUII court recordings that involve expert testimony to the Traffic Safety Resource Prosecution (TSRP) team for review. These cases will be assessed for relevance, transcribed if necessary and added to the database.

		Awarded	Expended
M6X-16-12-16	Drug Recognition Expert Training (DRE)	$229,016	$206,121

Provided training and coordination of the Oregon Drug Evaluation and Classification (DEC) program and other related impaired driving programs in accordance with the International Association of Chiefs of Police (IACP) and NHTSA guidelines and recommendations. This grant provided for two complete DRE schools conducted in FY2016. Two DRE schools were run through this grant: #1 was May 3-13 (16 students, 1 prosecutor) and #2 was July 19-29 (12 students). 28 new DREs were certified during the grant period for a new total of 220. Additionally, there were 17 ARIDE classes held across the state, which trained 249 Oregon law enforcement officers and prosecutors. Drug-related training was given to several hundred medical students, toxicologists, prosecutors, university staff, citizens, and members of non-profit groups and government organizations. Lastly, Oregon's annual DRE conference was held April 26th. This was a collaborative effort with the DUII Task Force to hold both conferences together to increase attendance to reduce the staffing burden for smaller and more rural agencies. The DRE conference had 188 attendees, including 153 Oregon DREs and one Washington DRE. The success of this event led to an agreement for a collaborative effort in 2018 in Bend.

		Awarded	Expended
M6X-16-12-23	Drug Recognition Expert Overtime Enforcement Project - Low	$125,000	$122,170

Provided statewide overtime enforcement for DREs (Drug Recognition Experts) representing multiple law enforcement agencies. There were 444 DRE callouts during the grant period, which is an increase over the previous grant period, when 342 callouts were recorded. These figures are based solely on reimbursement requests, which do not include agencies who did not request overtime reimbursement.

		Awarded	Expended
M6X-16-12-24	DUII Resource Prosecutor (2) - Low	$129,405	$99,395

This project provided a second expert DUII prosecutor who served as a resource to municipal, county and state prosecutors in handling complex DUII laws. The DUII Prosecutor traveled throughout Oregon to assist with DUII cases, and participated as a trainer for prosecutors and law enforcement relating to DUII law and procedures. Since the DUII Resource Prosecutor (2)/TSRP (2) position was created in April 2016, the TSRP (2) has responded to 34 requests for trial assistance, ranging from pre-trial evidentiary questions and indicting decisions to motions used to request that the judge rule that certain testimony be excluded, expert witness cross-examination, jury instructions, and sentencing recommendations. The TSRP (2) has provided on-site trial support in two cases involving defense expert witness testimony. To date, the TSRP (2) has assisted 21 counties, including Baker, Clackamas, Clatsop, Deschutes, Douglas, Jackson, Josephine, Jefferson, Lake, Lane, Lincoln, Linn, Malheur, Marion, Polk, Tillamook, Umatilla, Wallowa, Wasco, Washington and Wheeler, with DUII-related questions or concerns. The TSRP (2) also presented at the ODAA summer conference, which draws prosecutors from across the state, as well as the Basic Institute, which is for newly hired prosecutors statewide.

		Awarded	Expended
M6X-16-12-25	CLEAR Alliance Prevention Education to Reduce Impaired Driving	$191,870	$177,513

CLEAR Alliance's mission is to reduce substance abuse and impaired driving by providing evidence-based and science-based education that is user-friendly for youth, young adults and parents with the goal to improve public health and safety in Oregon. The major activities of this grant included: 1. Marijuana and impaired driving classroom education program piloted to local high school health classes. 2. Piloting ad about marijuana-impaired driving in Central Oregon (billboard rotated every 3 months between Bend, Redmond, Madras and Prineville, Oregon). 3. Piloting theater ad at Regal Cinemas in 16 theaters in Bend Oregon. 4. Developing additional educational flyers disseminated statewide to youth, teachers and parents that focus on drugs and impaired driving. 5. Provided scholarships for the 2016 Oregon Drug Education Conference for prevention professionals.

		Awarded	Expended
M6X-16-12-31	Region 1 Impaired Driving Programs - Low	$5,000	N/A

This grant was awarded to each of the five regions to assist with impaired driving prevention training programs as needed for regional partner agencies.

Attempts to work with agencies on providing cameras for Drug Recognition Expert (DRE) officers were unsuccessful. One agency had union concerns about using cameras; another had governing council concerns; and a third agency felt it was not worth the trouble of grant paperwork for a few hundred dollar camera purchase for their one DRE. In the future, additional efforts and projects will need to be considered and implemented sooner, and with appropriate pre-planning in alignment with Oregon’s Transportation Safety Action Plan.

		Awarded	Expended
M6X-16-12-32	Region 2 Impaired Driving Programs - Low	$5,000	N/A

This grant project was awarded to each of the five regions to assist with impaired driving training programs as needed for their local communities. The project was not activated or implemented due to time constraints and a lack of local project resources.

		Awarded	Expended
M6X-16-12-33	Region 3 Impaired Driving Programs - Low	$5,000	$1,500

This grant is awarded to each of the five regions to assist with impaired driving program training and education projects as needed. The major activity of this project was obtaining a national level speaker to present at high schools in Josephine County on the dangers of driving impaired. The project was coordinated and funded through this grant with contributions from Josephine County Prevention and the Grants Pass Department of Public Safety. Ray Lozano from Prevention Plus provided 3 school assemblies at 2 Grants Pass High Schools, on September 19-20, 2016 (approximately 1,500 students) and one parent night that had 25 people in attendance.

		Awarded	Expended
M6X-16-12-34	Region 4 Impaired Driving Programs - Low	$5,000	N/A

This grant project was awarded to each of the five regions to assist with impaired driving training programs as needed for their local communities. The project was not activated or implemented due to time constraints and a lack of local project resources.

		Awarded	Expended
M6X-16-12-35	Region 5 Impaired Driving Programs - Low	$10,000	$5,400

This project provided funds to pay for three impaired driving program training opportunities throughout Region 5. The training “Drug and Alcohol Trends as Related to DUII Crashes and Investigations” was conducted by retired Officer Jermaine Galloway. Officer Galloway retired early from the Boise Police Department after the demand for his training increased to the point where he was unable to work full time for the department and provide all the trainings he was asked to present. He has been in law enforcement since 1997 in various capacities including alcohol compliance and enforcement, crime scene investigation, DUI task force, officer mentoring, and field training officer. For more information, visit www.tallcopsaysstop.com. Three training sessions were held in Baker City, Hermiston, and Burns. In each location, Region 5 was able to partner with local agencies on the project and had a total of 76 attendees. Though the trainings were law enforcement themed, they were also made available to other disciplines as space allowed. Of the 76 attendees, 41 of them were law enforcement; other attendees were from similar disciplines like parole and probation, dispatch, corrections, and other first responders. Funds were also spent to produce DUII-specific education for local media efforts.

Finally, remaining funds were planned for production of educational materials to have available for advocates and partner agencies in Region 5; however, there was an administrative procurement glitch, where the purchase was eventually made with a different funding source.

		Awarded	Expended
M5CS-16-12-24	DUII Resource Prosecutor - Mid	$217,826	$217,826

This project provided an expert DUII prosecutor who served as a resource to municipal, county and state prosecutors in handling complex DUII laws. The DUII Prosecutor traveled throughout Oregon to assist with DUII cases, participate as a trainer for prosecutors and law enforcement relating to DUII law and procedures. There have been numerous prosecutors (both elected and appointed) who have received advice from the TSRP that stretch to all counties in the state. The TSRP was a presenter at most DUII-related trainings in Oregon, and is a frequently-requested speaker and trainer for other states and programs. Between phone calls, replying to postings on the DUII list-serve, and being asked questions at trainings, the TSRP responded to approximately 1,100 requests for advice. The TSRP handled one driving-while-suspended case that arose out of a DUII conviction where the TSRP was the prosecutor. In addition, the TSRP prepped three cases for motion hearings.

		Awarded	Expended
M5PEM-16-12-01	NHTSA HVE Paid Media - Mid	$200,000	N/A

This is a quarterly HVE paid public information announcement regarding saturation patrols equally divided among four quarters, $50,000 each quarter. These expenses were covered out of Statewide Services M6X-16-12-01.

		Awarded	Expended
M5TR-16-12-12	DUII Multi-Disciplinary Task Force Training Conference - Mid	$130,000	$130,000

This project provided funding for an annual training conference, specifically focused on DUII issues, which included participating disciplines such as law enforcement, prosecutors, prevention and treatment professionals and others across the DUII spectrum of involvement. The DUII Multidisciplinary Task Force Conference reached well over 300 people within the State of Oregon, working in the DUII subject area. The conference provided the most current information regarding impaired driving and prevention to over 450 participants. It also provided training in the obstacles that all of the disciplines will be facing with the recent legalization of Marijuana. Twelve different disciplines attended (DMV/OAH 3%, OLCC 3%, Law Enforcement 63%, P&P 1%, Judicial 1%, Prosecutor 4%, Treatment/Evaluator 7%, Prevention 5%,Health Care 0%, ODOT 2%, Other 5% and Presenter/Staff 4%) for a total of 14 CLE's. This year's conference was also held in conjunction with the DRE Statewide Conference to increase attendance from DRE's and allow smaller agencies with staffing issues to attend that otherwise might have been prevented.

		Awarded	Expended
M3DA-16-54-09	LC/MS/MS INSTRUMENT	$348,996	0

This project addressed a serious backlog of toxicology at the Oregon State Police Crime Lab for impaired driving cases. The Liquid Chromatograph Tandem Mass Spectrometer will be able to quickly process blood cases and will eliminate the need for the OSP Blood Testing Grant (M6X-16-12-03, $60,000) for FFY2017, assisting successful prosecutions as well as building necessary data for addressing policy questions surrounding the legalization of cannabis. The requirement of the Buy America Act meant that expenditures would occur in FFY2017 due to the late start of the project, and this grant has been continued into 2017.

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, 2009-2013

	2009	2010	2011	2012	2013	2009-2013 Average
No. of Judges trained during offered training sessions	100	100	78	70	81	86
No. of Court Staff/Administrators trained	70	113	85	28	24	64
No. of Prosecutors trained	260	138	132	135	109	155
Combined total of CLE Credits Approved	40	51	63	61	65	56

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

Goals

- Maintain the number of justice and municipal court judges participating in transportation safety related judicial education programs hosted by TSD from the 2009-2013 average of 76 annually to 86 annually by 2020.
- Maintain the number of prosecutors participating in transportation safety related judicial education programs funded by TSD at the 2011-2013 average of 129 annually by 2020.
- Increase the number of training opportunities delivered by TSD for judges relating to impaired driving from 1 to 2 annually.

Performance Measures

- Maintain the number of prosecutors participating in traffic safety education programs at the 2011-2013 average of 129 annually by December 31, 2016. ***[In 2015, there were 87 prosecutors who participated in TSD traffic safety education programs.]***

- Increase the number of judges attending a one-day judicial workshop on impaired driving from the calendar base of 0 to 30 by December 31, 2016. ***[In 2015, there were 0 judges that attended a one-day workshop on impaired driving sponsored by TSD.]***
- Increase the number of judges attending an impaired driving wet lab** demonstration from the calendar base of 0 to 30 by December 31, 2016. ***[In 2015, there were 68 Judges that attended a wet lab demonstration.]***

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, and 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*.

* 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 (CLEs) required to maintain certification as a licensed attorney.

** A wet lab is a controlled demonstration on volunteers to show the intoxicating effects of alcohol and how these effects relate to driving. Standardized field sobriety tests are also performed, along with utilizing an Intoxilyzer machine to measure blood alcohol concentration (BAC) of the volunteers.

Strategies

- Coordinate and deliver an annual Traffic Safety Education Conference for Oregon judges including a wet lab demonstration. Invite court administrators to attend.
- Coordinate and deliver a one day Judicial Education Workshop specific to Impaired Driving.
- Work with Oregon District Attorney's Association to coordinate and deliver a Traffic Safety Education Conference for prosecutors.

Project Summaries

Section 402

		Awarded	Expended
TC-16-24-08	Judicial Education	$35,700	$24,664

On March 9 –11, 2016 a traffic safety related educational conference was provided to Oregon Municipal, Justice, and Circuit Court Judges as well as court staff and some prosecutors. Conference topics included case law and legislative updates, driver licensing eligibility, increased speeds in Oregon, CDL masking, and marijuana and driving as well as many other topics related to traffic safety. 68 Judges attended the training along with 2 prosecutors and 21 court administrators. The opportunity for a one day Judicial Education workshop specific to Impaired Driving was offered to the Oregon Judicial Department. However, due to other projects and time constraints they declined to participate. Efforts will be made again next year to offer the same training opportunity for Judges.

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 11 percent of the fatal crashes in 2013 while only representing 3.2 percent of the total vehicles registered in 2013.
- Alcohol was involved in 32 percent of motorcycle fatalities in 2013.
- Non-endorsed motorcyclists were involved in 25.8 percent of motorcycle fatalities in 2013.
- Eighteen of thirty-two motorcycle fatalities (56%) in 2013 occurred on a corner.
- The average age of the fatally involved rider was 48 in 2013.

Motorcycles on Oregon Roads, 2009-2013

	2009	2010	2011	2012	2013	2009-2013 Average
Fatal Crashes	49	38	38	47	32	41
Percent of fatal crashes	14.8%	13.0%	12.3%	15.4%	11.0%	13.3%
Motorcyclists killed	51	38	39	49	31	42
Single-vehicle fatal crashes[1]	30	23	19	23	17	22
Multi-vehicle motorcycle vs. auto fatal crashes[1]	10	6	12	12	6	9
Multi-vehicle auto vs. motorcycle fatal crashes[1]	6	9	6	9	8	8
Fatalities						
Percent alcohol involved fatalities	37.3%	21.1%	41.0%	28.6%	32.3%	32.0%
Percent non-endorsed fatalities	33.3%	18.4%	33.3%	16.3%	25.8%	25.4%
Percent unhelmeted fatalities	5.9%	7.9%	10.0%	5.9%	0.0%	3.4%
Injury Crashes	790	768	919	1,028	953	892
Percent of injury crashes	4.1%	3.7%	3.8%	4.2%	4.1%	4.0%

Source: Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation. TSD files[1].

Motorcycles on Oregon Highways, 2009-2013 *(continued)*

	2009	2010	2011	2012	2013	2009-2013 Average
Registered Motorcycles	133,796	131,652	131,427	130,885	131,464	131,845
Percent of registered vehicles	3.2%	3.3%	3.3%	3.2%	3.2%	3.2%
Motorcycle fatalities per registered motorcycle (in thousands)	0.38	0.29	0.30	0.37	0.24	0.32
Observation Data						
Percent Helmet Use	95%	96%	98%	97%	100%	97%
Percent Motorcyclists wearing non-DOT helmet	5%	4%	2%	3%	3%	3%
TEAM Oregon Students Trained	8,778	8,779	10,286	11,805	11,230	10,176

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; TSD files.

Goal

- Reduce the number of people killed or seriously injured in motorcycle crashes from the 2009-2013 average of 243 to 191 by 2020.

Performance Measures

- Reduce fatal motorcycle crashes when the rider was impaired (alcohol and/or other drugs) from the 2011-2013 average of 13 to 12 by December 31, 2016. ***[In 2015, there were 23 motorcycle crashes when the rider was impaired.]***
- Reduce fatal motorcycle crashes when the rider was not properly endorsed from the 2011-2013 average of 10 to 9 by December 31, 2016. ***[In 2015, this data is not available at the time of this report.]***
- Reduce speed-related motorcycle crashes from the 2011-2013 average of 278 to 246 by December 31, 2016. ***[In 2015, there were 224 speed-related motorcycle crashes; PDO crashes were not available at the time of this report.]***
- Reduce fatal motorcycle crashes that occurred while negotiating a curve from the 2011-2013 average of 21 to 20 by December 31, 2016. ***[In 2015, this data is not available at the time of this report.]***
- Decrease motorcyclist fatalities from the 2011-2013 year average of 40 to 35 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 61 motorcyclist fatalities.]***
- Decrease unhelmeted motorcyclist fatalities from the 2011-2013 average of 3 to 2 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 3 unhelmeted motorcyclist fatalities.]***

Strategies

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

- Continue the motorcycle safety campaigns in the Transportation Safety Division's Public Information and Education Program, focusing on separating drinking and riding, correct licensing, proper protective riding gear, speeding and rider training for all riders.
- Ensure that media products are designed to target the majority of Oregon motorcyclists.
- 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

		Awarded	Expended
M9MA-16-50-01	Motorist Awareness	$10,000	$10,000

This project provided funding for the Motorcycle Program Public Information and Education campaign to increase motorist awareness of motorcycles in traffic and online Google ads) were used to remind motorists to watch for motorcycles. Three new animated online advertisements were developed for the campaign that highlighted the need for motorists to give riders safe operating space as well as to "look twice" when driving to ensure that the driver does not miss seeing a rider.

		Awarded	Expended
M9MT-16-50-02	Motorcycle Safety Training Enhancement	$40,000	$40,000

This project provided funding for possible new training locations by purchase or lease of land, buildings and improvements. The project was also available to fund curriculum improvement and development, along with development and enhancement of instructor recruitment and retention efforts, development and purchase of instructional materials, purchase of mobile training units and purchase or repair of training motorcycles.

TEAM OREGON (TO) purchased two new trailers as fleet replacement vehicles to ensure their ability to safely transport all necessary training motorcycles and support material to training sites. The Oregon State University Procurement Office awarded a contract with provisions that ensured that the trailer was manufactured in the United States of America. The NHTSA Region 10 Office pre-approved the State's request for the purchase of items with an individual price that exceeded $5,000 per unit.

State Motorcycle Funds

		Awarded	Expended
MC-16-80-01	Statewide Services Motorcycle Safety	[$149,000]	[$113,627]

This project provided funding for membership in the National Association of State Motorcycle Administrators, an assessment of the state's program, public information and education, and various motorcycle safety surveys. This project also supported projects prioritized by the Governor's Advisory Committee on Motorcycle Safety (GAC-MS) and included 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 riders.

Membership dues were paid, and the State of Oregon hosted annual State Motorcycle Safety Administrator's (SMSA) symposium September 21-24th in Portland. TSD Partnered with the GAC-MS, Team Oregon, and the executive staff of the SMSA to produce an event that had over 240 attendees from across the United States. The event provided State Administrators, Rider Instructors, industry leaders and safety experts more than fifty presentations to attend which addressed the current and future challenges of rider safety. Formal and informal feedback was very favorable and many new connections and concepts were generated by the attendees.

On the local level, TSD worked closely with the Governor's Advisory Committee on Motorcycle Safety to address rider safety issues throughout the State. Safety publications were distributed to motorcycle event organizers and targeted awareness campaigns were conducted with one of the Regional Traffic Safety Coordinator's. Motorcycle rider crashes and topics related to motorcycle riders were monitored throughout the year and the information was evaluated to identify trending causal factors related to rider injuries and deaths.

Two annual survey questions were asked on behalf of the motorcycle safety program to gain a better understanding of Oregonians' concern/support for permitting motorcycle lane sharing/lane splitting. A media campaign was developed in partnership with GARD Communications and multiple stakeholders to address factors associated with motorcycle rider crashes including riding while impaired, riding too fast for conditions, and lane departure risks. An additional motorcycle rider-targeted media product was created and distributed to provide timely information related to recent updates for curve advisory signs throughout Oregon.

		Awarded	Expended
MC-16-80-03	Oregon State University – TEAM OREGON	[$941,801]	[$481,483]

This project provided funding for training sites and daily operation of statewide motorcycle safety projects. Daily operations included: 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 support includes site assistance, statewide liability insurance, equipment, printing and materials.

This project also continued to provide funding for training program staff salaries necessary for the daily operation of the statewide motorcycle rider training program. TEAM OREGON staff and instructors trained over 9,800 motorcyclists in the new rider and/or intermediate rider training program. The staff continued to work on identifying new and replacement training range sites, provided instructor updates, provided training and general motorcycle safety related information to the riding and general public, maintained a presence within the riding community promoting safe riding behaviors.

The program continued to monitor national and international rider safety training developments, and TEAM OREGON co-hosted the State Motorcycle Safety Administrators annual symposium (Instructor development, planning, organization, logistics support, training session presentations and participation) with the Transportation Safety Division and the Governor's Advisory Committee on Motorcycle Safety in Portland September 21-24th.

		Awarded	Expended
MC-16-80-04	Motorcycle Safety Improvements	[$120,000]	[$15,111]

This project provided funding for motorcycle safety training infrastructure by purchase of motorcycles, or lease of land, buildings and improvements.

TEAM OREGON (TO) staff continued to pursue new training range locations/ agreements in high demand areas to replace training range sites that are no longer available. TO continues to update and maintain existing ranges and infrastructure to ensure safe and functional locations are available for timely, accessible training for motorcyclists.

Occupant Protection

Link to the Transportation Safety Action Plan:

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

The Problem

- **Non-use of Restraints:** According to the 2013 Oregon observed use survey, 2 percent of passenger car drivers, 6 percent of pickup truck drivers and 12 percent of sports car drivers did not use restraints. During 2013, Oregon crash reports (FARS) indicate 25 percent of motor vehicle occupant fatalities were unrestrained and 7 percent were of unknown restraint use status.
- **Improper Use of Safety Belts:** Oregon law requires "proper" use of safety belt and child restraint systems. Some adult occupants inadvertently compromise the effectiveness of their belt systems and put themselves or other occupants at severe risk of unnecessary injury by using safety belts improperly. This is most often accomplished by placing the shoulder belt under the arm or behind the back, securing more than one passenger in a single belt system, or using only the automatic shoulder portion of a two-part belt system (where the lap belt portion is manual).
- **Improper Use of Child Restraint Systems:** Data collected through child seat fitting stations indicate the majority of child restraints are used incorrectly – up to 73 percent in 2014, according to Safe Kids Worldwide. Drivers are confused by frequently changing laws, national "best practice" recommendations, and constantly evolving child seat technology.
- **Premature Graduation of Children to Adult Belt Systems.** Crash data from 2013 indicated 33 percent of injured children between the ages of four and eight years old were using adult belt systems rather than using a child restraint system as required by Oregon law.
- **Affordability of Child Restraint Systems:** Caregivers may have difficulty affording the purchase of child safety seats or booster seats, particularly when they need to accommodate multiple children. This contributes to non-use or to reuse of second-hand seats which may be unsafe for various reasons.

NHTSA Observed Use Survey, 2010–2014

Front Seat Outboard Use	05-09 Average	2010	2011	2012	2013	2014	2009-2013 Average
Passenger car	95%	97%	97%	97%	98%	98%	97%
Pickup truck*	n/a	95%	94%	94%	n/a	n/a	n/a

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

*Not reported under NHTSA methodology changes made for 2013.

Occupant Use Reported in Crashes, 2009–2013

	2009	2010	2011	2012	2013	2009-2013 Average
Total Occupant Fatals	269	194	215	199	216	219
Number Unrestrained	96	50	61	61	54	61
Percent Unrestrained	35.7%	25.8%	28.4%	30.7%	25.0%	29.1%
Number Unrestrained, Night Time	80	40	55	52	55	56
Percent Unrestrained, Night Time	43.7%	29.7%	37.4%	37.2%	25.5%	25.5%
Total Occupants Injured	25,513	27,584	31,787	32,512	29,955	29,470
Percent Injured Restrained	89.9%	89.3%	87.3%	87.4%	88.2%	88.4%
Total Injured Occupants Under Age Eight	728	892	1,038	997	936	918
Percent in Child Restraint	91.9%	89.7%	87.2%	87.4%	87.6%	88.7%

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

Belt Enforcement Citations During Grant Funded Activities, 2010–2014

	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 2014	2010-2014 Average
Seat belt citations issued	12,732	15,829	10,116	5,096	7,429	10,240

Source: TSD Grant files, 2007 - 2014, Oregon Department of Transportation (note: includes belt and child restraint)

Goals

- To increase proper safety belt use from 98 to 99 percent, among passenger vehicle front seat outboard occupants, as reported by the NHTSA post-mobilization observed use survey, by 2020.
- To increase percentage of reported proper child restraint use among injured occupants under twelve years old from the 2009-2013 average of 44 percent to 55 percent by 2020.
- To reduce the percentage of unrestrained occupant fatalities from the 2009-2013 average of 30 to 22 percent, as reported by FARS, by 2020.

Performance Measures

- Increase statewide observed seat belt use among front seat outboard occupants in passenger vehicles, as determined by the NHTSA compliant survey, from the 2013 usage rate of 98 percent to 99 percent by December 31, 2016. *(NHTSA)* ***[In 2016 observed seat belt use among front seat outboard occupants in passenger vehicles was 96.24percent.]***
- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions from 59 to 52 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 79 unrestrained passenger vehicle occupant fatalities in all seating positions.]***
- Decrease unrestrained nighttime passenger vehicle occupant fatalities from 36 to 33 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 55 unrestrained nighttime passenger vehicle occupant fatalities.]***
- To increase percentage of reported proper child restraint use among injured occupants under twelve years old from the 2011-2013 average of 44 percent to 50 percent by 2016. ***[In 2015 restraint use among injured occupants under twelve years old was 44.5 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.
- 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.

Project Summaries

Section 402

		Awarded	Expended
OP-16-45-01	Statewide Services – Occupant Protection	$194,397	$194,397

Statewide public education is key to increasing proper motor vehicle restraint use, and measurement of both is needed to evaluate the overall effectiveness of Oregon's occupant protection program. This project covered contractor costs for mass media, public attitude and observed restraint use surveys, and for TSD reproduction of educational materials. Specifically, social media ads and a billboard were designed to target teen belt use. Spanish radio ads were designed to inform parents and caregivers about child passenger safety. A television PSA was designed to inform parents about child passenger safety and the proper time to transition them to safety belts. Educational brochures were reprinted as needed to meet demand. The observed belt use and attitude survey completed by Portland State University (PSU) measured Oregon's statewide belt use rate at 96.24% (up from 95.54% in 2015). Attitude survey responses indicated that: 1) reasons for not using belts are most often short trip, low traffic area, or forgot, 2) weight is the most commonly cited factor for determining between appropriateness of child seat, booster or belt for children, and 3) the internet is the most commonly used resource for locating CPS information, followed by manufacturer resources.

		Awarded	Expended
OP-16-45-11	Statewide Instructor Development, Regions 1 & 2 Tech Training, Region 1 Fitting Station Support (Randall Children's Hospital-RCH)	$85,000	$82,678

Nationally certified Child Passenger Safety Technicians (CPS) is needed to support public education and outreach through community fitting stations and car seat checkup events. This project covered grant administration, instructor services, and training equipment/supplies necessary to train CPS technicians & develop instructors. Specifically, RCH coordinated 9 certification trainings, one renewal training course, and 5 continuing education (CE) workshops, including school bus and special needs workshops. RCH also coordinated community fitting station mini-grants in ODOT Region 1 and training scholarships for community volunteers (non-agency affiliated) in all five ODOT Regions. Mini-grants were provided to Doernbecher Hospital's Tom Sargent Safety Center, Healthy Birth Initiatives Car Seat Distribution Program, Mt Hood Community College Car Seat Safety Project, and Safe Kids Portland Metro, These grants were used to purchase 106 convertible seats, 36 combination seats, 10 high-back boosters and 17 foam noodles for distribution to families in need (the noodles are used to obtain the proper angle when installing a rear-facing infant seat). Training activities resulted in the following:

	Region 1	Region 2	Region 3	Region 4	Region 5
# CPS Techs certified:	66	32	2	11	11
# CE attendees:	29	12	10	n/a	13
# Scholarships:	5	4	2	2	0
# CPS Techs advancing to instructor candidate:	1	1	0	0	0

Statewide percentage of eligible techs renewing:	52.3%

Section 405b

		Awarded	Expended
M1HVE-16-46-02	Statewide Safety Belt Overtime Enforcement, OSP	$85,000	$75,586

This project covered administrative and trooper overtime for traffic enforcement and educational activities that facilitate compliance with Oregon motor vehicle restraint laws, including participation in three, two-week high-visibility enforcement "waves". OSP Troopers certified as child seat technicians utilized 47 hours of overtime to conduct Child Seat Distribution Classes, car seat clinics and safety belt diversion classes. There were 9 Child Seat Distribution Classes and Clinics, 1 Child Seat Clinic, and 1 New Parent Child Seat Class that reported 101 event attendees, 60 seat demonstrations, and 28 seat inspections. Troopers also attended two fairs and made over 200 educational contacts. Total OSP enforcement contacts are summarized below.

Contacts:	Belts	Child	DUII	Speed	Susp	Felony	Other	TOTALS	OT Hours
OT	675	29	2	579	0	0	964	2,249	810

		Awarded	Expended
M1HVE-16-46-03	Local PD Safety Belt Overtime Mini-Grants, TSD	$350,900	$282,669

This project covered officer overtime for traffic enforcement and educational activities that facilitate compliance with Oregon motor vehicle restraint laws, including participation in three, two-week high-visibility enforcement campaigns. Forty-four agencies were awarded grants. Of these, 35 participated in all three blitzes, and 5 agencies participated in two blitzes. Three agencies used overtime funds for educational purposes, including routine & occasional participation at child seat fitting station events, community safety events, and safety belt alternative sentencing (diversion) activities held in Beaverton, Eugene, and Lake Oswego. All agencies reported public information efforts to inform the public of upcoming blitzes including most often via agency webpages/Facebook/Twitter accounts and written press releases. Burns and Klamath Falls relinquished their grants without expending any funds citing lack of staff, and Junction City had no activity. Total grantee enforcement contacts are summarized below.

Contacts:	Belts	Child	DUII	Speed	Susp	Felony	Other	TOTALS	OT Hours
OT	3,331	146	34	3,805	592	123	6,814	14,845	4,146
ST/Match	3,181	94	3,605	25,136	9,059	167	73,939	115,181	n/a

		Awarded	Expended
M1HVE-16-46-08	County Safety Belt Overtime Enforcement, OSSA	$230,000	$198,863

The Oregon State Sheriffs' Association was awarded this project that covered administrative and officer overtime for traffic enforcement and educational activities that facilitated compliance with Oregon motor vehicle restraint laws. This included participation in three, two-week high-visibility enforcement campaigns and coordination with the media. Nineteen sheriffs' offices were awarded these grants, where all 19 counties participated in the February blitz, 15 counties in the May blitz, and 15 counties in the August/September blitz. One rural county (Gilliam), which had consistently been low in compliance, adjusted their compliance strategies and went from a 65% seat belt compliance rate at the beginning of the grant year to 81% at the end of the grant year. Agencies also conducted overtime enforcement outside the blitz periods. Total grantee enforcement contacts are summarized below.

Contacts:	Belts	Child	DUII	Speed	Susp	Felony	Other	TOTALS	OT Hours
OT	1,157	64	3	1,560	175	26	1,831	4,816	2,513
ST/Match	788	20	936	11,367	3,524	0	20,887	37,522	

Pedestrian Safety

Link to the Transportation Safety Action Plan:

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

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

The Problem

- In Oregon in 2013, there were 52 pedestrian fatalities, or 16.6 percent of the total Oregon motor vehicle fatalities. This is a decrease from 2012, where 60 pedestrians were killed, 17.9 percent of the total Oregon fatalities.
- In 2013, 26.9 percent of the pedestrians killed (14 of 52) were crossing at intersections or in a crosswalk. Of the fatal crashes at an intersection, 79 percent involved a vehicle traveling straight through an intersection.
- In 2013, 65.7 percent of the non-fatal pedestrian crashes (499 of 759) occurred at an intersection. Of these crashes, 41.5 percent involved a vehicle turning left through the intersection (207 of 499).
- In 2013, poor visibility continued to have a negative influence on Pedestrian deaths (pedestrian wearing dark clothing in the dark with or without lighting, etc.).

- The most common pedestrian errors identified in the ODOT "2013 Oregon Motor Vehicle Traffic Crashes Quick Facts" are (for a 4th year):
  - Crossing between intersections
  - Failure to yield right-of-way
  - Disregarded traffic signal
- A review of Oregon crash data from 2013 shows the highest number of pedestrian injuries is in the 25-34 year old age group. The highest number of fatalities is in the 20 to 24 year old age group.
- In 2013, of the 49 pedestrians killed in pedestrian involved fatal crashes, 46.9 percent of those pedestrians (23 of 49) were reported to have used alcohol.

Pedestrians in Motor Vehicle Crashes on Oregon Roadways, 2009-2013

	2009	2010	2011	2012	2013	2009-2013 Average
Injuries						
Number	636	772	831	939	814	798
Percent of total Oregon injuries	2.3%	2.5%	2.4%	2.6%	2.5%	2.4%
Number injured Xing in crosswalk or intersection	374	470	501	571	486	480
Percent Xing in crosswalk or intersection	58.8%	61.1%	63.0%	60.8%	59.7%	60.1%
Injuries by Severity						
Major Injury	90	102	120	116	104	106
Moderate Injury	311	409	397	482	431	406
Minor Injury	235	261	314	341	279	286
Fatalities						
Number	39	62	47	60	52	52
Percent of total Oregon fatalities	10.1%	19.6%	14.2%	17.8%	16.6%	15.7%
Number of fatalities Xing in crosswalk or intersection	10	14	10	19	14	13
Percent Xing in crosswalk or intersection	25.6%	22.6%	21.3%	31.7%	26.9%	25.6%

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

Goals

- Reduce pedestrian fatal and serious injuries from the 2009-2013 average of 164 to 137 by December 31, 2020.

Performance Measures

- Reduce pedestrian fatalities from the 2011-2013 average of 53 to 50 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 69 pedestrian fatalities.]***
- Reduce pedestrian serious injuries from the 2011-2013 average of 113 to 107 by December 31, 2016. ***[In 2015, there were 117 pedestrian serious injuries.]***
- Reduce fatal and serious injury crashes for the primary driver error of "failed to yield right-of-way to pedestrian", from the 2011-2013 average of 35 to 33 by December 31, 2016. ***[In 2015, this data is not available at the time of this report.]***

- Reduce the number of pedestrians killed crossing in a crosswalk or intersection from the 2011-2013 average of 14 to 13 by December 31, 2016. ***[In 2015, this data is not available at the time of this report.]***
- Reduce the number of pedestrians injured crossing in a crosswalk or intersection from the 2011-2013 average of 528 to 497 by December 31, 2016. ***[In 2015, this data is not available at the time of this report.]***

Strategies

- Work with Gard Communications to develop a media campaign with corresponding safety messages to pedestrians and drivers promoting sharing the road.
- Develop a quiz for TSD website that provides laws for drivers and for pedestrians and explains through words and pictures that lead to increased safety for pedestrians and bicyclists.
- Continue outreach to pedestrians promoting visibility October through January.
- Continue working with Oregon Impact in providing pedestrian safety enforcement operations statewide with local enforcement agencies.
- Continue to update pedestrian safety educational materials and Spanish translation versions for statewide distribution.
- Include pedestrian safety questions in Statewide Public Opinion Telephone Survey.

Project Summaries

Section 402

		Awarded	Expended
PS-16-68-01	Statewide Services - Pedestrian Safety	$50,000	$48,848

This project contributed to the annual TSD telephone citizen opinion survey that included questions related Pedestrian Safety Enforcement awareness. Activities also included updating resource materials to educate and inform on traffic safety issues and causes; contributing to the Public Information and Education media contract to continue a campaign to increase motorist awareness of pedestrians, and pedestrian safety awareness in general. The program also provided year-round safety messaging on Bend Area Transit buses. Work was conducted on providing the ODOT Regions, RTSCs and Safe Communities Program staff with opportunities to provide pedestrian safety education workshops to the public.

Safe pedestrian behaviors were encouraged through education and enforcement activities. Gard Communications and KATU Channel 2 produced "Well-Trained," a 30-second PSA with messaging targeted to pedestrians of how to safely cross at intersections, wait for all vehicles to stop before crossing each lane, and be visible. Airtime was scheduled for August-September and November through the station's statewide coverage. The ad was also released statewide as a public service announcement (PSA). The campaign's media value was estimated at $189,492.

KATU also featured a pedestrian safety segment on their AM NW Show with ODOT's Kim Dinwiddie as spokesperson for the interview. The project funded Oregon Impact's delivery of Pedestrian Safety Enforcement Operations training to 20 law enforcement agencies receiving overtime enforcement mini-grants. Distribution of pedestrian safety materials was achieved through ODOT Region Traffic Safety Coordinators, public works, libraries and other partners. During the grant year over 4,725 *Crosswalk Laws* brochures were requested in English, 1,225 of them in Spanish; 3,525 *Pedestrian Safety Step* brochures were requested in English, 400 in Spanish; 4,150 *Share the Road* bookmarks were also requested. The project also assisted Region Traffic Safety Coordinators in promoting the *Every Intersection is a Crosswalk* safety message through print and distribution of yard signs and bookmarks, as well as advertising on bus transit in Bend.

		Awarded	Expended
PS-16-68-02	Pedestrian Safety Enforcement and Training	$90,000	$77,038

This project funded the pedestrian safety enforcement (PSE) mini-grant program administered by the non-profit organization Oregon Impact.

The program awarded overtime enforcement mini-grants to 24 agencies to conduct pedestrian safety enforcement operations for ORS 811.028, that requires drivers to stop and stay stopped for pedestrians in a crosswalk. A mandatory Pedestrian Safety Enforcement Operations training was held March 7, 2016; from March through September, 22 agencies participated in a total of 68 pedestrian safety enforcement operations. For the 68 PSE operations, there were 1,077 crosswalk citations issued to drivers for failing to stop and stay stopped for pedestrians in a crosswalk; 374 crosswalk warnings; 537 "other" citations and 314 "other" warnings reported during these events. The agencies followed PSE operation protocol by alerting local media (radio, newspapers, and social media) of upcoming enforcement operations as well as providing education on Oregon crosswalk law and statewide and local crash data. Some agencies were unable to achieve their projected number of operations due to unanticipated staff shortages.

Police Traffic Services

Link to the Transportation Safety Action Plan:

Action # 35 – Develop a Traffic Law Enforcement Strategic Plan
Develop a *Traffic Law Enforcement Strategic Plan* which addresses the needs and specialties of the Oregon State Police, county sheriffs and city police departments. The plan should be developed with assistance from a high level, broadly based task force that includes representatives of all types of enforcement agencies, as well as non-enforcement agencies impacted by enforcement activities. Specifically, the plan should develop strategies to address the following:

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

Oregon's Traffic Safety Enforcement Program assists the Transportation Safety Division in preventing traffic violations, crashes, fatalities and injuries in areas most at risk for such incidents through high visibility enforcement overtime activities (HVE). Oregon's Performance Plan provides an analysis of data for crashes, crash fatalities and injuries in areas of highest risk. Based on the analysis, Oregon employs its resources with continuous follow-up and adjustment of the plan throughout the year. Additional funding allows for DUII overtime enforcement in local jurisdictions throughout the state to increase awareness and compliance with impaired driving laws.

The State works with its partners to identify eligible law enforcement agencies to conduct focused traffic enforcement projects throughout the year. Each project is designed to coordinate with national mobilizations and efforts for maximized visibility and effectiveness. The State coordinates with agencies to provide for continuous follow-up to the efforts, adjusting plans in response to condition changes. At the end of each funding cycle, a program report is developed to evaluate the State's performance in meeting its goals, which include regional performance, cost-effective analysis of deployed strategies, and suggestions for improved performance in future cycles. The following pages serve as the 2016 program report.

The Oregon State Police, Oregon State Sheriffs' Association, and local city police departments that were awarded HVE overtime grants in FFY 2016 were required to participate in:

- Thanksgiving and Christmas/New Year's DUII enforcement activities: November 24 for Occupant Protection; November 24 – December 12 Impaired Driving Pre-Holiday Season Messaging; December 12-31 for Impaired Driving, Holiday Season Messaging.
- February 10 - 23 blitz for Occupant Protection
- May 19 through June 1 blitz and emphasize Nighttime/daytime Belt Use, Prohibition of Minors in Pickup Truck beds - to complement nationwide "Click It or Ticket" mobilization
- August 25 through September 7 blitz and emphasize Child Seats/Fitting Station Referrals to complement National Child Passenger Safety Week

Agencies were also allowed to use grant funding for:

- Super Bowl
- Memorial Day
- 4th of July
- Labor Day
- Specific local activities during which overtime traffic enforcement would be beneficial to the community, such as games, festivals, fairs, etc.

Overtime enforcement activity data was compiled throughout the year from individual agency reports that included hours worked, number and type of enforcement contacts made, educational activities conducted and any related media releases/news articles. These overtime enforcement events addressed one or more of the following problems.

The Problem

- The need for increased enforcement resources is not generally recognized outside the law enforcement community.
- The 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 recent legislative sessions.
- Due to retirements and promotions, there is a new group of supervisors in law enforcement needing training on managing or supervising traffic units.
- The need to increase the available training to certified motorcycle officers in Oregon.
- The need to increase awareness by law enforcement of Oregon's law regarding non-compliance to clear roadways faster in a non-injury crash (ORS 811.717).
- Decreasing budgets and inadequate personnel prevent most enforcement agencies from responding to crashes that are non-injury and non-blocking. Approximately 60 percent of these crashes are reported only by the parties involved and provide minimum data that can be used to assess crash problems.
- Many county and city police department's lack the resources necessary to dedicate officers to traffic teams and would benefit from additional enforcement training and overtime grants.
- Many agencies are struggling to maintain normal traffic enforcement activities due to resources, much less to increase traffic enforcement (regular, and overtime).

Police Traffic Services, 2009-2013

	2009	2010	2011	2012	2013	2009-2013 Average
Total Fatal Traffic Crashes	331	292	310	305	292	306
Total Injury Crashes	19,053	20,879	23,887	24,457	22,984	22,252
Total Fatalities	377	317	331	337	313	335
Total Injuries	28,153	30,493	35,031	36,085	33,161	32,585
Top 10 Driver Errors in Total Crashes:						
Failed to avoid stopped or parked vehicle ahead other than school bus	12,060	12,782	14,611	15,104	14,276	13,767
Did not have right-of-way	7,185	7,984	8,972	9,124	8,761	8,405
Failed to maintain lane	5,820	5,546	7,652	7,568	6,771	6,671
Ran off the Road	5,115	4,882	6,209	6,427	5,969	5,720
Driving too fast for conditions	5,014	4,589	5,229	4,720	4,250	4,760
Following too closely	1,879	2,264	2,761	2,749	2,933	2,517
Inattention	2,041	2,385	2,425	2,451	2,681	2,397
Improper change of traffic lanes	2,059	2,162	2,241	2,233	2,533	2,246
Left turn in front of oncoming traffic	1,815	2,112	2,304	2,286	2,026	2,109
Disregarded traffic signal	1,820	1,998	2,197	2,216	1,968	2,040
Number of Speed Involved Convictions	167,660	149,493	139,554	132,483	130,526	143,943
Total number of all entered traffic convictions	470,025	426,566	430,555	413,569	n/a	n/a
No. of Law Enforcement Officers	5,502	5,658	5,610	5,480	n/a	n/a
Officers per 1,000 Population	1.44	1.47	1.47	1.41	n/a	n/a
Percent Who Say More Enforcement Needed	17%	13%	10%	8%	8%	11%
Number of Speed eCitations Issued	22,212	24,103	80,190	93,080	117,826	67,482
Total Number of eCitations Issued	47,894	70,000	180,039	223,189	272,993	158,823
Number of eCrash Reports Completed	705	1,198	3,942	8,063	9,296	4,641

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

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

Annual Total Traffic Stops by Oregon State Police, 2004-2013

Year	Number of Traffic Stops	% Change from Previous Year
2004	202,858	-16.10%
2005	203,211	0.17%
2006	197,183	-2.97%
2007	207,592	5.28%
2008	230,045	10.82%
2009	277,460	20.61%
2010	285,100	2.75%
2011	263,306	-7.64%
2012	224,387	-14.78%
2013	221,129	-1.45%

Source: Oregon State Police

Goal

- Provide training to at least 300 police officers annually (5 percent of the total police population) in the identification of targeted traffic safety issues to reduce crashes, serious injuries and fatalities by December 31, 2020.

Performance Measures

- Increase training in crash investigations from the 2011-2013 average of 28 police officers to at least 50 officers by December 31, 2016. ***[In 2015, 63 officers attended the Lethal Weapon Crash Investigation conference.]***
- Increase advanced motor officer training from the 2013 number of 116 to 135 by December 31, 2016. ***[In 2015, 101 motor officers were provided advanced training through TEAM Oregon and the Portland Police Bureau Traffic Division.]***
- Increase the number of officers trained statewide through a traffic safety training conference for law enforcement from the calendar year baseline of 0 to 130 by December 31, 2016. ***[In 2015, 140 officers attended the Police Traffic Safety Conference.]***

Strategies

- Coordinate and deliver an annual Police Traffic Safety Conference for Oregon police officers.
- Provide a 3.5 day Lethal Weapon advanced crash investigation and prosecution course for Oregon police officers and prosecutors
- Continue to support Oregon Motor Officer training.
- Utilize grant funding to increase traffic enforcement efforts.

Project Summaries

Section 402

		Awarded	Expended
PT-16-30-03	DPSST Law Enforcement Training Grant	$87,000	$69,983

The project goal for training at least 100 officers in Radar/Lidar equipment usage was exceeded by 623%, with 723 officers actually receiving the training. TEAM Oregon was able to secure access to the Department of Public Safety Standards, Emergency Vehicle Operations Course (DPSST EVOC) so that motor officers could conduct advanced training. The Lethal Weapon Traffic Crash Investigation Training Conference was held in Bend, OR and was sponsored by TSD through the Law Enforcement Traffic Safety Advisory Committee and the Oregon Department of Justice. The training was attended by 55 law enforcement officers as well as prosecutors. The goal of this training approach is to enhance serious injury and fatal crash investigation skills, to aid in more successful prosecution of those crashes/drivers as necessary.

Many field visits and trainings were conducted with City, County, and State police officers to address the traffic safety needs of a particular jurisdiction or community. Additionally, 198 police officers from around the state were trained at the Police Traffic Safety Conference where they learned about traffic related topics such as Driving under the Influence of Marijuana, Conducting Motorcycle Traffic Stops, and Ethical Policing.

		Awarded	Expended
PT-16-30-04	Bend PD – Incident Command Center Trailer	$2,932	$2,899

This grant funded a transportation incident command center trailer stocked with traffic control devices, i.e., cones, signs, barriers, etc. to make crash scenes safer. This assisted in guiding routine traffic around crash scenes to prevent secondary crashes and aid in the safety of crash victims, EMS responders, law enforcement, crash re-constructionists, tow truck drivers, and other responders.

Region 1

Link to the Transportation Safety Action Plan:

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

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

Region 1 Overview

Region 1 oversees the public's transportation investments in the Portland Metro Area which includes 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

- Roadway departure fatalities and serious injuries are declining, but still a major problem in Region 1.
- Drivers 15-20 also continue to be major contributors to fatalities and serious injuries in crashes, but are declining from a 2011 high.
- Speed and impaired driving continue to be major contributing factors in crashes resulting in fatalities and serious injuries on the roads in Region 1. Speed fatalities have risen and serious injuries have been dropping. Alcohol impaired crashes held steady for fatalities in 2013; but serious injuries dropped. Their prevalence shows the continued need to work on human factors, and getting safety messages to resonate with drivers to be effective at changing behaviors.

- Pedestrian fatalities are also a major contributing factor to fatalities in Region 1, and continue to rise across the state. As Region 1 travel by bike, foot and transit continue to grow; we discover new infrastructure needs and educational needs for all users of the transportation system to prevent conflict and injury between the modes.
  - Drivers not complying with right-of-way laws expose bicyclists and pedestrians to potential safety risks.
  - Bicyclists and Pedestrians not complying 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, and is suspected to be under reported. Types of distraction include cell-phones, GPS, computer devices as well as non-mechanical causes such as reading, eating, and conversation.
- Motorcyclist fatalities and serious injuries declined to 79 from a peak in 2011- 2012 at 88.
- There is improved integration between local transportation safety programs and other region level highway work; with efforts to address not just engineering safety countermeasures, but coordinating education and enforcement countermeasures as safety projects are completed.
- There continues to be a need to provide education and resources to local traffic safety committees and regional partners on the "4-E" (education, engineering, enforcement and emergency medical services) approach to transportation safety.
- With theMAP-21 requirements emphasizing reduction of fatal and serious injury crashes on all facilities, ODOT is transitioning to assess <u>all</u> roads for safety projects. Through the ARTS (All Roads Traffic Safety) program, ODOT is apportioning some of the funds to hot spots, like those identified by SPIS; and a portion of funds to systemic low cost, high benefit countermeasures that can be applied systematically. This presents many new opportunities for partnerships with local governments.
- Media attention and political interest dedicated to specific locations or problems is often not related to the statistical injury potential or the actual crash problem. In addition, the local media market is expensive and competitive. These issues make it more difficult to design and implement strategies for getting safety messages out to the community that are both of interest and appropriate to the problem. This emphasizes the need to coordinate with partners to leverage resources and efforts.

Fatalities - Region 1

	2009	2010	2011	2012	2013	2009-2013 Average
Clackamas County	29	21	32	20	16	24
Hood River County	6	2	5	5	2	4
Multnomah County	42	31	38	45	52	42
Washington County	20	11	13	19	21	17
Region 1 Fatalities Total	97	65	88	89	91	86
Statewide Fatalities	377	317	331	337	313	335
Region 1 Fatalities Percent of State	25.73%	20.50%	26.59%	26.41%	29.07%	25.66%
Region 1 Fatalities per 100k Population	5.87	3.90	5.24	5.25	5.30	5.11

Fatalities & Serious Injuries - Region 1

	2009	2010	2011	2012	2013	2009-2013 Average
Region 1 Fatalities & Serious Injuries	532	583	579	548	555	599
Statewide Fatalities & Serious Injuries	1,608	1,699	1,872	1,956	1,731	1,773

Speed Involved Fatalities – Region 1

	2009	2010	2011	2012	2013	2009-2013 Average
Clackamas County	11	5	15	5	9	9
Hood River County	6	0	1	1	2	2
Multnomah County	21	10	11	15	22	16
Washington County	14	4	5	6	5	7
Region 1 Speed Involved Fatalities	52	19	32	27	38	34
Statewide Total Speed Involved Fatalities	157	116	127	114	120	127
Region 1 Speed Involved Fatalities Percent of State	33.12%	16.38%	25.20%	23.68%	31.67%	26.01%
Region 1 Speed Involved Fatalities per 100k Population	3.15	1.14	1.91	1.59	2.21	2.00

Speed Involved Fatalities & Serious Injuries - Region 1

	2009	2010	2011	2012	2013	2009-2013 Average
Region 1 Speed Involved F&A Total	160	144	147	125	115	138
Statewide Total Speed Involved F&A Total	514	519	557	519	484	519

Alcohol Involved Fatalities – Region 1

	2009	2010	2011	2012	2013	2009-2013 Average
Clackamas County	11	7	12	9	10	10
Hood River County	0	1	1	2	0	1
Multnomah County	22	15	17	24	27	21
Washington County	11	6	3	8	6	7
Region 1 Alcohol Involved Fatalities	44	29	33	43	43	38
Statewide Total Alcohol Involved Fatalities	144	107	123	123	128	125
Region 1 Alcohol Involved Fatalities Percent of State	30.56%	27.10%	26.83%	34.96%	33.59%	30.61%
Region 1 Alcohol Involved Fatalities per 100k Population	2.66	1.74	1.96	2.54	2.50	2.28

Alcohol Involved Fatalities & Serious Injuries – Region 1

	2009	2010	2011	2012	2013	2009-2013 Average
Region 1 Alcohol Involved F&A Total	88	98	112	152	106	111
Statewide Total Alcohol Involved F&A Total	302	283	368	413	346	342

Populations - Region 1

County	2009	2010	2011	2012	2013	2009-2013 Average
Clackamas County	379,845	381,775	378,480	381,680	386,080	380,573
Hood River County	21,725	21,850	22,625	22,875	23,295	22,581
Multnomah County	724,680	730,140	741,925	748,445	756,530	741,673
Washington County	527,140	532,620	536,370	542,845	550,990	537,683
Region 1 Total	1,653,390	1,666,385	1,679,400	1,695,845	1,716,895	1,682,510

Bicyclist and Pedestrian Involved Fatalities & Serious Injuries – Region 1

	2009	2010	2011	2012	2013	2009-2013 Average
Clackamas County	10	17	29	17	15	18
Hood River County	1	0	2	1	0	1
Multnomah County	64	75	60	85	70	71
Washington County	23	20	23	31	22	24
Region 1 Total	98	112	114	134	107	113
Statewide Total	195	261	246	255	220	235

Distracted Driver Involved Fatalities & Serious Injuries – Region 1

	2009	2010	2011	2012	2013	2009-2013 Average
Clackamas County	6	8	9	3	7	7
Hood River County	0	1	2	0	0	1
Multnomah County	3	4	8	7	4	5
Washington County	2	10	16	8	15	10
Region 1 Total	11	23	35	18	26	23
Statewide Total	85	114	123	138	111	114

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

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

Goals

- Decrease fatalities in Region 1 from the 2009-2013 average of 86 to 67 by 2020.
- Decrease serious injuries in Region 1 from the 2009-2013 average of 513 to 402 by 2020.

Performance Measures

- Decrease roadway departure fatalities and serious injuries in Region 1 from the 2009-2013 average of 169 to 154 by December 31, 2016. ***[In 2015, there were 179 roadway departure fatalities and serious injuries in Region 1.]***
- Decrease speed involved fatalities and serious injuries in Region 1 from the 2009-2013 average of 138 to 122 by December 31, 2016. ***[In 2015, there were 137 speed involved fatalities and serious injuries in Region 1.]***
- Decrease alcohol fatalities and serious injuries in Region 1 from the 2009-2013 average of 111 to 98 by December 31, 2016. ***[In 2015 there were 128 alcohol involved fatalities and serious injuries in Region 1.]***
- Decrease fatalities and serious injuries in bicycle and pedestrian crashes in Region 1 from the 2009-2013 average of 113 to 103 by December 31, 2016. ***[In 2015, there were 151 fatalities and serious injuries in bicycle and pedestrian crashes in Region 1.]***
- Decrease fatalities and serious injuries in crashes where the driver was age 15-20 in Region 1 from the 2009-2013 average of 96 to 87 by December 31, 2016. ***[In 2015, there were 117 fatalities and serious injuries in crashes where the driver was age 15-20 in Region 1.]***
- Decrease fatalities and serious injuries in motorcycle crashes in Region 1 from the 2009-2013 average of 77 to 70 by December 31, 2016. ***[In 2015, there were 108 fatalities and serious injuries in motorcycle crashes in Region 1.]***
- Decrease fatalities and serious injuries related to driver distraction in Region 1 from the 2009-2013 average of 23 to 21 by December 31, 2016. ***[In 2015, there were 32 fatalities and serious injuries related to driver distraction in Region 1.]***

Strategies

- Advocate for transportation safety in Region 1 by providing information and education on all aspects of traffic safety to community organizations, local agencies, ODOT staff and traffic safety committees.
- Build and maintain partner contacts in all four counties in Region 1, with partners including law enforcement, health educators, traffic engineering, health programs, and injury prevention specialists.
- Build contacts and work within the ODOT Region to keep safety at the forefront across business lines and divisions within the agency in maintenance, analysis, planning, project selection, design, and execution of projects.
- Provide leadership to develop a safety culture throughout Region 1 focused on reducing fatal and serious injury crashes through addressing behavioral issues. Encourage multi-disciplinary teams to collaborate and leverage efforts on strategic actions to increase the effectiveness of education, outreach, and law enforcement efforts region wide.
- Work with Region 1 Traffic Engineering on hot spot as well as systemic approaches to improving roadway safety: oversee the Region 1 SPIS report review of high crash locations and potential remedies at the expected 200+ SPIS sites in Region 1; and support HSIP planning and implementation for ARTS (All Roads Traffic Safety) hot spot and systemic engineering approaches to highway safety.
- Get deeper into analysis of emerging crash problem areas: develop methodology to identify problem areas in Region 1, establish efforts aimed at reducing crashes in these categories; including roadway departure, young drivers, speed, impaired driving, pedestrian and bicycle crashes, distracted driving, and motorcyclists.
- Promote and encourage attendance at available traffic safety related training offered to ODOT non-safety personnel, local jurisdiction enforcement, engineers and managers, and community volunteers. Consider additional training needs, and support development of new training opportunities; for example evaluation, data analysis, “leading edge” programs, and partnering with the media.
- Continue 4 E’s effort (engineering, education, enforcement, and EMS) on at least one corridor in Region 1. Assess results to improve other corridors.
- Encourage local and regional governments to consider a TSAP (Transportation Safety Action Plan) style approach to traffic safety. Provide state data (like crash, health, economic loss, etc.) to them as needed to help support traffic safety efforts.

Project Summaries

Section 402

		Awarded	Expended
DE-16-24-11	Region 1 Regional Services	$10,000	$7,456

This grant was used in support of the strategies for reducing fatal and serious injury crashes in Region 1. A plywood cutout of the *Oregonian Crossing* campaign image with a cut-out space for a child or adult's face in place of 'Bigfoot's' was purchased and was well received at community events that also helped promote the highly successful *Every Intersection is a Crosswalk* campaign.

A mini-grant was given to Oregon Impact, a non-profit organization dedicated to traffic fatality and injury prevention, to distribute and provide outreach of traffic safety messaging and education on distracted driving; to give young drivers some safety tools in asking them to be the generation that changes the way we drive, changes how we accept 30,000-plus fatalities a year, and how we subsequently evolve into a traffic safety culture. Kits that included NHTSA educational graphics, games, and information were sent to high schools throughout Region 1. 61 of the 97 schools (63%) reported that they were in use, with plans to keep the program visible school-wide, and to incorporate the 'safety game' into health classes when they're providing alcohol and drug prevention modules. There was positive feedback from the schools. Several schools requested additional materials, and requested victim impact speakers and other tools preventing distracted driving from the Oregon Impact website. Oregon Impact provided $3,810 in match (34%).

		Awarded	Expended
SC-16-35-11	Region 1 Speed Grant	$25,000	$24,960

This project provided mini-grant funds to sub-award for speed equipment and/or overtime enforcement to Region 1 law enforcement agencies; or to provide other speed-related outreach to local communities and partners.

Mini grants were provided to three local agencies: two for overtime (OT) enforcement (Portland – Portland Police Bureau (PPB), and Multnomah County - MCSO) and one to Gladstone Police for two radar speed enforcement equipment units. 99.84% of the available funds were spent, and match or $8,518 (21%) was provided by the participating agencies.

PPB worked 259 hours OT, providing 110 hours match; stopped 1,141 vehicles, issued 1,068 citations (863 speeding) and 88 warnings (29 speeding). MCSO worked 43 hours OT, 18 hours match; stopped 130 vehicles, issued 103 citations (67 for speeding) and 38 warnings (8 for speeding). PPB and MCSO also used these grant funds to investigate speed racing, which is becoming more of a traffic problem because of social media organized "events" on the area freeways.

Gladstone PD provided 27 hours match April-June, stopped 40 vehicles, issued 30 citations (11 for speeding) and 29 warnings (8 speeding). Gladstone indicated that "the new equipment has been a great addition to all traffic-related enforcement actions within the City. The two vehicles with the equipment installed are now the two most commonly driven vehicles in the patrol fleet due to the added enforcement abilities the equipment creates. The agency has also seen an increase in DUII enforcement due to the installation of the equipment. In the six month time frame from when the equipment was first used to the end of the grant period (April-September 2016), Gladstone Police had about a 55% increase in DUII arrests from 2015."

Section 405d

		Awarded	Expended
M6X-16-12-31	Region 1 Impaired Driving Programs - Low	$5,000	0

This grant was awarded to each of the five regions to assist with impaired driving prevention training programs as needed for regional partner agencies.

Attempts to work with agencies on providing cameras for Drug Recognition Expert (DRE) officers were unsuccessful. One agency had union concerns about using cameras; another had governing council concerns; and a third agency felt it was not worth the trouble of grant paperwork for a few hundred dollar camera purchase for their one DRE. In the future, additional efforts and projects will need to be considered and implemented sooner, and with appropriate pre-planning in alignment with Oregon's Transportation Safety Action Plan.

Region 2

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 2 Overview

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

The Problem

- Despite sustained reductions in traffic fatalities over the last decade, speed, alcohol, and safety belt use continue to be major factors contributing to deaths and injuries on all roads in Region 2.
- Roadway departure fatalities and serious injuries continue to be a priority in Region 2. These types of crashes are common and preventable. During 2009-2013, there was an average of 260 roadway departure involved fatalities and serious injuries per year.
- According to the CDC, motor vehicle fatalities continue to be the leading cause of accidental death among teenagers, representing over one-third of all deaths to teenagers. During 2009-2013, there was an average of 75 fatalities and serious injuries per year in crashes where the driver was age 15-20 in Region 2.
- Motorcycle fatalities and serious injuries continue to be an issue. During 2009-2013, there was an average of 79 fatalities and serious injuries per year in motorcycle crashes in Region 2.
- Distracted driving crashes make up a significant portion of the deaths and serious injuries in the Region. During 2009-2013, there was an average of 58 distracted driving related fatalities and serious injuries in Region 2 per year.
- There continues to be a need to provide education and resources to local traffic safety committees on the "4-E" (education, engineering, enforcement and emergency medical services) approach to transportation safety.

Fatalities – Region 2

	2009	2010	2011	2012	2013	2009-2013 Average
Benton County	5	2	6	9	3	5
Clatsop County	6	6	6	7	6	6
Columbia County	7	10	5	2	3	5
Lane County	40	27	32	32	33	33
Lincoln County	7	5	7	5	10	7
Linn County	18	11	10	11	16	13
Marion County	25	25	29	20	14	23
Polk County	10	10	2	11	9	8
Tillamook County	3	2	8	6	6	5
Yamhill County	6	7	4	9	8	7
Region 2 Fatalities Total	127	105	109	112	108	112
Statewide Fatalities	377	317	331	337	313	335
Region 2 Fatalities Percent of State	33.69%	33.12%	32.93%	33.23%	34.50%	33.50%
Region 2 Fatalities per 100,000 Population	10.72	8.73	9.02	9.22	7.85	9.11

Fatalities & Serious Injuries – Region 2

	2009	2010	2011	2012	2013	2009-2013 Average
Region 2 Fatalities & Serious Injuries	550	541	597	631	581	580
Statewide Fatalities & Serious Injuries	1,608	1,699	1,872	1,956	1,731	1,733

Speed Involved Fatalities – Region 2

	2009	2010	2011	2012	2013	2009-2013 Average
Benton County	2	0	4	2	0	2
Clatsop County	4	1	2	0	2	2
Columbia County	6	2	2	0	3	3
Lane County	19	12	9	9	10	12
Lincoln County	2	0	4	2	3	2
Linn County	7	1	5	4	5	4
Marion County	13	8	14	7	7	10
Polk County	1	3	0	4	2	2
Tillamook County	0	1	3	2	4	2
Yamhill County	0	5	3	2	3	3
Region 2 Speed Involved Fatalities	54	33	46	32	39	41
Statewide Total Speed Involved Fatalities	157	116	127	114	120	127
Region 2 Percent of Speed Involved Fatalities	34.39%	28.45%	36.22%	28.07%	32.50%	31.93%
Region 2 Speed Involved Fatalities per 100k Population	13.25	9.64	10.51	9.38	8.72	10.30

Speed Involved Fatalities & Serious Injuries - Region 2

	2009	2010	2011	2012	2013	2009-2013 Average
Region 2 Speed Involved F&A Total	189	145	199	164	164	172
Statewide Speed Involved F&A Total	514	519	557	519	484	519

Alcohol Involved Fatalities – Region 2

	2009	2010	2011	2012	2013	2009-2013 Average
Benton County	0	0	3	4	0	1
Clatsop County	4	1	2	2	0	2
Columbia County	2	0	2	1	1	1
Lane County	15	13	9	9	11	11
Lincoln County	0	0	3	0	2	1
Linn County	5	1	5	2	6	4
Marion County	10	11	13	11	9	11
Polk County	5	2	0	3	4	3
Tillamook County	3	0	2	3	3	2
Yamhill County	0	3	2	4	0	2
Region 2 Alcohol Involved Fatalities	44	31	41	39	36	38
Statewide Total Alcohol Involved Fatalities	144	107	123	123	128	125
Region 2 Alcohol Involved Fatalities Percent of State	30.56%	28.97%	33.33%	31.71%	28.13%	30.54%
Region 2 Alcohol Involved Fatalities per 100k Population	3.71	2.61	3.39	3.21	2.62	3.10

Alcohol Involved Fatalities & Serious Injuries - Region 2

	2009	2010	2011	2012	2013	2009-2013 Average
Region 2 Alcohol Involved F&A Total	103	70	124	130	112	108
Statewide Total Alcohol Involved F&A Total	302	283	368	413	346	342

Populations – Region 2

County	2009	2010	2011	2012	2013	2009-2013 Average
Benton County	86,725	85,735	85,995	86,785	87,725	86,593
Clatsop County	37,840	37,070	37,145	37,190	37,270	37,303
Columbia County	48,410	49,430	49,625	49,680	49,850	49,399
Lane County	347,690	352,010	353,155	354,200	356,125	352,636
Lincoln County	44,700	46,135	46,155	46,295	46,560	45,969
Linn County	110,865	116,840	117,340	118,035	118,665	116,349
Marion County	318,170	315,900	318,150	320,495	322,880	319,119
Polk County	68,785	75,495	75,965	76,625	77,065	74,787
Tillamook County	26,130	25,260	25,255	25,305	25,375	25,465
Yamhill County	95,250	99,405	99,850	100,550	101,400	99,291
Region 2 Total	1,184,565	1,203,280	1,208,635	1,215,160	1,222,915	1,206,911

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

Goals

- Decrease fatalities in Region 2 from the 2009-2013 average of 112 to 88 by 2020.
- Decrease serious injuries in Region 2 from the 2009-2013 average of 468 to 367 by 2020.

Performance Measures

- Decrease speed related fatalities and serious injuries in Region 2 from the 2009-2013 average of 172 to 157 by 2016. ***[In 2015, there were 170 speed related fatalities and serious injuries in Region 2.]***
- Decrease alcohol related fatalities and serious injuries in Region 2 from the 2009-2013 average of 108 to 98 by 2016. ***[In 2015, there were 147 alcohol related fatalities and serious injuries.]***
- Decrease roadway departure fatalities and serious injuries in Region 2 from the 2009-2013 average of 260 to 237 by 2016. ***[In 2015, there were 298 roadway departure fatalities and serious injuries in Region 2.]***
- Decrease fatalities and serious injuries in motorcycle crashes in Region 2 from the 2009-2013 average of 79 to 72 by 2016.***[In 2015, there were 85 fatalities and serious injuries in motorcycle crashes.]***
- Decrease fatalities and serious injuries in crashes where the driver was age 15-20 in Region 2 from the 2009-2013 average of 75 to 69 by 2016.***[In 2015, there were 137 fatalities and serious injuries in crashes where the driver was age 15-20.]***
- Decrease distracted driving related fatalities and serious injuries in Region 2 from the 2009-2013 average of 58 to 53 by 2016.***[In 2015, there were 80 distracted driving related fatalities and serious injuries in Region 2.]***

- Decrease pedestrian involved fatalities and serious injuries in Region 2 from the 2009-2013 average of 46 to 42 by 2016. ***[In 2015, this data is not available at the time of this report.]***

<u>Strategies</u>

- 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 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 Funding Narratives

Section 402

		Awarded	Expended
SC-16-35-12	Region 2 Speed Grant	$20,000	$19,657

The major activities of the project were to provide funding for speed overtime enforcement or speed enforcement radar/lidar equipment to local police agencies in Region 2. Five agencies received a mini-grant in Region 2: Polk and Yamhill County Sheriff's Offices, and Eugene, Springfield, and Toledo Police Departments. Out of the three agencies that reported grant funded speed overtime enforcement, there were 644 citations issued (not including warnings, match hours or vehicles stopped). Speed enforcement grants were selected based on local problem identification, where overtime enforcement efforts were then conducted to reduce speed related motor vehicle fatalities and serious injuries.

		Awarded	Expended
OP-16-45-12	CPS Fitting Station Support, ODOT Region 2	$5,000	$5,000

This grant provided child car seats to low income families in Region 2 and education to parents/caregivers on the proper installation and fit of child passenger safety seats for their children. The grant activities contributed to the program goals by increasing proper child safety restraint usage to reduce injury and death in children. Mini-grants were provided to CARE, Inc., Parent Partnership, Ltd., and Salem Hospital. There were 125 child passenger safety seats provided during this grant year (convertibles, combination, infant, high back booster, and low back boosters).

Section 405b

		Awarded	Expended
M1CPS-16-45-12	CPS Fitting Station Support, ODOT Region 2	$9,000	$8,909

This grant provided child car seats to low income families in Region 2 and education to parents/caregivers on the proper installation and fit of child passenger safety seats for their children. The grant activities contributed to the program goals by increasing proper child safety restraint usage to reduce injury and death in children. Mini-grants were provided to AFFCAF, Safe Kids Columbia County, and Safe Kids North Coast. There were 148 child passenger safety seats provided during this grant year (convertibles, combination, infant, high back booster, and low back boosters).

Region 3

Link to the Transportation Safety Action Plan:

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

Region 3 Overview

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

The Problem

- Traffic fatalities are over-represented with 15.65 percent of total state traffic fatalities compared with 13.6 percent of the state's driving population. Despite sustained reductions in traffic fatalities over the last decade, speed, alcohol, and safety belt use continue to be major factors contributing to deaths and injuries on all roads in Region 3.
- In 2013, total occupant safety belt use and child safety seat use in Region 3 included in the statewide survey closely reflect the statewide figures; however, there continues to be a need for public education – particularly on the importance of child passenger safety and proper use of restraint systems.
- There continues to be a need to provide education and resources to the 8 existing traffic safety committees in Region 3 (Ashland, Eagle Point, Medford, North Bend, Reedsport, Talent, Douglas County, and Jackson County).
- Roadway departure fatalities and serious injuries increased 6 percent (from 169 to 179) in Region 3 during 2013. These types of crashes are common and preventable and there continues to be a number of crashes that occur during periods of inclement weather.
- Motorcycle fatalities and serious injuries decreased 26 percent (from 152 to 112) in Region 3 during 2013, but continued work is needed to further reduce fatal and serious injury.

Region 3, Transportation Safety Information

Fatalities – Region 3

	2009	2010	2011	2012	2013	2009-2013 Average
Coos County	10	10	15	5	6	9
Curry County	1	8	3	0	3	3
Douglas County	14	21	12	15	13	15
Jackson County	14	16	21	14	15	16
Josephine County	21	12	13	18	12	15
Region 3 Total	60	67	64	52	49	58
Statewide Fatalities	377	317	331	337	313	335
Region 3 Fatalities Percent of State	15.92%	21.14%	19.34%	15.43%	15.65%	17.49%
Region 3 Fatalities per 100,000 Population	12.49	13.94	13.34	10.82	10.14	12.15

Fatalities & Serious Injuries – Region 3

	2009	2010	2011	2012	2013	2009-2013 Average
Region 3 Fatalities & Serious Injuries	239	273	288	313	306	284
Statewide Fatalities & Serious Injuries	1,608	1,699	1,872	1,956	1,731	1,773

Speed Involved Fatalities – Region 3

	2009	2010	2011	2012	2013	2009-2013 Average
Coos County	6	5	8	2	2	5
Curry County	0	1	1	0	2	1
Douglas County	5	8	3	5	3	5
Jackson County	6	6	8	8	8	7
Josephine County	3	4	2	6	3	4
Region 3 Speed Involved Fatalities	20	24	22	21	18	21
Statewide Total Fatalities Speed Involved	157	116	127	114	120	127
Region 3 Speed Involved Fatalities Percent of State	12.74%	20.69%	17.32%	18.42%	15.00%	16.83%
Region 3 Speed Involved Fatalities per 100k Population	4.16	4.99	4.58	4.37	3.73	4.37

Speed Involved Fatalities & Serious Injuries – Region 3

	2009	2010	2011	2012	2013	2009-2013 Average
Region 3 Speed Involved F&A Total	64	94	79	81	95	83
Statewide Speed Involved F&A Total	514	519	557	519	484	519

Alcohol Involved Fatalities – Region 3

	2009	2010	2011	2012	2013	2009-2013 Average
Coos County	4	5	9	2	0	4
Curry County	1	0	1	0	2	1
Douglas County	6	5	4	2	7	5
Jackson County	6	3	3	4	7	5
Josephine County	11	7	8	7	8	8
Region 3 Alcohol Involved Fatalities	28	20	25	15	24	22
Statewide Total Fatalities Alcohol Involved	144	107	123	123	128	125
Region 3 Alcohol Involved Fatalities Percent of State	19.44%	18.69%	20.33%	12.20%	18.75%	17.88%
Region 3 Alcohol Involved Fatalities per 100k Population	5.83	4.16	5.21	3.12	4.97	4.66

Alcohol Involved Fatalities & Serious Injuries – Region 3

	2009	2010	2011	2012	2013	2009-2013 Average
Region 3 Alcohol Involved F&A Total	53	53	68	61	62	59
Statewide Total Alcohol Involved F&A Total	302	283	368	413	346	342

Populations – Region 3

County	2009	2010	2011	2012	2013	2009-2013 Average
Coos County	63,065	63,035	62,960	62,890	62,860	62,962
Curry County	21,340	22,355	22,335	22,295	22,300	22,125
Douglas County	105,395	107,690	107,795	108,195	108,850	107,585
Jackson County	207,010	203,340	203,950	204,630	206,310	205,048
Josephine County	83,665	82,775	82,820	82,775	82,815	82,970
Region 3 Total	480,475	479,195	479,860	480,785	483,135	480,690

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

Goals

- Decrease fatalities in Region 3 from the 2009-2013 average of 58 to 46 or below by 2020.
- Decrease serious injuries in Region 3 from the 2009-2013 average of 225 to 177 by 2020.

Performance Measures

- Decrease speed related fatalities and serious injuries in Region 3 from the 2009-2013 average of 83 to 73 by December 31, 2016. ***[In 2015, there were 92 speed related fatalities and serious injuries in Region 3.]***
- Decrease alcohol related fatalities and serious injuries in Region 3 from the 2009-2013 average of 59 to 52 by December 31, 2016. ***[In 2015, there were 91 alcohol related fatalities and serious injuries in Region 3.]***
- Decrease fatalities and serious injuries in motorcycle crashes in Region 3 from the 2009-2013 average of 47 to 41 by December 31, 2016. ***[In 2015, there were 44 fatalities and serious injuries in motorcycle crashes in Region 3.]***
- Reduce fatal and injury crashes associated with inclement weather[3] on state highways in Region 3 from the 2009-2013 average of 351 to 310 by December 31, 2016. ***[In 2015, there were 314 fatal and injury crashes associated with inclement weather on state highways in Region 3; PDO crashes were not available at the time of this report.]***

Strategies

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

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[3] * Inclement weather involves wet, snowy, or icy road conditions or rain, sleet, fog, or snowy weather.

- Implement tree removal program on select Region highways where vegetation causes shading and contributes to ice on the roadway.
- Implement Region-wide projects to increase visibility on highways, including pavement markers, roadside delineation, and curve signage.
- Implement a Region-wide rumble strip projects to address roadway departure crashes.

Project Summaries

Section 402

		Awarded	Expended
SC-16-35-13	Region 3 Speed Grant	$20,000	$18,792

The major activities of the project were to provide funding for speed overtime enforcement (OT) or speed enforcement equipment to local police agencies in Region 3. Five agencies received mini-grants: Douglas and Jackson County Sheriff's Offices, and Coquille, Medford, and Talent Police Departments. All five agencies conducted some overtime and there were 367 citations issued during the OT patrols.

		Awarded	Expended
DE-16-24-13	Region 3 Regional Services Grant	$10,000	$1,314

The major activities of the project were to provide funding for transportation safety coordination throughout ODOT Region 3 and providing information and education on a variety of transportation safety activities. The late award of the grant, however, limited the amount of activity that could be accomplished in the time remaining in the grant year.

		Awarded	Expended
M1CPS-16-45-13	CPS Fitting Station Support, ODOT Region 3	$3,098	$1,199

This grant provided child car seats to low income families in Region 3 and education to parents/caregivers on the proper installation and fit of car seats for their children. Two agencies received child passenger safety (CPS) mini-grants: Douglas County United Community Action Network and Central Point PD. Both of these agencies worked with the car seat coalition in their respective county to distribute the seats and provide assistance to families.

Section 405d

		Awarded	Expended
M6X-16-12-33	Region 3 Impaired Driving Programs - Low	$5,000	$1,500

This grant is awarded to each of the five regions to assist with impaired driving program training and education projects as needed. The major activity of this project was obtaining a national level speaker to present at high schools in Josephine County on the dangers of driving impaired. The project was coordinated and funded through this grant with contributions from Josephine County Prevention and the Grants Pass Department of Public Safety. Ray Lozano from Prevention Plus provided 3 school assemblies at 2 Grants Pass High Schools, on September 19-20, 2016 (approximately 1,500 students) and one parent night that had 25 people in attendance.

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

ODOT's 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 2015 of 321,081.

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). The Region also has one safety corridor on Highway 270 (OR Route 140 W) Lake of the Woods from mile point 29 to mile point 47.

The Problem

- In 2013, Region 4 traffic crash fatalities totaled 36, with a majority of those having speed, alcohol and roadway departure as a contributing factor.
- Alcohol as a contributing factor in a Region 4 fatality decreased from 18 in 2012 to 12 in 2013; however, a full one-third of all fatalities were still alcohol involved. There were also 168 fatal and serious injuries in 2013, down from 180 in 2012.
- Speed as a contributing factor accounted for 12 fatalities in 2013, or 33 percent of all fatalities in Region 4. 2013 data indicated 59 fatal and serious injuries regionally, a significant decrease from 79 in 2012.
- Roadway Departure as a contributing factor makes up for a large percentage of fatalities and serious injuries in Region 4 as well as statewide. In 2013, there was an increase of 169 fatal and serious injuries in Region 4 from 143 in 2012.
- Motorcycle crash fatalities decreased by over half in 2013, from 9 in 2012 to four. Serious injuries also dropped in 2013 from 27 in 2012 to 18 in 2013. Records still indicate that the majority of the motorcycle deaths are older males.

Fatalities – Region 4

	2009	2010	2011	2012	2013	2009-2013 Average
Crook County	3	0	1	1	0	1
Deschutes County	10	12	17	18	7	13
Gilliam County	1	0	0	0	0	0
Jefferson County	4	8	5	4	9	6
Klamath County	12	8	9	9	14	10
Lake County	6	6	1	4	2	4
Sherman County	0	6	3	1	0	2
Wasco County	9	6	4	2	3	5
Wheeler County	0	2	0	1	1	1
Region 4 Total	45	48	40	40	36	42
Statewide Fatalities	377	317	331	337	313	335
Region 4 Fatalities Percent of State	11.94%	15.14%	12.08%	11.87%	11.50%	12.51%
Region 4 Fatalities per 100,000 Population	13.89	15.72	13.05	12.99	11.58	13.44

Fatalities & Serious Injuries – Region 4

	2009	2010	2011	2012	2013	2009-2013 Average
Region 4 Fatalities & Serious Injuries	171	183	193	218	168	187
Statewide Fatalities & Serious Injuries	1,608	1,699	1,872	1,956	1,731	1,773

Speed Involved Fatalities – Region 4

	2009	2010	2011	2012	2013	2009-2013 Average
Crook County	1	0	1	1	0	1
Deschutes County	3	3	5	5	3	4
Gilliam County	1	0	0	0	0	0
Jefferson County	0	6	1	2	2	2
Klamath County	4	4	4	2	6	4
Lake County	2	2	0	2	1	1
Sherman County	0	2	1	0	0	1
Wasco County	3	3	2	1	0	2
Wheeler County	0	2	0	0	0	0
Region 4 Speed Involved Fatalities	14	22	14	13	12	15
Statewide Total Fatalities Speed Involved	157	116	127	114	120	127
Region 4 Speed Involved Fatalities Percent of State	8.92%	18.97%	11.02%	11.40%	10.00%	12.06%
Region 4 Speed Involved Fatalities per 100k Population	4.32	7.20	4.57	4.22	3.86	4.83

Speed Involved Fatalities & Serious Injuries - Region 4

	2009	2010	2011	2012	2013	2009-2013 Average
Region 4 Speed Involved F&A Total	59	80	75	79	59	70
Statewide Speed Involved F&A Total	514	519	557	519	484	519

Alcohol Involved Fatalities – Region 4

	2009	2010	2011	2012	2013	2009-2013 Average
Crook County	3	0	0	0	0	1
Deschutes County	4	4	6	9	2	5
Gilliam County	1	0	0	0	0	0
Jefferson County	1	4	2	3	2	2
Klamath County	1	6	3	3	6	4
Lake County	1	1	1	2	1	1
Sherman County	0	2	1	0	0	1
Wasco County	6	2	1	0	1	2
Wheeler County	0	0	0	1	0	0
Region 4 Alcohol Involved Fatalities	17	19	14	18	12	16
Statewide Total Alcohol Involved Fatalities	144	107	123	123	128	125
Region 4 Alcohol Involved Fatalities Percent of State	11.81%	17.76%	11.38%	14.63%	9.38%	12.99%
Region 4 Alcohol Involved Fatalities per 100k Population	5.25	5.83	4.57	5.84	3.86	5.15

Alcohol Involved Fatalities & Serious Injuries - Region 4

	2009	2010	2011	2012	2013	2009-2013 Average
Region 4 Alcohol Involved Total	38	41	45	50	38	42
Statewide Total Alcohol Involved F&A Total	302	283	368	413	346	342

Populations – Region 4

County	2009	2010	2011	2012	2013	2009-2013 Average
Crook County	27,185	21,020	20,855	20,650	20,690	22,080
Deschutes County	170,705	157,905	158,875	160,140	162,525	162,030
Gilliam County	1,885	1,870	1,880	1,900	1,945	1,896
Jefferson County	22,715	21,750	21,845	21,940	22,040	22,058
Klamath County	66,350	66,505	66,580	66,740	66,810	66,597
Lake County	7,600	7,890	7,885	7,920	7,940	7,847
Sherman County	1,830	1,765	1,765	1,765	1,780	1,781
Wasco County	24,230	25,235	25,300	25,485	25,810	25,212
Wheeler County	1,585	1,440	1,435	1,425	1,430	1,463
Region 4 Total	324,085	305,380	306,420	307,965	310,970	310,964

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

Goals

- Decrease fatalities in Region 4 from the 2009-2013 average of 42 to 33 by 2020.
- Decrease serious injuries in Region 4 from the 2009-2013 average of 145 to 113 by 2020.

Performance Measures

- Decrease speed involved fatalities and serious injuries in Region 4 from the 2009-2013 average of 70 to 62 by December 31, 2016. ***[In 2015, there were 69 speed-involved fatal or serious injury crashes.]***
- Decrease alcohol involved fatalities and serious injuries in Region 4 from the 2009-2013 average of 42 to 37 by December 31, 2016. ***[In 2015, there were 42 alcohol-involved fatal or serious injury crashes.]***
- Decrease roadway departure fatalities and serious injuries in Region 4 from the 2009-2013 average of 113 to 100 by December 31, 2016. ***[In 2015, there were 110 roadway departure fatalities and serious injuries in Region.]***
- Decrease the number of motorcycle crash fatalities and serious injuries from the 2009-2013 average of 28 to 26 by December 31, 2016. ***[In 2015, there were 48 motorcycle-involved fatal or serious injury crashes.]***

Strategies

- Work with local agencies (law enforcement and community groups) to help reduce speed involved fatalities and serious injuries in Region 4.
- Work with local agencies (law enforcement, Oregon Liquor Control Commission (OLCC), and community groups) to help reduce alcohol involved fatalities and serious injuries in Region 4.
- Work with local child passenger safety advocates and community groups to educate parents/caregivers on the importance of proper use of child passenger safety seats. Facilitate the planning of training for CPS Technician courses and CEU workshops.
- Region 4 will utilize approximately $32,400 of 164 Penalty Transfer funds in areas where roadway departure crashes resulting from speed, seatbelt and/or alcohol involvement have occurred, utilizing speed overtime enforcement grants with the Oregon State Police (OSP). The focus will be Hwy #4 (US 97) mile point (MP) 127.84 to MP 132.95; Hwy #4 (US 97) MP 143.18 to MP 158.52; Hwy #15 (OR 126) MP 90.3 to MP 110.3; Hwy #16 (Santiam) MP 92.05 to MP 97.16 and Hwy #17 (US 20) MP 0 to MP 14.77.
- Work with ODOT, Oregon State Police and local communities on safety efforts for the safety corridor established in April 2005 on Highway 270 (Oregon Route 140 W) Lake of the Woods from mile point 29 to mile point 47.
- Advocate for transportation safety in Region 4 by providing information and education on all aspects of traffic safety, coordinating traffic safety activities, and partnering with community organizations, schools and local traffic safety committees.

Project Summaries

Section 402

		Awarded	Expended
SC-16-35-14	Region 4 Speed Grant	$20,000	$18,999

The major activities of the project provided funding for speed overtime enforcement or speed enforcement radar/lidar equipment for local police agencies in Region 4. Seven agencies received a mini-grant: Lake County Police, Sunriver Police, Wheeler County Sheriff, Redmond Police, Prineville Police, Black Butte Police, and Madras Police departments. There were 767 citations issued and 344 warnings reported during grant funded speed overtime enforcement. Speed enforcement grant awards were based on local problem identification where overtime speed enforcement was then conducted to reduce speed related fatal and serious injury motor vehicle crashes.

		Awarded	Expended
OP-16-45-14	CPS Fitting Station Support, ODOT Region 4	$3,000	$2,904

This grant provided child car seats to low income families in Region 4 and education to parents/caregivers on the proper installation and fit of child passenger safety (CPS) seats for their children. The grant activities contributed to the program goals by increasing proper child safety restraint usage to reduce injury and death in children. One mini-grant was provided to Redmond Fire and Rescue that purchased 51 child passenger safety seats during the grant year (convertible, combination, infant, high back booster, and low back booster seats). These seats are distributed to no or low-income caregivers along with the education of how to properly install and use a child seat for their child and their vehicle.

		Awarded	Expended
DE-16-24-14	Region 4 Regional Services Grant	$10,000	$289

The major activities of the project were to provide funding for transportation safety program coordination throughout ODOT Region 4 by providing information and education on a variety of transportation safety activities and issues. Grants funds were not fully expended due to the late award of the grant. Plans for the activities of this grant project in FFY2017 have been made and are currently being implemented.

Section 405b

		Awarded	Expended
M1CPS-16-45-14	CPS Fitting Station Support, ODOT Region 4	$8,099	$8,080

This grant provided child car seats to low income families in Region 4 and education to parents/caregivers on the proper installation and fit of child passenger safety seats for their children. The grant activities contributed to the program goals by increasing proper child safety restraint usage to reduce injury and death in children. Mini-grants were provided to Safe Kids Columbia Gorge (which covers 5 counties - Hood River, Wasco, Sherman, Gilliam, and Wheeler), Klamath Tribal Health and Family Services, Crook County Fire and Rescue, Lake District Hospital, and Sisters-Camp Sherman Fire District. There were 100 child passenger safety seats provided during this grant year (convertibles, combination, infant, high back booster, and low back booster seats).

Section 405d

		Awarded	Expended
M6X-16-12-34	Region 4 Impaired Driving Programs	$0	$0

This grant project was awarded to each of the five regions to assist with impaired driving training programs as needed for their local communities. The project was not activated or implemented due to time constraints and a lack of local project resources.

Region 5

Link to the Transportation Safety Action Plan:

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

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

Region 5 Overview

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

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

The Problem

- In 2013, traffic fatalities continued to be a major issue in Region 5 with 29 deaths.
- In 2013, serious injuries due to traffic crashes totaled 92.
- In 2013, alcohol was involved in 28 deaths and serious injuries in Region 5, up from 20 in 2012.
- In 2013, 42 percent of all Region 5 fatalities and serious injuries were speed involved, totaling 51.
- Traditionally, a large percentage of fatalities and serious injuries are caused by roadway departures due to the rural nature of the region. 2013 was no exception, with 68 fatalities and serious injuries. This represents 56 percent of the total F&A's in Region 5 for 2013.

Fatalities – Region 5

	2009	2010	2011	2012	2013	2009-2013 Average
Baker County	7	3	3	4	2	4
Grant County	3	2	2	1	1	2
Harney County	4	6	3	2	2	3
Malheur County	8	5	4	6	8	6
Morrow County	5	1	3	1	2	2
Umatilla County	14	11	11	27	11	15
Union County	6	3	4	1	2	3
Wallowa County	1	1	0	2	1	1
Total Region 5	48	32	30	44	29	37
Statewide Fatalities	377	317	331	337	313	335
Region 5 Fatalities Percent of State	12.73%	10.09%	9.06%	13.06%	9.27%	10.84%
Region 5 Fatalities per 100,000 Population	26.53	17.64	16.37	23.92	15.67	20.00

Fatalities & Serious Injuries - Region 5

	2009	2010	2011	2012	2013	2009-2013 Average
Region 5 Fatalities & Serious Injuries	116	119	115	146	121	123
Statewide Fatalities & Serious Injuries	1,608	1,699	1,872	1,956	1,731	1,773

Speed Involved Fatalities –Region 5

	2009	2010	2011	2012	2013	2009-2013 Average
Baker County	4	2	2	3	1	2
Grant County	0	2	2	1	1	1
Harney County	1	3	2	0	1	1
Malheur County	3	4	0	1	3	2
Morrow County	0	0	2	0	1	1
Umatilla County	8	6	4	16	4	8
Union County	1	1	1	0	1	1
Wallowa County	0	0	0	0	1	0
Region 5 Speed Involved Fatalities	17	18	13	21	13	16
Statewide Total Speed Involved Fatalities	157	116	127	114	120	127
Region 5 Speed Involved Fatalities Percent of State	10.83%	15.52%	10.24%	18.42%	10.83%	13.17%
Region 5 Speed Involved Fatalities per 100k Population	9.39	9.87	7.09	11.41	7.02	8.96

Speed Involved Fatalities & Serious Injuries - Region 5

	2009	2010	2011	2012	2013	2009-2013 Average
Region 5 Speed Involved F&A Total	42	56	57	70	51	55
Statewide Speed Involved F&A Total	514	519	557	519	484	519

Alcohol Involved Fatalities – Region 5

	2009	2010	2011	2012	2013	2009-2013 Average
Baker County	0	0	1	0	1	0
Grant County	1	0	0	0	1	0
Harney County	0	0	1	1	1	1
Malheur County	5	2	2	3	3	3
Morrow County	0	0	1	0	1	0
Umatilla County	4	5	4	3	5	4
Union County	1	1	1	0	0	1
Wallowa County	0	0	0	1	1	0
Region 5 Alcohol Involved Fatalities	11	8	10	8	13	10
Statewide Total Alcohol Involved Fatalities	144	107	123	123	128	125
Region 5 Alcohol Involved Fatalities Percent of State	7.64%	7.48%	8.13%	6.50%	10.16%	7.98%
Region 5 Alcohol Involved Fatalities per 100k Population	6.08	4.39	5.46	4.35	7.02	5.46

Alcohol Involved Fatalities & Serious Injuries - Region 5

	2009	2010	2011	2012	2013	2009-2013 Average
Region 5 Alcohol Involved F&A Total	20	21	19	20	28	22
Statewide Total Alcohol Involved F&A Total	302	283	368	413	346	342

Populations – Region 5

County	2009	2010	2011	2012	2013	2009-2013 Average
Baker County	16,450	16,185	16,215	16,210	16,280	16,268
Grant County	7,525	7,460	7,450	7,450	7,435	7,464
Harney County	7,715	7,445	7,375	7,315	7,260	7,422
Malheur County	31,720	31,345	31,445	31,395	31,440	31,469
Morrow County	12,540	11,175	11,270	11,300	11,425	11,542
Umatilla County	72,430	76,000	76,580	77,120	77,895	76,005
Union County	25,470	25,810	25,980	26,175	26,325	25,952
Wallowa County	7,100	7,005	6,995	7,015	7,045	7,032
Region 5 Total	180,950	182,425	183,310	183,980	185,105	183,154

Serious Injuries – Region 5

	2009	2010	2011	2012	2013	2009-2013 Average
Baker County	11	10	11	9	9	10
Grant County	4	7	9	7	2	6
Harney County	8	3	6	4	1	4
Malheur County	5	19	11	16	21	14
Morrow County	6	5	5	3	10	6
Umatilla County	16	25	27	45	35	30
Union County	9	10	11	13	11	11
Wallowa County	9	8	5	5	3	6
Region 5 Serious Injuries Total	68	87	85	102	92	87

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

Goals

- Decrease traffic related fatalities in Region 5 from the 2009-2013 average of 37 to 29 by 2020.
- Decrease serious injuries in Region 5 from the 2009-2013 average of 87 to 68 by 2020.

Performance Measures

- Decrease speed involved fatalities and serious injuries in Region 5 from the 2011-2013 average of 55 to 49 by December 31, 2016. ***[In 2015, there were 42 speed involved fatalities and serious injuries in Region 5.]***
- Decrease alcohol involved fatalities and serious injuries in Region 5 from the 2011-2013 average of 22 to 20 by December 31, 2016. ***[In 2015, there were 25 alcohol involved fatalities and serious injuries in Region 5.]***
- Decrease roadway departure fatalities and serious injuries in Region 5 from the 2011-2013 average of 77 to 68 by December 31, 2016. ***[In 2015, there were 75 roadway departure fatalities and serious injuries in Region 5]***

Strategies

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

Project Summaries

Section 402

		Awarded	Expended
DE-16-24-15	Region 5 Regional Services	$26,500	$19,777

This grant was originally awarded at $10,000 and was increased by $16,500 to allow for the purchase of a trailer to display a crash car for educational purposes. It was the actual vehicle of a local teen that had fatally crashed from distracted driving. The trailer was ordered and arrived before the end of the grant year. A schedule has been created for the completed project (crash car, trailer, and graphics) to be moved throughout the state in the 2016-2017 grant year. Remaining funds were used for items to enhance educational booths at local safety fairs in Region 5, cover event registration fees, purchase of items to enhance educational presentations, and produce a variety of transportation safety local media.

		Awarded	Expended
SC-16-35-15	Region 5 Speed Grant	$20,000	$18,362

Local law enforcement agencies throughout Region 5 purchased speed enforcement equipment and/or worked overtime (OT) in order to enhance the traffic safety program and resolve speed problem areas on the roadways. This project was able to award mini-grants to five local law enforcement agencies in Region 5: Baker County Sheriff's Office, Boardman Police Department, Burns Police Department, Hermiston Police Department, and Hines Police Department. These funds resulted in 190 OT hours, 152 match straight time hours, and 4 pieces of equipment; 72 speed citations and 82 speed warnings were issued during the OT hours, with 44 speed citations and 51 speed warnings issued during straight time (match) hours.

Section 405b

		Awarded	Expended
M1CPS-16-45-15	CPS Fitting Station Support, ODOT Region 5	$13,098	$13,070

This project provided mini-grants for seven local agencies in Region 5 to fund the distribution of child safety seats to low/no income families. Funds were also available for fees and travel expenses related to agency staff becoming certified passenger safety (CPS) technicians. Organizations and agencies that received mini-grants included: Baker City Police Department, Grant County Safe Communities, Harney County Safe Communities, Ontario Police Department, St. Anthony Hospital, Wallowa County Health Department, and Boardman Police Department. A total of 331 child passenger safety seats were purchased with these funds and at least 178 parents/caregivers were educated.

Section 405d

		Awarded	Expended
M6X-16-12-35	Region 5 Impaired Driving Programs - Low	$10,000	$5,400

This project provided funds to pay for three impaired driving program training opportunities throughout Region 5. The training "Drug and Alcohol Trends as Related to DUII Crashes and Investigations" was conducted by retired Officer Jermaine Galloway. Officer Galloway retired early from the Boise Police Department after the demand for his training increased to the point where he was unable to work full time for the department and provide all the trainings he was asked to present. He has been in law enforcement since 1997 in various capacities including alcohol compliance and enforcement, crime scene investigation, DUI task force, officer mentoring, and field training officer. For more information, visit www.tallcopsaysstop.com. Three training sessions were held in Baker City, Hermiston, and Burns. In each location, Region 5 was able to partner with local agencies on the project and had a total of 76 attendees. Though the trainings were law enforcement themed, they were also made available to other disciplines as space allowed. Of the 76 attendees, 41 of them were law enforcement; other attendees were from similar disciplines like parole and probation, dispatch, corrections, and other first responders. Funds were also spent to produce DUII-specific education for local media efforts.

Finally, remaining funds were planned for production of educational materials to have available for advocates and partner agencies in Region 5; however, the purchase was eventually made with a different funding source.

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
- Develop a performance tracking system for ODOT's safety projects similar to that required for evaluating highway safety improvement projects in Section 148 of SAFETEA-LU.
- ODOT must develop a statewide committee with members from various universities, ODOT, local public works agencies, etc. to discuss, plan and implement the Highway Safety Manual methodologies for all roads in Oregon. Data must be gathered and high crash causalities identified for all roads and reported annually for Oregon stakeholders. The initial task for this group will be development of tracking mechanisms.
- The "4 E" approach should be embraced within ODOT and within local partner agencies to further advance safety. ODOT should have a multidivisional approach to promote and further the "4 E approach to transportation safety" as is described in FHWA's Office of Safety Mission Statement. (Education, Engineering, EMS and Enforcement.)

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

The Problem

- There are many engineering related problem statements within the HSIP chapter thus the Roadway Safety chapter will focus on non-engineering.
- There is a lack of a blended “4 E” (Education, Enforcement, Engineering and EMS) approach to transportation safety statewide.
- There is not a general acceptance of the Highway Safety Manual or an identified set of trainings for its potential implementation statewide.
- Evaluation of the Oregon Safety Corridor Program has identified that existing corridors continue to not be decommissioned within one year of meeting the decommissioning criteria.
- Non-state road authorities do not program safety as a stand-alone priority for their transportation dollars in a consistent manner. Training and awareness are lacking on their flexibility, legal requirements, and identification of safety projects.
- Road authorities continue to express a need for safety engineering related trainings due to lack of trained employees, new employees, turnover, lack of resources, and changes in accepted practices.
- There is a need for a statewide comprehensive roadway safety engineering related training program. The program must address continuing and enhanced education on a variety of roadway safety engineering related topics. The trainings must include elementary to advanced courses and cover various disciplines. The trainings must be provided at low to no cost.
- There is a lack of funding available to provide necessary roadway safety engineering related trainings.
- There is a lack of funding available and many restrictions in place in order to get road authorities to attend necessary trainings.
- There is a lack of funding available to conduct the number of jurisdictional traffic control device assessments requested by non-state road authorities available through Oregon State University.

Traffic Rates in Oregon, 2009-2013

	2009	2010	2011	2012	2013	2009-2013 Average
National Traffic Fatality Rate[1]	1.14	1.09	1.09	1.13	1.10	1.11
Oregon Traffic Fatality Rate[1]	1.11	0.94	0.99	1.02	0.93	1.00
Highway System, Non-freeway Crash Rate[2]	1.22	1.31	1.48	1.51	1.45	1.39
Highway System Rural Non-freeway Crash Rate	0.78	0.80	0.80	0.81	0.76	0.79
Highway System, Freeway Crash Rate	0.38	0.41	0.44	0.46	0.47	0.43
County Roads/City Streets Crash Rate	1.68	1.82	2.04	2.08	2.00	1.92

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

- Increase the number of trainings and local workshops for state and local public works; and law enforcement staff on various roadway safety related topics at the 2009-2013 average of 29 to 33 by 2020.

Performance Measures

- Maintain the number of state and local public works and law enforcement staff trained on various engineering, enforcement and transportation safety related topics at the 2011-2013 average of 601 by December 31, 2016. [*In 2015, there were 589 state and local public works and law enforcement staff trained.]*
- Maintain the number of trainings and local workshops for state and local public works and law enforcement staff on various engineering, enforcement and transportation safety related topics at the 2011-2013 average of 31 by December 31, 2016. [*In 2015, there were 25 trainings and local workshops held.]*

Strategies

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

- Advance the adoption of the “4 E” approach to traffic safety (e.g., education, enforcement, engineering and emergency medical services).

Project Summaries

Section 164 HSIP

		Awarded	Expended
HE-16-77-01	Statewide Services Roadway Safety	$147,310	$0

This FFY 2016 grant project was not initiated as the funds were exchanged within ODOT Financial Services to provide for a 2017-2019 Human Factor Countermeasure Training project with funding levels of $50,000 per year for three years.

FHWA / HSIP

		Awarded	Expended
RS-16-77-01	Engineering Safety Short Courses and Distance Learning	[$290,000]	[$288,698]

Safety engineering training was provided to traffic engineers, analysts, transportation safety coordinators, enforcement personnel and public works staff and officials with this project. Four of the five scheduled trainings were deployed and consisted of Traffic Engineering Fundamentals, Highway Safety Manual, Uniform Traffic Control Devices; and Legal Aspects modules. Five pre-scheduled jurisdictional on-site traffic control device and safety engineering reviews (and another was added, to equal six), were conducted by several safety engineering specialists and documented within individual reports. The grant included funding for partial development of one additional safety training course titled Human Factors. The course will be completed and deployed in early FFY 2017.

A total of 195 persons were trained in 2016. The project contributed to meeting the program targets by allowing for transportation safety focused courses to be held to a variety of disciplines at low cost. Furthering the understanding of the *Highway Safety Manual* and the *Legal Aspects of Transportation Safety* were highly sought after courses. These courses may otherwise not have been available in Oregon.

		Awarded	Expended
RS-16-77-04	Safety Features for Local Roads and Streets	[$150,000]	[$148,429]

This project provided traffic safety engineering and related police enforcement training courses to local officials, public works staff and local traffic safety committees. Free workshops were conducted at various locations around the state. Course selections included:

- *Improving Safety Features of Highways, Local Roads & Streets in Oregon* with 17 courses held and 329 total participants trained;
- *Challenges, Strategies & Obligation of Law Enforcement Agencies for the 21st Century* with 2 courses held and 28 participants trained;
- *Highway Road and Street Safety for Non-Engineers* with 2 courses held and 37 participants trained.

Local agency guidance documents were developed and enhanced, along with providing additional local agency services to enhance safety knowledge and application in their jurisdictions. Six site visits were also held along with road tours conducted with public works and law enforcement agencies.

The project contributed to meeting the program targets by allowing for transportation safety focused trainings to be held where needed statewide, and to a variety of disciplines at low or no cost.

		Awarded	Expended
RS-16-77-05	Safety Corridor Education and Enforcement	[$60,003]	[$57,557]

This provided for Oregon State Police to conduct enhanced enforcement of two priority safety corridors. The safety corridors identified were: OR 140 Lake of the Woods and US 20 Toledo to Chitwood.

A total of 623 hours of enforcement were provided with 1,345 vehicle stops. There were 481 citations issued and 3 DUII arrests made during the enhanced enforcement event.

The project contributed to meeting the program targets by allowing enhanced enforcement in high priority safety corridors.

Safe & Courteous Driving

Link to the Transportation Safety Action Plan:

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

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

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

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

The Problem

- There is strong evidence, in Oregon and in other states, that laws and enforcement efforts are only effective if they are effectively and continuously publicized. According to the National Highway Traffic Safety Administration public information programs should be comprehensive, seasonally focused, and sustained.
- Passing a law or putting in place a new program does not make the law or program a success. The public needs to be informed about the law and take it seriously. If people perceive the risk of apprehension as small, they tend to disregard laws they consider to be overly harsh or rigid or just not all that important. Since 1982 the Transportation Safety Division has been carrying out comprehensive traffic safety public education programs. Research has been utilized to evaluate the success of the program and to assist with targeting the messages. Surveys of Oregon's driving population indicate that Transportation Safety Division's public information program is widely recognized.
- Safe Following Distance, for example, everyone should know that it is an important consideration for safe motor vehicle operation. Although following distance related crashes rate as the sixth most common driver error in Oregon for 2013, according to Oregon's Crash Analysis Unit.

- “Red Light Running” is a significant cause of death and serious injury in Oregon. Importantly, red light running is also a significant cause of debilitating brain injury and death due to the type of crash that typically occurs. It is essential that every driver in Oregon heed the warning to stop on yellow.
- “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. In Oregon from 2009-2013, 61 people died and 3,891 were injured in drowsy driving crashes.
- “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).
- In Oregon from 2009 to 2013, fourteen people died in crashes involving a driver who was reportedly using a cell phone at the time of the crash and 1,204 people have been injured according to the data collected. During the same five year period in Oregon, 58 people died and 13,188 were injured in crashes involving any kind of distraction.

Oregon Driver reported to have used Cell Phone, Fatalities and Injuries 2009-2013

Year	Fatalities	Injuries
2009	2	276
2010	3	159
2011	4	238
2012	1	296
2013	4	235

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

- According to a recent department phone survey of Oregon drivers, over 70 percent know cell phones are a safety problem and that phoning and texting while driving are illegal. In spite of this, cell phone convictions in Oregon have steadily risen from the initial 14 in 2009 to 21,520 in 2013. The 2013 Oregon average for convictions is 59 daily.

Oregon Cell Phone Use Convictions 2009-2013

Year	Convictions
2009	14
2010	9,848
2011	16,643
2012	22,892
2013	21,520

Source: Oregon Driver and Motor Vehicle Services

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

Goals

- Decrease drowsy driving fatalities from the 2009-2013 average of 12 to 10 by 2020.
- Decrease drowsy driving injuries from the 2009-2013 average of 778 to 668 by 2020.
- Decrease distracted driving fatalities related to driver use of a cell phone from the 2009-2013 average of 3 to 0 by 2020.
- Decrease distracted driving injuries related to driver use of a cell phone from the 2009-2013 average of 241 to 189 by 2020.

Performance Measures

- Decrease drowsy driving fatalities from the 2011-2013 average of 10 to 9 by 2016. ***[In 2015, there were 9 drowsy driving fatalities.]***
- Decrease drowsy driving injuries from the 2011-2013 average of 836 to 762 by 2016. ***[In 2015, there were 983 drowsy driving injuries.]***
- Decrease distracted driving fatalities related to driver use of a cell phone from 2011-2013 average of 3 to 2 by December 31, 2016. ***[In 2015, there were 2 distracted driving fatalities related to driver use of a cell phone.]***
- Decrease distracted driving injuries related to driver use of a cell phone from the 2011-2013 average of 256 to 227 by December 31, 2016. ***[In 2015, there were 316 distracted driving injuries related to driver use of a cell phone.]***

Strategies

- Continue to seek ways to limit or prohibit cell phone and texting activities by all motor vehicle drivers, with no exception groups and enhanced fining.
- Contract for an evaluation of the PI&E program for Safe and Courteous using a telephone attitude survey and other research. Analyze data for future focused Safe and Courteous program work by December 31, 2016.
- Use free media and partnerships for public information and education to raise awareness of Safe and Courteous Programs, especially Distracted Driving.
- Analyze data, the telephone attitude survey and other research to target campaigns for public information and education for all Safe and Courteous efforts.
- Conduct a high visibility enforcement campaign project for Distracted Driving.

Project Summaries

Section 402

		Awarded	Expended
DE-16-20-03	Statewide Services – Safe & Courteous	$150,000	$141,051

Public information for Red Light Running, Drowsy Driving, Following Too Close, and Lights and Swipes was primarily distributed statewide through TSD, the five Regional Transportation Safety Coordinators, ODOT's Communications Division and other partners.

- Media:
  - Two bus wraps were created and placed on a bus in Bend, Central Oregon
  - A Distracted Driving 30 second PSA and a 3-minute YouTube video on a recent teen crash was developed in partnership with Oregon State Police (OSP) and was distributed to all TV and Radio stations statewide and the areas near where the crash occurred
  - Two FaceBook Ads created for youth, "Oh, No She Di'int!" and an animated ad, "Last.Selfie,Ever." were posted to Facebook
  - A Google ad "She Never Knew What Hit Her" was created and posted on Google and made into plastic lit posters currently displayed in rest areas statewide
  - Full page ad in "101 Things to do in Western/Coastal Oregon," distribution 150,000
  - Six national distracted driving public service announcements (PSAs) were retagged for Oregon and shared with Oregon TV stations and played in theaters statewide for 8 weeks

- Enforcement:

A Distracted Driving high visibility enforcement (HVE) pilot project was conducted in Roseburg. This campaign was held during the 3rd Annual National Distracted Driving Awareness Month (April). This enforcement was followed up with a localized telephone survey and report conducted by Portland State University (PSU) based on the 2012 NHTSA Distracted Driving Attitudes and Behavior Survey and Report. The 2016 Distracted Driving Attitudes and Behaviors Survey and Report, Roseburg, OR, 2016, was completed to be able to compare Oregon communities and the effectiveness of high visibility campaigns, especially since distracted driving is so underreported. This pilot project was first conducted in Bend, OR, in April 2015 during the 2nd National Distracted Driving Awareness Month. Survey results indicated:

- The Bend overtime enforcement campaign was 59.5 hours, resulting in 72 citations and 15 warnings. The Roseburg enforcement was 40 hours resulting in 72 citations and 7 warnings.
- Drivers in Bend reported a decrease in overall frequency of cell phone use due to increased awareness and safety (17%). Drivers in Roseburg also reported a decrease in overall frequency of cell phone use due to increased awareness and safety (20.3%).
- Drivers in Bend reported a decrease in overall frequency of texting due to increased awareness and safety (30%). Drivers in Roseburg reported a decrease in overall frequency of texting due to increased awareness and safety as well (18.1%).

For full details of the surveys, please see: https://www.oregon.gov/ODOT/TS/docs/SafeCourteous/Roseburg%20Distracted%20Driving%20Survey%202016%20Final%20Report_7-22-16.pdf and https://www.oregon.gov/ODOT/COMM/docs/ts_pdfs/Bend_Distracted_Driving_2015_FinalReport.pdf).

This project assisted in accomplishing TSAP Action #87 in developing programs to address the issue of distracted driving.

Due to increased fatality numbers in Oregon, and in distracted driving crash numbers, the Oregon Department of Transportation enlisted a Distracted Driver Task Force to identify and combat distracted driving through data, education, communication, enforcement, policy and legislation. The focus of the task force was to research, develop and propose sustainable, evidence-based efforts to reduce the incidence of distracted driving. The task force included representatives from ODOT, AAA, law enforcement, courts, legislators, healthcare, drive schools, media, cell phone industry and many other transportation partners that met from April thru December 2016. The ultimate goal of the task force and other safety advocates is to create a cultural and behavioral shift in society making it unacceptable to text, call, use social media or otherwise be distracted while driving; similar to efforts first made in the 1980s to make drinking and driving socially unacceptable.

The final report of the Task Force is still being drafted as of the writing of this Annual Report.

Safe Routes to School

Link to the Transportation Safety Action Plan:

Action # 1 – Implement Statewide Safe Communities
Develop ways to implement those aspects of the Safe Communities model that can apply at the statewide level. Develop interconnected groups and working relationships that build stronger bonds between and among the various government bodies, agencies, organizations and citizens with a role in transportation safety through working groups, partnerships, and cross disciplinary efforts.

Safe Routes to School Overview

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

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

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

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

The Background

- According to the National Center for Safe Routes to School's October 2013 report, "Trends in Walking and Bicycling to School from 2007 to 2012," including Oregon school data:
    - Walking to and from school increased significantly between 2007 and 2012. From 12.4 percent to 15.7 percent in the morning; and from 15.8 percent to 19.7 percent in the afternoon.
    - There was a small but significant decrease in bicycling to school between 2007 and 2012, from 2.6 percent to 2.2 percent in both the morning and afternoon.
    - Between 2007 and 2012, the percentage of parents who stated that their child's school supported walking and bicycling between home and school increased from 24.9 to 33 percent.
    - Students attending low-income schools were the most likely to walk to/from school, whereas students attending high-income schools (defined as enrolling fewer than 40 percent of students who were eligible to receive free or reduced price meals) were the most likely to bicycle to/from school.
    - Riding a bus to/from school most commonly occurred in rural areas.
    - Being driven was most likely to occur in low-income and medium-income schools located in cities.
    - Although schools located in suburbs, towns, and rural areas witnessed higher rates of walking over time, walking increased especially at schools located in cities.

The Problem

- In Oregon in 2013, school-aged children (5-14 years old) were 6.5 percent of the total population in households. (surburbanstats.org)
- In Oregon in 2013, the 5-14 age group had 4 pedestrian fatalities which accounted for 7.7 percent of the state's pedestrian fatalities (52). The same age group had 59 injuries and accounted for 7.2 percent of the state's pedestrian injuries (814).
- In Oregon in 2013, the number of pedestrians, age 5-14, who were injured decreased by 33.9 percent over the 2008-2012 average of 79.
- In Oregon in 2013, the 5-14 age group had one bicyclist fatality, which accounted for 33.3 percent of the state bicyclist fatalities. The same age group had 85 bicyclist injuries which accounted for 9.2 percent of the state's bicyclist injuries.
- The 2014 ODOT Bicycle Helmet Usage Observational Study conducted at 33 middle schools found that 74 percent of riders observed were correctly wearing bicycle helmets, up from 68 percent in 2013.
- A comparison of results from the 2012 and 2013 Oregon Public Opinion Surveys showed that for students living within one mile of school, use of the car as a travel mode rose by 11 percent, (from 35 percent to 46 percent). School bus travel mode was decreased by 10 percent, walking decreased by 7 percent. Bicycling to school increased by 2 percent.

- Action Plans are not required to apply for infrastructure funding but are required for education and encouragement grants. While the community process and conclusions of a SRTS Action Plan lead to an effective work plan, communities often see them as extra effort if they're only focused on infrastructure improvements.
- Pedestrian and bicycle safety education are not regularly taught in schools so children may not have the traffic safety education needed to travel safely when walking or biking.

Methods of Traveling to School in Oregon 2012 – 2013

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

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

Source: Intercept Research Corporation, Public Opinion Survey, Summary and Technical Report, May 2013
Note: Respondents who indicated there is a child in the household who lives within 1 mile of the school they attend were asked to estimate frequency with which child used various modes of commute. Categories were not presented as mutually exclusive and results do not necessarily total 100%.

Goals

- Increase the number of completed Oregon SRTS Action Plans from 160 in 2012 to 195 by 2020.

Performance Measures

- To increase the number of schools who have a SRTS Action Plan from 160 in 2013 to 180 by December 31, 2016.*[In 2015, there were 179 SRTS Action Plans.]*

Strategies

- Offer the ODOT-SRTS "Train the Trainer" workshops on K-3 pedestrian safety education by having the Technical Service Provider consultant schedule workshops with the five ODOT Region Traffic Safety Coordinators.
- Work with Gard Communications on media campaign to parents and kids promoting walking and biking to/from school.
- Continue to include SRTS-oriented questions in annual Public Opinion Telephone Survey.
- Work with ODOT Region Traffic Safety Coordinators to provide SRTS Action Plan training in all five ODOT regions.
- Work with Oregon Safe Routes to School Network to collect travel mode data from schools by promoting the use of the School Travel Tally for data collection.
- Continue to provide educational materials for statewide distribution promoting safe walking and biking to/from school.

Project Summaries

Statewide Transportation Improvement Program (STIP)

		Awarded	Expended
HU-16-10-06	Safe Routes to School Statewide Services Program	[$30,000]	[$28,990]

Providing statewide support to communities in development of Safe Routes to School programs and creation of SRTS Action Plans; assisting schools in gathering student and parent data on walking and biking to/from schools; creating public information and outreach support materials; providing and developing educational tools that promote safe walking and bicycling for grades K-8; supporting Safe Routes Advisory Committee with travel and meeting expenses.

The SRTS program put out a call for applications for 2017-2018-2019 in non-infrastructure funding for project proposals that were either implementing an Action Plan or in the process of developing Action Plans. Priorities stressed applicants new to SRTS funding, a Title 1 project school, school sites with infrastructure enhancements, and/or a SRTS Coordinator position. The SRTS Advisory Committee approved 8 proposals for $1.2M, with 2017 grants starting October 1, 2016. SRTS media campaign messages targeted drivers to watch for kids, with digital file distribution of graphics distributed through the listserv, and for grantees to use in newsletters and on social media. September Facebook ads were utilized that clicked through a “When can my child safely walk or ride alone” infographic. Activities included supporting the Oregon SRTS Network Leadership Committee in their outreach by providing funding for Oregon SRTS Conference speakers and scholarships. The program manager worked with the Technical Service Provider in maintaining the OregonSafeRoutes.org website. The program also coordinated with Washington County and Eugene 4J SRTS programs to present to the House Committee on Transportation and Economics at Legislative Days in late September, 2016. In addition to monitoring FY2016 SRTS grants during the year, the program also monitored, updated, and reprinted various educational materials that support SRTS programs.

		Awarded	Expended
HU-16-10-07	Statewide Walk + Bike Program	[$45,000]	[$45,000]

Provided statewide support for October *Walk+Bike to School Day* and *May Walk + Bike Challenge Month*, by providing registration and technical support for over 200 Oregon schools.

The 2015 October *Walk+Bike to School Day* program registered 270 schools, exceeding a two-year average of 241 registered schools. The 2016 *May Walk + Bike Challenge Month* registered 159 schools, just short of the 3-year average of 163 registered schools. The program supported local registered events with distribution of bike helmets, reflective armbands and other educational materials. Events were promoted through the following websites: WalknBike.org; OregonSafeRoutes.org; Fire Up Your Feet.org, and through blog posts, list serves and email blasts. The program created an ordering/shipping system in partnership with Community Cycling Center and Oregon Screen Impressions; maintained registration and tracking for *Walk + Bike* events, and coordinated with the *Fire Up Your Feet* program to share resources and registrations for activities and events.

		Awarded	Expended
HU-16-10-10	City of Portland SRTS	[$50,000]	[$50,000]

This was the third year of the three year project that expanded evaluation efforts and provided technical support to middle schools within the City of Portland. Focus was on building partnerships and support for sustainable middle school SRTS encouragement programming. The program added 6-8th graders at K-8 schools to receive *SmartTrips to Middle School* services. Taught bike safety education to middle school students, experimenting with the best delivery time either during school hours or in after school programs. Programmatic work benefitted from working through partners (Community Cycling Center and Bicycle Transportation Alliance (BTA)). Extra (non-grant) funding was added to PBOT's (Portland Bureau of Transportation) Bike Safety Education instructor contract with the BTA and four extra schools received bike safety education. Surveys indicated a slight increase in walking to school, from 32.4% of trips in Fall 2012 to 33.4% in Spring 2016 for K-5th grades. Further analysis suggests that more students are walking who may not have walked to school previously. For students living within 1 mile of school, this increased from 64% to 69% for K-5th grades. The percentage of students biking at least one trip has remained relatively consistent, around 20% across all distances and 21% for students living within one mile of school.

		Awarded	Expended
HU-16-10-11	Corvallis School District 509J SRTS	[$47,980]	[$47,944]

Three year project to expand SRTS program to include all 509J elementary and middle schools by providing non-infrastructure support (Education, Encouragement training) to other Corvallis and Benton County schools. Maintain active transportation at Adams, Franklin, Garfield, Hoover, Jefferson, Lincoln, Wilson. Add modified SRTS activity for rural Mountain View. Improve SRTS efforts at Cheldelin and Linus Pauling Middle Schools. Partner with Corvallis private schools (K-8), plus Philomath elementary schools.

This was the final year of 3 year program. Over the 3 years, bike safety education was provided to an average of 15 fifth grade classes each year training over 1200 students. Neighborhood Navigator curriculum was taught in second grade classes with a NN video produced and NN teacher training for 509J K-3 teachers. Program championed district-wide participation in National Walk and Bike to School days (October and May and district-wide WB2S days). Corvallis Police partnered at SRTS Team meetings, site meetings, and conducted back-to-school traffic enforcement Blitz (September) and scheduled police presence at schools on monthly walk/bike to school days. Program provided SRTS opportunities and resources for Spanish-speaking students and families, staff. At Title 1 schools, provided bike education funding, free bike helmets, and community event scholarships. 509J Facilities and City of Corvallis collaboration for traffic-calming infrastructure and school zone signage at elementary and middle schools. Safe Routes site-specific maps created in English and Spanish for 7 grant schools. Program saw increased walking in the morning, from 10% in 2009 to 21% in 2016, as well as 41% increase in biking from 2009 to 2016.

		Awarded	Expended
HU-16-10-14	Washington County SRTS Coordinator	[$50,000]	[$50,000]

This was the final year of 3 year program that established liaisons for SRTS at each of the larger cities in the county; increased county-wide awareness and number of community outreach events where SRTS was promoted; coordinated and supported two SRTS coordinators at Tigard and Beaverton school districts; Tigard-Tualatin School District adopted walk/bike to school parameters; convened third annual county-wide meeting of SRTS partners for sharing and collaboration; worked on four Action Plans; completed the Washington County School Access Improvement Study for 53 schools; coordinated with Washington County Sheriff and police departments in targeted enforcement-education efforts; established a baseline measurement of the number of schools in the county with walk/bike activities; collected and maintained survey data for county-wide evaluation.

		Awarded	Expended
HU-16-10-18	Jefferson County Health Department SRTS	[$23,713]	[$4,496]

Final year of a 3 year program to encourage walking and biking for students at Madras Primary, Buff Intermediate and Metolius elementary. SRTS funding improved intersection of 10th and Buff near the intermediate school, and this non-infrastructure program gave students the tools to walk and bike safely. The SRTS Coordinator had less time to devote to the program in this final year and this reduced the program to just Buff Intermediate school. Program conducted education programs in April at Buff Intermediate with community volunteers assisting. All 4th and 5th grade students were instructed in safe bike riding practices. Third graders received pedestrian safety instruction. A community bike day was held in May and during the summer bike helmets were provided to Madras Kids Club for summer activities and after-school programs. The Madras police department provided additional enforcement near schools. Action Plan work was initiated for newly opened Warm Springs School and local proponents recruited. Madras Kids Club now has 10 bicycles and helmets for kids to use during the summer and after school, assuring continuation of bike safety instruction in the community.

		Awarded	Expended
HU-16-10-19	Klamath Falls SRTS – Commute Options	[$40,798]	[$34,442]

Final year of 3 year program. Targeted efforts to engage more schools with walk & bike events and greatly increased the use of the Klamath County School District bike fleet both in structured education and use in activities such as triathlon and field trips. The addition of local bicycle business owner as the program's bike safety instructor increased reach, popularity and value of bike safety education program to participating schools. Added more helmet fitting clinics and bike rodeos. Program highlighted 20 mph school speed zone to drivers to increase school zone safety. Provided education to partners, politicians and the public on the Klamath County program and safety issues needing attention. Partnered with county Blue Zones Project resulting in cross-pollination of SRTS and Blue Zone "built environment" team goals. This final year saw the active participation of Bonanza, Chiloquin and Roosevelt schools in the program after years of inviting and networking with them. As part of the relationship with the Blue Zones Project, schools that were not targeted in the SRTS grant contacted the program for assistance with implementing walk/bike activities. This included Ferguson, Peterson and Henley Elementary schools.

		Awarded	Expended
HU-16-10-23	Technical Service Provider Program	[49,000]	[$43,779]

Promoted Oregon SRTS programs and resources through in-person meetings, trainings, newsletters, and state website, www.OregonSafeRoutes.org . Program provided 12 timely electronic newsletters on Oregon SRTS and was sent to 1,185 subscribers and had an "open" rate of 22%. Program website contractor updated the OregonSafeRoutes website for easier and cleaner functionality. Website promoted through Safe Kids Oregon, Commute Options, ODOT SRTS, and WalknBike.org. Website had 139,024 hits for the year. Program provided three Train the Coordinator workshops to Prineville-Crook County Health Department, Sweet Home School District, and at the Oregon SRTS Conference in Eugene. Assisted additional schools to create Action Plans. John Tuck and Vern Patrick in Redmond received stipends and created new Action Plans based on recommendations from the University of Oregon Leaders in Sustainability (OLIS) program that partnered with the City of Redmond. Ardenwald Elementary in Milwaukie completed their Action Plan and is on track for Train the Coordinator training in 2017.

		Awarded	Expended
HU-16-10-25	Lane Transit District SRTS	[$49,682]	[$42,582]

Final year of a 3 year program. The program funded a ½ time SRTS Coordinator who worked in three specific schools (Riverbend Elementary, Two Rivers –Dos Rios Elementary, and Thurston Middle) and more broadly through the entire school district. Over the course of the 3 year project, Action Plans were developed for Riverbend, Two-Rivers-Dos Rios, Guy Lee, Page, Thurston and Centennial elementary schools; Agnes Stewart, Hamlin, Thurston and Briggs middle schools. SRTS continued to receive wide support within the Springfield School District and Springfield city staff. Coordinator pursued barriers to safe routes as identified in school action plans and implementing strategies such as use of in-street pedestrian signage, installation and upgrade of bike parking, training of school and/or adult crossing guards. Bike and pedestrian safety education instruction was provided by City of Eugene River House staff. Bike safety community rides held at schools with BSE instruction. ,

		Awarded	Expended
HU-16-10-28	Central Oregon SRTS – Commute Options	[$48,294]	[$45,335]

Final year of 3 year program that saw increased active transportation choices at several program schools and brought on new schools that had not promoted SRTS before; encouraged students to safely walk and bike to school, and promoted public awareness campaigns and outreach to media and community leaders; provided traffic education and enforcement in the vicinity of schools; provided student education sessions on bicycle and pedestrian safety, health, and environment, and training for volunteers and managers of the program; secured additional funding from City of Bend and Bend MPO to bring in more tools for School Based Transportation Options, including riding public transportation and creating carpools through DriveLessConnect.com.

Speed

Link to the Transportation Safety Action Plan:

Action # 35 – Develop a Traffic Law Enforcement Strategic Plan
Develop a *Traffic Law Enforcement Strategic Plan* which addresses the needs and specialties of the Oregon State Police, county sheriffs and city police departments. The plan should be developed with assistance from a high level, broadly based task force that includes representatives of all types of enforcement agencies, as well as non-enforcement agencies impacted by enforcement activities. Specifically, the plan should develop strategies to address the following:

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

The Problem

- In 2013, 38.3 percent of all traffic fatalities in Oregon involved speeding (120 of 313 traffic deaths). Data reflects excessive speed or driving too fast for present conditions as the number two contributing factor to fatal traffic crashes on Oregon roads in the year 2013.
- Over 39 percent of all 2013 speed related traffic deaths in Oregon occurred on the State Highway System. The Oregon State Police do not have the staffing levels needed to effectively address and make significant death and injury reductions from motor vehicle crashes given current staffing levels. Multi-agency cooperative partnerships and events will be required to address this problem.

- Following are facts relative to increased speed while driving:
  - 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 as effectively at higher speeds.
- Police agencies, large and small, do not have adequate resources to purchase and provide training on needed enforcement equipment, such as radar and laser devices, to assist them with speed enforcement duties.

Speed in Oregon, 2009-2013

	2009	2010	2011	2012	2013	2009-2013 Average
Total Number of Fatalities Statewide	377	317	331	337	313	335
Number of People Killed Involving Speed	157	116	127	113	120	127
Percent Involving Speed	41.6%	36.6%	38.4%	33.5%	38.3%	37.8%
Total Number of Injuries Statewide	28,153	30,493	35,031	36,085	33,161	32,585
Number of People Injured Involving Speed	5,259	4,925	5,907	5,907	5,759	5,529
Percent Involving Speed	18.7%	16.2%	16.9%	16.4%	17.4%	17.2%
Number of Speed Involved Convictions	179,421	149,697	139,548	134,070	130,526	143,943
Number of Speed eCitations Issued	22,212	24,103	80,190	93,080	117,826	67,482
Total Number of eCitations Issued	47,894	70,000	180,039	223,189	272,993	158,823
Number of eCrash Reports Completed	705	1,198	3,942	8,063	9,296	4,641

Sources: Driver and Motor Vehicle Services, Oregon Department of Transportation, Crash Analysis and Reporting, Oregon Department of Transportation, Fatality Analysis Reporting System, U.S. Department of Transportation
Note: Speed- involved offenses and convictions count the following statutes: ORS 811.100, 811.111, and 811.125.

Speeding Citations During Grant Funded Activities, 2010–2014

	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 2014	2010-2014 Average
Speeding citations issued	13,689	18,902	17,217	12,376	21,732	16,783

Sources: TSD Grant files, 2010 - 2014

Goals

- Reduce fatalities in speed-related crashes from the 2009-2013 average of 127 to 99 by 2020.
- Reduce the number of people injured in speed-related crashes from the 2009-2013 average of 5,529 to 4,611* by 2020. *(*Note: This includes a predicted 15% for pre 2011 injury numbers due to improved reporting procedures and better data capture.)*

Performance Measures

- Reduce fatalities in speed-related crashes from the 2011-2013 average of 120 to 107 by December 31, 2016. *(NHTSA)* ***[In 2015, there were 118 speed involved fatalities.]***
- Reduce the number of people injured in speed-related crashes from the 2011-2013 average of 5,276 to 4,671* by December 31, 2016. *(*This includes a predicted 15% for pre 2011 injury numbers due to improved reporting procedures and better data capture.)* ***[In 2015, there were 5,238 people injured in speed-related crashes.]***
- Increase the number of eCitations issued statewide from the 2011-2013 average of 225,407 to 253,698 by December 31, 2016. ***[In 2015, there were 322,871 e-citations issued statewide.]***
- Increase the number of eCrash reports issued statewide from the 2011-2013 average of 7,100 to 7,991 by December 31, 2016. ***[In 2015, there were 12,188 e-crash reports submitted.]***
- Increase the number of speed related eCitations issued from the 2011-2013 average of 97,032 to 109,210 by December 31, 2016. ***[In 2015, there were 79,829 speed related e-citations issued.]***

Strategies

- Provide annual public information and education on the issue of speed via media contractor, ODOT public information officers and other media outlets.
- Utilize traffic safety committees to address speed issues.
- Ensure that speed enforcement overtime dollars are used on the types of roadways in which the largest percentages of death and injuries are occurring. Priority order is: Rural State Highways, County Roads, City Streets and Interstate System.
- Provide comprehensive statewide analysis of speed involved crashes by region annually. Work with Region Safety Coordinators to address specific problems in their areas. Provide funding if available.
- Work toward elevating the seriousness of the potential consequences of speeding behavior in the public eye as Oregon's number two contributing factor to traffic death and injury severity.

Project Summaries

Section 402

		Awarded	Expended
SC-16-35-05	Speed Enforcement, Public Information and Equipment	$192,300	$126,227

Public information and outreach media campaigns were focused on new increased speed limits in Eastern Oregon which went into effect March 1, 2016. Campaigns focused on "*The Faster You Drive, the Harder You Crash"* messaging. Additionally, $100,000 was divided among the 5 regional coordinators throughout the state for speed enforcement and equipment grants.

		Awarded	Expended
SC-16-35-06	OSP Rural State Highway Speed Enforcement	$135,000	$126,882

This speed enforcement overtime grant was divided among Oregon State Police Area Commands to use on selected highways as well as for those events that historically have speed related issues. Oregon State Police determined specific roadways where the overtime enforcement would have the greatest impact on improving roadway safety. Area Commands used ODOT data and other information to identify specific locations within their command areas. This allowed for very specific targeted enforcement rather than general enforcement. An additional $35,000 was added this year to the OSP Rural State Highway Speed Enforcement Grant to specifically enforce speed limits in areas where speed limits had increased (due to recent legislative activity) or had exhibited a higher incidence of speeding infractions, to help educate the motoring public and ensure ongoing traffic safety.

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 have all been reviewed for the benefits that electronic collection would provide. To date, only minimal use of automation for data collection has been implemented for citations, crash reports, and EMS. There is no web based tool for reporting of crashes by involved drivers.
- Continue to improve access to crash data online with user-friendly analytic tools supporting GIS mapping and non-spatial (e.g., cross-tabulated data aggregation) analysis through a single point of access.
- The software for collection of EMS run reports information is out of date. Currently, there is only the Trauma Registry system in place statewide. There is not a fully deployed standardized, unique identifier system that follows patients across multiple incidents which allows for later linkage with crash and other data.
- There is a need for crash report training to be delivered at the law enforcement training 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, 2009-2013

	2009	2010	2011	2012	2013	2009-2013 Average
Total Crashes	41,270	44,094	49,053	49,798	49,510	46,745
Fatal Crashes	331	292	310	305	292	306
Injury Crashes	19,053	20,879	23,887	24,457	22,984	22,252
Property Damage Crashes	21,886	22,923	24,856	25,036	26,234	24,187
Fatal Crashes Police Reported	100%	100%	98%	97%	98%	99%
Serious Injury Crashes Police Reported	85%	84%	83%	84%	81%	83%
Moderate Injury Crashes Police Reported	72%	72%	74%	72%	73%	73%
Minor Injury Crashes Police Reported	48%	47%	49%	49%	50%	49%
Fatalities	377	317	331	337	313	335
Fatalities per 100 Million VMT	1.11	0.94	0.99	1.02	0.93	1.00
Injuries	28,153	30,493	35,031	36,085	33,161	32,585
Injuries per 100 Million VMT	82.84	90.29	104.96	108.78	98.38	97.05
Number of Speed eCitations Issued	22,212	24,103	80,190	93,080	117,826	67,482
Total Number of eCitations Issued	47,894	70,000	180,039	223,189	272,993	158,823
Number of eCrash Reports Completed	705	1,198	3,942	8,063	9,296	4,641

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

Goals

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

Performance Measures

- Increase the percentage of crash reports submitted by law enforcement officers in Oregon from the 2011-2013 average of 48 percent to 54 percent by December 31, 2016. ***[In 2015, this data is not available at the time of this report.]***
- Increase the percentage of fatal and injury crash reports (no property damage only) submitted by law enforcement officers from the 2011-2013 average of 59 percent to 66 percent by December 31, 2016. ***[In 2015, 57 percent of crash reports were submitted by law enforcement officers in Oregon.]***

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

		Awarded	Expended
M3DA-16-54-02	Traffic Records Grant	$1,050,000	$0

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. Evaluate the effectiveness of efforts to make such improvements. 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 Traffic Records Coordinating Committee (TRCC) will be selecting high priority projects that fit these criteria during FY2016.

This project was conceived as a master grant for the funding mechanism for other state sub-grants. This project was not activated, however, as it was determined more efficient to award individual and discrete grants to each receiving agency.

		Awarded	Expended
M3DA-16-54-03	Regional Data Portal to Crash Data, Performance Measures & Trends	$54,138	$35,633

This project allowed Lane County, in partnership with the City of Bend, to develop an initial data dashboard model that served to improve data accessibility in these locales. The project provided an increase in end user understanding of the data being presented. Increased use and improved understanding of the data has been reported to result in initial interest from decision makers, and over time may allow for better targeted, higher quality decision making. The project also allowed for lessons learned regarding data display and viewing for the full statewide crash data system. This project was consistent with objectives in the Traffic Records Strategic Plan and corresponding measures.

		Awarded	Expended
M3DA-16-54-04	Expansion of EMS Data System to Non-Transport Agencies	$60,046	$55,286

This project allowed the Oregon Health Division to provide for training and improvements needed to allow local governments to participate in submitting data to the Oregon Health Division's prehospital data system. The resultant improvements included increased data uniformity, better data integration, improved data timeliness, possible improvements in accuracy (though no data tracking method to prove this was identified in the project), and did result in increased completeness of the medical data file. There has been some demonstrated increased local accessibility to the database. Finally, this project allowed the state pre-hospital system to move toward NEMSIS 3 compliance statewide, and resulted in a substantial increase in NEMSIS 3 compliant records. Challenges included the need for additional entry devices statewide. This project was consistent with objectives in the Traffic Records Strategic Plan and corresponding measures.

		Awarded	Expended
M3DA-16-54-05	Data Linkage	$143,726	$105,691

This multi-phase/year project began the process of allowing the Oregon Health Division to provide for technical efforts needed to explore data system linkage between pre and post hospital admission data within the Oregon Health Division's data system. The project has resulted in initial trials of needed improvements in data integration of the medical data file. While the project has not progressed enough during this year to deliver the improvement in local accessibility to the database, it is believed that the second year will still be able to deliver on this opportunity, The ability to integrate data is expected to enter into deeper analysis of the data, and initial pilot work continues to confirm this. The project did encounter some difficulty with contractor agreements slowing progress, but this challenge was addressed prior to the end of the project period. This project was consistent with objectives in the Traffic Records Strategic Plan, and corresponding measures.

FHWA/Highway Safety Improvement Program

		Awarded	Expended
RS-16-77-03	Lane County Regional Safety Plan	[$60,054]	[$60,044]

This project provided funding for the development of a draft Lane County Transportation Safety Action Plan that addresses the Four-E approach to transportation safety. Their developed plan coordinates with ODOT's Transportation Safety Action Plan (TSAP), the local MPO safety plan, and other local government efforts. The resulting plan provides a data overview of the traffic problems in Lane County, and identifies data driven safety actions that address fatality and serious injury within the jurisdiction. Problems encountered included a diversity of terrain and community types, necessitating extra thought in developing the plan. *This project helps the Department meet the goal of establishing a plan for addressing transportation safety at the local level, consistent with the statewide TSAP.*

		Awarded	Expended
RS-16-77-06	City of Portland Regional Safety Plan	[$150,000]	[$150,000]

This project provided funding for the development of a City of Portland Transportation Safety Action Plan, known locally as the 'Vision Zero' plan, which addresses the Four-E approach to transportation safety. The Vision Zero plan coordinates well with ODOT's new TSAP, and the current Metro Safety Action Plan. The resulting plan intensively analyzes data and identifies data driven safety actions that address fatality and serious injury within Portland. The plan is scheduled for adoption just outside the fiscal year. *This project helps the Department meet the goal of establishing a plan for addressing transportation safety at the local level, consistent with the statewide TSAP.*

		Awarded	Expended
RS-16-77-07	Washington County Regional Safety Plan	[$95,000]	[$95,000]

This project provided funding to Washington County to develop a Transportation Safety Action Plan that addresses the Four-E approach to transportation safety. The plan coordinates with ODOT's TSAP, the local MPO (Metropolitan Planning Organization) and other local governments where practicable. The plan was developed using a collaborative process. The resulting draft plan identifies data driven safety actions that address fatality and serious injury within the jurisdiction. The plan is pending adoption by the Washington County Commission, just outside the federal funding cycle. Problems encountered included competing priorities, and difficulty reaching consensus with all elements of the plan. *This project helps the Department meet the goal of establishing a plan for addressing transportation safety at the local level, consistent with the statewide TSAP.*

		Awarded	Expended
RS-16-77-08	City of Hillsboro Regional Safety Plan	[$30,400]	[$29,982]

A local Transportation Safety Action Plan (TSAP) was developed to guide and assist the City of Hillsboro in reducing serious injuries and fatalities resulting from traffic crashes. The resultant plan includes a data driven analysis of the existing system, plan for systemic and targeted treatments to reduce crashes, and established performance measures for ongoing monitoring and evaluation. Problems encountered during the plan development included challenges around consensus, and in developing implementable solutions to the specific traffic problems identified by the data. *This project helps the Department meet the goal of establishing a plan for addressing transportation safety at the local level, consistent with the statewide TSAP.*

		Awarded	Expended
RS-16-77-09	City of Beaverton Regional Safety Plan	[$40,000]	[$11,033]

The City of Beaverton began the process of creating a Transportation Safety Action Plan (TSAP) to assist the city in reducing transportation-related serious injuries and fatalities. The plan is proposed to employ the FHWA's "5 E" approach -- Engineering, Education, Enforcement, Encouragement and Evaluation-- to help create a culture of emphasizing safety first for all road users. The planning process was initiated late in the federal fiscal year, and the city is just beginning the process of plan development. The project identified key staff and a plan contractor to date. The project did begin the problem identification process within the fiscal year. *This project helps the Department meet the goal of establishing a plan for addressing transportation safety at the local level, consistent with the statewide TSAP.*

		Awarded	Expended
RS-16-77-10	City of Eugene Regional Safety Plan	[$64,963]	[$4,764]

This project was initiated in the final weeks of the grant year, as such; minimal effort was expended with the project. The project identified a contractor, and began the process of plan development. *This project helps the Department meet the goal of establishing a plan for addressing transportation safety at the local level, consistent with the statewide TSAP.*

Work Zone Safety

Link to the Transportation Safety Action Plan:

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

The Problem

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

Work Zones in Oregon, 2009-2013

	2009	2010	2011	2012	2013	2009-2013 Average
Work Zone Fatal/Serious Injury Crashes	34	24	25	22	14	24
Work Zone Injury Crashes	286	252	280	244	211	255
All Work Zone Crashes	508	490	528	429	427	476
Work Zone Fatalities	18	9	11	6	6	10
Work Zone Fatal/Serious Injuries	38	28	36	25	18	29
Work Zone Injuries	464	409	466	375	326	408

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

Goals

- Reduce work zone fatalities from 10, the average for 2009-2013, to 8 or below by 2020.
- Reduce work zone fatal crashes from 9, the average for 2009-2013, to 7 or below by 2020.
- Reduce work zone serious injuries from 19, the average for 2009-2013, to 16* or below by 2020.
- Reduce work zone serious injury crashes from 15, the average for 2009-2013, to 12* or below by 2020.
- Reduce work zone non-fatal injury crashes from 255, the average for 2009-2013, to 212* or below by 2020.
- Reduce work zone total crashes from 476 the average for 2009-2013 to 397* or below by 2020.

  *(*This includes a predicted 15% for pre 2011 injury numbers due to improved reporting procedures and better data capture.)*

Performance Measure

- Reduce work zone fatalities from 8, the average for 2011-2013, to 7* or below by December 31, 2016. ***[In 2015, there were 3 work zone fatalities.]***
- Reduce work zone fatal crashes from 7, the average for 2011-2013, to 6* or below by December 31, 2016. ***[In 2015, there were 3 work zone fatal crashes.]***
- Reduce work zone serious injuries from 19, the average for 2011-2013, to 17 or below by December 31, 2016. ***[In 2015, there were 16 work zone serious injuries.]***
- Reduce work zone serious injury crashes from 14, the average for 2011-2013, to 12 or below by December 31, 2016. ***[In 2015, there were 16 work zone serious injury crashes.]***
- Reduce work zone injury crashes from 245, the average for 2011-2013, to 224 or below by December 31, 2016. ***[In 2015, there were 324 work zone injury crashes.]***
- Reduce work zone total crashes from 461, the average for 2011-2013 to 421 or below by December 31, 2016. ***[In 2015, there were 327 work zone total crashes; PDO crashes were not available at the time of this report.]***

  *(*This includes a predicted 15% for pre 2011 injury numbers due to improved reporting procedures and better data capture.)*

Strategies

- Participate in the statewide identification, development and promotion of new and existing work zone safety related countermeasures.
- Advance the adoption of the “4 E” approach to work zone traffic safety (e.g., education, enforcement, engineering and emergency medical services).
- Provide overtime police agency overtime enforcement grants to approximately 15 state and local police agencies.
- Identify best practices for work zone enforcement and implement through ODOT partners as possible.

- Initiate and support efforts to reduce work zone crashes through statewide liaison work with internal and external partners, e.g. Association of General Contractors, Oregon Trucking Association, Association of Oregon Counties, League of Oregon Cities, Oregon State Police etc.
- Distribute at least 15,000 work zone safety promotional materials to citizens, tourists, public works' agencies, utility companies, city and county agencies, etc.
- Develop additional education materials aimed at a broader audience such as utility workers, construction workers, business owners, etc.
- Develop an Oregon Work Zone Data Book to be updated annually.
- Further implement photo radar in ODOT work zones.
- Partner within ODOT and externally as appropriate on deployment of Smart Work Zones and other work zone safety strategies.

Project Summaries

Statewide Transportation Improvement Program (STIP)

		Awarded	Expended
1517WKZN-000	Work Zone Education & Equipment Program	[$200,000]	[$200,000]

Provided design, printing and distribution of public information and education materials relating to work zone safety. Contractual services were provided for development and distribution of work zone safety messages through billboard postings, *Oregon Travel Experience* postings at select Rest Areas, Bend bus transit postings, and radio, television, theater, Facebook, and Pandora ads. Awareness was measured through funding a portion of the annual TSD Public Opinion Survey. Work zone data tracking information system software maintenance agreement services were also provided. Consultation from the Department of Justice was sought regarding photo radar enforcement in ODOT Work Zones; one Vitronic Poliscan-Lidar speed mobile gathering device was also purchased. And finally, the project assisted in the Work Zone Memorial Wall being delivered to ODOT Region 5.

The Project assisted in meeting the Program targets in that it provided statewide public information and education; allowed for the further use of photo radar in Oregon work zones and the ability to accurately identify the results; and maintained the work zone electronic tracking system (ETS) and furthered its deployment so that law enforcement could more easily identify the safety enforcement needs of ODOT personnel in work zones, and more easily report law enforcement results more timely and efficiently.

		Awarded	Expended
1517WKZN-421 AAA	Work Zone Enforcement to OSP: Oregon State Police	[$1,022,000]	[$961,967]

Provided year-round work zone overtime enforcement patrols on construction projects that met federal design criteria for projects managed by ODOT. Enforcement was provided by the Oregon State Police.

There were approximately 9,755 hours of enhanced enforcement, 8,753 citations issued, 15,417 warnings, and a total of 17,123 vehicle stops made. The primary violation cited during these campaigns was driving too fast for conditions/speeding.

The Project assisted in meeting the Program targets in that it provided statewide enforcement in ODOT work zones.

		Awarded	Expended
1517WKZN-421	Work Zone Enforcement to Local Police Agencies	[$682,870]	[$255,887]

Provided year-round work zone enforcement patrols on construction projects that met federal design criteria for projects managed by ODOT. Enforcement was provided by various local police agencies primarily in the Portland Metropolitan area and the Willamette Valley. Photo radar enforcement in work zones was also provided as authorized in statute.

There were approximately 3,278 hours of enhanced enforcement, 9,522 citations issued and 3,502 warnings, with a total of 10,514 vehicle stops (this included photo radar enforcement where it was authorized and reported). The primary violation cited during these campaigns was driving too fast for conditions/speeding.

The Project assisted in meeting the Program targets in that it provided local law enforcement in ODOT work zones and allowed for the use of photo radar in authorized locations.

Paid Media

In FY 2015-16, Transportation Safety Division executed Public Information and Education campaigns on behalf of the following programs:

- Bicyclist
- Pedestrian
- Driver Education
- Excessive Speeding
- Impaired Driving
- Motorcycle
- Occupant Protection
- Safe Routes to School
- Work Zone
- Safe and Courteous Driving

TSD issued five Task Orders totaling $419,894 and seven work order contracts for $424,690, or a total media investment of $844,584 for the 2016 grant year. These projects included NHTSA radio flights, as well as TSD-produced media for Occupant Protection, Safe and Courteous, and Work Zone Safety programs, to name a few.

MEDIA USE AND VALUE OVERVIEW

For FFY2016, TSD released a mix of previously produced and new materials for the following programs: Bicyclist and Pedestrian Safety; Safe and Courteous Driving; Driver Education; Excessive Speeding; Impaired Driving; Motorcycle Safety; Occupant Protection/Child Safety Seats; Safe and Courteous Driving; Safe Routes to School; and Work Zone Safety.

For this year, total retail value of media was estimated at $2,574,882 (these included paid media (and four radio buys for NHTSA ads), free placement, and discounted placement). Of this amount, $1,909,345 was added value:

- $343,955.56 for television (PSAs and KATU)
- $1,149,314 for radio (PSAs and NHTSA)
- $198,123.47 for print PSAs
- $104,681 for outdoor (billboards and bus transit media)
- $431,974 for indoor advertising (theater screen media, water closet media)
- $70,077 for online media

TV and radio PSAs

In September 2016, a phone survey was conducted of all TV and radio outlets in Oregon to determine the level of exposure of television and radio PSAs released for TSD and solicit feedback from the media.

Not all stations responded to the survey, but the responses received represented well over 50% of the media as follows:

- 92 out of 153 radio stations
- 23 out of 35 TV stations and cable systems

Of the 139 English-language radio stations, 48 ran TSD PSAs; 38 stations do not run pre-recorded PSAs as a policy, did not have available air time, prefer to run only local PSAs (promoting events or nonprofits in their community) or national paid media. Fifty-three stations were not reachable and did not return calls. Of the 14 Spanish-programming radio stations, five only use live announcer-read ads, one did run TSD PSAs, and eight were not reachable despite several attempts.

Of the 35 TV stations and cable outlets, including seven stations in the Tri-City area in Washington, 13 ran TSD PSAs; ten stations don't run PSAs as a matter of policy, don't have available airtime, or prefer to run exclusively local content. Twelve stations were not reachable. Of the ten Spanish-language TV stations in Oregon, nine ran TSD PSAs and one was not reachable.

Five TV PSAs were released to English TV stations and one Spanish TV PSA (produced by NHTSA) to Spanish stations. For radio, two new English radio PSAs and one new Spanish PSA were also released. The phone survey results determined that radio stations ran at least 12 additional TSD radio PSAs produced and released in previous years. Added value is listed under each respective program. Among these radio PSAs, there were three specific to the Youth Safety Program which is no longer a separate TSD program but has been incorporated into other activities since 2015.

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

- Average cost of a radio spot: $39 for English stations; $24 for Spanish stations
- Average cost of a TV spot: $93.86 on network TV, $57.50 on cable.

Print PSAs

Newspaper

ODOT uses a newsprint clipping service to determine whether Oregon newspapers run TSD PSAs. The staff at TSD compiled an itemized recap of all Oregon newspapers that ran TSD PSAs, including program name, ad size and run date, and forwarded it to TSD for value analysis. Using published rates for all the newspapers that ran TSD PSAs, the estimated total print media value for FY 2015-16 was determined.

Outdoor and Indoor

TSD Communications typically obtains deeply discounted posting fees from Oregon's billboard and transit companies. These discounts range from 15% to 45%.

Online advertising

The sheer number of Internet sites that cater to a wide variety of audiences and interests is a great benefit to TSD campaigns. Unlike traditional media, online media does not offer PSA placement or discounted pricing, where typical CPM (cost per thousand impressions) is $8-13 dollars. However, because *Google* purchases remnant inventory, ad space is obtained at a much lower cost, at approximately $2-4 CPM, representing a discount of about 75%. The retail value of TSD's online campaigns are listed at face value – that is, the cost at which they were purchased.

Other digital outlets utilized – Facebook, Pandora, or Hulu – also do not offer public service pricing, therefore media value listed was also at face value. Pandora and Hulu included running free web banners.

Additional comments

The survey and comments from the media are always a valuable source of information. Despite the limited amount of free airtime available during a presidential election year, based on the calls made to radio and television stations, TSD PSAs are still being used by media throughout Oregon. Public service directors continue to support TSD programs as they are relevant to Oregon and because they trust the timeliness and production quality of TSD's safety messages. Spanish-programming stations welcome traffic safety messages and would like to receive more Spanish-language PSAs. Spanish radio stations provided significant retail value for TSD PSAs at $67,837.

TSD also received significant coverage in the print media during 2016. Over 1,200 newspaper clippings were released and reviewed. Public service space in print had decreased dramatically in the last several years, resulting in fewer print PSAs being produced on behalf of TSD. However, the amount of recent coverage may suggest the viability of considering print media again, at least for small public service ads.

TSD also expanded the distribution of public service announcements beyond Oregon's border in 2016. At TSD's and the Oregon State Police (OSP) request, the Distracted Driving TV PSA "Alexxyss' story" was released to media in the Tri-City area in Washington. This PSA featured the story of a young crash victim from Pendleton who died in a fatal crash because of distracted driving.

In last year's survey, the majority of radio and TV stations that ran TSD PSAs expressed preference in receiving digital files rather than hard copies. A new digital delivery system was developed for distribution to radio and TV outlets, releasing broadcast-quality digital files either by email (radio) or through a website media page (TV). These allowed the media to access and download current and previous TSD PSAs at any time.

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

- Cell phones/texting while driving
- School zones/children crossing
- Work zone safety
- Speed
- Pedestrian safety
- Bicycle safety
- Winter driving/lights
- Impaired driving

As a general trend, TV stations are moving away from providing traditional public service airtime and choosing instead to offer public service packages that combine production and value-added placement. During FY 2015-16, a partnership with a Portland TV station was formed to produce and receive free airtime for a new pedestrian safety PSA. In addition to receiving production services and value-added airtime from KATU, the campaign included a free interview on the station's AM-NW live show with an ODOT Region 1 Public Information Officer on pedestrian and back-to-school safety topics.

The majority of the PSA directors reached continue to praise the high production quality of TSD PSAs and the combination of important safety information with great entertainment value. While some noted that they have more interest in PSAs that cover road safety topics unique to their region (rural areas, wildlife crossing, delta cleanup), many agreed that ODOT PSAs cover important traffic safety issues and that they offer a great public service.

PROGRAMS AND DELIVERABLES

Bicyclist and Pedestrian Safety Public Information Program

Strategic Communications Plan

The strategic communications plans for the Bicyclist and Pedestrian Safety program were delivered and approved in March. The strategy continues to be guided by data on the major contributing factors in crashes involving bicyclists and pedestrians. TSD message and media recommendations focused on educating the respective audiences about laws and promoting the right behaviors. Both plans came out of the Pedestrian Safety budget. ($ 4,990)

Bicycle Safety TV PSA "Personal Space" on Theater Screens

The TV PSA produced in 2015 promoting the "Safe Passage" law was released to 14 theater complexes throughout Oregon in late June. The spot ran on 223 screens from July 1 to September 5, 2016 covering the summer holidays. ($12,000)

MEDIA VALUE: A total of 47,614 spots ran on theater screens for a total retail value of $72,866.

Bicycle Safety Bookmark “How much room do I give riders?”

The existing Safe Passage handout card produced in 2015 was redesigned to be used as a bookmark. Print-ready art was delivered to TSD in July for printing. ($2,500)

Pedestrian Safety TV PSA “Well trained”

A new television spot was produced in 2016. To contain production costs and receive more media coverage, a partnership was developed with KATU Channel 2 in Portland to produce the spot. The :30 PSA “Well trained” was produced in July. The spot featured “Walker the Dog” as Oregon’s pedestrian safety expert. KATU also provided extensive airtime from August 13 to September 5 and then again from November 13 to November 30 (to avoid election ads) throughout the station’s state coverage. In addition, KATU provided a news segment to feature pedestrian safety on the live AM NW Show. Kimberly Dinwiddie from ODOT Region 1 Community Affairs was selected as spokesperson for the interview. She was accompanied on the live show by “Walker the Dog” on September 27. ($30,000)

In addition to airing the spot on KATU, “Well trained” was released as a PSA to all Oregon TV stations on August 27. The spot was scheduled to run 946 times for a total retail value of $88,792.

MEDIA VALUE: A total of 180 spots were aired by its sister station KKEI for a total retail value of $22,050. As a PSA, the spot was aired from August and placed into rotation for the next months to run a minimum of 1,744 times for a retail value of $167,432.

Pedestrian and Bicycle Safety Bend Bus Transits (Driver Side, Tail)

As part of a direct contract with COIC (Central Oregon Intergovernmental Council) in Bend, TSD placed new bus transits on newly added buses in Bend. The Pedestrian/Bicycle Safety Program selected two transits, a tail and a driver side (king). Art for the two transits was completed in August. On the driver side, the transit “Every intersection is a crosswalk” and on the tail side the transit “Only pass if you can give riders safe passage” were installed in September. As part of the work for the bus tail, a different version was also produced to be printed by TSD as a poster -- “Give riders space. Allow for fall distance”. ($4,200)

ADDITIONAL MEDIA VALUE

During FY 2015-16, radio stations aired the 2013 radio PSA “Simple Steps” 728 times for a total value of $28,392 and the 2013 Bicyclist Safety radio PSA “Confessions” 360 times for a retail value of $14,040.

In addition, Oregon newspapers continued to run previously produced bicyclist and pedestrian safety print PSAs (as listed in the newspaper clippings report); in fiscal year 2015-2016 the total retail value of these insertions was $191 for Bicycle Safety and $13,409 for Pedestrian Safety.

Budget Review:

The original budget for the Bicyclist and Pedestrian Safety Programs in FY 2015-16 was

$48,500 and was later increased to $52,700 with Amendment 1 to add the production of the Bend bus transits. The communications plan had an additional budget of $4,990, for a total budget of $57,690. All projects were completed on time.

Added media value for the Bicyclist and Pedestrian Safety Program in FY 2015-16 was estimated at $227,740.02.

Driver Education Public Information Program

Strategic Communications Plan

This year's program continued creating awareness of the DMV test waiver because it is an important selling point for driver education classes. This message was complemented by financial and safety incentives that further strengthen the case for ODOT-approved driver education classes. This year's campaign also continued the efforts of recruiting new driver education instructors to respond to a statewide shortage.

The plan was completed in July. ($4,828)

Driver 'Ed' Character Development

The graphic of Driver Ed has been used consistently for the last year on all program materials by TSD and its Driver Ed partners. With an increased role of social media to engage specific audiences, there is a need for a larger selection of graphics that can be used for different purposes. This year, a family of new characters was developed for Driver Ed and for television use. Final files were delivered to the Program Manager in August. ($6,000)

Facebook Ad for Parents "It's Friday night…and your teen is driving"

Facebook has proven an effective way to reach both parents and teens.

Over 275,000 active monthly users are among TSD's target audience of parents age 35-50 in Oregon. This year, we created a new ad to reach parents at the beginning of the school year and posted it on Facebook from September 5 to October 30. ($6,000)

MEDIA VALUE: This campaign ran September 5-October 30 with a media budget of $3,000. The ad generated 483,102 impressions; 12,278 clicks to WhyDriveWithEd.com as of an October 20 report. Final results will be available at the end of the media buy.

Instagram Ads for Teens “Seize the day. Waive the test”

Instagram is the preferred choice of social media for teenagers and youth. Two versions of the same ad concepts were created, aimed at a 15-18 male and female audience. The ads ran on Instagram from August 29 through October 23. This deliverable was included in WOC #4 A1 PA #34032 and had a budget of $10,000.

MEDIA VALUE: This campaign ran August 29-October 30 with a media budget of $5,000. The ad generated 1,059,811 impressions; 22,212 clicks to WhyDriveWithEd.com as of an October 20 report. Final results will be available at the end of the media buy.

New :30 TV PSAs “Suspense” and “Join us”

This deliverable included the production of two :30 TV PSAs, one with a double message for teens and parents and one for potential driver education instructors. Both spots featured animation using the new Driver ‘Ed’ characters developed to expand the graphic inventory. The first TV spot for teens and parents (“Suspense”) was produced in August and released to the media later that month. The second TV spot (“Join us”) was completed in September and is running from November (to January 2017) to support recruitment efforts and boost participation in instructor courses starting in January. ($40,000)

:30 TV PSAs “Suspense” (Teens and Parents) and “Join us” (Potential Instructors) on Theater Screens

Theater screen advertising allowed TSD to reach a varied public in over 20 theaters complexes and over 250 screens throughout the state. Movie attendance was high during holidays like Labor Day, and parents and teens were reached at the beginning of the school year. A new TV spot with animation was developed featuring the new Driver ‘Ed’ family’s characters and placed in 19 theaters throughout the state on a total of 204 screens from August 26 to September 30. A theater slide was also developed for those theaters that only use static ads: “Seize the day. Skip the test” picking up the Instagram ad concept. The second TV spot, “Join Us,” was completed in September and is running from November (to January 2017) to support recruitment efforts and participation in the January instructor courses. ($15,000)

MEDIA VALUE: The parent/teen campaign ran August 26-September 30 with a media budget of $6,550. The instructor recruitment campaign ran November 25 to January 1 with a media budget of $6,550 (including $250 production costs). The total retail media value was $76,771.

Release of :30 TV PSA “Join us”

To increase reach of potential driver education instructors, a new :30 TV spot was released as a PSA to all TV stations in Oregon on September 30. The cover letter to public service directors stressed the importance of addressing the statewide shortage of instructors and the need to keep young drivers and communities safe. Public service directors were asked to air the PSA as soon as possible in the effort to recruit new instructors for the January 2017 classes. ($3,172)

MEDIA VALUE: This TV PSA was not yet in rotation when the survey was conducted. One station, however, was planning on running the spot as soon as received and projected airing it for an average of 208 times equivalent to a retail value of $19,522.

Bend Bus Transit Tail "Save. Save. Save."

TSD has a direct contract with COIC in Bend for the posting of bus transits on buses in the Bend area. As part of this year's contract, the Driver Education Program updated the existing tail transit. Copy and design were revised in August and the new tail was printed in early September. It was installed at the end of September due to a delay in getting the bus pulled from circulation to do the application. ($3,000)

ADDITIONAL MEDIA VALUE: During fiscal year 2015-16, radio stations aired the :60 PSA "Heroes," (produced in 2015) 728 times for a total retail value of $28,392.

Budget Review:

The original budget for the Driver Education program public information campaign in FY 2015-16 was $83,172 plus the Communications Plan ($4,828) for a total of $88,000. All projects were completed on time.

Added media value for the Driver Education Program in FY 2015-16 was estimated at $104,085.

Excessive Speeding Public Information Program

Strategic Communications Plan

This year's campaign continued to focus on creating awareness of the consequences of speeding – the risk of apprehension and the chance of dying or being severely injured. Some of the messages targeted specifically Region 4 and 5, where a sharp increase in crashes followed the speed limit increase in March 2016. The communications plan was completed in June. ($4,388)

Re-release of the TV PSAs "Do over" and "This year's line up" on Theater Screens

The existing :30 TV PSA “Do over” was placed in theaters located within Region 4 and 5, including smaller theaters that are not part of Cinemedia. the creative picked up the messages of the new billboard and Facebook ad (“The faster you drive, the harder you crash”). A second :30 TV PSA, “This year’s line up,” was placed in theaters along I-5 and in Region 2. The TV spots ran from August 26 to October 23. ($20,000)

MEDIA VALUE: The retail value for this media buy is estimated at $95,534.

Billboard “The faster you drive, the harder you crash”

This billboard was selected to run in June. The message reminded drivers of the correlation between higher speed and the increased gravity of the consequences. The image of a crash on a rural highway supported the placement of these billboards in central and eastern Oregon. The billboards were posted from September 1 to November 28. ($20,000)

MEDIA VALUE: Due to limited inventory in that part of the state, a total of 17 billboards were placed in September, October and November in Region 4 and 5 for a budget of $10,525 and a total retail media value of $16,000.

Facebook ad “The faster you drive, the harder you crash”

The billboard concept was selected also for Facebook and Google Mobile ads. The Facebook ad was targeted at Oregon men 25-44, the demographic group that is overrepresented in crash data where speeding is a major contributing factor. ($12,000)

MEDIA VALUE: This ad was placed on Facebook from August 29 through October 29 with a media budget of $6,000. The ad provided 935,446 impressions and 28,940 clicks to the website.

Google Mobile ad “The faster you drive, the harder you crash”

With Google Mobile ad, the plan originally was to target only males 25-44 in Region 4 and 5, but subsequently the media buy was extended to all of Oregon. The ad was placed from October 17 to December 11. ($8,000)

MEDIA VALUE: This ad ran on Google Mobile from October 17 to December 3 with a media budget of $4,640. Final results on impressions and clicks will be available at the end of the media buy.

Re-release of Radio PSA “Time” on Pandora

The :30 PSA “Time” was created in 2014 and was re-released on Pandora targeting Oregon men 25-44 in critical areas like Region 2, 4 and 5. The goal was to reach this particular demographic group, which data shows is most involved in speed- related crashes. In addition, two web banner ads were developed based on “The faster you drive, the harder you crash” Facebook ad. Pandora runs the banners for free during the radio schedule. (5,152)

MEDIA VALUE: The :30 radio spot “Time” ran on Pandora from August 22 to October 2 with a media budget of $3,512. This media buy provided 343,418 impressions towards a target of Oregon men 25-34. The banner ads (sized 300x250 and 500x500) posted on Pandora for free.

OTE Kiosk Poster “The faster you drive, the harder you crash”

TSD has a direct agreement with OTE to place transportation safety messages in rest area kiosks on highways throughout the state. The billboard concept was adapted for these backlit posters and six posters were printed for five OTE rest area kiosks plus one copy for TSD. ($2,460)

ADDITIONAL MEDIA VALUE: During FY 2015-16, radio stations also aired the 2014 radio PSA “Regret” 1,820 times for a total retail value of $70,980.

Budget Review:

The budget for the Excessive Speed program public information campaign in FY 2015-16 was $72,000, including the communications plan ($4,388).

Added media value for the Excessive Speeding Program in FY 2015-16 was estimated at $154,714.

Impaired Driving Public Information Program

Strategic Communications Plan

The 2016 Communications Plan was completed in August. A delay in executing the Work Order caused the implementation of program plans to be postponed to the next fiscal year. As part of the planning activities, new art for a digital billboard was produced that was going to sit empty for a few days at the end of another buy (The Sportsmen Show) during Valentine’s Day. The billboard “Drive sober tonight or kiss your license goodbye” was placed for free on the Sunset Hwy/185th freeway entrance on February 13-14, 2016. The existing :30 TV PSA “Make the right choice” was also released on theater screens statewide and the TV spot was released to the media end of September for posting in theaters November 18 until February 23, 2017 to cover the holidays and the Super Bowl event. ($4,990)

Impaired Driving NHTSA Paid Radio Buys

During the contract period, TSD planned and executed four NHTSA-mandated paid radio buys. While the Super Bowl flight featured the :60 impaired driving spot “One bad decision,” produced in 2014, a new :60 radio spot (“No Excuses”), was produced in February for the other three flights, both in an English and Spanish version. In accordance with NHTSA’s media calendar, the media buys took place immediately prior to holiday periods which typically see an increase in impaired driving. ($216,000); the Task Order budget included media costs, radio production and agency placing time for the Super Bowl and St. Patrick’s Day paid radio flights ($108,000), Fourth of July and Labor Day flights ($108,000). The budget was as follows:

Super Bowl flight:	January 27 – February 7, 2016	$54,000
St. Patrick’s Day flight:	March 7 – 17, 2016	$44,000
Fourth of July flight:	June 22 – July 4, 2016	$54,000
Labor Day flight:	August 25 - September 5, 2016	$54,000
New radio production:	February, 2016	$10,000

MEDIA VALUE: The total media cost was $189,996. All Oregon radio stations that participated in the four paid NHTSA flights also provided a total of $47,495 in added value in the form of additional airtime.

ADDITIONAL MEDIA VALUE:

Media use of the :30 TV PSA “Make the right choice,” produced in 2015, was surveyed this year because last year the PSA was released after the media survey took place. The spot was aired 240 times for a retail media value of $21,072.

The :60 radio PSA “Do the right thing,” produced in 2015 after the media survey was conducted was also surveyed this year. The radio PSA was aired 4,868 times for a media retail value of $189,852.

The 2013 :60 radio PSA “The call” was also aired again by radio stations this year. In 2015- 16, this PSA ran 1,930 times for a total retail value of $75,270.

A number of Oregon newspapers kept running various previously produced Impaired Driving PSAs as listed in the newspaper clippings report, for a retail value of $43,832.21.

Budget Review:

The Impaired Driving public service information campaign budget in FY 2015-16 totaled $202,780, including the Communications Plan ($4,990).

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

Added media value for the Impaired Driving Program in FY 2015-16 is estimated at $461,568.

Motorcycle Safety Public Information Program (PA #34032 WOC #6)

Strategic Communications Plan

The Motorcycle Safety Program's communications efforts this year were focused on educating motorcyclists about the consequences of speeding; encouraging riders to ride sober; and alerting riders about the importance of respecting the new curve advisory speed signs. Driver awareness of motorcyclists was also a part of this year's campaign. As in the past, messages were developed that tailor to different behaviors and audiences, based on research, crash data and rider experience. The Communications Plan was completed in June. ($4,388)

Driver Awareness Campaign Samples for NHTSA

The first project delivered for this program was a list of activities and a compilation of work samples promoting driver awareness as produced in the last ten years on behalf of the TSD Motorcycle Safety Program. List and samples were delivered to the Program Manager in May. (2,000)

New Radio PSA "It Takes Respect" (Speeding)

Oregon crash data show that in the majority of single-vehicle motorcycle crashes, the cause is a combination of speed, poor skill judgment and impairment. This year, new radio PSA was produced to address speeding, skills and the new curve advisory speed signs. The :30 radio PSA "It takes respect" was produced in August and released to all radio stations in Oregon on August 25. After realizing unexpected savings in script development, talent and production, remaining funds were used to place the :30 radio spot on Pandora. Companion web banners were also produced to be placed for free by Pandora in conjunction with the buy. The banners picked up two Facebook ads ("Heads up" and "Easy, rider"). (15,000)

MEDIA VALUE: The radio PSA is being aired and will continue to air over the next year. According to radio stations' rotation plans, the PSA will run 8,549 for a total retail value of $333,411. The spot was also placed on Pandora targeting males 35- 54 from September 27 to November 3, 2016 with a media budget of $6,000. Final results on impressions and clicks will be available at the end of the year.

Water Closet Media Poster "DUI. DOA" (Impaired Riding)

Alcohol continues to be a significant factor in motorcycle crashes and fatalities. The new Water Closet poster focused on the consequences of riding impaired, such as the financial cost of a DUII and the risk of being involved in a fatal crash. The new Water Closet poster was placed in bars and taverns with a focus on places frequented by bikers. The 11" x 17" poster "DUI. DOA" was placed in 33 locations in the Portland and Eugene areas from September 1 to December 31, 2016. ($16,000)

MEDIA VALUE: The poster "DUI. DOA" was placed in 33 locations in Portland and Eugene. The media budget was $11,000 for a retail value of $16,800.

FaceBook ads:

To further reach TSD target audiences with messages about the risk involved in speeding, two new ads were released on Facebook. The ads, “Head up” and “Easy, rider,” focused on the new curve advisory speed signs and targeted motorcyclists 35-64 in Oregon. The ads were posted from August 29 to October 23, 2016. ($7,800)

MEDIA VALUE: These ads were posted on Facebook from August 29 to November 19, 2016. Analytics received as of October 20 show that the ads resulted in 505,782 impressions and 12,155 clicks to the website with a media budget of $4,800.

Facebook Ad (Impaired Riding)

A third ad was developed and posted on Facebook targeting younger riders 21-34 with a message on impairment. The ad focused on the risks of riding impaired by drugs such as cannabis (marijuana). The ad “Riding takes a clear head” was posted from August 29 to October 30, 2016. (7,800)

MEDIA VALUE: This ad was posted on Facebook from August 29 to October 23, 2016. Analytics received as of October 20 indicate the ad resulted in 670,733 impressions and 18,280 clicks to the website with a media budget of $3,800.

Bus Transit “Keep Gravel Out of Your Travel” (Speeding)

The bus transit “Keep gravel out of your travel” was selected in August among the concepts presented to the Program Manager. The focus of the transit was to promote the new curve advisory speed signs. Thirty-five king-size transits were posted from September 19 to December 11 on buses in the Portland and Eugene areas. Savings in the design and production of the final transits prompted an extension of the posting. However, bus companies did not have viable posting alternatives available at that time. The transit art was also placed on 2 digital billboards in the Portland Metro area from October 10 to October 23, 2016. ($20,000)

MEDIA VALUE: A total of 35 king-size transits were posted with a media budget of $14,000, which resulted in a retail value of $30,654. The billboards were placed with an added media budget of $2,000 corresponding to a retail value of $4,000.

Online Ads (Driver Awareness)

To promote the importance of being aware of motorcycles to other drivers, three animated ads were produced for posting on Google: “Back off,” “Eyes up” and “Check twice.” The ads targeted adults 21-54 in Oregon and were posted from August 29 to October 31, 2016($10,000)

MEDIA VALUE: These ads were posted on Google with a media budget of $3,800. The ads resulted in a total of 3,455,628 impressions and 2,000 clicks to the website.

ADDITIONAL MEDIA VALUE: Oregon newspapers continue to run motorcycle safety print PSAs about rider awareness and training; in FY 2015-16, the total added value of these PSAs comprised $13,555.24.

Budget Review:

The original budget for the 2015-16 Motorcycle Safety Program was $82,988 with inclusion of the Communications Plan ($4,388).

Added media value for the Motorcycle Safety program in FY 2015-16 was $424,559.26.

Occupant Protection Public Information Program

Strategic Communications Plan

Oregon's high safety belt compliance rate allows the Occupant Protection Program to focus on the small percent of the population who are still not using safety belts with targeted and more specific messages. Crash data indicates that usage of proper restraints continues to be slightly lower among certain groups: young drivers and the Hispanics population. In addition, booster seat use for kids between the ages of 8 and 12 also appears to be lower than optimal in observation studies. Program plans included materials in English and Spanish. The Communications Plan was finalized in early January. ($4,388)

Facebook Ads for Parents

The Facebook campaign targeted parents with two messages: 1) to keep kids 8-12 in booster seats until the adult safety belt fits correctly; 2) to make sure kids 13 to 16 are always properly buckled up in the car. Four ads were developed for this campaign: "PG 4'9". Parents strongly advised" for the booster seat message, "You can still control some things," "What we'll do for our kids" and "They're going places" to remind parents that older kids should always been buckled up properly. The four ads were posted on Facebook targeting parents, women and men 25-45, from April 25 to September 5, 2016. (8,000)

MEDIA VALUE: The campaign had a media budget of $4,630. The ads reached 172,355 people in Oregon and generated 1,680 clicks to the website.

TV PSA Release "What It Takes"

This TV concept was produced in April. The spot focuses on keeping kids 8-12 in booster seats until the adult safety belt fits correctly. The TV PSA was released to all TV stations in Oregon on May 2, 2016 prior to the May statewide enforcement blitz. ($30,000)

MEDIA VALUE: The media survey determined that this PSA was aired 448 times for a retail value of $41,594.

Instagram Ads for Young Drivers 16-21 and Youth 13-16

Instagram is now part of Facebook and it is currently the most effective venue to reach young drivers and youth in general. In an effort to persuade them to always buckle up when driving or being passengers, three ads were produced: “Join the click,” “Buckle up what your mama gave ya” and “Instasafe.” The three ads were posted on Instagram from April 25 to September 5, 2016. ($8,500)

MEDIA VALUE: The Instagram campaign had a media budget of $4,492 and achieved a total of 1,491,894 impressions and 62,850 clicks to the website.

Billboard Release “Don’t Get Overthrown”

The target audience for this year’s outdoor campaign was young drivers. After developing a series of concepts with themes that may be appealing to a young audience, a concept based on the popular show *Game of Thrones* was selected for production. The billboard “Don’t get overthrown” was posted in 15 different areas in the state on May 16, 2016. ($32,000)

MEDIA VALUE: A total of 37 billboards were placed from May 16 to July 10, 2016 throughout the state. The media budget (without printing and posting fees) was $19,140 for a total retail value of $33,840.

Spanish Radio PSA “Pedestal”

Oregon has a growing Hispanic community and a growing number of Spanish-program radio stations. Recent data show that use of car child safety restraints still lags slightly behind among this demographic group. To educate Latino families about the importance of buckling up kids correctly, the :60 radio Spanish PSA “Pedestal” was produced. The message focused on making sure kids 8 to 12 stay in booster seats until the adult belt fits correctly. The radio PSA was delivered to all Spanish radio stations in Oregon on September 2. ($10,000)

MEDIA VALUE: When the media survey was conducted, this PSA had just started being rotated and it was aired 180 times for a retail value of $4,320.

Bend Bus Transits (Tail, Driver Side, Passenger Side)

As part of a direct contract between TSD and COIC in Bend, the Occupant Protection Program is posting three transits this year – tail, passenger and driver side. The three transits focused on child safety and booster seats. Art creative was completed in September. On the driver side, the transit “Booster seats ensure the right safety belt fit,” on the passenger side “Keep us safe in the right seat” and on the tail side “Make sure we’re buckled up right” were printed in September. Due to COIC’s unexpected decision to utilize a smaller bus type, the three transits had to be resized and reprinted. They were installed at the end of September. ($5,578)

ADDITIONAL MEDIA VALUE: A number of Oregon newspapers kept running several previously produced child safety seat PSAs, as listed in the newspaper clippings report; the retail value of these placements for FY 2015-16 is estimated at $33,782.03.

In addition, radio stations aired the 2015 PSA "Little VIP" 858 times for a total retail value of $33,462 and the PSA "Impatient" (produced in 2014) 1,800 times for a total retail value of $70,200.

Budget Review:

The budget for the 2016 Occupant Protection Program was $98,466 including Strategic Planning ($4,388).

Added value media for the Occupant Protection Program in FY 2015-16 is valued at $193,936.03.

Safe and Courteous Driving Public Information Program

Strategic Communications Plan

Due to the number of crashes caused by using cell phones while driving, the Safe and Courteous Driving Program's efforts this year were focused on distracted driving. The Communications Plan for the Safe and Courteous Driving Program was first completed in February and then updated in May and June to include additional activities, as requested by the Program Manager. ($4,032)

Distracted Driving Google Mobile Ad

The first two projects for the Safe and Courteous Driving Program were Google Mobile and Facebook ads on distracted driving. The Google Mobile ad was aimed at young drivers 15-21 and focused on the consequences of using a cell phone while driving. After presenting different concepts in April, the animated concept "Last. Selfie. Ever." was selected for production. The ad was posted on Google Mobile targeting females and males 15-21 in Oregon from June 6 to September 9, 2016. ($5,000)

MEDIA VALUE: With a media budget of $2,300, the ad produced 2,277 clicks to the website and 129,651 impressions.

Distracted Driving Facebook Ad

The Facebook ad also focused on driving distraction by cell phones and was aimed at females 25-44, the demographic group that studies have shown to be more likely involved in car crashes caused by the use of cell phones. Out of the various concepts presented in April, the ad "Oh, no she di'int!" was finalized and posted on Facebook. The ad ran from June 6 to September 9, 2016. ($5,000)

MEDIA VALUE: With a media budget of $3,000, the ad originated 781,234 impressions and 25,699 clicks to the website.

Distracted Driving OSP/TSD “Alexxyss’ Story” :30 TV PSA Release

In February, a young woman died in a car crash near Pendleton as a consequence of texting and using her cell phone while driving. 20-year old Alexxyss Therwhanger died after losing control of her car and crashing into an oncoming vehicle, severely injuring the other vehicle occupants. Oregon State Police, who responded to the emergency call, Alexxyss’ family and TSD partnered in an effort to save lives to make sure that this won’t happen to others. As a result, the

:30 TV spot “Alexxyss’ story” was developed. The spot featured Alexxyss’ mother and OSP’s Public Information Officer delivering a powerful encouragement to drive safely. The spot was filmed in Pendleton and was distributed as a PSA to all TV stations in Oregon on June 8, as well as to TV, radio and print media in the Washington Tri-City area on June 14, 2016. ($17,000)

MEDIA VALUE: According to the media surveyed in September, this PSA is in rotation from June 2016 to June 2017 for a total of 700 times and a retail value of $65,702.

Distracted Driving OSP/TSD “Alexxyss’ Story” Video

The Program Manager asked subsequently for a longer version of the TV spot “Alexxyss’ story” to post on ODOT YouTube page and distribute to TSD partners for their social media pages. TSD produced a version using extra footage filmed for the TV PSA and more images from the young woman’s life and the crash. The video is almost 3 minutes long and the dramatic story has created a lot of interest and a high number of viewers. The video was completed in June. ($4,964)

Distracted Driving OSP/TSD “Alexxyss’ Story” Video Media Release

In July, the Program Manager requested that the longer video be also released to all Oregon TV stations. Since TV stations do not run PSAs that are more than 30 or maximally 60-seconds long, the video could not be distributed as a public service announcement. To encourage the media to utilize it, a list of News Directors was developed and released the video as background for a possible story on distracted driving. The video was distributed to News Directors on July 29, 2016. ($2,740).

Distracted Driving Theater Screen NHTSA TV Spot Release (English and Spanish)

TSD houses on the ODOT YouTube page a number of TV spots on various safety topics produced by NHTSA and other transportation safety departments and organizations nationwide. The Program Manager selected six English-language spots on distracted driving/cell phones and two Spanish-language spots that had been tagged for use in Oregon to be released on theater screens. The spots were:

- :30 BAM! Revised Social Norming, Oregon
- :30 BAM! Oregon
- :30 OMG! Rev 2 Alternate Distracted Driving, Oregon
- :30 OMG! Rev Meteor Distracted Driving, Oregon
- :30 Officer Manifesto, Oregon - English
- :30 Manifesto Web Cut, Oregon - English
- :30 Officer Manifesto, Oregon - Spanish
- :30 Manifesto Web Cut, Oregon - Spanish

The Spanish TV versions were distributed as PSAs to the state's Spanish- programming TV stations in May, as theaters do not run Spanish-language messages. ($18,496).

MEDIA VALUE: The :30 Spanish TV "Officer Manifesto" was aired by TV stations in Oregon a minimum of 468 times for a total retail value of $42,035.

The six English TV spots aired in 20 theaters statewide, on a total of 229 screens from May 13 to July 7, 2016 spots. This deliverable had a budget of $18,496.

MEDIA VALUE: With a media budget of $12,000, the retail value for these TV spots was $73,168.58.

Distracted Driving Bend Bus Transit

As part of the direct outdoor contract with COIC in Bend, the Safe Driving Program posted two new transits this year on the passenger and driver side of Bus 7781. For the transits, two messages were selected from the ads developed for Facebook and the design was adapted from a square format to a long horizontal format. "Last. Selfie. Ever." was placed on the passenger side and the ad concept "She never knew what hit her" which was not been placed on Facebook, was posted on the driver side. The transits were installed on June 22, 2016. ($4,250)

Distracted Driving OTE Kiosk Poster

TSD has a direct agreement with OTE to place transportation safety messages in kiosks on highways throughout the state. Through this contract, the Safe Driving Program is placing 2' x 4' backlit posters at five OTE rest area kiosks. The Facebook ad concept "She never knew what hit her" was adapted for this use and six posters were printed, five delivered to OTE for installation and one to the Program Manager. The posters were produced and installed in May. A seventh poster was then requested by the Program Manager and printed for an additional $144. ($2,310)

ADDITIONAL MEDIA VALUE: The 2013 radio PSA "Not a game" was aired in 2015-16 a total of 2,160 times at a retail value of $84,240.

In addition, Oregon newspapers continue to run previously produced print PSAs on a variety of safe driving topics; their total retail value for this year is $68,378.55.

Budget Review:

The total budget for the 2016 Safe Driving/Distracted Driving Program was $63,792 including Strategic Planning ($4,032). All deliverables were completed on time and on budget.

Added value media for the Safe and Courteous Program in FY 2015-16 is valued at $334,735.55.

Safe Routes to School (SRTS) Public Information Program

Strategic Communications Plan

Under SRTS, our communications goals for the 2016 school start were to encourage parents and caregivers to let children ride and walk to school as a fun and healthy alternative to driving; to help kids learn safe pedestrian and bicyclist behaviors; and to remind drivers to slow down and watch out for kids in school zones and neighborhoods. The final plan was completed in June 2016. ($2,058)

Facebook Ads Release

The Facebook campaign this year had two components: one was aimed at parents (female/males 25-44) of young children to promote walking and biking to school. Four ads were produced for this purpose and they all linked to the info graphic "When can my child safely walk or bike to school alone?" that was produced last year for the TSD SRTS Program's web page. The ads were:

- "When can I safely walk or bike to school alone?"
- "Are they ready to walk or bike to school alone yet?"
- "No one knows them like you do"
- "Is your child ready to walk or bike to school alone yet?"

The other campaign component was aimed at drivers 25-55 to raise awareness of kids on the road as school starts and the importance to respect school zone speed limits. The ad was: "School's in, drive safe." ($8,000)

MEDIA VALUE: These ads were posted from September 13 to October 31, 2016 on Facebook with a media budget of $4,000. The ads achieved 564,454 impressions and 10,052 clicks to the website as of October 20. Final results on impressions and clicks will be available at the end of the year.

Poster for Schools “A pathway to safety”

This year, ODOT completed the “*ODOT Guide To School Area Safety*,” a comprehensive guide to assist schools in improving traffic safety in their surroundings. To promote the guide and assist schools’ facility managers and other interested parties, a poster was developed to be printed and distributed to schools by TSD. After presenting two different design approaches to the Program Manager, both drafts were approved for final production. Art for the two 11” x 17” posters “A pathway to safety,” as well as digital versions for web use, were delivered to TSD in September 2016 for printing. (5,000)

Digital Files

The last project for the SRTS Program this year was to create a series of banner and tile web formats for various digital uses. Seven versions of “School’s in. Watch out for kids” were developed in different sizes: square and vertical tiles and large and skinny banners. At the request of the Program Manager, the materials were also translated into Spanish and Spanish-language versions were produced. All files were delivered to TSD in September for distribution to SRTS Program’s constituencies, who can use them in their emails, newsletters and other print and digital materials. (3,000)

ADDITIONAL MEDIA VALUE: Oregon newspapers continue to run previously produced print PSAs on a variety of safe driving topics, as the attached clipping report shows; their total retail value for this FY 2015-16 is $18,829.55.

Budget Review:

The total budget for the Safe Routes to School program was $18,058 including Strategic Planning ($2,058). All projects were delivered on time and at budget.

Added media value for the Safe Routes to School program in FY 2015-16 is valued at $18,829.55.

Work Zone Safety Public Information Program

Strategic Communications Plan

The 2016 Work Zone Safety public education campaign focused on encouraging drivers to slow down and pay attention in work zones. Continuing education efforts were started last year with activities focused on driver inattention caused by using cell phones. Recent data show that the majority of drivers involved in crashes caused by using a cell phone are female drivers in the 25-44 age group. This demographic group was the main target for this year’s message. The Communications Plan was finalized in June 2016. (4,472)

Re-release of TV PSA “Pay attention”

On June 24, the :30 TV PSA was released that was produced in 2015 to all TV stations in the state to inform the public about the start of work zone seasons and offer the media a statewide map of work zone projects to be used in news stories. ($4,028)

MEDIA VALUE: This TV PSA was aired 908 times for a total retail media value of $85,224.

Re-release of :30 TV “Pay attention” on Theater Screes

To extend the reach of this TV PSA, the spot ws released again through Cinemedia to 19 major cinema complexes in Oregon. The spot was aired on 223 screens from July 1 to September 5, 2016 covering the summer months when roadwork is at its peak and movie theaters enjoy higher attendance around the Fourth of July and Labor Day holidays. The renewal of talent fees was also part of this budget. ($16,000)

MEDIA VALUE: This TV spot was released in 19 markets along the I-5 Corridor and Central Oregon and played on 223 screens for a total of 59,764 spots with a media budget of $12,500 and a total media value of $74,721.

New Billboard Release “Don’t zone out. Stay alert in work zones”

After presenting concepts in July, the billboard “Don’t zone out” was selected for production. The focus of the billboard is distraction caused by cell phones. A total of 47 billboards were placed in Portland, along the I-5 Corridor, on Hwy 30, and Central and Easter Oregon from July 15 to September 9, 2016. ($50,000)

MEDIA VALUE: With a scaled down media budget of $29,861 because of a statewide reduced summer inventory, 52 billboards were valued at a retail cost of

$54,027.

Facebook Ads

Facebook continues to be a cost effective and measurable medium that allows TSD to reach specific target demographics. Facebook was utilized this year to target female drivers 25-54. To this purpose, two ads were produced: “Don’t zone out in work zones” and “Orange is in. Distractions are out.” The two ads were placed on Facebook from July 20 to October 12. ($14,0000

> **MEDIA VALUE:** The two ads were posted from July 20 to October 12, 2016 and generated a total of 19,740,658 impressions and 2,295 clicks to the website for a media budget of $8,136.

Utilities and Contractors Direct Mail “It’s All In The Set Up”

In an effort to encourage utilities and contractors to improve work zone safety for their workers in the field, a safety tip and information mailer was produced in 2014 called “It’s all in the set up”. This year it was updated to a 6” x 9” direct mail card to add new language on pedestrian and bicycle safety. After reviewing and updating the existing mailing list of utilities and contractors in Oregon, the printing and the mailing were conducted through a direct mail house. The card was mailed on August 11 to about 2,700 companies.

New :30 Radio “Signs” for Pandora

The radio streaming service Pandora was selected to expand the reach of the target group of women drivers 25-44. A new :30 radio was developed for this purpose. After presenting concepts, the script “Signs” was selected for production. The spot was produced and released to Pandora in late July and ran from August 1 to September 30. Two web banners we also produced that Pandora ran for free throughout the duration of the media buy. The web banners “Don’t Zone out in Work Zones” picked up the design and headline of one of the Facebook ad. ($20,000)

MEDIA VALUE: The spot generated a total of 1,217,456 impressions and 1,166 clicks to the website with a media budget of $7,834.

Web Page Review and Update

The goal of this project was to develop a section on photo radar for the existing Work Zone Program’s web page and review the current flow and content to improve user experience. A mock up and recommendations were delivered to the Program Manager in September. ($7,500)

OTE Kiosk Poster “Don’t Zone Out in Work Zones”

As part of a direct contract with OTE that allows TSD to post transportation safety messages in rest area kiosks on highways throughout the state, the Work Zone Program was scheduled to post 2’ x 4’ back-lit posters at five OTE rest area locations. For this use, one of the Facebook ads was adapted, “Don’t zone out in work zones” and printed six posters. Five posters were delivered end of July to OTE for installation and one was given to the Program Manager. ($2,614)

ADDITIONAL MEDIA VALUE: A number Oregon newspapers kept running several previously produced Work Zone safety PSAs; the retail value of these placements for FY 2015-16 is estimated at $6,145.41.

In addition, the 2011 radio PSA “Sam the Cone” was broadcast this year 1,088 times for a total retail value of $42,432.

Budget Review:

The total budget for the Work Zone program was $126,114 including Strategic Planning ($4,472).

In FY 2015-16, the added media value for the Work Zone Safety Program is estimated at $153,554.41.

MEDIA AND PRINT MATERIAL RELEASES IN CHRONOLOGICAL ORDER

1/27/16	Impaired Driving NHTSA Radio “One bad decision” Super Bowl Release
2/13/16	Impaired Driving Billboard “Drive sober tonight or kiss your license goodbye” Posting
3/7/16	Impaired Driving NHTSA Radio “No excuses” St. Patrick’s Day Release
4/25/16	Occupant Protection Facebook Ad “PG 4’9”” Posting
4/25/16	Occupant Protection Facebook Ads “You can still control some things,” What we’ll do for our kids” and “They’re going places” Posting
4/25/16	Occupant Protection Instagram Ads “Join the klick,” “Buckle up what you mama gave ya” and “Instasafe” Posting
5/2/16	Occupant Protection TV PSA “What it takes” Release
5/13/16	Distracted Driving/NHTSA English TV PSAs “BAM!” and “Officer Manifesto” Posting on Theater Screens
5/16/16	Occupant Protection Billboard “Don’t get overthrown” Posting
5/25/16	Motorcycle Radio PSA “It takes respect” Release
5/30/16	Motorcycle Driver Awareness Samples to TSD
5/30/16	Distracted Driving OTE Poster “ She never knew what hit her” Posting
6/1/16	Distracted Driving/NHTSA Spanish TV PSA “Officer Manifesto” Release
6/1/16	Pedestrian Safety TV PSA “Well trained” KATU Release
6/6/16	Distracted Driving Google Mobile Ad “Last. Selfie. Ever” Release
6/6/16	Distracted Driving Facebook Ad “Oh, no she di’int!” Release
6/8/16	Distracted Driving TV PSA “Alexxyss’ story” Release to TV Stations
6/22/16	Distracted Driving Queen Bus Transit “Last. Selfie. Ever.” Posting in Bend
6/22/16	Distracted Driving King Bus Transit “She never knew what hit her” Posting in Bend
6/22/16	Impaired Driving NHTSA Radio “No excuses” Fourth of July Release
6/24/16	Work Zone TV PSA “Pay attention” Re-release
6/30/16	Distracted Driving Video “Alexxyss’ story” to TSD
7/1/16	Bicycle Safety TV PSA “Personal Space” Posting on Theater Screens
7/1/16	Work Zone TV PSA “Pay attention” Posting on Theater Screens
7/15/16	Work Zone Billboard “Don’t zone out” Posting
7/20/16	Work Zone Facebook Ads “Don’t zone out in work zones” and “Orange is in. Distractions are out” Posting
7/29/16	Distracted Driving Video “Alexxyss’ story” Media Release
7/30/16	Bicycle Safety Bookmark “How much room do I give riders” to TSD
7/31/16	Work Zone OTE Poster “ Don’t zone out in work zones” Posting
8/1/16	Work Zone Radio “Signs” Release on Pandora
8/11/16	Work Zone Utilities/Contractors Direct Mail “It’s all in the set up” Mailing
8/22/16	Excessive Speeding Radio PSA “Time” Release on Pandora
8/25/16	Impaired Driving NHTSA Radio “No excuses” Labor Day Release
8/26/16	Driver Ed TV PSA “Suspense” (Parents/Teens) Posting on Theater Screens
8/26/16	Excessive Speed TV PSA “Do over” Posting on Theater Screens

8/26/16	Excessive Speed TV PSA “This year’s line up” Posting on Theater Screens
8/27/16	Pedestrian Safety TV PSA “Well trained” Release
8/29/16	Motorcycle Facebook Ads “Heads up” and “Easy, rider” Release
8/29/16	Motorcycle Facebook Ad “Riding takes a clear head” Release
8/29/16	Excessive Speeding Facebook Ad “The faster you drive, the harder you crash” Release
8/29/16	Motorcycle Google Ads “Back off,” “Eyes up” and “Check twice” Release
8/29/16	Drive Ed Instagram Ad “Seize the day” Release
8/31/16	Driver Education “Driver Ed Characters” Files to TSD
8/31/16	SRTS Facebook Ads “When can I safely walk or bike to school alone,” “Are they ready to walk or bike to school alone yet?”, “Is your child ready to walk or bike to school alone yet?” and “No one knows them like you do” Release
9/1/16	Excessive Speeding Billboard “The faster you drive, the harder you crash” Posting
9/1/16	Motorcycle Water Closet Poster “DUI.DOA” Posting
9/2/16	Occupant Protection Spanish Radio PSA “Pedestal” Release
9/5/16	Driver Ed Facebook Ad “It’s Friday night…” Posting
9/19/16	Motorcycle Bus Transit “Keep gravel out of your travel” Posting
9/30/16	Driver ED TV PSA “Join us” (Instructor) Release
9/30/16	Bicycle Safety Bus Tail Transit “Only pass if you can give riders safe passage” Posting in Bend
9/30/16	Pedestrian Safety Bus King Transit “Every intersection is a crosswalk” Posting in Bend
9/30/16	Driver Ed Bus Transit Tail “Save. Save. Save” Posting in Bend
9/30/16	Occupant Protection King Bus Transit “Booster seats ensure the right safety belt fit” Posting in Bend
9/30/16	Occupant Protection Queen Bus Transit “Keep us safe in the right seat” Posting in Bend
9/30/16	Occupant Protection Tail Bus Transit “Make sure we’re buckled up right” Posting in Bend
9/30/16	OTE Poster “The faster you drive, the harder you crash” Posting
9/30/16	SRTS School Posters “A pathway to safety” Delivered to TSD
9/30/16	SRTS Digital Files “School’s in. Watch out for kids” (English & Spanish) to TSD
9/30/16	Work Zone Updated Web Page to TSD
10/17/16	Excessive Speeding Google Mobile Ad “The faster you drive, the harder you crash” Posting
11/18/16	Impaired Driving TV PSA “Make the right choice” Posting on Theater Screens
11/25/16	Driver Ed TV PSA “Join us” (Instructors) Posting on Theater Screens

In addition to creative development and design, project budgets included all project-related agency coordination, planning, media buying, supervision and administrative tasks.

During the 2015-16 contract year, TSD TV and radio PSAs were submitted for local and national award contests. In 2016, the following awards were made to TSD:

Summit Creative Awards

- Silver — “Regret” Radio PSA – Excessive Speeding
- Bronze — “Make the Right Choice” TV PSA – Impaired Driving

Telly Awards

- Bronze — “Make the Right Choice” TV PSA— Impaired Driving
- Bronze –- “Personal Space” TV PSA – Bicyclist Safety
- Bronze — “Pay Attention” TV PSA – Work Zone Safety

WorldFest Houston

- Gold Remi – “Personal Space” TV PSA – Bicyclist Safety

Highway Safety Program Cost Summary

	Program Area	Approved Program Amounts	Actual State/Local Funds	Actual Federal Funds Expended	Actual Federal Share to Local
402	Planning and Administration	$315,000.00	$325,000.00	$278,781.34	$.00
402	Emergency Medical Services	$35,000.00	$750.00	$9,410.82	$9,231.94
402	Motorcycle Safety	$.00	$3,487,410.00	$.00	$.00
402	Occupant Protection	$340,000.00	$246,986.58	$284,977.83	$151,316.31
402	Pedestrian/Bicycle Safety	$223,002.60	$329,493.13	$182,473.81	$156,967.68
402	Police Traffic Services	$89,932.00	$179,644.00	$72,881.53	$60,999.02
402	Codes and Laws	$5,000.00	$.00	$280.00	$.00
402	Driver Education	$3,137,317.11	$465,926.89	$994,181.65	$148,039.44
402	Safe Communities	$351,000.00	$245,360.44	$199,978.11	$148,324.14
402	Speed Management	$432,300.00	$253,423.85	$353,878.52	$270,768.82
402	Traffic Courts	$40,000.00	$28,800.00	$24,663.93	$16,063.11
402	Distracted Driving Total	$70,000.00	$.00	$.00	$.00
	NHTSA 402 Total	$5,038,551.71	$5,562,794.89	$2,401,507.54	$961,710.46
164	Planning and Administration	$94,392.96	$.00	$9,313.54	$.00
164	Alcohol	$3,208,178.98	$1,724,031.31	$933,773.81	$398,596.60
164	Hazard Elimination	$6,728,884.51	$.00	$6,728,884.51	$.00
	164 Transfer Funds Total	$10,031,456.45	$1,724,031.31	$7,671,971.86	$398,596.60
405b	Occupant Protection High	$1,656,727.62	$207,552.54	$31,258.80	$29,236.76
	405b OP High Total	$1,656,727.62	$1,396,965.05	$588,377.75	$480,939.53
405c	Data Program Total	$2,148,914.76	$537,228.69	$196,610.75	$137,908.07
	405c Data Program Total	$2,148,914.76	$537,228.69	$196,610.75	$137,908.07
405d	Impaired Driving Mid	$1,297,962.24	$702,254.88	$474,015.71	$137,606.29
	405d Impaired Driving Mid Total	$1,297,962.24	$702,254.88	$474,015.71	$137,606.29
405d	Impaired Driving Low	$3,828,570.67	$1,039,865.52	$1,242,756.79	$409,832.92
	405d Impaired Driving Low Total	$3,828,570.67	$1,039,865.52	$1,242,756.79	$409,832.92
405f	405f Motorcycle Programs	$163,924.81	$29,362.49	$50,000.00	$24,000.00
	405f Motorcycle Programs Total	$163,924.81	$29,362.49	$50,000.00	$24,000.00
	NHTSA Total	$24,166,108.26	$10,992,502.83	$12,625,240.40	$2,550,593.87

State Official Authorized Signature

Name: Troy E. Costales
Title: Governor's Highway Safety Representative
Agency: Oregon Department of Transportation
Date: 27-Dec-16

Transportation Safety
Oregon Department of Transportation

Drive Safely. *The Way to Go.*