OREGON TRAFFIC SAFETY PERFORMANCE PLAN

Fiscal Year 2017

Annual Report

Transportation Safety
Oregon Department of Transportation

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TRAFFIC SAFETY
PERFORMANCE PLAN

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Produced: December 2017

Transportation Safety Division
Oregon Department of Transportation
4040 Fairview Industrial Dr. SE, MS 3
Salem, Oregon 97302

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Forward

This report has been prepared to satisfy federal reporting and provide documentation for the 2017 federal grant year.

The 2017 Performance Plan was presented for approval by the Oregon Transportation Safety Committee (OTSC) on May 17, 2016 and subsequent approval by the Oregon Transportation Commission (OTC) on June 16, 2016. The majority of the projects occurred from October 2016 through September 2017.

The process for identification of problems, establishing performance goals, developing programs and projects is detailed on page 11. A detailed flow chart of the grant program planning process is offered on page 15, 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 2017. The bold entry contained within brackets **[ ]**[1] directly following the performance measure supplies a response to the measure based on the latest data available (i.e., Decrease traffic fatalities from the 2012-2014 average of 336 to 306 by December 31, 2017. *(NHTSA)* ***[In 2016, there were 495 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 2017 fiscal year the following funds have been expended (financial figures represent the latest grant and match revenues available through December 22, 2017):

Federal funds:	$7,433,168
State/local match:	[$9,158,204]
Grand Total	$16,591,372

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

[1] No entry indicates 2016 data was not available at the time of this report.

Document Purpose

The Annual Evaluation reports on the accomplishments and challenges experienced in the 2017 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.

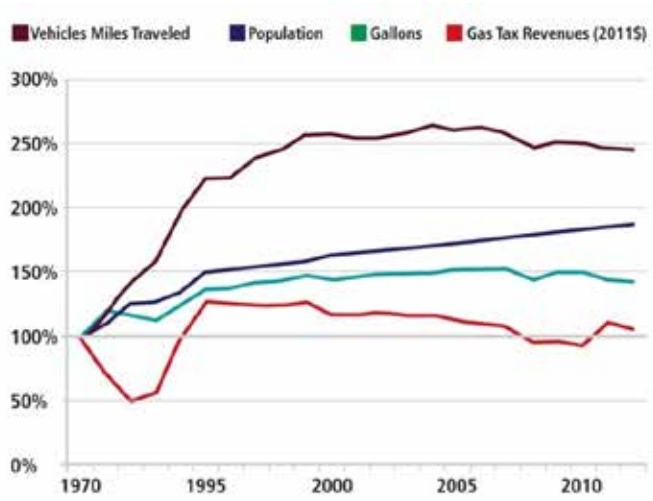
Executive Summary

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 109 traffic safety projects and over 243 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 percent in 2009, but in 2017 is down to a low 4.3 percent 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 leads the nation as the only state to set up a true tax program for road usage charging that collects and verifies data and tax dollars in accordance with state statutes and policies. The volunteer test program established by the 2013 Legislature, OReGO, has operated effectively since July 1, 2015. Other states are on board: California, Washington and Colorado conducted pilots this year while other states are exploring a road charge option because they, too, are struggling with dwindling transportation coffers. The most important learning of the OReGO test program is that the system works: charging drivers by the mile instead of gallon consumed is possible.

The state continues to refine the road usage charge program. The Road User Fee Task Force introduced legislation for the 2017 legislative session, House Bill 2464, to make the program mandatory for all new vehicles starting in 2026. New federal grant funding will be used to expand technology options, improve account management and internal processes, and bolster public outreach. As Oregon participates in RUC West–a voluntary coalition of 14 western states committed to research funding methods based on drivers' actual road usage–ODOT will share this work with other states. Adoption of road usage charging by neighboring states will make the program even more effective through expanded testing and research.

The geography in Oregon is quite 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 percent 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 FFY2017 grant year (October 1, 2016 – September 30, 2017) by the Oregon Department of Transportation's Transportation Safety Division.

All priorities found in the 2017 HSP were aligned with TSAP priorities and recommended strategies (from the 2016-2020 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); provide overtime needs for the backlog of tests needed at the state's two crime labs and purchase a liquid mass spectrometer for toxicology testing. Unfortunately, the latter equipment purchase has yet to come to fruition, extending Oregon's backlog of testing even further; the spectrometer is not made in America, and due to the new Administration and continued delays in appointing a NHTSA Administrator, the State has waited for over a year to obtain approval of its Buy America Act waiver requite to enable the purchase of the equipment. There were further complications

between the Regional Office and SHSO as to funding sources that were or were not eligible for use in purchasing the equipment.

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.

Oregon's law enforcement resources are significantly low for the past several years, and this impact can be felt on highway safety as well. TSD has been fortunate in that the majority of agencies offered overtime enforcement grants are able to accept them and work them

throughout the year, but only just. Citation numbers and OT hours worked have declined, albeit slightly, but this is a concern as there does not appear to be a remedy in sight. The Oregon State Police recently indicated that the average number of law enforcement officers per capita in Oregon is about *half* of what it is in states with similar population expanses and geography.

Two significant events in 2017 pressed the boundaries of both ODOT's and law enforcement's capabilities on Oregon's roadways. The first was this summer's wildfires in late July: six large fires across the state, including the Indian Creek fire in the Columbia River Gorge which resulted in that portion of Interstate 84 being closed for over one month due to danger or rock slides and other natural unsettling resulting from the fire.

The other significant event was the Total Eclipse of the Sun that occurred on August 21, 2017, where the 'center of totality' was a wide swath across the state of Oregon, from Lincoln City on the coast all the way to the Idaho border. Over one million travelers were anticipated to visit Oregon for the event, representing over one quarter of the state's population; fortunately, a proactive preparedness by State and local agencies lessened the negative impact on Oregon's infrastructure and roadway safety during this event.

With the 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 also 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.

Oregon's 2017 Legislative Session included House Bill 2017, the new transportation package for the roadmap to Oregon's future. Both a joint legislative committee, as well as a transportation vision panel, toured every corner of the state and met with communities to get an on-the-ground understanding of local transportation needs. The package addresses three common priorities identified by communities across the state:

- First and foremost, traffic. Portland-area congestion is impacting all regions and contributes to higher costs to Oregon businesses. HB 2017 invests in key highway improvement projects to curb congestion and keep Oregon moving.
- Secondly, communities in every region of Oregon are looking to mass transit to meet the needs of a growing workforce and aging population.
- For the first time, Oregon will have a dedicated source of funding for transit, which can be a vehicle out of poverty for many working families.
- HB 2017 also invests in critical seismic and safety improvements to Oregon's roads, bridges, and ports to better prepare Oregon for the inevitability of a Cascadia Subduction Zone earthquake.

Oregon's SHSO continually monitors traffic safety issues throughout the grant year and compares them to currently funded projects to see if there are any adjustments needed to the Highway Safety Plan. For instance, obtaining Oregon crash data and analysis of that data seems to always be provided 'just in time,' at best. Part of this delay is caused by some law enforcement agencies (LEAs) still reporting on paper forms. The E-Cite/E-Crash project was adjusted and increased this year to allow for more LEAs to come on board with automated crash and citation reporting. Not only does this speed up the availability of data, but increases the accuracy of that data as well as avoiding redundant data entry.

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 and recreate.

Process Description

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

Process for Identifying Problems

Problem analysis is completed by Transportation Safety Division staff, the Oregon Transportation Safety Committee (OTSC), and involved agencies and groups on January 20 and 21, 2016.

HSP development process Organizations and Committees

- ü AMR/Safe Kids
- ü Bicycle Transportation Alliance
- ü Clackamas County
- ü Driver Education Advisory Committee
- ü GAC on Motorcycle Safety
- ü ODOT DMV
- ü ODOT Motor Carrier
- ü ODOT Region 3
- ü ODOT Transportation Data
- ü Oregon State Police
- ü Oregon State University
- ü Safe Routes to School National Partnership
- ü Association Oregon Counties
- ü City of Lincoln City
- ü Dept. of Public Safety Standards and Training
- ü GAC on DUII
- ü Multnomah County Circuit Court
- ü ODOT Government Relations
- ü ODOT Region 2
- ü ODOT Traffic - Roadway
- ü Oregon Association Chiefs of Police
- ü Oregon State Sheriff's Association
- ü Oregon Transportation Safety Committee
- ü Washington Traffic Safety Commission

A state-level analysis is completed, using the most recent data available (currently 2014 data), to certify that Oregon has the potential to fund projects in various program areas. Motor vehicle crash data, survey results (belt use, helmet use, public perception), and other data on traffic safety problems are analyzed. Program level analysis is included with each of the National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA) priority areas such as impaired driving, safety belts, and police traffic services. This data is directly linked to performance goals and proposed projects for the coming year, and is included in project objectives. Not all of the reviewed data is published in the Performance Plan.

Process for Establishing Performance Goals

Performance goals for each program are established by TSD staff, taking into consideration data sources that are reliable, readily available, and reasonable as representing outcomes of the program. Performance measures incorporate elements of the Oregon Benchmarks, Oregon Transportation Safety Action Plan, the Safety Management System, and nationally recognized measures. Both long-range (by the year 2020) and short-range (current year) measures are utilized and updated annually. Oregon uses a minimum of 3, 5, or 8 year history average, then a change rate of 3 percent, plus or minus, to initially propose performance measures. If the 3 percent performance change is deemed unreasonable based on crash data, partner input 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.

Process for Developing Programs and Projects

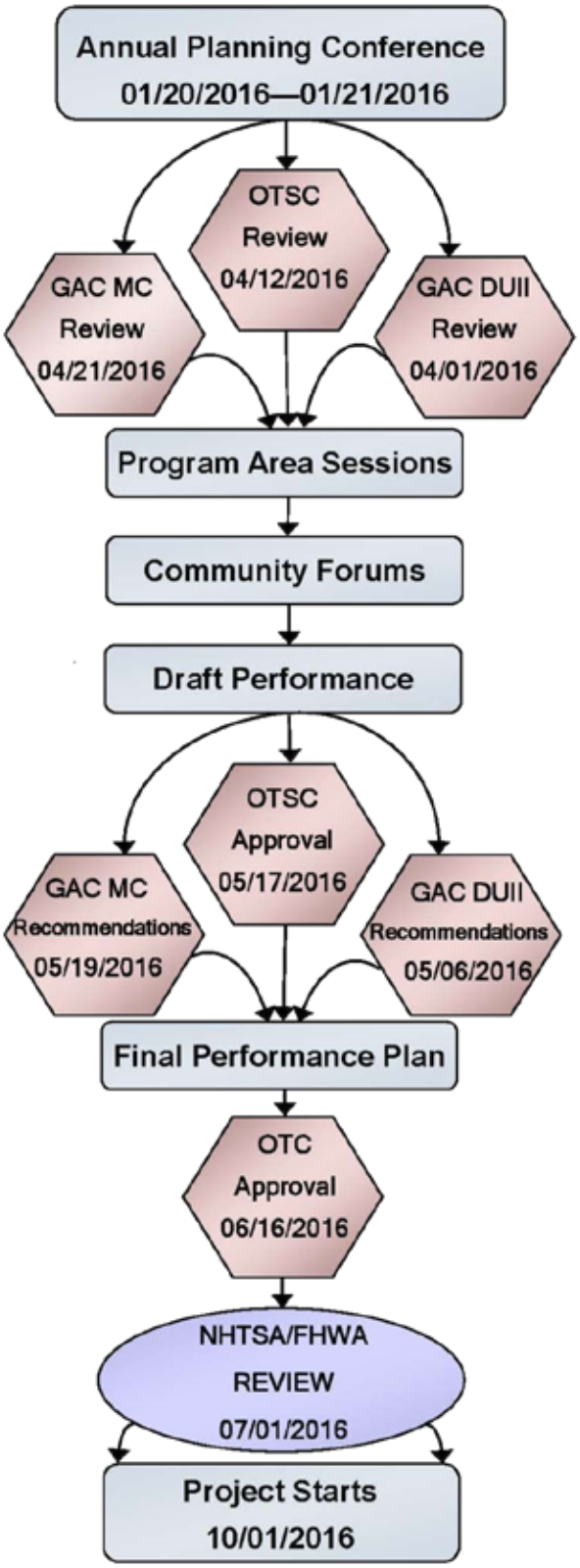
Programs and projects are designed to impact problems that are identified through the problem identification process described above. Program development and project selection begin with program specific planning meetings that involve professionals who work in various aspects of the specific program. 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. Projects are selected using criteria that include; response to identified problems, potential for impacting performance goals, innovation, clear objectives, adequate evaluation plans, and cost effective budgets. Those projects ranked the highest are included in Oregon's funding plan.

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

- 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
- Oregon's Annual Public Opinion Survey

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

Overview of Highway Safety Planning Process



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

Performance Goals

This report highlights traffic safety activities conducted during the federal fiscal year 2017. 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 2016 as part of the 2017 planning process.

Performance Goals and Trends, 2010-2014

	2010	2011	2012	2013	2014	3-Year Average	5-Year Average	Goal 2017
Fatalities	317	331	337	313	357	336	331	306
Serious Traffic Injuries	1,382	1,541	1,619	1,418	1,496	1,511	1,491	1,379
Fatalities/100M VMT	0.94	0.99	1.02	0.93	1.03	0.99	0.98	0.91
Rural Road Fatalities/100M VMT*	1.45	1.48	1.58	1.33	1.76	1.56	1.52	1.34
Urban Road Fatalities/100M VMT*	0.54	0.61	0.58	0.61	0.57	0.59	0.58	0.54
Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	52	63	61	54	61	59	58	54
Alcohol Impaired Driving Fatalities Involving a Driver or Motorcycle Operator with a BAC of .08 and Above	70	96	88	103	100	97	91	77
Speeding-Related Fatalities	97	105	103	95	105	101	101	115
Motorcyclist Fatalities	38	40	51	34	46	44	42	38
Unhelmeted Motorcyclist Fatalities	4	5	4	2	4	3	4	2
Drivers Age 20 or Younger in Fatal Crashes	37	35	40	35	33	36	36	33
Pedestrian Fatalities	56	46	55	48	57	53	52	51
Bicycle Fatalities	7	15	10	3	7	7	8	6
Statewide Observed Seat Belt Use, Passenger Vehicles, Front Seat Outboard Occupants	97.0%	97.0%	97.0%	98.2%	97.8%	97.7%	97.5%	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, 2011-2015

	FFY 2011	FFY 2012	FFY 2013	FFY 2014	FFY 2015	FFY 5-Year Average
Seat Belt Citations Issued During Grant Funded Enforcement	15,829	10,116	5,096	7,429	5,411	8,776
Impaired Driving Arrests During Grant Funded Enforcement	2,144	1,881	1,390	1,646	1,385	1,689
Speeding Citations Issued During Grant Funded Enforcement	18,902	17,217	12,376	21,732	4,143*	14,874

Sources: TSD Grant files, 2011 - 2015
Note: *Previous years counted all TSD grant program overtime activities (not just speed grant overtime). Starting with 2015, the number reported counts only speed enforcement grant overtime citation activity.

Core Outcome Measures[2]

Traffic Fatalities (C-1)
Decrease traffic fatalities from the 2012-2014 average of 336 to 306 by December 31, 2017. *(NHTSA)* ***[In 2016, there were 495 traffic fatalities.]***

Serious Traffic Injuries (C-2)
Decrease serious traffic injuries from the 2012-2014 average of 1,511 to 1,379 by December 31, 2017. *(NHTSA)*

Fatalities/VMT (C-3)
Decrease fatalities per 100 million VMT from the 2012-2014 average of 0.99 to 0.91 by December 31, 2017. *(NHTSA)* ***[In 2016 the fatalities per 100 million VMT was 1.36.]***

Rural Fatalities/VMT (C-3)
Decrease rural fatalities per 100 million VMT from the 2012-2014 average of 1.56 to 1.42 by December 31, 2017. *(NHTSA)*

Urban Fatalities/VMT (C-3)
Decrease urban fatalities per 100 million VMT from the 2012-2014 average of 0.59 to 0.54 by December 31, 2017. *(NHTSA)*

Unrestrained Passenger Vehicle Occupant Fatalities (C-4)
Decrease unrestrained passenger vehicle occupant fatalities in all seating positions from the 2012-2014 average of 59 to 54 by December 31, 2017. *(NHTSA)*

Alcohol Impaired Driving Fatalities (C-5)
Decrease alcohol impaired driving fatalities from the 2012-2014 average of 97 to 89 by December 31, 2017. *(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 2016, there were 154 alcohol impaired driving fatalities.]***

Speeding Related Fatalities (C-6)
Reduce fatalities in speed-related crashes from the 2012-2014 average of 101 to 92 by December 31, 2017. *(NHTSA)* ***[In 2016, there were 142 speed-related fatalities.]***

Motorcyclist Fatalities (C-7)
Decrease motorcyclist fatalities from the 2012-2014 average of 44 to 40 by December 31, 2017. *(NHTSA)* ***[In 2016, there were 54 motorcyclist fatalities.]***

Unhelmeted Motorcyclist Fatalities (C-8)
Decrease unhelmeted motorcyclist fatalities from the 2012-2014 average of 3 to 2 by December 31, 2017. *(NHTSA)* ***[In 2016, 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 2012-2014 average of 36 to 33 by December 31, 2017. *(NHTSA)* ***[In 2016, there were 56 drivers; age 15-20, involved in fatal crashes.]***

Pedestrian Fatalities (C-10)
Reduce pedestrian fatalities from the 2012-2014 average of 53 to 49 by December 31, 2017. *(NHTSA)* ***[In 2016, there were 72 pedestrian fatalities.]***

[2] No entry indicates 2016 data was not available at the time of this report.

Bicycle Fatalities (C-11)
Reduce bicyclist fatalities from the 2012-2014 average of 7 to 6 by December 31, 2017. *(NHTSA)* ***[In 2016, there were 10 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 2015 usage rate of 95 percent to 97 percent by December 31, 2017. *(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 2017, there were 8,733 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 2017, there were 1,196 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 2017, there were 6,162 speeding citations issued during grant-funded enforcement activities.]***

2017 Performance Report

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

Core Measures	Performance Measures	2015 Target	2015 Actual	Target Met	% Difference (Actual versus Target)
C-1	Number of Fatalities	306	446	No	45.8%
C-2	Number of Serious Injuries	1,382	1,777	No	28.6%
C-3	Fatalities/VMT	0.91	1.24	No	36.3%
C-4	Unrestrained Passenger Vehicle Fatalities	54	82	No	51.9%
C-5	Alcohol-Impaired Fatalities	89	154	No	73.0%
C-6	Speed-Related Fatalities	92	119	No	29.3%
C-7	Motorcyclist Fatalities	40	61	No	52.5%
C-8	Un-helmeted MC Fatalities	2	3	No	50.0%
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes	33	50	No	51.5%
C-10	Pedestrian Fatalities	49	69	No	40.8%
C-11	Bicycle Fatalities	6	8	No	33.3%
Core Behavior Measure					
B-1	Observed Seat Belt Use	97%	96%	No	-1%

FFY 2016 Activity Measures			FFY 2016 Data		
A-1	Seat Belt Citations Issued During Grant Funded Activities	n/a	5,163	n/a	n/a
A-2	Impaired Driving Arrests During Grant Funded Activities	n/a	2,678	n/a	n/a
A-3	Speeding Citations Issued During Grant Funded Activities	n/a	5,123	n/a	n/a

Sources: Fatality Analysis Reporting System, U.S. Department of Transportation
Crash Analysis and Reporting, Oregon 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. For the purposes of the above chart, Oregon is using a 3 year history average of the most recent FARS data available, to calculate the target.

2017 Public Opinion Measures[3]

Transportation Safety and Safety Belts

Perceived Safety of Community Transportation System: The majority (62.5%) of all respondents believed that the transportation system in their community is about as safe now as it was a year ago, while 26.2% reported that it is less safe now, and only 8.3% reported that it is safer now than one year ago. Looking at the individual regions, Region 5 had the largest proportion of respondents reporting no change over the past year (81.3%), followed by Region 2 (68.6%) and Region 3 (65.1%). Region 4 had the largest proportion of respondents reporting that the transportation system is less safe now than one year ago (36.1%), followed by Region 1 (29.8%).

Safety Belt Usage: The vast majority of respondents reported always using their safety belts while driving or riding in a passenger vehicle, both Statewide (93.6%) and across the five ODOT regions (73.9% to 96.0%).

Reasons for Not Always Wearing a Seat Belt: The most common reason for not wearing a seat belt Statewide was when they Forget (23.9%), followed by when it was a Short Trip (23.0%) and In Particular Areas (13.3%). Not using a seat belt because they forget was also the most common reason for Region 2 (26.2%), Region 3 (55.8%), and Region 4 (33.4%). The most common reason for Region 1 was that it was a Short Trip (28.3%), as it was for Region 5 (43.4%).

[3] *Source: "2017 ODOT: NHTSA Program Measures Statewide Public Opinion Survey Final Results Report", September 2017.*

Awareness of Messages Regarding Seat Belt Law Enforcement by Police: The majority of respondents were not aware of any seat belt law enforcement by police messaging (72.3% Statewide). The largest proportions of respondents who had read, seen or heard any seat belt law enforcement messaging were in Region 4 (50.4%), followed by Region 3 (30.3%) and Region 2 (29.7%).

Sources of Seat Belt Law Enforcement Messages: The most common sources of safety belt law enforcement messaging Statewide was Television (37.8%), followed by Roadway Sign (27.7%), and seeing a Billboard or Outdoor Sign (24.1%). Television was also the most common source of messages for Region 1 (47.1%), Region 3 (35.3%), and Region 4 (42.0%), while seeing a message on a Roadway Sign was the most common source for Region 2 (31.5%) and Region 5 (36.7%).

Chances of Getting a Ticket for Not Wearing Your Safety Belt: The largest proportion of Statewide respondents (28.8%) believe there is a 51% to 100% chance of getting a ticket for not wearing a safety belt (30.1%), followed by a 21% to 50% chance of getting a ticket (19.9%) Region 4 had the largest proportion of respondents believing there is a 51% to 100% chance of getting a ticket (41.4%), followed by Region 5 (34.6%) and Region 3 (32.0%).

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 (83.1% Statewide) with the regions being quite similar, ranging from 85.4% (Region 3) to 80.7% (Region 1).

Awareness of Messages Regarding Alcohol-Impaired Driving Enforcement by Police: Many respondents were aware of such messaging (58.4% Statewide), with the largest proportion of respondents in Region 4 (65.7%), Region 5 (63.9%), and Region 2 (60.7%). Region 1 had the most respondents who had not been exposed to messaging about drunk driving enforcement by police (45.1%), followed by Region 3 (39.5%) and Region 2 (39.3%).

Sources of Drunk Driving Enforcement Messages: The most common sources of drunk driving enforcement messaging was Television, both Statewide (54.6%) and across all five regions (48.5% to 65.4%). The second most common source of drunk driving enforcement messaging was Radio Statewide (25.0%), as well as in Region 1 (24.8%), Region 2 (29.4%), and Region 4 (22.8%). The Internet was the second most common source in Region 3 (27.3%), and Newspaper in Region 5 (24.0%).

Chances of Getting Arrested for Driving after Drinking Alcohol: The largest proportion of Statewide respondents (43.1%) believed there is a 51% to 100% chance of getting arrested for drunk driving, followed by a 21% to 50% chance (25.6%). Region 2 had the largest proportion of respondents in the 51% to 100% chance category (48.4%), followed by Region 5 (45.7%) and Region 4 (45.3%).

Speeding

Frequency of Driving Faster than 35mph on a 30mph Local Road: The largest proportion of Statewide respondents (46.7%) 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 3 had the largest proportion of respondents reporting that they either Rarely (55.6%) drive that fast, followed by Region 5 (51.2%).

Frequency of Driving Faster than 70mph on a 65mph Road: The largest proportion of Statewide respondents reported that they Rarely (40.2%) or Never (26.4%) drive faster than 70 miles per hour on a road with a posted 65 mile per hour speed limit. Region 5 had the largest proportion of respondents reporting that they Rarely drive that fast (49.1%) and Region 4 had the largest proportion of respondents reporting that they Never drive that fast (34.0%).

Awareness of Messages Regarding Speed Enforcement by Police: Many respondents were not aware of speed enforcement by police messaging (70.1% Statewide). The largest proportion of respondents who had read, seen or heard any speed enforcement messaging were in Region 3 (71.0%) and Region 1 (70.9%).

Sources of Speed Enforcement Messages: The most common source of speed enforcement messaging was Television for all respondents (32.3% Statewide), as well as for Region 1 (33.8%), Region 2 (33.7%), Region 4 (33.4%), and Region 5 (28.3%). Respondents in Region 2 also reported Police Presence or Outreach or have been Pulled Over (33.7%) as the most common source of messaging, which was the most common in Region 3 (25.9%).

Chances of Getting a Ticket for Driving over the Speed Limit: The largest proportion of Statewide respondents (32.5%) believed there is a 21% to 50% chance of getting a ticket for speeding, followed by a 51% to 100% chance (26.2%). Region 5 had the largest proportion of respondents (41.5%) in the 21% to 50% chance category, followed by Region 2 (35.5%) and Region 4 (32.6%).

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
AMR	American Medical Response
ARIDE	Advanced Roadside Impaired Driving Enforcement
ARTS	All Roads Transportation Safety
ATV	All-Terrain Vehicles
BAC	Blood Alcohol Concentration
CARS	Crash Analysis Reporting System
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-Motorcycle	Governor's Advisory Committee on Motorcycle Safety
GHSA	Governors Highway Safety Association
HSM	Highway Safety Manual
HSP	Highway Safety Plan, the grant application submitted for federal section 402 and similar funds. Funds are provided by the National Highway Traffic Safety Administration and the Federal Highway Administration.
HSIP	Highway Safety Improvement Program
IACP	International Association of Chiefs of Police
ICS	Incident Command System
IID	Ignition Interlock Device
IRIS	Integrated Road Information System
LTSG	Local Traffic Safety Group: An advisory or decision body recognized by a local government and tasked with addressing traffic safety. Limited to one geographic area, and may not include cities or other governmental areas within the boundaries.
MADD	Mothers Against Drunk Driving

MAP-21	Moving Ahead for Progress in the 21st Century Act (P.L. 112-141), was signed into law by President Obama on July 6, 2012.
MPO	Metropolitan Planning Organization: MPOs are designated by the governor to coordinate transportation planning in an urbanized area of the state. MPOs exist in the Portland, Salem, Eugene-Springfield, and Medford areas.
NHTSA	National Highway Traffic Safety Administration
OAR	Oregon Administrative Rules
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 (SW)

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 2014, 357 people were killed and 35,054 were injured in traffic crashes in Oregon.
- In 2014, 16 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, 2010-2014

	2005-2009 Average	2010	2011*	2012	2013	2014	2010-2014 Average
Total Crashes	43,505	44,094	49,053	49,798	49,495	51,245	48,737
Fatal Crashes	394	292	310	305	292	321	304
Injury Crashes	18,849	20,879	23,887	24,456	22,975	24,208	23,281
Fatalities and Serious Injuries	2,099	1,699	1,872	1,956	1,729	1,852	1,822
Property Damage Crashes	24,285	22,923	24,856	25,036	26,228	26,716	25,152
Fatalities	459	317	331	337	313	357	331
Fatalities per 100 Million VMT	1.31	0.94	0.99	1.02	0.93	1.03	0.98
Fatalities per Population (in thousands)	0.15	0.08	0.09	0.09	0.08	0.09	0.10
Injuries	28,177	30,493	35,031	36,085	33,149	35,054	33,962
Serious Injuries per Population (in thousands)	0.52	0.36	0.40	0.42	0.36	0.37	0.38
Injuries per 100 Million VMT	80.69	90.29	104.96	108.78	98.35	101.28	100.73
Injuries per Population (in thousands)	7.64	7.93	9.08	9.29	8.46	8.73	8.70
Population (in thousands)	3,688	3,844	3,858	3,884	3,919	4,014	3,904
Vehicle Miles Traveled (in millions)	34,916	33,774	33,376	33,173	33,706	34,610	33,728
No. Licensed Drivers (in thousands)	3,017	2,920	2,930	2,926	2,924	2,930	2,926
No. Registered Vehicles (in thousands)	4,067	4,046	4,022	4,028	4,128	4,193	4,083
% Who Think Transportation System is as Safe or Safer than Last Year	71%	77%	83%	83%	81%	73%	79%

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

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

Fatal and Injury Crash Involvement by Age of Driver, 2014

Age of Driver	# of Drivers in F&I Crashes	% of Total F&I Crashes	# of Licensed Drivers	% of Total Drivers	Over/Under Representation*
14 & Younger	5	0.01%	0	0.00%	0.00
15	39	0.09%	13,643	0.45%	0.19
16	496	1.09%	25,266	0.84%	1.30
17	780	1.71%	31,097	1.03%	1.66
18	1,073	2.35%	36,604	1.22%	1.94
19	1,120	2.46%	39,484	1.31%	1.87
20	1,136	2.49%	41,398	1.38%	1.81
21	1,139	2.50%	43,534	1.45%	1.73
22-24	3,292	7.22%	146,710	4.88%	1.48
25-34	9,216	20.22%	546,784	18.17%	1.11
35-44	7,667	16.82%	517,715	17.20%	0.98
45-54	6,760	14.83%	498,839	16.58%	0.89
55-64	5,888	12.92%	479,238	15.92%	0.81
65-74	3,171	6.96%	370,484	12.31%	0.57
75 & Older	1,722	3.78%	218,609	7.26%	0.52
Unknown	2,071	4.54%	20	0.00%	0.00
Total	45,575	100.00%	3,009,425	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 2010-2014 average of 0.98 to 0.82 per hundred million vehicle miles traveled by 2020.

Performance Measures[4]

- Increase zero fatality days from the 2012-2014 average of 156 to 170 by December 31, 2017. ***[In 2016, there were 105 zero fatality days.]***
- Reduce the fatality rate from the 2012-2014 average of 0.99 to 0.91, through December 31, 2017. ***[In 2016, the fatality rate was 1.36.]***
- Reduce the traffic injury rate from the 2012-2014 average of 102.08 per hundred million miles traveled to 93.82, through December 31, 2017.
- Decrease traffic fatalities from the 2012-2014 average of 336 to 306 by December 31, 2017. *(NHTSA)* ***[In 2016, there were 495 traffic fatalities.]***
- Decrease traffic fatalities from the 2013-2015 average of 373 to 336 by December 31, 2017. *(TSAP - Vision of Zero by 2035)* ***[In 2016, the fatality rate was 1.36.]***
- Decrease traffic fatalities from the 2013-2015 average of 373 to 351 by December 31, 2017. ***[In 2016, there were 495 traffic fatalities.]***
- Decrease serious traffic injuries from the 2012-2014 average of 1,511 to 1,379 by December 31, 2017.[1] *(NHTSA)*
- Decrease rural fatalities per 100 million VMT from the 2011-2013 average of 1.56 to 1.42 by December 31, 2017. *(NHTSA)*
- Decrease urban fatalities per 100 million VMT from the 2011-2013 average of 0.59 to 0.54 by December 31, 2017. *(NHTSA)*

Project Summaries

Section 164

		Awarded	Expended
164PA-17-91-90	**Planning & Administration**	**$ 90,000**	**$7,768**

This project provided for salaries, benefits, travel, services, supplies and office equipment for the Impaired Driving Program Manager and administrative personnel.

[4] No entry indicates 2016 data was not available at the time of this report.

Section 402

		Awarded	Expended
DE-17-20-04	Data/Observation Study/Telephone Research	$25,000	$24,933

This project funded the annual NHTSA Program Measures Statewide Public Opinion Survey and other data needs related to transportation safety programs.

		Awarded	Expended
DE-17-20-01	Statewide Services - Division wide Media (TSD)	$25,000	$22,230

This project funded the Public Information and Education Media Services annual report on the level of use received by the Transportation Safety PSAs and other marketing venues, retail value, and earned media (or added value). The individual program sections that follow outline their specific campaigns, cost, messages and other details.

		Awarded	Expended
DE-17-20-05	Transportation Safety Conference	$50,000	$32,770

This project provided for a statewide Traffic Safety conference that was hosted by TSD October 23 and 24, 2017 in Tigard, and 210 stakeholders and partners were in attendance. The conference provided a forum for sharing information and data of statewide significance in reducing transportation related deaths and debilitating injuries, and allowed participants to connect traffic safety programs and ideas. The grant also provided for speakers, facilities costs, and incidental materials.

		Awarded	Expended
DE-17-20-90	Program Management	$950,000	$808,556
		[$400,000]	[$293,190]

This project funded salaries, benefits, travel, services, supplies and office equipment for multiple programs and coordination.

		Awarded	Expended
PA-17-91-90	Planning & Administration	$290,838	$290,838
		[$284,565]	[$284,565]

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

Section 405d

		Awarded	Expended
M6X-17-12-90	Impaired Driving Program Management	$135,000	$128,140

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

State Highway Funds

		Awarded	Expended
17REGPM-920	Region Traffic Safety Coordinator: Program Management	[$493,705]	[$493,705]

This project funded salaries; benefits; travel; services and supplies; and office equipment for region program personnel.

Statewide Transportation Improvement Program (STIP)

		Awarded	Expended
HU-17-10-90	Safe Routes to School Program Management	$85,000	$75,632

Funding provided for salaries, benefits, travel, services and supplies and office equipment for Safe Routes to School program coordination.

Student Driver Training Fund (SDTF)

		Awarded	Expended
17DRVED-920	Student Driver Training Fund Program Management	[$275,000]	[$213,002]

This project funded salaries, benefits, travel, services, supplies and office equipment for Driver Education staff.

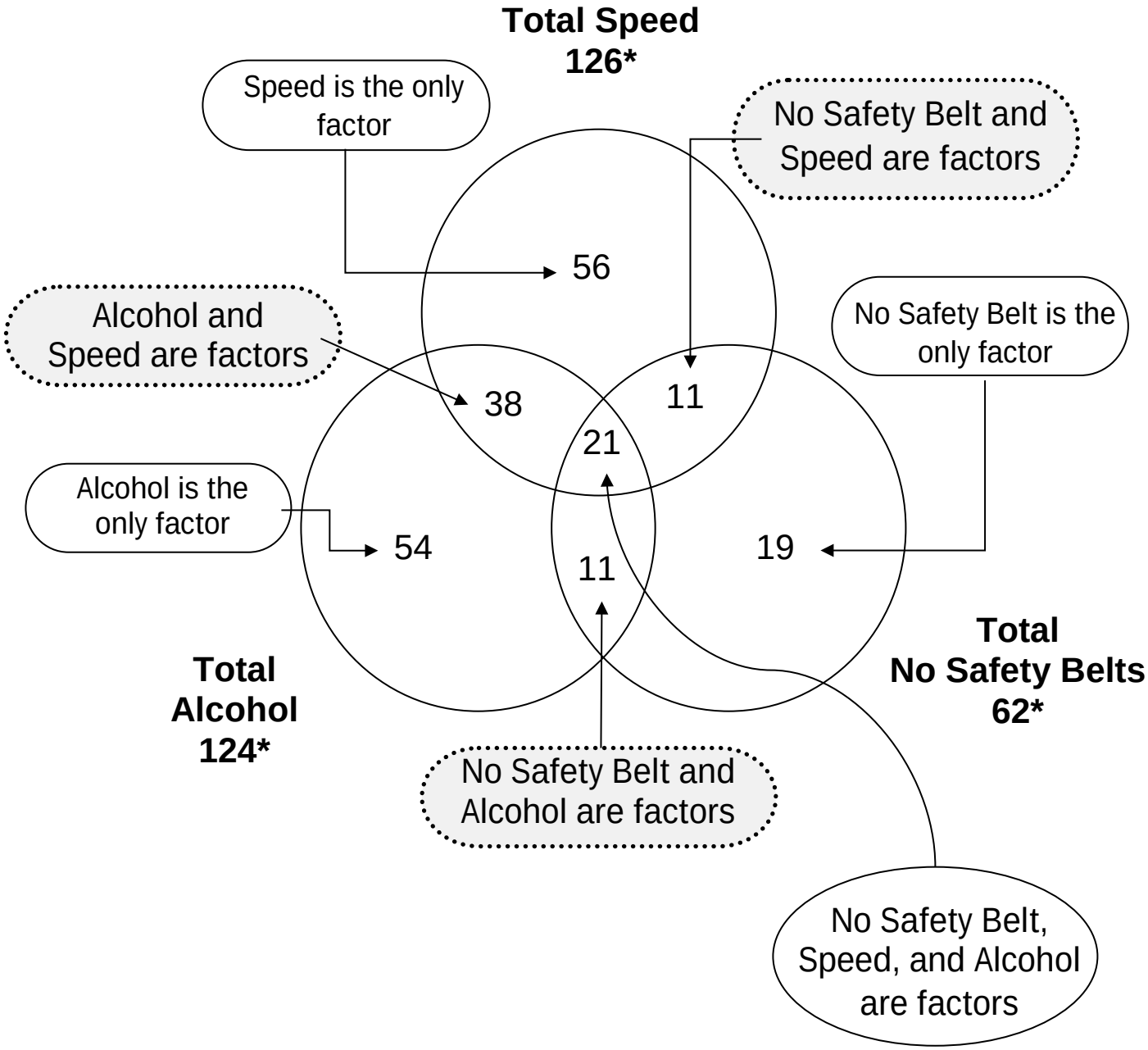
Motorcycle Funds

		Awarded	Expended
MC-17-80-920	Motorcycle Safety Program Management	[$75,000]	[$52,764]

This project funded salaries; benefits, travel; services and supplies; and office equipment for the Motorcycle Program Manager.

Oregon Average Traffic Fatalities per Year, 2012 – 2014, Select Crash Factors

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



***These three represent 63 percent average of the fatal crashes for 2012 - 2014.**

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

Bicyclist Safety (BS)

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.
- According to a U.S. Census Bureau report, nationwide the number of people who traveled to work by bike increased roughly 60 percent over the last decade (from about 488,000 to about 786,000 during the 2008-2012 period).
- Oregon is ranked sixth for Bike Friendly State by the League of American Bicyclists in 2015, with over five awarded bicycle friendly communities.
- 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.

The Problem

- The 955 bicyclist injuries in 2014 accounted for 2.7 percent of all Oregon traffic injuries during the year. The seven bicyclist fatalities in 2014 accounted for 2 percent of all Oregon traffic fatalities.
- Bicyclist fatal and injury crashes from 2010 through 2014 accounted for 4 percent of all Oregon fatal and injury traffic crashes in that same five year period.
- For the five year period of 2010-2014 for the bicyclist-involved fatal and serious injury (F&A) crashes, an average of 50.9 percent of the F&A crashes were coded as having Driver Error and 56.8 percent were coded as having Bicyclist Error.
- In 2014, there were 147 crashes involving a bicyclist who was riding in the wrong direction, or 15 percent of all bicyclist-involved crashes.
- A review of bicyclist crash data 2007-2011 by Kittelson & Associates, Inc. found the following trends:
    - ü The majority of severe crashes on roadway segments occur at driveways, and many of those are in locations with bicycle facilities.
    - ü Right-hook and angle crashes are the primary crash types at intersections.
- The most common bicyclist errors from the ODOT 2014 Motor Vehicle Traffic Crashes Quick Facts:
    - ü Failed to yield right-of-way
    - ü Disregarded traffic signal
    - ü Bicycling on shoulder facing highway (bicyclist riding the wrong way)
- The most common driver error in Fatal and Serious Injury pedalcycle crashes, 2010-2014:
    - ü Failed to yield right-of-way to pedalcyclist

Bicyclists in Motor Vehicle Crashes on Oregon Roadways, 2010-2014

	2010	2011	2012	2013	2014	2010-2014 Average
Injuries:						
Number	877	928	1,026	922	955	942
Percent of total Oregon injuries	2.9%	2.6%	2.8%	2.8%	2.7%	2.8%
Serious Injuries	37	64	69	61	65	59
Fatalities:						
Number	7	15	10	3	7	8
Percent of total Oregon fatalities	2.2%	4.5%	3.0%	1.0%	2.0%	2.5%
Percent Helmet Use (children)	57%	58%	60%	68%	n/a	n/a
Crashes:						
Number	910	962	1,064	957	1,001	979
Percent of total Oregon crashes	2.1%	2.0%	2.1%	1.9%	2.0%	2.0%
Fatal and Serious Injury Crashes:						
Number	44	79	79	64	72	68

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-involved fatal and serious injury motor vehicle crashes from the 2010-2014 average of 68 to 57 by 2020.
- Reduce bicyclist involved motor vehicle crashes from the 2010-2014 average of 979 to 815 by 2020.

Performance Measures[5]

- Reduce bicyclist fatal and serious injury crashes from the 2012-2014 average of 72 to 66 by December 31, 2017.
- Reduce bicyclist involved motor vehicle crashes from the 2012-2014 average of 1,001 to 914 by December 31, 2017.
- Reduce crashes involving a cyclist who was "Riding the Wrong Direction," from the 2012-2014 average of 176 crashes to 161 crashes by December 31, 2017.
- Reduce the percentage of crashes where the driver failed to yield to a cyclist from the 2012-2014 average of 525 to 479 by December 31, 2017.
- Reduce bicyclist fatalities from the 2012-2014 average of 7 to 6 by December 31, 2017. *(NHTSA)* ***[In 2016, there were 10 bicyclist fatalities.]***

Strategies

- Work to continue the "Safe Passing" media campaign with corresponding messages to bicyclists and drivers promoting sharing the road.
- Work to create educational materials that support the media campaign.
- Work with Region Traffic Safety Coordinators to develop and distribute bicycle safety educational materials.
- Work in exploring potential bicycle safety education programs for riders over 18 years of age.
- Continue to provide bicyclist safety educational materials for statewide distribution.

[5] No entry indicates 2016 data was not available at the time of this report.

Section 402

Bicycle Safety

		Awarded	Expended
PS-17-60-01	Statewide Services - Bicyclist Safety	$29,235	$29,095

This project provided bicycle safety education through updating, reprinting and translation of existing informational resources available to the public. Development of new material included the booklet, *The Driver's Guide to Sharing Oregon's Roads.* This guide was created and printed in collaboration with the Driver Education program focusing on how motorists can safely share the road with bicyclists. This booklet is distributed to all teen participants in the Driver Education program as well as at Driver and Motor Vehicle Services locations. This collaborative effort contributes to the public information and education campaign for increased motorist awareness of bicyclists, and bicyclist's own safety awareness, to encourage roadway users to share the road. Costs were also incurred for media, education and outreach, as detailed at the end of this section.

		Awarded	Expended
PS-17-60-08	Bicyclist Safety Education Training	$30,765	$30,723

Provided funding to The Street Trust organization, (formerly the Bicycle Transportation Alliance (BTA) of Portland) to continue bicycle safety education in Oregon schools statewide. The program provides train-the-trainer instruction and technical advice and assistance to communities implementing bike safety programs in schools.

This is the fourth year of providing the JumpStart Bicycle Fleet program to a community that is demonstrating readiness to establish a bike safety program in local schools. Prineville received the Jump Start fleet for the 2016 - 2017 school year. Prineville's PE teachers, one library aid and an AmeriCorps Vista volunteer were trained to teach bike safety. Barnes Butte Elementary School taught bike safety education to 194 students from eight classes of fourth and fifth graders.

In addition, a statewide call for applications to provide one community the Jump Start program in 2017-2018 and Seaside School District was selected. The big challenge this year was that after Seaside was selected, but before the agreement was signed, the representative of the school district TSD was working with left their job. Fortunately, there were other champions in the school district, including Superintendent Sheila Roley herself.

Adults from the communities of Prineville, Hillsboro, Albany, and Seaside were trained in providing bicycle safety education to children. TSD also surveyed 22 bike safety instructors around the state to determine how many students are being taught. Ten educators responded, indicating they taught 3,999 students bike safety and 2,637 students pedestrian safety, for a total of 6,636 students. The communities served were Tigard, Corvallis, Beaverton, Eugene, Springfield, Crook County, and Dallas. Two educators in Portland also worked with private schools and community-based organizations.

Last year there was a significant change in program delivery for Bike Safety, and this year was more subtle. Advocates are working to get kids on bikes as soon as possible, because their teaching experience tells them that the sooner kids ride, the more they experience implementing safety skills while riding and the more they increase their mastery of those skills. ODOT research shows that 1.5 hour programs that have 7 sessions are a good effective format, in addition to the 2 hour and 1 hour options.

		Awarded	Expended
DE 17-21-02	Trauma Nurses Talk Tough - Train the Trainer	$15,000	$15,000

These funds supported the "train the trainer" program of TNTT. TNTT conducts safety education programs for kindergarten through college ages, with training of potential education program trainers being the main emphasis of this grant. TNTT hosted two trainings during the grant year. Trainings were held in Klamath Falls at the Klamath County Fire District #1 and at the Silverton Hospital. The TNTT newsletter was sent to over 300 subscribers involved in traffic safety in winter 2016 and summer 2017.

Paid Media

1.1 Bicyclist and Pedestrian Safety Public Information Program (PA #B34032 WOC #15)

1.1.1 Strategic Communications Plan

The strategic communications plans for the Bicyclist and Pedestrian Safety program were approved in April. The strategy was guided by the most recent data available about crashes involving bicyclists and pedestrians. Our message and media recommendations focused on educating drivers and vulnerable road users about Oregon's laws and promoting the right behaviors. Both plans were billed as part of the Pedestrian Safety budget. This deliverable was included in Work Order #9 and had a budget of $4,930.

1.1.2 Pedestrian Safety TV PSA "Well Trained" on Theater Screens

The :30 PSA "Well Trained" was produced in 2016 to promote pedestrian safety. The spot featured "Walker the Dog" as the safety expert. This TV PSA was released to 20 theater complexes throughout Oregon on May 19 and aired until July 14. This deliverable was included in WOC #15 and had a budget of $13,000. A total of 54,814 spots ran on theater screens for a total retail value of $56,708.

1.1.3 Pedestrian and Bicycle Safety Bend Bus Transit Posting Fees

As part of a direct contract with COIC (Central Oregon Intergovernmental Council) in Bend, TSD is placing 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 2016. 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 and the annual posting fees were paid this year as part of WOC #15. This deliverable was included in WOC #15 and had a budget of $2,400.

1.1.4 Pedestrian Safety Facebook Ads

Two new ads were produced to raise drivers' awareness of pedestrians and placed on Facebook targeting drivers 18-54 with more emphasis on drivers over 45. Recent statistics show that in Oregon, older drivers are more likely involved in car crashes resulting in pedestrian fatalities than younger drivers. Two ad concepts, "They're out there" and "Be aware…pedestrians are everywhere" were selected for posting and placed on Facebook from July 14 through September 30. The ads produced 2,154,725 impressions and over 9,900 clicks. As part of this task, we also produced a poster version of the ad "They're out there" and delivered the artwork to TSD for printing in June. This deliverable was included in WOC #15 A 1 with a budget of $9,670.

1.1.5 Bicyclist Safety Outdoor

In negotiating traffic flow, drivers often cross bike lanes to turn without looking for oncoming bicycles. To educate drivers that it is the law to yield to bicyclists when turning, we focused on outdoor media in Portland, Salem and Eugene, where the majority of bike lanes are located. In Portland, where bus transits are available, we created the tail transit "Wait your turn to turn" and posted it on 32 buses from July 10 to August 10. For Salem and Eugene, we developed the billboard "One good turn can save another" and placed it at two locations per city over three months (from July 10 to October 10) for a total of 12 postings. This deliverable was included in WOC #15 A 1 and had a budget of $22,000.

1.1.6 Bicyclist Safety Driver's Field Guide Revisions

This project was added in WOC #15 A 2 to revise the sections concerning the safe Passage Law and law requiring drivers to yield to bicyclists when turning into a bike lane. The Field Guide was revised and a final file for online use was provided to TSD in August for posting on the website. In addition, the Program Manager requested a printable version, which was created and delivered to TSD in August for printing. This deliverable was included in WOC #15 A 2 and had a budget of $2,820.

1.1.7 Pedestrian Crossing Brochure Revisions

This project was added with the issue of WOC #23 and involved the complete redesign of an existing brochure on pedestrian crossing. The brochure is aimed at drivers and is intended to summarize all laws and rules about pedestrian crossing

and safety. The new version of “Oregon Crosswalk Laws” was delivered to TSD for printing in September. This deliverable was included in WOC #23 and had a budget of $5,000.

MEDIA ADDED VALUE: The Theater Screen media buy provided an added value of $44,708. The bus transit placements provided an added value of $9,270 and the billboards had an added value of $2,370.

During FY 2016-17, radio stations aired the 2013 Pedestrian Safety radio PSA “Simple Steps” 364 times for a total value of $12,740 and the 2013 Bicyclist Safety radio PSA “Confessions of a biker” 624 times for a retail value of $21,840.

Oregon newspapers continued to run previously produced pedestrian safety print PSAs for a total retail value of $955.15.

TOTAL MEDIA ADDED VALUE: The total added value estimated for the Pedestrian and Bicycle Safety Program is $91,883.15.

Budget Review:
The original budget for the **Bicyclist** and Pedestrian Safety Programs in FY 2016-17 was **$22,000 for Bicyclist Safety** and $30,000 for Pedestrian Safety. It was **later increased to $24,820 for Bicyclist Safety** with Amendment 2 to add the revisions of the Driver’s Field Guide. Amendment 1 replaced an originally planned shared vulnerable road user campaign with Facebook ads. All projects were completed on time under WOC #15 A1 and 2.

Community Traffic Safety (CTS)

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

- 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, 2014

County		Population	Fatalities	Alcohol Involved Fatalities	Fatal and Injury Crashes	F&I Crashes /1,000 Pop.	Nighttime Fatal and Injury Crashes
Baker	*	16,425	5	0	99	6.03	10
Benton		90,005	5	2	399	4.43	51
Clackamas	!	397,385	38	9	2,461	6.19	320
Clatsop		37,750	3	0	261	6.91	30
Columbia	*	50,390	3	2	211	4.19	35
Coos		62,990	11	6	329	5.22	49
Crook		21,085	1	0	116	5.50	15
Curry		22,470	4	2	88	3.92	17
Deschutes		170,740	13	7	800	4.69	111
Douglas	*	109,910	27	6	565	5.14	84
Gilliam		1,975	0	0	30	15.19	4
Grant	!	7,430	0	0	26	3.50	2
Harney	!	7,295	5	3	33	4.52	8
Hood River		24,245	1	0	121	4.99	20
Jackson	!	210,975	17	9	1,111	5.27	156
Jefferson		22,445	10	1	117	5.21	16
Josephine	*	83,720	13	6	458	5.47	67
Klamath	*	67,110	11	5	380	5.66	66
Lake	*	8,010	0	0	45	5.62	7
Lane		362,150	45	10	1,805	4.98	270
Lincoln		47,225	8	2	304	6.44	39
Linn		120,860	16	5	730	6.04	117
Malheur	!	31,480	3	0	226	7.18	38
Marion		329,770	24	7	2,208	6.70	315
Morrow		11,630	3	2	48	4.13	8
Multnomah		777,490	28	12	6,317	8.12	912
Polk		78,570	10	2	352	4.48	45
Sherman	*	1,790	1	1	50	27.93	10
Tillamook	*	25,690	5	2	162	6.31	30
Umatilla	!	79,155	12	5	455	5.75	87
Union	!	26,625	1	1	130	4.88	30
Wallowa	*	7,100	5	4	35	4.93	7
Wasco	*	26,370	5	0	142	5.38	27
Washington	#	570,510	16	0	3,358	5.89	374
Wheeler		1,445	0	6	15	10.38	1
Yamhill		103,630	7	3	542	5.23	77
Statewide Total		4,013,845	356	120	24,529	6.11	3,455

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, 2014

City		Population Estimate	Fatalities	Alcohol Involved Fatalities	Fatal and Injury Crashes	F&I Crashes /1,000 Pop.	Nighttime Fatal and Injury Crashes
Albany	*	51,270	4	1	256	4.99	23
Ashland	*	20,340	1	1	58	2.85	7
Beaverton	*	93,395	1	-	865	9.26	90
Bend	*	79,985	2	2	332	4.15	31
Canby	*	16,010	-	-	49	3.06	5
Central Point		17,375	-	-	37	2.13	3
Coos Bay	*	16,315	1	1	65	3.98	11
Cornelius		11,910	-	-	54	4.53	5
Corvallis		56,535	-	-	253	4.48	23
Dallas		14,940	-	-	33	2.21	4
Damascus		10,625	-	-	91	8.56	14
Eugene		160,775	3	-	857	5.33	110
Forest Grove		22,715	1	-	67	2.95	7
Gladstone	*	11,495	1	-	86	7.48	11
Grants Pass		35,060	4	2	283	8.07	38
Gresham		106,455	1	-	704	6.61	105
Happy Valley	*	16,480	2	-	82	4.98	11
Hermiston	#	17,345	-	-	86	4.96	7
Hillsboro		95,310	3	1	714	7.49	76
Keizer	*	36,985	1	-	104	2.81	10
Klamath Falls	*	21,500	-	-	112	5.21	18
La Grande	#	13,150	-	-	34	2.59	3
Lake Oswego	*	37,105	-	-	150	4.04	15
Lebanon		15,740	-	-	68	4.32	10
McMinnville	*	32,705	1	1	140	4.28	17
Medford	*	76,650	4	-	551	7.19	52
Milwaukie	*	20,485	-	-	85	4.15	15
Newberg	*	22,765	-	-	95	4.17	7
Newport		10,095	-	-	73	7.23	2
Ontario	#	11,465	1	-	78	6.80	10
Oregon City		33,760	4	3	301	8.92	24
Pendleton		16,700	-	-	75	4.49	11
Portland	!	601,510	21	10	5,283	8.78	755
Redmond	*	26,770	-	-	121	4.52	12
Roseburg		22,510	3	-	180	8.00	17
Salem	*	159,265	8	2	1,337	8.39	165
Sherwood		10,170	1	1	53	5.21	10
Springfield		18,955	1	-	64	3.38	6
St. Helens	*	60,065	5	-	325	5.41	48
The Dalles	*	12,990	-	-	30	2.31	5
Tigard	*	14,480		-	43	2.97	5
Troutdale		49,140	1	1	435	8.85	37
Tualatin		16,020	1	-	92	5.74	14
West Linn	*	26,925	-	-	258	9.58	24
Wilsonville		25,540	-	-	110	4.31	14
Woodburn		21,980	-	-	105	4.78	11
Total		24,455	-	-	92	3.76	6

Sources: Crash Analysis and Reporting, Oregon Department of Transportation; Fatality Analysis Reporting System, U.S. Department of Transportation; Center for Population Research and Census, School of Urban and Public Affairs, Portland State University 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 represented Oregonians living in cities with a population over 10,000 or counties, with a community-level transportation safety group from the 2012-2014 average of 61 percent to 77 percent by 2020.

Performance Measures[6]

- Increase the number of active[7] traffic safety groups from the 2010-2014 average of 47 to 52 by 2017. ***[In 2017, there were 51 active traffic safety 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 2017. ***[In 2017, there were 9 communities that have a "four E" based transportation safety action plan or business plan.]***
- Increase the number of educational opportunities coordinated designed for, and offered to both government and non-profit organizations in Oregon from 10 the 2015 level to 12, or increased by two courses by December 31, 2017. ***[In 2017, there were 12 courses available.]***

Strategies

- Continue comprehensive community traffic safety group support, emphasizing projects in targeted communities, assist with the development and maintenance of Safe Communities Groups and programs which address both fatal and injury crash prevention and associated cost issues 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.
- 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.
- Help communities develop a positive framework for sharing the value of local groups and plans, and for keeping initiatives going when the problem is not urgent, help them learn to use reactionary events to illustrate the need to maintain ongoing efforts. Do this concurrent with positive community norm style communications.
- Work with traffic records experts to assist communities with gaining access to, understanding, and sharing data that is important to their transportation safety efforts.

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[6] No entry indicates 2016 data was not available at the time of this report.

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

Section 402

Safe Communities

		Awarded	Expended
SA-17-25-06	Harney County Coordinator	$20,000	$19,353

This project was awarded to Harney County which allowed them to implement countermeasures designed to reduce death and injury using NHTSA's "Countermeasures That Work" as the guide for local efforts. The project provided for staff to aide in laying foundation for the development of a county level Transportation Safety Action Plan. The project provided funds for a part time local safe community coordinator for Harney County. The coordinator position complemented existing volunteer efforts and provided further organization allowing greater output from the existing coalitions. The Region 5 representative coordinated closely to offer transportation safety services and efforts locally to Harney County.

		Awarded	Expended
SA-17-25-07	Lane County Safe Community	$95,000	$74,825

The project worked with local governments to establish a Safe Communities coalition based on a local Transportation Safety Action Plan process, and worked to refine an aggressive 4E approach to reducing death and injury. The project adapted strategies from NHTSA's "Countermeasures That Work" and FHWA's "Proven Safety Strategies" along with the safety program principles of the Safe Community model to address specific problem stretches of roadway and specific behaviors in Lane County in cooperation with affected jurisdictions such as ODOT and city governments. The project hired a coordinator to assist local governments and county coordination efforts.

		Awarded	Expended
SA-17-25-08	Clackamas County Safe Community	$10,000	$8,678

The project assisted with funds to implement portions of the county level Transportation Safety Action Plan. The project allowed the county to continue to integrate the elements of the Safe Community concept within Clackamas County, and will specifically encourage partnerships within the county government, and with cities within the county. The county took specific implement actions, both to initiate culture changes inside and outside county government, and to continue moving the community to a zero acceptable death approach to managing motor vehicle traffic. The county interacted with other counties and cities within the state to promote safety and safety planning.

		Awarded	Expended
SA-17-25-20	Safe Community Services	$100,000	$92,884

The project provided an innovate webinar with direct training, mentoring, and technical assistance to promote traffic safety volunteer efforts that mirror NHTSA's "Countermeasures That Work" and other proven or promising efforts including kits to assist local efforts. Oregon Impact provided access to a statewide community traffic safety specialist for every traffic safety group in Oregon. This project offered local traffic safety advocates access to additional technical assistance via weekday 1-800 "warm" line, and offered monthly electronic newsletters featuring traffic safety ideas and recognition for successful programs. This project made phone contact with 100 percent of the recognized local traffic safety communities in the grant year, and worked with ODOT region staff to insure that 100 percent of the recognized communities received at least one in-person visit during the time. The project was part of efforts to increase the number of citizens who volunteer to assist for traffic safety projects, and promoted volunteerism in traffic safety.

		Awarded	Expended
SA-17-25-22	Union/Wallowa County Coordinator	$39,000	$38,038

This project was awarded to Union County which allowed them to implement countermeasures designed to reduce death and injury using NHTSA's "Countermeasures That Work" as the guide for local efforts in Union and Wallowa County. The project provided for staff to aid in laying foundation for the development of a county level Transportation Safety Action Plan. The project provided funds for a part time local safe community coordinator for Union and Wallowa Counties. The coordinator position complemented existing volunteer efforts, and provided further organization allowing greater output from the existing coalitions. The Region 5 representative coordinated closely to offer transportation safety services and efforts locally to Union and Wallowa County.

		Awarded	Expended
SA-17-25-24	Grant County Coordinator	$25,271	$18,537

This project was awarded to Grant County, and allowed them to implement countermeasures designed to reduce death and injury using NHTSA's "Countermeasures That Work" as the guide for local efforts. The project provided for staff to aid in laying foundation for the development of a county level Transportation Safety Action Plan. The project provided funds for a part time local safe community coordinator for Grant County. The coordinator position complemented existing volunteer efforts, and provided further organization allowing greater output from the existing coalitions. The Region 5 representative coordinated closely with this coordinator to offer transportation safety services and efforts locally to Grant County.

FHWA/Highway Safety Improvement Program

		Awarded	Expended
RS-17-77-08	Clackamas County Safety Action Plan Update	$88,000	$8,418

This project allowed Clackamas County to begin updating of their Transportation Safety Action Plan, with an ultimate goal of reducing transportation-related fatalities and serious injuries by fifty percent over the next ten years (thru 2021), employing a 5E approach: Engineering, Education, Enforcement, Emergency medical services, and Evaluation activities. Clackamas was one of the first Oregon counties to develop a local TSAP in 2012, having at the time the third highest number of crash fatalities of all Oregon counties and in recognition of the national "Towards Zero Deaths" campaign. The project encountered challenges in designing a request for proposals, challenges in allocating the matching staff time to complete the process, and challenges in the contracting process at the county. These challenges have been overcome, and work will continue into fiscal year 2018 to complete a planning process that achieves the local and state objectives of a comprehensive plan for safety with broad support.

		Awarded	Expended
RS-17-77-09	City of Beaverton Safety Action Plan	$40,000	$23,695

This project allowed the City of Beaverton 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 ODOT Region, the local MPO plan, and Washington County plan where practicable and where overlaps exist. The resulting plan identifies data driven safety actions that address fatality and serious injury incidence within the jurisdiction. The plan is scheduled for adoption.

		Awarded	Expended
RS-17-77-10	City of Eugene Safety Action Plan	$65,000	$64,963

This project allowed the City of Eugene to develop of a Transportation Safety Action Plan/Vision Zero Plan that addresses the Four E approach to transportation safety. The plan coordinates with ODOT's TSAP, the local ODOT Region, the local MPO plan, and Lane County plan where practicable and where overlaps exist. The resulting plan identifies data driven safety actions that address fatality and serious injury incidence within the jurisdiction. The plan is scheduled for adoption in December of 2017.

		Awarded	Expended
RS-17-77-11	Deschutes County Regional Safety Action Plan	$0	$0

This project was not implemented during the 2017 federal fiscal year. Deschutes County experienced some staffing changes, which precluded completing the application process. Staffing and work load has reportedly stabilized and Deschutes County anticipates completing a plan in 2018, barring any complications.

Driver Education (DE)

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 2014, drivers age 15-20 represented 6.2 percent of total licensed drivers, but also represented 9.6 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 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 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 in cases of repeated deficiencies.
- 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.
- There are currently 25 Commercial Drive Schools certified by Oregon DMV, operating in the state of Oregon. Of these, ten also participate in ODOT-Approved Driver Education Program. The need continues for incorporating DMV certified schools into the TSD Approved status.

Youth Drivers on Oregon Roadways, 2010-2014

	2010	2011	2012	2013	2014	2010-2014 Average
Age 15-20, % of Total Licensed Drivers	6.31%	6.13%	6.03%	6.11%	6.23%	6.16%
Overrepresentation of Drivers Age 15-20**	1.86	1.79	1.68	1.65	1.54	1.71
Total 15-20 Drivers in Fatal Crashes	37	35	40	35	33	36
Total 15-20 Drivers Alcohol Involved	6	5	7	10	6	7
Percent Alcohol Involved	16.2%	14.3%	17.5%	28.6%	18.2%	19.0%
15-20 Auto Occupant Fatalities	24	26	18	25	27	24
15-20 Unrestrained Auto Occupant Fatalities	8	4	7	8	3	6

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, 2010-2015

	2010	2011	2012	2013	2014	2015	2010-2014 Average
DMV licenses issued (Age 16-17)	24,738	23,514	23,515	24,813	26,406	N/A	24,597
Students completing Driver Education	6,794	7,819	6,906	7,632	7,656	8,813	7,551
Students that did not complete an ODOT-TSD approved DE program before licensing	17,944	15,695	16,609	17,181	18,750	N/A	17,236
Number of instructors completing two courses or more	43	43	40	43	45	65	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 2010-2014 average of 4,626 to 3,853 by 2020.
- Increase student participation in driver education of newly permitted teens under the age of eighteen from the 2010-2014 average of 7,551 to 9,818 by 2020.
- Increase ODOT-Trained Driver Education Instructors from the 2010-2014 average of 43 per year to 53 per year by 2020.

Performance Measures[8]

- Increase the number of students exposed to "pre-driver education" formational education from the 2012-2014 average of 20,299 to 20,908 by December 31, 2017. ***[In 2017, 30,683 students were reached through Think First presentations and contacts.]***
- Increase the number of students completing driver education from the 2013-2015 average of 8,034 to 9,313 by December 31, 2017. ***[In 2016, 9,761 students successfully completed driver education.]***
- Increase ODOT-Trained Driver Education Instructors from the 2013-2015 average of 51 per year to 60 per year by December 31, 2017. ***[In 2017, 65 new instructors were trained, of which 59 were certified.]***
- Increase the percentage of commercial drive schools participating in the approved program from 40 percent in 2015 to 44 percent by December 31, 2017. ***[In 2017, 58 percent of the commercial drive schools participated in the TSD Approved driver education.]***
- Reduce the number of drivers; age 15-20, involved in fatal crashes from the 2012-2014 average of 36 to 33 by December 31, 2017. *(NHTSA)* ***[In 2016, there were 56 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 implement an instructor evaluation program.

[8] No entry indicates 2016 data was not available at the time of this report.

- Develop and implement sanctions to guarantee benchmark performance of Providers and, in turn, instructors.
- Develop web tools that integrate DMV licensing information into course completion tracking for students of schools involved in the reimbursement process and track private provider driver education students.
- Continue to work with NHTSA, ODOT Research Division and other research groups to evaluate the elements of the Oregon Driver Education program.
- Implement revision (R2) of the state curriculum guide (Playbook®) and related Instructor DVD Interface (D2) by December 31, 2017.
- 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 17-20-02	Statewide Services - Supplement for Non-ODOT Providers to attend the PacNW Regional Conference	$15,000	$15,000

These funds provided support for both out-of-state and non-ODOT instructors to attend the Pacific Northwest Regional Driver and Traffic Safety Conference held annually in March each year. This Portland based regional conference provided support for over 200 instructors from Oregon, Washington, Idaho, Montana, and North Carolina through two days of general, keynote and breakout sessions.

		Awarded	Expended
DE 17-21-02	Trauma Nurses Talk Tough (TNTT)	$15,000	$15,000

These funds supported the “train the trainer” program of TNTT. TNTT conduct safety education programs for kindergarten through college; Training of potential education program trainers is the main emphasis of this grant. TNTT hosted two trainings this grant year. Trainings were held in Klamath Falls at the Klamath County Fire District #1 and Silverton Hospital. The TNTT newsletter was sent to over 300 agencies or individuals involved in traffic safety in the winter 2016 and summer 2017.

Student Driver Training Fund (SDTF)

		Awarded	Expended
17DRVED-001	**Driver Education Program Reimbursement**	**[$3,280,000]**	**[$1,797,273]**

These funds reimbursed public and private providers for their costs in providing driver education to teen novice drivers. Reimbursement 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 subsidywas available, not to exceed $75 per qualified student. Curriculum standards and delivery practices were met before reimbursement dollars were provided. Adaptive Strategies Programming allowed TSD DE to fund "project specific" activities that increase access of "Frontier" Oregon teens to driver education services.

		Awarded	Expended
17DRVED-002	**GDL Implementation - Information and Education**	**[$424,835]**	**[$412,652]**

These funds paid for a grant to Western Oregon University that trained new instructors completing the instructor preparation courses, and provided for trainer of trainers' development and workshops. By July, 49 participants completed traffic safety education courses increasing the overall number of certified instructors to 322. Additionally, these funds provided for maintaining the Instructor Certification program. Funds were also made available for the Pacific Northwest Regional Driver and Traffic Safety Conference, and curriculum update projects for ODOT-TSD through Western Oregon University. Thirteen traffic safety education courses were offered throughout the state from September 2016 through June 2017. Courses were held in Portland, Salem, Redmond, Roseburg, White City and John Day.

		Awarded	Expended
17DRVED-003	**Statewide Services – Driver Education**	**[$275,000]**	**[$184,409]**

This grant supported the driver education advisory committee (DEAC) quarterly meetings and activities promoting "best practices" in driver education. The DEAC met four times throughout the year. This grant also supplied funding for statewide advertisement of the driver education program, including instructor recruitment. Additionally, two mini-grants were awarded to provide continuing education to the DE instructors. The ODTSEA conference had over 100 participants in October and Chemeketa Community College had 55 participants take advantage of the online course offerings for continuing education.

		Awarded	Expended
17DRVED-004	**Driver Education DHS Foster Kids**	**[$50,000]**	**[$18,759]**

This two-year ongoing grant reimbursed DHS for their parent cost in providing driver education to eligible foster teens. Reimbursement was made to DHS based on the number of students completing the approved driver education course. Eligibility standards and course completion are managed by the DHS Foster Care Program. This is the first year the grant has experienced a decline in the number of youth accessing driver education course fees by 18 percent from last Biennium. However, it is still almost double the number of youth who accessed the DE course fee grant in 2009-2011 and a six percent increase over 2011-2013. Part of the reason for the lower rates may be the decline in the percentage of foster children who are over the age of 16.

Transportation Operating Fund (TOF)

		Awarded	Expended
17-TOFYOUTH-961	**Think First**	**[$47,500]**	**[$47,500]**

This project addresses the high incidence of brain and spinal cord injuries suffered by Oregon's youth through Think Injury Prevention programs. Program goals were accomplished by providing relevant information and tools for Oregon youth to make wise decisions to prevent injury and death. Project goals were accomplished by providing family education events, injury prevention resources for parents, teachers and youth, injury prevention curriculum for schools and community members, school presentations for grades 1 through 12, and community injury prevention activities at outreach events. This program has been proven effective to address the acceptance of risk in pre-driver education children; therefore the presence of the program throughout the state will be maintained. 30,683 people were reached in 2017, 687 evaluations from youth in grades 6-12 were received, and 166 program evaluations were received from educators. 95 Middle Schools were invited and 14 Middle Schools actually participated in Think First Programs for a total of 3,492 middle schools students contacted. In all, 24,607 youth and community members were provided with injury prevention activities, materials, and education.

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

This funding supported the ongoing and expanding work of TNTT which conducted safety education programs for kindergarten through college, developed and participated 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. TNTT also works with other partners to provide safety information to high risk youth, including parents whenever possible. This program has been proven effective to address the acceptance of risk in pre-driver education children; therefore the presence of the program throughout the state will be maintained. There were 41 presentations given for 27 elementary schools, 56 presentations given for 12 middle schools, 175 presentations given for 80 high schools, and 10 presentations given for 6 high risk schools for a total of 282 presentations (125 schools) given this grant year.

State Funds

		Awarded	Expended
17BUSTRNG-000	**School Bus Safety Education**	**[$46,330]**	**[$33,311]**

This funding enabled the Oregon Department of Education to visit and deliver School Bus Safety Education to 35 schools. 5,841 students were trained on how to travel to and from school safely. Funds were made available for maintaining “Buster” buses, the presentation tools for student bus safety training. 559 students were also taught about the safety patrol program and 30 adults were provided crossing guard instruction. 100 Stop paddles, 100 school flags and 300 vests were also purchased and distributed to schools.

State Funds

		Awarded	Expended
17DRVED-005	**Region 5 Driver Education Initiative**	**[$58,900]**	**[$29,928]**

This funding was granted to ODOT Region 5 in order to mobilize a region-wide effort to increase access to novice driver education to the Eastern half of the state. Funding was to train instructors, purchase infrastructure (digital classroom equipment, vehicles, etc.) and generally promote expansion of the state driver education program pursuant to the Adaptive Strategies legislation in HB2264, May 2013. Seven participants were recruited, and 4 became trained instructors. We have 2 from La Grande, 1 from John Day, and 1 from Burns. Burns, Enterprise and Jordan Valley were bought new technology for their classrooms. Funds from the grant provided projectors, a brake system for a new driver education car, Dell Latitude laptops, and driver education car signs.

Paid Media

1.2 Driver Education Public Information Program (Media)

1.2.1 Strategic Communications Plan

According to recent DMV crash data, the results of taking driver education courses are increasingly apparent, as only a small percentage of teen drivers who take driver education is involved in car crashes, in comparison to kids who didn't take driver ed courses. Between the ages of 16 and 20, this percentage goes down from less than 30 to less than 1 percent. This year's program was focused on promoting the benefits of driver ed to parents and teens and continue supporting the recruitment of new ODOT-approved driver ed instructors. The plan was completed in April. This deliverable was included in WOC #9 and had a budget of $4,740.

1.2.2 Driver Ed Social Media Materials

Priority on this year's agenda was to boost driver ed information through social media channels and develop sample posts and graphics that can be used on Facebook throughout the year. A series of illustrations, sample posts and posting recommendations were created and delivered to the Program Manager in July and August. This deliverable was included in WOC #19 and had a budget of $12,000.

1.2.3 Facebook Ads for Parents

Facebook has proven an effective way to reach parents. Over 275,000 active monthly users are among our target audience of parents 35-50 in Oregon. This year, we created three new ads to reach parents before the start of the school year and posted them on Facebook in July 17 through September 30. The ads generated 2,564,062 impressions and 14,455 clicks to WhyDriveWithEd.com. This deliverable was included in WOC #19 and had a total budget of $15,000.

1.2.4 Instagram and Facebook Ads for Teens "Seize the day. Waive the test"

Instagram continues to be a preferred social media platform for teenagers and youth. Two versions of the same ad produced in 2016 were reposted on Instagram and Facebook aimed at 15-18 males and females in Oregon. The campaign ran from July 14 through September 4. The ads generated 721,177 impressions and 5,528 clicks. This deliverable was included in WOC #19 and had a budget of $4,000.

1.2.5 Bend Bus Transit Tail "Save. Save. Save." Reprint

TSD has a direct contract with COIC in Bend for the posting of bus transits on buses in the Bend area. The tail transit "Save. Save. Save." was updated, printed and installed in September 2016. After checking on the installation, we found the panel placed incorrectly over features of the bus that were not disclosed in the printing specifications provided by COIC. The artwork was adjusted accordingly and printed and installed correctly in July 2017. This deliverable was included in WOC #19 and had a budget of $675.

1.2.6 :30 TV PSAs “Join us” on Theater Screens

Theater screen advertising allows us to reach a varied public in over 20 theaters complexes and over 250 screens throughout the state. Movie attendance is usually very high during the Fourth of July and Labor Day holidays. To support new instructor recruitment efforts and drive participation in the instructor courses, we placed this :30 TV spot over these summer holidays. The campaign ran from July 4 through September 4 in 24 cinema complexes in the Willamette Valley, along the coast and in Bend. With a media budget of $15,000, we achieved a total retail media value of $59,466. This deliverable was included in WOC #19 and had a total budget of $18,000.

1.2.7 “Driver Ed Wants You” Mall Poster

Malls have high foot traffic and a wide range of visitors, with an increased concentration of parents and teens in the back-to-school period. Most shopping malls are located in urban areas along the I-5 Corridor. In these environments, we can reach a broad group of people that can potentially have an interest in becoming instructors. In the past, new recruits have recalled seeing messages placed in malls as one of the main sources of information. The poster produced in 2015 to recruit new teachers, “Driver Ed Wants You,” was placed this year again in all malls that offer this type of display. The poster was placed from August 15 to October 15 in two backlit kiosks at each of nine malls from Portland to Eugene along I-5.

MEDIA ADDED VALUE: The theater screen campaign produced an added value of $44,466.

During this fiscal year 2016-17, radio stations continued to air the 2015 :60 PSA “Heroes” 709 times for an estimated retail value of $24,455.

TOTAL MEDIA ADDED VALUE: The added media value for the Driver Ed Program in FY 2016-17 is estimated at $68,921.

Budget Review:
The budget for the Driver Ed program public information campaign in FY 2016-17 was $84,675 in WOC #19. The Communications Plan ($4,740) was included in WOC #9 for a total budget of $89,415. All projects were completed on time and on budget.

Emergency Medical Services (EMS)

Link to the Transportation Safety Action Plan:

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

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

The Problem

- Traffic crashes contribute heavily to the patient load of Oregon hospitals and EMS agencies. The Oregon economy has caused many larger hospitals to make cuts and their foundations have reduced support as well. Smaller and rural community hospitals often face even more severe budgetary constraints, impacting their ability to get the required training and equipment. This is further problematic due to the Oregon Administrative Rules governing the continuing education and recertification requirements for EMTs of all levels.
- A cohesive EMS system is essential to ensuring positive patient outcomes. The stabilization and long-distance transport of motor vehicle crash patients to facilities that can provide the appropriate level of trauma care is critical to reducing the health and financial impact of these injuries. Rural crashes are often the worst of crashes because they often involve higher rates of speed and longer response times.
- Trauma remains the leading cause of morbidity and mortality among pediatric patients within the state of Oregon and nationwide. Highway motor vehicle crashes are the single most common mechanism of death and serious injury among children after the first year of life.

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

Oregon's EMS Workforce 2014-2015

EMS Level	2014	2015	Difference
Emergency Medical Responders (EMR)	1,596	1,932	+336
Emergency Medical Technician (EMT)	5,366	4,407	-959
Advance/Emergency Medical Technician (A/EMT)	60	83	+23
Emergency Medical Technicians-Intermediate (EMT-I)	918	795	-123
Paramedics	3,617	3,347	-270
Total	11,557	10,564	-993

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

Oregon's Average Response Times 2014-2015

	2014	2015	Difference
Response time	7	7	0
Time on Scene to stabilize and prepare for transport	7	14	-7
Transport time to medical facility	23	13	-10
Total Incident time	37	34	-3

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

Goals

- Improve transportation safety related medical care and associated EMS/Trauma programs throughout Oregon through participation from 14 EMS statewide and national meetings in 2015 to 16 by 2020.
- Increase knowledge of EMS personnel by providing EMS conference scholarships awarded from 110 in 2015 to 128 by 2020.
- Decrease response, scene and transport times from the statewide average of 34 minutes in 2014-2015 to 29 minutes by 2020, through training and appropriate equipment, not by increasing speeds.
- Maintain attendance of one OTSC member at the quarterly EMS Advisory Committee meetings by 2020.

Performance Measures[9]

- Increase TSD attendance at EMS meetings statewide and nationally from 14 in 2015 to 15 by December 31, 2017. ***[In 2017, there were 16 TSD attendance at EMS meetings statewide and nationally.]***
- Increase the number of scholarships for individual rural EMS personnel from 110 in 2015 to 113 by December 31, 2017. ***[In 2017, there were 100 scholarships for individual rural EMS personnel.]***
- Decrease response, scene and transport times from the statewide average of 35 minutes in 2014-2015 to 31 minutes by December 31, 2017. ***[In 2016, the response time was 35.5 minutes.]***
- Maintain the 2015 attendance of one OTSC members that are a formal part of the state's EMS Advisory Committee through December 31, 2017. ***[In 2017, OTSC maintained attendance.]***

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 both paid and volunteer rural EMS professionals responsible for responding to motor vehicle crashes, to attend EMS conferences to receive EMS training.
- Provide training opportunities to decrease response, scene and transport times.
- Stay involved and be available for EMS and Transportation Safety collaboration opportunities as they arise.
- Require attendance of one OTSC member at quarterly EMS Advisory Committee Meetings.

Project Summaries

Section 402

		Awarded	Expended
EM-17-24-01	EMS Statewide Services	$50,000	$36,976

This funding assisted in strengthening Oregon's EMS services statewide. It was used for scholarships for rural emergency medical services personnel, both paid and volunteer, to attend one of two statewide emergency medical services conferences. A total of 52 scholarships were awarded, where participants earned 715 CEUs. Funding was also used to deliver an on-line EMS training and certification pilot program, ReelDx, which was well received by 32 rural/frontier EMT's and paramedics; 47 CEUs were earned.

[9] No entry indicates 2016 data was not available at the time of this report.

Equipment Safety Standards (EQ)

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, 2010-2014

	2010	2011	2012	2013	2014	2010-2014 Average
Total Number of Vehicle Defect Crashes	601	690	605	604	707	641
Total Number of Fatal, Vehicle Defect Crashes	3	5	3	3	4	4
Total Number of Non-Fatal, Vehicle Defect Crashes	300	335	262	273	318	298
Crashes due to tire failure*	219	231	216	206	264	227
Crashes due to defective brakes	177	202	187	162	192	184
Crashes due to mechanical defects	163	194	178	123	146	161
Fatalities due to Vehicle Defect	3	5	4	4	4	4
Injuries due to Vehicle Defect	445	535	421	406	443	450
Fatalities due to tire failure	0	0	1	1	1	1
Injuries due to tire failure	128	138	122	125	148	132
Fatalities due to defective brakes	1	1	3	0	1	1
Injuries due to defective brakes	168	171	173	129	152	159
Fatalities due to mechanical defects	2	3	1	3	1	2
Injuries due to mechanical defects	119	175	143	84	99	124
Convictions for unlawful use of or failure to use lights (ORS 811.520)	1,144	1,170	1,170	953	676	1,023

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 2010-2014 average of 641 to 534 by 2020.

Performance Measures[10]

- Reduce the number of people killed or injured due to tire-failure from the 2012-2014 average of 133 to 121 by December 31, 2017.
- Reduce the number of people killed or injured due to defective brakes from the 2012-2014 average of 153 to 139 by December 31, 2017.
- Reduce the number of people killed or injured due to mechanical defects from the 2012-2014 average of 110 to 101 by December 31, 2017.

[10] No entry indicates 2016 data was not available at the time of this report.

Strategies

- Disseminate information about safety equipment standards to auto dealers, RV dealers, auto parts retailers, trailer manufacturers, Oregon Vehicle Dealer Association, and driver education schools
- Promote NHTSA Safer Car Vehicle Recall Campaigns
- Disseminate information about proper tire pressure monitoring to tire retailers and the general public. Partner with tire dealers and wholesalers to promote National Tire Safety Week (last week in May).
- Update Administrative Rules on equipment to reflect current federal law or clarify current federal or state law through consultation with Assistant Attorney General assigned to ODOT
- 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.
- Encourage public awareness of the need to secure loads through partnerships with vehicle/trailer dealerships, recycling centers, reclamation/refuse collection groups, law enforcement, website updates, seasonal press releases, association newsletters, partnership with ODOT Motor Carrier, and yard product companies.

Section 402

		Awarded	Expended
CL-17-80-01	Statewide Services - Equipment	$15,000	$3,219

This project continued to address motorist information requests through response to email, phone, US Mail, Ask ODOT, and in-person requests. Frequent requests include information related to vehicle lighting, vehicle limitations (height, width, length), bumpers, towing, off road motorcycle conversions for on street use, and vehicle modifications or customization (window tinting, raising/lowering). The work frequently involved collaborating with other divisions of ODOT and occasionally other agencies (law enforcement, environmental protection, and local jurisdictions). Demand for information is seasonal (examples: spring = trailers/towing questions, fall = vehicle lights, etc.), and the program is working on further development of FAQ's to address the more common inquiries. The "Towing a Trailer in Oregon" document continued to be shared in paper and electronic formats and additional stock was printed to address the ongoing demand for the information. The document is also being distributed by some retail trailer businesses to educate their new or prospective customers on safe trailer pulling requirements.

The program also produced three specific informational documents citing Oregon laws related to securing cargo or loads, and posted these documents to the ODOT TSD website. Additional information placed on the website included the AAA study, and the NHTSA study results on unsecured loads, to further aid in the understanding of this traffic safety issue. Oregon participated in the "Save Your Load" national event through OSP on June 6, 2017.

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 (F&A) 2010-2014

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	908	4.44	547	7.73	367	5.19	1822	5.40
Roadway Departure F&A	395	1.96	118	1.66	257	3.62	769	2.28
Intersections F&A	248	1.17	293	4.14	55	0.77	596	1.77
Pedestrians and Bicyclists F&A	88	0.43	131	1.85	15	0.21	234	0.69

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

Roadway Departure Crash – a crash not related to an intersection, which occurs after a vehicle crosses an edge line, a centerline, or otherwise leaves the traveled 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.
Fatal and Serious Injuries (F&A) – Number of people killed (Fatal) and seriously injured (Serious Injury A) in crashes.

Goals

- Reduce fatalities and serious injuries from the 2010-2014 average of 1,822 to 1,518 by December 31, 2020.

Performance Measures[11]

- To reduce fatalities and serious injuries from the 2012-2014 average of 1,846 to 1,685 by December 31, 2017.
- To reduce the average number of roadway departure fatal and serious injuries from the 2012-2014 average of 765 to 698 by December 31, 2017.

[11] No entry indicates 2016 data was not available at the time of this report.

- To reduce the average number of intersection fatal and serious injury crashes from the 2012-2014 average of 607 to 554 by December 31, 2017.
- To reduce the average number of pedestrian and bicycle fatal and serious injuries from the 2012-2014 average of 238 to 217 by December 31, 2017.

Strategies

- Improve the reporting, accuracy, and usefulness of the Project Safety Management System. Continue development and refinement of the Safety Tools, including:
    - ü Investigate new SPIS for all public roads using buffering protocols for including relevant crashes and to make the processing more timely each year.
    - ü Update Roadway Departure Implementation Plan.
    - ü Update Intersection Implementation Plan
    - ü Investigate usefulness of GIS in crash reporting.
    - ü Evaluate and implement a Speed Management Plan
    - ü Evaluate developing an Older Driver Safety plan.
- Develop a pilot of a Wrong Way Driving Implementation plan
- Research risks of pedestrian and bicycle crashes to further explore improving project selection for bike and pedestrian safety projects.
- Evaluate how to update systemic plans on a regular basis possibly utilizing a SPIS for all public roads.
- 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.
- Evaluate Older Driver and High Risk Rural Roads measures to determine if penalties occur.
- Evaluate implementation of Transition program (local roads) and ARTS program for 2017-2021 STIP years
- Revise Safety program guidance to include 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:
    - ü Develop a plan for collecting MAP 21 Fundamental Data Elements.
    - ü Provide or obtain training on the Highway Safety Manual procedures.
    - ü Provide or obtain training on Human Factors
    - ü Implement Signalized Intersection HSM pilot project to determine data needs.
    - ü Develop more Oregon specific SPFs for, including for Freeways.

- 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.
    - Work with TSD to develop local Safety plans for cities and counties
    - 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:
    - Develop a plan and Implement recommendations of red clearance extension research to reduce red light running.
    - Evaluate and implement variable speed systems to reduce weather related incidents.
    - Update Signal Detection Guidance to include latest technology and detection methods for motorcycles and bicycles.
    - Develop new guidance to encourage use of roundabouts and separation of turning movements at rural intersections.
    - Evaluate the use of profiled durables as an alternative to rumble strips.
    - Evaluate the use of low noise rumble strips.
    - 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.
    - Update SIM worksheet using more recent and statewide crash data.
    - Participate in national pooled fund study of low cost countermeasures

Impaired Driving - Alcohol (ID-AL)

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 2014, 33.6 percent of all traffic fatalities were alcohol-related. Eighty-nine of the fatalities involved only alcohol; and 31 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. This problem of oversight will be addressed during the 2017 Legislative Session based on an interim workgroup from the House Judiciary Committee. In 2015, the Legislature passed SB397, which clarified how IID information was to flow between IID providers, courts and treatment providers, along with penalties and incentives for offender compliance with the IID requirements.
- Budget cutbacks at the local level have led to lowered participation in grant-funded overtime activities when smaller agencies do not have adequate staffing to fill straight time shifts and existing officers are over-worked. Moreover, federal requirements have discouraged smaller agency participation which may not have dedicated public information officers and budget managers to meet the non-enforcement requirements.
- The IID for Diversion statute has recently come under criticism as being excessive and legislative changes to make IID's optional for drug-only impairment, or for blows under a 0.08 BAC were made in 2016. Additionally, administrative changes need to be made to how courts, DMV and IID providers communicate and report data to accurately track those IID's installed for diversion. These circumstances will have a significant impact on the viability of this particular goal.

Impaired Driving in Oregon - Alcohol, 2010-2014

	2010	2011	2012	2013	2014	2010-2014 Average
Fatal & Injury Crashes	21,171	24,197	24,762	23,276	24,529	23,585
Fatalities	317	331	337	313	357	331
Alcohol Only Fatalities	90	104	95	100	89	96
Combination Alcohol & Other Drugs	17	19	28	28	31	25
Alcohol Involved Fatalities	107	123	123	128	120	120
Percent Alcohol Involved Fatalities	33.8%	37.2%	36.5%	40.9%	33.6%	36.4%
Alcohol Involved Fatalities per 100 Million VMT	0.32	0.37	0.37	0.38	0.35	0.36
Drivers in Fatal Crashes with BAC .08 & above	51	81	67	85	100	77

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, FFY 2011–2015

	FFY 2011	FFY 2012	FFY 2013	FFY 2014	FFY 2015	2011-2015 Average
Impaired Driving Arrests	2,144	1,881	1,390	1,646	1,385	1,689

Sources: TSD Grant files, 2011 - 2015

Impaired Driving in Oregon - Alcohol, 2010-2014

	2010	2011	2012	2013	2014	2010-2014 Average
Number of Confirmed Installed IID	2,816	3,037	3,756	3,597	n/a	n/a
DUII Offenses	22,500	21,534	20,042	17,342	n/a	n/a
All Fatal & Injury Crashes	21,171	24,197	24,762	23,276	24,529	23,585
All Nighttime F&I Crashes	2,970	3,530	3,646	3,415	3,455	3,403
% Nighttime F&I Crashes	14.0%	14.6%	14.7%	14.7%	14.1%	14.4%
All Fatalities	317	331	337	313	357	331

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 2010-2014 average of 120 to 100 by 2020.
- Increase the number of Oregon municipal police agencies participating in NHTSA sponsored High Visibility Enforcement (HVE) events from the 2015 number of 43 to 56 by 2020.
- Increase the number of Oregon County Sheriff's Offices participating in NHTSA sponsored High Visibility Enforcement (HVE) events from the 2015 number of 17 to 27 by 2020.
- Increase the number of required Ignition Interlock Devices (IID) installed on vehicles for a DUII diversion from the 2009-2013 average of 32 percent to 75 percent by 2020.

Performance Measures[12]

- Reduce alcohol-related* traffic fatalities from the 2012-2014 average of 124 to 113 by December 31, 2017. *Note: Alcohol-related driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .01 or greater.
- Decrease alcohol impaired* driving fatalities from the 2012-2014 average of 84 to 77 by December 31, 2017. *(NHTSA)* ***[In 2016, there were 154 alcohol impaired driving fatalities.]***
  *Note: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.
- Maintain the number of Oregon municipal police agencies participating in NHTSA sponsored High Visibility Enforcement (HVE) events at the 2012-2014 average of 56 (42%) without losing any net population representation by December 31, 2017. ***[In 2017, there were 49 municipal police agencies participating in NHTSA sponsored High Visibility Enforcement (HVE) events. This represents 31.4 percent of the 156 municipal agencies in Oregon.]***
- Increase the number of Oregon County Sheriff's Offices participating in NHTSA sponsored High Visibility Enforcement (HVE) events from the 2015 level of 15 offices to 19 offices by December 31, 2017. ***[In 2017, there were 22 Oregon County Sheriff's Offices participating in NHTSA sponsored High Visibility Enforcement (HVE) events.]***

Strategies

- 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 and refine 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 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.

[12] No entry indicates 2016 data was not available at the time of this report.

- 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 Committee 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.
- Promote "No Refusal" training, awareness and events in every ODOT region with the cooperation with local enforcement, prosecution and courts.

Project Summaries

Section 164

Impaired Driving

		Awarded	Expended
164AL-17-14-01	**DUII Statewide Services**	**$1,343,575**	**$0**

A comprehensive traffic safety public information program was to be implemented. Materials and supplies developed through this project were to provide the general population with safe driving messages relevant to alcohol and when mixed with other intoxicating substances. DUII related PSAs in the form of billboards, print, water closet, television and radio would be considered venues of delivery. Surveys would be conducted to measure public perception, awareness, message saturation and levels of support for DUII laws. This grant was not utilized during FFY2017 because of the difficulty in spending the funds on alcohol-only projects. With the legalization of marijuana in Oregon, many of Oregon's impaired driving projects have a drug-involved component that would disqualify them from using 164AL funds.

		Awarded	Expended
164AL-17-14-02	**DUII Court 1 - City of Beaverton**	**$125,000**	**$103,366**

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 participating in the B-SOBR program. The B-SOBR program saw 10 participants graduate in December and 15 graduated in August, their largest graduating class to date. In FFY2017, B-SOBR also dealt with replacing their treatment provider that closed their doors without warning. Treatment is a critical component for the success of this program, and not just for substance abuse: 90 percent of participants have co-occurring disorders that must be addressed for successful recovery. In addition, the B-SOBR program remains active in recruiting and promoting the idea of DUII treatment courts to other municipal courts. They created a video detailing the process and benefits of a DUII court that has been shown at traffic-safety related conferences and trainings, and is promoted nationally. B-SOBR has also been successful in pursuing other funding options toward self-sustainability.

		Awarded	Expended
164AL-17-14-09	**DUII Overtime Enforcement Program - OSP**	**$150,000**	**$130,111**

Oregon State Police continue to participate in the High Visibility Enforcement events throughout the year, designated at high-incidence windows for DUII. This grant provided overtime funds for troopers working in coordinated statewide DUII-specific patrols. For FFY2017, OSP was able to provide coverage for at least 60 percent of the state with participating districts. OSP had 2,801 DUII arrests across the agency, with 97 coming from grant-funded overtime. This equates to one DUII arrest every 14.5 hours. This is a decrease in productivity from previous years where arrests were averaging one every 12.9 hours (FFY2016) and 11.7 hours (FFY2015). Staffing issues are problematic for filling shifts and coverage, as Oregon is seeing with many of its law enforcement agencies, large and small.

		Awarded	Expended
164AL-17-14-17	**DISP - Portland Police Bureau**	**$ 45,499**	**$ 42,106**

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 was to provide direct law enforcement capability to the court-based probation program with warrant sweeps, home visits for participants and regular participation in the team meetings. For FFY2017, the Portland Police Bureau was able to attempt warrant service within seven days of issuance, except in one circumstance where officer safety required a tactical delay. PPB also averaged 13 attempted home visits per month. The DISP program itself had 188 clients without warrants, and 76 with serviceable warrants, representing 29 percent of the client load. At the end of the fiscal year, the program had 140 clients with no warrants, 76 with servicable warrants, and 58 with non-servicable warrants. These numbers would indicate that DISP maintains about 30 percent of its clients in a state of violation, and is still keeping an additional 58 clients on the books, but with unservicable warrants, which in and of itself would indicate they are not regularly attending court or being held subject to the necessary oversight. This grant is not being renewed for FFY2018.

		Awarded	Expended
164AL-17-14-20	**Law Enforcement Spokesperson - DPSST**	**$100,000**	**$86,698**

This project provided funding for the management and training of all DUII related law enforcement training in the State of Oregon. Training is held at various locations, to increase the number of Standardized Field Sobriety Test (SFST) certified trainers, provide mobile video training and conduct a survey of police agencies. During the FFY2017 grant year, 665 officers received SFST training, and 15 new officers were trained as SFST instructors. Thirteen Oregon Liquor Control Commission inspectors were trained on spotting visibly intoxicated persons, and 197 officers were trained on the operations of the Intoxilyzer 8000 instrument. This grant has continually exceeded expectations for the number of officers that are trained on SFST, mobile video and DUII issues in general.

		Awarded	Expended
164AL-17-14-36	**Municipal Agencies Overtime Grants**	**$871,561**	**$522,963**

This grant project was for DUII overtime enforcement to city police departments throughout the state. Approximately 55 cities were scheduled to receive overtime funds for 2017. Cities participating in the High Visibility Enforcement events provided DUII-specific patrols at designated high-incidence windows for impaired driving in addition to targeting local events with an alcohol focus. Oregon Impact delivered and administered grants to 49 municipal law enforcement agencies across the state, including four new departments that were able to participate in the "Eclipse Grant" to accommodate for the massive influx of people coming to the state for this August 21st event. Some of those new agencies are continuing with the grants in 2018. As a result of the grant funding, an additional 802 DUII arrests were made, including 77 felony warrants. Improvements have been made to the data entry and submission process as well, in an effort to reduce the local administrative burden on small agencies. In addition, Oregon Impact spearheaded an alcohol focused media campaign designed for both social media and engagement marketing, in attempts to reach key audiences at the point of decision-making. They also arranged to partner with Uber as an alternative to driving impaired during the engagement marketing efforts.

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		Awarded	Expended
M6X-17-12-21	**DUII Enforcement – OSSA Departments**	**$400,000**	**$270,942**

The Oregon State Sheriffs Association provided mini-grants for overtime hours to county sheriff's offices for DUII saturation patrols during High Visibility Enforcement events throughout the year, designated as high-incidence windows for DUII. In FFY2017, 22 sheriff's offices from around the state participated in the HVE grant, representing 61 percent of the state's population. A total of 297 DUII arrests were made (an increase of 47 from 2016) that included 43 DUII-Drug arrests as well. Sheriff's offices participated in the required Christmas/New Years and Labor Day campaigns, but also worked local events, fairs, festivals and smaller holidays, such as Memorial Day, July 4th, Thanksgiving, St. Patrick's Day, Super Bowl, and Cinco de Mayo. Participation continues to be a challenge, however, driven mostly by staffing issues and the ismantling of specialized traffic teams in some agencies.

		Awarded	Expended
M6X-17-12-02	**Beaverton PD – No Refusal**	**$14,400**	**$7,710**

The goal of the "No Refusal" Program is to deter people from driving under the influence and prevent impaired driving crashes. The program provides a tool for law enforcement to collect and preserve time-sensitive evidence. The BPD works with prosecutors and judges to quickly obtain blood draw warrants for drivers who refuse Blood Alcohol Content (BAC) testing. Individuals suspected of impaired driving who unlawfully refuse to provide a breath test are subject to blood testing, generally conducted at the Beaverton Police Department. This grant project has been a surprise success, and with a miniscule investment of funds. Beaverton started the program to reduce the number of Implied Consent refusals and to improve the rate of prosecution. To date, the refusal rate has decreased by about 40 percent, (now only 14.3% of all DUII cases at 48 of 334, down from 25%) and there is no data on the prosecution rate, because no case involving a blood draw has yet to go to trial. All suspects have either pled guilty or entered diversion (66.6%), or the case is still pending or in warrant status. This drop in cases has led to significant court savings and staff/officer time. The Beaverton Municipal Court has been able to reduce their docket by one day a week. In addition to these savings, the Beaverton PD has been able to develop an electronic warrant/signature process in cooperation with the courts and prosecutor for ease of execution, and develop a relationship with a local ambulance provider contracted to perform the blood draws.

		Awarded	Expended
164AL-17-14-18	**ODAA - "Lethal Weapon" and Other DUII Trainings**	**$55,925**	**$38,318**

This project funded training for law enforcement officers, crash reconstructionists and prosecutors in the specific processes and investigation techniques involved in a motor vehicle crash, as well as other DUII trainings that include legal case law updates for prosecutors. In FFY2017, the Lethal Weapon conference took place September 11-13, 2017 with 31 prosecutors in attendance. Other trainings included the ODAA Summer Conference presentation with 62 prosecutors in attendance. Topics included Legal Consideration, Search Warrants, Courtroom Testimony: Preparing for Success, Occupant Kinematics, Event Data Recorders, Scene Mapping and the use of digital evidence.

Impaired Driving - Drugs (ID-D)

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 ARIDE and 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.
- 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 toxicology tests obtained as a result of a vehicle crash to be admitted into evidence to show the presence of 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 2014, 22.4 percent of all traffic fatalities were drug-related (80 deaths). Eighty-nine of the fatalities involved only alcohol; 49 involved only other drugs; and 31 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 solely by over-the-counter and/or non-controlled prescription drugs cannot be prosecuted for 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 took effect July of 2015 and includes possession limits larger than any other state, as well as home-grow provisions and allowances for hash oil and other potent concentrates. It is widely anticipated this new law will lead to an increase of impaired driving and marijuana involvement 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 2017 Legislative Session will be working to implement this law with special attention given to the implications of Impaired Driving.

- Anecdotal evidence from Oregon and Colorado is showing that a successful prosecution for drug-impaired driving is significantly harder to achieve because of the lack of understanding and case law about drug impairment and the lack of a per se limit for marijuana. This will prove challenging to offer a policy solution, as a per se limit can be equally problematic in gathering rapidly dissipating evidence.
- 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 Testing, Advanced Roadside Impaired Driving Enforcement (ARIDE), 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, 2010-2014

	2010	2011	2012	2013	2014	2010-2014 Average
Other Drug Only Fatalities	31	27	42	46	49	39
Combination Other Drug and Alcohol	17	19	28	28	31	25
Total Other Drug Only & Combination	48	46	70	74	80	64
Percent Other Drug-Involved Fatalities	15.1%	13.9%	20.8%	23.3%	22.4%	19.2%
DUII Arrests (Drugs other than Alcohol)	1,437	1,083	900	906	n/a	n/a

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

Goals

- Maintain the total number of Impaired Driving drug-related fatalities at the 2010-2014 average of 64 by 2020.
- Increase the number of active certified Drug Recognition Experts in Oregon from the 2012-2014 average of 180 to 225 by 2020.

Performance Measures[13]

- Maintain the total number of Impaired Driving drug-related fatalities from the 2012-2014 average at 75 by December 31, 2017.
- Maintain the number of active certified DREs at the current number of 198 by December 31, 2017. ***[In 2017, there were 219 active certified DREs.]***

Strategies

- Continue support for increased judicial and prosecutorial education on DUII-Drug issues.
- Collaborate with Health and Hospital systems in Oregon to educate their staff and develop (if necessary) Memorandums of Understanding for local law enforcement agencies that can eliminate problems for hospital reporting and warrant services.
- Continue support for DRE training and education programs and support a second DRE school.
- Expand ARIDE training in efforts to increase awareness and to recruit potential DRE officers from within the classes.
- 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 an administrative 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.

[13] No entry indicates 2016 data was not available at the time of this report.

- Continue to educate stakeholders, community members and policy makers on the dangers and complications of a statutorily established per se limit on marijuana impairment. Maintain and promote using DRE's whenever possible and reimbursing agencies when a DRE is called out to conduct an evaluation.

Project Summaries

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		Awarded	Expended
M6X-17-12-01	Statewide Services Program - DUII	$2,124,964	$423,193

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, social media, print, water closet, television and radio were aired. Public opinion surveys were also conducted.

		Awarded	Expended
M6X-17-12-12	DUII Multi-Disciplinary Task Force Training Conference	$130,000	$109,200

This project provided funding for an annual training conference, specifically focused on DUII issues, and to include 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 who work in the DUII subject area. The FFY2017 conference had 345 attendees from across the DUII continuum - prosecutors, law enforcement, treatment providers, judges, prevention specialists and transportation safety professionals. Some of the topics that were provided this year were: Survival Skills for Law Enforcement, The Special Vulnerabilities of Adolescence, Marijuana from Seed to Street, Legal Update/Search and Seizure, Why Youth are at the Highest Risk, Reward Deficiency Syndrome, and Addiction in the Brain and Courtroom Testimony.

		Awarded	Expended
M6X-17-12-22	**DUII Resource Prosecutor I**	**$255,326**	**$246,142**

This project provided an expert DUII prosecutor (Traffic Safety Resource Prosecutor, TSRP) who served as a resource to municipal, county and state prosecutors in handling complex DUII laws, including new marijuana DUII cases. The TSRP traveled throughout Oregon to assist with DUII cases, and participated as a trainer for prosecutors and law enforcement relating to DUII law and procedures. In FFY2017, the TSRP(1) position maintained the 729-member DUII listserve, reaching prosecutors across the state and linking them with critical updates and peer problem solving. The TSRP served as a legal pointperson for various committees and legislative workgroups when an expertise on DUII case law was essential. The TSRP(1) responded to approximately 1,100 requests for advice, as well as motions to suppress and other technical challenges. The TSRP provided numerous trainings across the state during the grant period to judges, prosecutors and law enforcement on case law updates for DUII topics.

		Awarded	Expended
M6X-17-12-24	**DUII Resource Prosecutor II**	**$199,640**	**$178,357**

This project provided a second expert DUII prosecutor (TSRP(2)) who served as a resource to municipal, county and state prosecutors in handling complex DUII laws. This position assisted with DUII cases, and developed and maintained DUII case law resources, list-serves and databases for local prosecutors working on DUII cases. This position is based within the Criminal Justice Division of the Department of Justice and works with the other TSRP (1) to increase capacity, training and services for prosecutors across the state. This grant is cost-shared with the Department of Justice (DOJ) and will last for three years before being absorbed by DOJ completely. During FFY2017, the TSRP (2) position handled 117 specific prosecutor calls for assistance. The TSRP (2) also won a DUII trial in Wheeler County, negotiated a plea deal for a Manslaughter II case in Lake County, and is currently assisting in a multiple fatality/injury investigation in Wheeler County. The TSRP(2) assisted prosecutors in 28 of Oregon's 36 counties. This grant has also provided training at the Basic DA school, as well as several other trainings in conjunction with the DRE program, SFST trainings, and legal updates to over 911 law enforcement officers, 157 prosecutors and 120 judges. This position has also updated the case law manual, the first update since 2009.

		Awarded	Expended
M6X-17-12-03	**Drug Recognition Expert – Blood Testing**	**$120,000**	**$92,829**

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. This project was initiated as a stop-gap measure until the state's toxicology laboratory is able to process blood evidence in DUII cases without a backlog that hampers successful prosecution. In FFY 2017, there was an 83 percent increase of samples tested over the previous grant year, 312 samples coming from 288 incidents. The testing showed a surprising increase in stimulant use with 42 percent of submissions positive for amphetamine, slightly surpassing cannabis at 39 percent. The grant also showed an increase of 475 percent of cases being sent to the Washington State Patrol lab, mostly because of the lowered costs in testing and the low-cost availablity of expert testimony for prosecutions. Of those cases, 54 involved a DRE evaluation.

		Awarded	Expended
M6X-17-12-06	**ODAA - "Prosecuting the Drugged Driver"**	**$49,319**	**$45,887**

This project funded training for prosecutors in the specific processes and techniques involved in a DUII-Drug arrest, investigations and trial skills, and encouraged partnerships between prosecutors and Drug Recognition Experts in dealing with the complex crime of drug-impaired driving. The FFY 2017 conference took place on March 20-23rd. It paired 33 law enforcement officers with 38 of their local prosecutors, with sections taught by the DRE program leader, Sgt. Evan Sether, and the two Oregon TSRP's, Deena Ryerson and Amy Seely. Conferece topics included the various drug categories and signs of impairment, the role of the DRE in a successful prosecution, how to qualify the DRE as an expert witness, the opportunity to try a mock DRE case and to direct exam a DRE and toxicologist, and how to respond to common defense challenges and tactics.

		Awarded	Expended
M6X-17-12-16	**Drug Recognition Expert Training (DRE)**	**$217,968**	**$196,044**

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. During the FFY2017 grant year, two DRE schools were held, adding 22 new DRE's to the state's current roster of 220. A DRE Instructor course was also held which certified five new instructors. A two-day DRE conference in partnership with the Oregon Department of Public Safety Standards and Training was held with 136 Oregon DRE's, as well as prosecutors and toxicologists. Additionally, two classes on visual system testing (HGN) were held, training 48 students. Nine ARIDE classes were held across the state, training 160 officers. This is below the target of 12 classes, however scheduling and staffing issues were problematic, especially in the more rural and understaffed areas with officers having to travel a much greater distance.

		Awarded	Expended
M6X-17-12-23	Drug Recognition Expert Overtime Enforcement Project	$137,032	$131,470

Provided for statewide overtime enforcement by DREs (Drug Recognition Experts) representing multiple law enforcement agencies. This FFY2017 grant focused on the DRE callout sytem, which saw 412 callouts during the grant period. This is a decrease from 2016 where the program had 444. This could be caused by an overall increase of DRE's, thus reducing the need for a callout when DRE's may be on staff and available immediately. DRE's are currently in 30 counties, with a few experiencing a very high callout rate - Lane County, Marion County, Linn County and the Portland Metro Area. This grant was also used to pay for instructor time at ARIDE and DRE schools, and DRE certifications. Improvements have been made in 2017 to the callout notification process and response times. Data will be available in 2018.

		Awarded	Expended
M6X-17-12-25	CLEAR Alliance Prevention Education to Reduce Impaired Driving	$253,000	$252,904

This project developed and provided educational materials and training for schools related to marijuana and impaired driving. They also developed and placed media messages targeted to youth, focusing on the dangers of marijuana and impaired driving. The key accomplishment of this FFY2017 grant was to expand the reach of the Teen Marijuana Education Course (TMEC) beyond the Central Oregon region to expand statewide. CLEAR Alliance held an instructor training for 114 people, representing 27 of 36 counties, and they are currently overwhelmed with requests for the TMEC training materials. CLEAR is partnering with Driver Education providers as well as school districts for teaching opportunities. They have also created a media campaign that supplements the educational materials, called, "Did You Know?" This campaign is on billboards and theater ads in the regions where the courses are taught.

		Awarded	Expended
M6X-17-12-17	OSP Lab Forensic Scientists (2)	$267,905	$47,521

This project funded two Forensic Scientist positions at the Oregon State Police Forensics Laboratory to aggressively reduce the backlog of toxicology evidence in DUII cases, and to train for the installation of a Liquid Chromatograph Mass Spectrometer to test for DUII blood evidence. Two successful candidates were recruited and hired in March and May of 2017. Both are working on supervised casework and training is expected to be completed in January 2018 that will enable them to do independent casework and continue to reduce the DUII toxicology backlog. The hiring process itself presented challenges and delays, although the ability to hire qualified scientists from accredited laboratories significantly aided in speeding up the training process.

		Awarded	Expended
M3DA-17-54-09	LC/MS/MS Instrument	$348,995	$0

This project was to fund a Liquid Chromatograph Tandem Mass Spectrometer for the precision analysis of blood toxicology evidence in DUII cases. Due to complications with the Buy America Act waiver process, and NHTSA not having an assigned Administrator during the year, this purchase has not yet been allowed by NHTSA, although it would qualify. As the need is still very critical, this project has been carried over to FFY2018.

Paid Media

1.3 Impaired Driving Public Information Program (Media)

1.3.1 Strategic Communications Plan

The 2017 Communications Plan was completed and approved in January. The strategy for this year's communications campaign focused on the fact that driving under the influence of marijuana, medical or recreational, can result in a DUII like driving impaired by alcohol. The creative strategy was based on research, including two new focus groups conducted in March, indicating that enforcement of impaired driving and perception of enforcement are a successful approach both nationally and here in Oregon. We focused on the presence of Drug Recognition Experts (DREs) to raise the perceived risk of apprehension when driving impaired by *any* substance. The deliverable for Planning was included in WOC #9 and had a budget of $1,800 (preliminary planning for this year had been completed in 2016).

1.3.2 :30 TV "Make The Right Choice" Re-release on Theater Screen

The TV PSA produced in 2015 was re-released to theater screens along I-5 and in Bend and The Dalles in November 2016 to reach our target audience during the peak Winter Holiday movie season. The TV spot was played in 16 theaters from November 28, 2016 to February 23, 2017 covering Thanksgiving, the winter holidays and the Super Bowl. The media budget was $20,290 and the retail value was $55,709. This deliverable was included in WOC #13 and had a budget of $27,000.

1.3.3 Pro Bono Water Closet Holiday Poster

In December 2016, Water Closet Media offered to post an Impaired Driving message poster for free in 30 locations for four weeks over the holidays. After approval from TSD, we selected to reuse an existing Water Closet poster that would work in both women and men restrooms. "Drive buzzed and you could have a real mess on your hands" was resized from a horizontal 11" x 17" to a vertical 8 ½" x 11" format. The poster was placed in 30 locations in Salem and Eugene from December 5, 2016 to January 5, 2017. Both media cost and production were free, as we donated our time in carrying out this project as a full pro bono. The media retail value for the postings was $15,270. This deliverable was not included in any WOC and had no budget.

1.3.4 New Bend Bus Transit “None for the Road”

As part of a direct contract with COIC/ Cascade East Transit in Bend, TSD programs place a variety of transits on buses circulating in the Bend area. The Impaired Driving Program reserved a passenger side, or queen, transit. For the creative, we opted for an overarching message that would include alcohol and drugs and would also accommodate the longer shelf life of the transit. A previously produced outdoor message “None for the Road” was adapted to include marijuana and installed in March 2017. This deliverable was included in WOC #13 with a budget of $3,000.

1.3.5 OTE Poster “Oregon is a Green State”

Impaired Driving is one of the TSD programs that participate in the posting of safety posters on kiosks in rest areas along Oregon freeways. Three locations for Impaired Driving messages were reserved in proximity of the Idaho border to inform out-of-state drivers about the legalization of marijuana but also of DUII enforcement and the risk of being pulled over if driving impaired by it. The concept “Oregon is a green state. We’re also a red and blue state” was selected for production, printed in a 2’ x 4’ format and installed by OTE in March 2017. This deliverable was included in WOC #13 with a budget of $2,500.

1.3.6 Reprint of OTE Poster “Oregon is a Green State”

In May 2017, at the request of the Program Manager, we reprinted 100 copies of the poster used for the OTE kiosk displays and delivered them to TSD for distribution to partnering organizations and groups. This deliverable was added after approval of the plan and was included in WOC #20 (with NHTSA Fourth of July and Labor Day Radio buys) and had a budget of $1,830.

1.3.7 Focus Groups

In the program’s Strategic Communications Plan, we identified the need to research and obtain more data specific to Oregon drivers on attitudes and behaviors regarding driving under the influence of marijuana. The results of this research would then be used to inform the new campaign materials. Two focus groups were conducted on March 28, 2017 in Portland with regular marijuana users aged 21 to 40. 16 people were recruited in two sessions, mostly males. The discussion was facilitated by a representative from an independent research company, Riley Research Associates. GARD was involved in developing the focus group discussion guide as well as the concepts tested in both sessions. After a brief discussion about habits, knowledge and general perceptions, ten concepts were tested that focused on four approaches: legal consequence, physical consequences, impairment, and social acceptability. A report was provided by the research company on April 19. The concepts that rated top with both groups in terms of message effectiveness were legal and physical consequence (hurting

others). The comments received by participants and their ratings were subsequently used to develop a billboard, a bus transits, Facebook and mobile geo-fencing ads. This deliverable was included in WOC #14 and had a budget of $22,000.

1.3.8 New Billboards

As part of the outdoor campaign, this year we produced two new billboards based on the concepts that rated best in the focus groups in terms of effectiveness. One billboard had a combined impaired driving and speeding message to support the Speed Program. The two concepts, “Driving high is a DUI” and “Drive sober. Slow down. Or pay the price” were selected for production and posted on July 1 through September 22 throughout the state. The media buy included 29 postings on traditional billboards statewide as well as 32 postings on digital billboards in the Portland and Salem areas. 67 postings for a media cost of $42,950 resulted in a total retail value of $54,260. This deliverable was included in WOC #13 and had a budget of $50,000.

1.3.9 New Bus Transit

The bus transit message also was selected based on the comments received in the focus groups. “One hits is all it takes” illustrated the risk of injuring someone else when driving impaired. This transit was posted in Portland (Kings), in Albany/Corvallis (Queens), Eugene (Kings) and Medford (Kings) from July 1 through October 20. 96 transits generated a retail value of $61,472 with a media budget of $30,736. This deliverable was included in WOC #13 and had a budget of $40,000.

1.3.10 Facebook Ads (Part 1 and Part 2)

We used Facebook to reach a target audience of adults 18-54 with messages on impairment by marijuana. The three demographic groups of males and females 18-24, 25-34 and 35-45 are the largest user segments on Facebook in Oregon. The ads were based on visuals and language tested in the focus groups. In Part 1, we released the ads: “Driving high is a DUI” and “One hits is all it takes.” This campaign ran from July 10 to August 25, but the ad “Driving high is a DUI” was canceled at the request of ODOT Communications social media manager after it generated a string of comments about marijuana impairment and enforcement, and also about an error in the text (which had been promptly corrected). Marijuana is an issue that will continue to have the potential of sparking a lively conversation on social media. In Part 2, we released animated and adapted versions of these ads (“One hits is all it takes” and “Driving high. DUI”) and a new one (“Don’t DUI it”). This third ad was based on the poster developed for OTE and also included animation. The ads in Part 2 were posted from August 31 through September 30. Reports on impressions. Both deliverables for Part 1 and 2 were included in WOC #13 with budgets of $8,000 and $10,000 respectively.

1.3.11 Geo-fencing Ads (Part 1 and Part 2)

This year, after researching additional ways to reach drivers with impaired driving messages at critical places, we included geo-fencing in our tactics. Geo-fencing is a delivery method based on cell phone GPS and is extremely effective at reaching people on various social media apps with specific messages. We used geo-fencing to reach people at events such as sports games, concerts and festivals, where alcohol and drug use tend to be higher. The media buy targeted college football, TrailBlazers and WinterHawks games as well as concerts and other events from spring to fall. Different event-specific ads were created and released in two phases, from March 4 to June 4 and from June 6 to October 14 (12 ads in Phase 1 and six in Phase 2). The ads reached our target audience of males and females 18-54 with over eight million impressions. Both deliverables, Part 1 and Part 2 were part of WOC #14 with budgets of $15,000 and $20,000 respectively.

MEDIA VALUE: The theater screen TV schedule produced an added value of $55,709. The billboard placements resulted in an added value of $20,450. The bus transit schedule provided an added value of $30,736. The free Water Closet provided an added value of $15,270.

ADDITIONAL MEDIA VALUE: During FY 2016-17, radio stations also aired the 2013 radio PSA “The call” 730 times for a total retail value of $25,550 and the 2015 PSA “Do the right thing” 709 times for a total retail value of $24,815. The total additional media value for radio is $50,005.

Oregon newspapers continued to run previously produced impaired driving print PSAs for a total retail value of $6,802.95.

TOTAL MEDIA ADDED VALUE: The total estimated media added value for this program is $178,972.95.

Judicial Outreach (JO)

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.
- Lack of education regarding impaired driving under the influence of marijuana and the new marijuana laws related to traffic safety.
- Lack of participation by Oregon Judicial Department in Transportation Safety facilitated trainings.

Judicial Outreach, 2011-2015

	2011	2012	2013	2014	2015	2011-2015 Average
No. of Judges trained during offered training sessions	78	70	81	77	67	75
No. of Court Staff/Administrators trained	85	28	24	25	20	36
No. of Prosecutors trained	132	135	109	97	113	117
Combined total of CLE Credits Approved	63	61	65	64.5	53.75	61.45

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

Goals

- Increase the number of justice and municipal court judges participating in transportation safety related judicial education programs hosted by TSD from the 2011-2015 average of 75 annually to 86 annually by 2020.
- Maintain the number of prosecutors participating in transportation safety related judicial education programs funded by TSD at the 2011-2015 average of 117 annually by 2020.
- Increase the number of training opportunities delivered by TSD for judges relating to impaired driving from the 2016 number of 1 to 2 annually.

Performance Measures[14]

- Maintain the number of prosecutors participating in education programs at the 2013-2015 average of 106 annually by December 31, 2017.
- Increase the number of judges attending a one day judicial workshop on impaired driving from the 2016 calendar base of 0 to 30 by December 31, 2017. ***[In 2017, there were zero judges attending a one day judicial workshop on impaired driving.]***
- Increase the number of circuit court judges attending trainings facilitated by TSD from the 2016 calendar base of 1 to 15 by December 31, 2017. ***[In 2017, there were three circuit court judges attending trainings.]***

Strategies

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

[14] No entry indicates 2016 data was not available at the time of this report.

Section 402

		Awarded	Expended
TC-17-24-08	**Judicial Education**	**$35,000**	**$34,852**

ODOT TSD facilitated a traffic safety related education conference to Oregon municipal, justice, and circuit court judges March 15-17, 2017. In addition to judges, the training was also offered to court administrators. In all, 71 judges attended along with 18 court administrators. Topics included autonomous vehicles, legislative updates, work zones and distracted driving as well as several other traffic safety related topics.

Additionally, prosecutors, through the Oregon District Attorney's Association (ODAA) and in partnership with ODOT TSD, attended a three day "Lethal Weapon - Crash Investigation and Prosecution" conference with law enforcement. This conference was a team approach to the investigation and prosecution of serious injury and fatal crashes.

Motorcycle Safety (MS)

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 motorcyclist crashes represented 13.4 percent of the fatal crashes in 2014 while only representing 3.2 percent of the total vehicles registered in 2014.
- Alcohol and/or drugs were involved in at least 22.7 percent of motorcyclist fatalities in 2014.
- Non-endorsed motorcyclists were involved in 25 percent of motorcyclist fatalities in 2014.
- Riding too fast for conditions, exceeding posted speed and riding impaired continue to be leading rider errors in motorcyclist fatalities.
- The average age of the fatally involved rider was 44 in 2014.

Motorcycles on Oregon Roads, 2010-2014

	2010	2011	2012	2013	2014	2010-2014 Average
Fatal Crashes	38	38	47	32	43	40
Percent of fatal crashes	13.0%	12.3%	15.4%	11.0%	13.4%	13.0%
Motorcyclists killed	38	39	49	31	44	40
Single-vehicle fatal crashes[1]	23	19	23	17	22	21
Multi-vehicle motorcycle vs. auto fatal crashes[1]	6	12	12	6	13	10
Multi-vehicle auto vs. motorcycle fatal crashes[1]	9	6	9	8	6	8
Fatalities						
Percent alcohol involved fatalities	21.1%	41.0%	28.6%	32.3%	22.7%	29.1%
Percent non-endorsed fatalities	18.4%	33.3%	16.3%	25.8%	25.0%	22.4%
Percent unhelmeted fatalities	7.9%	10.5%	6.4%	0.0%	16.3%	8.2%
Injury Crashes	768	919	1,028	953	874	908
Percent of injury crashes	3.7%	3.8%	4.2%	4.1%	3.6%	3.9%

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, 2010-2014 *(continued)*

	2010	2011	2012	2013	2014	2010-2014 Average
Registered Motorcycles	131,652	131,427	130,885	131,464	132,123	131,510
Percent of registered vehicles	3.3%	3.3%	3.2%	3.2%	3.2%	3.2%
Motorcycle fatalities per registered motorcycle (in thousands)	0.29	0.30	0.37	0.24	0.33	0.31
Observation Data						
Percent Helmet Use	96%	98%	97%	100%	n/a	n/a
Percent Motorcyclists wearing non-DOT helmet	4%	2%	3%	3%	n/a	n/a
TEAM Oregon Students Trained	8,779	10,286	11,805	11,230	11,279	10,676

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 2010-2014 average of 289 to 241 by 2020.

Performance Measures[15]

- Reduce fatal motorcycle crashes when the rider was alcohol impaired and/or involve other drugs from the 2012-2014 average of 10 to 9 by December 31, 2017.
- Reduce fatal motorcycle crashes when the rider was not properly endorsed from the 2012-2014 average of 9 to 8 by December 31, 2017.
- Reduce speed-related motorcycle crashes from the 2012-2014 average of 263 to 240 by December 31, 2017.
- Reduce fatal motorcycle crashes that occurred while negotiating a curve from the 2012-2014 average of 26 to 23 by December 31, 2017.
- Decrease motorcyclist fatalities from the 2012-2014 year average of 41 to 38 by December 31, 2017. *(NHTSA)* ***[In 2016, there were 54 motorcyclist fatalities.]***
- Decrease unhelmeted motorcyclist fatalities from the 2012-2014 average of 3 to 2 by December 31, 2017. *(NHTSA)* ***[In 2016, 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 riding under the influence of intoxicants, speeding and the consequences, and other motorcycle related topics
- Continue the implementation of the recommendations described in the 2015 NHTSA / Oregon Motorcycle Safety Program Assessment.
- Begin developing/implementing new TSAP/HSP Action Items into Oregon Motorcycle Safety Program.

[15] No entry indicates 2016 data was not available at the time of this report.

- Work with the Assistant Attorney General assigned to ODOT to develop rules applicable to motorcycle safety program.
- Continue proportional funding of the TEAM OREGON basic rider training, intermediate rider training, rider skills practice and advanced rider training courses at strategic locations throughout the state.
- Assess the potential of partnering with health care groups and rider training providers to promote ongoing learning and training for riders that complete their health engagement model questionnaire.
- Assess data needs and available resources for strategic focus on locations, riders, skill levels, and demographics to address high risk areas, high risk behavior, low enforcement locations, and Oregon specific causative factors related to severe injury and fatality crashes.
- Continue the motorcycle campaigns in the Transportation Safety Division's Public Information and Education Program, focusing on motorist awareness of motorcyclists, separating drinking/drug use and riding, correct licensing, proper protective riding gear, ongoing rider training and speed related issues.
- Work with internal and external partners to leverage messaging efforts for consistency, timeliness, and customer relevancy.
- Ensure that media products are designed to target the majority of Oregon motorcyclists, with a focus on the demographic(s) most represented in the crash statistics.
- 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

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		Awarded	Expended
M9MT-17-50-02	Motorcycle Safety Training Enhancement	$40,000	$0

This project was partially implemented. This project was to provide funding for, among other training needs, the purchase of mobile training units and purchase or repair of training motorcycles.

With the State of Michigan's Buy America Exemption request for the purchase of non-USA made motorcycles being delayed indefinitely, Team Oregon requested and received a grant adjustment to instead use the award for the purchase of a headquarters tow vehicle. Unfortunately, with both the delay of the original request (motorcycle Buy America Exemption request); and the OSU Request for Proposal (RFP) process, the manufacturer of the vehicle was unable to deliver the tow vehicle within the original award period. The vehicle has now been delivered and accepted in the new 2018 grant year under a new project using the same federal grant monies originally obligated in 2017.

		Awarded	Expended
M9MA-17-50-01	Motorist Awareness	$13,000	$13,000

This grant paid for the posting of motorist awareness advertising on one of the Bend, Oregon transit buses, the posting of existing creative material through Google advertisements, as well as the development and posting of a new Facebook social media campaign. The creative material that was developed for the Facebook campaign will be used again in 2018. This campaign generally focused on identifying links between riders and motorists and encouraged motorists' consideration of riders while driving.

Motorcycle Funds

		Awarded	Expended
MC-17-80-03	Oregon State University TEAM OREGON	[$850,000]	[$642,400]

This grant continued to pay for the administration and delivery of the mandated State of Oregon motorcycle safety training program for 5, 590 Basic Rider and eRider Basic training. The grantee continued to identify opportunities for improvement in the delivery of the training program and maintained a strong presence in the riding community through frequent event hosting and attendance to deliver "safe riding" messages.

		Awarded	Expended
MC-17-80-04	Motorcycle Safety Improvements	[$459,500]	[$313,669]

This grant was adjusted to facilitate the development of three new training sites in locations currently or projected to be over-capacity within the next two years. New sites were or are currently being developed in Redmond and in the Portland area. This project addresses the recent loss of some sites in northwest Oregon, as well as addressing the growing demand for training in one of Oregon's fastest growing counties in the State.

		Awarded	Expended
MC-17-80-01	Statewide Services Motorcycle Safety	[$80,000]	[$57,386]

The program continued its membership in the State Motorcycle Safety Administrators (SMSA) association and benefitted from the information sharing and best practices presented throughout the year. The program continued to provide support to, partner with, and benefit from the guidance of the Oregon Governor's Advisory Committee on Motorcycle Safety. The program continued to seek better ways to message the benefits of riding in a safe and legal manner through information gathering efforts (review of current and past scientific studies), media campaign decisions, and riding group engagement efforts. The program worked closely with Team Oregon to deliver comprehensive, accessible motorcycle safety training to Oregon's public.

Paid Media

A summary of the media expenditures for the Motorcycle Safety Program in 2017 follows:

- Bend Bus Transit ads including “I’m Watching. Are you?”, “Easy, Rider” and “Eyes Up, Check Twice. Back Off” were posted for $4,920.

- Water Closet Media “DUI, DOA” was placed in 33 motorcycle rider friendly pubs/taverns/bars for $9,070 and had an added value of $16,800.

- Google Ads for Driver Awareness including “Back Off, “Eyes Up”, and “Check Twice” were posted for $5,000 and produced 1,909,051 impressions.

- Facebook ads for Driver Awareness and Lane Splitting were developed and posted. The Driver Awareness ads produced 954,449 impressions. The Lane Splitting ad received over 750,000 impressions. The combined budget of the Facebook campaign was $15,540.

- Print ads were placed in three motorcycle publications to specifically address impaired riding at a budget of $10,000.

Additional media value received by the Motorcycle Safety Program is estimated at $132,850 and includes the Public Safety Announcement “It Takes Respect” for television, as well as existing print ads being run in local newspapers.

Occupant Protection (OP)

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 2015 Oregon observed use survey, 4.5 percent of front seat passenger vehicle occupants 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:** Current crash data from 2014 indicates that 43 percent of injured children under age twelve were reporting not using a child restraint system. . And although Oregon law requires use of child restraints to age eight or four feet nine inches in height, Safe Kids Worldwide indicates many children will be eight to twelve years of age before they meet this height requirement and can fit properly in an adult belt system.
- **Affordability of Child Restraint Systems:** Caregivers may have difficulty affording the purchase of child safety seats or booster seats, particularly when they need to accommodate multiple children. This contributes to non-use or to reuse of second-hand seats which may be unsafe for various reasons.

NHTSA Observed Use Survey, 2011–2015

Front Seat Outboard Use	06-10 Average	2011	2012	2013	2014	2015	2011-2015 Average
Passenger car	97%	97%	97%	98%	98%	96%	97%

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

*Not reported under NHTSA methodology changes made for 2013.

Occupant Use Reported in Crashes, 2010–2014

	2010	2011	2012	2013	2014	2010-2014 Average
Total Occupant Fatals	194	215	199	216	232	211
Number Unrestrained	50	61	61	54	61	57
Percent Unrestrained	25.8%	28.4%	30.7%	25.0%	26.3%	27.2%
Number Unrestrained, Night Time	40	55	52	55	38	48
Percent Unrestrained, Night Time	44.0%	51.4%	45.6%	48.2%	54.3%	48.7%
Total Occupants Injured	27,584	31,787	32,512	29,955	31,809	30,729
Percent Injured Restrained	89.3%	87.3%	87.4%	88.2%	96.1%	89.7%
Total Injured Occupants Under Age Twelve	1,288	1,662	1,476	1,555	1,558	1,508
Percent of Injured in Child Restraint	46.6%	42.8%	47.2%	42.4%	42.7%	44.4%

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, 2011–2015

	FFY 2011	FFY 2012	FFY 2013	FFY 2014	FFY 2015	2011-2015 Average
Seat belt citations issued	15,829	10,116	5,096	7,429	5,411	8,776

Source: TSD Grant files, 2011 - 2015, Oregon Department of Transportation (note: includes belt and child restraint)

Goals

- To increase proper safety belt use from the 2015 usage rate of 96 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 2010-2014 average of 44 percent to 53 percent by 2020.
- To reduce the percentage of unrestrained occupant fatalities from the 2010-2014 average of 27 to 23 percent, as reported by FARS, by 2020.

Performance Measures[16]

- Increase statewide observed seat belt use among front seat outboard occupants in passenger vehicles, as determined by the NHTSA compliant survey, from the 2015 usage rate of 96 percent to 97 percent by December 31, 2017. *(NHTSA)* ***[In 2016, the statewide observed seat belt use among front seat outboard occupants in passenger vehicles was 96 percent.]***
- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions from the 2012-2014 average of 59 to 54 by December 31, 2017. *(NHTSA)*
- Decrease unrestrained nighttime passenger vehicle occupant fatalities from 2012-2014 average of 48 to 44 by December 31, 2017. *(NHTSA)*
- Increase percentage of reported proper child restraint use among injured occupants under twelve years old from the 2012-2014 average of 44 percent to 48 percent by 2017.

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.

[16] No entry indicates 2016 data was not available at the time of this report.

Section 402

		Awarded	Expended
OP-17-45-01	Statewide Services – Occupant Protection	$196,000	$120,350

This project provided for contractor expenses for educational materials production and distribution; paid and unpaid media communications; the public attitude opinion survey, and the observed seat belt use survey; as well as direct purchase, reproduction and/or distribution of educational materials. Objectives were to increase public awareness regarding Oregon restraint use laws and proper use of those restraint systems in motor vehicles; increase restraint usage by motor vehicle occupants traveling in Oregon; and collect and report data on the annual seat belt usage survey for the state.

The primary focus in 2017 was House Bill 3404 that passed raising the age limit of a child required to ride rear-facing in a child restraint from age one to age two, and was effective upon signing May 25, 2017. The intent was to bring state law into alignment with the American Academy of Pediatrics recommendation for this law, to reduce injuries to children under two years old by 75 percent; and for the law to be educational and not punitive. Oregon Sheriffs and OSP provided education to the public on the law as well.

Primary expenditures this year were on media, education and outreach. The year's media calendar was determined early in the year, anticipating the child restraint law change, as well as focusing on hard-core non-users of seat belts like pick-up truck drivers. All materials were also produced in both English and Spanish, as there is a higher incidence of non-usage among Hispanic populations.

Oregon's annual Seat Belt Survey results are not final at the time of print. Observations for the 2017 survey have been completed.

		Awarded	Expended
OP-17-45-11	Statewide Instructor Development, Tech Training, & Region 1 Fitting	$85,000	$84,992

This project to Randall Children's Hospital (Legacy Emmanuel) funded administration, instructor services, and equipment & supplies necessary to train Child Passenger Safety (CPS) technicians and develop CPS instructors. Expenses included instructor fees, facility rentals, training materials/supplies, and scholarships for technician and instructor candidates (per diem travel costs, certification fees, and conference registration). Mini-grants were awarded to community fitting stations and/or alternative sentencing programs to cover costs of equipment and supplies.

ODOT Region	1	2	3	4	5
Number CPS Techs Trained FFY2017	**52**	**49**	**12**	**18**	**18**

A total of 19 Oregon-based CPS Technicians completed the Safe Travel for All Children: Transporting Children with Special Healthcare Needs training; 8 people successfully completed the School Bus Training.

109 of the eligible 225 CPS Technicians also renewed their certification status during FY 2017 (48.4%).

Three CPS Techs advanced their status from Instructor Candidate to Instructor.

Mentoring and technical support was offered to the following communities:

- Pendleton (Region 5) - January 2017
- Sisters/Redmond (Region 4) - April and June 2017
- Seaside (Region 2) - May 2017
- Newberg (Region 2) - August 2017

Six CPS Technician Proxies were also added:

- Clara Butler (Region 4 - Redmond)
- Billie-Jo Deal (Region 5 - La Grande)
- Beverly Halcon (Region 4 - Sisters)
- Kelsey Jennings (Region 2 - Albany)
- Margaret Mazzotta (Region 2 - Eugene)
- April Samples (Region 1- Canby)

The following supplies and equipment were added to distribution programs in ODOT Region 1:

- 84 convertible seats (an additional 52 seats were purchased with co-pay funds)
- 12 combination seats (an additional 32 seats were purchased with co-pay funds)
- 8 booster seats
- 50 locking clips
- 36 foam noodles
- 3 canopies
- 3 tables

Seven agencies, including Doernbecher Children's Hospital, Tom Sargent Safety Center, Multnomah County Health Department: Healthy Birth Initiatives, Safe Kids Portland Metro (Lead Agency: American Medical Response), Safe Kids Washington County (Lead Agency: Safe Kids Washington County) and Tuality Community Hospital received mini-grants for car safety seats for distribution to families in-need in ODOT Region 1.

		Awarded	Expended
OP-17-45-03 (see also M1HVE-17-46-03)	Local PD Safety Belt Overtime Mini-Grants, TSD	$59,000	$57,050

The project provided for four additional local police department agencies (in providing officer overtime for traffic enforcement and educational activities that facilitated compliance with Oregon motor vehicle restraint laws, including participation in the three, two-week high-visibility enforcement "waves", or blitzes that include the May 'Click it or Ticket' national event. Expenses to undergo initial child passenger safety certification training were covered (certification fee & lodging/travel/meals per diem). See project M1HVE-17-46-03 (additional 42 local law enforcement agency participants).

This was a sister project to M1HVE-17-46-03, that funded local police agency safety belt overtime mini-grants of overtime funds for traffic enforcement and educational activities that facilitated compliance with Oregon motor vehicle restraint laws; including required participation in three, two-week high-visibility enforcement "blitzes" (including May's 'Click It or Ticket' national event). Expenses to undergo initial child passenger safety certification training were covered for law enforcement personnel (certification fees and lodging/travel/meals per diem).

Forty-two of Oregon's local police departments participated in the HVE (high visibility enforcement) occupant protection events from these two projects.

405b

		Awarded	Expended
M1X-17-45-01	Safety Belt Survey Methodology	$19,000	$0

This project was to fund NHTSA's requirement for periodic review of site selection for the statewide observations of safety belt use. Although the project was initiated in April to issue an RFP for completing this work, there were unforeseen delays on the part of the state's procurement system and a contract was not awarded as of the end of the grant year. A contract has since been implemented and the site re-selection process will be concluded and reported by the December 15, 2017 deadline.

		Awarded	Expended
M1HVE-17-46-08	County Safety Belt Overtime Enforcement, OSSA	$355,000	$279,881

The project provided for administrative and officer overtime for traffic enforcement and educational activities that facilitate compliance with Oregon motor vehicle restraint laws, including their participation in three, two-week high-visibility enforcement "waves". Nineteen counties (of 36) participated in the first February blitz, and 21 counties participated in the second (May CIOT) and third blitz events. Forty-three percent of the total safety belt contacts and 37 percent of the total child restraint contacts were conducted outside of the three required blitz periods. A total of 38.75 hours of educational activities were conducted, including five hours for a Distracted Driving clinic, and the remainder being Child Safety Seat clinics.

Sheriff's offices utilized written press releases, radio and television interviews, and social media to inform their communities of participation in the blitz enforcement periods. Additional grant funds were awarded due to participating agency requests for larger and/or more frequent overtime patrol allocations.

	Safety Belt	Child Restraint	TOTAL
(3) Blitz periods (Feb, May, Sept):	916	40	956
Non-blitz periods:	702	23	725

COMBINED TOTAL: 1,681

		Awarded	Expended
M1HVE-17-46-02	**Statewide Safety Belt Overtime Enforcement, OSP**	**$85,000**	**$74,093**

This project provided for administrative & trooper overtime for traffic enforcement and educational activities that facilitated compliance with Oregon motor vehicle restraint laws, including required participation in three, two-week high-visibility enforcement “blitzes” in February, May and September. OSP HQ allocated 1,043 OT hours among seventeen OSP Area Commands covering the eastern, southwestern and northwestern regions of the state: Albany, Astoria, McMinnville, Newport, Portland, Salem, Central Point, Coos Bay, Klamath Falls, Roseburg, Springfield, Bend, La Grande, Ontario, Pendleton and The Dalles.

A total of 774.75 overtime hours were worked through the project. There were 1,255 vehicles stopped, 237 seat belt and 14 child seat belt citations were issued, along with 352 seat belt warnings, and 15 child seat restraint warnings. All events were publicized to local media outlets.

Expenses to undergo initial child passenger safety certification training were also provided for as needed (certification fee and lodging/travel/meals per diem). Troopers that were certified CPS technicians used 53 overtime hours. There were also 10 CPS Classes reporting 71 participants, with 21 inspections and 24 seat distributions. Troopers also attended three community fairs making over 300 contacts in providing seat belt and child seat resources information to the public.

		Awarded	Expended
M1HVE-17-46-03 (see also OP-17-45-03)	**Local PD Safety Belt Overtime Mini-Grants, TSD**	**$227,400**	**$165,180**

This was a sister project to OP-17-45-03 that funded local police agency safety belt overtime mini-grants for traffic enforcement and educational activities that facilitated compliance with Oregon motor vehicle restraint laws; it also included required participation in three, two-week high-visibility enforcement “blitzes” (including May’s ‘Click It or Ticket’ national event). Expenses to undergo initial child passenger safety certification training were covered for law enforcement personnel (certification fees and lodging/travel/meals per diem).

Forty-two of Oregon’s local police departments participated in the HVE (high visibility enforcement) occupant protection events from these two projects, resulting in a total of 6,434 seat belt citations being issued by local police departments.

		Awarded	Expended
M1CPS-17-45-01	**OCDC Child Seat Curriculum**	**$3,753**	**$3,254**

The Oregon Child Development Coalition (OCDC) led this small but worthy pilot project to design and deliver a bilingual CPS curriculum for Head Start and OCDC child care centers and staff and the families they serve; it was also submitted to Oregon’s Online Training Registry for all certified/registered child care facilities in the state. The pilot was delivered at two statewide conferences. They created a high-quality interactive presentation based on adult learning principles and best practices; completed the trainer's information packet; and delivered the training to over 140 adults. Additional trainings are pending approval by conference committees.

		Awarded	Expended
M1CPS-17-45-12	**CPS Fitting Station Report, Region 2**	**$5,900**	**$5,281**

This project supported providing child safety restraints for low income families in Region 2 to AFFCAF (Albany), CARE, Inc. (Tillamook), Safe Kids Columbia County (Rainier), Safe Kids North Coast (Warrenton), Salem Hospital (Salem), and Western Lane Ambulance District (Florence). Items purchased included car seats, booster seats, and shipping costs, with a total of 179 Child Restraint System distributed, including infant, convertible, high-back booster, low-back booster, and combination seats. Challenges continue to be retention of volunteers.

		Awarded	Expended
M1CPS-17-45-13	**CPS Fitting Station Report, Region 3**	**$5,900**	**$5,880**

Three agencies were provided mini-grants: Brookings Police Dept., Central Point Police Dept., and UCAN in Roseburg. Each of these recipients works county-wide to help with the safety problem(s). No one received funding for national CPS training as a result of this grant. However, there were 11 new CPS Technicians that went through the training and one is a LE Officer and 4 are volunteers for a police department.

Community clinics, car seat distribution events, and total seats checked:

- Josephine County: 3 clinics; 2 distribution events; and total distribution of 47 child safety seats.
- Douglas County: 2 clinics (one prior to the start of the grant); 11 seats distributed
- Curry County: 2 clinics; 3 seats distributed; 3 additional CPS educational events
- Jackson County: 3 clinics; 12 car seats distributed and 76 seats checked

CPS advocate meetings were also held in the following counties in Region 3 this grant year: Coos = 2; Curry = 0 (2 were scheduled but cancelled due to wildfire and travel restrictions); Douglas = 2; Jackson = 0 (2 scheduled but cancelled due to wildfires and travel restrictions); Josephine = 2.

		Awarded	Expended
M1CPS-17-45-14	**CPS Fitting Station Report, Region 4**	**$5,900**	**$5,811**

Four agencies were provided with mini-grant funds to support their on-going car seat distribution programs for families in their communities. These were Safe Kids Columbia Gorge (which covers 5 counties - Hood River, Wasco, Sherman, Gilliam, and Wheeler), Jefferson County Fire and Rescue, Redmond Fire and Rescue, and Sisters-Camp Sherman Fire District. 73 convertible seats, 11 combination seats, 4 infant, and 19 booster seats were purchased. Sisters Fire Station trained two CPS techs with grant funds, and Redmond Fire trained two CPS Techs with grant funds.

		Awarded	Expended
M1CPS-17-45-15	**CPS Fitting Station Report, Region 5**	**$ 5,900**	**$4,010**

Funds were provided to nine agencies in Region 5 to purchase child passenger seats for low income families. Funds purchased a total of 14 rear-facing infant; 42 Convertibles: 37 front-facing; and 24 high back booster seats. Nine agencies, including Boardman PD, DHS, Baker City PD, Wallowa Co. Health Department, Grant Co. Safe Communities, Harney Co. Safe Communities, Ontario PD, Good Shepherd Medical Center, and St. Anthony Hospital; received grants funds for child safety seats at $590 each. WCHD and GCSCC did not utilize the funds, however, and the final grant project was never completed due to staff turnover and resource issues. County CPS programs provided more than twenty-five seat clinics, and all provided seat checks by appointment and/or drop-ins for the family or caregiver.

Child passenger safety training events in Region 5:

- Child Passenger Safety Technician training in Pendleton November 30-Dec 2: New CPST= 14
- CPST Renewal in Pendleton March 13: CPSTs Renewed = 3
- New R5 CPSTs outside of November training = 2
- 1 new CPST Instructor from Pendleton
- Region 5 Transportation Safety Coodinator became CPST Proxie
- CPSTs who re-certified = 13

Twenty events at minimum included CPS awareness throughout Region 5. Grantees tracked seat checks and any program income so that funds could be utilized when ODOT funds were no longer available. One agency presented to their hospital board and received financial support as well as supporting a staff person to become a CPSTI (CPS Tech Instructor).

Paid Media

1.4 Occupant Protection Public Information Program (Media & Communications)

1.4.1 Strategic Communications Plan for 2017

While safety belt and child restraint compliance is high in Oregon, the program needs to continue reaching drivers, especially new drivers and newcomers, like Oregon's growing Hispanic population, with messages that promote using safety restraints and their correct use. Priorities for the public information campaign were promoting the new rear-facing law, increasing booster seat use for kids between the ages of 8 and 12, properly transitioning children to adult safety belts and ensuring proper use by teenagers and young drivers, especially in rural areas. Increasing safety belt us use with pick-up truck drivers was also a priority in rural areas, where there is a perception that safety belts are not necessary on roads that

are less trafficked or on short trips. Some of the campaign messages were therefore focused on ODOT Regions 3, 4 and 5. The Communications Plan was approved in December 2016. This deliverable was included under WOC #9 and had a budget of $4,460.

1.4.2 Strategic Communications Plan for 2018

This year, the planning for the 2018 campaign was started earlier than usual (in September 2017) in order to be able to produce materials starting in December. The draft plan was intended to assist with the transition to a new Program Manager by providing a platform of continuity with past campaigns. The plan, drafted in September 2017, proposes outdoor and social media joint messages with the Impaired Driving and Excessive Speeding Programs and will be finalized after further planning with the other Program Managers. This deliverable was included in WOC #24 and had a budget of $4,460.

1.4.3 Facebook Ads for Parents (Statewide)

The Facebook campaign was a continuation of last year's and targeted parents and caregivers with two messages: 1) to keep kids 8-12 in booster seats until the adult safety belt fits correctly; 2) to keep older kids in the back seat. To this purpose, we reposted two ads created in 2015, "VIPs get special seating" and "Whatever it takes to keep your kids safe." We complemented these two ads with two new ones "Survival of the fittest" and "Long live the kids" to provide some variety in the relatively long schedule. The ads were posted on Facebook targeting adults 25-45 from February 17 to September 30, covering the Safety Belt Overtime Enforcement Blitzes on February 6-19, May 15-28 and August 21 to September 3, 2017. The ads generated over 8,000,000 impressions and 1,640 clicks over the duration of the schedule. This deliverable was included in WOC #12 with a budget of $8,000.

1.4.4 Instagram Ads for Young Drivers 16-21 (Regions 2, 4 and 5)

Observation studies consistently show that fewer drivers and passengers buckle up in rural than urban areas. Recent research conducted by the Centers for Disease Control and Prevention determined that drivers in rural areas are ten times more likely to be killed in motor vehicle crashes. To educate young drivers about the risks of driving unbelted, we developed a series of ads for placement on Instagram. This social media platform continues to be the most effective venue to reach younger drivers and youth in general. The three ads "Close to home, far from help," "This guy can't save you" and "So much for getting out of this place - Buckle up and slow down" were posted targeting young drivers 18-25 from May 16 to September 30 in ODOT's Regions 2, 4 and 5. The third ad was a shared message with the Excessive Speeding Program and was placed in Region 2 to address a higher number of speeding violations and crashes in that Region. A few weeks into the schedule, we expanded the target audience to adults 18-40 because the number of impressions for the younger audience proved to be quite low in rural areas. Over the duration of the schedule, the ads generated over

750,000 impressions and almost 700 clicks. This deliverable was included in WOC #12 and had a budget of $10,000.

1.4.5 Kiosk Posters At Community Colleges

Originally planned as a Division-wide media option to reach young drivers, college campus posters were included in this program's plans although other programs opted out. We worked with Signal Campus, a media company offering campus kiosk displays at six community colleges in Oregon (one in Eugene and five in Portland). Two posters were produced for this purpose, one based on the previous year's Instagram ad, "Buckle up what your Mama gave ya" and a new one, "Connects easier than your laptop." The posters were displayed in all six colleges in kiosks located in high foot-traffic areas. The budget included 30 postings from March 1 to June 30 and September 1 to November 30. The media cost was $8,250 and no added value was available through this placement. This deliverable was included in WOC #12 with a budget of $10,000.

1.4.6 Re-release of :30 TV PSA "Broken Silence"

This year, the Occupant Protection Program focused multiple efforts on drivers in rural areas. The TV PSA "Broken Silence" was originally produced in 2010 and told the true story of a pickup truck driver who crashed on a rural road and lost his life. The story was told by one of his close friends who survived the crash. This spot allowed us to distribute a truck-specific message as part of this year's campaign without producing new materials. The TV PSA was released to all TV stations in Oregon on May 15. This deliverable was part of WOC #12 and had a budget of $4,000.

1.4.7 Release of New Spanish Version of :30 TV PSA "Secure"

The TV PSA "Secure" was produced in English in 2009. The spot encourages pickup drivers to buckle up in trucks and not to let their passengers ride in open beds. The PSA was very well suited for being translated into Spanish and used to reach Oregon's growing Latino population. The script was translated into Spanish through one of Portland's largest translation companies. The spot was re-edited and released to all Spanish-programming TV stations in Oregon on May 5, 2017. This deliverable was part of WOC #13 and had a budget of $6,000.

1.4.8 Revisions of Child Safety Seat Brochures And Poster For Parents

The existing brochure "Stumped on Safety Seats" (English and Spanish versions) and the accordion poster "Size up your child's safety needs" were revised to reflect the new law that makes it mandatory to keep small children in rear-facing seats until they're 2 years old. After translating the revised text in Spanish for the Spanish version of the brochure and making all the revisions, final print-ready files were sent to TSD for printing end of April 2017. This deliverable was part of WOC #12 with a budget of $3,000.

1.4.9 Re-release of Billboard "Don't Get Overthrown" (Regions 3, 4 and 5)

This billboard, produced and first released in 2016, targeted young drivers using a Game of Thrones theme. To support the campaign's effort in educating young drivers in rural areas to always buckle up, this year the billboard was posted in Regions 3, 4 and 5 from May 15 to July 15, 2017. 13 postings provided over $5,000 of added value with a media budget of $9,300. This deliverable was included in WOC #12 and had a budget of $11,000.

1.4.10 New Online Ads (Rural Areas)

Google ads in mobile version were designed to reach males 25-54 with the message to always buckle up when driving in rural areas. Two ads were selected for release, "Close to home. "Far from help" and "Buck-le up." The first ad was placed in Regions 3, 4 and 5 while the second ad was placed statewide, aimed also at hunters that reside near urban areas. They ran from August 15 to September 30. This deliverable was included in WOC #12 and had a budget of $12,000.

1.4.11 Re-release of :30 TV PSA "What It Takes" On Theater Screens

The :30 TV PSA produced in 2016 was released this year on theater screens in the Cinemedia network. "What it takes" targets parents and caregivers, encouraging them to keep children in booster seats until the adult safety belt fits correctly. The spot was played in 19 theater complexes along I-5, the coast and Bend. The schedule provided a total of almost 50,000 spots from August 4 through September 30, 2017. This deliverable was included in WOC #12 with a budget of $25,000.

1.4.12 Re-release of Spanish :60 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, in 2016 we developed the :60 radio Spanish PSA "Pedestal." The message is 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. This deliverable was included in WOC #12 and had a budget of $10,000.

MEDIA VALUE: When the media survey was conducted, the radio PSA "Pedestal" had just started being rotated and it was aired 180 times for a retail value of $4,320. As of September 30, 2017, the :30 TV PSA "Broken Silence" had been aired and was scheduled to air an estimated 420 times over a twelve-month period for a combined market retail value of $39,900. The :30 TV PSA "Secure" was aired or was going to air an estimated total of 2,080 times over a twelve-month period for a retail market value of $197,600.

MEDIA ADDED VALUE: The billboard media buy generated an added value of $5,200. The Theater Screen placement resulted in an added value of $38,911.

ADDITIONAL MEDIA VALUE: Radio stations continued to air Occupant Protections PSAs produced in the past during 2016-17: "Impatient" produced in 2014 was aired 730 times

for a retail value of $25,550. “Statistics Lady” was aired 60 times for a retail value of $2,100. “Little VIP” produced in 2015 was aired 624 times for a retail value of $21,840. The total retail value received by radio stations is estimated at $49,490.

A number of Oregon newspapers keeps running several previously produced child safety seat PSAs, the retail value of these placements for FY 2016-17 is estimated at $2,774.40.

TOTAL MEDIA ADDED VALUE: The total added value received by the Occupant Protection Program is estimated at $338,195.

Budget Review:
The total budget for the 2017 Occupant Protection Program was $101,920 including Strategic Planning for 2017 ($4,460, WOC #9) and Strategic Planning for 2018 ($4,460 under WOC #24). All deliverables were completed on time and on budget.

Pedestrian Safety (PS)

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, or 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, visibility continued to have a negative influence on Pedestrian deaths (wore dark clothing in the dark with or without lighting, etc.).

- For the five year period of 2009-2013 for the pedestrian-involved fatal and serious injury (F&A) crashes, an average of 41 percent of F&A crashes were coded as having Driver Error and 62 percent were coded as having Pedestrian Error.
- For 2010-2014 the top driver error in pedestrian-involved crashes is failure to yield right of way to the pedestrian.
- For 2010-2014 the top pedestrian errors were:
- Crossing between intersections
- Failure to yield right of way
- Disregarded traffic signal
- Standing or lying in roadway
- A review of Oregon crash data from 2014 shows the highest number of pedestrian injuries is in the 25-34 year old age group. The highest number of fatalities is in the 55-64 year old age group.
- In 2014, of the 56 pedestrians killed in pedestrian involved fatal crashes, 25 percent of those pedestrians (14 of 56) were reported to have used alcohol.

Pedestrians in Motor Vehicle Crashes on Oregon Roadways, 2010-2014

	2010	2011	2012	2013	2014	2010-2014 Average
Injuries						
Number	772	831	939	814	862	844
Percent of total Oregon injuries	2.5%	2.4%	2.6%	2.5%	2.5%	2.5%
Number injured Xing in crosswalk or intersection	470	501	571	512	593	529
Percent Xing in crosswalk or intersection	61.1%	63.0%	60.8%	62.9%	68.8%	62.7%
Injuries by Severity						
Major Injury	102	120	116	104	112	111
Moderate Injury	409	397	482	431	445	433
Minor Injury	261	314	341	279	305	300
Fatalities						
Number	62	47	60	52	56	55
Percent of total Oregon fatalities	19.6%	14.2%	17.8%	16.6%	15.7%	16.8%
Number of fatalities Xing in crosswalk or intersection	14	10	19	14	19	15
Percent Xing in crosswalk or intersection	22.6%	21.3%	31.7%	26.9%	33.9%	27.9%

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 2010-2014 average of 166 to 138 by December 31, 2020.

Performance Measures[17]

- Reduce pedestrian fatal and serious injuries from the 2012-2014 average of 167 to 152 by December 31, 2017.
- Reduce pedestrian fatalities from the 2012-2014 average of 56 to 51 by December 31, 2017. *(NHTSA)* ***[In 2016, there were 72 pedestrian fatalities.]***
- Reduce fatal and serious injury crashes for the primary driver error of "failed to yield right-of-way to pedestrian", from the 2012-2014 average of 41to 37 by December 31, 2017.

Strategies

- Work with GARD Communications to develop a media campaign with corresponding safety messages to pedestrians and drivers promoting sharing the road.
- Continue outreach to pedestrians and drivers promoting core messages that every intersection is a crosswalk, look out for each other, be visible, the first step to safety is yours, and heads up for safety.
- Continue working with Oregon Impact in providing pedestrian safety enforcement operations statewide with local enforcement agencies.
- Continue to update pedestrian safety educational materials and develop Spanish translation versions for statewide distribution.
- Work with Region Traffic Safety Coordinators to coordinate with interested communities the promotion of pedestrian safety messages and corresponding safety materials. Continue to work with ODOT: Active Transportation Unit in providing brochures on pedestrian/driver signals like HAWK; DMV in providing information on recently passed pedestrian legislation.

Project Summaries

Section 402

		Awarded	Expended
PS-17-68-01	**Statewide Services - Pedestrian Safety**	**$50,000**	**$41,793**

This project provided funding to the Public Information and Education and media contract to continue a campaign around motorist awareness of pedestrians, as well as the pedestrian's safety awareness. Details of the outreach and campaigns conducted throughout the year are at the end of this section. Partners included City of Bend Area Transit, the ODOT Regions, and the Safe Communities Program in distributing pedestrian safety education and coordinated safety messages. Oregon Impact was awarded to provide meaningful pedestrian fatality and serious injury data and safety materials to local law enforcement agencies conducting overtime pedestrian safety enforcement. Additional efforts provided ODOT with needed educational materials on traffic control devices (HAWK) and recently passed pedestrian legislation.

[17] No entry indicates 2016 data was not available at the time of this report.

		Awarded	Expended
PS-17-68-02	**Pedestrian Safety Enforcement and Training**	**$90,000**	**$83,451**

This project funded the overtime pedestrian safety enforcement (PSE) mini-grant program to include operations, training and evaluation, and diversion classes, to be administered by the non-profit organization 'Oregon Impact'. Grant applications were opened to all city and county agencies throughout the state. All agencies that had participated in the past were again invited to participate. OSSA also assisted in getting word out on the opportunity. The application window was from December 19, 2016 until January 13, 2017, and there were a total of 28 law enforcement agencies that were awarded.

A total of 1,138.75 hours were reimbursed from this project. All ODOT regions were represented.

PSE training was held on March 6, 2017 with thirty officers in attendance. Non-participating agencies were also invited to attend. The automated tracking and reporting system for the PSE, or Badge Data, was also adjusted to make the claims process more streamlined and efficient for the participating agencies.

The following are some of the comments made by participating LEAs (law enforcement agencies) in their final reports:

- PD made contact and educated multiple violators and in return made for a safer environment and safer drivers;
- Traffic Enforcement Unit was able to educate and increase awareness to the public regarding pedestrian safety;
- Numerous opportunities to educate citizens on pedestrian safety;
- We received some positive community feedback and a decrease in citations and overall violations from the first deployment to the last.

All contacts made were with motorists. There were 847 crosswalk citations, 882 crosswalk warnings, 640 other citations and 409 other warnings issued.

Facebook was utilized by several LEAs after the deployments to show safety issues from a walker's point of view. The agencies took advantage of these types of educational moment posts.

Paid Media

1.5 Bicyclist and Pedestrian Safety Public Information Program (Media & Communications)

1.5.1 Strategic Communications Plan

The strategic communications plans for the Bicyclist and Pedestrian Safety program were approved in April. The strategy was guided by the most recent data available about crashes involving bicyclists and pedestrians. Our message and media recommendations focused on educating drivers and vulnerable road users

about Oregon's laws and promoting the right behaviors. Both plans were billed as part of the Pedestrian Safety budget. This deliverable was included in Work Order #9 and had a budget of $4,930.

1.5.2 Pedestrian Safety TV PSA "Well Trained" on Theater Screens

The :30 PSA "Well Trained" was produced in 2016 to promote pedestrian safety. The spot featured "Walker the Dog" as the safety expert. This TV PSA was released to 20 theater complexes throughout Oregon on May 19 and aired until July 14. This deliverable was included in WOC #15 and had a budget of $13,000. A total of 54,814 spots ran on theater screens for a total retail value of $56,708.

1.5.3 Pedestrian and Bicycle Safety Bend Bus Transit Posting Fees

As part of a direct contract with COIC (Central Oregon Intergovernmental Council) in Bend, TSD is placing 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 2016. 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 and the annual posting fees were paid this year as part of WOC #15. This deliverable was included in WOC #15 and had a budget of $2,400.

1.5.4 Pedestrian Safety Facebook Ads

Two new ads were produced to raise drivers' awareness of pedestrians and placed on Facebook targeting drivers 18-54 with more emphasis on drivers over 45. Recent statistics show that in Oregon, older drivers are more likely involved in car crashes resulting in pedestrian fatalities than younger drivers. Two ad concepts, "They're out there" and "Be aware…pedestrians are everywhere" were selected for posting and placed on Facebook from July 14 through September 30. The ads produced 2,154,725 impressions and over 9,900 clicks. As part of this task, we also produced a poster version of the ad "They're out there" and delivered the artwork to TSD for printing in June. This deliverable was included in WOC #15 A 1 with a budget of $9,670.

1.5.5 Bicyclist Safety Outdoor

In negotiating traffic flow, drivers often cross bike lanes to turn without looking for oncoming bicycles. To educate drivers that it is the law to yield to bicyclists when turning, we focused on outdoor media in Portland, Salem and Eugene, where the majority of bike lanes are located. In Portland, where bus transits are available, we created the tail transit "Wait your turn to turn" and posted it on 32 buses from July 10 to August 10. For Salem and Eugene, we developed the billboard "One good turn can save another" and placed it at two locations per city over three months (from July 10 to October 10) for a total of 12 postings. This deliverable was included in WOC #15 A 1 and had a budget of $22,000.

1.5.6 Bicyclist Safety Driver's Field Guide Revisions

This project was added in WOC #15 A 2 to revise the sections concerning the safe Passage Law and law requiring drivers to yield to bicyclists when turning into a bike lane. The Field Guide was revised and a final file for online use was provided to TSD in August for posting on the website. In addition, the Program Manager requested a printable version, which was created and delivered to TSD in August for printing. This deliverable was included in WOC #15 A 2 and had a budget of $2,820.

1.5.7 Pedestrian Crossing Brochure Revisions

This project was added with the issue of WOC #23 and involved the complete redesign of an existing brochure on pedestrian crossing. The brochure is aimed at drivers and is intended to summarize all laws and rules about pedestrian crossing and safety. The new version of "Oregon Crosswalk Laws" was delivered to TSD for printing in September. This deliverable was included in WOC #23 and had a budget of $5,000.

MEDIA ADDED VALUE: The Theater Screen media buy provided an added value of $44,708. The bus transit placements provided an added value of $9,270 and the billboards had an added value of $2,370.

During FY 2016-17, radio stations aired the 2013 Pedestrian Safety radio PSA "Simple Steps" 364 times for a total value of $12,740 and the 2013 Bicyclist Safety radio PSA "Confessions of a biker" 624 times for a retail value of $21,840.

Oregon newspapers continued to run previously produced pedestrian safety print PSAs for a total retail value of $955.15.

TOTAL MEDIA ADDED VALUE: The total added value estimated for the Pedestrian and Bicycle Safety Program is $91,883.15.

Budget Review:

The original budget for the Bicyclist and Pedestrian Safety Programs in FY 2016-17 was $22,000 for Bicyclist Safety **and $30,000 for Pedestrian Safety**. It was later increased to $24,820 for Bicyclist Safety with Amendment 2 to add the revisions of the Driver's Field Guide. Amendment 1 replaced an originally planned shared vulnerable road user campaign with Facebook ads. All projects were completed on time under WOC #15 A1 and 2.

Police Traffic Services (PTS)

Link to the Transportation Safety Action Plan:

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

Speed Issues (enforcement, laws, legislative needs, equipment, public information and education.) Targeted analysis of enforcement of laws that would address corner and "run off the road" crashes.

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

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

Evidence Based Traffic Safety Enforcement Plan

The Oregon Department of Transportation, in conjunction with its law enforcement partners, provides for an evidence based traffic safety enforcement program designed to prevent traffic safety violations, crashes, and crash fatalities and injuries.
The State works with its partners to identify willing law enforcement partners with which to conduct enforcement projects. Each is designed to coordinate with national mobilizations and efforts for maximized visibility and effectiveness. The State works with agencies to provide for a continuous follow-up to the efforts, adjusting plans in response to condition changes. At the end of each funding cycle, a program area performance report is developed to evaluate the State's performance in meeting the goals, which includes regional performance and needs, cost-effective analysis of the deployed strategies , and offering suggestions for improved performance in future cycles, or a shifting of resources.

In 2017, the Oregon State Police, Oregon State Sheriff's Association, and local city police departments involved in our enforcement grants (High Visibility Enforcement), are required to participate in:

- ü Thanksgiving and Christmas/New Year's DUII enforcement activities
- ü February 6 - 19 blitz for occupant protection
- ü May 22 through June 4 blitz and emphasize Nighttime/daytime Belt Use, Prohibition of Minors in Pickup Truck beds - to complement nationwide "Click It or Ticket" mobilization
- ü August 18 through September 3 blitz and emphasize Child Seats/Fitting Station Referrals to complement National Child Passenger Safety Week

Agencies are also allowed to use grant funding for:

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

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

HVE Program Paid Media:

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IMPAIRED	Page	86
OCCUPANT PROTECTION	Page	111
PEDESTRIAN	Page	120
Safe Court. - DISTRACTED	Page	171
SPEED	Page	187

The Problem

- The need for increased enforcement resources is not generally recognized outside the law enforcement community.
- There is a need for increased training for police officers in the use of speed measurement equipment (radar/lidar), Crash Investigation Training, and traffic law and other changes from the recent legislative sessions (legalization of marijuana and its impact on impaired driving).
- There is a need to increase the available training to certified motorcycle officers in Oregon.
- Decreasing budgets and inadequate personnel prevent most enforcement agencies from responding to crashes that are non-injury and non-blocking.
- Many county and city police department's lack the resources necessary to dedicate officers to traffic teams thus would benefit from additional enforcement training and overtime grants.
- Many agencies are struggling to even maintain traffic enforcement full-time employment (traffic teams/motor units) and don't have the resources to increase traffic enforcement.

Police Traffic Services, 2010-2014

	2010	2011	2012	2013	2014	2010-2014 Average
Total Fatal Traffic Crashes	292	310	305	292	321	304
Total Injury Crashes	20,879	23,887	24,457	22,975	24,208	23,281
Total Fatalities	317	331	337	313	357	331
Total Injuries	30,493	35,031	36,083	33,149	35,054	33,962
Top 10 Driver Errors in Total Crashes:						
Failed to avoid stopped or parked vehicle ahead other than school bus	12,782	14,611	15,104	14,276	14,738	14,302
Did not have right-of-way	7,984	8,972	9,124	8,761	9,533	8,875
Ran off the Road	4,882	6,209	6,427	5,969	6,176	5,933
Failed to maintain lane	5,546	7,652	7,568	6,771	5,767	6,661
Driving too fast for conditions	4,589	5,229	4,720	4,250	4,627	4,683
Inattention	2,385	2,425	2,451	2,681	3,521	2,693
Following too closely	2,264	2,761	2,749	2,933	3,141	2,770
Improper change of traffic lanes	2,162	2,241	2,233	2,533	2,669	2,368
Left turn in front of oncoming traffic	2,112	2,304	2,286	2,026	2,377	2,221
Failed to decrease speed for slower moving	-	-	-	-	2,343	n/a
Number of Speed Involved Convictions	149,493	139,554	132,483	130,305	113,950	133,157
Total number of all entered traffic convictions	426,566	430,555	413,569	n/a	n/a	n/a
No. of Law Enforcement Officers	5,658	5,610	5,480	5,435	5,430	5,523
Officers per 1,000 Population	1.47	1.47	1.41	1.25	n/a	n/a
Number of Speed eCitations Issued	24,103	80,190	93,080	117,826	136,700	90,380
Total Number of eCitations Issued	70,000	180,039	223,189	272,993	326,970	214,638
Number of eCrash Reports Completed	1,198	3,942	8,063	9,296	12,200	6,944

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, 2005-2014

Year	Number of Traffic Stops	% Change from Previous Year
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%
2014	258,065	16.70%

Source: Oregon State Police

Goal

- Increase the number of police officers trained through TSD programs in the identification of targeted traffic safety issues to reduce crashes, serious injuries and fatalities to at least 550 police officers annually (10 percent of the total police population) by December 31, 2020.

Performance Measures[18]

- Increase training in crash investigations from the 2013-2015 average of 49 police officers to 60 officers by December 31, 2017. ***[In 2017, there were 63 police officers trained in crash investigations.]***
- Maintain the number of advanced motor officers trained at the 2015 number of 60 by December 31, 2017. ***[In 2017, there were zero advanced motor officers trained.]***
- Increase the number of officers trained statewide through a traffic safety training conference for law enforcement from the 2014-2015* number of 168 to at least 250 by December 31, 2017. ***[In 2017, there were 198 officers trained statewide through a traffic safety training conference for law enforcement.]***

*New conference started in 2014

Strategies

- Coordinate and deliver an annual Traffic Safety Education Conference for Oregon police officers.
- Provide two-day traffic crash investigation training for Oregon police officers.
- Continue to support Oregon Motor Officer training.

[18] No entry indicates 2016 data was not available at the time of this report.

Section 402

		Awarded	Expended
PT-17-30-02	E-Citation / E-Crash Form Update	$16,000	$15,480

There was a need to update the current administrative side of the Advanced Public Safety E-Cite/E-Crash for law enforcement statewide use due to the following issues:

- Legislation passed during the 2016 session (HB4093) giving counties that have received state funding to replace their courthouses the ability to request from the county's presiding judge the imposition of a $5.00 surcharge on parking and moving violations. This surcharge would be added to the citation at the time of issuance and made part of the presumptive fine. The surcharge will help fund the replacement of the county courthouse.

- Additionally, in 2015 DMV made changes to their Law Enforcement Crash Report form requiring updates. These changes were made to capture additional data including driver factors of inattentive and distracted; as well as driving under the influence of marijuana. New boxes were also added to capture pedestrian and bicyclist factors of inattentive, distracted and cell phone use.

- Lastly, there was a need to better display location information on the Driver's Exchange form.

		Awarded	Expended
PT-17-30-03	DPSST Law Enforcement Training Grant	$77,000	$64,412

This project co-funded a full-time DPSST employee who provided various traffic safety trainings throughout the state to law enforcement officers. As part of these trainings, 648 police officers received RADAR/LIDAR training and 60 officers were trained in Advanced Crash Investigations at the Lethal Weapon conference. The online RADAR/LIDAR course is also being updated with this project; however it cannot be completed until NHTSA completes their updates of the curriculum. This past year five new agencies were brought onto the eCitation and eCrash program through ODOT TSD as well. This year, the legislature also passed HB 2355, related to racial profiling and the collection of ethnicity data from traffic stops. DPSST will be involved in the training of officers as it relates to racial profiling and as outlined in the bill.

Region 1 (R1)

Link to the Transportation Safety Action Plan:

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

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

Region 1 Overview

Region 1 oversees the public's transportation investments in Clackamas, Hood River, and Multnomah counties and a portion of Washington County. Motorists, truckers, buses, and bicyclists travel more than 17 million miles on Region 1 highways every day. Region 1 is responsible for:

- 879 miles of highway
- 231 miles of urban bike facilities; 428 rural miles with shoulders bicyclists can use
- 194 miles of sidewalks and 136 enhanced crossings
- 1081 state owned bridges
- 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 are within the Region

The Problem

- More than 99 percent of the fatal and serious injury crashes in Region 1 involve human factors, as opposed to vehicle or roadway issues. Building a positive safety culture to change human behaviors is needed to continue to reduce fatal and serious injury crashes, with emphasis on positive messages, community building, and developing partnerships not only in traffic engineering, EMS, and enforcement; but looking more broadly to work with health and prevention programs and community groups.
- Intersection crashes continue to rise in Region and statewide, with fatal and serious injury crashes holding steady. Roadway departure is a major factor in Region 1 crash fatalities and serious injuries. HSIP funds are being used through the ARTS program to help address engineering solutions for intersections, and for roadway departure with curve warning signs and rumble strips.

- Speed, impaired driving, and young drivers continue to be top contributing factors in crashes resulting in fatalities and serious injuries on the roads in Region 1.
    - ü Speed fatalities rose in 2013, but were lower again in 2015while serious injuries have been dropping from their 2010-2011 level.
    - ü Fatal and serious injury crashes involving Drivers 15-20 have declined from a 2011 high, but are still fluctuating.
    - ü Alcohol impaired crash fatalities and serious injuries declined more than ten percent in Region 1 in 2014.
    - ü Legalized recreational marijuana use in Oregon state law as of July 2015 raises concerns that impaired driving due to drugs will increase; intensifying the continued need to work on human factors, and getting safety messages to resonate with drivers to be effective at changing behaviors.
- Pedestrian fatalities in Region 1 increased 7 percent in 2014 compared to the 2011-2013 average of 23. Distracted driving is becoming a greater safety threat to all modes of transportation, and is suspected to be under reported. Distraction includes use of cell-phones, GPS, computer devices as well as reading, eating, and conversation.
- With the MAP-21 and now the FAST-Act emphasizing reduction of fatal and serious injury crashes on all facilities, ODOT is transitioning to assess all roads for safety projects. Through the ARTS (All Roads Traffic Safety) program, ODOT is apportioning some of the funds to hot spots, such as identified by SPIS; and funds to systemic low cost, high benefit countermeasures applied systematically for roadway departure, intersections, and bicycle and pedestrian issues. ARTS presents new opportunities for partnerships with local governments.
- Media attention and political interest dedicated to specific locations or problems is often not related to the statistical injury potential of the actual crash problem. It’s important to continue to work in a data driven process, providing information to inform development of strategies.

Region 1, Transportation Safety Information

Fatalities - Region 1

	2010	2011	2012	2013	2014	2010-2014 Average
Clackamas County	**21**	**32**	**20**	**16**	**38**	**25**
Hood River County	**2**	**5**	**5**	**2**	**1**	**3**
Multnomah County	**31**	**38**	**45**	**52**	**28**	**39**
Washington County	**11**	**13**	**19**	**21**	**16**	**16**
Region 1 Fatalities Total	65	88	89	91	83	83
Statewide Fatalities	317	331	337	313	356	331
Region 1 Fatalities Percent of State	20.50%	26.59%	26.41%	29.07%	23.31%	25.18%
Region 1 Fatalities per 100k Population	3.90	5.24	5.25	5.30	4.69	4.88

Fatalities & Serious Injuries - Region 1

	2010	2011	2012	2013	2014	2010-2014 Average
Region 1 Fatalities & Serious Injuries	583	579	548	555	595	612
Statewide Fatalities & Serious Injuries	1,699	1,872	1,956	1,731	1,852	1,822

Speed Involved Fatalities – Region 1

	2010	2011	2012	2013	2014	2010-2014 Average
Clackamas County	**5**	**15**	**5**	**9**	**13**	**9**
Hood River County	**0**	**1**	**1**	**2**	**0**	**1**
Multnomah County	**10**	**11**	**15**	**22**	**12**	**14**
Washington County	**4**	**5**	**6**	**5**	**4**	**5**
Region 1 Speed Involved Fatalities	19	32	27	38	29	29
Statewide Total Speed Involved Fatalities	116	127	114	120	144	124
Region 1 Speed Involved Fatalities Percent of State	16.38%	25.20%	23.68%	31.67%	20.14%	23.41%
Region 1 Speed Involved Fatalities per 100k Population	1.14	1.91	1.59	2.21	1.64	1.70

Speed Involved Fatalities & Serious Injuries - Region 1

	2010	2011	2012	2013	2014	2010-2014 Average
Region 1 Speed Involved F&A Total	144	147	125	115	117	130
Statewide Total Speed Involved F&A Total	519	557	519	484	502	516

Alcohol Involved Fatalities – Region 1

	2010	2011	2012	2013	2014	2010-2014 Average
Clackamas County	**7**	**12**	**9**	**10**	**9**	**9**
Hood River County	**1**	**1**	**2**	**0**	**0**	**1**
Multnomah County	**15**	**17**	**24**	**27**	**12**	**19**
Washington County	**6**	**3**	**8**	**6**	**6**	**6**
Region 1 Alcohol Involved Fatalities	29	33	43	43	27	35
Statewide Total Alcohol Involved Fatalities	107	123	123	128	120	120
Region 1 Alcohol Involved Fatalities Percent of State	27.10%	26.83%	34.96%	33.59%	22.50%	29.00%
Region 1 Alcohol Involved Fatalities per 100k Population	1.74	1.96	2.54	2.50	1.53	2.05

Alcohol Involved Fatalities & Serious Injuries – Region 1

	2010	2011	2012	2013	2014	2010-2014 Average
Region 1 Alcohol Involved F&A Total	98	112	152	106	90	112
Statewide Total Alcohol Involved F&A Total	283	368	413	346	307	343

Population - Region 1

County	2010	2011	2012	2013	2014	2010-2014 Average
Clackamas County	**381,775**	**378,480**	**381,680**	**386,080**	**397,385**	**384,081**
Hood River County	**21,850**	**22,625**	**22,875**	**23,295**	**24,245**	**23,085**
Multnomah County	**730,140**	**741,925**	**748,445**	**756,530**	**777,490**	**752,235**
Washington County	**532,620**	**536,370**	**542,845**	**550,990**	**570,510**	**546,357**
Region 1 Total	1,666,385	1,679,400	1,695,845	1,716,895	1,769,630	1,705,758

Bicyclist and Pedestrian Involved Fatalities & Serious Injuries – Region 1

	2010	2011	2012	2013	2014	2010-2014 Average
Clackamas County	**17**	**29**	**17**	**15**	**25**	**21**
Hood River County	**0**	**2**	**1**	**0**	**2**	**1**
Multnomah County	**58**	**60**	**85**	**70**	**84**	**71**
Washington County	**19**	**23**	**31**	**22**	**19**	**23**
Region 1 Total	94	114	134	107	130	116
Statewide Total	261	246	255	220	240	234

Distracted Driver Involved Fatalities & Serious Injuries – Region 1

	2010	2011	2012	2013	2014	2010-2014 Average
Clackamas County	**8**	**9**	**4**	**7**	**4**	**6**
Hood River County	**1**	**2**	**0**	**0**	**5**	**2**
Multnomah County	**4**	**8**	**7**	**4**	**14**	**7**
Washington County	**10**	**16**	**8**	**15**	**11**	**12**
Region 1 Total	23	35	19	26	34	27
Statewide Total	114	123	138	111	154	129

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 2010-2014 average of 83 to 69 by 2020.
- Decrease serious injuries in Region 1 from the 2010-2014 average of 529 to 440 by 2020.

Performance Measures[19]

- Decrease speed involved fatalities and serious injuries in Region 1 from the 2012-2014 average of 119 to 109 by December 31, 2017.
- Decrease alcohol fatalities and serious injuries in Region 1 from the 2012-2014 average of 116 to 106 by December 31, 2017.
- Decrease roadway departure fatalities and serious injuries in Region 1 from the 2012-2014 average of 165 to 151 by December 31, 2017.
- Decrease fatalities and serious injuries in bicycle and pedestrian crashes in Region 1 from the 2012-2014 average of 124 to 113 by December 31, 2017.
- Decrease fatalities and serious injuries in crashes where the driver was age 15-20 in Region 1 from the 2012-2014 average of 80 to 73 by December 31, 2017.
- Decrease fatalities and serious injuries in motorcycle crashes in Region 1 from the 2012-2014 average of 79 to 72 by December 31, 2017.
- Decrease fatalities and serious injuries related to driver distraction in Region 1 from the 2012-2014 average of 26 to 24 by December 31, 2017.

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.

[19] No entry indicates 2016 data was not available at the time of this report.

- 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.
- Analyze 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
SC-17-35-11	**Region Speed Grants**	**$110,000**	**$ 59,281**

This project provided funds to ODOT Regions to allow for Speed Equipment, overtime to the Region’s law enforcement or other Speed-related outreach to Region residents. Mini grants were provided to four local agencies in Region 1: three for overtime (OT) enforcement (Portland - PPB, Multnomah County - MCSO, and Washington County- WCSO); and one to West Linn Police for two additional moving/stationary radar speed enforcement equipment units (on the approved NHTSA list) which were put into use for speed-related enforcement. During the total of 743 hours overtime enforcement worked by the three agencies (PPB, MCSO, WCSO), 223 citations and 842 warnings were written. All three agencies exceeded the goal of three contacts per hour, with an overall average of 3.6 contacts per hour.

M6X-17-12-31 Region Impaired Driving Program/Education $5,000 $3,233

This grant was awarded to each of ODOT's five regions to assist with impaired driving training and education programs. Impaired Driving educational materials were shared with law enforcement, local agencies, ODOT Regions, and advocates statewide involving the following messaging: "Driving high is a DUI" in relation to the legality of recreational and medicinal marijuana in Oregon; and "Drive sober. Slow down. Or pay the price" emphasized awareness of consequences from driving impaired. "Drive Sober. Slow Down" billboards were also placed in Regions 1 and 2 from July through September. were produced and distributed to partners in law enforcement, local agencies, Oregon Impact, and other ODOT Regions. At a DUII working group meeting, information on addiction treatment services was presented by Geri Bartz with Trauma Nurses Talk Tough; and John Dieter on Multnomah County courts DISP.

DE-17-24-11 Regional Services Grant $15,000 $11,187

Provided ODOT Region 1 transportation safety coordination and services throughout the region to reduce fatal and serious injury crashes by providing information, education, and outreach on a variety of transportation safety related issues, coordinating traffic safety activities, and working with local traffic safety organizations. Bicycle safety outreach materials were provided for Safe Kids day at the Zoo in May. Region 1 combined efforts with the other four ODOT Regions on distracted driving, purchasing graphics relating the story of a fatal distracted crash, and printing thousands more distracted driving brochures. The brochures highlight four types of distraction: manual, visual, auditory, and cognitive. Oregon Impact again partnered to provide driver safety messages and game kits to all the middle schools in Region 1. Public education events supported by ODOT Region 1 included:

- *Safe Kids day at the Zoo*, working with ODOT PIO's that garnered TV on hand to interview about the event;
- National Night Out in Forest Grove;
- Distracted Driving crash car trailer at the Molalla Rodeo (partner: Molalla *Drive to Zero*)
- Lake Oswego Festival of the Arts (partner: Lake Oswego Police School Resource Officer);
- West Linn Fair (partner: West Linn Police).

Region 2 (R2)

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, southwestern Clackamas, and western Washington counties. Region 2 has over 4,615 lane miles of state highways, with 868 bridges, including five movable bridges, and four 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 2010-2014, there was an average of 259 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 2010-2014, there was an average of 118 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 2010-2014, 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 2010-2014, there was an average of 61 distracted driving related fatalities and serious injuries in Region 2 per year.
- There continues to be a need to provide education and resources to local traffic safety committees on the "4-E" (education, engineering, enforcement and emergency medical services) approach to transportation safety.

Region 2, Transportation Safety Information

Fatalities & Serious Injuries – Region 2

	2010	2011	2012	2013	2014	2010-2014 Average
Benton County	**28**	**22**	**32**	**15**	**27**	**25**
Clatsop County	**31**	**40**	**26**	**35**	**26**	**32**
Columbia County	**30**	**34**	**18**	**32**	**22**	**27**
Lane County	**153**	**169**	**169**	**146**	**158**	**159**
Lincoln County	**31**	**42**	**43**	**45**	**41**	**40**
Linn County	**69**	**52**	**78**	**72**	**95**	**73**
Marion County	**87**	**104**	**100**	**114**	**172**	**115**
Polk County	**46**	**38**	**52**	**56**	**52**	**49**
Tillamook County	**30**	**43**	**46**	**20**	**31**	**34**
Yamhill County	**36**	**53**	**67**	**46**	**38**	**48**
Region 2 Fatalities & Serious Injuries Total	541	597	631	581	662	602
Region 2 Fatalities Total	105	109	112	108	126	112
Statewide Fatalities & Serious Injuries (F&A)	1,699	1,872	1,956	1,731	1,852	1,822
Region 2 F&A Percent of State	31.84%	31.89%	32.26%	33.56%	35.75%	33.06%
Region 2 F&A per 100,000 Population	44.96	49.39	51.93	47.51	53.13	49.38

Speed Involved Fatalities & Serious Injuries – Region 2

	2010	2011	2012	2013	2014	2010-2014 Average
Benton County	**5**	**12**	**12**	**1**	**6**	**7**
Clatsop County	**8**	**12**	**5**	**7**	**8**	**8**
Columbia County	**5**	**15**	**4**	**18**	**10**	**10**
Lane County	**46**	**47**	**28**	**39**	**42**	**40**
Lincoln County	**8**	**14**	**11**	**8**	**13**	**11**
Linn County	**9**	**23**	**27**	**16**	**26**	**20**
Marion County	**29**	**24**	**23**	**39**	**26**	**28**
Polk County	**12**	**14**	**15**	**12**	**15**	**14**
Tillamook County	**10**	**22**	**13**	**9**	**9**	**13**
Yamhill County	**13**	**16**	**26**	**15**	**15**	**17**
Region 2 Speed Fatalities & Serious Injuries Total	145	199	164	164	170	168
Region 2 Speed Involved Fatalities Total	33	46	39	34	45	39
Statewide Total Speed Involved F&A	519	557	519	484	502	516
Speed-Involved F&A Percent of Region 2	26.80%	33.33%	25.99%	28.23%	25.68%	28.01%
Speed-Involved F&A Percent of State	27.94%	35.73%	31.60%	33.88%	33.86%	32.60%
Speed-Involved F&A per 100,000 Population	12.05	16.46	13.50	13.41	13.64	13.81

Alcohol Involved Fatalities & Serious Injuries – Region 2

	2010	2011	2012	2013	2014	2010-2014 Average
Benton County	3	4	8	1	4	4
Clatsop County	1	9	4	4	5	5
Columbia County	2	10	2	4	4	4
Lane County	25	30	23	29	29	27
Lincoln County	0	11	7	6	3	5
Linn County	9	10	15	13	14	12
Marion County	19	27	42	32	25	29
Polk County	6	7	5	12	9	8
Tillamook County	0	7	14	6	6	7
Yamhill County	5	9	10	5	5	7
Region 2 Fatalities & Serious Injuries Total	70	124	130	112	104	108
Region 2 Alcohol Involved Fatalities Total	31	41	39	36	35	36
Statewide Total Alcohol Involved F&A	283	368	413	346	307	343
Alcohol-Involved F&A Percent of Region 2	12.94%	20.77%	20.60%	19.28%	15.71%	17.86%
Alcohol -Involved F&A Percent of State	24.73%	33.70%	31.48%	32.37%	33.88%	31.23%
Alcohol -Involved F&A per 100,000 Population	5.88	10.26	10.70	9.16	8.35	8.86

2014 Fatal and Injury Crash Data – Region 2

	Population	Fatalities	Alcohol Involved Fatalities	Fatal and Injury Crashes	F&I Crashes /1,000 Pop.	Nighttime Fatal & Injury Crashes
Benton County	90,005	5	2	399	4.43	51
Clatsop County	37,750	3	0	261	6.91	30
Columbia County	50,390	3	2	211	4.19	35
Lane County	362,150	45	10	1,805	4.98	270
Lincoln County	47,225	8	2	304	6.44	39
Linn County	120,860	16	5	730	6.04	117
Marion County	329,770	24	7	2,208	6.70	315
Polk County	78,570	10	2	352	4.48	45
Tillamook County	25,690	5	2	162	6.31	30
Yamhill County	103,630	7	3	542	5.23	77
Region 2 Total	1,246,040	126	35	6,974	5.60	1,009
Statewide Total	3,919,020	314	120	24,529	6.11	3,455
Percent of State	31.20%	40.13%	29.17%	28.43%	N/A	29.20%

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 2010-2014 average of 112 to 93 by 2020.
- Decrease serious injuries in Region 2 from the 2010-2014 average of 490 to 408 by 2020.

Performance Measures[20]

- Decrease speed related fatalities and serious injuries in Region 2 from the 2012-2014 average of 166 to 152 by 2017.
- Decrease alcohol related fatalities and serious injuries in Region 2 from the 2012-2014 average of 115 to 105 by 2017.
- Decrease roadway departure fatalities and serious injuries in Region 2 from the 2012-2014 average of 261 to 238 by 2017.
- Decrease fatalities and serious injuries in crashes where the driver was age 15-20 in Region 2 from the 2012-2014 average of 126 to 115 by 2017.
- Decrease fatalities and serious injuries in motorcycle crashes in Region 2 from the 2012-2014 average of 88 to 80 by 2017.
- Decrease distracted driving related fatalities and serious injuries in Region 2 from the 2012-2014 average of 65 to 59 by 2017.
- Decrease pedestrian involved fatalities and serious injuries in Region 2 from the 2012-2014 average of 53 to 49 by 2017.

Strategies

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

[20] No entry indicates 2016 data was not available at the time of this report.

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		Awarded	Expended
SC-17-35-12	Region Speed Grants	$90,000	$70,411

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. Four agencies received a mini-grant in Region 2: Marion, Polk and Yamhill County Sheriff's Offices, and Eugene Police Department. For the grant funded speed overtime enforcement, there were 1,710 speed citations issued (not including warnings, match hours or vehicles stopped). Speed enforcement grants were selected based on local problem identification, where overtime enforcement efforts were then conducted to reduce speed related motor vehicle fatalities and serious injuries.

		Awarded	Expended
M1CPS-17-45-12	CPS Fitting Station Support, ODOT Regions	$5,900	$5,281

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, CARE, Inc., Safe Kids Columbia County, Safe Kids North Coast, Salem Hospital, and Western Lane Ambulance District. There were approximately 179 child passenger safety seats provided during this grant year (convertibles, combination, infant, high back booster, and low back boosters).

		Awarded	Expended
M6X-17-12-32	Region Impaired Driving Programs	$5,000	$0

This grant is awarded to each of the five regions to assist with impaired driving training programs as needed for each of the regions. This grant was not initiated during the grant year due to funding restrictions and time limitations.

		Awarded	Expended
DE-17-24-12	Regional Services Grant	$22,000	$18,072

The major activities of the project were to provide funding for transportation safety coordination throughout ODOT Region 2, providing information and education on a variety of transportation safety activities, and for speed enforcement. The project provided an educational distracted driving brochure and distracted driving crash car trailer graphics, registration fees for safety events, and speed enforcement grants to Salem and Keizer Police Departments. For the grant funded speed overtime enforcement, there were 205 speed citations issued (not including warnings, match hours or vehicles stopped). Speed enforcement grants were selected based on local problem identification, where overtime enforcement efforts were then conducted to reduce speed related motor vehicle fatalities and serious injuries.

Region 3 (R3)

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

Region 3 Overview

The Oregon Department of Transportation, Region 3 encompasses the five southwestern Oregon counties: Coos, Curry, Douglas, Jackson, and Josephine. The region is primarily rural in nature however; Interstate 5 and Hwy 101 run the entire length of the region from top to bottom. The financial condition of the five counties in Region 3 indicates that they are at a higher risk of distress than most other Oregon counties.

The Problem

- Traffic fatalities are over-represented with 22.93 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 2014, 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 decreased from 179 in 2013 to 131 in 2014 in Region 3. 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 from 43 in 2013 to 34 in 2014 in Region 3 but continued work is needed to further reduce fatal and serious injury.

Region 3, Transportation Safety Information

Fatalities – Region 3

	2010	2011	2012	2013	2014	2010-2014 Average
Coos County	10	15	5	6	11	9
Curry County	8	3	0	3	4	4
Douglas County	21	12	15	13	27	18
Jackson County	16	21	14	15	17	17
Josephine County	12	13	18	12	13	14
Region 3 Total	67	64	52	49	72	61
Statewide Fatalities	317	331	337	313	314	322
Region 3 Fatalities Percent of State	21.14%	19.34%	15.43%	15.65%	22.93%	19%
Region 3 Fatalities per 100,000 Population	13.94	13.34	10.82	10.14	14.69	12.59

Fatalities & Serious Injuries – Region 3

	2010	2011	2012	2013	2014	2010-2014 Average
Region 3 Fatalities & Serious Injuries	273	288	313	306	269	290
Statewide Fatalities & Serious Injuries	1,699	1,872	1,956	1,731	1,852	1,822

Speed Involved Fatalities – Region 3

	2010	2011	2012	2013	2014	2010-2014 Average
Coos County	5	8	2	2	6	5
Curry County	1	1	0	2	1	1
Douglas County	8	3	5	3	10	6
Jackson County	6	8	8	8	9	8
Josephine County	4	2	6	3	8	5
Region 3 Speed Involved Fatalities	24	22	21	18	34	24
Statewide Total Fatalities Speed Involved	116	127	114	120	144	124
Region 3 Speed Involved Fatalities Percent of State	20.69%	17.32%	18.42%	15.00%	23.61%	19.01%
Region 3 Speed Involved Fatalities per 100k Population	4.99	4.58	4.37	3.73	6.94	4.92

Speed Involved Fatalities & Serious Injuries – Region 3

	2010	2011	2012	2013	2014	2010-2014 Average
Region 3 Speed Involved F&A Total	94	79	81	95	82	86
Statewide Speed Involved F&A Total	519	557	519	484	502	516

Alcohol Involved Fatalities – Region 3

	2010	2011	2012	2013	2014	2010-2014 Average
Coos County	**5**	**9**	**2**	**0**	**6**	**4**
Curry County	**0**	**1**	**0**	**2**	**2**	**1**
Douglas County	**5**	**4**	**2**	**7**	**6**	**5**
Jackson County	**3**	**3**	**4**	**7**	**9**	**5**
Josephine County	**7**	**8**	**7**	**8**	**6**	**7**
Region 3 Alcohol Involved Fatalities	20	25	15	24	29	23
Statewide Total Fatalities Alcohol Involved	107	123	123	128	120	120
Region 3 Alcohol Involved Fatalities Percent of State	18.69%	20.33%	12.20%	18.75%	24.17%	18.83%
Region 3 Alcohol Involved Fatalities per 100k Population	4.16	5.21	3.12	4.97	5.92	4.68

Alcohol Involved Fatalities & Serious Injuries – Region 3

	2010	2011	2012	2013	2014	2010-2014 Average
Region 3 Alcohol Involved F&A Total	53	68	61	62	52	59
Statewide Total Alcohol Involved F&A Total	283	368	413	346	307	343

Populations – Region 3

County	2010	2011	2012	2013	2014	2010-2014 Average
Coos County	**63,035**	**62,960**	**62,890**	**62,860**	**62,990**	**62,947**
Curry County	**22,355**	**22,335**	**22,295**	**22,300**	**22,470**	**22,351**
Douglas County	**107,690**	**107,795**	**108,195**	**108,850**	**109,910**	**108,488**
Jackson County	**203,340**	**203,950**	**204,630**	**206,310**	**210,975**	**205,841**
Josephine County	**82,775**	**82,820**	**82,775**	**82,815**	**83,720**	**82,981**
Region 3 Total	479,195	479,860	480,785	483,135	490,065	482,608

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 2010-2014 average of 61 to 51 or below by 2020.
- Decrease serious injuries in Region 3 from the 2010-2014 average of 229 to 191 by 2020.

Performance Measures[21]

- Decrease speed related fatalities and serious injuries in Region 3 from the 2012-2014 average of 86 to 78 by December 31, 2017.
- Decrease alcohol related fatalities and serious injuries in Region 3 from the 2012-2014 average of 58 to 53 by December 31, 2017.
- Decrease fatalities and serious injuries in motorcycle crashes in Region 3 from the 2012-2014 average of 29 to 26 by December 31, 2017.
- Reduce crashes associated with inclement weather on state highways in Region 3 from the 2012-2014 average of 578 to 528 by December 31, 2017.

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; Distracted Driving; Pedestrian 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. Oversee CPS 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.

[21] No entry indicates 2016 data was not available at the time of this report.

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

Project Summaries

Section 402

		Awarded	Expended
SC-17-35-13	Region Speed Grants	$52,095	$47,512

The major activities of the project were to provide funding for speed enforcement or speed enforcement equipment (radar/lidar) to local police agencies in Region 3. Five agencies received a mini-grant: Winston, Talent, Medford, and Roseburg Police Departments plus the Jackson County Sheriff's Office. All of the agencies received overtime enforcement grants with the exception of Talent PD who received enforcement equipment. The Winston Police Department did not utilize any of the funding for their grant and cited lack of available officers and outdated speed enforcement equipment as the reasons. There were a total of 796 speed citations written during the OT enforcement in Region 3 and 467 other citations. There were a total of 56 speed warnings given during the OT enforcement.

405b

		Awarded	Expended
M1CPS-17-45-13	CPS Fitting Station Support, ODOT Regions	$5,900	$5,800

This project provided child car seats to low income families in Region 3 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 to children. Mini-grants were provided to three agencies that partner with the Child Safety Seat Coalition in their respective counties: Brookings Police Dept., Central Point Police Dept., and Douglas County UCAN.

405d

		Awarded	Expended
M6X-17-12-33	Region Impaired Driving Programs	$14,000	$9,054

The major activity for this grant was a mini-grant to the Grants Pass Dept. of Public Safety for the purchase of Intoxilyzer equipment. Josephine County is currently operating with minimal law enforcement personnel and this equipment allows them to continue to process impaired drivers when the jail is unavailable. In addition to the mini-grant, there was a large community event in Douglas County in which 23 agencies/businesses came together to raise awareness on the dangers of drunk and drugged driving.

		Awarded	Expended
DE-17-24-13	Regional Services Grant	$15,000	$8,336

The major activities of this project were to provide funding for transportation safety coordination throughout ODOT Region 3, providing information and education on a variety of transportation safety activities plus a mini-grant for child car seats. The project provided an educational distracted driving brochure, graphics for the distracted driving crash car trailer, as well as transportation costs for the trailer's tour throughout the state (via ODOT Regions) during the summer of 2017 Legislative Session.; it also provided for registrations fees for safety events, and a child safety seat grant to the Grants Pass Dept. of Public Safety, in conjunction with the Josephine County Child Safety Seat Coalition.

Region 4 (R4)

Link to the Transportation Safety Action Plan:

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

Region 4 Overview

Region 4 encompasses Crook, Deschutes, Gilliam, Jefferson, Klamath, Lake, Sherman, Wasco, and Wheeler counties. Region 4 is rural in nature and has an estimated 2015 total population of 320,970. Region 4 has 1,972 state highway centerline miles (4,144 lane miles), three maintenance districts and one active Safe Kids Chapter (Safe Kids Columbia Gorge). Region 4 has one safety corridor on Highway 270 (OR Route 140 W) Lake of the Woods from MP 29 to MP 47.

The Problem

- In 2014, Region 4 traffic crash fatalities totaled 41, with a majority of those having speed, alcohol and roadway departure as a contributing factor.
- Alcohol as a contributing factor in a fatality accounted for an increase of 20 in 2014 from 12 in 2013. Based on 2014 data, 49 percent of all fatalities in Region 4 were alcohol involved. There are 35 alcohol involved fatal and serious injuries (Injury A) in 2014, down from 38 in 2013. Highest counties for alcohol involved fatalities were Deschutes (17), Klamath (8) and Jefferson (4) in Region 4 in 2014. Any fatality with alcohol as a contributing factor is unacceptable.
- Speed as a contributing factor accounted for 19 fatalities in 2014 or 46 percent of all fatalities in Region 4. 2014 data shows 73 fatal and serious injuries (Injury A) which is an increase from 59 in 2013. Highest counties for fatalities were Deschutes (8), , Klamath (5) and Jefferson (3).
- Roadway Departure as a contributing factor makes up a large percentage of fatalities and serious injuries (Injury A) in Region 4. In 2014, there was a decrease to 76 Fatal and Injury A's in Region 4 from 83 in 2013. Out of the fatalities, they accounted for 51 percent of all fatalities in Region 4 in 2014. During 2010-2014, the average was 105 for fatalities and serious injuries (Injury A).

Fatalities & Serious Injuries – Region 4

	2010	2011	2012	2013	2014	2010-2014 Average
Crook County	16	10	16	16	16	15
Deschutes County	55	74	80	64	64	67
Gilliam County	3	2	4	1	1	2
Jefferson County	22	17	23	13	35	22
Klamath County	44	37	65	37	44	45
Lake County	11	8	6	13	5	9
Sherman County	11	8	4	2	3	6
Wasco County	16	35	19	20	18	22
Wheeler County	5	2	1	2	1	2
Region 4 Fatalities & Serious Injuries Total	183	193	218	168	187	190
Region 4 Fatalities Total	317	331	337	313	357	331
Statewide Fatalities & Serious Injuries (F&A)	1,699	1,872	1,956	1,731	1,852	1,822
Region 4 Percent of State	10.77%	10.31%	11.15%	9.71%	10.10%	10.41%
Region 4 F&A per 100,000 Population	56.17	62.99	70.79	54.02	58.26	61.20

Speed Involved Fatalities & Serious Injuries – Region 4

	2010	2011	2012	2013	2014	2010-2014 Average
Crook County	7	7	7	4	9	7
Deschutes County	16	24	25	20	23	22
Gilliam County	0	1	3	0	0	1
Jefferson County	15	4	10	3	12	9
Klamath County	20	12	16	12	15	15
Lake County	5	3	4	9	2	5
Sherman County	4	3	2	2	1	2
Wasco County	8	20	12	8	11	12
Wheeler County	5	1	0	1	0	1
Region 4 Fatalities & Serious Injuries Total	80	75	79	59	73	73
Region 4 Speed Involved Fatalities Total	22	14	13	12	19	16
Statewide Total Speed Involved F&A	519	557	519	484	502	516
Speed-Involved F&A Percent of Region 4	43.72%	38.86%	36.24%	35.12%	39.04%	38.59%
Speed-Involved F&A Percent of State	15.41%	13.46%	15.22%	12.19%	14.54%	14.17%
Speed-Involved F&A per 100,000 Population	26.20	24.48	25.65	18.97	22.74	23.61

Alcohol Involved Fatalities & Serious Injuries – Region 4

	2010	2011	2012	2013	2014	2010-2014 Average
Crook County	6	1	4	0	2	3
Deschutes County	6	20	19	15	17	15
Gilliam County	0	0	1	1	0	0
Jefferson County	7	4	6	2	4	5
Klamath County	15	12	10	12	8	11
Lake County	2	3	2	3	2	2
Sherman County	3	2	2	0	1	2
Wasco County	2	3	5	5	1	3
Wheeler County	0	0	1	0	0	0
Region 4 Fatalities & Serious Injuries Total	41	45	50	38	35	42
Region 4 Alcohol Involved Fatalities Total	107	123	123	128	120	120
Statewide Total Alcohol Involved F&A	283	368	413	346	307	343
Alcohol-Involved F&A Percent of Region 4	22.40%	23.32%	22.94%	22.62%	18.72%	22.00%
Alcohol -Involved F&A Percent of State	14.49%	12.23%	12.11%	10.98%	11.40%	12.24%
Alcohol -Involved F&A per 100,000 Population	12.58	14.69	16.24	12.22	10.90	13.49

2014 Fatal and Injury Crash Data – Region 4

	Population	Fatalities	Alcohol Involved Fatalities	Fatal and Injury Crashes	F&I Crashes /1,000 Pop.	Nighttime Fatal and Injury Crashes
Crook County	21,085	1	0	116	5.50	15
Deschutes County	170,740	13	7	800	4.69	111
Gilliam County	1,975	0	0	30	15.19	4
Jefferson County	22,445	10	1	117	5.21	16
Klamath County	67,110	11	5	380	5.66	66
Lake County	8,010	0	0	45	5.62	7
Sherman County	1,790	1	1	50	27.93	10
Wasco County	26,370	5	0	142	5.38	27
Wheeler County	1,445	0	6	15	10.38	1
Region 4 Total	320,970	41	20	1,695	5.28	257
Statewide Total	4,013,845	356	120	24,529	6.11	3,455
Percent of State	8.00%	11.52%	16.67%	6.91%	N/A	7.44%

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 2010-2014 average of 41 to 34 by 2020.
- Decrease serious injuries in Region 4 from the 2010-2014 average of 155 to 129 by 2020.

Performance Measures[22]

- Decrease speed involved fatalities and serious injuries in Region 4 from the 2012-2014 average of 70 to 65 by December 31, 2017.
- Decrease alcohol involved fatalities and serious injuries in Region 4 from the 2012-2014 average of 41 to 37 by December 31, 2017.
- Decrease the number of roadway departure fatalities and serious injuries from the 2012-2014 average of 99 to 90 by December 31, 2017.

Strategies

- Reduce speed involved fatalities and serious injuries in Region 4 by working with local agencies (law enforcement and community groups).
- Reduce alcohol involved fatalities and serious injuries in Region 4 by working with local agencies (law enforcement, OLCC, and community groups).
- Educate parents/caregivers on the importance of proper use of child passenger safety seats through work with local child passenger safety advocates and community groups.
- Work with ODOT, Oregon State Police and local communities on safety efforts for the safety corridor established in April 2005 on Highway 270 (Oregon Route 140 W) Lake of the Woods from mile point 29 to mile point 47.
- Advocate for transportation safety in Region 4 by providing information and education on all aspects of traffic safety, coordinating traffic safety activities, and work with community organizations, schools and local traffic safety committees.

[22] No entry indicates 2016 data was not available at the time of this report.

Project Summaries

Section 402

		Awarded	Expended
SC-17-35-14	Region Speed Grants	$18,496	$11,980

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 4. Five agencies received a mini-grant in Region 4: Sunriver, Redmond, Prineville, Black Butte Ranch, and the Madras Police Departments. For the grant funded speed overtime enforcement, there were 291 speed citations issued (not including warnings, match hours or vehicles stopped). Speed enforcement grants were selected based on local problem identification, where overtime enforcement efforts were then conducted to reduce speed related motor vehicle fatalities and serious injuries.

405b

		Awarded	Expended
M1CPS-17-45-14	CPS Fitting Station Support, ODOT Regions	$5,900	$5,811

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), Jefferson County Fire and Rescue, Redmond Fire and Rescue, and Sisters-Camp Sherman Fire District. There were approximately 107 child passenger safety seats provided during this grant year (convertibles, combination, infant, high back booster, and low back boosters).

405d

		Awarded	Expended
DE17-24-14	Region Grant	$14,602	$7,042

The major activities of the project were to provide funding for transportation safety coordination throughout ODOT Region 4, providing information and education on a variety of transportation safety activities and speed enforcement. The project provided an educational distracted driving brochure and distracted driving crash car trailer graphics, as well as transportation costs for the trailer’s tour throughout the state (via ODOT Regions) during the summer of 2017, in anticipation of the revised distracted driving law from the 2017 Legislative Session; it also provided for registration fees for safety events, and child safety seat grants to the Klamath Tribal Health, Lake County Hospital, and Bend Fire and Rescue.

		Awarded	Expended
M6X-17-12-34	Region Impaired Driving Programs	$5,000	$3,800

The major activity of this grant was to create an advertisement to encourage parents to have a conversation about the dangers of driving while ‘high’ on marijuana to their teenagers. The ad also directed them to a website with information to share, along with strategies for talking to their teens.

Region 5 (R5)

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 no active safety corridors.

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

The Problem

- As of March 1, 2016, several of rural highways in Region 5 will have speed limit increases from 55mph to 65mph. I-84 from The Dalles to the Idaho border will be increased from 65mph to 70mph as well as HWY 95 in Malheur County.
- In 2014, traffic fatalities continued to be a major issue in Region 5 with 34 deaths.
- In 2014, serious injuries due to traffic crashes totaled 105.
- In 2014, alcohol was involved in 15 deaths and serious injuries in Region 5, up from 13 in 2013.
- In 2014, 43 percent of all Region 5 fatalities and serious injuries were speed involved, totaling 60.
- Traditionally, a large percentage of fatalities and serious injuries are caused by roadway departures due to the rural nature of the region. 2014 was no exception, with 82 fatalities and serious injuries. This represents 59 percent of the total F&A's in Region 5 for 2014.
- In 2014, 7 percent of all Region 5 fatalities and serious injuries (Injury A) were due to motorcycle crashes.

Fatalities – Region 5

	2010	2011	2012	2013	2014	2010-2014 Average
Baker County	3	3	4	2	5	3
Grant County	2	2	1	1	0	1
Harney County	6	3	2	2	5	4
Malheur County	5	4	6	8	3	5
Morrow County	1	3	1	2	3	2
Umatilla County	11	11	27	11	12	14
Union County	3	4	1	2	1	2
Wallowa County	1	0	2	1	5	2
Total Region 5	32	30	44	29	34	34
Statewide Fatalities	317	331	337	313	356	331
Region 5 Fatalities Percent of State	10.09%	9.06%	13.06%	9.27%	9.55%	10.21%
Region 5 Fatalities per 100,000 Population	17.64	16.37	23.92	15.67	18.17	18.33

Serious Injuries – Region 5

	2010	2011	2012	2013	2014	2010-2014 Average
Baker County	10	11	9	9	7	9
Grant County	7	9	7	2	3	6
Harney County	3	6	4	1	6	4
Malheur County	19	11	16	21	18	21
Morrow County	5	5	3	10	6	6
Umatilla County	25	27	45	35	57	38
Union County	10	11	13	11	7	10
Wallowa County	8	5	5	3	1	4
Region 5 Serious Injuries Total	87	85	102	92	105	94

Fatalities & Serious Injuries - Region 5

	2010	2011	2012	2013	2014	2010-2014 Average
Region 5 Fatalities & Serious Injuries	119	115	146	121	139	128
Statewide Fatalities & Serious Injuries	1,699	1,872	1,956	1,731	1,852	1,822

Speed Involved Fatalities –Region 5

	2010	2011	2012	2013	2014	2010-2014 Average
Baker County	2	2	3	1	2	2
Grant County	2	2	1	1	0	1
Harney County	3	2	0	1	1	1
Malheur County	4	0	1	3	2	2
Morrow County	0	2	0	1	2	1
Umatilla County	6	4	16	4	5	7
Union County	1	1	0	1	1	1
Wallowa County	0	0	0	1	4	1
Region 5 Speed Involved Fatalities	18	13	21	13	17	16
Statewide Total Speed Involved Fatalities	116	127	114	120	144	124
Region 5 Speed Involved Fatalities Percent of State	15.52%	10.24%	18.42%	10.83%	11.81%	13.36%
Region 5 Speed Involved Fatalities per 100k Population	9.87	7.09	11.41	7.02	9.08	8.90

Speed Involved Fatalities & Serious Injuries - Region 5

	2010	2011	2012	2013	2014	2010-2014 Average
Region 5 Speed Involved F&A Total	56	57	70	51	60	58
Statewide Speed Involved F&A Total	519	557	519	484	502	516

Alcohol Involved Fatalities – Region 5

	2010	2011	2012	2013	2014	2010-2014 Average
Baker County	0	1	0	1	0	0
Grant County	0	0	0	1	0	0
Harney County	0	1	1	1	3	1
Malheur County	2	2	3	3	0	2
Morrow County	0	1	0	1	2	1
Umatilla County	5	4	3	5	5	4
Union County	1	1	0	0	1	1
Wallowa County	0	0	1	1	4	1
Region 5 Alcohol Involved Fatalities	8	10	8	13	15	11
Statewide Total Alcohol Involved Fatalities	107	123	123	128	120	120
Region 5 Alcohol Involved Fatalities Percent of State	7.48%	8.13%	6.50%	10.16%	12.50%	8.95%
Region 5 Alcohol Involved Fatalities per 100k Population	4.39	5.46	4.35	7.02	8.02	5.85

Alcohol Involved Fatalities & Serious Injuries - Region 5

	2010	2011	2012	2013	2014	2010-2014 Average
Region 5 Alcohol Involved F&A Total	21	19	20	28	26	23
Statewide Total Alcohol Involved F&A Total	283	368	413	346	307	343

Populations – Region 5

County	2010	2011	2012	2013	2014	2010-2014 Average
Baker County	16,185	16,215	16,210	16,280	16,425	16,263
Grant County	7,460	7,450	7,450	7,435	7,430	7,445
Harney County	7,445	7,375	7,315	7,260	7,295	7,338
Malheur County	31,345	31,445	31,395	31,440	31,480	31,421
Morrow County	11,175	11,270	11,300	11,425	11,630	11,360
Umatilla County	76,000	76,580	77,120	77,895	79,155	77,350
Union County	25,810	25,980	26,175	26,325	26,625	26,183
Wallowa County	7,005	6,995	7,015	7,045	7,100	7,032
Region 5 Total	182,425	183,310	183,980	185,105	187,140	184,392

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 2010-2014 average of 34 to 28 by 2020.
- Decrease serious injuries in Region 5 from the 2010-2014 average of 94 to 78 by 2020.

Performance Measures[23]

- Decrease speed involved fatalities and serious injuries in Region 5 from the 2012-2014 average of 60 to 55 by December 31, 2017.
- Decrease alcohol involved fatalities and serious injuries in Region 5 from the 2012-2014 average of 25 to 23 by December 31, 2017.
- Decrease roadway departure fatalities and serious injuries in Region 5 from the 2012-2014 average of 82 to 75 by December 31, 2017.
- Decrease fatalities and serious injuries in motorcycle crashes in Region 5 from the 2012-2014 average of 16 to 14 by December 31, 2017.

[23] No entry indicates 2016 data was not available at the time of this report.

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.
- Enhance programs by providing resources and information to existing local transportation safety committees.
- Provide mini-grants to local jurisdictions for DUII community education, speed enforcement and/or equipment, and for child passenger safety equipment, supplies, and/or training.
- Identify areas with speed related crashes specifically around road departure and/or winter conditions to reduce the violations and crashes through increased enforcement and education.
- Hold public clinics/fitting stations, trainings or educational presentations throughout Region 5. Retain the CPS Technicians that are already certified and ensure that they feel knowledgeable and confident about their skills.
- Identify areas of Region 5 that may be underrepresented by DRE Officers and/or Officers certified in ARIDE to increase and/or enhance the capacity for DUII enforcement. Recruit officers for these specialized training opportunities in rural and frontier areas in Eastern Oregon to reduce DUII crashes through enforcement and education.

Project Summaries

Section 402

		Awarded	Expended
SC-17-35-15	Region Speed Grants	$20,000	$18,722

The major activities of this project were to provide funding for speed overtime enforcement or speed enforcement radar/lidar equipment to local Police Departments and Sheriff's Offices in Region 5. Six local agencies received mini- grants including: Baker County Sheriff's Office (overtime), Hines Police Department (overtime), Malheur County Sheriff's Office (equipment), Milton-Freewater Police Department (equipment), Pendleton Police Department (equipment), and Umatilla Police Department (equipment). A total of seven pieces of equipment were purchased with 119.75 hours of straight time speed enforcement provided as match for these grants, and for the OT grants, a total of 117 hours were worked with 49 straight time speed enforcement hours worked as match. A total of 94 speed citations and 24 speed warnings were written during the OT hours and a grand total of 975 speed citations and warnings were written as match.

		Awarded	Expended
DE-17-24-15	**Regional Services Grant**	**$14,729**	**$10,051**

The major activities of the project were to provide funding for transportation safety coordination throughout ODOT Region 5, providing information and education on a variety of transportation safety activities:

- Speed enforcement grants (OT or equipment)
    - Burns Police Department
    - Hermiston Police Department
    - Wallowa County Sheriff's Office
- Child passenger safety grants
    - Travel expenses for a Deputy from the Morrow County Sheriff's Office to attend CPST training
- Distracted driving crash car trailer graphics and materials needed to secure the crash car trailer for its statewide tour April - September, 2017
- Registration fees for safety events
- Pedestrian safety books utilized throughout Region 5 in coordination with presentations to elementary schools

For the speed overtime enforcement projects, a total 41 OT hours were worked during which 7 citations and 21 warnings were written, while 2 citations and 18 warnings were written during the straight time speed enforcement for match.

Of the two speed enforcement equipment grants awarded, only Hermiston was able to implement their grant in purchasing two pieces of equipment. They provided a total of 12 hours straight time speed enforcement as match where a total of 21 speed citations and warnings were written.

The Wallowa County Sheriff's Office was not able to implement their grant this year due to personnel cuts in the agency. The CPST grant to Morrow County Sheriff's Office provided support to send one Deputy (who is also an SRO) to training to become certified. His time and mileage were provided as match to the grant.

405b

		Awarded	Expended
M1CPS-17-45-15	CPS Fitting Station Support, ODOT Regions	$5,900	$4,009

This grant provided child safety seats to low income families in Region 5 in conjunction with education to parents/caregivers on the proper installation of seats. Without this program, five out of the eight counties in Region 5 would have nowhere in the county to purchase a child safety seat. Mini grants were awarded to ten local agencies including Baker City Police Department, Boardman Police Department, DHS D13, Good Shepherd Medical Center, Harney County Safe Communities, Ontario Police Department, and St. Anthony Hospital.

Grant County Safe Communities had a change in hospital staffing for the program, and one of their technicians lost their certification and had to wait to attend a class to regain certification, leaving only one person in the county certified, which negatively affected implementation of the project.

The La Grande Fire Department lost their Chief shortly after they were awarded the grant (he was the Project Director), and were not able to implement the funds this year.

The Wallowa County Health Department was not able to implement their grant because their Administrator (who was listed as Project Director) resigned from the position part way through the year and the County made the decision not to fill the position. This left only one staff person at the Health Department (who was the only certified technician), and with new duties and responsibilities, she ran out of time and eventually let her certification expire leaving no one currently certified to run the project.

Of the seven agencies that implemented their projects, a total of 117 seats were purchased for distribution and a total of nine CPS clinics were held within the grant year.

405d

		Awarded	Expended
M6X-17-12-35	Region Impaired Driving Programs	$5,350	$2,714

This project funded two activities this year. The first provided two training opportunities for law enforcement on current alcohol and other drug trends. Both trainings were collaborations with other agencies. A total of 64 participants showed up for both trainings. These were collaborative events that were open to other professions as well: LE represented 22 percent of the participants overall with other participants coming from 911 dispatch, Parole and Probation, Medical, Prevention, EMT, Fire, Schools, Mental Health, and Case Workers.

The second funded activity was to work with School Resource Officers (SRO) in Region 5 to bring in a speaker about the dangers of DUII, and to encourage making positive choices. They presented to four schools in Baker and Malheur Counties, reaching approximately 800 students.

Roadway Safety (RS)

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.)
- There are many engineering related problem statements within the HSIP chapter thus the Roadway Safety chapter will focus on non-engineering.
- The SMS should continue to be designed to help monitor implementation of the OTSAP and to assist with evaluating the effectiveness of individual actions and overall system performance.

The Problem

- There is 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.
- 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.
- Roadway safety engineering related trainings do not cover the identified need.
- Road authorities find it difficult to attend necessary highway safety training.
- There is a growing need to conduct jurisdictional traffic control device assessments, only some are covered through services provided by Oregon State University.

Traffic Rates in Oregon, 2010-2014

	2010	2011	2012	2013	2014	2010-2014 Average
National Traffic Fatality Rate[1]	1.09	1.09	1.13	1.10	1.07	1.10
Oregon Traffic Fatality Rate[1]	0.94	0.99	1.02	0.93	1.03	0.98
Highway System, Non-freeway Crash Rate[2]	1.31	1.48	1.51	1.45	1.53	1.46
Highway System Rural Non-freeway Crash Rate	0.80	0.80	0.81	0.76	0.81	0.80
Highway System, Freeway Crash Rate	0.41	0.44	0.46	0.47	0.51	0.46
County Roads/City Streets Crash Rate	1.82	2.04	2.08	2.00	2.11	2.01

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 from the 2010-2014 average of 30 to 36 by 2020.
- Increase the number of state and local public works and law enforcement staff trained on various engineering, enforcement and transportation safety related topics from the 2010-2014 average of 612 to 731 by 2020.

Performance Measures[24]

- Increase the number of trainings and local workshops for state and local public works; and law enforcement staff on various roadway safety related topics including human factors engineering from the 2012-2014 average of 30 to 33 by December 31, 2017. ***[In 2017, there were 28 trainings and local workshops.]***
- Increase the number of state and local public works and law enforcement staff trained on various engineering, enforcement and transportation safety related topics from the 2012-2014 average of 612 to 669 by December 31, 2017. ***[In 2017, there were 557 state and local public works and law enforcement staff trained on various engineering, enforcement and transportation safety related topics.]***

Strategies

- Participate on the following ODOT efforts in order to continue the enhancement of roadway safety:
    - ü Highway Safety Engineering Committee (HSEC)
    - ü Statewide Pavement Committee
    - ü Research projects and Expert Task Group(s)
    - ü Informal Safety Committee
- Provide 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).

[24] No entry indicates 2016 data was not available at the time of this report.

FHWA/Highway Safety Improvement Program

		Awarded	Expended
RS-17-77-01	Engineering Safety Short Courses and Distance Learning & Human Factors Engineering	$300,000	$299,716

This project provided transportation safety engineering training to traffic engineers, analysts, transportation safety coordinators, enforcement personnel and public works staff and officials. Training consisted of Traffic Engineering Fundamentals, Human Factors, Fundamentals of Transportation Safety, Highway Safety Manual, Uniform Traffic Control Devices and the Highway Capacity Manual. Five Oregon jurisdictions received on-site traffic control device and safety engineering reviews conducted by several safety engineering specialists as documented in individual reports (Redmond, Phoenix, Klamath Falls, Wheeler County, and Medford School Zones). The Human Factors training was also provided to internal ODOT staff. The training covered methods within the latest Human Factors Guide. Twenty-eight courses were held, and 557 participants completed them during the grant year.

		Awarded	Expended
RS-17-77-04	Safety Features for Local Roads and Streets	$150,000	$148,874

This project provided traffic safety engineering and related police enforcement training to local officials, public works staff and local traffic safety committees by holding free workshops at various locations around the state. These trainings developed and enhanced local agency guidance documents, and provided additional local agency services to enhance safety knowledge and application in their jurisdictions.

		Awarded	Expended
RS-17-77-05	Safety Corridor Education and Enforcement	$60,000	$55,415

This project provided state and local police agency overtime enforcement and education materials for priority safety corridors statewide. Overall there were 592 overtime hours worked with 1,434 vehicles stopped, reporting: 1 DUII arrest, 264 speed citations, 5 seatbelt citations, 217 other citations, 762 speed warnings, 12 seatbelt warnings, and 562 other warnings.

Safe & Courteous Driving (SC)

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 seventh most common driver error in Oregon for 2014, 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 2010-2014, 54 people died and 4,143 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 2010-2014 there were 58 fatal crashes, 58 fatalities and 14,186 injuries that were caused by crashes involving a distracted driver.
- From 2010-2014 there were 15 fatal crashes, 15 fatalities and 1,175 injuries that were caused by drivers reported to have been using a cell phone at the time of the crash. These crashes are underreported, convictions for this offense during the same time period totaled 88,626 in Oregon.
- A recent Appellate case changed the definition in Oregon of what law enforcement is allowed to site for, related to hand held communication. Drivers can only be cited if they are witnessed talking or texting on their hand-held device. It is likely that this law will be clarified and improved during the 2017 legislative session.
- Not only is distracted driving a problem, but distracted pedestrians and bicyclists seem to be on the rise, this is a problem that Oregon is taking on.

Oregon Driver reported to have used Cell Phone,
Fatalities and Injuries 2010-2014

Year	Fatalities	Injuries
2010	3	161
2011	4	238
2012	1	296
2013	4	235
2014	3	245
Total	15	1,175

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

Oregon Cell Phone Use Convictions 2010-2014

Year	Convictions
2010	9,848
2011	16,643
2012	22,892
2013	21,520
2014	17,723
Total	88,626

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 2010-2014 average of 11 to 8 by 2020.
- Decrease drowsy driving injuries from the 2010-2014 average of 829 to 691 by 2020.
- Decrease distracted driving fatalities related to driver use of a cell phone from the 2010-2014 average of 3 to 2 by 2020.
- Decrease distracted driving injuries related to driver use of a cell phone from the 2010-2014 average of 235 to 196 by 2020.

Performance Measures[25]

- Decrease drowsy driving fatalities from the 2012-2014 average of 9 to 8 by 2017.
- Decrease drowsy driving injuries from the 2012-2014 average of 854 to 779 by 2017.
- Decrease distracted driving fatalities related to driver use of a cell phone from 2010-2014 average of 3 to 2 by December 31, 2017.
- Decrease distracted driving injuries related to driver use of a cell phone from the 2010-2014 average of 259 to 236 by December 31, 2017.

[25] No entry indicates 2016 data was not available at the time of this report.

Strategies

- Continue to seek ways to limit or prohibit cell phone usage and texting activities by all motor vehicle drivers, with only an exception for EMS while performing EMS duties and calling for emergencies.
- Use free media and partnerships for public information and education to raise awareness of Safe and Courteous Programs, especially Distracted Driving.
- Analyze data, the public opinion 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 during April in coordination with National Distracted Driving Month.
- Form a Distracted Driving Task Force to identify and recommend ways to reduce distracted driving by focusing on education, policy, enforcement and data/reporting.

Project Summaries

Section 402

		Awarded	Expended
DE-17-20-03	Statewide Services - Safe & Courteous	$153,107	$146,305

This project provided for research; public information; media; outreach, education, and enforcement activities for all Safe and Courteous programs: Red light running; Drowsy driving; Following too close; Lights and swipes, and Distracted Driving. Distracted driving was the main focus during FFY2017. A media campaign specifically for youth was done to raise awareness and compliance in regard to distracted driving. A public service announcement was aired on TV and radio, billboards placed statewide and Facebook Ads were run in coordination with a statewide partnership/high-visibility enforcement campaign with Oregon State Police (OSP) after a kick-off event at the capitol mall in April during National Distracted Driving Month while legislation was in session and the new cell phone bill was before legislators.

The kick-off included a distracted driving crashed car enclosed in a trailer for outreach and education purposes (the Alexxyss Therwanger vehicle). Other media placement of distracted driving messages were in the ODOT State map; two messages on each side of a bus in Bend to spread the messages throughout central Oregon; placement of a distracted driving ad in the "101 Things To Do Coastal and Western Oregon," which distributes 125,000 copies throughout Tillamook, Clatsop, Clackamas, Yamhill, Marion, Polk, Benton, Linn, Lincoln, Lane, Coos and Douglas counties. Also placed six distracted driving lit posters in rest areas in key locations statewide.

TSD helped to facilitate the ODOT Director's Office Distracted Driving Task Force that met in the fall and winter to determine strategies needed to combat this serious traffic safety issue in Oregon. One of the outcomes was the development of an anti-distracted driving mobile app to combat distracted driving by rewarding drivers for NOT picking up their cell phone while driving. The *Drive Healthy* app was implemented in September right before the new law became effective on October 1, 2017.

In addition to paid and earned media, outreach efforts included a one-page fact sheet for both the motoring public, as well as judicial and enforcement agencies on 'what they needed to know.' Short focused messages were displayed on VMS (variable messaging signs) during the two week period before and after the new law became effective. 'Ask ODOT' received multiple questions from the motoring public about the new provisions of the law, with most questions concerning 'how if I currently use my phone will still be allowed with the new law.' Emphasis on any public education efforts iterated the main thing to take away from the new law was to drive with 'hands on the wheel, mind on the road.'

Paid Media

Safe Driving/Distracted Driving Public Information Program (Media and Outreach)

1.5.8 Strategic Communications Plan

The Safe and Courteous Driving Program's efforts this year focused on distracted driving with cell phones and other electronic devices, as House Bill 2597 in Oregon's 2017 Legislative Session upgraded its law (ORS 811.507). The Communications Plan for the Distracted Driving Program was completed in May.

One of the strategies for the 2017 campaign was supporting ODOT/OSP's statewide public relations (PR) campaign tour displaying Alexxyss Therwanger's crashed car at selected locations throughout the state from June to September. In February 2016, 20-year old Alexxyss Therwhanger died in a car crash near Pendleton as a consequence of texting and using her cell phone while driving. The campaign supported OSP's high-visibility enforcement of Oregon's distracted driving laws during the same time period in those areas where the trailer was being displayed. Media venues were selected for the highest potential to reach drivers throughout the state, targeting those locations where the trailer was displayed. This deliverable had a budget of $4,840.

1.5.9 Distracted Driving Facebook Ad

The display schedule of Alexxyss' crashed car determined the placement of media: in Portland for June and July, in Region 3 in August, and Region 5 in September. To reach most drivers in these areas, ads on Facebook were targeted at adults 25-44, the demographic group most involved in crashes and convictions for driving distracted by cell phones. Two ads were selected for placement: "One bad call can end it all" and "In memory of Alexxyss." Both ads focused on the consequences of driving while distracted. The ads were placed from July 5 through September 30 in the Regions where the trailer was touring. The ads obtained over two million impressions despite targeting areas with small populations. This deliverable was included in WOC #22 and had a budget of $7,000.

1.5.10 Distracted Driving OSP/TSD "Alexxyss' Story" :30 TV PSA Re-release

As part of this campaign, TSD re-released the existing :30 TV PSA produced in 2016 that tells Alexxyss' story. Twenty-year old Alexxyss Therwhanger died in 2016 in a car crash near Pendleton as a consequence of texting and using her cell phone while driving. She also crashed into an oncoming vehicle, severely injuring the other occupants. The spot featured Alexxyss' mother and OSP's Public Information Officer delivering a powerful encouragement to drive safely. The PSA was distributed to all TV stations in Oregon in June 2016. This deliverable was included in WOC #22 and had a budget of $500.

1.5.11 Distracted Driving Billboard

To support the public relations campaign and the heightened enforcement efforts, we used an outdoor message aimed at increasing social unacceptability of using cell phones while driving. The new creative "(Thumb down) on distracted driving" was placed on billboards statewide, but with emphasis on Region 1 and 2 to achieve the highest visibility. 18 billboards were placed from July 1 through August 31 in the Portland, Salem, Woodburn and Eugene areas. This deliverable was included in WOC #22 and had a budget of $17,660.

MEDIA ADDED VALUE: The billboard schedule produced an added value of $5,685. The :30 TV PSA "Alexxyss' Story" was aired or going to be aired 1,436 times for a total estimated retail value of $136,420.

ADDITIONAL MEDIA VALUE: The :30 Spanish TV "Officer Manifesto" was aired by TV stations in Oregon 520 times for a total estimated retail value of $49,400. The 2013 radio PSA "Not a game" was aired in 2016-17 a total of 730 times at an estimated retail value of $25,550.

Oregon newspapers in October and November 2016 ran previously produced print PSAs on a variety of safe driving topics, the retail value of these placements for FY 2016-17 is estimated at $14,212.41.

TOTAL MEDIA ADDED VALUE: The estimated total added value for this part of the Distracted Driving Program this year is estimated at: $231,267.41.

1.5.12 Distracted Driving New Law HB 2597 Campaign

In July, GARD was tasked with developing strategic media options for a campaign promoting the new distracted driving law effective October 1, 2017. The budget level was set at $50,000 for a statewide campaign in September 2017. The media plan was approved in early August and included a combination of billboards, bus transits, bus shelters, social media (Facebook ads) and radio. This deliverable was included in WOC #22 Amendment 1 and had a budget of $9,950 for planning, design, production and media buying for all materials.

1.5.13 Distracted Driving New Law Billboard

Billboards were selected as the best proximity medium to create statewide visibility. The media buy, however, emphasized Region 1 and 2 because the message would reach a larger number of people. The billboard “I need some time alone” was posted in nine media markets throughout the state from September 14 to October 14. This deliverable was included in WOC #22 A 1 and had a budget of $16,500.

1.5.14 Distracted Driving New Law Bus Transit

The bus transit “I need some time alone” complemented the billboard postings in areas where bus transits are available. A total of nine king-size transits were posted in Salem/Albany, Eugene and Medford from September 14 to October 14, 2017. In Portland, 12 tail transits were posted in the same time frame. This deliverable was included in WOC #22 A 1 and had a budget of $7,550.

1.5.15 Distracted Driving New Law Bus Shelters

To boost visibility in Portland, 10 bus shelter posters (with the creative “It’s ok to ignore me”) were posted from September 14 to October 14 throughout the metro area. This deliverable was included in WOC #22 A1 and had a budget of $7,500.

1.5.16 Distracted Driving New Law Facebook Ads

Two ads were selected for posting on Facebook statewide targeting Adults 21-44. The ads “I need some alone time” and “It’s ok to ignore me” ran from September 8 to October 10, 2017 and generated over 1,100,000 impressions and 5,300 clicks. This deliverable was included in WOC #22 A 1 and had a budget of $5,000.

1.5.17 Distracted Driving New Law :30 Radio PSA (English)

To increase statewide coverage, we created a new radio PSA keeping production costs low. The concept “Time Apart” was selected for production and was released to all radio stations in Oregon on September 11, 2017. This deliverable was part of WOC #22 A 1 with a budget of $3,500.

1.5.18 Distracted Driving New Law :30 Radio PSA (Spanish)

A Spanish radio PSA was added with Amendment 2 to reach the growing Latino population in Oregon. New scripts were developed for this audience and “Hands on the wheel” was selected, translated and a new spot was produced in Spanish. The radio PSA was released to all Oregon’s radio stations with Spanish programming on September 28. This deliverable was included in WOC #22 A 2 with a budget of $3,440.

MEDIA ADDED VALUE: The posting of 23 billboards provided an added value of $8,961. The bus transit placements provided an added value of $5,712. The bus shelters received an added value of $1,450. The total for outdoor media was $16,123.

The :30 radio PSA "Time Apart" (English) was aired or scheduled to be aired 5,950 times for a total estimated retail value of $373,660. The :30 radio PSA "Hands on the Wheel" (Spanish) was aired or scheduled to be aired 180 times for a total estimated retail value of $6,300. The total estimated retail value for radio is $379,960.

TOTAL MEDIA ADDED VALUE: The estimated total added value for the Distracted Driving New Law campaign this year is estimated at: $396,083.

Budget Review:

The total budget for the 2016-17 Distracted Driving Program and New Law Campaign was $78,600 (under WOC #22) not including Strategic Planning for the Distracted Driving Program ($4,840, under WOC #9). All deliverables were completed on time and on budget.

Safe Routes to School

Link to the Transportation Safety Action Plan:

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

Safe Routes to School Overview

The purposes of a SRTS Program are to increase the ability and opportunity for children to walk and bicycle safely to and from school; to make bicycling and walking appealing travel alternatives and influence a healthy and active lifestyle; and facilitate the planning, development and implementation of projects and activities that improve safety and reduce traffic, fuel consumption and air pollution in the vicinity of schools.

In Oregon, completion of the Safe Routes to School (SRTS) Action Plan is the initial step of a SRTS Program at a school. The plan requires forming a school SRTS team to collect 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. With the conclusions drawn from the collected information, the team recommends priority projects and activities that the school, municipality and community can advance to promote safe walking and bicycling to school. These priorities are the basis for the school or school district's Safe Routes to School Program.

Non-infrastructure application for Oregon SRTS funding for grades K-8 remains under the 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.

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

The Problem

- In Oregon in 2013-14, school-aged children (5-14 years old) were 6.5 percent of the total population in households. (surburbanstats.org)
- In Oregon in 2014, the 5-19 age group had 4 pedestrian fatalities which accounted for 7.1 percent of the state's pedestrian fatalities (56). The same age group had 209 injuries and accounted for 6.5 percent of the state's pedestrian injuries (862).
- In Oregon in 2014, the 5-14 age group had no bicyclist fatalities. The same age group had 165 bicyclist injuries which accounted for 17.3 percent of the state's bicyclist injuries.
- In the August 2014 Public Opinion Survey for ODOT-TSD, when participants were asked "What do you believe is the most important traffic safety message that should be taught to children in grade schools?" twenty-eight percent (28%) of those surveyed mention "Stop, Look and Listen"/look both ways before crossing the street. This continues to be the most important traffic safety message for grade school children yet pedestrian and bicycle safety education are not regularly taught in Oregon schools. .
- A Safe Routes to School Action Plan evaluates the travel modes of students to a specific school site and identifies the barriers and hazards to students walking and biking to the school. The conclusions drawn from the collected information lead to priority projects and activities that the school, municipality and community can advance to promote safe walking and bicycling to school. Pedestrian safety and bicycle safety education are typically components of a Safe Routes to School program.
- In 2015, there are 197 school districts, 721 public elementary schools and 188 middle schools. TSD-SRTS program is aware of 175 completed school Action Plans.
- Action Plans are not required to apply for Infrastructure funding but are required for education and encouragement grants unless the applicant is applying for funding to do the Action Plan work. 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.

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

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

Source: Intercept Research Corporation, Public Opinion Survey, Summary and Technical Report, May 2014
Portland State University Survey Research Lab: 2015 ODOT NHTSA Program Measures Statewide Public Opinion Survey
Note: Respondents who indicated there is a child in the household who lives within 1 mile of the school they attend were asked to estimate frequency with which child used various modes of commute. Categories were not presented as mutually exclusive and results do not necessarily total 100%.
"Other" category was identified in the 2015 PSU survey, with the three types of responses found being homeschooled, bike and school bus equally, and car and school bus equally.

Goals

- Increase the number of completed Oregon SRTS Action Plans from 160 in 2012 to 200 by 2020.

Performance Measures[26]

- To increase the number of schools that have a SRTS Action Plan from 160 in 2013 to 195 by December 31, 2017. ***[In 2016, there were 189 schools in Oregon had completed a SRTS Action Plan.]***

Strategies

- Promote and update the OregonSafeRoutes.org website to enhance website as a tool for communities interested in learning about and implementing Safe Routes to School programs and activities by working with Commute Options as the Technical Service Provider grantee.

- Promoting the desire and enthusiasm for walking, biking and rolling safely to/from school through a SRTS media campaign by working with state contractor GARD Communications on effective messaging.

- Providing SRTS Action Plan training in all five ODOT Regions through partnership with the ODOT Region Traffic Safety Coordinators.

- Collect travel mode data from schools by promoting use of the School Travel Tally and data collection through the National Center for SRTS database.

- Continue to provide educational materials for statewide distribution promoting safe walking, biking and rolling to/from school.

- Continue to provide educational materials for statewide distribution promoting safe walking and biking to/from school.

[26] No entry indicates 2016 data was not available at the time of this report.

Statewide Transportation Improvement Program (STIP)

		Awarded	Expended
HU-17-10-06	Safe Routes to School Statewide Services Program	$77,180	$71,630

This project provided statewide support to communities in developing Safe Routes to School programs and the 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; and for supporting the Safe Routes Advisory Committee with travel and meeting expenses.

The grant budget was increased by $50,000 this year for SRTS media awareness and education opportunities, as evidenced by the Media and Communications report at the end of this chapter. In addition, TSD's Safe Routes to School website was updated and combined with the ODOT Active Transportation's site, as both programs work concurrently on SRTS projects: Active Transportation works on infrastructure, and TSD works on non-infrastructure projects. This was prompted by the passage of House Bill 2017 in Oregon's 2017 legislative session that will fund the state's transportation needs. This bill included a shift of fund resources from federal to state highway funds for infrastructure, along with significantly increasing the state's investment in the SRTS program*.

In addition, Oregon's official SafeRoutes website also got a facelift this year by one of ODOT's SRTS Technical Service Providers (there is at least one for each ODOT Region).

It is an exciting time for the SRTS program in Oregon, with reactivation of the SRTS Advisory Committee, additional funding resources and new processes being built from the ground up to meet the needs of HB 2017 and the Oregon public.

*From 2005-2012 there was dedicated federal funding for Safe Routes to School infrastructure and non-infrastructure. When that went away, ODOT and the Oregon Transportation Commission used its discretion to continue some dedicated funding for non-infrastructure. Although there was no dedicated funding for infrastructure, several Safe Routes to School projects successfully competed for funding over the years. In 2017, the Oregon Legislature passed the landmark transportation funding package (HB2017) which dedicates infrastructure funding once again to Safe Routes to School. Funding will flow into the Safe Routes to School Fund, as guided by OAR (Oregon Administrative Rule). The new funding source for infrastructure money is state highway funds.

		Awarded	Expended
HU-17-10-07	**Statewide Walk + Bike Program**	**$50,000**	**$50,000**

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. 271 schools registered for the October Walk+Roll to School Day. We have steadily increased school participation from previous years for this October event 2015: 270, October 2014: 206, May 2013: 118.

Oregon had 284 schools registered for the May 2017 Walk + Roll Challenge Month. Previous years' numbers were: May 2016:159, May 2015:166, May 2014: 206, May 2013:118. Registration numbers were maintained and increased via social media, emails, blog posts, calls with schools, and relationship building with partners and school coordinators around the state.

Challenges include schools that no longer sign up for Walk+Roll events because their participation is already so ingrained in their school year, which means we can't capture their participation information. Another issue is that some schools participate but don't do anything further the rest of the year to support students walking and rolling to school. This led to the creation of the SRTS recognition program which measures a school's success and rewards them in maintaining the program. A Google form was created to ask about the actions a school has been taking to promote walking and rolling among their students. The answers received will then be compared with a rubric to designate them to the level of bronze, silver, gold, or platinum status. Schools will then be awarded banners with matching decals. Schools that do not reach 'platinum' can then be targeted in the future with exact steps on how to attain higher levels of participation. Banners and decals have been designed, printed, and received. The recognition levels and question form has been created, with the goal to advertise them over the fall and winter 2017-2018 months. They will then begin to be awarded to schools in spring 2018.

		Awarded	Expended
Individual Project #'s below	**Safe Routes to School Non-infrastructure Grant Program**	**$340,000**	**$226,171**

This was umbrella funding for reimbursement to multiple communities based on a competitive award process for creating Oregon SRTS Action Plans and implementation of the local Action Plans in addressing education and encouragement, enforcement, and evaluation. Participant included:

Sub-project number	Agency/Project title	Awarded	Expended
HU-17-10-08	Central and Eastern Oregon - Commute Options SRTS	$48,318	$41,383
HU-17-10-09	Lane Transit District–Point2Point SRTS	$47,841	$47,560
HU-17-10-10	Portland Bureau of Transportation SRTS	$50,000	$50,000
HU-17-10-11	City of Hillsboro SRTS	$49,999	$45,844
HU-17-10-12	Jackson Co. Health & Human Services SRTS	$29,997	$ 2,719
HU-17-10-13	Clackamas Co. DOT & Development SRTS	$32,500	$23,355
HU-17-10-14	Linn, Benton, and Lincoln Counties - Oregon Cascades West COG SRTS	$49,225	$12,220
HU-17-10-15	City of Gresham SRTS	$ 9,987	$ 3,090
Totals		**$317,867**	**$226,171**

		Awarded	Expended
HU-17-10-23	**Commute Options–SRTS Technical Services Provider**	**$47,863**	**$36,950**

Commute Options is a non-profit in Central Oregon that works to promote safe choices that reduce the impacts of poor driving behaviors in fourteen rural Oregon counties, including Wasco, Sherman, Gilliam, Morrow, Umatilla, Jefferson, Wheeler, Grant, Deschutes, Crook, Klamath, Lake, Harney and Malheur counties. One of their primary missions is the SRTS program that they began working on over ten years ago in 2006. This project provides a Technical Services Provider out in the field to collaborate, train and empower communities to start and sustain SRTS programs. Commute Options also partners with the Street Trust (former Bicycle Transportation Alliance), Cycle Oregon, Safe Kids, transit agencies, school districts and parks districts in actively promoting cycling and walking. Commute Options also worked closely with the Oregon SRTS program and a communications specialist in promoting and updating the SRTS website, Facebook pages, newsletters and other outreach materials for local communities. They issued mini-grants to three new schools, and coordinated a 1.5 day "Train the Coordinator" program to SRTS teams at schools who have a completed action plan.

1.5.19 Strategic Communications Plan

The communications goals for the 2017 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 approved in May 2017. This deliverable was included in WOC #9 and had a budget of $2,180.

1.5.20 "Say What You See" :30 TV PSA Release

This was the first time a TV spot was created for the TSD SRTS Program. The concept for a TV spot resulted from the goal to increase drivers' awareness of pedestrians and bicyclists at all times, especially near school zones, and to develop a habit of actively watching out for them. The TV spot combined a SRTS message with pedestrian and bicyclist safety messages and was aimed at all drivers. The TV PSA introduced the idea of a parent and child playing a game of spotting pedestrians and bicyclists on the road while driving back from school. TV spots with a concept that requires multiple locations and talents are costly to produce. To keep costs within budget, we partnered with KATU Channel 2 in Portland to produce the TV with their production services. In addition, we negotiated free airtime and coordinated TSD participation in two KATU live shows as part of the package. The :30 TV PSA "Say What You See" was produced in August and 170 spots were aired on KATU from September 8 to October 8, 2017. The spot was also released as a PSA to all other TV stations in Oregon on September 11, 2017. SRTS spokespersons, invited by the TSD Program Manager, were interviewed on KATU AM Northwest Show on August 29 and on the Live Afternoon Show on September 6. This deliverable was part of WOC #17 Amendment 1 and had a budget of $40,000.

1.5.21 "Say What You See" Web Page Info graphic and Posters

The game played in the TV spot needed to be promoted on the SRTS TSD web page in order to increase interest in it. We therefore created an info graphic that picks up elements of the TV spot. The art file was delivered to TSD for posting on the website together with two print versions in 8½" x 11" and 11" x 17" formats, for printing by TSD. This deliverable was included in WOC #17 and had a budget of $5,000.

1.5.22 Facebook Ads Release

Facebook was selected as the most effective medium to reach parents of children K-8 and promote the "Say What You See" game. The ads picked up the info graphic design and linked users to the SRTS web page. Two versions of the ad "Say What You See" (with different graphics) were placed on Facebook targeting adults 25-45 statewide from September 20 to October 15. The ads generated over

890,000 impressions and over 1,800 clicks. This deliverable was part of WOC #17 and had a budget of $5,000.

MEDIA VALUE: The :30 TV PSA “Say What You See” was aired or scheduled to be aired 1,066 times for an estimated media retail value of $101,270. The schedule on KATU included 170 spots at a retail value of $22,000 plus participation in the shows, valued at $3,000, for a total retail value of $25,000.

TOTAL MEDIA ADDED VALUE: The total estimated media retail and added value for the SRTS Program this year was $126,270.

Budget Review:

The total budget for the Safe Routes to School program was $50,000 for WOC #17 and $2,180 for Strategic Planning (under WOC #9). All projects were delivered on time and on budget.

Speed (SP)

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 2014, 40.3 percent of all traffic fatalities in Oregon involved speeding (traffic deaths). Data reflects excessive speed or driving too fast for present conditions as the number two contributing factor to fatal traffic crashes on Oregon roads in the year 2013.

- Twenty-one percent of all 2014 speed related traffic deaths in Oregon occurred on the State Highway System. The Oregon State Police do not have the staffing levels needed to appropriately address and make significant death and injury reductions given current and known future staffing levels. Multi-agency partnerships will be required to address this problem.
- Following are facts relative to increased speed:
  - ü The chances of dying or being seriously injured in a traffic crash doubles for every 10 mph over 50 mph - this equates to a 400 percent greater chance at 70 mph than 50 mph.
  - ü Crash forces increase exponentially with speed increases (i.e., 50 mph increased to 70 mph is a 40 percent increase in speed, while kinetic energy increases 96 percent).
  - ü The stopping distance for a passenger car on dry asphalt increases from 229 feet at 50 mph to 387 feet at 70 mph - a 69 percent increase in stopping distance.
  - ü Safety equipment in vehicles is tested at 35 mph - that same equipment loses the ability to work effectively at higher speeds.
- Police agencies, large and small, do not have adequate funding to allow for the purchase of needed enforcement equipment such as radar and laser devices to assist them with traffic enforcement duties.

Speed in Oregon, 2010-2014

	2010	2011	2012	2013	2014	2010-2014 Average
Total Number of Fatalities Statewide	317	331	337	313	357	331
Number of People Killed Involving Speed	116	127	113	120	144	124
Percent Involving Speed	36.6%	38.4%	33.5%	38.3%	40.3%	37.5%
Total Number of Injuries Statewide	30,493	35,031	36,083	33,149	35,054	33,962
Number of People Injured Involving Speed	5,909	4,921	5,149	5,759	5,760	5,500
Percent Involving Speed	19.4%	14.0%	14.3%	17.4%	16.4%	16.3%
Number of Speed Involved Convictions	149,493	139,554	132,483	130,305	133,950	133,157
Number of Speed eCitations Issued	24,103	80,190	93,080	117,826	136,700	90,380
Total Number of eCitations Issued	70,000	180,039	223,189	272,993	326,970	214,638
Number of eCrash Reports Completed	1,198	3,942	8,063	9,296	12,220	6,944

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, 2011–2015

	FFY 2011	FFY 2012	FFY 2013	FFY 2014	FFY 2015	2011-2015 Average
Speeding citations issued	18,902	17,217	12,376	21,732	4,143	14,874

Sources: TSD Grant files, 2011 - 2015
Note: Previous years counted all TSD grant program overtime activities (not just speed grant overtime). Starting with 2015, the number reported counts only speed enforcement grant overtime citation activity.

Goals

- Reduce fatalities in speed-related crashes from the 2010-2014 average of 124 to 103 by 2020.
- Reduce the number of people injured in speed-related crashes from the 2010-2014 average of 5,301 to 4,416* by 2020. *(*Note: This includes a predicted 15 percent for pre 2011 injury numbers due to improved reporting procedures and better data capture.)*

Performance Measures[27]

- Reduce fatalities in speed-related crashes from the 2012-2014 average of 126 to 115 by December 31, 2017. *(NHTSA)* ***[In 2016, there were 142 fatalities in speed-related crashes.]***
- Reduce the number of people injured in speed-related crashes from the 2012-2014 average of 5,225 to 4,769* by December 31, 2017. *(*Note: This includes a predicted 15 percent for pre 2011 injury numbers due to improved reporting procedures and better data capture.)*
- Increase the number of eCitations issued statewide from the 2012-2014 average of 274,384 to 299,827 by December 31, 2017.
- Increase the number of eCrash reports issued statewide from the 2012-2014 average of 9,860 to 10,774 by December 31, 2017.
- Increase the number of speed related eCitations issued from the 2012-2014 average of 115,869 to 126,613 by December 31, 2017.

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 and Law Enforcement Traffic Safety Advisory 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.
- Monitor the number of eCitations and eCrash data to that which TSD has access.

[27] No entry indicates 2016 data was not available at the time of this report.

Section 402

		Awarded	Expended
SC-17-35-04	Statewide Speed Enforcement	$500,000	$285,934

This project was added mid-year to fund additional speed enforcement overtime for city, county and state agencies statewide, based on increases in serious injury and fatal speed-related crash records provided by CARS for 2011-2015. Agencies were encouraged to take a multi-jurisdictional approach to speed enforcement as well as conduct High Visibility Enforcement and utilize media outlets and social media. During the Speed Enforcement Overtime Grant period, 6,494 speed related citations were issued.

In all, 13 agencies participated in additional speed enforcement overtime during FFY17 (Oregon State Police, Clackamas County Sheriff's Office, Jackson County Sheriff's Office, Marion County Sheriff's Office, Washington County Sheriff's Office, Columbia County Sheriff's Office, Yamhill County Sheriff's Office, Portland Police Bureau, Salem Police Department, Eugene Police Department, Gresham Police Department, Hillsboro Police Department and Medford Police Department. Several agencies declined due to low staffing levels.

One of the highlights from this project was funding a dedicated Traffic Enforcement Deputy for the Yamhill County Sheriff's Offices. In a short three months, 337 citations were issued and time for educating local Yamhill County citizens as well as those from other areas about various traffic safety laws. Additionally, the YCSO is utilizing this position as an opportunity to gain information on driver behavior - and why they speed (lack of noticeable signage, special speed zone, unfamiliar with area, etc.).

		Awarded	Expended
SC-17-35-05	Speed Enforcement, Public Information and Equipment	$203,000	$174,223

This project funded the two day 2017 Police Traffic Safety Conference which was attended by 198 officers from around the state as well as the three day Lethal Weapon Advanced Crash Investigation and Prosecution Conference which was attended by 60 officers from around the state.

This year's media campaign focused on enforcement since additional funds were provided for speed enforcement overtime. There were shared messages with Occupant Protection and Impaired Driving: "Drive Sober. Slow Down" and "So much for getting out of this place. Buckle Up and Slow Down." Based on the NHTSA Phone Survey conducted, internet based messaging almost doubled as a means of reaching the public, while television still remained the number one source for messaging with a close second of actually observing or being pulled over by law enforcement.

Advanced Motor Officer Training was put on hold this year to revamp the program as there has been a decline in attendance the past couple years and the training has become stagnant, according to Oregon motor officers.

		Awarded	Expended
SC-17-35-06	OSP Rural State Highway Speed Enforcement	$229,540	$205,258

The Oregon State Police Rural State Highway Speed Enforcement grant was distributed statewide to Area Commands to use on selected highways as well as those events that historically have speed related problems. Additional speed overtime funds (through project SC-17-35-04) were allocated to the following 10 Area Commands as they were determined to have the highest fatal and serious injury speed related crash rates according to CARS data for 2011-2015 (Washington, Lane, Lincoln, Linn, Marion, Polk, Douglas, Josephine, Deschutes and Umatilla). 2,074.75 overtime hours were worked which generated 12 DUII arrests; 1,493 speed citations; 504 other citations; 1,527 speed warnings; 1,326 other warnings; and stopping 3,624 vehicles.

Through this project, OSP was also able to purchase three new LIDAR speed measuring devices. Each piece of equipment is being used on average 20 hours a month for speed enforcement.

Paid Media

Excessive Speed Public Information Program (Media)

1.5.23 Strategic Communications Plan

This year's campaign focused on enforcement and raising the perceived risk of apprehension when speeding on Oregon roads. Because of reductions in the program's budget, some of the messages were shared with other programs, such as Occupant Protection and Impaired Driving, to maximize the available resources. We also produced messages targeted at young drivers in Region 4 and 5 (shared with the Occupant Protection program) where an increase in crashes followed the speed limit increase of March 2016. The communications plan was completed and approved in May. This deliverable was included in Task Order #9 and had a budget of $4,460.

1.5.24 :30 TV PSAs "This year's line up" on Theater Screens

The existing :30 TV PSA "This year's line up," produced in 2013, supports the enforcement focus of this year's campaign and was selected for re-release in theater complexes along I-5 and in Bend. The spot was placed in 19 theaters from August 4 to September 30 with a media budget of $12,000. The spots received an estimated retail media value of $52,490. This deliverable was included in WOC #21 and had a budget of $14,600.

1.5.25 Billboard "Drive Sober. Slow Down" (Region 1 and 2, shared with Impaired Driving)

This billboard was created as part of the concepts presented for the Impaired Driving Program. Due to lack of funds in the Excessive Speeding Program for an

outdoor campaign, the billboard was posted with a combined message as part of the Impaired Driving billboard buy. The concept was based on the results of testing messages in the focus groups on marijuana use, carried out in March. The billboards were posted prevalently in Region 1 and 2 from July 1 through September 22. With a media budget of $9,140, 20 billboard postings resulted in a retail value of $15,000. This deliverable was included in WOC #13 (Impaired Driving Program) and had a combined budget of $50,000.

1.5.26 Instagram Ad (Region 2, 4 and 5, shared with Occupant Protection)

As part of the Occupant Protection Instagram campaign aimed at young drivers in rural areas, we developed an ad with a combined message of buckling up and slowing down to address the compounded problem. “So much for getting out of this place. Buckle up and slow down.” was placed on Instagram targeting males and female 18-34 in Regions 2, 4 and 5 from May 16 to September 30. After monitoring the ad performance in the first two weeks, we expanded the target audience to Adults 18-40 to increase the reach in these areas with less population. The three ads combined produced 758,406 impressions and 694 clicks. This deliverable was included in WOC #12 for Occupant Protection and had a total combined budget of $10,000 with two additional Occupant Protection ads.

1.5.27 Instagram Ads (Statewide)

A series of ads was created to promote enforcement of speeding and laser speed detector use by police. The concepts were reviewed by the Program Manager and OSP and two were selected for production, “Say Cheese” and “ Bummer. Dude.” Originally developed as Facebook ads targeted at males 25-44 (the group of drivers that is more consistently represented in car crashes involving excessive speeding), these messages were placed instead on Instagram to widen the reach to adults 21-45 and create a more impactful message. The ads were placed statewide from September 1 to October 15 and produced 642,509 impressions and 666 clicks. This deliverable was included in WOC #21 and had a total budget of $7,940.

MEDIA ADDED VALUE: The theater screen media buy produced a value added of $40,490. The billboard produced an added value of $5,860 (included in the Impaired Driving Program).

ADDITIONAL MEDIA VALUE: During FY 2016-17, radio stations also aired the 2014 radio PSA “Regret” 624 times for a total retail value of $21,840 and the 2011 PSA “Grim Reaper” 1,296 times for a total retail value of $45,360.

TOTAL MEDIA ADDED VALUE: The total estimated media added value for this program is $107,690.

Budget Review:
The budget for the Excessive Speed program public information campaign in FY 2016-17 was $27,000, including the communications plan ($4,460 from WOC #9). All deliverables under WOC #21 for a budget of $22,540 were completed on time.

Traffic Records (TR)

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

- The use of automation especially for field data collection is lagging in Oregon. Collection of crash, citation, roadway, and EMS data all have been reviewed for the benefits that electronic collection would provide. To date, only minimal use of automation for data collection has been implemented for citations, crash reports, and EMS. There is no web based tool for reporting of crashes by involved drivers.
- Limited 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.
- There is not a fully deployed standardized, unique identifier system that follows patients across multiple incidents which allows for later linkage with crash and other data.
- There is a need for crash report training to be delivered at the enforcement conferences, as well as targeted training for engineers, prosecutors, judges, and EMS providers to promote improved crash data collection.
- Roadway information is not available for all public roads in the state whether under state or local jurisdiction. ODOT does not have a clear, consistent linear referencing system for highways in Oregon; the same road may have multiple numbers and duplicate milepost numbers, causing confusion for emergency responders.

Traffic Records in Oregon, 2010-2014

	2010	2011	2012	2013	2014	2010-2014 Average
Total Crashes	44,094	49,053	49,798	49,495	51,245	48,737
Fatal Crashes	292	310	305	292	321	304
Injury Crashes	20,879	23,887	24,457	22,975	24,208	23,281
Property Damage Crashes	22,923	24,856	25,036	26,228	26,685	25,151
Fatal Crashes Police Reported	100%	98%	97%	98%	89%	96%
Serious Injury Crashes Police Reported	84%	83%	84%	81%	79%	82%
Moderate Injury Crashes Police Reported	72%	74%	72%	73%	73%	73%
Minor Injury Crashes Police Reported	47%	49%	49%	50%	51%	49%
Fatalities	317	331	337	313	357	331
Fatalities per 100 Million VMT	0.94	0.99	1.02	0.93	1.03	0.98
Injuries	30,493	35,031	36,083	33,149	35,054	33,963
Injuries per 100 Million VMT	90.29	104.96	108.78	98.38	101.28	100.73
Number of Speed eCitations Issued	24,103	80,190	93,080	117,826	136,700	90,380
Total Number of eCitations Issued	70,000	180,039	223,189	272,993	326,970	214,638
Number of eCrash Reports Completed	1,198	3,942	8,063	9,296	12,220	6,944

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 and implement 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[28]

- Increase the percentage of fatal and injury crash reports (no property damage only) submitted by law enforcement officers from the 2012-2014 average of 59 percent to 64 percent by December 31, 2017.
- Increase the percentage of crash reports submitted by law enforcement officers in Oregon from the 2012-2014 average of 48 percent to 52 percent by December 31, 2017.
- Increase the percentage of Pre-Hospital Admission reporting agencies and sub agencies in the pre-hospital admission reporting system from 80 percent in 2015 to 85 percent by December 31, 2017. ***[This performance measure was rendered obsolete by a standards transition to NEMSIS 3.0. As of November 2017 forty-one, or 30 percent of 137 licensed agencies were reporting using the NEMSIS 3.0 standard.]***

[28] No entry indicates 2016 data was not available at the time of this report.

Strategies

- Develop a new traffic records strategic plan that responds to recommendations and issues identified in the newly completed Traffic Records Assessment.
- 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

405c

		Awarded	Expended
M3DA-17-54-05	**Data Linkages Feasibility Study**	**$116,162**	**$92,606**

This project allowed the Oregon Health Division to develop a working probabilistic linkage between the OTR and OREMSIS (Emergency Medical Response Systems). This linkage allows trauma centers in Oregon to search for and electronically enter data into the system without having to manually enter data. Documentation was produced regarding the linkage set-up. The system received an upgrade to a new online access platform, removing outdated requirements for external and internal stakeholders. This upgrade results in savings to both the state and trauma centers' time and resources, allowing the entry of more and more complete records. The project also successfully conducted probabilistic matches between the crash and trauma data systems.

		Awarded	Expended
M3DA-17-54-06	**Microfilm Replacement for DMV**	**$447,400**	**$378,100**

This project facilitated the transfer of outdated microfilm /microfiche archived documents to a digital document imaging storage and retrieval solution for driver license records. ODOT DMV's obsolete microfilm capture equipment had no maintenance options available if the equipment were to fail and the time consuming microfilming process delayed availability of timely driver documentation information. This project allowed for documents to be imaged up front, future business process improvements on the current manual process, faster and more accurate access to driver record information and crash data, thereby allowing increased timeliness and accuracy of Oregon driver and crash data.

		Awarded	Expended
M3DA-17-54-07	**STP Data Migration Readiness**	**$116,162**	**$0**

This project was documented and prepared for implementation when it was learned that a key purchase had occurred outside the grant period. The work was subsequently performed without grant funds due to this administrative error.

		Awarded	Expended
M3DA-17-54-08	**E-Citation Implementation**	**$390,000**	**$176,100**

This project allowed ODOT to assist local jurisdictions with the purchase of e-citation and e-crash hardware and software for the purposes of generating electronically prepared data collection of law enforcement citations and crash reports. Please see the Police Traffic Safety chapter for additional detail for this project.

		Awarded	Expended
M3DA-17-54-10	**Bend Data Collection Pilot Project**	**$ 77,800**	**$77,240**

This project allowed the city of Bend to create a pilot program of local jurisdiction roadway motor vehicle rates by purchasing and installing temporary count stations on major corridors that are not currently monitored by ODOT Automatic Traffic Recorders. Working with ODOT research, the city expects to learn if vehicle miles travelled as observed are consistent and comparable with other measures as the equipment is used over time.

		Awarded	Expended
M3DA-17-54-11	**Ball Banking/Curve Data Collection**	**$ 59,958**	**$33,891**

This project allowed ODOT to collaborate with and assist 23 counties with the collection of the necessary field data and perform calculations to enable them to meet the requirements of MUTCD Section 2C.06 regarding appropriate signing of horizontal curves. The data will allow for better decisions regarding improvements to county roadway signage, and also build upon the number of MIRE key data elements available regarding county roadways. Problems encountered included staff turnover, and inability to connect to satellites while gathering the needed data. Calculations and results are expected to be in the hands of counties by December 2017.

		Awarded	Expended
M3DA-17-54-12	**Signalized Intersection Fundamental Data**	**$116,162**	**$0**

This project was not initiated due to unavailability of qualified staff to complete the project.

		Awarded	Expended
M3DA-17-54-13	**Traffic Count Management Software**	**$57,693**	**$29,356**

This project was the first in a three year process to identify and purchase Transportation Count Management software to replace obsolete and failing non-supported commercially available software. A statewide hiring freeze caused significant delays in initiating the project. The project is now underway.

		Awarded	Expended
M3DA-17-54-15	**Statistical Transparency Of Policing**	**$750,000**	**$0**

This project begins a multi-year process to develop criteria for, purchase or develop, and implement a citation database statewide in Oregon. The project director was able to develop an initial scope of work during the 2017 project year. The project has a legislative mandate to implement and make the database available (HB 2355 from the 2017 Legislative Session).

		Awarded	Expended
M3DA-17-54-09	LC/MS/MS Instrument	$348,995	$0

This project was to fund a Liquid Chromatograph Tandem Mass Spectrometer for the precision analysis of blood toxicology evidence in DUII cases. Due to complications with the Buy America Act waiver process, and NHTSA not having an Administrator during the year, this purchase has not yet been allowed by NHTSA, although it would qualify. As the need is still very critical, this project has been carried over to FFY2018.

Work Zone Safety (WZ)

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 or other traffic safety issues is not possible. This comparison would only be possible if all roadways had an active work zone all year long.
- Inattentiveness continues to be the number one cause of work zone crashes. Driving too fast for conditions/Speed is a compounding factor.
- Lack of awareness that more drivers and their passengers are injured and killed than construction workers.
- Most work zone crashes involve male drivers.
- Most work zone crashes occur with the local area of the residence of the driver, within 25 miles of their residence.
- 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, 2010-2014

	2010	2011	2012	2013	2014	2010-2014 Average
Work Zone Fatal/Serious Injury Crashes	24	25	22	14	14	20
Work Zone Injury Crashes	252	280	244	211	271	252
All Work Zone Crashes	490	528	429	427	512	477
Work Zone Fatalities	9	11	6	6	4	7
Work Zone Fatal/Serious Injuries	28	36	25	18	16	25
Work Zone Injuries	409	466	375	326	439	403

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

Goals

- Reduce work zone fatalities from 7, the average for 2010-2014, to 6 or below by 2020.
- Reduce work zone fatal crashes from 6, the average for 2010-2014, to 5 or below by 2020.
- Reduce work zone serious injuries from 16, the average for 2010-2014, to 13* or below by 2020.
- Reduce work zone serious injury crashes from 13, the average for 2010-2014, to 11* or below by 2020.
- Reduce work zone injury crashes from 252, the average for 2010-2014, to 210* or below by 2020.
- Reduce work zone total crashes from 477 the average for 2010-2014 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 5, the average for 2012-2014, to 4* or below by December 31, 2017.
- Reduce work zone fatal crashes from 5, the average for 2012-2014, to 4* or below by December 31, 2017.
- Reduce work zone serious injuries from 15, the average for 2012-2014, to 13 or below by December 31, 2017.
- Reduce work zone serious injury crashes from 12, the average for 2012-2014, to 11 or below by December 31, 2017.
- Reduce work zone injury crashes from 242, the average for 2012-2014, to 221 or below by December 31, 2017.
- Reduce work zone total crashes from 456, the average for 2012-2014 to 416 or below by December 31, 2017.

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 Work Zone overtime to fifteen state and local police agencies.
- Identify best practices for work zone enforcement and implement through ODOT partners as possible.
- Staff statewide Work Zone Safety Executive Steering Committee and implement coordinate/implement initiatives.
- Further implement Statewide Work Zone Photo Radar legislative initiative.

Project Summaries

Statewide Transportation Improvement Program (STIP)

		Awarded	Expended
1517WKZN 000	**Work Zone Education & Equipment Program**	**[$200,000]**	**[$178,791]**

This project provided funds for design, printing and distribution of work zone safety promotional materials statewide. It also provided for contractual services for development and distribution of work zone safety messages, posting of billboards, transit, radio, television, and internet ads. There were also contractual services for portions of the annual TSD telephone opinion survey, and law enforcement training services. Funds also paid for the work zone data tracking information system software enhancement and maintenance agreement (for ETS), and limited Department of Justice advice as needed.

		Awarded	Expended
1517WKZN-421 AAA	**Work Zone Enforcement to OSP**	**[$1,022,000]**	**[$336,361]**

This project provided work zone enforcement patrols on projects that met federal design and construction criteria for construction projects managed by ODOT. Enforcement was provided by the Oregon State Police (OSP).

Enforcement Results 2017:

5,653 Cites; 10,587 Warnings; 11,326 Total Vehicle Stops; 44 DUII Cites; 2,838 Speed Cites; 126 Seat Belt Cites; 63 Truck Speed Cites; 14 Child seats Cites; 2,566 Other Cites; 4,128 Speed Warnings; 235 Seat Belt Warnings; 180 Truck Speed Warnings; 35 Child seats Warnings; 6,008 Other Warnings.

		Awarded	Expended
1517WKZN 421 BBB-NNN	**Work Zone Enforcement to Local Police Agencies**	**[$684,000]**	**[$358,055]**

Provided work zone enforcement patrols on projects that met federal design and construction criteria for construction projects managed by ODOT. Enforcement was provided by various local police agencies statewide. Photo radar enforcement in an ODOT interstate work zone was also included by local agencies authorized to provide photo radar.

Enforcement Results 2017:

5,583 Cites; 3,341 Warnings; 7,446 Total Vehicle Stops; 7 DUII Cites; 791 Speed Cites; 144 seat belt Cites; 1 Truck Speed Cites; 2 Child Seat belt Cites; 4,637 Other Cites; 43 Speed Warnings; 7 Seat Belt Warnings; 1 Truck Speed Warn; 2 Child seats Warnings; 3,287 Other Warnings.

Paid Media

1.6 Work Zone Safety Public Information Program (Media and Communications)

1.6.1 Strategic Communications Plan

The 2017 Work Zone Safety public education campaign focused on encouraging drivers to slow down and pay attention in work zones. Continuing education efforts that were started last year, messages were focused on driver inattention caused by using cell phones. Recent data show that female drivers 25-44 represent the majority of drivers involved in crashes caused by using a cell phone. This demographic group continues to be our target. In addition, this year we focused on new message distribution venues through ODOT truck fleet, utilities and contractors. The Communications Plan was approved in early February 2017. This deliverable was included in WOC #9 and had a budget of $4,740.

1.6.2 Re-release of TV PSA “Pay Attention”

The 2015 :30 TV PSA “Pay attention” was released on May 31, 2017 to all TV stations in the state to alert the public about the start of work zone seasons and encourage drivers to slow down and pay attention in work zones. A statewide map of work zone projects for 2017 was also included for the media to be aware of projects in the areas nearby and possibly use the information in news stories. This deliverable was included in WOC #16 and had a budget of $3,000.

1.6.3 Re-release of :30 TV “Pay Attention” on Theater Screens

This TV PSA was also released through Cinemedia to 20 major cinema complexes in the Willamette Valley and Central Oregon. Over 54,000 spots were played on

theater screens from June 30 to September 4, 2017 covering the Fourth of July and Labor Day holidays, when movie theaters enjoy higher attendance and roadwork is at its peak. The renewal of talent fees was also part of this budget. This deliverable was included in WOC #16 and had a budget of $15,500.

1.6.4 Billboard Re-release “Don’t zone out. Stay alert in work zones”

The billboard produced in 2016 with focus on distraction caused by cell phones was re-released this year. A total of 48 billboards were placed in Portland, along the I-5 Corridor, Central and Easter Oregon from June 6 to August 6, 2017. This deliverable was included in WOC #16 and had a budget of $34,000.

1.6.5 Facebook Ads

Facebook continues to be a cost effective and measurable medium that allows us to reach specific target demographics. This year, we reposted on Facebook the two ads produced last year, targeting female drivers 25-44. “Don’t zone out in work zones” and “Orange is in. Distractions are out” were placed from June 26 to September 4. The ads produced over 6,600,000 impressions and over 1,250 clicks. This deliverable was included in WOC #16 and had a budget of $6,500.

1.6.6 Utilities and Contractors Direct Mail “It’s All In The Set Up”

In an ongoing effort to encourage utilities and contractors to improve work zone safety for their workers, we released the existing safety tip mailer “It’s all in the set up” that was updated in 2016. The 6” x 9” card was printed and mailed at the end of May through a direct mail house to about 2,700 companies statewide. This deliverable was part of WOC #16 and had a budget of $5,000.

1.6.7 :30 Radio “Signs” Re-release on Pandora

The radio streaming service Pandora was used again this year to reach our target group of women drivers 25-44. The :30 radio “Signs,” produced in 2016, ran from May 22 to August 13. We also produced two web banners that Pandora runs 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. The spot generated over 1,200,000 impressions and produced an added value equal to the cost of the media placement ($9,250). This deliverable was included in WOC #16 and had a budget of $10,500.

1.6.8 Work Zone Toolkit

The idea of a work zone toolkit started with the Program Manager’s need to make existing program materials easily available to ODOT Region Transportation Safety Coordinators, as well as utilities and contractors. Over the spring, the toolkit evolved to incorporate new and existing materials such as: vehicle decals and magnets, billboards, posters, ads for Facebook, web banners, the :60 radio PSA “Signs,” the :30 TV PSA “Pay Attention” and the utility mailer card. All these

materials were packaged in files that can be easily downloaded and printed. The toolkit was posted on the Work Zone TSD web page with an explanation on how to use and customize the print pieces. This project was completed in early May. The deliverable was included in WOC #16 with a budget of $6,500.

1.6.9 Truck and Vehicle Signs "Don't zone out. Stay alert in work zones."

This task called for resizing the existing billboard "Don't zone out. Stay alert in work zone" so that vehicle decals or "wraps" can be produced and installed on one ODOT truck in each of ODOT's five Regions. After determining truck sizes and Regions' preferences, magnets were also considered as an alternative option. This resulted in finalizing signs in the following formats: 3' x 2', 4' x 4' and 36" x 18". Final art was delivered to TSD as well as archived at GARD for any future request by Regions or contractors. We also researched printers in each Region that could assist in printing and installing the signs on trucks locally and provided contact information as part of the Work Zone Toolkit. The second part of this project was to produce and install the same billboard art onto both sides of a large ODOT curtain truck. To do so, we worked with a company specialized in printing and installing curtains for this type of vehicles. During the printing process, the designated ODOT truck underwent repairs until it was ready for installation of the new printed curtains, completed on August 23, 2017. This deliverable was part of WOC #16 and had a budget of $28,000.

1.6.10 Web Page Revisions/PPB Photo Radar Card

Originally planned as a review and update of the Work Zone TSD web page, the project's scope was changed after the new ODOT website format was completed and there was no need to reformat the content. As requested by the Program Manager, we used this budget to create a new card for use as an insert in photo radar citations by the Portland Police Bureau. The card "Fines double 24/7. Workers or not" focused on work zone safety. The printing was coordinated with the PPB to match mailing specifications. Final print-ready art was delivered to TSD for printing in June 2017. This deliverable was included in WOC #16 and had a budget of $1,000.

1.6.11 Oregon Travel Experience (OTE) Kiosk Poster Reprint and Banners

At the request of the Program Manager, we reprinted the 2' x 4' poster used the previous year in the OTE kiosks, "Don't zone out in work zones." 30 copies were printed on regular paper stock and delivered to TSD on April 25, 2015. In addition, we received a request to resize the billboard art for two banners (10' x 4' and 6' x 3') for an event in Portland on May 3. The two banners, "Don't zone out. Stay alert in work zones," were also delivered to TSD on April 25. In June, we received another request for reprinting four of the 6' x 3' banners and deliver one of each to the Region Transportation Safety Coordinators in Regions 2, 3, 4 and 5. This deliverable was included in WOC #16 and had a budget of $5,000.

MEDIA VALUE: The :30 TV PSA “Pay Attention” was aired 430 times for an estimated total retail media value of $39,900. The Theater Screen TV “Pay Attention” had a media budget of $12,000 and received an added value of $43,709. The billboard “Don’t zone out. Stay alert in work zones” provided $20,740 in media added value with 48 postings and a media budget of $31,255.

ADDITIONAL MEDIA VALUE: The :30 radio PSA “Signs” released in 2016 was broadcast this year again by a number of radio stations 728 times for a total estimated retail value of $25,480.

TOTAL MEDIA ADDED VALUE: The total estimated media added value for the Work Zone Program this year is estimated at $129,829.

Budget Review:

The total budget for the Work Zone program was $119,740 including Strategic Planning ($4,740 under WOC #9). All deliverables under WOC #16 were completed on time and on budget.

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	$ 290,838.47	$ 284,564.59	$ 290,838.47	$ -
402	Emergency Medical Services	$ 36,976.00	$ 9,414.00	$ 36,976.00	
402	Motorcycle Safety		$ 3,765,096.01		
402	Occupant Protection	$ 280,799.39	$ 183,240.58	$ 262,392.32	$ 232,778.61
402	Pedestrian/Bicycle Safety	$ 194,121.93	$ 33,645.90	$ 185,062.06	$ 84,239.18
402	Police Traffic Services	$ 81,070.05	$ 163,520.00	$ 79,891.50	$ 38,094.60
402	Codes and Laws	$ 5,000.00	$ -	$ 3,219.48	$ -
402	Driver Education	$ 3,812,526.40	$ 433,825.56	$ 1,119,480.69	$ 266,727.21
402	Safe Communities	$ 338,478.25	$ 106,927.70	$ 317,766.55	$ 274,877.98
402	Speed Management	$ 702,833.34	$ 330,016.74	$ 587,398.18	$ 373,558.75
402	Traffic Courts	$ 35,000.00	$ 67,350.00	$ 34,852.07	$ 13,940.83
	NHTSA 402 Total	$ 5,777,643.83	$ 5,377,601.08	$ 2,917,877.32	$ 1,284,217.16
164	Planning and Administration	$ 85,079.42	$ -	$ 7,768.36	$ -
164	Alcohol	$ 2,274,405.17	$ 736,460.92	$ 923,564.10	$ 456,562.60
	164 Alcohol Total	$ 2,359,484.59	$ 736,460.92	$ 931,332.46	$ 456,562.60
405b	Occupant Protection High	$ 1,286,485.20	$ 891,529.49	$ 634,524.14	$ 515,196.03
	405b OP High Total	$ 1,286,485.20	$ 891,529.49	$ 634,524.14	$ 515,196.03
405c	Data Program Total	$ 2,435,458.07	$ 729,410.71	$ 787,293.45	$ -
	405c Data Program Total	$ 2,435,458.07	$ 729,410.71	$ 787,293.45	$ -
405d	Impaired Driving Low	$ 4,315,220.63	$ 1,419,952.22	$ 2,149,140.75	$ 856,278.10
	405d Impaired Driving Low Total	$ 4,315,220.63	$ 1,419,952.22	$ 2,149,140.75	$ 856,278.10
405f	Motorcycle Programs	$ 120,566.31	$ 3,250.00	$ 13,000.00	$ -
	405f Motorcycle Programs Total	$ 120,566.31	$ 3,250.00	$ 13,000.00	$ -
405e	Distracted Driving	$ 161,332.51	$ -	$ -	$ -
	405e Distracted Driving Total	$ 161,332.51	$ -	$ -	$ -
405h	Nonmotorized Safety	$ 349,287.38	$ -	$ -	$ -
	405h Nonmotorized Safety Total	$ 349,287.38	$ -	$ -	$ -
	NHTSA Total	$ 16,805,478.52	$ 9,158,204.42	$ 7,433,168.12	$ 3,112,253.89

State Official Authorized Signature

Name: Troy E. Costales
Title: Governor's Highway Safety Representative
Agency: Oregon Department of Transportation
Date: 27-Dec-17

Transportation Safety
Oregon Department of Transportation

Drive Safely. *The Way to Go.*