



Program Area Update – Region 1  
**Oregon Transportation Safety  
 Committee (OTSC)**  
**Reports**

<b>Funding -</b> Revenue for 2020 (New Grant Year)	Grant	2020	2020 spent (approx.)	2021
	Region 1	\$27,000		\$25,000
	R1 Ped/Bike Safety	\$55,000		?
	R1 CPS Grant	\$6,000	\$6,000	\$6,000
	R1 Work Zone	\$1,478,528 (two-year budget) \$236,533.46 spent as of 10/31/20		
	R1 Roadway Departure			
<b>What -</b> Primary Focus (From HSP)	<p><b>Primary Programs:</b>          Community Transportation Safety          Community Pedestrian/Bike Safety          Child Passenger Safety          Work Zone</p> <p>All other programs operate in Region 1 mainly doing HVE and media campaigns; however the above are the programs managed by the R1 RTSC</p>			
<b>How -</b> Strategies Put into Play (From HSP)	<ul style="list-style-type: none"> <li>• Employ deterrence countermeasures including enforcement and education campaigns to reduce speeding, impaired driving, distracted driving, safety belt use, and pedestrian deaths and serious injuries. Work with local law enforcement to identify high crash areas within Region 1 to implement targeted high visibility enforcement.</li> <li>• Maintain and build on partnerships in all four Region 1 counties with law enforcement, health educators and programs, traffic engineering, government traffic safety counterparts, and injury prevention specialists.</li> <li>• Provide leadership to develop a safety culture through 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.</li> <li>• Develop a strategic traffic safety communications plan focused on issues specific to Region 1 that works to amplify education campaigns implemented by the State, pushing traffic safety messaging through existing channels to include grassroots outreach efforts.</li> <li>• Identify corridors that have high frequency of crashes and apply the 4- E efforts of engineering, education, enforcement, and EMS to improve high crash corridors.</li> <li>• Support local and regional governments carrying out or developing local Transportation Safety Action Plans (TSAPs) by attending community meetings, and provide them with state data to help inform their decisions and support local traffic safety efforts.</li> <li>• Develop methodologies to identify traffic safety problem areas in Region 1. Employ efforts aimed at reducing crashes caused by speed, impaired driving, young drivers,</li> </ul>			

	distracted driving and pedestrian crashes.
<b>Who</b> - Projects Started (From HSP)	<p>Region 1 partners with law enforcement agencies, cities, counties, Safe Kids and other Child Passenger Safety groups, local organizations, Oregonians and ODOT staff. Law enforcement agencies. Region 1 has been working with communities and community organizations to work on identifying traffic safety issues and addressing them through grassroots efforts led by communities. In 2020, the following projects and organizations were funded:</p> <p><b>Region Grant:</b></p> <ul style="list-style-type: none"> <li>i. Culturally sensitive traffic safety training in collaboration with Latino Network for their community. <b>\$1,775 was spent to develop the training and it was piloted twice.</b></li> <li>ii. City of Gresham in coordination with local schools and neighborhood associations will develop traffic safety messages and yard signs to encourage positive changes in the traffic culture and discourage speeding down neighborhood streets. <b>-\$5,000 was spent please see Appendix A for the signs.</b></li> <li>iii. Portland Community College is developing educational materials, workshops and visible signage to address safety issues along high crash corridors two of which are located next to campus. The goal being to minimize human error and enable people to better navigate existing infrastructure. <b>\$4,003.77 due to COVID the safety classes could not take place, PCC is hosting a socially distant community event to make signs and create a transportation safety mural.</b></li> <li>iv. A Washington County CPO has developed messaging (yard signs) that have been placed along a high crash corridor to encourage drivers to slow down. <b>\$375 and the signs have been place.</b></li> <li>v. The Street Trust a bicycle and vulnerable user advocacy group is developing materials and planning outreach to encourage drivers and bicyclists who are not dropping off children for school to avoid Flint Street in front of Harriett Tubman school and instead take Vancouver and connect with Flint by Tillamook, making the front of the school more safe by decreasing traffic. <b>- \$4,872.36 – this did not happen due to COVID</b></li> <li>vi. The City of Beaverton is collaborating with Neighborhood Associations to develop messaging and signs to encourage drivers to slow down in neighborhoods and move towards a positive traffic safety culture. <b>\$5,000 – this did not happen due to COVID</b></li> <li>vii. Safe Kids Day at the Zoo - \$1,500 to have a traffic safety booth and fun activity for Safe Kids Day at the Zoo. <b>– Did not happen due to COVID-19.</b></li> </ul> <p>Since three projects did not happen due to COVID the grant money was spent on the following:</p> <ul style="list-style-type: none"> <li>1) A dial-a-belt was purchased for Healthy Birth Initiative to continue to be able to serve their low-income/primarily African American community with seat checks - \$2,605</li> <li>2) Car seats were purchases for six partners who provide Child Passenger Safety Checks so they can provide low-income car seats - \$4,500</li> <li>3) Translation and printing services, Region 1 combined the ped/driver responsibilities in regard to pedestrian laws and produce the brochure in English and Spanish, Region 1 also paid to have the new pedestrian booklet with ped/driver responsibilities translated into 8 harbor languages - \$5,200 approx.</li> <li>4) Purchases A-Frames and markers for minority small business owners to use for traffic safety messaging outside their stores - \$920.16</li> </ul>
<b>Status</b> - Progress of	<p>Currently all 2020 grants are in close out, no more money will be spent this grant year. 2021 grants are in progress as follows:</p> <ul style="list-style-type: none"> <li>- Work zone grants have already been allocated per the biennium budget.</li> </ul>

<p>Strategies so Far</p>	<ul style="list-style-type: none"> <li>• Child car seat grants in progress – in Salem waiting to be processed</li> <li>• Notice of Opportunity has been sent out to organizations, cities, LE for pedestrian/bike grants, there are about six organizations interested once we receive the applications back R1 will work with the Bike/Ped Program Manager to determine the amount that will be sub-granted and which applications will be funded.</li> <li>• Notice of Opportunity has been sent out for the Region 1 Grant money to date one application has been received, it will be resent once more ped/bike applications are received.</li> <li>• The goal is to award all grant money by the end of the November.</li> <li>• Researching all the 2017 Region 1 fatalities combining data from ODOT, Police reports and DMV to look at trends and get a complete picture.</li> <li>• Analyzing five years of fatal motorcycle crash data for Sgt. Lindland who sits on the GAC Motorcycle committee</li> <li>• Finish analyzing the other four years of unauthorized (unlicensed crashes) for Lt. Tannenbaum, fund his project to create a diversion course for people ticketed for driving uninsured.</li> </ul> <p><b>Ped/Bike Grants</b></p> <ol style="list-style-type: none"> <li>i. City of Portland is implementing Learn to Ride, to offer opportunities for lower income families to receive education around traffic laws, use of infrastructure and build community around safety and active transportation. It will include focused outreach and engagement of two community-based organizations (CBO) - \$24,961 – <b>The training was developed and some of the activities were implemented approximately \$15,000 of the grant was spent.</b></li> <li>ii. City of Portland Bureau of Transportation will partner with community organizations, businesses, volunteers and City Staff to implement pedestrian/driver safety outreach and education efforts in Portland and E. Multnomah County where the highest amount of crashes occur in the city. – \$9,996 - <b>Implemented with virtual training \$8950 spent. Outreach events were not able to be done.</b></li> <li>iii. Office of Community and Civic Life will work with Region 1 to develop culturally appropriate materials for pedestrian safety education during their regular meetings with neighborhood groups. <b>Part of the PBOT grant above, the training materials were developed. See Appendix B for the interactive training materials that were developed to help people with English as a second language learn ped laws.</b></li> <li>iv. The Street Trust’s Pedestrian Safety Outreach Program will develop partnerships with culturally based organizations to understand and discover ways to develop pedestrian safety programs that are culturally sensitive and benefit the communities they serve - \$4, 969 – <b>Spent out \$1,886, The Street Trust was able to partner with two organizations.</b></li> <li>v. Streets Alive in Hood River will host a four hour “open streets” event in the Hood River Heights that includes a staffed information booth with safety information offering pedestrian and bike safety information and a biking and walking map of Hood River with safety information will be provided for attendees. In addition, they are developing a bike/ped safety scavenger hunt for people as they are exercising outside during lockdown - \$2,550. <b>The event was not able to take place the group spent \$172 on developing and printing a bicycle safety scavenger hunt.</b></li> <li>vi. Trauma Nurses Talk Tough is designing a safety town to help low income children learn about traffic safety and host a traffic safety academy - \$5,000 – <b>TNTT spent \$2,883.35 to purchase the materials to make the Safety Town in hopes that they will be able to host the event for children in 2021.</b></li> <li>vii. Region 1 is working with Trauma Nurses Talk Tough to further develop the pedestrian portion of their Share the Road class, a diversion class for drivers that have been</li> </ol>
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	ticketed for a moving violation - \$1,483 – This was accomplished; however, the claim has not been submitted yet.
Research	<p>To identify areas of concern for transportation safety and to support LE, Region 1 RTSC regularly researches issues around Transportation Safety</p> <ul style="list-style-type: none"><li>• Analyzed alcohol and drug involved crashes in all the counties for Sgt. Plummer of Oregon State Police – I’ve started breaking out drug involved, alcohol involved and poly-substance crashes because I do not think how the data is currently broken out gives the entire picture. Appendix C.</li><li>• Research # of traffic police in Portland vs. VMT and registered vehicles to help Capt. Lourenco of the PPB defend her budget and am working on doing that again right now for the new Capt. Appendix D</li><li>• Analyzed the pedestrian crashes in Portland five years’ worth of data for the second year in a row. Appendix E – Notable finding “The top two causes listed in crashes where pedestrians were struck are <i>did not yield ROW</i> – 56%, 90% of these crashes were caused by the driver failing to yield the right-of-way and <i>non-motorist illegally in the roadway</i> 23%, 35% of the crashes caused by non-motorist illegally in the roadway listed an error of non-visible clothing.”</li><li>• Analyzed crashes involved unauthorized and uninsured motorists in Portland and gave the information to PBOT and Vision Zero, zero response. Appendix F</li><li>• Analyzed unauthorized (unlicensed motorists) across the state of Oregon for Lt. Tannenbaum of the Washington County Sheriff’s office. Appendix G.</li></ul>