

Oregon Transportation Safety Committee

January 15, 2025

CONSENT CALENDAR

1. Approve the minutes of the October, November, and December committee meetings
2. Approve NEW projects to the 2025 Highway Safety Plan:

<u>Project #</u>	<u>Project Name</u>	<u>Project Total</u>
M1*CP 25-45-11-00	Community Transportation Safety/Ethiopian and Eritrean Cultural Center	\$138,943.16

The Ethiopian and Eritrean Cultural and Resource Center (EECRC) seeks to address significant transportation safety challenges faced by Oregon's African immigrant and refugee communities. These challenges stem from a lack of awareness and education on safe road user behaviors, compounded by differences in transportation systems between their home countries and the U.S.

This problem is further exacerbated by the underserved status of these communities, which includes newcomers, low-income individuals, single mothers, children, and seniors who lack access to culturally specific information and resources. This project will provide culturally sensitive education and training in the communities' native languages on the following topics: Distracted Driving, Impaired Driving, Occupant Protection, Roadside Safety for First Responders and Stranded Drivers, and Child Safety in Vehicles.

<u>Project #</u>	<u>Project Name</u>	<u>Project Total</u>
To be assigned	Impaired Driving Prevention and Outreach for Slavic/Eastern European Community	\$78,400.00

This project will provide workshops and outreach events to educate the Slavic Community about the dangers of driving under the influence of alcohol and/or drugs, while also creating effective outreach strategies to increase awareness. The project is designed to work closely with the Slavic & Eastern European community to spark meaningful conversations and develop best practices for supporting both youth and their families in combatting substance involved driving.

During the 2023 TSO Conference, SSC connected with several organizations that work in schools and use specialized equipment to simulate the experience of driving under the influence. However, due to cultural and language barriers, these organizations often struggle to engage with ethnic communities, leaving groups like ours underserved. We plan to build relationships with these organizations to explore how we can bring their tools and resources into our community, bridging these gaps.

In the coming fiscal year, we propose hosting three workshops, where our outreach coordinator will present on the risks of driving under the influence. We will also collaborate with Dual Language Immersion (DLI) programs across the region to deliver these seminars to students at Kelly, Lane, and Lincoln High Schools. We plan to hold one event at each school, starting in February, April, and May. During the summer months, we will organize two additional workshops for youth and families.

3. Review 2025 grant adjustments to the 2025 Highway Safety Plan:

<u>Project #</u>	<u>Project Name</u>	<u>Project Total</u>
B5PEM-25-12-00-00	Impaired Driving Media - NHTSA Communications	\$225,000 (-\$75,000)

Moving to B5PEM-25-12-16-00. ODOT-TSO requests approval to reduce this project's budget by \$75,000 based on projected spending as determined in partnership with our media contractor, Gard Communications. A separate request will be made to add those funds to a different impaired driving media project based on updated budget projections for spending during FY2025.

<u>Project #</u>	<u>Project Name</u>	<u>Project Total</u>
B5PEM-25-12-16-00	Impaired Driving Media - TSO Communications	\$225,000 (+\$75,000)

Moving to B5PEM-25-12-00-00. ODOT-TSO requests approval to increase this project's budget by \$75,000 based on projected spending as determined in partnership with our media contractor, Gard Communications. A separate request will be made to reduce a different impaired driving media project by the same amount of 405(d) funds based on updated budget projections for spending during FY2025.