2019 6th National Distracted Driving Awareness Month Kickoff News Event

April 11, Thursday

Pioneer Courthouse Square
715 SW Morrison ST, Portland, OR 97205

Event: 11:00-1:30

Speakers begin: 12:15

Speakers include:
- ODOT Director / Matt Garrett
- Oregon State Police / Sergeant Shephard
- Oregon State Sheriff’s Association / Sergeant Bryan White
- Oregon Association of Chiefs of Police / Sergeant Engstrom

National Advertising Campaign: April 8-15, 2019
National Enforcement Mobilization: April 11-15, 2019

Focus:
- Statewide high visibility ENFORCEMENT

Hi-lights:
- Proclamation making April Distracted Driving Awareness Month
- Distracted driving law
- Statewide participation/enforcement in national effort: C2D – Connect 2 Disconnect, April 11, 2019 / NHTSA
- Statewide high visibility enforcement and media during April
- ODOT/OSP Partnership OSP in distracted driving enforcement efforts
- Oregon awarded $1.2 million to fight distracted driving
- ODOT grants $600,000 for statewide high visibility law enforcement, up from $30,000
- Law enforcement media ride alongs
- Marked and unmarked law enforcement cars
- Law enforcement motorcycles
- Distracted driving simulation glasses
- New media campaign
- Educational materials and more…

Media opportunity:
- Members of the media are invited to talk with law enforcement and safety advocates.

- Media ride alongs with OSP, schedule with OSP: Sergeant Yvette Shephard / Yvette.Shephard@oregon.gov

Event Coordinator:
- Kelly Kapri, w 503-986-3293, c 503-507-1783, kelly.a.kapri@odot.state.or.us

Media Coordinator:
- Shelley Snow, w 503-881-5362, shelley.m.snow@odot.state.or.us

2017 data is preliminary and subject to change
DISTRACTED DRIVING IN OREGON

- “Distracted Driving” is a dangerous behavior for 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).

- From 2013-2017 there were 12,006 fatal and injury crashes involving a distracted driver resulting in 95 fatalities and 18,429 injuries caused by crashes in Oregon (all ages).

- 2013-2017 there were 1,089 fatal and injury crashes involving a driver (all ages) reported to have been using a cell phone at the time of the crash: 20 fatalities and 1,557 people injured.

- 2013-2017 there were 112 fatal and injury crashes involving a driver age 16-18 reported to have been using a cell phone at the time of the crash: 0 fatalities and 158 people injured.

- 2013-2017 there were 73,572 convictions for using a mobile electronic device offense.

**Convictions for using a mobile electronic device 2013-2017***

<table>
<thead>
<tr>
<th>Year</th>
<th>Convictions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>21,520</td>
</tr>
<tr>
<td>2014</td>
<td>17,723</td>
</tr>
<tr>
<td>2015</td>
<td>15,264</td>
</tr>
<tr>
<td>2016</td>
<td>10,317</td>
</tr>
<tr>
<td>2017</td>
<td>8,748</td>
</tr>
<tr>
<td>Total</td>
<td>73,572</td>
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</tbody>
</table>

*Source: Oregon Driver and Motor Vehicle Services

New legislation and enforcement in 2017 and 2018 has resulted in 13,086 mobile electronic convictions in 2018.

- 2013-2017 there were 32 fatal and injury crashes involving, but not limited to a Pedestrian, using a cell phone: 2 fatalities and 30 injuries.

- 2013-2017 there were 10 fatal and injury crashes involving, but not limited to a Pedalcyclist, using a cell phone: 0 fatalities and 10 people injured.

- 2013-2017 there were 224 fatal and injury work zone distracted driving crashes: 4 fatalities and 381 people injured.

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What is distracted driving?
Distraction occurs when a driver voluntarily diverts attention to something not related to driving that uses the driver's eyes, ears, or hands. There are four types of driver distraction:

- **Visual** -- looking at something other than the road
- **Auditory** -- hearing something not related to driving
- **Manual** -- manipulating something other than the wheel
- **Cognitive** -- thinking about something other than driving

Most distractions involve more than one of these types, with both a sensory -- eyes, ears, or touch -- and a mental component.

Additional Distracted Driving Campaign Information/Resources:
https://www.oregon.gov/ODOT/TS/Pages/SafeandCourteousDriving.aspx

ODOT Oregon Distracted Driving Videos:
https://www.youtube.com/playlist?list=PL6mL7JnVXhphVM3RyS1YTZa6ky4LJZs6B

NHTSA's Distracted Driving Website:
https://www.nhtsa.gov/risky-driving/distracted-driving#nhtsa-action


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