



**Program Manager Update Guide for  
Oregon Transportation Safety Committee  
(OTSC)  
Novice Teen Driver Education**

<p>Funding - Revenue for 2024</p>	<p>Student Driver Training Fund (state) – \$2,880,981 (projected)          Transportation Operating Fund (state) – \$90,000 (estimated)          Section 402 (federal) - \$15,000 (estimated)</p>
<p>What - Primary Focus (From HSP)</p>	<p>TSAP Strategy 1.1.1 – Promote safe travel behavior through educational initiatives, focusing on how system user behavior can contribute to a safer transportation system for all.</p> <p>TSAP Strategy 1.1.2 – Tailor safety culture marketing and media tools to specific user groups with specific needs (e.g. youth, aging travelers, walkers, motorcyclists, bicyclists, under-invested groups, and different income groups).</p>
<p>How - Strategies Put into Play (From HSP)</p>	<ul style="list-style-type: none"> <li>• Media efforts – new PSAs focused on instructor recruitment and encouraging teens to take driver education</li> <li>• Complete revisions of Driver Education curriculum and instructor training manual</li> <li>• Develop a DE Curriculum Instructor Manual</li> <li>• Rebuild DEAC membership.</li> </ul>
<p>Who - Projects Started (From HSP)</p>	<ul style="list-style-type: none"> <li>• Curriculum and Instructor Training Manual revisions.</li> <li>• Development of Instructor Manual</li> <li>• Film and release new PSAs targeting instructor recruitment and encouraging teens to take driver education.</li> <li>• Develop marketing toward Latino community.</li> </ul>
<p>Status - Progress of Strategies so Far</p>	<ul style="list-style-type: none"> <li>• Curriculum and Instructor Training Manual revisions are complete. - Going to bid now for printing; Roll out for late summer, early fall courses.</li> <li>• Instructor Manual is complete – going to bid for initial printing.</li> <li>• In June 2022, developed and filmed two new PSAs (:15 and :30) using one of our DE instructors and two of his students. These were released in October-November 2022 . Ads were also translated into Spanish and released through Univision. Over 1.2M impressions.</li> <li>• Since January, we’ve added 5 new providers, 1 public school and 4 commercial driver training schools. One of these (Bridges) is owned by a driver rehabilitation specialist which allows to reach those students that may not be well-served by a traditional driver education school.</li> </ul>

	<p>Media:</p> <ul style="list-style-type: none"> <li>• Google Search Ads – May-Sept 2023</li> <li>• Geofencing (Instructors) – May-June 2023</li> <li>• Streaming OTT – Teens and Instructors – May-June, Sept-Oct 2023</li> <li>• Website Content Update- June 2023</li> <li>• Brochure – Instructor – June 2023</li> <li>• Social Media (FB/IG) – July-Sept 2023</li> </ul>
Federal Share to Local Split (FTL)	<p>23-TOFYOUTH-962 - Trauma Nurses Talk Tough – Youth safety education – 100%</p> <p>23DRVED-001 – DE reimbursement – 100%</p> <p>23DRVED-003 – DE statewide services – 100%</p> <p>23DRVED-A02 – WOU GDL Implementation: Education &amp; Information – 60%</p> <p>DE-23-21-02 – TNTT Train the Trainer – 80%</p> <p>M8PE-23-20-11 – Spanish Language PSAs – 100%</p>

### Driver Education vs. Non Driver Education Convictions

5-Year Average (2018-2022)				
Age	Total	With DE	W/O DE	DE Teen Percent of Total
16	516	114	402	22.09%
17	1,231	240	991	19.50%
18	2,509	403	2,107	16.04%
19	3,261	416	2,846	12.74%
20	3,303	278	3,025	8.42%
	10,820	1,450	9,370	
		<b>13.40%</b>	<b>86.60%</b>	<b>100.0%</b>

### Driver Education vs. Non Driver Education Crashes

5-Year Average (2018-2022)				
Age	Total	With DE	W/O DE	DE Teen Percent of Total
16	860	243	617	28.22%
17	1,511	325	1,186	21.51%
18	1,849	281	1,569	15.17%
19	1,847	177	1,670	9.57%
20	1,724	122	1,602	7.06%
	7,791	1,147	6,644	
		<b>14.72%</b>	<b>85.28%</b>	<b>100.0%</b>