



Program Manager Update

**Oregon Transportation Safety Committee (OTSC)**

**Distracted Driving Program**

<p>Funding - Revenue for 2021 (New Grant Year)</p>	<p>Distracted Driving Media - \$540,000          Distracted Driving Statewide Flex - \$167,500</p> <p>OSP HVE - \$100,000          Oregon Impact/LEA HVE - \$560,000</p>
<p>What - Primary Focus (From HSP)</p>	<p>Decrease distracted driving behavior through education and changing social norms.</p> <p>Conduct targeted enforcement to enforce Oregon distracted driving law.</p>
<p>How - Strategies Put into Play (From HSP)</p>	<p>Develop and distribute public information and education materials to conduct outreach and raise awareness and understanding of the dangers of distracted driving. This was done in October and re-released in April during Distracted Driving Awareness Month.</p> <p>Provide high visibility enforcement for distracted driving statewide throughout the year, especially during October 2020 and April 2021, the Annual National Distracted Driving Awareness Month. Participated statewide in the national Connect 2 Disconnect (C2D) high visibility enforcement effort, April 8.</p>
<p>Who - Projects Started (From HSP)</p>	<p>GARD – Media campaign.</p> <p>Law enforcement agencies statewide – HVE.</p> <p>Hang Up and Drive – Distracted Driving Awareness Presentations to schools, employers and organizations statewide. HUAD are in the final stages of getting the contract to present in 2022 as well.</p>
<p>Status - Progress of Strategies so Far</p>	<p>GARD has developed distracted driving campaign materials that were run in October and during April’s Distracted Driving Awareness month.</p> <p>OSP, city and county law enforcement conducted HVE during October and April 2021 Distracted Driving Awareness Month.</p> <p>Hang Up and Drive is scheduling in person and virtual Distracted Driving Awareness Presentations statewide for 2021 and 2022. So far, they have presented to 1,264 people.</p>