




Program Manager Update Guide for
Oregon Transportation Safety
Committee (OTSC)

Report
January 11, 2023

<p>Funding - Revenue for 2021-2022</p> 	<p>Distracted Driving Media: Communications and Outreach M8PE-22-20-02 \$500,000.00, spent \$498,637.40</p> <p>Distracted Driving Statewide - Flex M8DD-22-20-05 \$180,000, spent \$107,245.73</p> <p>OSP - High Visibility Enforcement (HVE) - DD M8DDLE-22-20-03 \$100,000.00, spent \$75,796.59</p> <p>Oregon Impact - HVE and Distracted Driving Media M8DDLE-22-20-04 \$500,000 HVE / \$45,508.00 Media, spent \$343,620.78</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’s 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 especially in April during Distracted Driving Awareness Month.</p> <p>Provide high visibility enforcement for distracted driving statewide throughout the year, especially during April 2022, the Annual National Distracted Driving Awareness Month. Participated in the in the National Connect 2 Disconnect (C2D) high visibility enforcement effort during April.</p>
<p>Who - Projects Started (From HSP)</p>	<p>GARD – Media campaigns.</p> <p>Law enforcement agencies statewide – HVE and Media – administered through OSP and Oregon Impact.</p> <p>Hang Up and Drive – Distracted Driving Awareness Presentations to schools, employers and organizations statewide.</p>

	<p>Distracted Driving Awareness Courses - For a first offense that does not contribute to a crash, the court may offer to suspend the fine if the driver completes and pays for an approved Distracted Driving Avoidance course.</p> <p>Oregon Travel Experience – Rest area kiosks statewide displaying distracted driving plastic posters.</p> <p>2022 April is Distracted Driving Awareness Month Declaration developed and sent to OTC for approval.</p> <p>ODOT/DMV.</p>
<p>Status - Progress of Strategies so Far</p>	<p>GARD has developed and distributed distracted driving campaign materials that were run during April’s Distracted Driving Awareness month and were run throughout the year Billboards, cable TV, radio, OTT, streaming audio, FB, and Instagram.</p> <p>NASCAR, June 3-4, 2022 / Grand Prix, September 2-4, 2022.</p> <p>OSP, Oregon Impact: city and county law enforcement agencies conducted HVE especially during April 2022 Distracted Driving Awareness Month and throughout the year. Oregon Impact also sent out kits to agencies. LEAs also participated in the annual National Connect to Disconnect.</p> <p>OSP: Overall there were 734.75 overtime hours worked with 1,147 vehicles stopped (average 1.56 contacts per hour). There were 192 contacts directly related to distracted driving (cell phone use). The activities reported were 68 mobile device citations, 5 DUII arrests, 166 speed citations, 44 seat belt citations, 241 other citations, 124 mobile device warnings, 376 speed warnings, 80 seat belt warnings, and 585 other warnings.</p> <p>Oregon Impact/ City and County LEAs: During the grant year the following results were submitted by the 79 agencies that participated. There were 1019 shifts for a total of 3585.75 hours. There were 2123 citations and 1166 warnings for Distracted Driving. In addition, there were 2485 other citations and 3416 other warnings. In addition, 13 DUII/MIP drivers were arrested, and 37 Felony Warrants were served during these shifts. A total of 7583 contacts, with an average of 2.11 contacts per hour.</p> <p>Hang Up and Drive delivered 44 distracted driving awareness presentations that included 8,118 participants statewide.</p>

	<p>Distracted Driving Awareness Course is going well.</p> <p>Oregon Travel Experience – Rest area kiosks statewide still have distracted driving posters posted at many of the rest areas, mainly at entrances through the state, I-5 and Hwy. 101. Media is also used in Oregon airports for people coming into the state.</p> <p>2023 April is Distracted Driving Awareness Month Declaration is going to OTC for approval.</p> <p>ODOT/DMV completed and distributed a news release and posted the Park Your Phone media on their website and ODOT’s FB page.</p>
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HANG UP AND DRIVE



Nationally recognized public speakers and advocates for phone-free roads, Steve Johnson and Jacy Good.

EVENT SPEAKERS. NO COST.

In 2008, a crash caused by a distracted driver left Jacy partially paralyzed and took the lives of her parents.

With **Hang Up and Drive**, Jacy Good and Steve Johnson advocate for distraction-free roads and provide education on the dangers of using a phone while behind the wheel.

ODOT is bringing **Hang Up and Drive** to Oregon for virtual or in person Distracted Driving Awareness Presentations.

Bring this important message and these special guest speakers to your Oregon school, employer or organization.

CONTACT US

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oregon.gov/ODOT/Safety/Pages/Distracted.aspx



VISIT HANGUPANDDRIVE.COM

Presentations determined on a case by case basis.



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Transportation Safety. The Way to Go.

**Before
you start
your car...**



**Distracted
driving
is illegal
in Oregon.**

Drive Safely. *The Way to Go.*
Transportation Safety - ODOT