



Program Manager Update for Safe Driving
Oregon Transportation Safety Committee
11/8/23

Funding - Revenue for 2024	Media Campaign for Safe Driving: Aging, Lights & Swipes, Following Too Close, Drowsy Driving and Red Light Running
What - Primary Focus	All program areas were the primary focus. In past years, the budget was less for Safe Driving so we ran a robust campaign.
How - Strategies Put into	<p>Rerelease of Aging Road User TV PSA for Aging Road Users’ Week. Ran 11/28/22-12/31/22. ODOT Communications social media was done for this.</p> <p>Since this program has had little funding in the past, TSO wanted to revitalize the messages. TSO had the rerelease of the Aging Road Users’ PSA. The Aging Road Users TV PSA included Aging Road Users, Motorcycle Drivers and EMS. Another PSA was done that included Distracted Driving, Roadway Departure and Pedestrian. The third TV PSA included Speeding, Following Too Close and Red Light Running.</p> <p>https://www.youtube.com/watch?v=Vkr1RW1wBHK “Talk About It: Aging Drivers” - 30 second PSA</p> <p>https://vimeo.com/812540894 “Imagine”, Distracted Driving, Roadway Departure and Pedestrian ,15 sec.</p> <p>https://vimeo.com/812540957 “Imagine”, Distracted Driving, Roadway Departure and Pedestrian, 30 sec.</p> <p>https://vimeo.com/840933084 “Never Worth It”, Speeding, Following Too Close and Red Light Running, 15 sec.</p> <p>This is in addition to social media, etc., please see attachments for details.</p>
Who - Projects	Safe Driving Projects were completed as planned.
Status - Progress	Complete.
Federal Share to Local Split	N/A
TSAP Implementation Vulnerable Users	<p>Aging Road Users</p> <p>Identify risk factors for aging road users (all travel modes) and implement near-term treatments.</p> <ul style="list-style-type: none"> Risk factors were identified in SPR828 in June 2020 (Addressing Oregon’s Rise in Deaths and Serious injuries for senior drivers and pedestrians). While crash data is analyzed to identify risk factors statewide, additional resources will be needed to develop an Implementation Plan. <p>Develop and implement an Oregon Aging Road Users Implementation Plan based on the Addressing Oregon’s Rise in Deaths and Serious Injuries for Senior Drivers and Pedestrians research report.</p> <ul style="list-style-type: none"> The first step to implement is education, Aging Road Users’ Training. TSO will be offering mini grants to already approved At-Risk Training Providers for Aging Road Users to reduce risk factors.