



Photo by [Rod Stevens](#), OR 37 near Pendleton, Oregon

FFY 2023

Annual Report
Oregon Highway Safety Program

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State of Oregon Transportation Safety Office Mission

To prevent transportation deaths and serious injuries in Oregon by positively influencing all road user behaviors through the development and implementation of safety programs with local, county, tribal and state partnerships.

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Executive Summary

Oregon's Transportation Safety Office (TSO) is within the Driver and Motor Vehicle Services Division (DMV) of Oregon's Department of Transportation (ODOT). The DMV Administrator serves as the Governor's Representative for Highway Safety (GR). TSO is responsible for production and submittal of Oregon's Highway Safety Plan to NHTSA.

ODOT's strategy to reduce traffic fatalities and serious injuries is to implement traffic safety programs and proven countermeasures based on the identified causes of fatal and serious injury crashes in Oregon. These include both behavioral and infrastructure applications. The Highway Safety Plan strategies are in alignment with the state's five-year Strategic Highway Safety Plan, required by FHWA, which Oregon refers to as the Transportation Safety Action Plan or TSAP.

For Highway Safety Plan (HSP) planning purposes, the TSO partners with safety advocates and stakeholders on the implementation of Oregon's TSAP. The TSAP provides long-term goals, policies, and near-term actions to eliminate deaths and life-changing injuries on Oregon's transportation system by 2035.

Oregon's Transportation Safety Action Plan (TSAP) VISION Statement:

Oregon envisions no deaths or life-changing injuries on Oregon's transportation system by 2035.

"Every day, people arrive safely at their destinations in Oregon, but tragically, fatalities and serious injuries still occur on the Oregon transportation system. Any fatality or life-changing injury is a significant loss. Our safety leaders must work to implement state-of-the-art programs, policies, and projects to reduce transportation fatalities and life changing injuries by implementing state-of-the-art programs, policies, and projects related to safety engineering, emergency response, law enforcement, and education. The TSAP lays the foundation to consider and prioritize safety for all modes and all users of our transportation system in order to eliminate all deaths and life-changing injuries on the transportation system.

Achieving this vision by 2035 requires commitment and engagement from a variety of Oregon's agencies and stakeholders." - 2021 Oregon TSAP

Several factors affected the traffic fatality numbers in 2020 and in 2021 (the most recent final data and performance measure year for the 2023 HSP); including continued increases in crashes involving impairment, significant increases in driven speeds, and the continuing challenge of low traffic law enforcement resources being available. Fatal crashes involving one or more of the following - impairment from **poly-substances** (alcohol plus drugs); **excessive speed**; **lane departure**; or **not wearing a safety restraint** - are the most common causes of a motor vehicle fatality in Oregon.

| CRASH RATES | 2020 | 2021 | % Change |
|-------------------------------|------|------|----------|
| Interstate Fwy Crash Rate* | 0.38 | 0.44 | 15.79% |
| Other Fwy/Expsrwy Crash Rate* | 0.61 | 0.75 | 22.95% |
| Non-Freeway Crash Rate* | 1.27 | 1.36 | 7.09% |

| FATAL CRASHES | 2020 | 2021 | % Change |
|------------------------------|--------|--------|----------|
| Total State Highway System** | 262 | 313 | 19.47% |
| Oregon Statewide | 460 | 552 | 20.00% |
| Nationwide*** | 35,935 | 39,508 | 9.94% |

| FATALITIES | 2020 | 2021 | % Change |
|------------------------------|--------|--------|----------|
| Total State Highway System** | 292 | 345 | 18.15% |
| Oregon Statewide | 507 | 599 | 18.15% |
| Nationwide*** | 39,007 | 42,939 | 10.08% |

* excludes crashes on highway ramps, connections and frontage roads

** includes crashes on highway ramps, connections and frontage roads

*** Source: USDOT / NHTSA Overview of Motor Vehicle Traffic Crashes

Nationwide*** 39,007 42,939 10.08%

For additional performance measure outcomes, please see the 'Overview: Year in Review' section of this report. Oregon's Transportation Safety Office (TSO) is proud to partner with the National Highway Traffic Safety Administration (NHTSA) as we work toward reducing and ultimately eliminating fatalities and serious injuries on Oregon's roads.

| Requirement | Where to find in this document |
|---|--|
| Assessment of the State's progress in achieving performance targets in the prior year [FY23], a description of how the State will adjust its upcoming Highway Safety Plan [FY24-26] to meet performance targets better if a performance target has not been met | See Section: Program Performance Measures |
| Description of the projects and activities funded and implemented, and the amount of funds obligated and expended | See Section: Program Planned Activities |
| Description of the State's evidence-based enforcement program activities | See Section: Program Planned Activities |
| Description of the required mobilizations | See Section: Program Planned Activities |
| Explanation of reasons for planned activities not implemented | See Section: Program Planned Activities |
| Description of how the projects funded contributed to meeting the performance targets | See Section: Program Planned Activities |
| If applicable, report paid and earned media | See Section: Program Planned Activities |
| Inclusion of the results of the annual State Attitudes Survey if conducted | See Section: Oregon's Public Opinion Survey Results (POSR) |
| If applicable, report on any Section 2011 Child Restraint Grants funds expended | Not Applicable |

Overview: Year in Review

Oregon highway fatalities from 2021 were 18.15% higher than the same time in the prior year, with fatal crash numbers up twenty percent. The National Safety Council reported that traffic fatalities were up across the country, even with less traffic volumes on the nation's roads in 2021 and into 2022 (resulting from the COVID-19 pandemic).

Several factors affected the traffic fatality numbers in 2020 and in 2021, including continued increases in crashes involving impairment, significant increases in driven speeds, and the continuing challenge of low traffic law enforcement resource availability. Fatal crashes involving impairment from poly-substances (alcohol plus drugs); excessive speed; lane departure; and/or not wearing a safety restraint are the most common causes of a motor vehicle fatality in Oregon.

ODOT-TSO sets aspirational yet feasible targets for its performance measures, using a calculated approach to reaching 'zero' within a 20-year timeline (as published in the 2016-2020 TSAP; the updated TSAP maintains reaching 'zero' by 2035). This can sometimes mean that performance targets are aggressive, encouraging communities to work with conviction on achieving desired results; with ODOT offering education, technical assistance, and other resources to help achieve those goals.

TSO's statewide High Visibility Enforcement (HVE) program, an evidence-based traffic safety enforcement program (TSEP), funded 86 local law enforcement agencies (up from 54 the previous year), along with the Oregon State Police (OSP) during the FFY 2023 grant year, covering more than 90 percent of the state population. Contributing behavioral factors for fatal and serious injury crashes are targeted for highly visible enforcement needs including speed, distracted driving, low seat belt use, impaired driving, and pedestrian safety; Oregon's five priority transportation safety problem areas. (Both the COVID pandemic as well as several high-profile law enforcement incidences that led to public outcry and protests in Portland, Eugene and Salem led to less traffic safety enforcement opportunities on these priority transportation safety problems during FFY2020, and again in FFY2021).

2023 Highlights

- More than 80 local law enforcement agencies participated in the High Visibility Enforcement program in more than sixty mobilizations, up sixty percent from the prior year.
- TSO's Traffic Safety Conference had over 150 partner attendees to network with peers and attend pertinent traffic safety-related training workshops and provide input to Oregon's 2024-2026 Triennial Highway Safety Plan.
- Oregon's 2023 annual observed seat belt usage rate increased again to 97.01%, second highest in the nation.
- Six new local communities developed local safety action plans or began implementing those plans in 2023.
- '[Hang Up and Drive](#)' delivered eighty Distracted Driving Awareness presentations. Sixty were requested by schools, and twenty were requested by employers or other

organizations throughout Oregon.

- The DUI Task Force successfully hosted its annual two-day multidisciplinary conference with 368 attendees. The conference included numerous plenary sessions which sought to raise the understanding of impaired driving challenges and prevention strategies, as well as numerous breakout sessions which were targeted toward specific disciplines to share best practices and other useful information.
- The Law Enforcement Traffic Training Coordinator (DPSST) reported 520 officers received initial Standardized Field Sobriety Test (SFST) training, 167 officers received SFST refresher training, 55 officers received Intoxilyzer 8000 training (aside from basic police academy training), and 16 new SFST instructors were trained and certified. 312 officers received RADAR training, 204 received LIDAR training, and another 277 received training in both RADAR and LIDAR. Additionally, another 15 officers were trained as RADAR/LIDAR Instructors. In total, 808 officers were trained. This is a 31% increase over the 2022 total of 561 officers trained by this program.
- A Deschutes County impaired driving media effort that targeted youth coming of legal driving age in Oregon was created as a video public safety announcement (PSA) encouraging parents to start having conversations about impairing substances and driving with teens ahead of their transition into becoming drivers. Campaign materials were disseminated to more than 75,000 households in Deschutes County via television and digital media.
- Drug Recognition Experts (DRE) were made available for callout to conduct drug influence evaluations, regardless of affiliation with the arresting agency, without burdening either agency's overtime budget. DRE callout response rates improved for FY2023 when compared to FY2022, which led to a higher percentage of drug-impaired driving suspects being fully evaluated.
- Six traditional four-day Child Passenger Safety Technician (CPST) certification trainings, two hybrid CPST trainings and one renewal course were held. These courses certified 91 technicians along with renewing the certification of one additional instructor.
- Developed and refined 'Oregon Friendly Driver' statewide education materials to reach differing audiences and demographics to make more customized trainings and accessibility available to more Oregonians. Over 50 in person and live webinar classes were convened and there were 336 completions of the online course offering. Other methods of program promotion were made through partner engagement activities like outreach to over 1,000 businesses and agencies and promotion at over 20 community and transportation safety events.
- Eleven Oregon counties experienced fewer than five traffic fatalities in 2021: Crook, Curry, Gilliam (0), Grant, Hood River, Lake, Morrow, Sherman, Union, Wallowa (0), and Wheeler counties.
- Media highlights included:
 - A 30-second version of our award-winning video "What It Takes" was re-released. The spot focuses on reminding parents to use the correct position for car child

safety seats when the child is under a certain age, height and weight.

- TSO safety messages won the following awards:
 - Gold Remi* – “One Easy Way” – Occupant Protection
 - Silver Remi — “Best Decision” TV PSA — Driver Ed
 - Bronze Remi – “Know the Signs” TV PSA – Impaired Driving
 - Silver Telly– “Know the Signs” TV PSA/Public Service/Awareness (Impaired Driving)
 - Silver Telly – “Best Decision” TV PSA/Public Interest/Awareness (Driver Ed)
 - Bronze Telly – “One Easy Way” TV PSA/Public Interest/Awareness (Occupant)
 - *The Remi award is the prize awarded as part of the [WorldFest Houston](#) Festival.
- The re-release of award-winning spots aired to reinforce the holidays’ impaired driving messages. They are 2019’s 30-second TV PSA “A Crash is No Accident” – showing the sobering effects of impaired driving and the responsibility drivers must take when choosing to drive impaired – and 2022’s “Know the Signs” – a storyline emphasizing situational awareness and helping each other make safe choices around impairment a normal habit.

Oregon’s 2023 Performance Measures & Outcomes

OR-1 (Met)

The number of active local transportation safety groups.

Target: 50

Outcome: 52

OR-2 (Met)

Number of distracted driving fatalities related to mobile electronic devices.

Target: 4

Outcome: 3 (2017-2021 avg)

OR-3 (Met)

Increase the number of EMS training courses (and/or online training opportunities) for rural/frontier EMS personnel that respond to motor vehicle crashes; to earn CEUs and maintain certifications.

Target: 100

Outcome: 226

OR-4 (Not met)

Number of people killed or seriously injured due to defective/inadequate brakes, or no brakes.

Target: 11

Outcome: 12 (2017-2021 avg)

OR-5 (Met)

Number of judges participating in annual transportation safety related judicial training programs.

Target: 49

Outcome: 88

OR-6 (Not Met)

Impaired Riding (MC) - .08 BAC or using drugs).

Target: 28

Outcome: 31 (2017-2021 avg)

OR-7 (Not Met)

Decrease the number of fatal and serious injuries for drivers 65 years of age and older.

Target: 351

Outcome: 413 (2017-2021 5 yr avg)

OR-8 (Not Met)

Number of officers trained statewide through the Police Traffic Safety training conference.

Target: 225

Outcome: 176 was the number of law enforcement officers trained during the 2023 Police Traffic Safety Conference, not meeting the goal of 225 law enforcement officers being trained through TSO sponsored traffic safety trainings.

OR-9 (Met)

Number of traffic records performance measures identified in Traffic Records Strategic Plan.

Target: 1 improved measure

Outcome: 1 improved measure R-X-1: To measure accessibility of a specific file within the roadway database.

NHTSA's 2023 Performance Measures and Outcomes for Oregon:**C-1) (Not Met)**

Number of traffic fatalities (FARS)

Target: 488

Outcome: 508 (2017-2021 avg)

C-2) (Not Met)

Number of Serious Injuries

Target: 1,783

Outcome: 1,899 (2017-2021 avg)

C-3) (Not Met)

Fatalities/VMT (FARS)

Target: 1.37

Outcome: 1.42 (2017-2021 avg)

C-4) (Not Met)

Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Target: 77

Outcome: 116 (2021); 90 (2017-2021 avg)

C-5) (Not Met)

Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Target: 163

Outcome: 198 (2021)

C-6) (Not Met)

Number of speeding-related fatalities (FARS)

Target: 153

Outcome: 154

C-7) (Not Met)

Number of motorcyclist fatalities

Target: 64

Outcome: 84 (2021); 70 (2017-2021 avg)

C-8) (Maintained)

Number of unhelmeted motorcyclist fatalities

Target: 5

Outcome: 5

C-9) (Met)

Number of drivers age 20 or younger involved in fatal crashes (FARS)

Target: 52

Outcome: 43 (2021)

C-10) (Not Met)

Number of pedestrian fatalities

Target: 72

Outcome: 77 (2017-2021 avg)

C-11) (Not Met)

Number of bicyclists fatalities

Target: 10

Outcome: 12 (2017-2021 avg)

B-1) (Met)

Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Target: 96%

Outcome: 97.01%

| Grant Funded Enforcement | FFY 2019 | FFY 2020 | FFY 2021 | FFY 2022 | FFY 2023 |
|---|---------------------|---------------------|---------------------|---------------------|---------------------|
| (A-1) Seat belt citation issued during grant funded enforcement | 2,743 | 2,276 | 2,858 | 2,724 | 2,660 |
| (A-2) Impaired driving arrests during grant funded enforcement | 656 | 468 | 536 | 406 | 621 |
| (A-3) Speeding citations issued during grant funded enforcement | 11,456 | 4,489 | 7,247 | 5,324 | 5,819 |

ODOT's strategies to reduce traffic fatalities and serious injuries will continue to implement traffic safety programs and proven countermeasures based on the identified causes of fatal and serious injury crashes in Oregon. Oregon's 2024-2026 Triennial HSP and the ODOT TSAP together outline proven action items and activities directed at reducing risky driving behaviors like DUII, non-safety belt use, speeding, and aggressive driving. Strategies are chosen from proven countermeasures to address other problem areas in motorcycle safety, child passenger safety, bicycle and pedestrian safety, areas among others. Oregon's vision is zero fatalities by 2035 (in alignment with 'Toward Zero Deaths'), but realistic interim targets are set based on the desire to reduce fatality rates gradually over time to achieve the longer-term goal of zero.

All priorities found in the 2023 HSP were aligned with TSAP priorities and recommended strategies, where projects funded by TSO are data-driven and utilize evidence-based countermeasures to the problems being addressed.

Oregon's behavioral safety program will continue to evaluate the effectiveness and seek improvements in the implementation of identified and proven strategies and countermeasures.

All Figures are Preliminary and Subject to Change:

| (People) | 2022 | 2023 | 2024 | % change 2022 to 2023 |
|---------------------------------------|------------|------------|------|--------------------------|
| Motor Vehicle Fatalities | 365 | 376 | 4 | 3.0% |
| Pedestrian Fatalities | 127 | 107 | 0 | -15.7% |
| Pedalcyclist Fatalities | 13 | 15 | 0 | 15.4% |
| Motorcyclist Fatalities | 96 | 67 | 1 | -30.2% |
| Total Fatalities | 601 | 565 | 5 | -6.0% |
| CMV related (out of total fatalities) | 76 | 80 | 0 | 5.3% |

*Source: ODOT CAR Unit - Initial Reported Motor Vehicle Traffic Fatalities

Updated January 11, 2024 – Initial information, subject to change

Assessment of Results in Achieving Performance Targets for FY23 and FY22

Assessment of Results in Achieving Performance Targets for FY23 and FY22

| Performance Measure | FY 2023 | | | | | FY 2022 | | | |
|---|---------------|----------------|-----------------------|--------------------------------------|---|-----------------------|----------------|--------------------------------|---------------------|
| | Target Period | Target Year(s) | Target Value FY23 HSP | Data Source*/ FY 23 Progress Results | On Track to Meet FY23 Target Y/N ** (in-progress) | Target Value FY22 HSP | Target Year(s) | Data Source/ FY21 Final Result | Met FY22 Target Y/N |
| C-1) Total Traffic Fatalities | 5 year | 2019-2023 | 488 | 2017 - 2021 FARS 508 | N | 468 | 2018-2022 | 2016-2020 FARS 488 | N |
| C-2) Serious Injuries in Traffic Crashes | 5 year | 2019-2023 | 1,783 | 2017 - 2021 STATE 1,899 | N | 1,722 | 2018-2022 | 2016-2020 STATE 1,783 | N |
| C-3) Fatalities/VMT | 5 year | 2019-2023 | 1.37 | 2017 - 2021 FARS 1.42 | N | 1.46 | 2018-2022 | 2016-2020 FARS 1.37 | N |
| For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY23 HSP. | | | | | | | | | |
| C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions | Annual | 2023 | 77 | 2021 FARS 116 | N | 73 | 2022 | 2021 FARS 116 | N |
| C-5) Alcohol-Impaired Driving Fatalities | Annual | 2023 | 163 | 2021 FARS 215 | N | 153 | 2022 | 2021 FARS 215 | N |
| C-6) Speeding-Related Fatalities | Annual | 2023 | 153 | 2021 FARS 154 | N | 140 | 2022 | 2021 FARS 154 | N |
| C-7) Motorcyclist Fatalities (FARS) | Annual | 2023 | 64 | 2021 FARS 84 | N | 63 | 2022 | 2021 FARS 84 | N |
| C-8) Unhelmeted Motorcyclist Fatalities | Annual | 2023 | 5 | 2021 FARS 5 | Y | 4 | 2022 | 2021 FARS 5 | N |
| C-9) Drivers Age 20 or Younger Involved in Fatal Crashes | Annual | 2023 | 52 | 2021 FARS 43 | Y | 50 | 2022 | 2021 FARS 43 | Y |
| C-10) Pedestrian Fatalities | Annual | 2023 | 72 | 2021 FARS 87 | N | 72 | 2022 | 2021 FARS 87 | N |
| C-11) Bicyclist Fatalities | Annual | 2023 | 10 | 2021 FARS 18 | N | 9 | 2022 | 2021 FARS 18 | N |
| B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey) | Annual | 2023 | 96% | 2023 State Survey 97.01% | N | 97% | 2022 | 2021 FARS 95% | N |

Performance Measure Update

FFY 2023



Photo by Rod Stevens, Wasco County Road, Oregon

Annual Report
Oregon Highway Safety Program

FFY 2023 Performance Measures

Program:

Occupant Protection

Performance Measure:

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Target Period:

Annual

Target Year(s):

2023

Target Value:

96

Data Source:

2023 Oregon Seat Belt Use Observational Study

Data Years:

2023

Is Oregon on track to meet FY 23 target:

YES

What does the most current FINAL available data reflect:

97.01% Seat Belt Usage Rate

Year of most current FINAL data:

2023

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARs data for NHTSA performance measures):

In 2022, Oregon was ranked number one in the nation for seat belt use rate at 96.5 percent. In 2023, Oregon's seat belt usage rate increased again to 97.01 percent. Oregon has traditionally had a high seat belt usage rate, sometimes the highest in the nation, but continuous education is needed for new citizens, visitors, and high-risk populations to maintain a high use rate.

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

FFY 2023 Performance Measures

With Oregon's safety belt use rate being one of the highest at 97 percent, it is not feasible to utilize the 3 percent improvement target. Sustained enforcement projects along with targeted media efforts should help to maintain this performance measure in the next grant year.

FFY 2023 Performance Measures

Program:

Statewide

Performance Measure:

C-1) Number of traffic fatalities (FARS)

Target Period:

5 year

Target Year(s):

2019-2023

Target Value:

488

Data Source:

FARS

Data Years:

2016-2020

Is Oregon on track to meet FY 23 target:

NO

What does the most current FINAL available data reflect:

508

Year of most current FINAL data:

2017-2021

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARS data for NHTSA performance measures):

Oregon is currently working to reduce traffic fatalities. Like much of the nation, the data shows we are not on a path to achieve our targets. Several factors affect the number of fatalities and serious injuries. These include continuing increases in crashes involving impairment (and specifically, drug impairment), the number of traffic law enforcement officers and agency resources, and emergency response times. Fatal crashes involving alcohol and/or drug use;

FFY 2023 Performance Measures

excessive speed; lane departure; and/or not wearing a safety belt are the most common causes of a fatality on Oregon roadways.

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

ODOT's strategy to reduce traffic fatalities is to implement traffic safety programs and proven countermeasures based on the causes of fatal crashes in Oregon. For example, the Oregon Transportation Safety Performance Plan (HSP) and the ODOT Transportation Safety Action Plan (TSAP) outline safety activities directed at risky driving behaviors like DUI, non-safety belt use, and speeding. These countermeasures also address strategies and activities for programs like motorcycle safety, child passenger safety, bicycle and pedestrian safety and other priority program areas. ODOT also seeks to combat traffic fatalities and serious injuries through strategic highway safety infrastructure improvements (All Roads Traffic Safety, or ARTS), such as median cable barriers, rumble strips, and pedestrian crossing markings, as well as through efforts made by DMV's medically At-Risk program.

More outreach with partners in working on other aspects of the Safe Systems Approach will be pursued and completed in efforts to tie in and expand on behavior education and messaging activities and goals. Oregon will also increase its engagement with local jurisdictions. This includes the public opinion survey with its community-based outreach and input results. Efforts will also be made to increase the representation of historically marginalized and seldom-heard communities in this process and engage with community and business partners in a way that builds trust, centered around respect and reciprocity, and increases awareness of ODOT's traffic safety programs and countermeasure opportunities.

We will be encouraging law enforcement partners to increase their focus during both routine and HVE enforcement campaigns. A change from previous years is to allow agencies to utilize straight time enforcement, where agencies have the opportunity to increase and encourage officers to conduct more dedicated traffic enforcement within their regular workday. The new Oregon State Police Traffic HVE Strike Team will also focus their upcoming efforts on speed enforcement in addition to impaired driving.

FFY 2023 Performance Measures

Program:

Statewide

Performance Measure:

C-2) Number of Serious Injuries

Target Period:

5 year

Target Year(s):

2019-2023

Target Value:

1,783

Data Source:

State

Data Years:

2016-2020

Is Oregon on track to meet FY 23 target:

NO

What does the most current FINAL available data reflect:

1,899

Year of most current FINAL data:

2017-2021

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARs data for NHTSA performance measures):

Oregon saw a 5.9% increase in serious injuries 5-year rolling average from 2016-2020, used to calculate the target, to the most current 2017-2021. Reducing the number of traffic crashes is the primary strategy to reduce traffic injuries, but when a crash happens, reducing the severity becomes the secondary strategy. Injury severity can be influenced in three primary ways: first, safe infrastructure, and implementing design practices that mitigate structural safety risks on Oregon's transportation system; second, driver behavior, deploying safety information,

FFY 2023 Performance Measures

education programs and the DMV driver improvement program in order to reduce crashes caused by risky driver behavior. The third way is through emergency medical services at the scene and in transport to a hospital or trauma center.

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

ODOT's strategy to reduce serious injuries from motor vehicle crashes is to continue to implement traffic safety programs and proven countermeasures based on the causes of fatal crashes in Oregon as determined by crash data analysis. Injury severity can be influenced in three primary ways: first, safe infrastructure, and implementing design practices that mitigate structural safety risks on Oregon's transportation system; second, driver behavior, deploying safety information, education programs and the DMV driver improvement program in order to reduce crashes caused by risky driver behavior. The third way is through emergency medical services at the scene and in transport to a hospital or trauma center.

More outreach with partners in working on other aspects of the Safe Systems Approach will be pursued and completed in efforts to tie in and expand on behavior education and messaging activities and goals. Oregon will also increase its engagement with local jurisdictions. This includes the public opinion survey with its community-based outreach and input results. Efforts will also be made to increase the representation of historically marginalized and seldom-heard communities in this process and engage with community and business partners in a way that builds trust, centered around respect and reciprocity, and increases awareness of ODOT's traffic safety programs and countermeasure opportunities.

We will be encouraging law enforcement partners to increase their focus during both routine and HVE enforcement campaigns. A change from previous years is to allow agencies to utilize straight time enforcement, where agencies have the opportunity to increase and encourage officers to conduct more dedicated traffic enforcement within their regular workday. The new Oregon State Police Traffic HVE Strike Team will also focus their upcoming efforts on speed enforcement in addition to impaired driving.

FFY 2023 Performance Measures

Program:

Statewide

Performance Measure:

C-3) Fatalities/VMT (FARS)

Target Period:

5 year

Target Year(s):

2019-2023

Target Value:

1.37

Data Source:

FARS

Data Years:

2016-2020

Is Oregon on track to meet FY 23 target:

NO

What does the most current FINAL available data reflect:

1.42

Year of most current FINAL data:

2017-2021

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARS data for NHTSA performance measures):

Oregon is currently working to reduce fatal crashes. However, 2021 FARS data shows we are not on a path to achieve our performance targets for 2023. Several factors affect the number of fatalities in Oregon, including continuing increases in crashes involving impairment (and specifically, drug impairment), the number of traffic law enforcement officers and agency resources available, and emergency response times. Fatal crashes involving alcohol and/or

FFY 2023 Performance Measures

drug use; excessive speed; lane departure; and/or not wearing a safety belt are the most common causes of a fatality on Oregon roadways.

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

ODOT's strategy to reduce traffic fatalities has been to implement traffic safety programs and proven countermeasures based on the causes of fatal crashes in Oregon. For example, the Oregon Transportation Safety Performance Plan (HSP) and the ODOT Transportation Safety Action Plan (TSAP) outline safety activities directed at risky driving behaviors like DUI, non-safety belt use, and speeding. These countermeasures also address strategies and activities for programs like motorcycle safety, child passenger safety, bicycle and pedestrian safety and other priority program areas. ODOT also seeks to combat traffic fatalities and serious injuries through strategic highway safety infrastructure improvements such as median cable barriers, rumble strips, and pedestrian crossing markings, as well as through DMV's medically At-Risk program.

More outreach with partners in working on other aspects of the Safe Systems Approach will be pursued and completed in efforts to tie in and expand on behavior education and messaging activities and goals. Oregon will also increase its engagement with local jurisdictions. This includes the public opinion survey with its community-based outreach and input results. Efforts will also be made to increase the representation of historically marginalized and seldom-heard communities in this process and engage with community and business partners in a way that builds trust, centered around respect and reciprocity, and increases awareness of ODOT's traffic safety programs and countermeasure opportunities.

We will be encouraging law enforcement partners to increase their focus during both routine and HVE enforcement campaigns. A change from previous years is to allow agencies to utilize straight time enforcement, where agencies have the opportunity to increase and encourage officers to conduct more dedicated traffic enforcement within their regular workday. The new Oregon State Police Traffic HVE Strike Team will also focus their upcoming efforts on speed enforcement in addition to impaired driving.

FFY 2023 Performance Measures

Program:

Occupant Protection

Performance Measure:

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Target Period:

Annual

Target Year(s):

2023

Target Value:

77

Data Source:

FARS

Data Years:

2016-2020

Is Oregon on track to meet FY 23 target:

NO

What does the most current FINAL available data reflect:

According to FARS 2021 data, Oregon had 116 unrestrained passenger vehicle occupant fatalities in all seating positions. The average unrestrained passenger vehicle occupant fatalities in all seating positions from 2017-2021 is 90. 2021=116

Year of most current FINAL data:

2017-2021

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARS data for NHTSA performance measures):

The performance measure was not met this grant year. In FY 2023, 66 law enforcement agencies along with the Oregon State Police were awarded Seat Belt High Visibility Enforcement (HVE) grants. Total citations/warnings written during the seat belt overtime efforts was 2,660 for seat belts and 49 for child restraints. Many of the agencies continue to struggle with staggeringly low staffing levels keeping the agencies from working the amount of HVE

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hours that they have worked prior to the pandemic. Officers are leaving the profession due to high stress and newer officers are less interested in pursuing overtime activities. Starting in the 2024 grant year, the seat belt high visibility program will offer agencies the ability to work straight time enforcement hours for occupant protection activities. Agencies have expressed excitement in this change for high visibility enforcement. This should bring grant enforcement activities trending back upward.

Targeted media about the importance of wearing a seat belt and the lifesaving benefits of proper seat belt use will be a priority in the coming grant years. The data has also shown the importance of making sure transportation safety materials are provided in a large assortment of languages. The immigrant and refugee population in Oregon is growing so it is imperative that safety materials and media messages are created and provided for these groups.

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

With the upward trend in the unrestrained vehicle occupant fatalities in the last four years, the performance target will be to maintain or reduce the unrestrained vehicle occupant fatalities at the 5-year average (2016-2020) of 85. In the upcoming Annual Grant Application for FFY 2025, the Occupant Protection Program will make the priority to work with its media contractor to find ways to put more safety messaging in rural communities. ODOT could look at billboard placement on rural highways, and provide social media geofenced to specific areas and events taking place in rural communities. Another priority of the program in the upcoming grant years will be to build partnerships with law enforcement agencies in the rural parts of the state. Those are the agencies that are often too small to participate in the seat belt high visibility enforcement program, so building a partnership with those agencies would help to keep seat belt safety and enforcement a priority in those regions of the state.

FFY 2023 Performance Measures

Program:

Impaired Driving

Performance Measure:

C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Target Period:

Annual

Target Year(s):

2023

Target Value:

163

Data Source:

FARS

Data Years:

2016 – 2020

Is Oregon on track to meet FY 23 target:

NO

What does the most current FINAL available data reflect:

According to FARS 2021 data, there were 215 alcohol-impaired driving fatalities in Oregon.

Year of most current FINAL data:

2021

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARS data for NHTSA performance measures):

The performance measure was not met this grant year. In FY2023, 73 city, county, and tribal law enforcement agencies, as well as the Oregon State Police, were awarded DUII High Visibility Enforcement (HVE) grants directly from ODOT – TSO or through Oregon Impact. ODOT – TSO also changed its policy during the grant year so as to allow participating agencies to utilize HVE grant awards during dedicated straight-time DUII patrols in some circumstances,

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rather than just during overtime. This allowed law enforcement agencies that have been hampered by staffing shortages to assign dedicated DUII patrols without relying on officers signing up to work on their time off, which was a consistent request by agencies throughout the state who were struggling to fill overtime-only shifts.

Looking ahead to future grant years, ODOT – TSO will encourage law enforcement agencies to use HVE grant awards to fund straight-time DUII patrols as appropriate. Additionally, the recent creation of the Oregon State Police High Visibility Enforcement Unit (HVEU) has allowed OSP to partner with local resources to resume DUII saturation missions throughout the state in high-crash areas and during high-crash times. ODOT – TSO will use the HVEU model to demonstrate the effectiveness of purposeful, coordinated DUII saturation operations such that other agencies are better able to employ similar strategies.

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

Due to ongoing challenges in the enforcement and prosecution sectors of impaired driving for drivers and motorcycle rider, the performance target will be to reduce or maintain alcohol-impaired driving fatalities at the previous 5-year average of 163. ODOT will adjust its Highway Safety Plan to improve effective use of high visibility enforcement opportunities such that more alcohol- and drug-impaired drivers are identified and arrested before fatal or serious injury crashes occur. To accomplish this, ODOT will work with law enforcement agencies to make HVE opportunities more accessible to communities with limited resources. ODOT will also work to increase access to law enforcement and prosecution training opportunities to ensure offenders are held accountable and directed to post-adjudication resources where appropriate. A new public awareness campaign will also be used to broaden the public's understanding of drug-impaired driving to encourage drivers and riders to make safer, more responsible decisions regarding driving after consuming intoxicants other than alcohol. The Impaired Driving Program will also increase its partnership efforts with the Motorcycle/Moped Rider Safety Program to encourage law enforcement agencies to increase their enforcement efforts on detecting impaired riders as well as increase public safety messaging focused on riders and encouraging them to ride sober.

FFY 2023 Performance Measures

Program:

Speed

Performance Measure:

C-6) Number of speeding-related fatalities (FARS)

Target Period:

Annual

Target Year(s):

2023

Target Value:

153

Data Source:

FARS

Data Years:

2016-2020

Is Oregon on track to meet FY 23 target:

NO

What does the most current FINAL available data reflect:

5-year average of 151, 2021=154

Year of most current FINAL data:

2017-2021

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARS data for NHTSA performance measures):

The performance measure was not met this grant year. As in recent year, city, county, and tribal law enforcement agencies, as well as the Oregon State Police (OSP), were awarded High Visibility Enforcement (HVE) grants direct from ODOT TSO or through Oregon Impact for speed enforcement. While ODOT TSO continues to encourage law enforcement agencies to perform overtime enforcement in all 5 HVE areas (Speed, Impaired Driving, Distracted Driving, Occupant Protection and Pedestrian Safety) the number of fatalities rose from the FFY 2020 number of

FFY 2023 Performance Measures

507 total crashes and 135 or 26% being speed related which maintained the same percentage as 2020. In FFY 2021 the total number of fatal crashes rose by 17% resulting in 599 total crashes of which 154 being speed related. This resulted in speed being a factor in 26% of total crashes.

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

While the state did not meet its goal, ODOT TSO will continue to work with law enforcement partners and media messaging to educate the public about the dangers of speeding. In 2024, law enforcement agencies also have the opportunity to increase their number of hours of speed enforcement by allowing officers to work both straight and overtime enforcement as well as change media messaging, a recent change from previous years. By allowing agencies to utilize straight time enforcement, agencies will have the opportunity to increase and encourage officers to do more traffic enforcement within their regular workday. The new Oregon State Police Traffic HVE Team will also focus their upcoming efforts on speed enforcement in addition to impaired driving.

ODOT TSO will also continue to work with law enforcement partners on additional media messaging to educate the public about the dangers of speeding.

In FFY 2023, ODOT TSO speed media messaging started partnering with other HVE programs for joint messaging. Additionally, TSO will continue to provide speed focused messaging not just for excessive speeding, but also focusing to change driver perception that even 5 – 10 mph over the speed limit is speeding and can have serious or even deadly consequences.

By implementing these changes, ODOT TSO hopes to reduce or at least maintain speed related at the previous 5-year performance target average of 151 for years 2017 - 2021.

FFY 2023 Performance Measures

Program:

Motorcycle Safety

Performance Measure:

C-7) Number of motorcyclist fatalities (FARS)

Target Period:

Annual

Target Year(s):

2023

Target Value:

64

Data Source:

FARS

Data Years:

2016-2020

Is Oregon on track to meet FY 23 target:

NO

What does the most current FINAL available data reflect:

FARS 2021 Data = 84 Total Motorcyclist Fatalities

5-year average for 2017 – 2021 FARS Data = 70 rider fatalities per year

Year of most current FINAL data:

FARS 2021

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARS data for NHTSA performance measures):

The Oregon Motorcycle/Moped Rider Safety Program continues to not succeed in achieving the stated goal of maintaining or reducing rider fatalities on an annual basis. 2021 FARS Data reports 17 more rider deaths over the 2020 FARS data. Comparing the 2016 – 2020 average number of FARS rider fatalities (64) to the 2017-2021 FARS average number of rider fatalities (70), Oregon is now averaging 5+ more rider deaths annually.

FFY 2023 Performance Measures

As the 2024-2026 Triennial Highway Safety Plan states, the program will:

- Increase its collaborative work with the TSO Impaired Driving Program Manager and the two Governor Advisory Committee's to address the impaired riding issue (p.4)
- Continue to implement strategies identified in the Countermeasures That Work document and the ODOT Transportation Safety Action Plan document (p. 8, p.9, p.208)
- Continue to seek out additional education and training opportunities for riders that encourages safe and compliant riding habits and increase enforcement of existing laws on non-compliant riding behaviors (p.13)
- Continue to use a diverse set of data to identify trends, unserved/underserved/over-represented populations in guiding program activities (p.210-225)
- Continue to seek partner and local political perspectives/solutions in addressing rider fatalities
- The program will continue to evaluate the effectiveness and seek improvements in the implementation of the identified strategies listed on pages 227 – 236 to address the increase in the average number of rider fatalities over a five-year period.
- As a result of the State not meeting its performance target, the State will adjust its upcoming AGA by requesting law enforcement partners to increase their focus during routine and HVE enforcement campaigns on motorcycle riders to reduce fatal crashes involving speed and impaired riding. The State will also increase its engagement efforts with local jurisdictions in areas where the ten highest frequency vehicle-versus-motorcycle crashes are occurring to offer to partner in public safety messaging related to motorist awareness to decrease these types of crashes.

FFY 2023 Performance Measures

Program:

Motorcycle Safety

Performance Measure:

C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Target Period:

Annual

Target Year(s):

2023

Target Value:

5

Data Source:

FARS

Data Years:

2016-2020

Is Oregon on track to meet FY 23 target:

YES

What does the most current FINAL available data reflect:

FARS 2021 Data = 5 unhelmeted motorcyclist fatalities

5-year average for 2017 – 2021 FARS Data = 5 unhelmeted motorcyclist fatalities per year

Year of most current FINAL data:

FARS 2021

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARS data for NHTSA performance measures):

The Oregon Motorcycle/Moped Rider Safety Program succeeded in this performance target of maintaining or reducing the number of unhelmeted motorcyclist fatalities. This success will likely be short lived, as the program manager expects the number of unhelmeted rider fatalities to be higher once the 2022 and 2023 final crash data is verified.

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

As the 2024-2026 Triennial Highway Safety Plan states, the program will:

- Continue to support proposals to update the definition of a motorcycle helmet in Oregon Revised Statutes to ensure helmets meet the federal safety standard performance requirements (p.13)
- Continue to evaluate the effectiveness and seek improvements in the implementation of the identified strategies listed on pages 227, and 229-232 to maintain or reduce the total number of unhelmeted riders that are killed in Oregon
- Continue to implement strategies identified in the Countermeasures That Work document and the ODOT Transportation Safety Action Plan document (p. 8, p.9, p.208)
- Continue to seek out additional education and training opportunities for riders that encourages safe and compliant riding habits and increase enforcement of existing laws on non-compliant riding behaviors like not wearing a helmet or (as current statute permits) not wearing an approved DOT-compliant helmet.
- Continue to use a diverse set of data to identify trends, unserved/underserved/over-represented populations in guiding program activities (p.210-225)
- And finally, continue to seek partner and local political perspectives/solutions in addressing rider fatalities related to not wearing a helmet or choosing to wear a non-DOT approved helmet

FFY 2023 Performance Measures

Program:

Driver Education

Performance Measure:

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Target Period:

Annual

Target Year(s):

2023

Target Value:

52

Data Source:

FARS

Data Years:

2021

Is Oregon on track to meet FY 23 target:

Yes

What does the most current FINAL available data reflect:

43

Year of most current FINAL data:

2021

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARS data for NHTSA performance measures):

According to FARS 2021 data, Oregon had 43 drivers ages 20 or younger involved in fatal crashes, a 27% decrease from 59 in 2020. Oregon has continued to focus efforts on informing the motoring public about the benefits of formal teen novice driver education. Media messaging directs Oregonians to consider driver education while sharing the safety benefits, noting that teens who take a driver education course are less likely to be involved in crashes or receive traffic citations. Oregon DMV data (2020-2022) demonstrates that teens, ages 16-20, who

FFY 2023 Performance Measures

completed an Oregon Dept. of Transportation-approved driver education course only received 6.13% of 6,513 citations issued to that age group and were involved in only 8.43% of all crashes (7,441) in that same age group.

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

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FFY 2023 Performance Measures

Program:

Non-Motorized (Ped)

Performance Measure:

C-10) Number of pedestrian fatalities (FARS)

Target Period:

Annual

Target Year(s):

2023

Target Value:

72

Data Source:

FARS

Data Years:

2016-2020

Is Oregon on track to meet FY 23 target:

NO

What does the most current FINAL available data reflect:

2021=87, 5-year average of 77

Year of most current FINAL data:

2017-2021

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARs data for NHTSA performance measures):

Using the current NHTSA FARs data for 2017-2021, Oregon is not on track to meet the FY 2023 target. The jump in the average is due to the trend of increased pedestrian fatalities but largely the spikes in pedestrian fatalities in 2019 and 2021. The highest jump was from 71 in 2020 to 87 in 2021. The start of the pandemic was in 2020 and Oregon experienced the Governor's stay at home social distancing orders. Given that 2020, was a seemingly anomalous year due to less

FFY 2023 Performance Measures

vehicle traffic on the road, pedestrians were still a higher risk group for fatalities as the 71 pedestrian fatalities is still higher than the 2012-2016 average of 60.

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

Oregon will adjust the target based on the new 5-year average for 2017-2021 and plan for activities using a Safe System Approach with a goal to decrease pedestrian fatalities. This approach includes recognizing that road user behavior change is an important piece to pedestrian safety but is not exclusive from other important pieces of a safer system. Activities will harness the strength of education impacts while working in tandem with other aspects of the roadway system (emergency response, law enforcement, infrastructure, etc.) and building and maintaining partnerships with both traditional and non-traditional traffic safety partners. . More outreach with partners working on other aspects of the Safe System Approach will be completed in efforts to tie in and expand on behavior education and safety messaging activities.

FFY 2023 Performance Measures

Program:

Non-Motorized (Bike)

Performance Measure:

C-11) Number of bicyclists fatalities (FARS)

Target Period:

Annual

Target Year(s):

2023

Target Value:

10

Data Source:

FARS

Data Years:

2016-2020

Is Oregon on track to meet FY 23 target:

NO

What does the most current FINAL available data reflect:

2021=18, 5-year average of 12

Year of most current FINAL data:

2017-2021

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARS data for NHTSA performance measures):

Oregon is not on track to meeting the 2023 target, especially since there was a 29% increase in bicyclist fatalities from 2020 to 2021. Bicyclist fatalities have increased over the past five years and especially during COVID for 2020-2021. While bicycle ridership may have increased with COVID and social distancing norms while traveling, other behavior changes such as land use changes for travel patterns, risky behaviors such as intoxicated driving and speeding can also be factors.

FFY 2023 Performance Measures

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

Oregon will adjust the target based on the new 5-year average for 2017-2021 and plan for activities using a safe system approach with a goal to decrease bicyclist fatalities. This approach includes recognizing that road user behavior change is an important piece to bicycle safety but is not exclusive of other important pieces of a safer system. Activities harnessing strength of behavior education working in tandem of other pieces of the road system and building and maintaining partnerships with both traditional and non-traditional traffic safety partners will be key. More outreach with partners working on other aspects of the Safe System Approach will be completed in efforts to tie in and expand on behavior education and safety messaging activities.

FFY 2023 Performance Measures

Program:

Community Traffic Safety

Performance Measure:

OR-1) Number of active local transportation safety groups

Target Period:

Quantity as of December 1, 2023

Target Year(s):

2023

Target Value:

50

Data Source:

TSO Grant Files

Is Oregon on track to meet FY 23 target:

YES

What does the most current FINAL available data reflect:

Oregon Impact reports a total of 52 local groups as of December 1, 2023. Some groups reported low activity levels at that date.

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARs data for NHTSA performance measures):

While current measurement and monitoring indicates we have exceeded our goal, 2023 continues to present challenges to developing and maintaining active traffic safety groups that are a dedicated part of local government. We determine if a group is active by making contact or receiving requests for assistance for their efforts. We also find that groups are disbanding at nearly as fast a pace as we can encourage and assist with establishment and re-establishment of new ones. One of the specific challenges to new group development is the lack of interest for citizen participation in government, or in the common vernacular "volunteerism." With Oregon's understanding of 23 CFR 1300 regulations not allowing volunteer hours as a 'match' item for NHTSA grant projects, some local jurisdictions have expressed challenges in meeting match (match must also be a NHTSA-eligible expense).

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

FFY 2023 Performance Measures

Oregon met this performance target. We used information garnered at our most recent public input session (March 2023) as part of our annual conference and public input and have retooled offerings to better meet the needs of local government staff and citizens. Specific improvements underway are retooling outreach to underserved groups through safety advocacy training and translation of information, for example. We will watch the uptake of these modified services to see if they result in continued maintenance and growth of active groups in the coming grant year.

FFY 2023 Performance Measures

Program:

Distracted Driving

Performance Measure:

OR-2) Number of distracted driving fatalities related to mobile electronic devices

Target Period:

5 years

Target Year(s):

2016-2020

Target Value:

4

Data Source:

State

Data Years:

2016-2020

Is Oregon on track to meet FY 23 target:

YES

What does the most current FINAL available data reflect:

5-year average of 3 fatalities per year.

Year of most current FINAL data:

2017-2021

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARs data for NHTSA performance measures):

With increased staffing levels in many law enforcement agencies, and something of an increase in enforcement (e.g. city of Portland returning to having a traffic team), more stops are being conducted resulting in both citations and warnings. That increased presence coupled with the distracted driving media campaigns and presentations across the state, the intent is to improve driver behavior, this data reflects improvement.

FFY 2023 Performance Measures

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

Continue as we have in 2023 and build on it as opportunities become available to keep fatalities decreasing.

FFY 2023 Performance Measures

Program:

Emergency Medical Services

Performance Measure:

OR-3) Increase the number of EMS training participants (and/or online training opportunities) for rural/frontier EMS personnel that respond to motor vehicle crashes to earn CEUs

Target Period:

1 year

Target Year(s):

2022-2023

Target Value:

100

Data Source:

Other, three EMS Conferences and EMS Rural Training Grantee Final Reports.

Data Years:

2022-2023

Is Oregon on track to meet FY 23 target:

YES

What does the most current FINAL available data reflect:

226

Year of most current FINAL data:

2023

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARs data for NHTSA performance measures):

TSO is hopeful we will continue to increase the number of attendees that receive EMS training. The 2022-2023 grant year was very successful, and we plan to build on that success as explained in the 3HSP.

FFY 2023 Performance Measures

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

Continue to build on the successes we are having with our EMS conferences and rural/frontier training.

FFY 2023 Performance Measures

Program:

Vehicle Equipment Safety Standards

Performance Measure:

OR-4) Number of people killed or seriously injured due to defective/inadequate brakes, or no brakes

Target Period:

1 year

Target Year(s):

2023

Target Value:

11

Data Source:

State

Data Years:

2016-2020

Is Oregon on track to meet FY 23 target:

NO

What does the most current FINAL available data reflect:

12 fatalities and serious injuries, 5-year average for 2017-2021

Year of most current FINAL data:

2021

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARs data for NHTSA performance measures):

It is difficult to say whether Oregon is on track to meet the 2023 target because the numbers are small. There is only a 5.3 percent increase from the 2016-2020 5-year average to the 2017-2021 5-year average.

FFY 2023 Performance Measures

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

Public safety education campaigns are necessary to ensure vehicle equipment standards are understood and complied with by the owner of each vehicle to ensure the vehicle is road ready. As the standards continue to be updated and additional federal and state laws are updated or modified, education campaigns continue to be necessary for the maintenance of life saving equipment. We will be working with ODOT Communications to produced new educational videos and social media informational ads in English and Spanish.

FFY 2023 Performance Measures

Program:

Judicial Outreach

Performance Measure:

OR-5) Number of judges participating in annual transportation safety related judicial training programs

Target Period:

1 Year

Target Year(s):

2023

Target Value:

49

Data Source:

TSO Grant Files

Data Years:

2019-2023

Is Oregon on track to meet FY 23 target:

YES

What does the most current FINAL available data reflect:

Current data reflects TSO exceeded the FFY 2023 goal of 49 judges participating in annual transportation safety related judicial training programs.

Year of most current FINAL data:

2023

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARs data for NHTSA performance measures):

The performance measure was met this grant year. In March of 2020, the Covid -19 worldwide pandemic was beginning to become more widespread and shutting down large gathering events. The 2020 judicial education conference finished one day before everything was shutdown. Due to this pending action and more people becoming ill as well as many of the

FFY 2023 Performance Measures

municipal and justice of the peace were in a high-risk category, attendance significantly reduced and has been slow to regain momentum. The judges' association has become more involved in the conference planning and have created a new statewide judges association. In FFY 2022 attendance numbers slowly increased, and in FFY 2023, the number of judges and court staff who attended was 88 in total, well exceeding our target goal of 49.

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

ODOT TSO was successful in meeting this goal.

FFY 2023 Performance Measures

Program:

Motorcycle Safety

Performance Measure:

OR-6) Impaired Riding (MC) - (.08 BAC or using drugs)

Target Period:

Annual

Target Year(s):

2023

Target Value:

28

Data Source:

State

Data Years:

2016-2020

Is Oregon on track to meet FY 23 target:

NO

What does the most current FINAL available data reflect:

5-year average (2016-2020) of riders with a .08 BAC (or higher) or drugs in their system at the time of their death was 28 riders per year. Looking at 2017-2021, the five-year average goes up to 31 riders per year dying with a BAC of .08 (or higher) or drugs in their system at the time of their death. Most current final data is 2021 with a total of 42 riders having died with a BAC of .08 (or higher) and/or having drugs in their system at the time of their death. In 2020 that number was 31.

Year of most current FINAL data:

2021

FFY 2023 Performance Measures

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARs data for NHTSA performance measures):

The Oregon Motorcycle/Moped Rider Safety Program continues to not succeed in achieving the stated goal of maintaining or reducing the average number of impaired rider fatalities. For data related to riders with a BAC of .08 (or higher) or having drugs in their system at the time of their death, 2021 State Final Data reports 11 more rider deaths over the 2020 State Final Data. As stated earlier, the 5-year average (2016-2020) of riders with a .08 BAC (or higher) or drugs in their system at the time of their death was 28 riders per year. Looking at 2017-2021, the five year average goes up to 31 riders per year dying with a BAC of .08 (or higher) or drugs in their system at the time of their death. This trend (increasing) is heading in the opposite direction to the program performance target – which is to maintain or reduce the total number of deaths in this performance target

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

As the 2024-2026 Triennial Highway Safety Plan states, the program will:

- Increase its collaborative work with the TSO Impaired Driving Program Manager and the two Governor Advisory Committee's to address the impaired riding issue (p.4)
- Continue to implement strategies identified in the Countermeasures That Work document and the ODOT Transportation Safety Action Plan document (p. 8, p.9, p.208)
- Continue to seek out additional education and training opportunities for riders that encourages safe and compliant riding habits and increase enforcement of existing laws on non-compliant riding behaviors (p.13)
- Continue to use a diverse set of data to identify trends, unserved/underserved/over-represented populations in guiding program activities (p.210-225)
- Continue to seek partner and local political perspectives/solutions in addressing rider fatalities
- And finally, the program will continue to evaluate the effectiveness and seek improvements in the implementation of the identified strategies listed on pages 227 – 236 to address the increase in the average number of rider fatalities over a five-year period
- As a result of the State not meeting its performance target, the State will adjust its upcoming HSP (AGA) by encouraging law enforcement partners to increase their focus during routine and HVE enforcement campaigns on motorcycle riders to reduce fatal crashes involving speed (frequently a sign of impairment with riders) and impaired riding. The State will also increase its engagement with local jurisdictions in areas where the impaired riding fatalities are most prevalent and seek to partner with them and other agencies to develop and air public safety messages promoting sober riding.

FFY 2023 Performance Measures

Program:

Older Driver

Performance Measure:

OR-7) Number of fatal and serious injuries for drivers 65 years of age and older

Target Period:

2023

Target Year(s):

Annual

Target Value:

351

Data Source:

State

Data Years:

2016-2020

Is Oregon on track to meet FY 23 target:

NO

What does the most current FINAL available data reflect:

413

Year of most current FINAL data:

2017-2021

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARs data for NHTSA performance measures):

Oregon did not meet this target, experiencing 25 fatalities for age > 59 in 2021, almost double that from 2020 (13 fatalities). However, this is also a target value we had expected to rise with the amount of baby boomers retiring soon or already retired. The 2023 project was not a significant investment (\$26K) and will be increased in the coming grant year.

FFY 2023 Performance Measures

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

TSO will consider adjusting the performance target by conducting an Aging Road Users' Training project, in partnership with DMV's At Risk Driver program, to impact and educate more aging road users, and reduce fatalities and serious injuries for this demographic during the 2024 grant year. Re-release of the TV PSA will occur in December for Older Driver Awareness Month.

Due to some unforeseen delays, the planned education items for this program area were not fully implemented in 2023. The 2023 project amount was \$26,660; the TV PSA was however released as planned. The 2024 project has been increased to \$50,000 to accommodate increased frequency of the media messaging outside of Dec, January, and April months only as was done in 2023.

TSO will continue its work in partnership with DMV's 'At-Risk' program to provide education and outreach to drivers 65 years of age and older to increase their awareness of the effects of aging on older drivers (and their families). This program will help educate Aging Road Users and their families by providing information and resources for this vulnerable driving group.

FFY 2023 Performance Measures

Program:

Police Traffic Services

Performance Measure:

OR-08) Number of officers trained statewide through the Police Traffic Safety training conference

Target Period:

1 Year

Target Year(s):

2023

Target Value:

225

Data Source:

TSO Grant Files

Data Years:

2018-2022

Is Oregon on track to meet FY 23 target:

NO

What does the most current FINAL available data reflect:

Outcome: 176 was the number of law enforcement officers trained during the 2023 Police Traffic Safety Conference, not meeting the goal of 225 law enforcement officers being trained through TSO sponsored traffic safety trainings.

Year of most current FINAL data:

2023

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARs data for NHTSA performance measures):

The performance measure was not met this grant year. While the attendance was lower than pre-pandemic, it is anticipated this number will grow as potential attendees reacclimate after three years of restricted trainings (and travel).

FFY 2023 Performance Measures

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

ODOT TSO will continue to work with law enforcement partners to get back to an annual police traffic safety conference schedule and has been able to secure venues for future trainings back on track with previous conference schedules. [The 2024 PTS Conference is scheduled for Feb 21-23 in Bend, Oregon.] One additional factor was the loss of the TSO law enforcement list serve, and it was more difficult to get notification out to attendees that registration was open and the conference was again taking place. TSO is in the process of putting together a new list serve as well as sharing conference notice(s) on other law enforcement partner agency list serves. This will allow for more officers to be notified of the training. These changes should help increase the number of attendees for future conferences.

Additionally, the ODOT TSO Law Enforcement Traffic Safety Advisory Committee (LETS) is working to complete the final revisions to the crash investigation curriculum and agenda. This will allow TSO to hold an advanced crash investigation training in FFY 2024.

FFY 2023 Performance Measures

Program:

Traffic Records

Performance Measure:

OR-9) Number of traffic records performance measures identified in Traffic Records Strategic Plan

Target Period:

Annual

Target Year(s):

2023

Target Value:

1

Data Source:

State

Data Years:

2023

Is Oregon on track to meet FY 23 target:

YES

What does the most current FINAL available data reflect:

In the period beginning April 1, 2020, and ending March 31, 2021, there were no agency participants in the Traffic Count Monitoring system. During the period April 1, 2022, to March 31, 2023 twelve local agency users were established in the system, resulting in a 100% Improvement, allowing Oregon to progress with its 405c program.

Year of most current FINAL data:

2022 though 2023 (period specified by NHTSA)

Please provide an assessment of progress in achieving this performance target, based on the most currently available data (FARs data for NHTSA performance measures):

FFY 2023 Performance Measures

Each year Oregon scans its published and unpublished performance measure records, particularly those tied to Traffic Records Coordinating Committee selected projects for forward momentum or progress on one or more initiatives.

This year the measure was a clear improvement with this performance measure related to roadway information: “R-X-1: To measure accessibility of a specific file within the roadway database: Identify the principal users of the roadway file, query the principal users to assess a) their ability to obtain the data or other services requested and b) their satisfaction with the timeliness of the response to their request, document the method of data collection and the principal users’ responses.” Participating agencies allow information to be compared and assure that state and local roadway information is referenced and available to each participating county, resulting in more timely roadway improvements and safety analysis (which eventually leads to reductions in crashes and injuries).

How will the State adjust its upcoming HSP to better meet performance targets, if a State is not on track to meet the performance targets:

[Click or tap here to enter text.](#)

Planned Activities Update

FFY 2023



Photo by Jimmy Story, Toothrock Tunnel, Oregon- 2023 ODOT photo of the year

Annual Report
Oregon Highway Safety Program

FFY 2023 Planned Activities

Program:

Community Traffic Safety

Federal Project Number:

SA 23-25-02

Project Title:

Safe Communities – Clackamas County

List Specific Participating Sub-Recipient(s)/Agencies:

Clackamas County (Department of Development and Transportation)

Planned Activity Description (Project Funding Narrative):

The project will work with Clackamas County local governments to communicate the implementation of key objectives of their county's 2019 local TSAP, the Safe Communities Coalition concept, and to refine an aggressive 4-E approach to reducing death and injury. The project will adapt strategies from Montana State research on culture change regarding organizational and highway safety. As with all TSO community grants, the project will utilize NHTSA's "Countermeasures That Work" and FHWA's "Proven Safety Strategies" along with the safety program principles of the Safe Community model in Clackamas County. Project will fund consultant services and materials needed to implement local safety action plan items.

Planned Activity Results:

The project staff worked with Clackamas County local governments to communicate the implementation of key objectives of their county's 2019 local TSAP, the Safe Communities Coalition concept, and to refine an aggressive 4-E approach to reducing death and injury. The project used adapted strategies from Montana State research on culture change regarding organizational and highway safety. As with all TSO community grants, the project utilized NHTSA's "Countermeasures That Work" and FHWA's "Proven Safety Strategies" along with the safety program principles of the Safe Community model in Clackamas County. This year the project staff elected to use consultant services and local staff time to procure and place media addressing impairment with measurable results. The final video can be seen online at <https://www.youtube.com/watch?v=PWxBsTB3nM>

Project expenses consisted of consultant services needed to implement this local safety action plan effort to start raising awareness and coordination around this important topic. Additionally, under separate cover local agencies were funded to provide enforcement of impairment laws, using 'countermeasures that work' principals to inform the efforts. The agency worked with five non-profits on developing the message initially created by Washington state, and then amplify the message.

FFY 2023 Planned Activities

Funding Source:

402

Amount Approved:

\$50,000

Amount Expended:

\$50,000

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

Click or tap here to enter text.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

Not applicable.

How did this project contribute to meeting the State's highway safety performance targets:

A link to the county plan and Drive to Zero effort can be found here:

<https://www.clackamas.us/transportation/tsap.html#documents>

While specific measurable direct linkage will have to wait until data is available, it is anticipated that a multi-point media and community effort with partners like non-profits and law enforcement will reduce crashes and crash severity over time.

Did this project provide Media?

Yes

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

The video ad had 7,133,240 impressions. Total video views were 1,537,373. An audio only ad had 747,262 listens.

FFY 2023 Planned Activities

Program:

Community Traffic Safety

Federal Project Number:

SA 23-25-03

Project Title:

Safe Communities – Deschutes County

List Specific Participating Sub-Recipient(s)/Agencies:

Bend Metropolitan Planning Organization

Planned Activity Description (Project Funding Narrative):

The project will coordinate and implement portions of the Deschutes County and the City of Bend local Transportation Safety Action Plans. This project will continue work to integrate the elements of the Safe Community concept within Deschutes County, and will specifically encourage partnerships within the county government, and with cities within the county. The project will provide consultant services, hours and allowable resources for coordination activities to assist with and implement action items from the plans to initiate culture change inside and outside city and county government, moving the community toward a zero acceptable deaths approach to managing motor vehicle traffic.

Planned Activity Results:

The project started late in the fiscal year due to local agency staffing shortage but was able to continue to successfully coordinate and implemented portions of the Deschutes County and the City of Bend local Transportation Safety Action Plans despite staffing setbacks. Stability and growth of the regional safety committee for Central Oregon was a priority this grant cycle. The committee is a sub-committee of the Central Oregon Area Commission on Transportation which includes Deschutes, Crook and Jefferson counties and each government was represented and active and engaged. The committee focused on regional efforts to eliminate deaths and life-changing injuries. Due to staffing limitations, the work of the committee was limited during this grant cycle. The committee focused on implementing a series of small projects by partnering with the central Oregon economic development organization. Specific efforts were to place materials already developed and monitored by ODOT program managers, so the project would be adhering to proven countermeasures exclusively. This project advisory group continued work to integrate the elements of the Safe Community concept throughout central Oregon, and specifically encouraged partnerships within the region. The project was limited to providing consultant services for coordination, and minor media placement, with the bulk of time focused on identifying and implementing allowable work despite staff challenges. Importantly Bend MPO, The Confederated Tribes of Warm Springs, Jefferson County, Crook County, Deschutes County applied for and received grants to plan for safety, expanding and enhancing efforts in the region as a direct result of formal and informal coordination.

FFY 2023 Planned Activities

Funding Source:

402

Amount Approved:

45,000

Amount Expended:

\$24,562.83

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

Not applicable

How did this project contribute to meeting the State's highway safety performance targets:

This project helped reduce crash instance and severity by providing local coordination and messaging in support of state efforts. Additionally, the project and partners set the stage for increased and enhanced effort throughout the entire region in the coming years through successful plan development applications.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Community Traffic Safety

Federal Project Number:

SA 23-25-04

Project Title:

Safe Communities – Lane County

List Specific Participating Sub-Recipient(s)/Agencies:

Lane Council of Governments (MPO)

Planned Activity Description (Project Funding Narrative):

The project continues to coordinate and implement portions of the new Lane County and city level Transportation Safety Action Plans. This project will continue work to integrate the elements of the Safe Community concept within Lane County, and will specifically encourage partnerships within the county government, and with cities within the county. The project will provide staff hours and allowable resources for coordination activities to assist with and implement actions to initiate culture change inside and outside city and county government, moving the community toward a zero acceptable deaths approach to managing motor vehicle traffic, and safety for all modal users. Subrecipient: Eugene/ Springfield Metropolitan Planning Organization

Planned Activity Results:

The project coordinated and implemented portions of the new Lane County and city level Transportation Safety Action Plans. Local jurisdictions met monthly with project specific meetings taking place on a more regular basis. Organizations which are currently meeting to discuss safety initiatives and plan implementation include Lane County Public Works, Lane County Public Health, City of Eugene, City of Springfield, City of Veneta, Lane Transit District, Safe Routes to School, Lane Council of Governments and Better Eugene Springfield Transportation. This project continued work to integrate the elements of the Safe Community concept within Lane County, and encouraged partnerships within the county government, and with cities within the county as evidenced by the extensive list of meeting groups in addition to providing 12 Presentations at groups like Lane County Transportation Advisory Committee, The Transportation Planning Committee and Metropolitan Policy Committee Meeting . The project provided staff hours for coordination activities, assisted with plan implementation actions to initiate culture change inside and outside city and county government, helped move the community toward a zero acceptable deaths approach to managing motor vehicle traffic, and safety for all modal users. By using ODOT crash data (incidents on the roadways reported by law enforcement, emergency responders, and motorists), 20 alcohol-impaired fatalities occurred in Lane County in 2021 and 4 alcohol-impaired fatalities occurred in the Eugene-Springfield area.

FFY 2023 Planned Activities

Outside of the MPO area, there was an increase of alcohol-impaired fatalities by 11. In the MPO area, there was an increase of 4. The increase in local alcohol-impaired fatalities is in line with the national increase of alcohol-impaired fatalities. These figures guide efforts of a dedicated committee seeking to address these crashes in the affected areas. For example, using separate funding the work group has developed a DUI prevention campaign and hired an advertising agency to market the campaign over 3 years. The group worked with local Oregon Liquor Regulatory Specialists to add 17 more liquor license holders to annual Responsible Alcohol Sales Training. The central lane MPO and Lane County are currently updating their local plans, which will result in a wealth of equitable public input and targeted, research-based plans for the affected communities.

Funding Source:

402

Amount Approved:

\$95,000

Amount Expended:

\$94,999.50

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

Performance measures adopted by Federal and State transportation safety agencies are posted on the Central Lane Metropolitan Planning Organization's website found here:
<https://www.lcog.org/themppo/page/crash-data>.

Data for urban and rural locations can be viewed independently. information includes Total fatalities; total serious injuries; fatalities where the driver was impaired by alcohol; speed involved fatalities; and unrestrained passenger fatalities among others are documented. Each focus item helps the state move toward reductions in crash events and injuries.

Did this project provide Media?

FFY 2023 Planned Activities

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Community Traffic Safety

Federal Project Number:

SA 23-25-20

Project Title:

Safe Communities – Safe Communities Services

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon Impact, Local Cities/Counties/Non-Profit Organizations

Planned Activity Description (Project Funding Narrative):

The project will provide webinar and direct training, mentoring, and technical assistance to promote traffic safety volunteer efforts that mirror NHTSA's "Countermeasures That Work" and other proven efforts. This project with Oregon Impact will continue to offer local traffic safety advocates access to technical assistance via a weekday 1-800 "warm" line, and a project directed electronic newsletter featuring traffic safety resources, ideas and recognition for successful programs. Oregon Impact will make phone contact with 100% of the recognized local traffic safety committees in Oregon during the fiscal year to identify best practices, troubleshoot problems, and encourage local participation. The grantee will work with ODOT Region staff to ensure that 100% of the recognized communities receive at least one in-person visit during the grant period. The project will be responsible to identify an effective performance measurement and realistic targets, and work to increase the number of citizens who volunteer to assist for traffic safety projects and promote local safety advocacy and activities. The project will coordinate with TSO staff to assist locals in coordinating their efforts between program topics, with an aim to develop more holistic efforts in conducting outreach and education on transportation safety best practices.

Planned Activity Results:

The project provided webinar and direct training, mentoring, and technical assistance to promote traffic safety volunteer and local government efforts that mirror NHTSA's "Countermeasures That Work" and other research proven efforts. This project with Oregon Impact continued to offer local traffic safety advocates access to technical assistance via a weekday 1-800 "warm" line and email contact point specializing in local efforts, and a traffic safety oriented electronic newsletter featuring traffic safety resources, ideas and recognition for successful programs was issued 12 times throughout the year. Oregon Impact made phone contact with the recognized local traffic safety committees in Oregon during the fiscal year and gathered currently popular best practices, helped local governments troubleshoot problems, and encourage local citizen participation. The grantee worked with selected ODOT staff to ensure that recognized communities received at least one in-person visit during the grant period but was unable to attend each group's meeting due to scheduling challenges. The project will be

FFY 2023 Planned Activities

worked to identify an effective performance measurement and realistic targets, and worked to increase the number of citizens who volunteer to assist for traffic safety committees and projects. Oregon Impact supported local safety advocacy and activities with technical support and assistance. The project coordinated with ODOT staff to assist locals in coordinating their traffic safety efforts between program topics, helping them develop more holistic efforts in conducting outreach and education on transportation safety best practices.

Funding Source:

402

Amount Approved:

\$160,000

Amount Expended:

\$110,716.54

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

Increased activity at the local level is expected to reduce the instance and severity of crashes and crash events through proven education and project strategies. While it is difficult to draw a scientifically proven link at the statewide level, using countermeasures that work, and other research-based efforts assures that the efforts will improve overall outcomes.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

[Choose an item.](#)

Please provide information regarding paid and earned media information.

FFY 2023 Planned Activities
Click or tap here to enter text.

FFY 2023 Planned Activities

Program:

Community Traffic Safety

Federal Project Number:

SA 23-25-21

Project Title:

Safe Communities – Safe Communities Assistance

List Specific Participating Sub-Recipient(s)/Agencies:

None

Planned Activity Description (Project Funding Narrative):

The project will award grants to local governments for the coordination and implementation of allowable portions of new county and city level Transportation Safety Action Plans. This project will work with communities to integrate the elements of the Safe Community concept into local plan implementation and will specifically encourage partnerships within county and city governments. The project will provide staff or consultant hours and allowable resources and materials for coordination activities to assist with and implement actions to initiate positive transportation safety culture changes inside and outside city and county government, moving the community toward a zero acceptable deaths approach to managing motor vehicle traffic safety outreach and education, including implementation of the county's new Local Transportation Safety Action Plan.

Planned Activity Results:

Program staff were unable to award grants to local governments for the coordination and implementation of allowable portions of new county and city level Transportation Safety Action Plans due to targeted and qualifying other new local governments declining to accept offers of assistance at this time. Staff did work with communities to implement or initiate local plan completion and encouraged partnerships within county and city governments. Program staff were unable to establish agreements with the targeted communities in the current grant year but made significant progress for establishment of efforts in the 2024 grant year.

Funding Source:

402

Amount Approved:

\$100,000

Amount Expended:

FFY 2023 Planned Activities

\$0

Was the project implemented? No

If no, please provide an explanation of reasons it was not implemented.

Local governments declined to accept funds during the project period, but select communities began work to accept funds for 2024.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

This project was not implemented.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Community Traffic Safety

Federal Project Number:

SA 23-25-22

Project Title:

Safe Communities Local Safety Action Plans

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT-TSO, Marion County, City of Klamath Falls

Planned Activity Description (Project Funding Narrative):

This project will identify communities, and fund awards to local governments for the development of safety action plans. The plan development process will gather data about fatal and injury crash causation and will establish local plans using data driven decision making and available research to identify countermeasures that show the best potential to impact local safety problems in an effective manner. The best countermeasures will become part of the local plans. The plans will incorporate Engineering, Education, Enforcement and EMS solutions to address the Economic impacts of transportation related fatal and serious injury crashes. Subrecipients: Marion County, Jefferson County

Planned Activity Results:

This project identified communities, and funded awards to Marion County and City of Klamath Falls for the development of local safety action plans. The plan development process is underway in both communities and has begun to gather data about fatal and injury crash causation and is working to establish local plans using data driven decision making and available research in the local communities to identify countermeasures that show the best potential to impacting local safety problems in an effective manner. The best countermeasures are being developed and will become part of the local plans. The plans will incorporate Engineering, Education, Enforcement and EMS solutions to address the Economic impacts of transportation related fatal and serious injury crashes. Additionally, this project allowed for completion of statewide efforts to implement the transportation safety action plan and develop further refinements to the TSAP and Traffic Records Plan. Oregon encouraged local governments to accept safe streets for all grants to develop plans in partnership with FHWA.

Funding Source:

402

Amount Approved:

\$600,000

FFY 2023 Planned Activities

Amount Expended:

\$205,789.55

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

Not applicable

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

Not Applicable

How did this project contribute to meeting the State's highway safety performance targets:

Having research backed plans for improving traffic safety systems eventually leads to reduced crash instance and severity.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

FFY 2023 Planned Activities

Program:

Distracted Driving

Federal Project Number:

M8DD-23-20-01

Project Title:

Communications and Outreach: Safe and Courteous Statewide

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT-TSO (GARD media contract)

Planned Activity Description (Project Funding Narrative):

This project will fund PI and E (public information and education) and media campaigns statewide on Oregon's Safe and Courteous programs: Drowsy Driving, Following Too Close, Stop on Red, and Lights and Swipes laws and best practices; and may conduct other types of education and outreach with these more flexible funds, for other topical areas. For example, funding will be provided to produce a driver education Spanish TV PSA and then release it statewide, where the Driver Education program has minimal funding for outreach and communication/media like this, as do other transportation safety programs in TSO like the Pedestrian/Bicycle, and Speed programs. This transportation safety messaging will have a positive impact on increasing awareness of the Safe and Courteous program as well as Oregon traffic laws.

Planned Activity Results:

This was done statewide successfully as described above. There was great saturation of mediums to try to change driving behavior to reduce motor vehicle crashes, fatalities and injuries. TSO believes these campaigns to be successful.

Funding Source:

405(e) Flex

Amount Approved:

\$215,000

Amount Expended:

\$214,585

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

FFY 2023 Planned Activities
Click or tap here to enter text.

Did this project include evidence-based enforcement program activities (TSEP/HVE):
No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

Click or tap here to enter text.

How did this project contribute to meeting the State's highway safety performance targets:

There was great saturation of media with these funds for each part of the Safe and Courteous Program. TSO chose to do rereleases and/or freshen up existing media because consistent use of images over time allows drivers and others to see it repeatedly and have a better chance of remember it.

Did this project provide Media?

Yes

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

\$125,435.50 Paid Media \$34,514.30 Earned Media

FFY 2023 Planned Activities

Program:

Distracted Driving

Federal Project Number:

M8*DD-23-20-05

Project Title:

Communications and Outreach: Distracted Driving Statewide

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT/TSO, Hang Up and Drive, and Oregon State University

Planned Activity Description (Project Funding Narrative):

This project will fund public information and education statewide on Oregon's distracted driving law and best practices; and conduct other types of education and outreach on distracted driving with these more flexible funds. It will also account for those expenditures related to managing the DD program that are not specifically eligible use of 405e funding, where flexed monies can then support the program in this way.

Planned Activity Results:

'Hang Up and Drive' delivered eighty Distracted Driving Awareness presentations via a contract with ODOT. Sixty were to schools, twenty were to employers/organizations. The '101 Things to do in Coastal/Western Oregon' magazine was updated and distributed, also the Oregon Driving Manual, both with distracted driving images. TSO was able to partner with OSU to research and report: ODOT/ The Impact of Cell Phone Coverage. This research was to see if crash rates are higher coming into or leaving non cell phone coverage area. It does not appear that crash rates were higher, but we did find some areas throughout the state to target media and enforcement. Some of the higher crash rates were in the metro areas, but also all along the entire Oregon coast range, Highway 101. This first of its kind research was accepted to be presented at an ASCE global conference and will subsequently be published. (See "Attachment A_DD_ M8*DD-23-20-05).

Funding Source:

405(e) Flex

Amount Approved:

\$456,815.00

Amount Expended:

\$304,287.62

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

How did this project contribute to meeting the State's highway safety performance targets:

This project provided a great deal of exposure through presentations, the Magazine and the DMV Driver Manual. Hang Up and Drive presentations were given statewide. We have gotten a lot of excellent feedback from these presentations. The demand has become high as presentations are given. This is great for Oregon teens to hear this message in their schools. Oregon does not have one teen fatality due to distracted driving, according to data going back to 2009. The in-school presentations are so important because the kids spread this information to family, friends, etc. Employers and other organizations also took advantage of these presentation offerings by Hang Up and Drive.

The OSU study had interesting results and has impacted the route the program will take going forward with both media and HVE as mentioned above. The OSU study was also accepted to be a presentation at the International Conference on Transportation and Development 2024. This report will also be published. (See Attachment A_ DD_M8DD-23-20-05).

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

FFY 2023 Planned Activities

Program:

Distracted Driving

Federal Project Number:

M8DDLE-23-20-03

Project Title:

High Visibility Enforcement - DD

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon State Police (OSP)

Planned Activity Description (Project Funding Narrative):

This project will fund HVE (high visibility enforcement) of Oregon's distracted driving law statewide by partnering with the Oregon State Police to conduct sustained enforcement throughout the year and particularly in April during National Distracted Driving Awareness Month. Funding will be awarded based on data-driven problem identification.

Planned Activity Results:

This was successfully conducted statewide as described above and during National Distracted Driving Awareness Month and Week. Data demonstrates this campaign was successful. Overall, there were 1,130 overtime hours worked with 2,085 vehicles stopped (average 1.85 contacts per hour). There were 301 contacts directly related to distracted driving (cell phone use). The activities reported were 87 distracted driving citations, 3 DUII arrests, 378 speed citations, 39 seat belt citations, 445 other citations, 214 distracted warnings, 610 speed warnings, 120 seat belt warnings, and 1,171 other warnings.

Funding Source:

405(e)

Amount Approved:

\$126,965.00

Amount Expended:

\$ 111,999.11

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

Yes

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

Overall, there were 1,130 overtime hours worked with 2,085 vehicles stopped (average 1.85 contacts per hour). There were 301 contacts directly related to distracted driving (cell phone use). The activities reported were 87 distracted citations, 3 DUII arrests, 378 speed citations, 39 seat belt citations, 445 other citations, 214 distracted warnings, 610 speed warnings, 120 seat belt warnings, and 1,171 other warnings. Most mobilization was done during April, Distracted Driving Awareness Month.

How did this project contribute to meeting the State's highway safety performance targets:

Research has proven that law enforcement is necessary to uphold the law and is a five-star proven countermeasure to mitigate traffic violations and risky driving behavior.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

FFY 2023 Planned Activities

Program:

Distracted Driving

Federal Project Number:

M8DDLE-23-20-04

Project Title:

High Visibility Enforcement - DD

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon Impact, local police departments and county sheriff agencies

Planned Activity Description (Project Funding Narrative):

This project will fund HVE (high visibility enforcement) of Oregon's distracted driving law statewide by conducting sustained enforcement throughout the year and particularly in April during National Distracted Driving Awareness Month. Funding will be awarded to agencies based on data-driven problem identification.

Planned Activity Results:

Sustained and high visibility enforcement of Oregon's Distracted Driving law occurred statewide including during National Distracted Driving Awareness Month and Week in April. Data indicated this campaign to be successful.

There were 1,175 shifts, 4,069 hours and 9,051 stops made by law enforcement, an average of 2.22 stops per hour. This is work conducted by county and city law enforcement agencies, managed through the non-profit Oregon Impact. This project continues to be effective in having active law enforcement deter drivers from driving distracted.

Funding Source:

405(e)

Amount Approved:

\$634,845.00

Amount Expended:

\$440,036.96

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

Yes

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

55 Agencies participated in the 10th annual Distracted Driving campaign, and it resulted in 310 shifts, 2,435 stops and 1,143 hours worked. During this time 787 Distracted Driving citations were issued along with 364 warnings. Four arrests were made for DUII, 11 felony arrests were made, and 984 other citations and warnings were issued during the month of April for Distracted Driving Awareness Month and Week. Throughout the entire year 2,572 citations were issued. Most mobilization was done during April, Distracted Driving Awareness Month.

How did this project contribute to meeting the State's highway safety performance targets:

Throughout the state of Oregon, a heightened public awareness campaign regarding the perils of distracted driving was achieved through intensified enforcement efforts throughout the grant year. These efforts resulted in an impressive 6,788 additional traffic stops conducted by various enforcement agencies all made possible by the allocation of grant funds. This substantial increase in enforcement activities not only underscored the commitment to combating distracted driving but also significantly contributed to promoting safer roads and responsible driving behavior statewide.

Oregon Impact will continue to provide helpful media release information to city police and county sheriff departments to help educate the public statewide, through pre- and post-media releases, about distracted driving related problems and the saturation patrols to be conducted through September 30, 2023.

This has assisted Oregon in a great way to help meet this performance measure target.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

FFY 2023 Planned Activities

Program:

Distracted Driving

Federal Project Number:

M8PE-23-20-02

Project Title:

Communications and Outreach: Distracted Driving Media

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT-TSO (w/GARD Media contractor)

Planned Activity Description (Project Funding Narrative):

This project will fund public information and education through media campaigns on Oregon's distracted driving law and best practices. Signage will be placed in Oregon airports. Facebook Ads, Google Ads and theater screen ads will be utilized. Billboards and bus transits will be used along with geo-fencing of the NASCAR and Grand Prix events. Streaming Television (TV) and Digital Radio will be used. The state will conduct a statewide distracted driving education and outreach campaign using multimedia in English and Spanish languages. This work will be done using Oregon's "Park Your Phone" campaign materials.

Planned Activity Results:

This was successfully conducted statewide as planned above. The campaign saturated the state with the distracted driving message, "Park Your Phone." We used a variety of social media platforms, YouTube, Google, FaceBook, Twitter, billboards, broadcast and TV streaming, radio, and geofencing.

TSO saturated the Grand Prix and NASCAR events at Portland International Raceway. We geofenced this event and widened the range by five miles to include all vehicles driving on I-5 between Oregon and Washington.

TSO also partnered with Univision, a Spanish language TV and radio organization. Univision does a great job with spreading the word through the Latino community.

Funding Source:

405(e)

Amount Approved:

\$500,000

Amount Expended:

\$489,500

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):
No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

The target value has decreased by the 5-year average of 1 fatality per year, TSO foresees it to rise as we get to some sort of normalcy in law enforcement efforts (after COVID impacts) so enforcement will increase. ODOT-TSO plans to continue with statewide saturation patrols coupled with media as it has worked to meet our performance target (decrease in DD-related crashes).

Did this project provide Media?

Yes

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

Total Media Budget: \$431,912.53 (+ \$157,592.92 added value). Media Areas: Digital, Geofencing, Billboard, Airport, Theaters, Radio, Television, Streaming TV.

FFY 2023 Planned Activities

Program:

Driver Education

Federal Project Number:

DE-23-20-02

Project Title:

Pre-Licensure Driver Education - PacNW Conference

List Specific Participating Sub-Recipient(s)/Agencies:

Western Oregon University

Planned Activity Description (Project Funding Narrative):

The PacNW regional conference provides an opportunity to participate in a multi-state conference, where Oregon instructors have the advantage of gaining knowledge from a broad range of programs without the added time and expense that a national conference requires. Sharing ideas across state lines benefits everyone as driver ed programs continue to improve instruction of novice drivers, reducing crashes and citations.

The project provides financial assistance for travel and/or lodging needs for non-ODOT instructors to attend the annual Pacific Northwest Driver and Traffic Safety Conference in March each year. The PacNW Conference provides continuing education on driver education program administrative responsibilities, and both Classroom and Behind-the-Wheel instruction. Attendees obtain continuing education credits, curriculum updates, industry updates, and general presentations on effective teaching tools, etc. The grantee agency (Western Oregon University) is also responsible for maintaining the Oregon DE curriculum and manages the training and certification of new Driver Education instructors and providers. WOU will coordinate all the conference logistical needs, such as securing a facility, determining and managing registration materials and processes, along with working with TSO and other current providers on the agenda, workshop sessions, instructor confirmation, etc. Funding is to assist with lodging and limited travel for attendees (*from Oregon and neighboring states only/regional**) who travel more than 60 minutes to attend the conference on a first come, first served basis until the funding expires. Oregon's Driver Education program is well established and nationally recognized, where other states regularly inquire of its curriculum and processes. This project also contributes to the need to increase the number of ODOT's approved providers, which have significantly decreased over the last decade, thus negatively affecting the number of students and courses taught in Oregon.

Planned Activity Results:

Project was not executed in 2023.

Funding Source:

Amount Approved:

\$15,000

Amount Expended:

\$ 0

Was the project implemented? No

Prior to the COVID-19 pandemic, the PacNW Conference was a 2 ½ day in-person event scheduled regionally and provided teen driver education professionals in Oregon and other neighboring Pacific Northwest states with continuing education related to safety and the delivery of driver education programs. Funding in the past was used to assist with lodging and limited travel expenses for participants attending from neighboring states who were required to travel more than 60 minutes to attend. Funding was awarded on a first come, first served basis. With the COVID-19 pandemic, the conference was shifted to a split conference, with a one-day in-person conference held the first Saturday in March and a one-day virtual conference held the first Saturday in June. With the new format, the cost for attendance was significantly reduced and the grant was no longer needed to assist potential attendees to participate.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A - Project not funded

How did this project contribute to meeting the State's highway safety performance targets:

N/A – Project not funded

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Driver Education

Federal Project Number:

M8PE-23-20-11

Project Title:

Spanish Language Driver Education Video Ad

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT-TSO

Planned Activity Description (Project Funding Narrative):

Oregon's Latino population grew by more than 30% over the last ten years as Oregon added nearly 140,000 Latino residents, according to the 2020 census. That growth came after Oregon's Latino population jumped by 144% from 1990-2000 and grew by another 63% from 2000 to 2010. Oregon's Latino population now stands at 588,757 and has grown faster than the national rate in each of the last three decades. Latinos are now the largest minority group in the state, accounting for nearly 14% of the state's population. Among Oregonians under 18, Latinos make up 23% of the population according to Census redistricting data, a sign that their numbers will continue to climb in the coming years. Traditionally, Latino families do not enroll their teens in formal driver education, usually relying on adults in the family to teach these skills. These funds will be used to develop Spanish language PSAs for placement on OTT (streaming television), YouTube and Instagram. These avenues continue to lead in social media viewing preferences among teenagers and youth. Studies and driver education instructor feedback suggest that teens find the tips and techniques they learn during driver education are not common knowledge and are more impactful when provided in their first language. As the Latino population of Oregon (majority Spanish speaking or bilingual households) continues to grow, it is important that we reach this demographic with information about the availability and importance of formal driver education to promote safe driving habits in this community.

Planned Activity Results:

With funds made available through 405(e) Flex, two Spanish language PSAs were developed for placement on OTT (streaming television), YouTube and Instagram. These avenues continue to lead in social media viewing preferences among teenagers and youth. Studies and driver education instructor feedback suggest that teens find the tips and techniques they learn during driver education are not common knowledge and are more impactful when provided in their first language. These PSAs were released through KUNP-TV Univision with over 858,000 impressions, pre-roll with over 300,000 impressions and email marketing with over 100,000 impressions for a total outreach of 1,258,500 impressions.

Funding Source:

Amount Approved:

\$20,000

Amount Expended:

\$20,000

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

Among Oregonians under 18, Latinos make up 23% of the population, according to Census redistricting data, a sign that their numbers will continue to climb in the coming years. Traditionally, Latino families do not enroll their teens in formal driver education, usually relying on adults in the family to teach the skill.

One of the top three priorities in Oregon Dept of Transportation's 2021-2023 Strategic Action Plan is Equity and emphasizes prioritizing diversity, equity and inclusion by identifying and addressing systemic barriers to ensure all Oregonians benefit from transportation services and investments. With the continued increase in Oregon's Latino population (30% over the last ten years), the driver education traffic safety message must be adjusted to reach this increased population. To date, no marketing of Oregon's non-mandatory youth driver education program has been targeted toward the Latino community. Anecdotally, it has been reported that although Latino teens understand and communicate freely in the English language, their parents often do not. Current citation and crash data for the Latino population in Oregon is not readily available, however, data from NHTSA's Fatality and Injury Reporting System Tool (FIRST) suggests that 17.7% of drivers ages 16-24 killed in fatal crashes are of Hispanic Origin. This is the 2nd highest demographic after white, non-Hispanic and indicates a need for increased awareness and targeted education. Additionally, daily open-source searches of the phrases "Oregon car crash," "Oregon teen crash," "Oregon teen accident," "teen crash Oregon," and "Oregon car accident," return daily media reports of crashes involving members of the Latino community. Additionally, our bilingual instructors report that driver education is not commonly considered in Latino culture. This project aims to increase awareness of Oregon's non-mandatory driver education

FFY 2023 Planned Activities

program in the Latino community through targeted messaging in the Spanish language as well as Oregon's need for bilingual driver education instructors. It is hoped that increased awareness will encourage this population to consider driver education for their teens.

Did this project provide Media?

Yes

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

Campaign Investment: \$20,000

Earned Media: \$8,800

FFY 2023 Planned Activities

Program:

Emergency Medical Services

Federal Project Number:

EM-23-24-01

Project Title:

Training and Education for EMS personnel (Rural and Frontier)

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon EMS Education Foundation, Mercy Flights, Eastern Oregon EMS Conference

Planned Activity Description (Project Funding Narrative):

This project will assist in strengthening Oregon's EMS capabilities statewide. It will be used as support for rural emergency medical service responder training (both paid and volunteer) to attend statewide training in-person or on-line to maintain licensure and EMS equipment. This will be done to increase the EMS workforce and decrease response times with a well-trained workforce.

Planned Activity Results:

TSO was able to work with the sub-recipients offering registration fee assistance for three conferences, training 80 emergency medical technicians (EMTs). We were able to improve from 100 EMTs to 226 EMTs trained this year, mainly due to the EMS Rural Training. The EMS Rural Training was able to train 146 EMTs. The conferences utilized funds for all that qualified, but there were a couple of last-minute cancellations.

Funding Source:

402

Amount Approved:

\$90,000

Amount Expended:

\$62,361.71

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented. [Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

Click or tap here to enter text.

How did this project contribute to meeting the State's highway safety performance targets:

It contributed greatly to meet the State's highway safety performance target of 100 (actual was 226 trained). This was done by conducting three successful training conferences and a robust Rural EMS Training program. This project resulted in certifying new instructors as well, which means they can train more people, as more EMTs are certified as coordinators and instructors. Much of this work was done for rural fire department and EMS agencies as well as Oregon State Police sub-stations; knowing that crash victims need to get medical treatment as soon as possible, or within the 'golden hour.' There has been so much interest in the Rural EMS Training that demand exceeds current capabilities; having more trainers, i.e., coordinators and instructors, will assist in providing additional training in rural/frontier to those responding to motor vehicle crashes.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

164AL-23-14-01

Project Title:

Statewide Services for Alcohol-Impaired Driving

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT – TSO

Planned Activity Description (Project Funding Narrative):

This project allocates funds for additional training and training materials, educational concepts and support and development of projects relating to the awareness and deterrence of impaired driving specific to alcohol. Additionally, this grant pays for the 24-DRUNK phone hotline to report impaired drivers, training related support across multiple traffic safety program areas that have an impaired driving touchpoint for increased reach and effect; and new impaired driving prevention projects and campaigns like programmatic support needs for the new statewide e-warrant system (via Toxcel and NHTSA contract) project, contract, vendor, oversight, etc., where an example would be costs to develop and administer/analyze results of survey sent to all partners that touch the subject matter (LE, DA, courts, etc.) on 1) current system being used, if any, including a paper process as applicable, and 2) feedback and preferences on what the system can and should do for Oregon. In addition, throughout the grant year new projects are proffered that Oregon may or may not request for approval/amendment to NHTSA, and/or a partner's new public educational campaign that is requesting ODOT-TSO partnership, etc.

Planned Activity Results:

This project's primary success was in maintaining the state's DUI reporting hotline, 1-800-24DRUNK. Calls to this service were routed to the appropriate police dispatch center to allow witnesses to report possible impaired drivers without calling 911 or having knowledge of an area's non-emergency police dispatch phone number. The hotline was established during previous grant cycles and was maintained throughout the 2023 grant year.

One of the other stated goals for this project was to pilot a rideshare voucher/coupon program to be used in conjunction with high-DUI areas/events. One potential vendor was identified, and they indicated they were willing to partner with ODOT, however, the vendor's contract language was determined to be unworkable. Although this part of the project did not advance, it did lead to discussions that led to a similar safe ride project in a community that is disproportionately affected by DUI offenses.

ODOT was also unable to make substantial progress toward the creation/deployment of a statewide electronic search warrant system for law enforcement to use during DUI investigations. As such, no expenses were made against this grant for that purpose.

FFY 2023 Planned Activities

Funding Source:

164AL

Amount Approved:

\$60,000

Amount Expended:

\$1,982.35

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

One of the other stated goals for this project was to pilot a rideshare voucher/coupon program to be used in conjunction with high-DUII areas/events. One potential vendor was identified, and they indicated they were willing to partner with ODOT, however, the vendor's contract language was determined to be unworkable. Although this part of the project did not advance, it did lead to discussions that led to a similar safe ride project in a community that is disproportionately affected by DUII offenses.

ODOT was also unable to make substantial progress toward the creation/deployment of a statewide electronic search warrant system for law enforcement to use during DUII investigations. As such, no expenses were made against this grant for that purpose.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

This project provided a means by which motorists from all parts of the state could report suspected impaired drivers, regardless of jurisdictional considerations. Unfortunately, some motorists have proven reluctant to consider suspected DUII as an in-progress emergency that would warrant a 911 call. The availability of the 1-800-24DRUNK hotline provided an alternative means to be connected with the appropriate agency's dispatch center, even if the caller did not know what agency was responsible for providing police services in the area they were driving. By making police resources more easy to contact when a witness suspected a driver was impaired, it allowed law enforcement to respond to more

Did this project provide Media?

No

FFY 2023 Planned Activities

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

164AL-23-14-03

Project Title:

DUII Alcohol Education

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT – TSO

Planned Activity Description (Project Funding Narrative):

A comprehensive traffic safety public information and education program will be implemented. Materials and supplies developed through this project provide the general population with safe driving messages relevant to alcohol impairment. Alcohol-impaired driving-related PSAs in the form of billboards, print, water closet, television, social media and radio will be produced and distributed throughout the grant year, to include NHTSA HVE messaging. Public opinion survey questions specific to alcohol-impaired driving may also be conducted, along with focus groups to target effective messaging.

Planned Activity Results:

ODOT – TSO partnered with Gard Communications to deploy NHTSA impaired driving messaging statewide via television, radio, and other mediums. This messaging was tailored to fit the theme of known “drinking holidays” so as to appear fresh, and they focused on predictable unsafe behaviors. Messaging was delivered proximal to the Super Bowl, St. Patrick’s Day, 4th of July, and Labor Day events.

Funding Source:

164AL

Amount Approved:

\$342,451.25

Amount Expended:

\$342,451.25

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

N/A

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

This project allowed ODOT – TSO to deploy NHTSA impaired driving messaging for DUII-intensive holiday periods, to include Super Bowl, St. Patrick's Day, 4th of July, and Labor Day. Messaging was delivered via television, radio, and other means so as to reach the largest portion of potential impaired drivers possible. NHTSA impaired driving messaging focused on the realities of alcohol's effects on a person's ability to drive safely, and on the potential legal consequences for offenders. The goal of this messaging was to deter drivers from making unsafe choices after they consume alcohol while celebrating during known "drinking holidays."

Did this project provide Media?

Yes

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

ODOT – TSO deployed paid media NHTSA messaging for Superbowl (February 6 – February 12, 2023), St. Patrick's Day (March 8 – March 17, 2023), 4th of July (June 27 – July 4, 2023), and Labor Day (August 28 – September 4, 2023).

The total cost of this paid media was \$342,451, with earned/added media valued at \$39,991.

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

164AL-23-14-20

Project Title:

Law Enforcement Spokesperson

List Specific Participating Sub-Recipient(s)/Agencies:

Department of Public Safety Standards and Training (DPSST)

Planned Activity Description (Project Funding Narrative):

This project provides funding for the management and training of all alcohol-impaired driving-related law enforcement training in the State of Oregon. SFST and SFST Refresher training is held at various locations across the state. Additional goals are to increase the number of Standardized Field Sobriety Test (SFST) certified trainers, and to provide mobile video training to state, county, city and tribal agencies, as well as to keep officer training records available for those organizations managing HVE grants. These trainings are provided free of cost to partner agencies.

Planned Activity Results:

The law enforcement traffic training coordinator reported at least 520 officers received initial Standardized Field Sobriety Test (SFST) training, 167 officers received SFST refresher training, 55 officers received Intoxilyzer 8000 training (aside from basic police academy training), and 16 new SFST instructors were trained and certified. SFST refresher attendance remains slightly down when compared to pre-pandemic levels, and total officers attending that training were slightly under the project goal. In addition to formal training conducted throughout the year, the traffic training coordinator was available to answer questions from law enforcement personnel for guidance in unusual investigation scenarios.

The law enforcement traffic training coordinator also served as the liaison between police leadership and the transportation safety office. In that capacity, he visited 21 law enforcement agencies and participated in 26 meetings/conferences/workshops. A quarterly impaired driving newsletter was also circulated among the state's SFST instructor and Drug Recognition Expert communities. This newsletter provided information on case law updates, current alcohol and drug impaired driving trends, and other valuable information for officers who were most active in DUI enforcement.

Funding Source:

164AL

FFY 2023 Planned Activities

Amount Approved:

\$150,000

Amount Expended:

\$140,708

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

N/A

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

The cornerstone of impaired driving prevention is the credible deterrence created by effective enforcement. This project created opportunities for the state's traffic safety training coordinator to facilitate and/or conduct impaired driving trainings at locations across Oregon. These trainings, which included Standardized Field Sobriety Test refreshers, Intoxilyzer refreshers, and portions of the Advanced Roadside Impaired Driving Enforcement (ARIDE) curriculum allow front line law enforcement officers to maintain currency with regard to performing these investigations.

Frequently, impaired driving laws are affected by legislation and case law, and it can be difficult for law enforcement agencies to send officers to related trainings due to staffing levels and other considerations. This project allowed the training coordinator to bring these important trainings to the agencies' doorsteps, while also offering opportunities for the coordinator to liaise with agencies' leadership teams to reinforce the importance of impaired driving enforcement. These personal interactions also served as an opportunity for agencies to communicate their local impaired driving challenges to the Department of Public Safety Standards and Training (DPSST), and to ODOT – TSO such that policy and strategy discussions can be held at the regional or statewide level.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

FFY 2023 Planned Activities
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FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

M5X-23-12-01

Project Title:

Statewide Services – DUII

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT – TSO

Planned Activity Description (Project Funding Narrative):

This project provides for diverse methods of delivering information and activities designed to focus on the perils and risks of impaired driving. This includes conference and training support, strategic planning, statewide surveys, ride share projects and projects conducted on behalf of the Governor's Advisory Committee on DUII as well as continued support of the DRE program.

Planned Activity Results:

This project was used as a parent grant for a Deschutes County impaired driving media effort that targeted youth who were coming of legal driving age in Oregon. A video public safety announcement (PSA) was developed which encouraged parents to start having conversations about impairing substances and driving with teens ahead of their transition into being drivers. Media campaign materials were developed in English and Spanish and were deployed online via social media and on television and streaming services. The project also provided resources for parents via the Shared Coalition website on the topic of impaired driving. Campaign materials were disseminated to more than 75,000 households in Deschutes County via television and digital media.

Funding Source:

405(d)

Amount Approved:

\$90,631

Amount Expended:

\$29,048.75

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

FFY 2023 Planned Activities

N/A

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

The Deschutes County youth impaired driving media effort targeted some of Oregon's riskiest drivers, in that they were inexperienced and of a demographic that has proven to be more prone to engaging in dangerous behavior. By focusing impaired driving messaging on that group of drivers at the outset of their driving careers, the project aimed to build good habits that could be supported early and often by teens' families. The effects of this project likely won't be realized immediately, but in coming years, youth impaired driving fatalities in affected areas are likely to be reduced.

Did this project provide Media?

Yes

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

Media campaign materials were distributed via television and digital services from July to September 2023. Paid media totaled \$29,048 and reached English- and Spanish-speaking audiences for 126,983 and 51,402 impressions, respectively. This led to 1,445 clicks through to the campaign website where they could find additional information.

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

M5X-23-12-02

Project Title:

DUII Outreach and Education

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT – TSO

Planned Activity Description (Project Funding Narrative):

A comprehensive traffic safety public information and education program will be implemented. Materials and supplies developed through this project provide the general population with safe driving messages relevant to alcohol and other intoxicating substances. DUII related PSAs in the form of billboards, print, water closet, television, social media and radio will be produced and distributed throughout the grant year. Public opinion survey questions specific to impaired driving may also be conducted, along with focus groups to target effective messaging.

Planned Activity Results:

ODOT – TSO worked with Gard Communications to create a media plan for the deployment of impaired driving prevention messaging which included billboard, television, radio, social media, water closet, and college sports venue distribution.

New creative materials were developed specific to alcohol-impaired driving which sought to make viewers pause to consider the potential human costs associated with impaired driving, specifically by sharing Oregon DUII fatality statistics for one- and five-year periods.

Television messaging centered on use of previously developed creative that was determined to have a high-impact on Oregon audiences, specifically the “A Crash is No Accident” and “Know the Signs” public safety announcements (PSA). Additionally, ODOT – TSO partnered with KUNP to provide Spanish-language impaired driving prevention messaging to broaden the media reach to households who would otherwise not benefit from English-only messaging.

Gard Communications secured partnerships with Portland State University and Oregon State University such that impaired driving prevention messaging was deployed at the schools’ football, basketball, and baseball events, as well as during broadcasts of games. Messaging was also deployed via geofencing for social media and via email “blasts” that were sent to students to update them on university athletics information.

Funding Source:

405(d)

FFY 2023 Planned Activities

Amount Approved:

\$200,000

Amount Expended:

\$198,888

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

The FY2023 strategic media plan focused strongly on social norming and reminders of the human cost of impaired driving crashes in lieu of consequence- or punishment-based messaging. By encouraging use of safe ride alternatives and the idea that people should look out for the best interests of their friends and loved ones who might be about to drive while impaired, ODOT – TSO sought to reduce impaired driving crashes without use of a criminal consequence deterrent.

Based on the 2023 ODOT Public Opinion Survey, 51% of respondents think drug-impaired driving crashes have increased since Oregon legalized recreational use of marijuana in 2015. 80% of respondents reported they had not driven within two hours of having consumed alcohol, and 40% thought it was likely a repeat DUI driver would be caught and punished. These sentiments are indicative of Oregonians' exposure to information about impaired driving risks, and respondents reported billboards and television, including the news, as top sources of exposure for this topic.

Did this project provide Media?

Yes

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

Paid media for this project included re-releases of prior television PSAs "A crash is no accident" and "Know the signs," which were deployed via cable and streaming television services for

FFY 2023 Planned Activities

\$71,760, with earned media totaling \$15,680. Billboards with new creative messaging regarding the human costs of impaired driving crashes were deployed in Portland, Eugene, Bend, Medford, Klamath Falls, and Baker City for \$57,974. Social media and college sports venue messaging supplemented these efforts at Portland State University and Oregon State University.

Spanish-language messaging was deployed via KUNP/Univision for \$34,000, with \$22,000 in added value.

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

M5X-23-12-06

Project Title:

Prosecuting the Drugged Driver

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon Department of Justice w/ Oregon District Attorneys Association

Planned Activity Description (Project Funding Narrative):

Through a partnership with the Oregon District Attorney's Association, this project funded the "Prosecuting the Drugged Driver" training for prosecutors and law enforcement to build a common understanding of the complications and strategies unique to impaired driving cases and how each role can assist the other in a solid case resulting in an effective prosecution and outcome.

Planned Activity Results:

The 2023 Prosecuting the Drugged Driver training provided crucial in person curriculum for prosecutors and Drug Recognition Experts (DREs) from multiple counties across Oregon. This year's training was held at the Riverhouse Convention Center in Bend, February 28 – March 2, 2023. Attendees received current information on traffic safety laws, new and impending traffic safety legislation, and nationally recognized best practices that are designed to increase public safety and reduce the number of impaired drivers on Oregon's roadways. This training provided a platform for prosecutors and law enforcement to discuss strategies for investigating and prosecuting drug-impaired driving offenses. Further, the dual-discipline approach helped law enforcement and prosecution partners exchange ideas from their perspective that the other party might not have considered when working on drug-DUI cases.

This training event also allowed attendees to review actual defense expert testimony to better understand the strategies used by those witnesses to undermine DUI prosecutions. Ultimately, attendees were given opportunities to conduct practical exercises to test their new skills in a sterile environment.

Thirty prosecutors were trained at the Prosecuting the Drugged Driver (PTDD) Training and twenty-two Drug Recognition Experts were also in attendance. Registered and confirmed numbers to attend was initially higher, however, inclement weather created road closures and dangerous conditions that could not be controlled meaning some attendees were unable to travel safely to attend. The number of prosecutors did increase by five and would have been nine if not for the inclement weather. Additionally, this training provided a platform to recertify four DRE's during the DRE Evaluation Demonstration on Tuesday, February 28, 2023.

FFY 2023 Planned Activities

Funding Source:

405(d)

Amount Approved:

\$65,000

Amount Expended:

\$48,997

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

N/A

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

Drug-impaired driving overtook alcohol-only impaired driving for fatality crashes in Oregon in 2017, and the gap between fatality numbers of each type has increased each year since. As such, law enforcement must be well-trained and confident in their ability to detect drug-impaired drivers and to conduct effective investigations into those offenses. Similarly, these offenses are often complex and can be difficult to prosecute, especially since many DUI cases fall to newer, inexperienced prosecutors. By providing both groups with enhanced training on investigating and prosecuting these cases, Oregon is better able to hold offenders accountable, and to create a credible deterrent that can inspire potential offenders to reconsider their decision to drive after having used impairing drugs. The combined effects of enhanced enforcement, effective prosecution, and increased deterrence will reduce the number of drug-impaired driving fatalities on Oregon highways.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

M5X-23-12-12

Project Title:

DUII Multi-Disciplinary Conference

List Specific Participating Sub-Recipient(s)/Agencies:

DUII Multi-Disciplinary Task Force

Planned Activity Description (Project Funding Narrative):

The Task Force, although being a 501(c) 3, does not receive any other source of federal funds. Project funding will provide for registration and hotel lodging for the various disciplines as well as conference-related items such as meals, conference materials and supplies, audio/visual equipment use and support, presenters' fees, and financial assistance with registration fees to eligible attendees who are not otherwise supported by Federal or other funding sources.

Planned Activity Results:

The DUII Task Force successfully held a two-day multidisciplinary conference which had 368 attendees. The conference included numerous plenary sessions which sought to raise the understanding of general impaired driving challenges and prevention strategies, as well as numerous breakout sessions which were targeted toward specific disciplines to share best practices and other useful information.

Overall attendance at the conference was up 31% from FY2022, and included representation from the following disciplines: Prevention, Enforcement, Alcohol & Cannabis Regulation, Prosecution, Judicial, Parole & Probation, Evaluators and Treatment Professionals, DMV, Health Care, Transportation Safety, Tribal, and Legal Defense. The Task Force put particular effort into increasing the number of treatment professionals who attended, and that discipline was particularly well-represented as a result.

Funding Source:

405(d)

Amount Approved:

\$140,000

Amount Expended:

\$124,914

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

N/A

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

Traffic fatalities related to impaired driving have been increasing in Oregon in recent years as the state has struggled under the weight of reduced staffing for law enforcement and prosecution services, a challenging legal environment due to case law decisions, decriminalization and legalization of impairing substances for personal use, and limited access to rehabilitation and other post-adjudication services. This conference allowed practitioners from all areas of impaired driving prevention to come together to share ideas and learn new strategies for conducting this important work. The conference organizers encouraged attendees to share any knowledge they gained with their peers who were not present to further spread the impact and to motivate them to proactively take steps to reduce impaired driving. Although the direct effects of a training conference cannot be measured, attendees reported being thoroughly satisfied with the event, and it seems likely their impaired driving prevention efforts were improved after having attended.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

Click or tap here to enter text.

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

M5X-23-12-16

Project Title:

DRE Training

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon State Police, Astoria Police Department, Beaverton Police Department, Benton County Sheriff's Office, Clatsop County Sheriff's Office, Coos Bay Police Department, Eugene Police Department, Gearhart Police Department, Hillsboro Police Department, Jackson County Sheriff's Office, Lane County Sheriff's Office, Lebanon Police Department, Oregon City Police Department, Redmond Police Department, Wallowa County Parole and Probation, Washington County Sheriff's Office

Planned Activity Description (Project Funding Narrative):

Provides training and coordination of the Oregon Drug Evaluation and Classification (DEC) program and other related impaired driving programs in accordance with the International Association of Chiefs of Police (IACP) and National Highway Traffic Safety Administration (NHTSA) guidelines and recommendations. This grant provides for a DRE school and field certifications to be conducted in FFY 2023 as well as providing for a statewide training conference.

Planned Activity Results:

This project allowed for the Oregon Drug Evaluation Classification Program (DECP) to conduct one full Drug Recognition Expert (DRE) School with Certification Training, as well as a DRE Instructor certification course. The DECP also conducted 10 Advanced Roadside Impaired Driving Enforcement (ARIDE) and several Drug Impairment Training for the Education Professional (DITEP) opportunities at locations around the state. The DRE state coordinator also partnered with the Oregon Traffic Safety Resource Prosecutor to provide instructors for impaired driving prosecution training.

Oregon DECP offered one full DRE School during the year, but only nine candidates were selected from a limited pool of applicants. These candidates all completed training and became certified, but their addition to the program did not meet attrition rates for DREs who left the program during the same time period, and the total cadre of Oregon DREs continued to shrink.

The DRE state coordinator position also experienced turnover during the grant period, with the retirement of the incumbent in March, and the appointment of his replacement in June. The new state coordinator worked with partners inside and outside the program to review and update DECP policies, and to make strategic plans for the future. An area of emphasis was identified in

FFY 2023 Planned Activities

expanding training opportunities for existing DREs and for potential DREs as identified by ARIDE and related trainings.

A DRE program conference / in-service training was not conducted, as these are typically held in conjunction with the annual DUII Multidisciplinary Conference, but that event's location did not offer sufficient lodging to accommodate both groups.

Funding Source:

405(d)

Amount Approved:

\$140,000

Amount Expended:

\$58,898

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

The most recent data available has shown Oregon traffic fatalities involving impairing drugs surpassed those related solely to alcohol use in 2017. That trend has continued, and the gap has only widened, which has made effective DUII-drug enforcement more important than ever. This project allowed for numerous law enforcement officers to receive advanced impairment detection training via ARIDE and/or DRE School such that they can better identify drivers who may be under the influence of substances other than alcohol.

In addition to the improved skillsets developed by officers who are likely to encounter actively impaired drivers at the roadside to prevent a crash, officers who receive initial and ongoing drug impairment detection training were better able to respond to incidents where crashes did occur, such that offenders could be properly held accountable. Prosecutors who attended these trainings also learned how to make better use of ARIDE and DRE-trained officers to explain cases to finders of fact, which improved court outcomes involving impaired drivers.

FFY 2023 Planned Activities

By arresting more drug-impaired drivers and doing a better job of prosecuting offenders, drug-impaired driving fatalities were both acutely and indirectly affected such that fewer people were negatively impacted by this risky driving behavior.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

M5X-23-12-18

Project Title:

Purchase of Breath Alcohol Content Instruments

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT – TSO

Planned Activity Description (Project Funding Narrative):

One of the most important facets to successful prosecution in impaired driving cases is the ability to accurately determine a suspect's BAC after a law enforcement officer develops probable cause to arrest them. This evidence must be collected in a timely manner to avoid undue dissipation, and it should be collected in the least-intrusive method possible to avoid search and seizure concerns. By having the means to accurately collect this evidence for use in criminal prosecutions, law enforcement can deter incidences of impaired driving by demonstrating offenders can be shown to be under the influence and ultimately held accountable. Reducing impaired driving offenses will lead to a reduction in related crashes and their resultant fatalities.

Law enforcement agencies in Oregon currently use a common instrument for breath testing to determine a suspected impaired driver's BAC after they are arrested. The Oregon State Police Crime Lab is responsible for maintaining the instrument currently in use (CMI Intoxilyzer 8000) at jails and law enforcement facilities statewide, but necessary parts are no longer available to service them. As new technology becomes available, this project will support the purchase of new instruments used for detection and measurement of Breath Alcohol Content (BAC) for law enforcement agencies around the state and will include costs associated with training users and technicians. This project could potentially require a 3-year rollout. Any equipment purchased with this grant will comply with the requirements in the applicable CFR's including requests to the NHTSA Region office for the purchase of equipment having a value of over \$5,000 and/or for a waiver for equipment not manufactured in the United States of America.

Planned Activity Results:

This project was not implemented and no results were achieved.

Funding Source:

405(d)

Amount Approved:

FFY 2023 Planned Activities

\$100,000

Amount Expended:

\$0

Was the project implemented? No

If no, please provide an explanation of reasons it was not implemented.

This project concept was intended to support efforts by the Oregon State Police Crime Lab to improve the state's capacity for breath alcohol testing in DUI cases. The concept was not fully developed during the FY2023 grant year, and the concept was set aside for a future year.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

N/A

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

M5X-23-12-22

Project Title:

Traffic Safety Resource Prosecutor

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon Department of Justice

Planned Activity Description (Project Funding Narrative):

This project provided the hours necessary for the Department of Justice to provide Oregon with traffic safety resource prosecutor services and subject matter expertise to city, county, tribal and state prosecutors in handling complex DUII laws and unique or difficult cases. These services will be provided throughout Oregon to assist with DUII cases, along with education and training for prosecutors and law enforcement relating to DUII law, procedures and case law updates. Grant fund expenditures include salary/benefits, in-state travel for conducting related trainings (judges and prosecutors), out-of-state travel for annual National training, a dedicated cell phone, and American Bar Association dues.

Planned Activity Results:

The TSRP was the central point for Oregon prosecutors to ask questions related to DUII cases in FFY 2023. The TSRP received multiple emails and phone calls daily from prosecutors who need help at all stages of DUII litigation. The TSRP also managed a list serve that connects all prosecutors who prosecute DUII cases as well as other partners in DUII prosecution including law enforcement and the crime lab. This list serve has been successful in connecting DUII prosecutors around the state and is being used on a frequent basis.

The TSRP also facilitates possible appeals on rulings not favorable to the State by working closely with the Department of Justice Appellate Division and the prosecutor handling the case. In FFY 2023, the TSRP made available resources to prosecutors on most utilized defense experts. In addition, the TSRP discussed several DUII cases with the appellate division and the general counsel division. The most significant cases that required training were the Ortiz case and Portaluno. The TSRP also taught multiple ARIDE classes, and case law updates for law enforcement, prosecutors and judges.

Funding Source:

405(d)

Amount Approved:

FFY 2023 Planned Activities
\$350,000

Amount Expended:

\$326,354

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

N/A

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

Oregon's Traffic Safety Resource Prosecutor (TSRP) is the expert on DUII law and in FFY 2023 assisted prosecutors and law enforcement from around the state with their DUII investigations and prosecutions at all stages. The TSRP also maintained a data clearinghouse of information on the Oregon District Attorney Resource Network (ODARN) on DUII law, motions, defense experts, emerging legal issues, expert testimony transcripts, and provided information on DUII law via the DUII listserv. The TSRP frequently updated the Oregon DUII Case Law Manual and/or DUII case law materials and other DUII materials in order for prosecutors to have fast access to DUII law while in trial and throughout the litigation process. TSRPs will handle conflict and complex DUII cases, including vehicular homicides. One was completed in FFY 2023 in Eastern Oregon.

FFY 2023 saw some challenging appellate case law that required legislative intervention as well as immediate training on procedural changes for prosecutors and law enforcement to avoid losing a case on these new challenges. The TSRP worked successfully with the Oregon Defense Lawyers Association and the DOJ appellate division to come up with acceptable resolutions to work for an immediate resolution for the legislature. The TSRP was also pivotal in the recent passing of state legislation making Oregon an 'any impairing substance state' for the purpose of DUII prosecution. This law change has been in the works for a decade or more and will be a key in the successful prosecution of impaired driving cases.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

FFY 2023 Planned Activities
Click or tap here to enter text.

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

M5X-23-12-23

Project Title:

DRE Enforcement Overtime

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon State Police, Baker County Sheriff's Office, Benton County Sheriff's Office, Clackamas County Sheriff's Office, Clatsop County Sheriff's Office, Corvallis Police Department, Eagle Point Police Department, Enterprise Police Department, Grants Pass Police Department, Jackson County Sheriff's Office, Keizer Police Department, Klamath Falls Police Department, Lane County Sheriff's Office, Lincoln County Sheriff's Office, Oregon City Police Department, Port of Portland Police Department, Portland Police Bureau, Prineville Police Department, Stayton Police Department, Sunriver Police Department, University of Oregon Police Department, Wallowa County Parole and Probation, Washington County Sheriff's Office

Planned Activity Description (Project Funding Narrative):

Provides statewide overtime enforcement by DREs representing multiple law enforcement agencies, allowing local DRE's to quickly respond to callouts statewide.

Planned Activity Results:

Oregon continued to experience a significant number of DUI cases in which drugs, alone or with alcohol, contributed to the offender's impairment. This project allowed Drug Recognition Experts (DRE) to be available for callout to conduct drug influence evaluations, regardless of affiliation with the arresting agency, without burdening either agency's overtime budget. DRE callout response rates improved for FY2023 when compared to FY2022, which led to a higher percentage of drug-impaired driving suspects being fully evaluated. This allowed for better prosecution outcomes in DUI-drug cases, which cannot rely on a per se impairment threshold in the same way DUI-alcohol cases can.

This project also supported overtime necessary for DRE Instructors from city, county, and state law enforcement agencies to conduct trainings for other law enforcement officers and other partners statewide. These instructors taught at DRE School / Certification Training, Advanced Roadside Impaired Driving Enforcement (ARIDE) training, Drug Impairment Training for Education Professionals (DITEP), and others.

Funding Source:

405(d)

FFY 2023 Planned Activities

Amount Approved:

\$130,000

Amount Expended:

\$51,080

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

This project allowed for better drug-impairment detection training for law enforcement officers who encountered drivers impaired by substances other than alcohol. This allowed those officers to be more effective at detecting signs of drug impairment and gathering evidence necessary to effect arrests. By reducing the number of drug-impaired drivers on Oregon highways, the Oregon DRE program had a favorable impact on the number of drugged driving fatalities and serious-injury events. Also, by providing more opportunities for DREs to evaluate suspected drug-impaired drivers, prosecution outcomes were improved, which led to more accountability among offenders, and a reduced likelihood of recidivism.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

M5X-23-14-03

Project Title:

DRE Toxicology

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon State Police

Planned Activity Description (Project Funding Narrative):

This project is designed to encourage state and local law enforcement agencies to pursue the collection and analysis of blood evidence for drugs in DUI cases, for the purposes of improved prosecution, more complete data gathering, and as a tool for improving DRE evaluation accuracy. It will also cover the testing of urine for DRE cases to maintain evaluation accuracy and ratings, as well as urine collected voluntarily in HVE efforts such as Operation Trucker Check.

Planned Activity Results:

Oregon law enforcement agencies submitted 1,061 toxicology samples taken as evidence in impaired driving investigations to NMS Labs for analysis. This included cases that did and did not directly involve a Drug Recognition Expert and/or a Drug Influence Evaluation. Results were consistent with observed trends in impairment as identified by Oregon Drug Recognition Experts in that Central Nervous System Stimulants, Cannabis, and Narcotic Analgesics were the dominant drug categories, and nearly 39% of samples were positive for more than one type of impairing substance.

Oregon law enforcement's overall reliance on blood toxicology has increased in recent years due in large part to an Oregon Court of Appeals case which has required police officers to abandon the Implied Consent process in many cases in favor of seeking a search warrant for toxicology evidence. The cost of this significant increase in toxicology services was offset in the FY2023 grant year when another funding source became available to absorb some of the costs.

Funding Source:

405(d)

Amount Approved:

\$400,000

Amount Expended:

FFY 2023 Planned Activities
\$246,607.89

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

The toxicology services paid for via this project were instrumental in Oregon Law Enforcement's ability to prosecute impaired driving offenses. State v Shevyakov, a 2021 Oregon Court of Appeals case, restricted officers' legal ability to collect evidence, to include field sobriety tests and Implied Consent evidence in instances where a driver invoked their right to legal representation. This has forced law enforcement officers to become increasingly reliant on blood evidence to prove alcohol and/or drug impairment. Without this project, however, law enforcement agencies may not have been able to fund the testing of toxicology samples seized in DUII cases, which would have precluded effective prosecution. The predictable outcome to be avoided, as a result of the Shevyakov case, was that law enforcement may have moved away from conducting impaired driving enforcement, which could have led to additional crashes and their resultant injuries and deaths.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

M5X-23-14-09

Project Title:

High Visibility Enforcement – OSP

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon State Police

Planned Activity Description (Project Funding Narrative):

Oregon State Police continue to participate in High Visibility Enforcement events throughout the year, designated at high-incidence windows for DUII, or local events that have a focus on alcohol, drugs, or a history of related impaired driving. This grant will provide overtime funds for troopers working in coordinated statewide DUII specific patrols. The TSO program manager conducts regular monitoring of reports and reimbursement claims as they are submitted by the State Police for any potential outliers exhibiting poor performance, or potential red flags that the program manager can then address directly with the agency.

Planned Activity Results:

This project made dedicated DUII enforcement hours available to State Police offices throughout Oregon for use in addressing local impaired driving challenges. Local area commanders were directed by OSP's Patrol Division to deploy grant-funded resources such that events such as Christmas/New Years and Labor Day weekend were staffed with dedicated troopers, and additional patrols could be deployed per their discretion.

Later in the year, the State Police launched a pilot program, the High Visibility Enforcement Unit (HVEU), to address risky driving behaviors at times and locations where increases in those behaviors were predicted. The team consisted of troopers from offices across the state, and they traveled in groups to operational areas as directed by Patrol Division leadership. HVEU coordinated with local city, county, tribal, and state police resources to conduct true saturation patrols in affected areas, and they targeted risky driving behaviors commonly associated with impairment. The result was a significant increase in the number of enforcement hours worked, and the number of DUII arrests made when compared to previous years.

HVEU's performance was recognized by the State Police for its ability to conduct planned and improvised missions related to traffic safety, and their efforts will continue at least into the FY2024 grant year.

Funding Source:

405(d)

FFY 2023 Planned Activities

Amount Approved:

\$110,000

Amount Expended:

\$82,508

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

Yes

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

The State Police conducted 194 grant-funded DUII enforcement shifts, which resulted in 1,348 contacts, 95 DUII arrests, 499 citations, and 1,442 warnings for assorted traffic violations.

How did this project contribute to meeting the State's highway safety performance targets:

Effective deterrence to impaired driving is entirely dependent on consistent enforcement of DUII laws such that motorists have an honest belief they will be stopped, arrested, and punished if they choose to drive while under the influence. This project allowed for thousands of hours of dedicated DUII enforcement to take place where it would otherwise not have been possible. Those hours were spent actively conducting DUII investigations, which naturally requires a certain conspicuity in the form of traffic stops and field sobriety tests visible to other drivers in the area. The word-of-mouth spread of information among those drivers, and among those actually stopped and/or arrested undoubtedly led to deterrence in affected jurisdictions. In creating that deterrence, participating officers and deputies made more than 500 arrests for impaired driving, any of which could have resulted instead in a fatal crash. The ongoing effects of such arrests, while impossible to measure, must also be considered, as drivers who do not get caught driving under the influence can reasonably be expected to do so again and again until they are caught, or they are involved in a crash. As such, the volume of DUII arrests made by participating officers is suggestive of serious and/or fatal injury crashes that were averted due to those troopers' efforts.

In order to improve Oregon's success in meeting highway safety performance targets, ODOT will adjust its HSP and AGA to support the Oregon State Police, which has begun launched a new High Visibility Enforcement Unit. That unit has made a concerted effort to conduct multiagency traffic saturation patrol operations, with an emphasis on impaired driving enforcement. ODOT will also make adjustments such that focused DUII enforcement activities conducted during straight time will be eligible for reimbursement, rather than only allowing overtime activities. This will allow the Oregon State Police to conduct focused impaired driving

FFY 2023 Planned Activities

enforcement activities on short notice, and in offices affected by staffing limitations where troopers are unable to sign up for extra-duty shifts.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

M5X-23-14-36

Project Title:

High Visibility Enforcement – Oregon Impact

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon Impact, Ashland Police Department, Baker County Sheriff's Office Sheriff's Office, Beaverton Police Department, Bend Police Department, Benton County Sheriff's Office, Burns Police Department, Canby Police Department, Cannon Beach Police Department, Carlton Police Department, Central Point Police Department, Clackamas County Sheriff's Office, Coburg Police Department, Columbia County Sheriff's Office, Coos Bay Police Department, Crook County Sheriff's Office, Douglas County Sheriff's Office, Eagle Point Police Department, Enterprise Police Department, Eugene Police Department, Florence Police Department, Gervais Police Department, Gladstone Police Department, Grants Pass Police Department, Gresham Police Department, Hood River Police Department, Hubbard Police Department, Jackson County Sheriff's Office, Josephine County Sheriff's Office, Junction City Police Department, Keizer Police Department, Klamath County Sheriff's Office, Lane County Sheriff's Office, Lincoln City, Malheur County Sheriff's Office, Marion County Sheriff's Office, McMinnville Police Department, Medford Police Department, Molalla Police Department, Morrow County Sheriff's Office, Monmouth Police Department, Newberg-Dundee Police Department, Nyssa Police Department, Oregon City Police Department, Phoenix Police Department, Polk County Sheriff's Office, Portland Police Department, Prineville Police Department, Redmond Police Department, Salem Police Department, Sherwood Police Department, Silverton Police Department, Springfield Police Department, Stayton Police Department, Sunriver Police Department, The Dalles Police Department, Tigard Police Department, Tillamook County Sheriff's Office, Toledo Police Department, Tualatin Police Department, Umatilla Police Department, Warrenton Police Department, Washington County Sheriff's Office, West Linn Police Department, Winston Police Department, Yamhill Police Department, Yamhill County Sheriff's Office

Planned Activity Description (Project Funding Narrative):

This grant will provide mini-grants for overtime hours to city, county and tribal law enforcement agencies to conduct DUII saturation patrol activities during High Visibility Enforcement (HVE) events throughout the year. Approximately 50 cities and 20 counties covering over 80 percent of the state's population will receive overtime grant funds for FFY2023. Agencies participating in High Visibility Enforcement events will provide DUII specific patrols at designated high incidence windows for impaired driving. This grant also allows for flexibility to accommodate participation during local community events that are identified as high impaired-driving risk periods. The TSO program manager conducts regular monitoring of project activities via the reports submitted from the participating law enforcement agencies in the web-based 'Badge Data' system. The program

FFY 2023 Planned Activities

manager regularly reviews the claims and reports submitted by the agencies for any potential outliers exhibiting poor performance, or potential red flags that the program manager can then address directly with the agency.

Planned Activity Results:

This project facilitated coordinated overtime and straight-time DUII enforcement patrols for city, county, and tribal police agencies throughout the state. Agencies were tasked with determining the most effective deployment schedule for their available grant budgets, with the caveat they were required to participate in Christmas/New Years and Labor Day High Visibility Enforcement missions. Overall grant usage was increased from 55% in FY2022 to 71% in FY2023, and several agencies had marked improvements to their citation and arrest performance over the same period.

Funding Source:

405(d)

Amount Approved:

\$600,000

Amount Expended:

\$424,399

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

Yes

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

65 agencies participated in dedicated DUII patrols supported by this project, while 73 agencies had been awarded funding.

526 arrests for DUII (alcohol, drugs, or both) were made by officers conducting grant activities as part of this project, and thousands of contacts were made with traffic law violators, which resulted in citations, warnings, and increased general deterrence to driving under the influence of intoxicants.

How did this project contribute to meeting the State's highway safety performance targets:

FFY 2023 Planned Activities

Effective deterrence to impaired driving is entirely dependent on consistent enforcement of DUI laws such that motorists have an honest belief they will be stopped, arrested, and punished if they choose to drive while under the influence. This project allowed for thousands of hours of dedicated DUI enforcement to take place where it would otherwise not have been possible. Those hours were spent actively conducting DUI investigations, which naturally requires a certain conspicuity in the form of traffic stops and field sobriety tests visible to other drivers in the area. The word-of-mouth spread of information among those drivers, and among those actually stopped and/or arrested undoubtedly led to deterrence in affected jurisdictions. In creating that deterrence, participating officers and deputies made more than 500 arrests for impaired driving, any of which could have resulted instead in a fatal crash. The ongoing effects of such arrests, while impossible to measure, must also be considered, as drivers who do not get caught driving under the influence can reasonably be expected to do so again and again until they are caught or they are involved in a crash. As such, the volume of DUI arrests made by participating officers is suggestive of serious and/or fatal injury crashes that were averted due to those officers' efforts.

In order to improve Oregon's success in meeting highway safety performance targets, ODOT will adjust its HSP and AGA to increase accessibility to HVE opportunities for law enforcement partners affected by staffing and related resource limitations. As an example, HVE efforts will be allowed for reimbursement of straight-time activities instead of just overtime activities. This will allow agencies to conduct more short-notice focused DUI patrols to acutely target impaired drivers. ODOT will also offer additional support to the Oregon State Police, which has begun launched a new High Visibility Enforcement Unit. That unit has made a concerted effort to conduct multiagency traffic saturation patrol operations, with an emphasis on impaired driving enforcement.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

M5X-23-15-01

Project Title:

Statewide Electronic Search Warrant Template Program

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT – TSO

Planned Activity Description (Project Funding Narrative):

This project provides for the development of an enhanced DUI search warrant protocol that is accepted throughout the Oregon court system. The goal of the project is creation of a standardized search warrant and affidavit that is convenient and efficient for law enforcement officers seeking to collect toxicological evidence in impaired driving cases. Through collaboration between the Oregon Department of Justice, law enforcement and prosecutorial partners, and the Oregon judicial community, agreed upon language will be developed to create an electronic form that can easily be filled in with case specific details. This form is intended to be convenient for officers working from a desktop computer station or from a mobile device in their patrol vehicle. The proposed system would allow completed warrants/affidavits to be more easily sent to prosecutors for review, and to judges for consideration/approval. By streamlining this process with a standardized warrant form, law enforcement will be better able to collect time-sensitive evidence as part of impaired driving investigations.

Planned Activity Results:

This project was not implemented and no results were achieved.

Funding Source:

405(d)

Amount Approved:

\$100,000

Amount Expended:

\$0

Was the project implemented? No

If no, please provide an explanation of reasons it was not implemented.

FFY 2023 Planned Activities

No work was conducted on this project that required reimbursement during the FY2023 grant year. Although TSO continued to work with the Oregon Department of Justice and other partners to collect input for this project, other priorities limited staff availability to engage the procurement process to begin development of a statewide electronic search warrant system for DUII investigations.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

N/A

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

M5X-23-15-06

Project Title:

State Judicial Outreach Liaison

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT – TSO

Planned Activity Description (Project Funding Narrative):

This project provides for the expertise of a State Judicial Outreach Liaison (SJOL). The purpose of the ABA State Judicial Outreach Liaison program is to provide a foundation for the American Bar Association Judicial Division (ABA) to focus their outreach efforts on educating and mobilizing support for NHTSA's alcohol and drug impaired driving program activities. The SJOL will improve judicial community outreach and promote confidence and trust in their state and within their region. This role serves as an educator, writer, community outreach advocate, consultant, and liaison, regarding alcohol and drug-impaired driving for the ABA. The SJOL will work with the ABA Judicial Fellows, NHTSA staff and the ABA Judicial Division staff throughout the year to accomplish established goals.

Planned Activity Results:

It was common for Oregon's SJOL (Judge Bergstrom) to get calls or emails regularly from prosecutors, defense attorneys, treatment providers, MADD representatives, Law Enforcement, ADES's and other judges around the state on topics related to DUI and traffic enforcement as well as the state of the law in these areas in Oregon. In addition to responding to State related issues the SJOL was also in weekly contact with the SJOL's from around the country. Not every state has an SJOL, but most do. These are mostly current or retired judges with similar backgrounds. He was able to work with members regularly and communicate and share information and guidance on a variety of topics related to traffic safety. Sharing best practices, innovations from individual states and evolving case law in states on related traffic safety issues is one of the best ways to utilize the SJOL position.

Judge Bergstrom was able to conduct many presentations; one of these for judges at their annual spring traffic safety conference, on various panels, and as a liaison to the Governor's Advisory Committee on DUI. He also served as a resource to Oregon's Traffic Safety Resource Prosecutor (TSRP).

Funding Source:

405(d)

FFY 2023 Planned Activities

Amount Approved:

\$360,000

Amount Expended:

\$21,000

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

Oregon's SJOL was able to fill a gap by serving as a judicial resource to Oregon law enforcement, prosecutors and other traffic safety groups that may not have access to this experience and knowledge of DUII law and other resources for successful prosecution outcomes. Judges do not regularly meet with individuals to provide guidance or opinion on law. Judge Bergstrom helped provide guidance on a wide range of related topics and through his contacts with other state JOL's was able to provide current information on what other states are doing to Oregon's judicial community; and less need for Oregon to 'reinvent the wheel' on improving the successful prosecution of DUII offenders. He also helped bridge a gap by encouraging state court judges to participate in trainings with municipal and justice of the peace judges. There are many inconsistencies in how various courts handle certain traffic violations and he was able to get them together by attending one conference, and presented as a guest lecturer.

Judge Bergstrom was also pivotal in helping to create a new legal document for clients to sign when entering diversion related to Oregon's Ignition Interlock law, making it more streamlined for both the client and for the courts. He was an integral part of the Oregon Impaired Driving Assessment by providing written documentation as well as testifying to the NHTSA panel. Overall, in his role as Oregon's JOL, he contributed greatly to enhanced training of prosecutors, law enforcement, judges and other traffic safety disciplines, along with bridging gaps to make Oregon roadways safer overall.

Did this project provide Media?

No

FFY 2023 Planned Activities

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

M5X-23-15-07

Project Title:

Sustained Enforcement – DUII (Yamhill County)

List Specific Participating Sub-Recipient(s)/Agencies:

Yamhill County Sheriff's Office

Planned Activity Description (Project Funding Narrative):

This project continues a pilot project for Yamhill County Sheriff's Office to reduce the increasing numbers of impaired driving fatality crashes occurring in Yamhill County. The project funded hours for one full-time deputy position assigned to traffic enforcement, with an emphasis in impaired driving enforcement activities. This position was intended to be a starting point for the agency to build a traffic safety team that can meet the county's needs.

[Note: In 2017, a similar pilot was conducted to fund dedicated speed enforcement activities. After 18 months, the Sheriff went to the Board of County Commissioners with the results and was able to secure funding to permanently sustain those activities.] This 2023 project was also "seed money" to combat the increasing impaired driving problem in the County with additional, dedicated DUII enforcement resources and activities. To show their commitment to this project, they intend to use other funding sources to purchase a vehicle for these specific activities.

Planned Activity Results:

The Yamhill County Sheriff's Office continued to build upon prior years' successes in the realm of DUII enforcement. The agency assigned one deputy to conduct DUII enforcement activities consistently, allowing the agency to capitalize on his contemporary experience with impaired driving trends found within Yamhill County. The deputy focused on high-risk driving behaviors, particularly those often associated with DUII and with serious injury or fatal crashes, and with great effect. The deputy assigned to this role is also a Drug Recognition Expert (DRE) and was very successful in both drug and alcohol DUII arrests.

As a result of the agency's efforts, the County Commission has agreed to fund an additional position at the Sheriff's Office to conduct these activities, which the agency has indicated they intend to use for full-time DUII enforcement after this grant project has ended. The agency recognized the value of this level of sustained enforcement and is seeking to duplicate those efforts by focusing on additional sustained DUII enforcement activities in the future, such that they have focused enforcement seven days a week.

FFY 2023 Planned Activities

Funding Source:

405(d)

Amount Approved:

\$140,000

Amount Expended:

\$125,191

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

Yes

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

The Yamhill County Sheriff's Office dedicated one patrol deputy to sustained DUII enforcement activities such that impaired drivers in the county could be actively sought and arrested, and potential offenders could be deterred by the deputy's efforts. The assigned deputy issued 1,129 citations during the grant year, including 742 for speeding, which is a common co-offense with impaired driving and co-contributor to fatal and serious-injury DUII crashes. The deputy also made 85 DUII Alcohol Arrests and 22 DUII Drug Arrests.

YCSO had to reassign the DUII deputy during a portion of the grant year due to staffing needs. Despite this, he managed to work Christmas Eve and New Years Day, and had 18 DUII Alcohol Arrests and 5 DUII Drug Arrests during that period alone. The remainder of the grant period, the deputy was assigned to this position full-time. However, given the prevalence of DUII drivers on state and county roadways, 40 hours a week of focused enforcement is insufficient to fully address the continuing issue. The public is aware, and commissioners are supportive, of this position and its activities.

How did this project contribute to meeting the State's highway safety performance targets:

Yamhill County has seen reductions in the number of people killed and seriously injured in alcohol- and/or drug-impaired driving crashes over the past three years. This reduction has coincided with the Sheriff's ability to fund dedicated DUII enforcement which has been scheduled to occur at times and places where increased impaired driving activity could be anticipated based on historical data. This dedicated resource allowed the Sheriff's Office to detect and deter impaired drivers who may have otherwise crashed and caused serious injuries and or death to themselves and other highway users.

FFY 2023 Planned Activities

By continuing to stay focused and the community visibility of this position, along with the recognition the program has received, the general public has become more knowledgeable about the issue of serious injury and fatal crashes being caused by impaired driving crashes in the County. Despite the YCSO's efforts, these incidences are not lessening at an appreciable rate due largely to many crashes occurring on roadways not managed routinely by the County; the volume of impaired drivers in the County is also not manageable by a single focused deputy even with the support of other rural patrol deputies. The YCSO administration is committed to building a strong traffic safety team for Yamhill County.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Impaired Driving

Federal Project Number:

M8*AL-23-20-01

Project Title:

Impaired Driving Program Assessment

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT – TSO

Planned Activity Description (Project Funding Narrative):

This project will help ODOT TSO identify strengths and opportunities for improvement in reducing the incidence of impaired driving crashes. This project will also help ODOT TSO identify opportunities for development and improvement to the overall impaired driving program. Stakeholders and partners will be interviewed (GAC DUII members, LEAs, judicial system, treatment, etc.). Experts in the field conduct the interviews, compile results, and prepare a report of recommendations to strengthen Oregon's efforts in preventing impaired driving crashes.

Planned Activity Results:

ODOT – TSO participated in a comprehensive assessment of Oregon's impaired driving program. This assessment was completed by a team of subject matter experts recommended by NHTSA, and included participation by partner agencies throughout the state. The assessment was guided by NHTSA Program Guideline No 8, and information was gathered via electronic and in-person question and answer processes.

The assessment team identified 14 priority recommendations for the state in the areas of Program Management & Strategic Planning, Prevention, Criminal Justice System, Alcohol and Other Drug Misuse: Screening, Assessment, Treatment, & Rehabilitation, and Program Assessment & Data. These recommendations were part of a comprehensive report which is being utilized by ODOT – TSO, the Governor's Advisory Committee on DUII, the Oregon Transportation Safety Committee, and other partners to guide the state's efforts to reduce impaired driving crashes throughout the state.

Funding Source:

405(d)

Amount Approved:

\$35,000

FFY 2023 Planned Activities

Amount Expended:

\$34,205

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

This project allowed for the first Impaired Driving Program Assessment to take place in Oregon since 2008. The information provided by statewide partners and compared against NHTSA Guideline No 8 by the assessment team provided valuable insights into what is and is not working in Oregon to prevent impaired driving crashes and their resultant injuries and fatalities. Going forward, the assessment report's recommendations will be used to guide program activities for years to come.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Judicial Outreach

Federal Project Number:

TC-23-24-08

Project Title:

JUDICIAL EDUCATION

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT - TSO

Planned Activity Description (Project Funding Narrative):

TC-23-24-08 – This project is to provide funding assistance to the Oregon Judge's Association to facilitate a traffic safety related education conference for Oregon municipal, justice, tribal, and circuit court judges conducted in the spring of 2023. In addition to judges, the training will also be offered to court administrators. Topics covered include legislative updates from the current or just past legislative session, and other relevant traffic safety topics of interest requested by the judges, new case law, etc.

Oregon's District Attorney's Association (ODAA) also delivers Traffic Safety Education trainings annually to prosecutors from around the state. These are often joint training events with prosecutors and law enforcement.

Planned Activity Results:

Due to limited outreach and training opportunities available for judges, prosecutors, district attorneys, and court clerks/administrators relating to traffic safety issues, ODOT TSO partnered with the Oregon Judges Association (formerly two separate associations: Oregon Municipal Judges Association (OMJA) and Oregon Justice of the Peace Association (OJPA).

Over the years there have been numerous issues of inconsistent adjudication of traffic safety laws from jurisdiction to jurisdiction which provide citizens with inconsistent and mixed messages as well as inequity (e.g. among people in different geographic parts of the state) in how the driver was able to resolve their traffic violations.

Additionally, not all judges and justices receive legislation and case law updates. It is imperative that they all receive this information and try to work to consensus to adjudicate cases in a similar and consistent fashion.

By providing an annual conference directly related to traffic safety adjudication efforts and updates, court staff are able to get this much needed information as well as discuss ways various courts handle different processes, again, with the goal of providing equitable adjudication.

FFY 2023 Planned Activities

Funding Source:

402

Amount Approved:

\$35,000

Amount Expended:

\$31,091

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

This year's conference was held March 22-24, 2023, at the Best Western Inn in Newport, Oregon. Eighty-eight judges and court staff attended the conference. The agenda included DMV Driver Improvement program (Oregon's version of a points system), Case Law updates, Public Records, CDL and Masking, Tribal Courts, Distracted Driving and many other traffic safety topics. Judges were able to take away updated case law information and an additional 4-hour training was provided to new judges in addition to the conference. This conference linked to Strategy 1.1.1 of our Transportation Safety Action Plan by promoting safe travel behavior through educational initiatives, focusing on how system user behavior can contribute to a safer transportation system for all. With this additional training, judges are able to work towards more consistent treatment of all drivers where possible; and to allow for positive changes in driver behavior thus making Oregon roadways safer for all modes of travel.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

FFY 2023 Planned Activities
Click or tap here to enter text.

FFY 2023 Planned Activities

Program:

Motorcycle Safety

Federal Project Number:

M9MA-23-50-01

Project Title:

MS Communications and Outreach: Other Driver Awareness of Motorcyclists

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon Department of Transportation – Transportation Safety Office

Planned Activity Description (Project Funding Narrative):

This grant is to the ODOT-TSO Motorcycle/Moped Rider Safety Program. This project will provide funding for media and outreach materials/displays to maintain/increase general motorist awareness of motorcycle riders and specific issues related to detecting and interacting with them in the transportation system. Public safety announcements, including media and equipment purchases for public awareness displays will be the primary methods used to accomplish this work. Media products will primarily be released - in counties with the highest motorcycle involved multi-vehicle crashes in Oregon by utilizing ODOT CAR's Unit State crash data which identifies the counties within the State with the highest number of motorcycle crashes involving a motorcycle and another motor vehicle. Equipment purchases may include the purchase of a trailer and associated equipment for the display of a motorcycle involved in a multivehicle right of way violation crash to elevate public awareness of motorcycle and moped riders on Oregon highways. This element of the project is similar to previously approved and funded trailer displays showing crashed vehicles involved in impaired/distracted/speed/etc. related crashes. This purchase will follow all processes required for pre-approval and the allowed use of these grant funds.

TSO will/may request an amendment to increase this budget with 405(f) carryforward funds to pay for additional media and equipment (like the trailer proposed in previous years' 1300 applications). This potential request will/may be required to go through ODOT's internal approval process before this change can be added and submitted for amendment consideration.

| Final State Crash Data - 2020 MC/Multivehicle Crashes by County | |
|---|---|
| County | # of Motorcycle Crashes (MCC) involving multiple vehicles |
| MULTNOMAH | 61 |
| CLACKAMAS | 37 |
| LANE | 34 |

FFY 2023 Planned Activities

| | |
|------------|----|
| WASHINGTON | 33 |
| JACKSON | 28 |
| MARION | 25 |
| DESCHUTES | 16 |
| DOUGLAS | 14 |
| LINN | 11 |
| JOSEPHINE | 10 |
| YAMHILL | 10 |
| KLAMATH | 8 |
| BENTON | 7 |
| CLATSOP | 7 |
| COOS | 6 |
| POLK | 6 |
| MALHEUR | 6 |
| WASCO | 6 |
| UMATILLA | 5 |
| LINCOLN | 5 |
| HOOD RIVER | 4 |
| COLUMBIA | 3 |
| CROOK | 3 |
| TILLAMOOK | 3 |
| HARNEY | 2 |
| JEFFERSON | 2 |
| GRANT | 1 |
| WALLOWA | 1 |
| UNION | 1 |
| WHEELER | 1 |
| CURRY | 1 |

FFY 2023 Planned Activities

| | |
|-------|---|
| BAKER | 1 |
|-------|---|

Planned Activity Results:

As stated in the 2023 Highway Safety Plan 1300 submission, the following quote from Countermeasures That Work is the expected result of the activity: "Another objective is to increase other motorists' awareness of motorcyclists by increasing the visibility of motorcyclists and educating drivers on the importance of sharing the road with motorcycles."

Funding Source:

405(f)

Amount Approved:

Originally = \$5,000.00, With Amendment = \$25,679.59

Amount Expended:

\$24,550.00

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

Not Applicable

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

The intent of the media project was designed to increase motorist awareness of riders in at least the 10 counties experiencing the most crashes involving a motorcycle and another vehicle. Media was run in the top 12 counties. The media project did encourage drivers to be aware of and specifically look for motorcycle riders. This increase in awareness through the media messaging is believed to be contributing to maintaining or reducing the number of crashes involving motorcycles and other vehicles – which contributes to the overall goal of maintaining or reducing motorcycle rider fatalities in Oregon.

As stated in the 2023 Highway Safety Plan 1300 submission, Oregon motorcycle riders continue to experience right of way violations by other drivers, which result in injury and fatality crashes. The Motorcycle Safety Communications and Outreach: Other Driver Awareness of Motorcyclists

FFY 2023 Planned Activities

campaign will increase individual and collective awareness of the presence of motorcycles on or near roadways; and educate on safe driving and riding practices that reduce injury and fatality crashes involving motorcyclists.

Did this project provide Media?

Yes

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

Radio spots were purchased and run in the first twelve counties listed in the excel chart above. 1,568,259 impressions were run on streaming radio platforms in those areas. Messages focused on reminding motorists to look twice and that riders lack the structure of vehicles around them to provide additional buffers in crashes.

FFY 2023 Planned Activities

Program:

Motorcycle Safety

Federal Project Number:

M9MT-23-50-02

Project Title:

Motorcycle Rider Training

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon Department of Transportation – Transportation Safety Office with the intended Sub-Recipient ultimately being Oregon State University – Team Oregon.

Planned Activity Description (Project Funding Narrative):

Ultimately this grant was programmed to fund the purchase of a support vehicle for Oregon State University-Team Oregon (see ***Bold/Italicized*** section below).

From the 2023 Highway Safety Plan 1300 submission:

“This project will broadly provide funding for motorcycle rider safety training, focused media, projects, and equipment/materials. This may include but is not limited to the following: purchase/deployment of the *Skidbike* system and support equipment, research/development/purchase of appropriate and available protective barriers for training range(s), secret shopper/post course survey services for training course evaluations, virtual training software/hardware, development of new training materials and support related to the delivery of those materials, equipment and staff wages and benefits necessary to develop new training materials and real time training recordings for review and coaching/correction (camera’s (and related equipment), unmanned aerial vehicles (UAV’s) and support equipment, and editing costs and materials for distribution) of safety training for motorcycle/moped riders, updating of existing in-state and out-of-state adopted training materials, training site support vehicles, safety equipment, safety related media/outreach related to the benefits of DOT compliant motorcycle helmets, and training events/presentations. Any equipment purchased with this grant will comply with the requirements in the applicable CFR’s including requests to the NHTSA Region office for the purchase of equipment having a value of over \$5,000 ... ***2) The purchase of a replacement support vehicle for the specific use by a Team Oregon Support Specialist to carry out support services to their assigned training sites. This will be the first of up to five support vehicle purchase requests. These vehicles are not a general-purpose vehicle – they will solely be used to carry out work related to the delivery of training (mobile training units) and ongoing maintenance of the mobile and stationary training sites and the motorcycles and mopeds at those sites. The vehicles will also be used to assist in the activities associated with the establishment of any new training sites. These vehicles are necessary to maintain an effective motorcycle rider training program because without the ability to transport training motorcycles/moped, conduct site maintenance, conduct motorcycle/moped maintenance, and the ability to transport***

FFY 2023 Planned Activities

necessary support equipment and materials to and from these sites – the program cannot function.”

Planned Activity Results:

This project was ultimately not executed. The issues and delays surrounding vehicle and trailer manufacturers' certification that their vehicles were/are compliant with Buy America requirements resulted in a decision to choose to pursue this effort in 2024 due to competing time demands to complete other activities of the program. The Program Manager is currently working on new efforts to secure information that can be shared with NHTSA for consideration related to forthcoming waiver requests related to Buy America compliance requirements for support vehicles, trailers, motorcycles, and scooters/mopeds.

Funding Source:

405(f)

Amount Approved:

\$48,317.00

Amount Expended:

\$0.00

Was the project implemented? No

If no, please provide an explanation of reasons it was not implemented.

Inability to secure documentation from vehicle/trailer manufacturers that their products comply with the Buy America requirements.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

Not Applicable

How did this project contribute to meeting the State's highway safety performance targets:

This project was unable to contribute to the State's highway performance targets, as the ability to secure documentation from manufactures that their products are compliant with the Buy America requirements was un-obtainable. Oregon intends to continue in its efforts to purchase equipment that supports activities intended to help meet the highway performance targets through compliance with the Buy America requirements or successfully having a waiver request approved.

FFY 2023 Planned Activities

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Older Driver

Federal Project Number:

DE-23-20-06

Project Title:

Communications for Older Driver

List Specific Participating Sub-Recipient(s)/Agencies:

There were none.

Planned Activity Description (Project Funding Narrative):

This project will fund public education campaigns for Aging Road Users to increase awareness and to educate drivers, pedestrians, and bicyclists of traffic safety strategies for preventing traffic crashes from occurring. Expand knowledge of transportation choices to meet the mobility needs of an aging population. Explore partnerships with organizations directly involved with messaging and education involved in this demographic to expand project reach.

Planned Activity Results:

This project was not executed.

Funding Source:

402

Amount Approved:

\$20,000

Amount Expended:

\$0

Was the project implemented? No

If no, please provide an explanation of reasons it was not implemented.

TSO did not have the time/opportunity to get this project off the ground due to other grant administration priorities (meeting BIL requirements). Research on this problem area continues, where TSO plans to offer these training opportunities instead during FFY2024.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

FFY 2023 Planned Activities

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

Click or tap here to enter text.

How did this project contribute to meeting the State's highway safety performance targets:

The project was not implemented.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

Click or tap here to enter text.

FFY 2023 Planned Activities

Program:

Older Driver

Federal Project Number:

M8DE-23-20-03

Project Title:

Communication for Older Drivers

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT-TSO, GARD Communications (Media contractor)

Planned Activity Description (Project Funding Narrative):

This project will fund public education campaigns for Aging Road Users to increase awareness and to educate drivers, pedestrians, and bicyclists of traffic safety strategies for preventing traffic crashes from occurring. Expand knowledge of transportation choices to meet the mobility needs of an aging population. Explore partnerships with organizations directly involved with messaging and education involved in this demographic to expand project reach.

Planned Activity Results:

TSO did a TV rerelease of its Aging Road Users PSA during the holiday season. GARD and ODOT have determined this is a prime time for this target audience as family, loved ones and friends get together. Having to give up one's independence by not being physically or cognitively able to drive is a life changing event that needs to be handled with care. This is the PSA message and provides tips and resources for further conversations in determining if an older driver is still fit to drive and drive safely.

Funding Source:

402

Amount Approved:

\$26,660

Amount Expended:

\$26,600

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

Click or tap here to enter text.

How did this project contribute to meeting the State's highway safety performance targets:

This TV PSA is run during the holidays to catch families' attention and to give them resources to move forward when it is time for a loved one to give up the keys. This is a difficult thing for people to do for many reasons. The video kindly persuades them to have the talk if needed. This should assist our performance measure targets by having older drivers educated and ready to give up their keys when it is truly time to do so.

Did this project provide Media?

Yes

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

\$26,600.00 Paid Media \$14,269.00 Earned Media

FFY 2023 Planned Activities

Program:

Occupant Protection

Federal Project Number:

M1CPS-23-45-01

Project Title:

Statewide Instructor Development and Technician Training

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon Health & Science University

Planned Activity Description (Project Funding Narrative):

This project will fund administration, instruction service hours, and equipment & supplies necessary to train CPS technicians & instructors; may include instructor fees, facility rentals, training materials/supplies, delivery of CPS training, and training expenses for technician and instructor candidates may also be covered, along with per diem travel costs, certification fees, and possible conference registration. The grant amount for FFY 2023 for this project was increased \$10,000 from FFY 2022 in order to provide additional CPS technician training courses in the state. Additional funds were also needed this year because the Oregon CPS Conference is going to be held in person in 2023. The CPS Conference was held virtually in 2021 and 2022.

Planned Activity Results:

During the 2023 grant year, 6 traditional 4-day Child Passenger Safety Technician (CPST) certification trainings, 2 hybrid CPST trainings and one renewal course was held. These courses certified 91 technicians along with renewing the certification of one additional instructor. Regional Child Passenger Safety workshops were held around the state (Hillsboro, Springfield, Grants Pass and Pendleton). These workshops provided mentorship opportunities that aided 126 technicians in gaining needed CEUs toward recertification, car seat signoffs in-person, and support with hands-on displays and stations to learn more about new car seats and child passenger safety innovations. Additionally, a Safe Travel for All Children training was offered to provide CEU opportunities and help technicians to understand challenges of conventional car seats and introduce adaptive seating options available for families. This course discusses the process to obtain these needed resources for children with special health care needs.

Funding Source:

405(b)

Amount Approved:

\$160,000

Amount Expended:

FFY 2023 Planned Activities
\$146,820.96

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

Maintaining a base of Certified Child Passenger Safety Technicians (CPSTs) to provide services is one of Oregon's pressing challenges. Some natural attrition is expected due to changes in employment, change in job responsibilities, change in location, etc. In October 2019, Oregon had 476 CPSTs. The COVID-19 Pandemic brought new challenges halting all in-person seat checks, and training, and no Technician Certification courses were offered due to the inability to move them online. Technicians had more barriers than ever toward recertifying and there were no new courses to add technicians to the pool. Before the resumption of CPS courses Oregon hit an all-time low of 283 technicians. CPST certification courses resumed in October 2021, statewide twenty technicians were trained during the 2021-2022 grant year. Eight are being offered in the current grant year. Currently with the resumption of limited-size CPST certification courses, Oregon's technician numbers are slowly increasing. As of January 2024, there were 339 certified Child Passenger Safety Technicians in Oregon.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Occupant Protection

Federal Project Number:

M1CPS-23-45-11, M1CPS-23-45-12, M1CPS-23-45-13, M1CPS-23-45-14, M1CPS-23-45-15

Project Title:

CPS Fitting Station Support, ODOT Regions 1, 2, 3, 4, 5

List Specific Participating Sub-Recipient(s)/Agencies:

See Exhibit B_OP 2023 CPS Fitting Station Support Grant Subrecipients

Planned Activity Description (Project Funding Narrative):

This project will fund mini-grants to local fitting stations to cover costs for purchase of equipment, supplies, child car seats, boosters, and training expenses for technician and instructor candidates (certification fee and/or necessary lodging and per diem expenses).

Planned Activity Results:

In fiscal year 2023, six agencies were awarded a CPS mini-grant in Region 1, two agencies were awarded a CPS mini-grant in Region 2, one agency was awarded a CPS mini-grant in Region 3, two agencies were awarded in Region 4, and six agencies were awarded in Region 5. Providing child safety seats, booster seats, equipment and supplies to the CPS fitting stations around the state was a big key in meeting the performance measure of increasing the reported proper child restraint use among injured occupants under 12 years of age. In Region 1, \$8,586.56 CPS grant funds were used, distributing 429 car seats; in Region 2, \$5,693.41 CPS grant funds were used, purchasing 89 car seats; in Region 3, \$3,533.73 CPS grant funds were used, purchasing 46 car seats; in Region 4, \$5,685.74 CPS grant funds were used, purchasing 77 car seats; and in Region 5, \$5,304.16 CPS grant funds were used, purchasing 127 car seats.

Funding Source:

405(b)

Amount Approved:

\$46,000

Amount Expended:

\$28,803.60

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

Click or tap here to enter text.

How did this project contribute to meeting the State's highway safety performance targets:

Child passenger safety inspection stations and outreach efforts are proactive in working to reduce the likelihood of death and injury in motor vehicle crashes by providing access to hands-on education on proper use of car safety seats and boosters to caregivers from nationally certified Child Passenger Safety Technicians (CPSTs). Between 2016-2020, 259 children eleven and under were occupants in fatal and serious injury crashes, restraint use was unknown for 75 percent, 46 percent were unrestrained, 23 percent were improperly restrained, 10 percent were improperly restrained with a seatbelt and 75 percent information about the restraint was unknown. Non-restraint use in this age group increased 137 percent from 2019 to 2020 (9 to 24).

In fiscal year 2023, six agencies were awarded a CPS mini-grant in Region 1, two agencies were awarded a CPS mini-grant in Region 2, one agency was awarded a CPS mini-grant in Region 3, two agencies were awarded in Region 4, and six agencies were awarded in Region 5. Providing child safety seats, booster seats, equipment and supplies to the CPS fitting stations around the state was a big key in meeting the performance measure of increasing the reported proper child restraint use among injured occupants under 12 years of age.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

Click or tap here to enter text.

FFY 2023 Planned Activities

Program:

Occupant Protection

Federal Project Number:

M1HVE-23-46-02

Project Title:

Statewide Safety Belt Overtime Enforcement - OSP

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon State Police

Planned Activity Description (Project Funding Narrative):

This project funded administrative and trooper overtime hours for traffic enforcement and educational activities that facilitate compliance with Oregon motor vehicle restraint laws, including participation in three, two-week high-visibility enforcement “waves”. Expenses to undergo initial child passenger safety certification training may also be covered (certification fee and/or necessary lodging and per diem expenses).

Planned Activity Results:

Oregon State Police (OSP) sought to maintain the safety belt compliance rate with motorists in Oregon. OSP seat belt technicians also utilized the overtime at Child Seat Distribution Classes and Clinics to increase compliance with child safety seat systems as well as safety belt diversion classes. OSP Troopers worked 664.75 hours (90%) of the 740 hours allocated. Of the 502 overtime hours worked, 951 contacts were made (1.9 contacts per hour). This resulted in 5 DUII arrests, 74 speed citations, 207 seatbelt citations, 38 distracted citations, 268 other citations, 150 speed warnings, 292 seatbelt warnings, 45 distracted warnings, and 500 other warnings. CPS Technicians used 162.75 overtime hours for car seat clinics. This allowed for 42 overtime shifts which is an increase (61.5%) from last grant year where there were 26 overtime shifts worked. OSP did participate in both statewide high-visibility enforcement waves and the National Click It or Ticket (CIOT) enforcement campaign. OSP worked 133.75 hours of seat belt overtime during CIOT out on the roads enforcing seat belt laws and 3.5 hours of overtime during CIOT for child passenger safety clinics. During CIOT, OSP made 238 stops and gave out 69 seat belt citations and 75 seat belt warnings.

Funding Source:

405(b)

Amount Approved:

\$80,000

FFY 2023 Planned Activities

Amount Expended:

\$68,727.97

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

Yes

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

OSP Troopers worked 664.75 hours (90%) of the 740 hours allocated. Of the 502 overtime hours worked, 951 contacts were made (1.9 contacts per hour). This resulted in 5 DUII arrests, 74 speed citations, 207 seatbelt citations, 38 distracted citations, 268 other citations, 150 speed warnings, 292 seatbelt warnings, 45 distracted warnings, and 500 other warnings. CPS Technicians used 162.75 overtime hours for car seat clinics. This allowed for 42 overtime shifts which is an increase (61.5%) from last grant year where there were 26 overtime shifts worked.

How did this project contribute to meeting the State's highway safety performance targets:

High Visibility Enforcement (HVE) continues to be a huge part of the Occupant Protection Program. It is a key countermeasure to educating the public on seat belt and child passenger seat laws as well as enforcing the laws. The more officers you see out on the road, the higher the seat belt usage rate will be. HVE has been a strong contributing countermeasure strategy toward Oregon's annual observed seat belt use survey indicating Oregon's 2023 usage rate of 97 percent.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Occupant Protection

Federal Project Number:

M1HVE-23-46-03

Project Title:

Local PD Safety Belt Overtime Enforcement Mini-Grants

List Specific Participating Sub-Recipient(s)/Agencies:

Exhibit A_OP 2023 HVE Participating Law Enforcement Agencies

Planned Activity Description (Project Funding Narrative):

This project will fund law enforcement overtime for traffic enforcement and educational activities that facilitate compliance with Oregon motor vehicle restraint laws, including participation in three, two-week high-visibility enforcement “waves”. Expenses to undergo initial child passenger safety certification training may also be covered (certification fee and/or necessary lodging and per diem expenses). The TSO program manager conducts regular monitoring of individual projects via the reports submitted from the participating law enforcement agencies in the web-based ‘Badge Data’ system. The program manager regularly reviews the claims and reports submitted by the agencies for any potential outliers exhibiting poor performance, or potential red flags that the program manager can then address directly with the agency.

Planned Activity Results:

This project provided 40 Seat Belt HVE mini-grants to local police departments to conduct overtime enforcement towards maintaining and increasing compliance with safety belt/child restraint laws. Funding was conditional on agency traffic enforcement during three (3) two-week blitzes, and during other times when additional traffic enforcement coverage was deemed appropriate by the local jurisdiction. Agencies were encouraged to garner local media coverage of their planned efforts, their purpose and their results. There were 5,088 contacts made specifically for suspected safety belt or child restraint violations. The following overtime contacts were made in other categories: 7 DUII; 2,094 speed; 1,304 distracted; 567 suspended/revoked, 54 felony, and 3,820 all other.

Funding Source:

405(b)

Amount Approved:

\$636,816

Amount Expended:

FFY 2023 Planned Activities
\$161,704.87

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

Yes

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

This project provided 40 Seat Belt HVE mini-grants to local police departments to conduct overtime enforcement towards maintaining and increasing compliance with safety belt/child restraint laws. Funding was conditional on agency traffic enforcement during three (3) two-week blitzes, and during other times when additional traffic enforcement coverage was deemed appropriate by the local jurisdiction. There were 5,088 contacts made specifically for suspected safety belt or child restraint violations. The following overtime contacts were made in other categories: 7 DUII; 2,094 speed; 1,304 distracted; 567 suspended/revoked, 54 felony, and 3,820 all other. There were a small handful of agencies that were unable to participate in the National Click It or Ticket campaign. Agencies are still struggling with staffing levels and officer injuries and illness. The agencies that did participate in the Click It or Ticket campaign did make a total of 1,361 stops while working seat belt overtime. A total of 456 citations were given out for seat belt violations and 11 citations for car seat violations during the Click It or Ticket enforcement period.

How did this project contribute to meeting the State's highway safety performance targets:

High Visibility Enforcement (HVE) continues to be a huge part of the Occupant Protection Program. It is a key countermeasure to educating the public on seat belt and child passenger seat laws as well as enforcing the laws. The more officers you see out on the road, the higher the seat belt usage rate will be. HVE has been a strong contributing countermeasure strategy toward Oregon's annual observed seat belt use survey indicating Oregon's 2023 usage rate of 97 percent.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Occupant Protection

Federal Project Number:

OP-23-45-01 changed to **M8*OP-23-45-01**

Project Title:

Statewide Services – Occupant Protection

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT – Transportation Safety Office

Planned Activity Description (Project Funding Narrative):

This project will fund contracted media design, education material revisions, social media advertising, radio public service announcements and billboards; public attitude, and observed restraint use surveys; as well as TSO direct purchase, reproduction and distribution of educational and outreach materials.

Planned Activity Results:

Public education is necessary to educate motor vehicle occupants regarding the importance of vehicle restraint usage, Oregon laws, proper usage of restraint systems, consequences of non- or improper use and availability of resources to assist them. Accurate measurement of compliance with restraint laws is needed in order to establish program priorities and to evaluate program activities. This project funded the Seat Belt Use Observation Study in order to determine the seat belt usage rate for the state. In 2023, the statewide seat belt use study found 97.73% of drivers and 97.61% of right-front passengers were using seat belts. Based on these observations, the resulting statewide seat belt use rate for vehicle occupants is estimated to be 97.01%. This is an improve of 0.49% over the 2022 usage results. This project also funded the rerelease of the English TV PSA "One Easy Way" focusing on building good habits and always wearing your seat belt, no matter your age. The PSA was played on streaming TV platforms May-June and August-September. New billboards on seat belt safety were placed statewide with the message "Show Your Crew What To Do, Buckle Up". Spanish language PSAs were run on Univision TV to coincide with Click It or Ticket and National Child Passenger Safety Week. The CPS brochure "Stumped on Safety Seats" was updated in English and Spanish and reprinted for the ODOT storeroom for distribution.

*Note: Funding source amendment granted for this project to move from 402 to 405e flex in order to enable ODOT-SHSO to meet the 40% Local benefit requirement.

Funding Source:

405(e) Flex

FFY 2023 Planned Activities

Amount Approved:

\$230,000

Amount Expended:

\$203,924.47

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

The Occupant Protection program is continually focused on educating the general public, law enforcement, family medical providers, and families regarding proper selection and use of seatbelts and other motor vehicle safety restraints. Oregon has traditionally had a high seat belt usage rate, sometimes the highest in the nation, but continuous education is needed for new citizens, visitors, and high-risk populations to maintain a high use rate. Public education is necessary to educate motor vehicle occupants regarding the importance of vehicle restraint usage, Oregon laws, proper usage of restraint systems, consequences of non- or improper use and availability of resources to assist them. Accurate measurement of compliance with restraint laws is needed in order to establish program priorities and to evaluate program activities. This project funded the Seat Belt Use Observation Study in order to determine the seat belt usage rate for the state. In 2023, the statewide seat belt use study found 97.73% of drivers and 97.61% of right-front passengers were using seat belts. Based on these observations, the resulting statewide seat belt use rate for vehicle occupants is estimated to be 97.01%. This is an improvement of 0.49% over the 2022 usage results.

Did this project provide Media?

Yes

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

The total media budget for the 2023 Occupant Protection Program was \$120,000. While Oregon continues to be a leader in observed use of adult safety belts, usage has continued to decrease

FFY 2023 Planned Activities

among teen riders and rear (backseat) riders. The proper use of child safety seats and their installation continues to be an area of confusion. Oregon's growing Spanish-speaking communities also require special outreach, especially on the topic of proper child safety seat usage. This year's plan focused on addressing these three critical priorities. The TV PSA "One Easy Way" was rereleased and streamed statewide across streaming television platforms. The PSA was run in May and June to align with the national Click It or Ticket campaign. The TV PSA "What It Takes" was streamed statewide during the month of September to align with Child Passenger Safety Week. This PSA reminds parents and caregivers to use the correct position for child safety seats according to the child's age, height and weight.

Spanish media was a big emphasis for the 2023 grant year. The TV PSA "De El Ejemplo" was produced and aired on Spanish TV stations statewide. In September to align with Child Passenger Safety Week, a Spanish speaking local CPS technician was interviewed by Univision to create two Spanish-language segments focused on child passenger safety. These segments were then played on Univision channels as well as Facebook live. New seat belt safety billboards were also created and displayed on billboards statewide to align with the Click It or Ticket national campaign. With a total budget of \$120,000 in FY 2023, the Occupant Protection Program had a total earned media added value of \$121,935. In paid media, there was \$28,000 spent in Spanish messaging with an added value of \$19,000.

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Program:

Occupant Protection

Federal Project Number:

OP-23-45-03

Project Title:

Local PD Safety Belt Overtime Enforcement Mini-Grants

List Specific Participating Sub-Recipient(s)/Agencies:

See Exhibit A_OP 2023 HVE Participating Law Enforcement Agencies

Planned Activity Description (Project Funding Narrative):

This project will fund law enforcement overtime for traffic enforcement and educational activities that facilitate compliance with Oregon motor vehicle restraint laws, including participation in three, two-week high-visibility enforcement “waves”. Expenses to undergo initial child passenger safety certification training may also be covered (certification fee and/or necessary lodging and per diem expenses). The TSO program manager conducts regular monitoring of individual projects via the reports submitted from the participating law enforcement agencies in the web-based ‘Badge Data’ system. The program manager regularly reviews the claims and reports submitted by the agencies for any potential outliers exhibiting poor performance, or potential red flags that the program manager can then address directly with the agency.

Planned Activity Results:

This project provided 26 Seat Belt HVE mini-grants to local police departments to conduct overtime enforcement towards maintaining and increasing compliance with safety belt/child restraint laws. Funding was conditional on agency traffic enforcement during three (3) two-week blitzes, and during other times when additional traffic enforcement coverage was deemed appropriate by the local jurisdiction. Agencies were encouraged to garner local media coverage of their planned efforts, their purpose and their results. There were 5,088 contacts made specifically for suspected safety belt or child restraint violations. The following overtime contacts were made in other categories: 7 DUII; 2,094 speed; 1,304 distracted; 567 suspended/revoked, 54 felony, and 3,820 all other.

Funding Source:

402

Amount Approved:

\$370,000

Amount Expended:

FFY 2023 Planned Activities
\$108,878.75

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

Yes

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

This project provided 26 Seat Belt HVE mini-grants to local police departments to conduct overtime enforcement towards maintaining and increasing compliance with safety belt/child restraint laws. Funding was conditional on agency traffic enforcement during three (3) two-week blitzes, and during other times when additional traffic enforcement coverage was deemed appropriate by the local jurisdiction. There were 5,088 contacts made specifically for suspected safety belt or child restraint violations. The following overtime contacts were made in other categories: 7 DUII; 2,094 speed; 1,304 distracted; 567 suspended/revoked, 54 felony, and 3,820 all other. There were a small handful of agencies that were unable to participate in the National Click It or Ticket campaign. Agencies are still struggling with staffing levels and officer injuries and illness. The agencies that did participate in the Click It or Ticket campaign did make a total of 1,361 stops while working seat belt overtime. A total of 456 citations were given out for seat belt violations and 11 citations for car seat violations during the Click It or Ticket enforcement period.

How did this project contribute to meeting the State's highway safety performance targets:

High Visibility Enforcement (HVE) continues to be a huge part of the Occupant Protection Program. It is a key countermeasure to educating the public on seat belt and child passenger seat laws as well as enforcing the laws. The more officers you see out on the road, the higher the seat belt usage rate will be. HVE has been a strong contributing countermeasure strategy toward Oregon's annual observed seat belt use survey indicating Oregon's 2023 usage rate of 97 percent.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Planning and Administration

Federal Project Number:

164PA-23-91-90

Project Title:

Planning and Administration: Sec 164

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT-TSO

Planned Activity Description (Project Funding Narrative):

Travel, services and supplies and office supplies will be funded for Governor's Advisory Committee on DUII.

Planned Activity Results:

Travel, services, and supplies were funded for the Governor's Advisory Committee on DUII members. Travel expenses included participation in TSO's Annual Safety Conference; in-person committee meetings; on-site DUII court monitoring and other DUII-related activities.

Funding Source:

164

Amount Approved:

\$ 25,000

Amount Expended:

\$0.00

Was the project implemented? No

If no, please provide an explanation of reasons it was not implemented.

This project concept was intended to supplement the Governor's Advisory Committee on DUII members. Travel expenses included participation in TSO's Annual Safety Conference; in-person committee meetings; on-site DUII court monitoring and other DUII-related activities, however this funding was not required due to expenses were covered by the Impaired Driving Program Management project.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did (would) this project contribute to meeting the State's highway safety performance targets:

The Governor's Advisory Committee on DUII broadly represents the Legislative Assembly, public and private organizations involved in DUII countermeasures, victims of impaired drivers, and the general public. Its purpose is to heighten public awareness of the seriousness of Oregon's impaired driving problem; persuade communities to attack the impaired driving problem in a more organized and systematic manner and abide by Oregon DUII traffic law; generate public support for increased enforcement of state and local impaired-driving laws; and educate the public as to the dangers of driving while under the influence and its effects on life and property."

This project allowed the State to recoup a percentage of its highway safety planning and administrative expenses from federal funds (only Sections 164 and 402 allow for P&A recovery for the State). This project's expenditures were related to travel, services and supplies needed to support the Governor's Advisory Committee on DUII (GAC-DUII).

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

N/A

FFY 2023 Planned Activities

Program:

Planning and Administration

Federal Project Number:

PA-23-91-90

Project Title:

Planning and Administration: Sec. 402

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT-TSO

Planned Activity Description (Project Funding Narrative):

The following SHSO operating staff salaries were paid from 402 P&A funds:

- Fiscal Specialist -- Accounting/Vouchers/Claims
- Office Manager -- SHSO Manager
- Operations Manager -- Accounting/HSP/HCS/Vouchers
- Data and Evaluation Specialist -- HSP, Annual Report, Data

Planned Activity Results:

Salaries, benefits, travel, services and supplies, and office equipment needs were funded for administrative and operating personnel and services.

Funding Source:

402

Amount Approved:

\$ 746,000

Amount Expended:

\$636,175.41

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

N/A

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

FFY 2023 Planned Activities

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

This project allowed the State to recoup a percentage of its highway safety planning and administrative expenses related to all 402-funded projects and programs from federal funds (only Sections 164 and 402 allow for P&A recovery for the State). Expenditures included administrative staff salaries and travel needs, along with other administrative expenses related to the administration of all 402- funded program/projects. Award amount was determined as a percentage established by the FAST Act in relation to the total Section 402 award amount made to the State by NHTSA. Effective and efficient management of federal and state grant funds requires a strong showing of administrative and operating support needs. Planning and efficient administration of the transportation safety program assures that clear and transparent processes are in place in effectively managing taxpayer dollars.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

N/A

FFY 2023 Planned Activities

Program:

Non-Motorized (Bike-Ped)

Federal Project Number:

FHTR-23-30-04

Project Title:

Bicycle and Pedestrian Oregon Friendly Driver

List Specific Participating Sub-Recipient(s)/Agencies:

Commute Options, Lane County Council of Governments, and The Street Trust

Planned Activity Description (Project Funding Narrative):

The program will develop, promote and implement driver education classes on pedestrian and bicycle laws and best practices in the regions surrounding Eugene, Bend, and Portland and will aim to serve as a statewide program to other areas within the state as needed.

Planned Activity Results:

ODOT worked with all three partners (sub-recipient mini-grants) to continue developing and refining statewide education material to reach different audience, demographics to make more customized trainings. This helps make the education material more accessible to various needs and demographics. Examples are online self-paced courses, online live webinars and in-person classes at various lengths from 40 minutes to 90 minutes. Promotion of the class happened by Google Ads that drove people to the Oregonfriendlydriver.org website with key word searches for transportation safety and pedestrian and bicyclist safety. Other methods of program promotion were made through partner engagement activities like outreach to over 1,000 businesses and agencies and promotion at over 20 community and transportation safety events. Over 50 in person and live webinar classes were convened this year and there were 336 completions of the online course that is offered through the website. Both in-person and online class completions have increased from previous three years since the Covid-19 pandemic.

Funding Source:

405(h)

Amount Approved:

\$179,254

Amount Expended:

\$134,121.74

FFY 2023 Planned Activities

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

The planned activity efforts of this project help educate the driving public in Oregon of the safest and most friendly behaviors to share the road with people walking and bicycling. This is a free supplemental course to what the driving public receives when learning to drive. Teaching and/or refreshing driver knowledge about laws and best practices to sharing the road can promote a friendly and positive travel experience for all road users in Oregon. Thus, contributing to a traffic safety culture focused on promoting the decrease pedestrian and bicyclist fatalities.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Non-Motorized (Bike-Ped)

Federal Project Number:

FHX-23-68-02

Project Title:

Pedestrian Enforcement and Education

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon Impact, Aumsville Police Department, Bandon Police Department, Canby Police Department, Carlton Police Department, Clackamas County Sheriff's Office, Coburg Police Department, Columbia County Sheriff's Office, Cornelius Police Department, Florence Police Department, Gresham Police Department, Hubbard Police Department, Junction City Police Department, Klamath County Sheriff's Office, Lake Oswego Police Department, Lincoln City Police Department, Medford Police Department, Nyssa Police Department, Prineville Police Department, Reedsport Police Department, Roseburg Police Department, Salem Police Department, Sherwood Police Department, Silverton Police Department, Tigard Police Department, Toledo Police Department, Tualatin Police Department, Wallowa County Sheriff's Office, Washington County Sheriff's Office, Yamhill County Sheriff's Office

Planned Activity Description (Project Funding Narrative):

This is a statewide pedestrian safety enforcement (PSE) program that provides for overtime traffic enforcement activities through a mini-grant program to Oregon law enforcement agencies, to also include operations, training and evaluation, and diversion classes as applicable. The program manager regularly reviews the reports that come in either from the LEA directly, or from Oregon Impact's 'Badge Data' system that local LEAs enter their enforcement event date, location, and results (citations) into at least monthly. The program manager also shares 'local' and 'trending' data and information with the grantee agencies to ensure they have the data, and can focus their efforts in those problem areas.

Planned Activity Results:

The primary objectives of pedestrian safety enforcement is to decrease unsafe and inappropriate behavior exhibited by both drivers and pedestrians. Our efforts focused on promoting correct behaviors for pedestrians and ensuring motorists adhere to legal and best practice guidelines. Our initiatives were concentrated in heavily trafficked crosswalks across various communities, addressing vital safety concerns. In 2023, 13 of the 29 participating law enforcement agencies completed 406 hours of overtime for pedestrian safety operations. For the most part, community members value local agencies' efforts to keep their citizens safe. Many people are grateful for the learning lesson and will undoubtedly become more vigilant and mindful drivers. Some drawbacks are that these enforcements require many hands participating

FFY 2023 Planned Activities

agency staff. Some agencies do not have staffing to support such an event. Although citations are not always written during a pedestrian safety enforcement event, some community members find the police operation to be "baiting". Long term effects of this type of education and enforcement operation on a driver's behavior is not known for sure. However, this type of enforcement can be impactful. Not only does it show community members that their law enforcement agencies value the safety for pedestrians, but it also re-enforces the motor vehicle laws around pedestrian safety and right away that many drivers forget or neglect over the years.

The biggest barrier to this project is getting law enforcement agencies to participate due to lower staff capacity and not enough staff to commit to the training, planning, coordinating, and implementing. This is evident by the low participation rate of agencies to accept award (29) and even lower rate of ones who report PSE activities for grant funds (13 or less than 50%). In 2024, ODOT will focus on education and engagement efforts with agencies to better understand what pedestrian and bicycle safety enforcement needs can be met.

Funding Source:

405(h)

Amount Approved:

\$150,000

Amount Expended:

\$35,903.22

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

Yes

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

406 hours were dedicated to PSE operation enforcement.

Citations/Warnings:

54 Other

92 Bicycle/Pedestrian

1 Child Restraint

25 Distracted Driving

FFY 2023 Planned Activities
21 Driving While Suspended 2 Equipment

Participating ttand reporting agencies for 2023 are:

Klamath County Sheriff's Office

Tigard Police Department

Coburg Police Department

Sherwood Police Department

Florence Police Department

Canby Police Department

Lincoln City Police Department

Lake Oswego Police Department

Salem Police Department

Aumsville Police Department

Medford Police Department

Washington County Sheriff's Office

Tualatin Police Department

How did this project contribute to meeting the State's highway safety performance targets:

Pedestrian safety enforcement operations, not only shows community members that their law enforcement agencies value the safety of pedestrians but it also re-enforces safe driving behaviors that many drivers forget or neglect over the years. This type of enforcement is also valuable resource for newer drivers as a chance to recognize dangerous behavior is observed before any serious harm can be done. Enforcement education and engagement with road users have proven to be a strong counter measure toward meeting the performance measure targets especially when added to other education countermeasures.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Non-Motorized (Bike-Ped)

Federal Project Number:

PS-23-68-01 changed to **M8PS-23-68-01**

Project Title:

Statewide Services-Pedestrian and Bicycle Safety

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT-TSO

Planned Activity Description (Project Funding Narrative):

This project will update/reprint pedestrian safety resource and educational materials; continue participation in an annual public opinion online survey for questions related to bicycle and pedestrian safety; develop annual statewide media campaign with TSO media contractor; Collaborate with ODOT Roadway Engineers, ODOT Active Transportation Unit, Region Traffic Safety Coordinators and local agencies to educate and inform public on infrastructure enhancements; and promote pedestrian and bicycle safety education training to both drivers and pedestrians.

Planned Activity Results:

The Pedestrian and Bicyclist statewide program reprinted and restocked seven statewide education brochures in the ODOT storeroom to be sent to public and in packages for the ODOT driver education training courses. The program also updated the ODOT website and storeroom order form to retire old brochures and update new ones. The statewide also funded three listening sessions in the Portland Metro region to better understand pedestrian and bicycle safety concerns for people experiencing homelessness. This foundation building activity may be helpful in developing future statewide programming to offer education and resources for people experiencing homelessness with a focus to decrease risk of pedestrian and bicyclist fatalities.

The statewide program also worked with our media contractor to develop and deliver 4 video PSA's streaming through online and cable services, social media safety ads, radio safety PSAs and google search safety ads.

*Note: Funding source amendment granted for this project to move from 402 to 405e flex in order to enable ODOT-SHSO to meet the 40% Local benefit requirement.

Funding Source:

405(e) Flex

Amount Approved:

FFY 2023 Planned Activities
\$420,000

Amount Expended:

\$411,242.70

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

Public education about pedestrian and bicycle safety is an important to positively influencing all road users to travel with safe behaviors for their own safety as well as vulnerable road users such as people walking and biking. Continued educational messages in various formats such as print, social media, radio, and television can help to educate and re-educate various demographics of road users on best safe practices and behaviors while traveling on Oregon's roads. This in turn, this can work to decrease risk of pedestrian and bicyclist fatalities.

Did this project provide Media?

Yes

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

Bicycle Safety Paid Media (\$119,720) Earned media (\$11. 876.30)

- Video PSA (Streaming/OTT) :15/:30 "Closer Than You Think"/"Más Cerca de lo Que Piensa" (NEW)

In April of this year, we produced :15 and :30 versions of a new video PSA reminding drivers to give enough fall distance space to people on bicycles. We used 3D animation and side-by-side comparisons of the recommended behaviors for drivers and pedestrians in traffic situations and cited official laws. Two complementary Spanish language versions (:15/:30) were produced and released at the same time.

- Radio PSAs :30 "A Bicycle's Plea"/"Mikes on Bikes" (Rerelease)

In May of this year, Gard rereleased five :30 second radio spots to appeal to drivers and to remind them to focus on safe road behaviors in specific regional areas of Oregon. "A Bicycle's

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Plea” (Coastal/Rural/Urban) and “Bikes With Mikes” focused on delivering a message about safe passage fall distance in a friendly and memorable way. “A Bicycle’s Plea” was also rereleased in Spanish.

- Google Ads, “Safe Passage” (Rerelease)

Complementing the “Safe Passage” ads on radio and to match the new rack card, multiple sizes of Google ads were rereleased and ran from May through Labor Day, a time when more people are on the road, traveling and vacationing in better weather and using alternative forms of transportation. The digital ads were created in English and Spanish.

Pedestrian Safety Paid Media (\$242,940) Earned Media \$37,166.05

- Pedestrian Safety :30 Video – Impaired Driving Focus – English/Spanish (NEW)

This year the Pedestrian Safety program focused a portion of their program on messages that highlighted how Oregonians can keep all multimodal road users safe by preventing impaired driving. Gard worked with video production studio Deep Sky and scripted and produced a new :30 video, “In Your Hands,” in English and Spanish for distribution statewide on streaming platforms. The video’s message focused on reminding viewers that making safe choices when consuming alcohol – including making alternative plans for getting from place to place – helps keeps all road users safe, including themselves.

- Pedestrian Safety :30 Video – “Stand Out Together” – English/Spanish (NEW)

Gard released a new :30 stop-animation video in English and Spanish, part of new assets for the Pedestrian Safety program highlighting how all Oregonians can walk, roll, ride and drive together safely. The video’s message focused on reminding viewers that no matter the season or weather, incorporating safe habits like wearing bright clothing, avoiding distractions and following street signage (like crosswalks or walk signals). The story focused on a Yeti/Bigfoot main character and a host of native Oregon animals moving through different Oregon locations, seasons and situations to show the correct safe behaviors.

- Pedestrian Safety :30 Video – Excessive Speed Focus – English/Spanish (NEW)

In 2023, the Pedestrian Safety program worked in collaboration with the Excessive Speed program to create a new :30 video PSA, “Not A Game,” in English and Spanish, highlighting the concerns for all multimodal road users when drivers speed. As studies have shown, even a moderate amount of additional speed (10-15 miles over the limit) increases stopping distance or the degree of crash severity – even more so when road conditions are not ideal (such as at night or during inclement weather). Working in partnership with scientists and professors on the Traffic Safety Studies team at Oregon State University, we produced an evocative spot that mimicked a video game, showing the increased difficulty of skill required to drive as conditions changed and highlighting excessive speed.

- Pedestrian Safety Social Media – New/Rerelease – “No Matter the Season” / “White Cane Day”

To support awareness around White Cane Safety Day this year, the program had a dual intent: encouraging blind pedestrians to use the canes to be independent while traveling and helping people driving to identify a blind or low-vision person and yield to them. To meet these goals, Gard rereleased five separate creatives across Facebook and Instagram depicting visually impaired characters in different scenarios and encouraging Oregonians to share the road and be on the look out for them, making it “White Cane Safety Every Day.” Additionally, to mark Pedestrian Safety Month, two new social media creatives were produced in English and

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Spanish, reminding Oregonians to share the road “No Matter the Season” and be visible to drivers, riders and pedestrians.

FFY 2023 Planned Activities

Program:

Non-Motorized (Bike-Ped)

Federal Project Number:

PS-23-69-11

Project Title:

Region 1 Pedestrian and Bicycle Safety Education

List Specific Participating Sub-Recipient(s)/Agencies:

BikeWorks by p;ear, Slavic Community, Oregon Walks, Clackamas County, Anson's Bike Buddies, Division Midway Alliance.

Planned Activity Description (Project Funding Narrative):

This project funded grassroots education and outreach efforts through mini-grants focused on pedestrian and bicycle safety either by expanding programs or funding new programs to address behavior that is contributing to the rise in pedestrian deaths identified by neighborhoods, community groups and other local organizations.

Planned Activity Results:

Region 1 was slated to fund 9 grant projects with eight organizations, where 8 projects were funded with 7 organizations.

BikeWorks by p;ear – Awarded \$19,200, Spent \$19,200

Results: Held 19 Walk and Roll events with 1,200 people attending, including 725 walkers. Provided 230 pedestrian safety classes to 4,200 students. Held one community bike ride, 50 people attended the kick-off, ten people went on the ride. In addition, BikeWorks continues to build relationships in the community to encourage participation in Walk & Roll events, Walking School Buses and pedestrian safety education.

Slavic Community – Awarded \$58,370, Spent \$40,294.29

Results:

- Developed and implemented outreach materials and presentations in Russian and Ukrainian
- Filmed two ped safety videos that received 7,830 views.
- 615 people/children were surveyed about whether they knew how to properly cross the street, 80% did not know how to properly cross the street.
- Six pedestrian safety seminars were held with 340 attendees.
- Did pedestrian safety education at 8 schools.

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- Developed and launched the survey to measure an increase in awareness around bike and pedestrian safety.
- Since October 2022 we organized and attended 30 community events in total interacting with 3,212 attendees.

Oregon Walks – Walking School Bus and Corner Greeters – Awarded \$49,995.54, Spent \$10,006.96

Results:

This project had difficulty getting off the ground due to a change in staffing at the organization, other school priorities and lack of relationships within the district which ODOT could have done more to facilitate. During the project approximately 25 students at Vestal Elementary walked to school every day and were greeted by Corner Greeters at NE 80th and Everett. At Shaver Elementary approximately 50 students walked to school every day and were greeted by Corner Greeters at NE 131st and Shaver. One hundred students at Marysville Elementary, first and second graders) were educated on pedestrian safety.

Clackamas County Pedestrian Safety Campaign – Awarded \$75,000, Spent \$68,940.94

Results: This project partnered with nine different agencies/organizations, held nine events including a five-day country fair reaching 1,500 people and placed a total of 8 billboards in locations including Milwaukie, Clackamas, Gladstone/Jennings Lodge, Oregon City and Canby. The campaign ran in June through August, with each billboard location staying up for 4 weeks. The billboard campaign received 1 million views.

Hood River Middle School (HRMS) Better Blocks Club (Anson's Bike Buddies) – Awarded \$16,165, Spent \$16,023.27

Results: 32 students participated in the HRMS Better Blocks Club which met twice a week to do safety rides and walks and work on a demonstration project to make the school route more safe for walking and biking. In May 2023 counts revealed that on average 30 students walked to school and 12 biked. In September those numbers were 40 walking and 12 biking.

Division Midway Alliance Transit Safety Program for Immigrant and Refugee Groups – Awarded \$68,573, Spent \$60,668.12

Results: Conducted outreach to Burmese, Bhutanese, Chinese, Latinx, Vietnamese and Youth Group. Forty participants from six different groups attended the “Beyond Traffic Safety” Focus Group on May 15 and provided input for Culturally Specific Transportation and Safety Toolkit. On May 20th, 2023 DMA partnered with PBOT, and CCC and organized the Beyond Traffic Safety Focus Group. 40 community members participated including 11 members from the Vietnamese community, 4 from the Latinx community, 6 from the Chinese community, 7 from the Karen community, 4 from the Bhutanese/Nepali community, and 8 Youth community members. As previously discussed, participating partners, including DMA identified these 6 different demographic groups as target groups to participate in the focus group event. The goal of the focus group was to identify what makes streets in Portland safe and what makes it not safe for pedestrians, residents, and public transportation users.

90 community members attended a Transit Safety Fair on July 15. Organizations such as

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ODOT, TRIMET, PBOT, Oregon Walks tabled and shared information and resources. Each organization talked about their program. About 55 participants were enrolled in Transportation Wallet program. Ten participants also attended bike event in neighborhood greenways around Division Midway area.

1,168 members (Arabic-12, Chinese-721, White-17, Nepali-23, Latinx-82 and Vietnamese-313) in TRIMET fare relief program between July 2022-September 2023. We provided language assistance to help with enrollment and uploading the bus pass.

Oregon Walks – Supporting the Reimagining 82nd Project – Awarded \$61,425.00, Spent \$39,509.04

Results: Oregon Walks worked with four partners Unite, Asian Pacific Network of Oregon (APANO), Verde and Metro to engage community around revising the infrastructure on 82nd which was transferred from ODOT to the City of Portland in 2022.

Five in-person events were held engaging 150 people. In all the discussions the bike and ped infrastructure was highlighted and walks were held in Maywood Park, Rockwood and Gresham.

At Vestal Elementary, routes were identified by parents for multiple Walking School Bus routes and one Biking School Bus.

At Marysville Elementary, approximately 150 students were further educated about how to keep themselves and their friends safe when walking and biking. This included conversations about the infrastructure that does exist and that is coming to the corridor.

At community events, Oregon Walks volunteers and staff facilitated Crosswalk Quizzes and reported large numbers of people who seemed to walk away with an increased knowledge about pedestrian rights and infrastructure. The small volunteer team engaged approximately 50 people in their efforts. At Sunday Parkways, because of the nature of the event, it was harder to have deeper and longer discussions with people. That being said, 100 people were engaged with a survey by offering an incentive and increased knowledge about our various walking programs. The Dementia-Friendly walking programming garnered the most interest.

At Summer Free For All Events, Portland Public Schools SRTS staff and Oregon Walks staff engaged approximately 50 people (25 children and 25 adults) with knowledge regarding safe bike and pedestrian options and infrastructure. “Pedestrian Jeopardy” was played with kids and informed parents and guardians about programs in place to support student transportation.

Funding Source:

402

Amount Approved:

\$320,000

Amount Expended:

\$254,663

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

Eight organizations were awarded funding, one organization received funding for two separate pedestrian projects, one organization WashCo Bikes was told they could apply for \$20,000, but they never submitted an application.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

Communications, Outreach and Media – Uniform Guidelines for State Highway Safety Programs- Pedestrian and Bicycle Safety No. 14. There is no countermeasure for outreach and education; however, research concludes that public engagement is a critical component of any public health strategy. Please see the justification in the Bike/Ped chapter of the Triennial HSP. Education and outreach for ped and bike safety is informed by Highway Safety Program Guideline 14, especially Section VI Communication Program which states, “The State should enlist the support of a variety of media, including mass media, to improve public awareness of pedestrian and bicyclist crash problems and programs directed at preventing them. Communication programs and materials should be culturally relevant and multilingual as appropriate, and should address issues such as:

- Visibility, or conspicuity, in the traffic system;
- Correct use of facilities and accommodations;
- Law enforcement initiatives;
- Proper street-crossing behavior;
- Safe practices near school buses, including loading and unloading practices;
- The nature and extent of traffic-related pedestrian and bicycle fatalities and injuries;
- Driver training regarding pedestrian and bicycle safety;
- Rules of the road;
- Proper selection, use, fit, and maintenance of bicycles and bicycle helmets;
- Skills training of bicyclists;
- Sharing the road safely among motorists and bicyclists;
- and the dangers that aggressive driving, including speeding, pose for pedestrians and bicyclists.

And Section VII which states: “Outreach efforts should include a focus on reaching vulnerable road users, such as older pedestrians, young children, and new immigrant populations. States should also incorporate pedestrian and bicycle safety education and skills training into school physical education/health curricula.”

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This project supports the countermeasure Communication and Education, and the effectiveness rating for communications and outreach countermeasures depends on the program. There is no countermeasure that supports grassroots communication and outreach; however, research concludes that public engagement is a critical component of any public health strategy.

Education and outreach are informed by Highway Safety Program Guidelines 4 driver education and training and guidelines 8, 13, 14, 15, 19 20 specifically communication program and 21 specifically the outreach program. However, it should be noted that this is a road-user outreach and education program addressing all road users through different communication mediums.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Non-Motorized (Bike-Ped)

Federal Project Number:

PS-23-68-15

Project Title:

ODOT Region 5 Pedestrian and Bicycle Safety Education

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT - TSO

Planned Activity Description (Project Funding Narrative):

This project will fund up to three education and outreach efforts in ODOT Region 5 through mini-grants focused on bicycle and pedestrian safety either by expanding or enhancing existing programs or funding new programs and/or projects to increase the accessibility to education and safe use of bike/pedestrian systems by schools, cities, counties, and other local organizations to be determined and as appropriate. This project provides transportation safety education, outreach, training, program supplies, and/or services to a wide variety of community-based traffic safety programs.

Planned Activity Results:

Work in this project involved making connections with three communities interested in pursuing grant funds (Baker, Harney, and Union Counties).

Funding Source:

402

Amount Approved:

\$30,000

Amount Expended:

\$0

Was the project implemented? No

If no, please provide an explanation of reasons it was not implemented.

The difficulty that these projects seem to have taking off is finding the right champion and team to coordinate the projects through completion. Staff transitions have caused serious delays in

FFY 2023 Planned Activities

one of the projects. This particular agency was provided a project agreement to sign but before signing, requested to wait until FFY25. As a result, no agencies received a mini-grant this year.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

N/A

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Police Traffic Services

Federal Project Number:

PT-23-30-03

Project Title:

DPSST LAW ENFORCEMENT TRAINING

List Specific Participating Sub-Recipient(s)/Agencies:

Department of Safety Standards and Training (Oregon)

Planned Activity Description (Project Funding Narrative):

This project will co-fund the necessary hours for DPSST to provide various traffic safety trainings throughout the state to law enforcement officers. As part of these trainings, police officers receive RADAR/LIDAR training. The online RADAR/LIDAR course is also being updated with this project.

Planned Activity Results:

This year DPSST continued to serve as a liaison between ODOT TSO and LE agencies throughout Oregon regarding traffic safety issues. A primary role of this project is to train officers in the use of RADAR and LIDAR. In 2023, 312 officers received RADAR training, 204 received LIDAR training, and another 277 received training in both RADAR and LIDAR. Additionally, another 15 officers were trained as RADAR/LIDAR Instructors. In total, 808 officers were trained, this is a 31% increase over the 2022 total of 561 officers trained. One goal that was not achieved was the update of the online RADAR/LIDAR training module. This was due to the demise of Oregon's iLearn Learning Management System (LMS); DPSST no longer has an LMS capable of supporting this training online.

Additionally, a project goal is to increase law enforcement's awareness of vulnerable road users and the laws surrounding them. In 2023, vulnerable users' laws and training were incorporated into the SFST Refresher classes conducted regularly across the state. In 2023 twenty-one of these classes were held, a primary focus on reducing motorcycle crashes was incorporated. Copies of these training records were forwarded to TSO.

This project also provides a member of ODOT TSO's Law Enforcement Traffic Safety Advisory Committee, which assists ODOT TSO with the Police Traffic Safety (PTS) Conference and Advanced Crash Investigation Training. The PTS conference was held at the Riverhouse in Bend, Oregon February 7 and 8, 2023; due to ongoing updates to the crash investigation training curriculum at the Basic Police Academy, a new curriculum for the Advanced Crash Investigation training has not yet been completed. The goal is to incorporate critical information that was eliminated in the basic training. Training hours went from 16 to 4 during the 16 week academy.

FFY 2023 Planned Activities

Funding Source:

402

Amount Approved:

\$91,000

Amount Expended:

\$88,898

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

The Department of Public Safety Standards and Training (DPSST) was again responsible for providing training to Law Enforcement Officers throughout the State of Oregon. This system of providing training in the various regions throughout the state remains in place. This year, DPSST continued to work with local Law Enforcement agencies around the state to identify training needs and provide a coordinated effort in providing trainings as they related to traffic safety.

It is critical for officers to receive traffic safety training on an annual basis in order to stay apprised of current and new laws and updates as they relate to traffic safety. This project allowed invaluable resources for officers to have access to a traffic safety expert as well as one who provides training around the state. By having training options in their local areas, officers were able to have easier access and the ability to attend trainings.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Police Traffic Services

Federal Project Number:

PT-23-30-04

Project Title:

Statewide Law Enforcement Training

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT Transportation Safety Office

Planned Activity Description (Project Funding Narrative):

This project funded the Law Enforcement Traffic Safety Advisory Committee quarterly meetings, Advanced Motor Officer Training, Crash Investigation Training and the Police Traffic Safety Conference as well as additional trainings as needed or identified. Many agencies both large and small, experience difficulty with communication within their organizations often due to varied schedules and information not always going to the correct person(s) within the organization. This project also meets strategies within the organization's Transportation Safety Action Plan. Specifically, Strategy 3.1.2 'Support a high-visibility enforcement program increasing traffic, bicycle, and pedestrian law enforcement capabilities (priority and funding)' and Strategy 3.1.5 'Conduct education and outreach to law enforcement to increase understanding and enforcement of traffic, commercial vehicle, pedestrian, and bicycle laws.

By putting together traffic safety trainings, such as Advanced Crash Investigations and the Police Traffic Safety Conference, TSO is keeping traffic safety awareness a priority as well as providing much needed training to officers from around the State. It is also an opportunity to revitalize officers, reminding important of a role they play in traffic safety is.

Lastly, due to changes with the basic police academy curriculum, the crash investigations and crash reporting training section for new officers has been reduced by 62.5% to reallocate that time for the new curriculum. As a result, police officers are no longer learning critical details in how to properly investigate a serious injury or fatal crash, as well as inadequate training on how to properly fill out their crash investigation form which can result in skewed traffic safety data.

Planned Activity Results:

This year the Law Enforcement Traffic Safety Advisory (LETS) Committee continued to work on updating the curriculum for the Advanced Crash Investigation Training. DPSST, which hosts the Basic Police Academy, recently cut the crash investigation trainings during the 16-week new officer academy from 16 hours to 4 hours. The LETS committee is reviewing the updated curriculum for changes while updating the curriculum for the ODOT TSO advanced crash investigation training in order to cover necessary training topics that may have been removed. The goal is to incorporate critical information that was eliminated in the basic training. This continues to be a work in progress.

FFY 2023 Planned Activities

This project also funded the annual Police Traffic Safety Conference at the Riverhouse in Bend, Oregon February 7 and 8, 2023 where 145 officers from around the state were trained on traffic safety topics including legal updates, high risk traffic stops and courtroom testimony as well as other topics.

The final project covered under this project is Advanced Motor Officer Training. This training was held on September 25 and 26, 2023 at the DPSST emergency vehicle operations course track in Salem, Oregon. In total, 47 motor officers attended and were trained over two days. This year's training covered code three emergency response training, cornering, cone pattern turning and braking as well as some essentials for motorcade participation.

Funding Source:

402

Amount Approved:

\$150,000

Amount Expended:

\$82,042

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

The Police Traffic Safety Conference covered many topical areas to train law enforcement on new legislative changes and caselaw updates, especially in the area of impaired driving which changes frequently, officers receive this training from legal, legislative and Subject Matter Experts (SME) on various traffic safety topics. Many agencies both large and small, experience difficulty with communication within their organizations often due to varied schedules and information not always going to the correct person(s) within the organization, critical updates and information may not always get the right people in a timely manner if at all.

This project also met strategies within the organization's Transportation Safety Action Plan. Specifically, Strategy 3.1.2 'Support a high-visibility enforcement program increasing traffic, bicycle, and pedestrian law enforcement capabilities (priority and funding)' and Strategy 3.1.5

FFY 2023 Planned Activities

‘Conduct education and outreach to law enforcement to increase understanding and enforcement of traffic, commercial vehicle, pedestrian, and bicycle laws.’

By putting together traffic safety trainings TSO is keeping traffic safety awareness a priority as well as providing much needed training to officers from around the State. It is also an opportunity to revitalize officers, reminding them of the important role they play in traffic safety.

These trainings are a critical element of a police officer's job. Trainings assist in education about their safety, ways to conduct investigations for successful prosecution of a case, and learning new and innovative technological advances that change almost daily. When changes to laws occur, officers may not always receive this information in a timely manner, these trainings allow for the information to reach a broader audience. Most agencies don't have "in-house" experts to conduct trainings especially on new technology used in crash investigations, advanced rider skills for motor officers and case law and other legal updates which can result in "bad" case law for the entire state or legal challenges that can create issues on a national level (most notably within the world of impaired driving and the newness of distracted driving serious injury and fatal crash cases). Mental wellness is also an area that is now being recognized nationally as priority training for law enforcement officers, especially officers who investigate serious injury and fatal crashes. As law enforcement suicide rates rise nationally, this type of training has become recognized as a critical need for all law enforcement to maintain their mental health and well-being. By this occurring in a ‘peer’ environment as well, it encourages officers to share with a peer if they are struggling where they otherwise might not.

An additional benefit of a conference environment is it allows officers the ability to network with peers from other jurisdictions and share solutions to issues others may be experiencing as well as make valuable contacts and resources.

All of these things combined annually through training, helps officers stay focused on traffic safety, feel more confident stopping vehicles they might not otherwise stop such as motorcycles and commercial motor vehicles;- both are areas that are significant contributing factors to serious injury and fatal crashes on Oregon roadways - writing better reports, and finally, feeling more prepared for courtroom testimony. We rely on them to help us meet our traffic safety goals by reducing the number of lives lost. History shows the more enforcement goes up there is generally a result in less serious injury and fatal crashes which is our primary goal.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Police Traffic Services

Federal Project Number:

RS-23-77-05

Project Title:

Roadway Safety (Safety Corridors)

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon State Police for the following locations: OR-211 Beavercreek (MP 14-22), OR-22W Buell to Dallas (MP 5-15), and US-199 Selma to Cave Junction (MP 20.67-27.69).

Planned Activity Description (Project Funding Narrative):

ODOT and Oregon State Police sought to reduce the number of crashes in the funded safety corridors. Safety Corridors are stretches of state highways where fatal and serious injury traffic crashes are higher than the statewide average. Safety Corridor overtime enforcement funds were utilized to emphasis patrols to detect crash causing violations inside the safety corridors. Preliminary data suggests reduction in crashes in one of the targeted corridors, and a reduction in total injuries in all three of the targeted corridors compared to the previous grant year. However, it is unknown what factors contributed to this reduction.

Planned Activity Results:

The following Safety Corridors were identified and patrolled: OR-211 Beavercreek (MP 14-22), OR-22W Buell to Dallas (MP 5-15), and US-199 Selma to Cave Junction (MP 20.67-27.69). Compared to previous grant year, OR 211 saw a reduction in number of crashes, all 3 designated safety corridors saw a reduction in total injuries. All 3 had no fatalities for the 2022-2023 grant year, and for OR 22W this is a reduction as there was 1 last grant year.

Funding Source:

402

Amount Approved:

\$25,000

Amount Expended:

\$ 14,987.18

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

Yes

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

Overall, there were 157 overtime hours worked and 103.25 match hours, during which 357 vehicles were stopped. The following activities resulted: 1 DUII arrest, 125 speed citations, 3 seat belt citations, 68 other citations, 162 speed warnings, 19 seat belt warnings, and 129 other warnings. Troopers worked 157 of approximately 237 available hours (66%).

How did this project contribute to meeting the State's highway safety performance targets:

With ODOT identifying the locations to use the overtime enforcement funding, it establishes very specific targeted enforcement. Staffing shortages in the designated OSP Area Commands made it challenging to fully utilize the available grant funding. Compared to previous grant year, OR 211 saw a reduction in number of crashes, all 3 designated safety corridors saw a reduction in total injuries. All 3 had no fatalities for the 2022-2023 grant year, and for OR 22W this is a reduction as there was 1 last grant year.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

Click or tap here to enter text.

FFY 2023 Planned Activities

Program:

Speed

Federal Project Number:

SC-23-35-05

Project Title:

Speed Public Information and Education

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon Impact; See Attachment A for full list of participating agencies

Planned Activity Description (Project Funding Narrative):

This project will be used to fund a community outreach survey and provide public education through various paid media outlets related to the dangers of speeding. Media may include Public Service Announcements, social media or print media showcasing the dangers of speeding.

Planned Activity Results:

The goal of the Speed enforcement program was to reduce speed-related injuries and fatalities on Oregon roadways. The 2023 public education and information campaign was designed to support this goal by increasing awareness of the risks and consequences of speeding.

Historically, media messaging has been focused on the primary target group for 'excessive' speeding which Oregon crash statistics show that drivers 25-34 are involved in the highest number of speed-related convictions; drivers 25-34 are involved in the majority of crashes, and drivers 25-44 are overrepresented in fatal crashes. Many of these drivers are males. This year, the messaging was focused on drivers who regularly drive over the speed limit by 10-15 mph ages 21-54 with a secondary focus on male drivers 25-44.

Funding Source:

402

Amount Approved:

\$75,000

Amount Expended:

\$75,000

Was the project implemented? Yes

FFY 2023 Planned Activities

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

ODOT Transportation Safety Office Speed and Pedestrian programs. See below for outcomes.

How did this project contribute to meeting the State's highway safety performance targets:

By providing media messaging that it is not only 'excessive' speeding that causes serious injury and fatal crashes, but it can be as minimal at 10 mph over the designated speed limit. Through annual surveys conducted for TSO, many drivers don't feel that driving 10-15 mph over the speed limit is really speeding. Through this year's messaging the goal is to make drivers be aware of their speeds, understand that speeding is anything over the posted speed limit and even 5-10 mph over can cause serious injuries or fatalities and finally that drivers will change their behavior and slow down and help us reach our primary traffic safety goal of saving lives on Oregon roadways.

Did this project provide Media?

Yes

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

In FFY 2023, the Speed Program media paid \$75,000 in paid media and a total of \$9,000 gained in earned media. As speed crashes continue to be a primary factor in serious injury crashes on Oregon roadways, the re-release of "Faster Is Not Better" – a :30 radio spot with a focused message that everyday speeding (10 to 15 mph over the speed posted limit) can seem routine, it can still lead to devastating consequences. The spot ran statewide on streaming networks in August through September. A total of 1,858,498 impressions on streaming audio were run and had a budget of \$25,500.

A new animated spot was also created for Google and Instagram. Gard created a new animated spot, "Slow Down, Save Lives" – reminding audiences of the severe consequences of speed related crashes with a focus statewide where crashes were high as well as overrepresented fatalities in regions 1 and 2. A total of 1,526,065 digital impressions ran across animated Google ads and 304,455 digital impressions across Instagram and had a budget of \$8,500.

In 2023, the Speed program worked in collaboratively with the Pedestrian Safety program to create a new :30 video Public Safety Announcement (PSA) in English and Spanish to highlight the concerns for all multimodal road users when drivers speed. As studies have shown, even a moderate amount of additional speed (10-15 miles over the limit) increases stopping distance or

FFY 2023 Planned Activities

the degree of crash severity – and even more so when road conditions are not ideal (such as at night or during inclement weather). GARD Media partnered with scientists and professors on the Traffic Safety Studies team at Oregon State University, and produced an evocative spot that mimicked a video game, showing the increased difficulty of skill required to drive as conditions change and highlighted speed. This coproduced spot created additional value for the program as all production costs were assumed by the Pedestrian Safety program. We placed media for this portion of the Speed campaign and ran 1,233,891 digital impressions across streaming video platforms with a speed budget of \$37,500.

The remaining \$4,500 was spent on media planning. In addition to the earned media (credited to the pedestrian media campaign) the PSA and streaming ads on Google and Instagram earned \$9,000.

FFY 2023 Planned Activities

Program:

Speed

Federal Project Number:

SE-23-35-05

Project Title:

Speed Enforcement Overtime Mini-Grants

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon Impact; See Attachment A_SP_SE-23-35-05 for full list of participating agencies

Planned Activity Description (Project Funding Narrative):

This project was used to fund the speed overtime enforcement efforts of the 2023 TSEP program for city, county and/or tribal law enforcement agencies in ODOT Regions 1, 2, 3, 4 and 5.

Planned Activity Results:

A total of 78 law enforcement agencies were awarded funds strictly for speed enforcement throughout the year with an emphasis during Speed Awareness months March and September. The efforts of the participating law enforcement agencies yielded 5,306 hours of overtime enforcement with 6,105 traffic stops resulting in 4,890 citations and 4,571 warnings. This year, approximately 78.5% of allocated speed enforcement grant funds were spent.

Funding Source:

402

Amount Approved:

\$550,000

Amount Expended:

\$472,637

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

Yes

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.) A total of 78 law enforcement agencies were awarded funds strictly for speed enforcement throughout the year with an emphasis during Speed Awareness months March and September (see attachment A for agencies participating). The efforts of the participating law enforcement agencies yielded 5,306 hours of overtime enforcement with 6,105 traffic stops resulting in 4,890 citations and 4,571 warnings. This year, approximately 78.5% of allocated speed enforcement grant funds were spent. While agencies are not required to work saturation patrols with other agencies, it is highly recommended that they do so for enhanced enforcement.

While the state did not meet its goal, ODOT TSO will continue to work with law enforcement partners and media messaging to educate the public about the dangers of speeding. In future years, law enforcement agencies will have the opportunity to increase their number of hours of speed enforcement by allowing officers to work both straight and overtime enforcement as well as change media messaging, this is a change from previous years. By allowing agencies to utilize straight time enforcement, agencies will have the opportunity to increase and encourage officers to do more traffic enforcement within their regular workday. The new Oregon State Police Traffic HVE Team will also focus their upcoming efforts on speed enforcement in addition to impaired driving.

How did this project contribute to meeting the State's highway safety performance targets:

This project was used to fund police speed overtime enforcement mini-grants throughout Oregon in areas with a high incidence of speed-related problems for municipal, tribal and sheriff's law enforcement agencies. Speed remains a pervasive threat, persistently causing severe injuries and fatal crashes in Oregon. Alarming, the number of traffic-related fatalities in the state continues to rise. Compounding this issue, Oregon law enforcement officers, stretched thin due to increased service demands and reduced staffing, find limited opportunities for proactive measures, including traffic enforcement. The allocation of funds for targeted saturation patrols geared towards speed enforcement becomes crucial. These specialized patrols enable officers to concentrate their efforts on tackling speed as a top traffic safety concern, despite the challenges posed by their demanding workloads.

With the use of this grant, law enforcement agencies statewide were able to maintain focus of their efforts on speed enforcement. Enforcement is one of the only proven counter measures related to speed and changing a driver's behavior. By allowing for additional funds, agencies can put more officers and deputies on the roadway, resulting in safer roadways all throughout Oregon. Typically, officers who are working grant enforcement, often have more citations than the rest of the agency combined on regular shifts because they are able to stay focused on enforcement. Most agencies will see, with applied enforcement, crashes go down as enforcement goes up

FFY 2023 Planned Activities

resulting in less serious injury and fatal crashes on Oregon roadways which is our primary safety goal.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

Click or tap here to enter text.

FFY 2023 Planned Activities

Program:

Speed

Federal Project Number:

SE-23-35-06 changed to **M8SE-23-35-06**

Project Title:

Speed Enforcement OSP - Rural State Highways

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon State Police

Planned Activity Description (Project Funding Narrative):

This project was used to fund the continuing priority of the Oregon State Police (OSP) Patrol Division's enforcement of hazardous traffic violations, specifically speed. OSP's goal was to reduce the number and severity of motor vehicle crashes on Oregon highway sections of the rural state highway system by increased and focused enforcement of speed related traffic violations. High speed drivers contribute significantly to property, serious injury and fatal crashes.

Planned Activity Results:

During the grant year, Troopers worked 1,142.25 overtime hours, resulting in 2,519 contacts (2.2 contacts per hour). Activities included: 939 speed citations, 7 DUII arrests, 13 seatbelt citations, 7 distracted citations, 309 other citations, 1,212 speed warnings, 34 seatbelt warnings, 23 distracted warnings, and 895 other warnings.

*Note: Funding source amendment granted for this project to move from 402 to 405e flex in order to enable ODOT-SHSO to meet the 40% Local benefit requirement.

Funding Source:

405(e) Flex

Amount Approved:

\$125,000

Amount Expended:

\$112,217

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

Yes

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

During the grant year, Troopers worked 1,142.25 overtime hours, resulting in 2,519 contacts (2.2 contacts per hour). Activities included: 939 speed citations, 7 DUI arrests, 13 seatbelt citations, 7 distracted citations, 309 other citations, 1,212 speed warnings, 34 seatbelt warnings, 23 distracted warnings, and 895 other warnings.

While the state did not meet its goal, ODOT TSO will continue to work with law enforcement partners and media messaging to educate the public about the dangers of speeding. In future years, law enforcement agencies will have the opportunity to increase their number of hours of speed enforcement by allowing officers to work both straight and overtime enforcement as well as change media messaging, this is a change from previous years. By allowing agencies to utilize straight time enforcement, agencies will have the opportunity to increase and encourage officers to do more traffic enforcement within their regular workday. The new Oregon State Police Traffic HVE Team will also focus their upcoming efforts on speed enforcement in addition to impaired driving.

How did this project contribute to meeting the State's highway safety performance targets:

With the use of this grant, the Oregon State Police Troopers worked 1,142 of their authorized 1,186 hours (96%) and were able to focus their efforts in areas of concern related to speed. Enforcement is one of the only proven counter measures to speed enforcement and changing a driver's behavior. By providing additional funds, Troopers were able to work specific rural highways, resulting in safer roadways all throughout Oregon. The Oregon State Police goal was to reduce speed related crashes in the areas that were selected, at this time this cannot be measured until CARS data is collected and reported so that a comparison can be made against the previous year. However, preliminary Oregon State Police statewide crash data is available and is attached showing a comparison between FFY 22-23 and FFY 21-22 (See Attachment B_SP_SE-23-35-06). Oregon State Police data shows that while they responded to more traffic fatalities in 2023 (268) as opposed to 2022 (260), there was an overall drop in the number of crashes from 2022 (9,541) to 2023 (8,932). They are unsure if the nexus of this drop was related to speed crashes but believe that by Troopers being able to focus on speed enforcement it was a contributing factor to that drop.

Did this project provide Media?

No

FFY 2023 Planned Activities

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Statewide

Federal Project Number:

DE-23-21-02

Project Title:

Statewide Trauma Care Provider Training

List Specific Participating Sub-Recipient(s)/Agencies:

Legacy Emmanuel

Planned Activity Description (Project Funding Narrative):

This project provides funding to continue statewide training of trauma care providers with the needed hours to teach the TNTT education program. TNTT's effective presentations address bicycle safety and other wheeled sport safety (skateboards, rollerblades, and scooters), high-risk drivers, safety belt use, impaired driving, cell phone use while driving (including texting/talking on cell phones, and speed) and dealing with distractions while driving.

Planned Activity Results:

The Legacy Emanuel Hospital Trauma Nurses Talk Tough program provided two formal training sessions during the grant period – one for the St. Charles Hospital System and one to the Region 5 Area Trauma Registry Board (number of participants is not yet available). Participating agencies included REACH, Cal-Ore Life Flight, Sutter Coast Hospital, Mercy Flights EMS, Asante Three Rivers Medical Center, Asante Rogue Regional Medical Center, Jackson County Fire District 4, Jackson County ESCO, and Skyline Medical Center. In addition, TNTT provided 35 training courses for schools and local community groups specifically focused on traumatic brain injury causation, including wheeled sport safety, high-risk driving behaviors and distracted driving. During the training courses, 7,908 people were provided training on traumatic brain injury and 92 people were trained to deliver helmet fittings.

Funding Source:

402

Amount Approved:

\$ 30,000

Amount Expended:

\$ 30,000

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):
No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

The Trauma Nurses Talk Tough program was used to educate the public about the benefits of traffic safety, bicycling and other wheeled sport safety and the effects of traumatic brain injury. Using education to inform youth about how to enjoy sports safely, as well as how to safely behave in motor vehicles creates the potential for early behavior and culture change when it comes to traveling within the State. Increasing the number of individuals trained in providing this type of education allows for expanded access to the education.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Statewide

Federal Project Number:

DE-23-24-05

Project Title:

Portable Education and Awareness

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT - TSO

Planned Activity Description (Project Funding Narrative):

This project will facilitate the purchase of four enclosed display trailers to be utilized throughout the state. These trailers will each display a crashed car along with story boards that serve as a portable demonstration of the potentially catastrophic human and material consequences of unsafe driving decisions, such as impaired, distracted, and excessive speed driving behaviors. The crashed cars will be acquired with support from the Oregon State Police, local law enforcement agencies, and/or the families of crash victims who have given their support to the project. ODOT's regional traffic safety coordinators will continue to work diligently on making this project a collaborative initiative to promote highway safety and provide a mobile, cost-free educational demonstration tool for Oregon high schools and local communities.

Planned Activity Results:

N/A

Funding Source:

402

Amount Approved:

\$80,000

Amount Expended:

\$0

Was the project implemented? No

If no, please provide an explanation of reasons it was not implemented.

Due to unforeseen circumstances involving health issues with the program manager's family and questions regarding purchase in accordance with the Buy America Act, this project had to

FFY 2023 Planned Activities

be put on hold for the FFY23. It is a planned project for FFY24. Before the project was halted, the program manager was able to confirm trailer companies to request quotes from.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

N/A

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Statewide

Federal Project Number:

DE-23-24-11

Project Title:

Region 1 Education Outreach

List Specific Participating Sub-Recipient(s)/Agencies:

Portland Police Bureau (PPB), Afghan Support Network (ASN), Immigrant and Refugee Community Organization (IRCO) and Argay Terrace Neighborhood Association

Planned Activity Description (Project Funding Narrative):

This project provided ODOT Region 1 transportation safety coordination and services throughout the region to reduce fatal and serious injury crashes by providing information, education, and outreach on a variety of transportation safety related issues, coordinating traffic safety activities, and providing mini-grants to local organizations to address identified traffic safety issues through education and outreach.

Planned Activity Results:

This project funded the following:

PPB – ESL/LEP Driver Ed Program – Awarded \$65,000, Spent \$57,470.71

Results: 50 people successfully completed the course, more than 80% in the three courses were women who had never driven before. The students all spoke Somali and Arabic and were from Middle Eastern or Somali communities in Portland. Although most students had a basic understanding of English, interpreters helped with content that would have been lost in specific vocabulary.

ASN – Learner Permit Project – Awarded \$30,189, Spent \$29,683.04

Results - 109 people took the class, 47 male 67 female. 34 people received their instructional permit of those 13 were women. When asked on a scale of 1-10 if people would recommend the class to others, ASN received a score of 9.2.

IRCO – Immigrant and Refugee Traffic Safety - Awarded \$100,000, Spent \$48,597.38

Results – Eight traffic safety listening sessions were held with 94 people from five communities representing 16 ethnicities, Ororno, Tigrinya, Somali, Kirundi, Maima Bantu, Maay Maay Bantu, Russian, Nepalese, Karen, Mayan, Lou Goku, Samoan, Chuukese, Pohnpeian and Spanish. In addition, to provide education on pedestrian safety, feedback on traffic safety concerns was also received from these communities.

FFY 2023 Planned Activities

Argay Terrace Neighborhood Association – Awarded \$2,900, Spent \$0

Results – Argay Terrace never signed their grant and stated that they did not have the time to implement the activities due to the group being volunteer-based.

In addition, \$16,400 was allocated for mini-grants, but no applications were received for those funds. Also, \$2,911 was allocated for materials and printing and \$2,500 was allocated for translation and none of those funds were used.

Move Over Law – Awarded \$100,000, Spent \$77,332.80 – this included a radio public service announcement, social media, bus tails and truck wraps. Initially, \$70,000 was estimated for truck wraps; however, this required collaborating with trucking companies and most in Oregon were interstate, and although initially five companies were interested in partnering only two followed through.

Funding Source:

402

Amount Approved:

\$320,000

Amount Expended:

\$213,083.93

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

Please see results above only one project was not implemented due to the organization was volunteer-based and did not have the bandwidth. Also \$16,400 in mini-grants was not allocated and the materials and printing and translation budgets were not used.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

This project funded grassroots transportation safety education, outreach, and/or services through sub-awards to local jurisdictions, traffic safety organizations, non-profits, and law enforcement to address community-identified behaviors that have been contributing to the increase in traffic fatalities and serious injuries in ODOT's Region 1 Office (Portland Metro Area). It employed the following countermeasures:

FFY 2023 Planned Activities

2 Communications and Outreach p. 563

4 Communications and Outreach p. 232

7 Communications and Outreach p. 319

1 5.2 Mass Media Campaigns p. 76

Did this project provide Media?

Yes

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

Move Over Media Campaign

Social Media - \$3,500 – The campaign ran 59 days, target audience 18-54, analytics for Facebook and Instagram

| Impressions | Total people reached | Frequency | Cost per 1,000 impressions | Total Post Engagement | Clicks (All) | Link Clicks |
|-------------|----------------------|-----------|----------------------------|-----------------------|--------------|-------------|
| 1,419,174 | 470,018 | 3.24 | \$2.47 | 99,585 | 2,553 | 768 |

Social Media - \$1,465 – The campaign ran 59 days, target audience 18-54, analytics for Google

| Impressions | Clicks | Click through rate | Cost per 1,000 impressions | Viewable Impressions | Viewable CTR | Viewable CPM |
|-------------|--------|--------------------|----------------------------|----------------------|--------------|--------------|
| 966,747 | 620 | .06% | \$1.52 | 700,825 | .09% | \$2.09 |

Radio Public Service Announcement - \$23,480.80 – The campaign ran March – August two weeks on, two weeks off, target audience 18-54 on streaming audio, analytics:

| Impressions | Listen through rate |
|-------------|---------------------|
| 1,584,610 | 98% |

Bus Tails - \$52,664 – The campaign ran 06/05/23 – 12/17/23 (28 weeks) target audience Portland Metro Area Drivers analytics:

| # of bus tails | Rate card value | Negotiated media cost | Impressions | Reach | Frequency |
|----------------|-----------------|-----------------------|-------------|--------|-----------|
| 100 | \$455,000 | \$52,644 | 14,458,300 | 33.23% | 19.39X |

Truck

Wraps - \$1,188 – started in August still running in Roseburg, Oregon three trucks were wrapped and in Eugene, one tow truck was wrapped.

FFY 2023 Planned Activities

Program:

Statewide

Federal Project Number:

DE-23-24-12

Project Title:

Region 2 Education Outreach

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT-TSO, Lane County Public Works

Planned Activity Description (Project Funding Narrative):

This project provided transportation safety education, outreach, enforcement, and/or services to a wide variety of community-based traffic safety programs for targeted crash reduction. Mini-grants may be provided to local jurisdictions and traffic safety organizations to address identified transportation safety problems in each of ODOT's five regions.

Planned Activity Results:

The major activities of the project were to provide funding for outreach and education about speeding, impaired driving, distracted driving, pedestrian and bicycle safety, and child car seats. A mini-grant provided outreach and education to the London Road County Safety Corridor area in Lane County. LATCH manuals were mailed to Child Passenger Safety Technicians, car seat education flyers were printed, and supplies were purchased for demonstrating proper child car seat installation and provided to certified technicians.

Funding Source:

402

Amount Approved:

\$25,000

Amount Expended:

\$ 5,537.22

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

Countermeasure Strategy: Statewide training and education

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Statewide

Federal Project Number:

DE-23-24-13

Project Title:

Region 3 – Regional Services Grant

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT - TSO

Planned Activity Description (Project Funding Narrative):

This project provides transportation safety education, outreach, program supplies, and services to a wide variety of community-based traffic safety programs for targeted crash reduction. Mini grants may be provided to local jurisdictions and traffic safety organizations to address identified transportation problems.

Planned Activity Results:

While there was no funding utilized this project year, as no agencies came forward with problem I.D., or a request for funding that was seen through to fruition, there were many projects directly related to the proven countermeasures that were supported in the Region. The opportunity for grant availability for education and outreach projects was shared at a variety of meetings the RTSC attended in person, as well as shared with agencies that contacted me directly for project assistance. No agency came forward with a request, with the exception of OLCC who later asked to put their project on hold for a number of reasons on their end. A thorough list of activities participated in is included in the event log submitted with Project Evaluation Report for this project. Activities included, but are not limited to community education events, community safety and planning meetings, internal agency meetings, outreach to local agencies via telephone and email serving as a resource to any and all transportation safety needs and questions.

Funding Source:

402

Amount Approved:

\$25,000

Amount Expended:

\$0

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

C-1) Number of fatalities; communication, data collection and analysis, program management, training and education: Oregon's Performance Measure of reducing traffic fatalities to 488 was not met in 2021. We instead saw a 21% increase in statewide traffic fatalities. Region 3 experienced a record high number of 112 traffic fatalities in 2021, the highest in over a decade. The regional target of 83, the average of the 2016-2020 data, shows an increase of 35%.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Statewide

Federal Project Number:

DE-23-24-14

Project Title:

Region 4 – Regional Services Grant

List Specific Participating Sub-Recipient(s)/Agencies:

Region 4 Sub-recipients: Central Oregon Fire Chief's Assoc., Jefferson County Health Department, Klamath Tribal & Family Services, Lake County Public Health

Planned Activity Description (Project Funding Narrative):

This project provides transportation safety education, outreach, enforcement, and services to a wide variety of community-based traffic safety programs for targeted crash reduction. Mini grants may be provided to local jurisdictions and traffic safety organizations to address identified transportation safety problems.

Planned Activity Results:

This project provided transportation safety education and outreach through social media and radio campaigns regarding work zones and roadway design changes within Region 4. Mini grants were issued to city and county agencies across eight of the nine counties, and one of the two tribal nations within the region boundaries, to increase child passenger safety education and seat availability for low-income families. Other major activities include safety and planning meetings, event coordination, participation in a variety of events by the Region Transportation Safety Coordinator including being a resource at traffic/transportation safety commissions, safe communities coalitions, ODOT, and other external agencies.

Funding Source:

402

Amount Approved:

\$43,000

Amount Expended:

\$37,284.81

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

This project contributed to the State's highway safety performance targets by focusing on the Statewide Program Area countermeasure strategies of Communication, Data Collection and Analysis, Program Management, and Training and Education. Unfortunately, as a state, we did not meet our performance measure reducing Oregon's traffic fatalities to 488. Oregon's final 2021 data shows an increase in traffic fatalities from the target five-year average of 488 to 599. This final number from 2021 is 22% higher than the target number set at 488. Region 4 also saw an increase in traffic related fatalities from the regional target five-year average of 68 to 75 in 2021. This increase represents a number that is 10% higher than the target to meet and signifies a slower rate of increase in comparison to the statewide increase in fatalities.

Did this project provide Media?

Yes

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

Media expenditures for the Region 4 grant portion of the **Move Over Campaign** were as follows:

\$9,972 was spent on 50% of 1092 radio spots and 50% of the streaming costs from March 6th to August 13th, 2023. \$2000 was spent on social media from April 3rd to May 31st, 2023. For a total of \$3995 earned media on this campaign. The other 50% of the campaign expenses were paid by district and regional ODOT funding.

Media expenditures for the **Region 4 Roundabout Campaign** in the 2023 grant year were as follows:

\$18,300 was spent on the production of and distribution of media on both traditional and streaming media in Central Oregon between September 12th and September 30th, 2023. for a total of 598 spots and 744,387 impressions with an earned value of \$3,312. These values comprise 46% of the total campaign and 100% of the FY2023 grant contributions.

FFY 2023 Planned Activities

Program:

Statewide

Federal Project Number:

DE-23-24-15

Project Title:

Region 5 – Regional Services Grant

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT - TSO

Planned Activity Description (Project Funding Narrative):

This project provides transportation safety education, outreach, program supplies, and services to a wide variety of community-based traffic safety programs for targeted crash reduction. Mini-grants may be provided to local jurisdictions and traffic safety organizations to address identified transportation safety problems.

Planned Activity Results:

While the project did not fund any mini grants this fiscal year, funds were used to cover speaker fees and venue expenses for a “High Risk Drug Interdiction & Traffic Stops” training held in Baker City on February 9, 2023. This project required partnership with The Oregon State Police, the Baker County Sheriff’s Office, and the Baker City Police Department who were all involved and on the planning committee. The training was open statewide and had a total of 37 participants with 35 from Region 5 and 2 from Region 4. Other major activities include safety and planning meetings, event coordination, participation and/or coordination of safety fairs, a variety of events including being a resource at traffic/transportation safety commissions, safe communities coalitions, ODOT, and other external agencies.

Funding Source:

402

Amount Approved:

\$25,000

Amount Expended:

\$3,375

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

FFY 2023 Planned Activities

N/A

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

This project contributed to the State's highway safety performance targets by focusing on the countermeasure strategies communication, data collection and analysis, program management, and training and education. Unfortunately, as a state, we did not meet our performance measure reducing Oregon's traffic fatalities to 488. Oregon's final 2021 data shows an increase in traffic fatalities from the target five-year average of 488 to 599. This final number from 2021 is 22% higher than the target number set at 488. Region 5 also saw an increase in traffic related fatalities from the regional target five-year average of 41 to 47 in 2021. This increase represents a number that is 15% higher than the target to meet and signifies a slower rate of increase in comparison to the statewide increase in fatalities.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Statewide

Federal Project Number:

M5X-23-12-90

Project Title:

Impaired Driving Program Management

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT-TSO

Planned Activity Description (Project Funding Narrative):

Salaries, benefits, travel, services and supplies and office equipment will be funded for program coordination.

Planned Activity Results:

This project covered expenses related to management of its Impaired Driving Program, like salaries; benefits, travel; services and supplies; and office equipment. Expenditures included program staff salary and travel needs, along with paid and earned media to provide education and outreach on the risks of driving or riding with someone who is impaired, Oregon law, and the negative impact on local communities that result from crashes involving impairment.

Funding Source:

405(d)

Amount Approved:

\$225,000

Amount Expended:

\$203,192.17

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

FFY 2023 Planned Activities

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

Efficient Program and Project management allowed for continual evaluation and improvement of the program, as needed; ensured that fiscal and administrative policies were followed; and kept the SHSO current on data, countermeasures, and activities being conducted throughout the state to reduce impaired driving motor vehicle fatalities and injuries. Funds allocated to each of TSO's program areas support the operating costs for that program during the grant year (salaries, travel, office supplies, etc.).

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Statewide

Federal Project Number:

M8DE-23-20-01

Project Title:

Statewide Services – Media Report

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT – Transportation Safety Office

Planned Activity Description (Project Funding Narrative):

This project provides funding for Public Information and Education Media Services annual report on the level of use received by the Transportation Safety Office's PSAs and media campaigns, as well as their retail value and reach.

Planned Activity Results:

Media contractor Gard Communications submitted the final annual report to the Transportation Safety Office. While TSO's total actual media expenditures for 2023 was \$2,478,435.00 it is estimated that the State received \$658,858.00 in added value.

- \$250,964 for television streaming, cable and broadcast (PSAs)
- \$76,849 for radio streaming and broadcast (PSAs)
- \$231,856 for outdoor (airport, billboards, bus transit and bus shelter media)
- \$58,687 for digital advertising (Google, Facebook, Instagram)
- \$40,500 for theater (PSAs)

Funding Source:

405(e) Flex

Amount Approved:

\$35,000

Amount Expended:

\$28,405

Was the project implemented? Yes

FFY 2023 Planned Activities

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

Education and Outreach campaigns are a proven countermeasure that can be applied to all transportation safety programs and problem areas, similar to enforcement. With the responsibility to educate the motoring public on Oregon law and safe practices, the most effective way to reach a majority of the populace (or the demographic market) is through multiple forms of communication and media. Funding is provided to allow for effective production, placement and distribution of the media, which is based on the identified problem, where it's happening, why it's happening, and who is doing it - to promote injury prevention and save lives on the roadway.

Did this project provide Media?

Yes

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

TSO's total actual media expenditures for 2023 was \$2,478,435.00 it is estimated that the State received \$658,858.00 in added value.

- \$250,964 for television streaming, cable and broadcast (PSAs)
- \$76,849 for radio streaming and broadcast (PSAs)
- \$231,856 for outdoor (airport, billboards, bus transit and bus shelter media)
- \$58,687 for digital advertising (Google, Facebook, Instagram)
- \$40,500 for theater (PSAs)

FFY 2023 Planned Activities

Program:

Statewide

Federal Project Number:

M8DE-23-20-04

Project Title:

Data/Research Operations

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT-TSO

Planned Activity Description (Project Funding Narrative):

This project assisted the traffic safety programs with data collection of public opinion surveys. ODOT works to change public attitudes and behaviors about transportation safety issues. ODOT retained the services of a contractor to perform surveys, and related services to evaluate the effectiveness of Transportation Safety Office work.

Planned Activity Results:

All materials were translated into Spanish, and we engaged with 25 community-based organization providing services and resources to communities in Oregon. In general, people understand the laws, but do not necessarily comply. Compliance loosely tracks with perceived risk of getting caught for a violation.

Funding Source:

405(e) Flex

Amount Approved:

\$100,000

Amount Expended:

\$ 62,121.11

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

FFY 2023 Planned Activities

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

ODOT conducts an annual survey to understand Oregonians' attitudes and knowledge regarding traffic safety issues. The purpose of this study is to learn about Oregonians' driving habits and attitudes. The information provided helped ODOT develop traffic safety programs and campaigns to increase public awareness of Oregon roadway laws and encourage safe behaviors.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Statewide

Federal Project Number:

DE-23-20-90 changed to **M8DE-23-20-90**

Project Title:

Program Management

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT-TSO

Planned Activity Description (Project Funding Narrative):

Salaries, benefits, travel, services and supplies and office equipment will be funded for program management and coordination.

Planned Activity Results:

This project covered expenses related to management of some TSO programs' salaries; benefits, travel; services and supplies; and office equipment. Expenditures included program staff salary and travel needs for TSO operating staff as well as for the Distracted Driving, Occupant Protection, Police Traffic Services, and Community Traffic Safety programs.

*Note: Funding source amendment granted for this project to move from 402 to 405e flex in order to enable ODOT-SHSO to meet the 40% Local benefit requirement.

Funding Source:

405(e) Flex

Amount Approved:

\$ 1,400,000

Amount Expended:

\$780,789.87

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

N/A

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

Continual evaluation and improvement centered on providing the greatest benefit at both the state and local levels allowed for efficient Program and Project management; ensured that fiscal and administrative policies were being followed; and kept the SHSO current on data, countermeasures, and activities being conducted throughout the state to reduce motor vehicle fatalities and injuries. Funds allocated to some of TSO's program areas supported the operating costs for that program during the grant year (salaries, travel, office supplies, etc.). Travel costs were primarily for program staff conducting on-site monitoring of grantee projects, or participation in or facilitation of transportation safety training and outreach events throughout the state (including the five ODOT Regions, urban and rural).

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Statewide

Federal Project Number:

M8DE-23-21-02

Project Title:

Transportation Safety Education/Outreach/Training Conference

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT-TSO

Planned Activity Description (Project Funding Narrative):

Provide for a statewide conference, and/or a series of regional conferences. The conference will provide a forum for sharing information and data of statewide significance in reducing transportation related deaths and debilitating injuries and allow participants to connect traffic safety programs and ideas. The grant will provide for speakers, meals and lodging, facilities costs, and other conference related materials.

Planned Activity Results:

ODOT hosted its annual Transportation Safety Conference in March of 2023 in Grand Ronde, Oregon in partnership with a Confederated Tribes of Grand Ronde facility. It was held earlier in the year from its usual October timeframe due to the Bipartisan Infrastructure Law (BIL/IIJA) rules effective in FFY2023 that require significant public participation and engagement efforts in garnering input on and planning of Oregon's FFY2024 Triennial Highway Safety Plan. One hundred fourteen safety partners were in attendance, representing multiple organization types, federal and state agencies (NHTSA, FHWA) as well as other partners: local political subdivisions; state health, judicial, forestry and transportation agencies; local community organizations like traffic safety committees and related safety groups; public works; council of governments; non-profits, and members of Governor-appointed committees (GAC-DUII, etc.); and others with a vested interest in transportation safety pursuits. Day one included three sets of break-out workshops that covered a variety of safety topics including Impaired Driving, Pedestrian Safety, Positive Safety Culture, Vulnerable Road User Assessment, and the Safe Systems Approach to Traffic Safety, to name a few. Day two focused on a general session to share crash and other data with attendees, TSO's planned transportation safety grant projects for the coming year, and to garner input, feedback, and suggestions to consider when finalizing the coming year's Highway Safety Plan. This served as the primary resource for the public participation and engagement efforts needed to determine final FFY2024 projects and countermeasures.

Funding Source:

FFY 2023 Planned Activities
405(e) Flex

Amount Approved:

\$ 40,000

Amount Expended:

\$ 39,275.01

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

This is one of the primary conferences that ODOT-TSO hosts annually to provide data, resources, funding opportunities, technical assistance, networking opportunities, and a forum for attendees to voice needs and concerns for their own local communities. Attendees include grantee agencies as well as other Oregon agencies and organizations that have a stake in transportation safety efforts. This conference also serves as one way of achieving public participation and engagement goals. By working in tandem with multiple disciplines and groups that play a part in the transportation safety mission (i.e., the Safe System Approach), Oregon is better able to pursue reasonable and achievable performance targets in reducing the incidence of roadway fatalities and serious injuries.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Traffic Records

Federal Project Number:

F1906CMD-23-25-05

Project Title:

Criminal Justice Commission--Citation Database

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon Department of Justice – Criminal Justice Commission

Planned Activity Description (Project Funding Narrative):

The Oregon Department of Justice-Criminal Justice Commission (CJC) is pursuing a vendor to create a secure, internet-accessible data collection portal to process and securely store data on several hundred-thousand traffic stops annually.

1. The primary goal of project is to institute a statewide data collection system that will:
2. Provide the public and policy makers with current data about who is being stopped, searched, and arrested at traffic stops;
3. Require law enforcement statewide to collect certain information about every discretionary traffic and pedestrian stop;
4. Contain all CJC findings, and aggregate data submitted by law enforcement, and be available to the public.

The project is a result of the 2015 Oregon State Police (OSP) and Attorney Generals Racial Profiling Prohibition Task Force and their recommendations, as encompassed in the 2019 Legislative Session in HB 2355.

Planned Activity Results:

The Oregon Department of Justice-Criminal Justice Commission (CJC) works with a vendor to offer a secure, internet-accessible data collection portal to process and securely store data on several hundred-thousand traffic stops annually.

The project continues to institute a statewide data collection system that:

Provides the public and policy makers with current data about who is being stopped, searched, and arrested at traffic stops;

Requires law enforcement statewide to collect certain information about every discretionary traffic and pedestrian stop;

FFY 2023 Planned Activities

Contains all CJC findings, and aggregate data submitted by law enforcement, and is available to the public.

The project continues to implement the work of the 2015 Oregon State Police (OSP) and Attorney General's Racial Profiling Prohibition Task Force and their recommendations, as encompassed in the 2019 Legislative Session in HB 2355. A website with reports detailing results and analysis can be found here: <https://www.oregon.gov/cjc/stop/pages/default.aspx>

Funding Source:

1906

Amount Approved:

\$375,000

Amount Expended:

\$89,604.06

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

Not applicable

How did this project contribute to meeting the State's highway safety performance targets:

Accurate information about the reasons for law enforcement stops, and the equity of enforcement in Oregon allows for the reasonable building of support and trust of law enforcement officials, which is essential to building understanding of their work. This support translates to increased compliance with the law, proven to reduce crash instance and severity.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Traffic Records

Federal Project Number:

M3DA 23-54-03

Project Title:

Use Capacity Building

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT Research

Planned Activity Description (Project Funding Narrative):

This project will allow a pilot project to increase access to and use of NEMSIS data (Oregon Health Authority's database) in Oregon by engineers and other professionals for decision making purposes. The project will pilot test ways to track usage of data. It is expected that performance measure IX1, will measure accessibility of the EMS file: Identify the principal users of the file, query the principal users to assess a) their ability to obtain the data or other services requested and b) their satisfaction with the timeliness of the response to their request, document the method of data collection and the principal users' responses, as shown in the tables listed in the Traffic Records chapter of the 2023 Oregon Transportation Safety Performance Plan, the ability to increase the percent of data retrieval and analysis will be improved. Currently zero percent of data retrieval and analysis is available and tracked for these purposes by engineers and other professionals; where a successful project will result in one or more of these events being documented in the EMS database/NEMSIS.

Planned Activity Results:

This project was proposed to allow a pilot project to increase access to and use of NEMSIS data (Oregon Health Authority's database) in Oregon by engineers and other professionals for decision making purposes. The project initial concept was to propose a pilot to test ways to track usage of data. It was expected that performance measure IX1, will measure accessibility of the EMS file: Identify the principal users of the file, query the principal users to assess a) their ability to obtain the data or other services requested and b) their satisfaction with the timeliness of the response to their request, document the method of data collection and the principal users' responses, as shown in the tables listed in the Traffic Records chapter of the 2023 Oregon Transportation Safety Performance Plan, the ability to increase the percent of data retrieval and analysis will be improved. Currently zero percent of data retrieval and analysis is available and tracked for these purposes by engineers and other professionals; where a successful project will result in one or more of these events being documented in the EMS database/NEMSIS. The project has been pursued under other cover, as the proposal was not allowable as it was presented as a research project rather than a practical system improvement project.

FFY 2023 Planned Activities

Funding Source:

405(c)

Amount Approved:

\$50,000

Amount Expended:

\$0

Was the project implemented? No

If no, please provide an explanation of reasons it was not implemented.

Project was not implemented due to proposals not being allowable activities under NTHSA rules.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

Not applicable.

How did this project contribute to meeting the State's highway safety performance targets:

Project not implemented with NTHSA Dollars. Once research is transferred to practical application it is expected that more information, and more timely information will become available which will result in reduced crash instance and severity. We expect a variation of this project to be proposed again in future years.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

Click or tap here to enter text.

FFY 2023 Planned Activities

Program:

Traffic Records

Federal Project Number:

M3DA 23-54-04

Project Title:

Vehicle Operator (Driver) Education Module

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT-DMV

Planned Activity Description (Project Funding Narrative):

This project will develop modules to allow driver education providers and testers to directly input driver education course completion electronically to DMV, and for DMV technicians to know real-time/instantly when students have completed driver education courses. ODOT-DMV is in Phase 3 of an 8-year phase-in of its 'new system'; this project is specific to the driver/operator database piece, and specific to receipt/confirmation coming in from 3rd party vendors on students passing knowledge tests, skills tests, scores, etc. Major expenditures include project staff labor and consultant charges.

D-U-1: The number of standards-compliant data elements entered into the driver database or obtained via linkage to other databases. Currently the driver education database is not linked to the DMV Driver database, where the value is zero, with an increase of 1 or more records being linked between Oregon's driver education database and the DMV Driver database representing 100% improvement.

Planned Activity Results:

This project was not implemented with the use of federal funds. Alternative resources were utilized to accomplish the tasks.

Funding Source:

405(c)

Amount Approved:

\$50,000

Amount Expended:

\$0

Was the project implemented? No

FFY 2023 Planned Activities

If no, please provide an explanation of reasons it was not implemented.

Project function was accomplished without the use of federal funds. Other resources were identified.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

N/A

How did this project contribute to meeting the State's highway safety performance targets:

Increased use of driver education has demonstrably reduced crash instance and severity.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

Click or tap here to enter text.

FFY 2023 Planned Activities

Program:

Traffic Records

Federal Project Number:

M3DA 23-54-06

Project Title:

OHA EMS/NEMSIS Data Entry Devices

List Specific Participating Sub-Recipient(s)/Agencies:

Oregon Health Authority

Planned Activity Description (Project Funding Narrative):

This project is to purchase data entry devices to allow more timely and accurate input of patient events into the NEMSIS system by EMS technicians. The devices will be provided, along with training and software to make them ready to implement for the participating local agencies. It is expected that data element IT, as listed below and derived from the Traffic Records chapter of the 2022 Oregon Transportation Safety Performance Plan, will be improved. I T-1: The median or mean number of days from a) the date of an EMS run to b) the date when the EMS patient care report is entered into the database. Currently submissions are within 5 hours; it is anticipated that this project will help Oregon improve timeliness below the current 5 hour submission measure.

Planned Activity Results:

This project was not activated but the State of Oregon purchased data entry devices to allow more timely and accurate input of patient events into the NEMSIS system by EMS technicians. The devices were be provided, along with training and software to make them ready to implement for the participating local agencies. It is expected that over time the data element IT, as listed below and derived from the Traffic Records chapter of the 2022 Oregon Transportation Safety Performance Plan, will be improved. I T-1: The median or mean number of days from a) the date of an EMS run to b) the date when the EMS patient care report is entered into the database. Currently submissions are within 5 hours; it is anticipated that over time this project will help Oregon improve timeliness below the current 5 hour submission measure.

Funding Source:

405(c)

Amount Approved:

\$100,000

Amount Expended:

FFY 2023 Planned Activities

\$0

Was the project implemented? No

If no, please provide an explanation of reasons it was not implemented.

Alternative funding was produced by the State Office of Emergency Management to fulfill all then identified need in Oregon.

Did this project include evidence-based enforcement program activities (TSEP/HVE):
No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

Not Applicable

How did this project contribute to meeting the State's highway safety performance targets:

While no federal funds were expended, the state was able to procure and provide devices to all identified emergency responders through other sources. The ability to quickly and accurately document and transmit information between ambulance and hospital will allow better analysis and reduce severity of events. It is expected that the project will lead to fewer crashes, and reduced death and serious injury.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Traffic Records

Federal Project Number:

TR 23-54-05/**M3DA 23-54-05**

Project Title:

CARS Modernization

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT DMV

Planned Activity Description (Project Funding Narrative):

This project is to evaluate and where applicable modernize the Oregon Vehicle Crash Reporting System to allow more timely availability of crash data in Oregon. This is a high priority data system improvement in the Traffic Records Strategic Plan. While many measures would be improved, the key measure anticipated to improve is C-T-1: The median or mean number of days from a) the crash date to b) the date the crash report is entered into the database.

Planned Activity Results:

This project funding source was transferred from TR 23-54-05 to M3DA 23-54-05 prior to first claim. This project is to evaluate and began the process of modernizing the intake of crash reports which serve as a fundamental part of the Oregon Vehicle Crash Reporting System. Upon completion, the work of transferring crash reporting to online forms and electronic intake is expected to allow more timely availability of crash data in Oregon. This continues to be a high priority data system improvement in the Traffic Records Strategic Plan. While many measures would be improved, the key measure anticipated to improve is C-T-1: The median or mean number of days from a) the crash date to b) the date the crash report is entered into the database. The project developed a prototype web interface and began the process of consumer testing and acceptance in this grant year.

Funding Source:

405(c)

Amount Approved:

\$500,000

Amount Expended:

\$226,316.97

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

Note: TR 23-54-05 became M3DA 23-54-05 prior to payment of the first claim to place the project under 405c funding.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

Not applicable.

How did this project contribute to meeting the State's highway safety performance targets:

By increasing the accuracy and timeliness of crash data available to policy makers and project decision makers, it is expected that better decisions will be made, resulting in reduced crash instance and severity.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

FFY 2023 Planned Activities

Program:

Traffic Records

Federal Project Number:

TR 23-54-10

Project Title:

eCrash/eCitation Expansion

List Specific Participating Sub-Recipient(s)/Agencies:

None

Planned Activity Description (Project Funding Narrative):

This project allows for the expansion of electronic citation and crash reporting by Oregon law enforcement agencies through the purchase of software and equipment. Through the purchase of system components such as the infrastructure (equipment/hardware, software and licenses) Oregon law enforcement agencies are able to move toward more accurate digital submission of crash and citation data to the courts and DMV for processing and analysis.

A side benefit of this project also addresses multiple improvement points within multiple systems, by allowing agencies to move forward with key system improvements identified in the current Traffic Records Coordinating Committee (TRCC) Strategic Plan, and in the most recent NHTSA assessment of Oregon's traffic records program. The project purpose is to improve the procedures/process flows for the Crash data system, and reflect best practices as identified in the Traffic Records Program Assessment Advisory, including an improvement to the interfaces with the Crash data system; improve the data quality control program for the Crash data system; improve the interfaces with the Citation and Adjudication systems; and improve the data quality control program for the Citation and Adjudication systems. Subrecipient: Offered on a need and request basis to all state, city and county law enforcement agencies. Separate HSP Modifications will be submitted for each one per NHTSA Region X direction.

Planned Activity Results:

This project allowed for the expansion of electronic citation and crash reporting by Oregon law enforcement agencies through the purchase of software and equipment. Through the purchase of system components such as the infrastructure (equipment/hardware, software and licenses) Oregon law enforcement agencies are able to move toward more accurate digital submission of crash and citation data to the courts and DMV for processing and analysis.

A side benefit of this project would also address multiple improvement points within multiple systems, by allowing agencies to move forward with key system improvements identified in the current Traffic Records Coordinating Committee (TRCC) Strategic Plan, and in the most recent NHTSA assessment of Oregon's traffic records program. The project purpose is to improve the procedures/process flows for the Crash data system, and reflect best practices as identified in

FFY 2023 Planned Activities

the Traffic Records Program Assessment Advisory, including an improvement to the interfaces with the Crash data system; improve the data quality control program for the Crash data system; improve the interfaces with the Citation and Adjudication systems; and improve the data quality control program for the Citation and Adjudication systems. During the grant period a second solicitation of local agencies was conducted after a first wave was unsuccessful due to a communication error. The second solicitation resulted in a series of requests that are being addressed in the 2024 grant year.

Funding Source:

402

Amount Approved:

\$110,000

Amount Expended:

\$0

Was the project implemented? No

If no, please provide an explanation of reasons it was not implemented.

During the grant period a first solicitation received limited results. A second solicitation of local agencies was conducted after a first wave was unsuccessful due to a communication error. The second solicitation resulted in a series of requests that are being addressed in the 2024 grant year.

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

Not applicable.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

FFY 2023 Planned Activities
Click or tap here to enter text.

FFY 2023 Planned Activities

Program:

Vehicle Equipment Safety Standards

Federal Project Number:

CL-23-80-01

Project Title:

Statewide Services: Vehicle Equipment

List Specific Participating Sub-Recipient(s)/Agencies:

ODOT-TSO

Planned Activity Description (Project Funding Narrative):

This project provided public information and education to transportation system users regarding federal and state equipment safety requirements. The work completed through phone calls, email response to the public's questions, and the development/production/updates of informational products. Topical, user-friendly website postings, and informational brochures were accomplished for 2023.

Planned Activity Results:

A subscription to the SAE standards database was obtained. Responded to over 300 AskODOT emails, direct emails from the public and more than 100 phone calls providing Vehicle Equipment Safety Standards, Oregon and Federal rules, laws and standards information to the public. Transportation Safety website updated with passing of new legislation related to vehicle equipment safety, which included Counterfeit Supplemental Restraint Systems.

Funding Source:

402

Amount Approved:

\$15,000

Amount Expended:

\$ 715

Was the project implemented? Yes

If no, please provide an explanation of reasons it was not implemented.

[Click or tap here to enter text.](#)

Did this project include evidence-based enforcement program activities (TSEP/HVE):

No

Please provide information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, and citation information.):

[Click or tap here to enter text.](#)

How did this project contribute to meeting the State's highway safety performance targets:

Many drivers are generally not knowledgeable on Federal and State of Oregon vehicle safety equipment requirements. There may be cultural differences regarding awareness, commitment to compliance, and an understanding of the penalties associated with existing vehicle safety equipment laws and rules. This lack of knowledge presents hazards as drivers continue to violate safety equipment statutes and rules - leading to avoidable crashes. This project has helped to reduce traffic crashes through specific education about safety equipment requirements and encourage compliance with vehicle safety equipment laws.

Did this project provide Media?

No

If Yes, Paid and Earned Media:

Please provide information regarding paid and earned media information.

[Click or tap here to enter text.](#)

Public Opinion Survey Results

FFY 2023



Photo by ODOT, Snow in Hood River, Oregon

Annual Report
Oregon Highway Safety Program

Program:

Distracted Driving

Please provide each program related question(s) from Oregon's FY 23 Public Opinion Survey, followed by results:

Is it illegal to hold and use a hand-held electronic device while driving? Almost everyone (91%) said it was illegal to hold and use a hand-held mobile electronic device. A large majority (67%) believed that a ticket should be the consequences for driving while holding and using an electronic device. Yet (55%) respondents held or used hand while driving in the past 12 months. Other common sources of distraction. Top three devices being used: Wireless phone systems (47%), built in navigation (30%) and hands-free accessories for cell phones (28%).

How/where were you able to apply the survey information to the program:

This assists in program decisions, determining activities, determining media messages, and how much high visibility enforcement should be used and where. These respondents think citations are appropriate for the offense, yet over half surveyed are still doing it. The survey continues to tell us that the use of media and enforcement is paramount to the success of not having distracted driving crashes resulting in fatalities or injuries. This information also gives age information which is important when determining which type of media should be used and the look of the media.

Program:

Driver Education

Please provide each program related question(s) from Oregon's FY 23 Public Opinion Survey, followed by results:

Q – Do you think ODOT-approved driver education in Oregon is better now, worse, or about the same as it has been in the past five years? (Base: Respondents who said their teen had participated in an ODOT-approved driver education program.)

PRR, a contracted consultant, conducted two waves of a statewide online survey. Wave 1 was before ODOT's summer traffic safety campaigns and Wave 2 was after those campaigns. A majority of respondents (68% in Wave 1 and 86% in Wave 2) think that driver education is about the same. There was a notable difference in that 26% of Wave 1 respondents thought it was worse and only 3% of Wave 2 respondents felt that way.

Q – Do you think ODOT-approved driver education courses help reduce traffic crashes?

A majority of respondents (89% Wave 1, 87% Wave 2) think that driver education helps reduce traffic crashes.

Q – Why did the teen in your household not participate in an ODOT-approved teen driver education course? (Base: respondents who said their teen did not participate in an ODOT-approved driver education course.)

| Reasons | Wave 1 | Wave 2 |
|---------------------------|--------|--------|
| Didn't know about them | 21% | 8% |
| Taught them myself | 17% | 19% |
| Course was too expensive | 16% | 8% |
| Competing activities | 12% | 26% |
| Couldn't find a provider | 5% | 4% |
| A course wasn't available | 4% | 10% |
| Other | 26% | 24% |

Other reasons included: student doesn't have their permit yet, course hasn't started yet, student is disabled, student not ready or not interested yet.

How/where were you able to apply the survey information to the program:

A majority of respondents feel that driver education reduces traffic crashes. However, one of the ongoing challenges in the Oregon driver education program has been a lack of instructors leading to a lack of available courses. This survey also revealed that Oregon needs to do a better job of informing the public that courses are available and how to find them. The program has invested funds in reformatting our websites and updating public service announcements to

FFY 2023 Oregon Public Opinion Survey and Results (POSR)

direct people to those websites and to inform Oregonians that students who take a driver education course are less likely to be involved in traffic crashes and less likely to receive a citation. Portions of those websites are dedicated to frequently asked questions (available in English and Spanish). Media, in both English and Spanish, is primarily focused on the positive safety benefits of formal driver education. Some media was also used to inform on the need for instructors.

Program:

Impaired Driving

Please provide each program related question(s) from Oregon's FY 23 Public Opinion Survey, followed by results:

Wave 1 & 2 Questions

In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcohol?

Wave 1: 80% of respondents said they have not driven within two hours of drinking

Wave 2: 79% of respondents said they have not driven within two hours of drinking

Of those who reported they *had* driven within two hours of drinking, 12% (Wave 1) and 14% (Wave 2) said it happened two or fewer times

What do you think the chances are of someone getting arrested if they drive after drinking?

40% of respondents believe a person would be caught and punished for driving under the influence 6+ times out of 10

Recently, have you read, seen, or heard anything about alcohol impaired driving, or drunk driving enforcement by police?

45% of respondents reported awareness of increased enforcement of alcohol-impaired driving laws.

Where did you see or hear these messages?

This awareness was driven primarily by television, news reporting, billboards, and/or radio.

Do you think that drug-impaired driving crashes have increased since Measure 110 went into effect in February 2021?

64% of respondents believe these crashes have increased

Wave 2

Do you think that drug-impaired driving crashes have increased since Oregon legalized recreational marijuana?

51% of respondents think these crashes have increased

FFY 2023 Oregon Public Opinion Survey and Results (POSR)

Do you think Oregon law should prohibit having cannabis products where drivers can reach them, similar to the existing “open container” law that applies to alcoholic drinks?

76% of respondents think such a law should exist

Do you support sobriety checkpoints in Oregon if they follow approved standards on how the checkpoint is conducted?

71% of respondents support sobriety checkpoints if conducted in an approved manner

Do you think Oregon’s DUII limit of 0.08 BAC should be lowered to 0.05 BAC?

62% of respondents oppose lowering the per se impairment threshold

Should Oregon’s Driving Under the Influence of Intoxicants (DUII) law prohibit driving while impaired by medications?

77% of respondents think Oregon’s DUII law should apply to medications

How/where were you able to apply the survey information to the program:

The results of the Public Opinion Survey were useful in crafting media messaging and understanding target demographics’ attitudes toward impairment and driving. This included the decision to lean away from consequence-based messaging and instead toward human cost messaging.

The results were also useful when providing information to the Governor’s Advisory Committee on DUII, as that body often develops legislative concepts. Having contemporary information about Oregonians’ views on impaired driving topics helped guide the committee’s priorities for policy and legislative advancement.

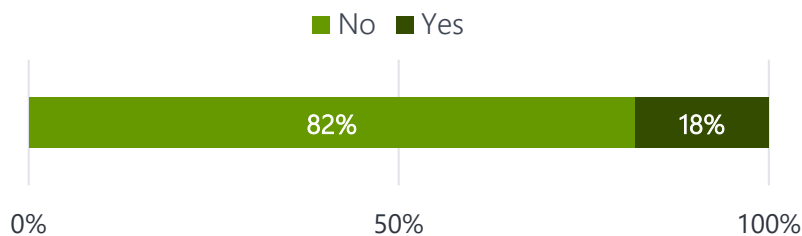
Program:

Motorcycle Safety

Please provide each program related question(s) from Oregon's FY 23 Public Opinion Survey, followed by results:

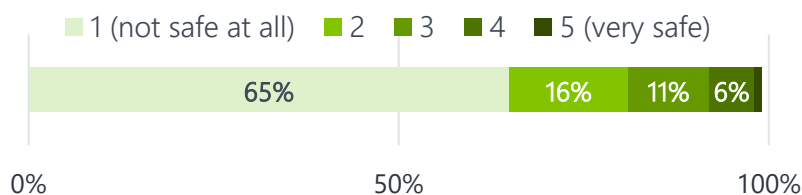
Would you support a new law giving motorcyclists the right to "lane split" while driving?

Base: Wave 2 respondents (n=1,114).



How safe do you think the practice of lane splitting is for motorcyclists and surrounding vehicles?

Base: Wave 2 respondents (n=1,145).



How/where were you able to apply the survey information to the program:

These questions continue to allow the program to remain aware of public sentiment/concerns related to the real or perceived safety of lane splitting as well as the public opposition/support for allowing lane splitting in Oregon. The results of this survey are consistent with the same questions and results asked of survey participants since 2015 with little change. The information has historically been shared with safety partners on a request/update basis. Excerpts from previous surveys back to 2015 on these two questions are available upon request.

Program:

Occupant Protection

Please provide each program related question(s) from Oregon's FY 23 Public Opinion Survey, followed by results:

How often do you use safety belts when you drive or ride in a passenger vehicle (cars, vans, sport utility, pick-up trucks, etc.)?

Nearly all respondents (98% Wave 1, 97% Wave 2) said they always use their safety belt when in a passenger vehicle.

Why do you not always wear your seat belt?

Half (50%) of Wave 1 respondents said they do not always wear their seatbelt because they are in a particular area, and 54% of Wave 2 respondents said they forget.

Recently, have you read, seen, or heard anything about seat belt law enforcement by police?

Most (82% Wave 1, 84% Wave 2) respondents had not read, nor seen, nor heard about increased seat belt enforcement.

Where did you see or hear these messages?

Among people (n = 474) aware of increased enforcement, top sources of information were:

Billboards or outdoor signs (31% Wave 1, 45% Wave 2)

Television (33% Wave 1, 28% Wave 2)

What do you think the chances are of getting a ticket if you don't wear your safety belt?

Many respondents (40% Wave 1, 46% Wave 2) estimated their chances of getting a ticket for not wearing a seatbelt were 1 in 10 or less.

If you have a child riding in your vehicle, how do you decide when to use a regular adult seat belt or a child safety or booster seat?

Respondents reported looking to a variety of factors when deciding whether a child riding in their vehicle should use a regular adult seat belt or a child safety seat. The top factors people reported using were official sources (57%) or characteristics of the child such as height (57%), weight (53%). The top sources of information were the seat manufacturer (63%) or an online search (51%). ODOT resources (31%) were another common source of information. In general, more people looked to government entities (i.e., ODOT, the DMV) than personal connections or health care providers. However, fewer looked to government entities than private companies and the internet.

How/where were you able to apply the survey information to the program:

The results of the Public Opinion Survey are very helpful when determining what types of media to use when planning the media communications plan for the grant year. For instance, the results state that billboards and television PSAs are the main ways that people recall see the message for seat belt enforcement. For the 2024 Occupant Protection media plan, billboards and TV PSAs have been included during enforcement periods.

FFY 2023 Oregon Public Opinion Survey and Results (POSR)

It is also helpful to see how the results of the Public Opinion Survey align with the results of the Seat Belt Observation Study. In 2023, the results of the two surveys perfectly align. The Public Opinion Survey states that 97-98% of respondents always wear their seat belts, and the Seat Belt Observation Survey showed the usage rate to be 97.01%.

For child passenger safety, it is very helpful to see where respondents say that they get their information on when to move their child to the next child safety seat or adult seat belt. Those results help to determine what resources are included on the Occupant Protection webpage. It also helps to determine what information may need to be included on child passenger safety educational brochures for parents and caregivers.

Program:

Non-Motorized (Bike-Ped)

Please provide each program related question(s) from Oregon's FY 23 Public Opinion Survey, followed by results:

1. In Oregon, when a driver makes a right-hand turn crossing over a bicycle lane, legally who must yield?
 - a. Most (88%) respondents understood that when a driver turns right and crosses a bike lane, the driver must yield to anyone riding a bike.
 - b. Similar numbers of people thought the person riding the bike must yield (7%) or said they were not sure (7%).
2. Is it legal in Oregon for a person riding a bike to slow down at a stop sign or flashing red signal, look for oncoming traffic and roll through the stop without first coming to a complete stop?
 - a. Half (50%) of respondents said it was not legal in Oregon for a person riding a bike to roll through a stop sign or flashing red signal.
 - b. Less than one-third (29%) said this kind of rolling stop was legal.
 - c. Many (21%) people said they were not sure.

How/where were you able to apply the survey information to the program:

It is helpful to know how much more education efforts are needed regarding these laws in media messaging as well as through our enforcement and Oregon Friendly Driver programs.

Program:

Police Traffic Services

Please provide each program related question(s) from Oregon's FY 23 Public Opinion Survey, followed by results:

Which of the following is a "safety corridor" in Oregon? Your best guess is fine. Please select all that apply.

- a) Higher rates of fatal and serious injury traffic crashes (48%)
- b) May have more enforcement or higher fines for traffic violations (44%)
- c) May require reduced speeds or prohibit passing (51%)
- d) Better safety record than other roads in the state (6%)
- e) Not sure (21%)
- f) None of the above

[Display text after respondents choose an answer]

Safety corridors are stretches of state highways where fatal and serious injury traffic crash rates are higher than the statewide average for similar types of roadways. To reduce the number of these incidents, the stretch of the road is designated as a "safety corridor" and becomes subject to heightened enforcement and double fines for traffic infractions, if signed. You can visit this website to learn more about safety corridors. You can visit this website to learn more about safety corridors.

How/where were you able to apply the survey information to the program:

There is concern the term "safety corridor" is misleading. This question in TSOs annual public opinion survey not only allows us to gauge Oregonian's understanding of safety corridors; the survey also provides us with an opportunity to educate what a safety corridor is.

Exhibits or Attachments

FFY 2023

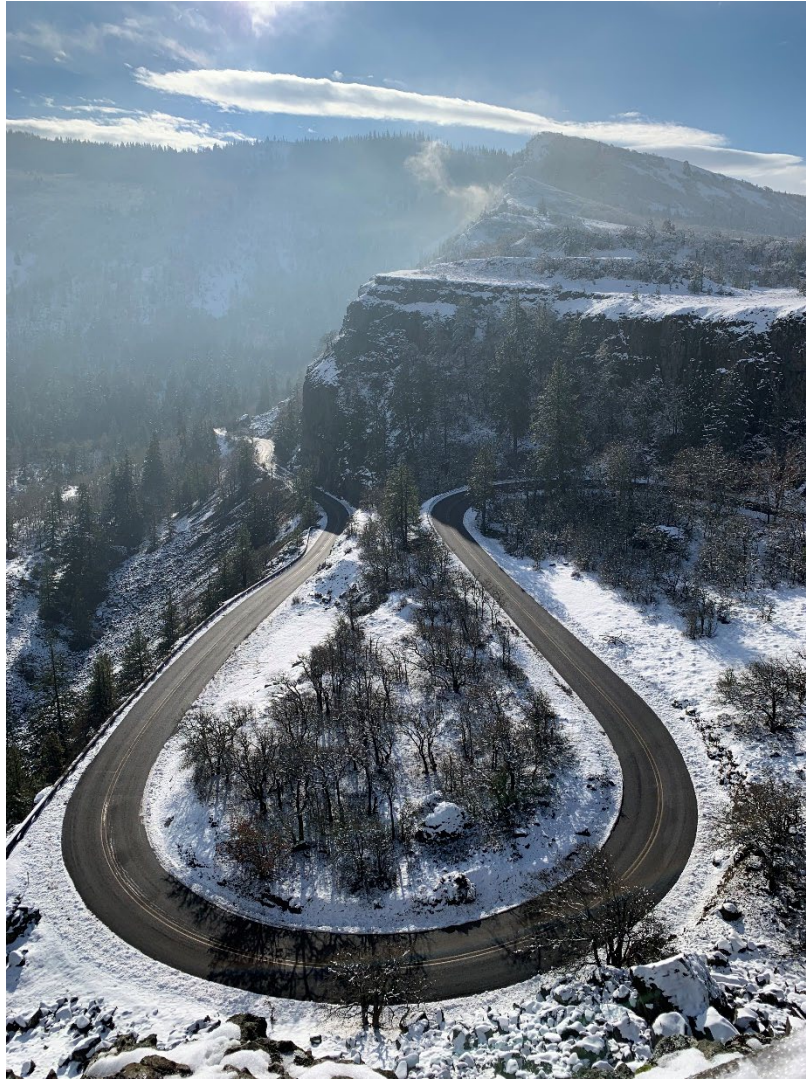


Photo by ODOT, Rowena Crest viewpoint in the Columbia River Gorge, Oregon

Annual Report
Oregon Highway Safety Program

**2023 Seat Belt HVE Participating Law Enforcement
Agencies by Funding Source**

| Funding Source | Law Enforcement Agency Name OP-23-45-03 | Funding Source | Law Enforcement Agency Name M1HVE-23-46-03 |
|----------------|--|----------------|---|
| 402 | Albany Police Department | 405(b) | Benton County Sheriff's Office |
| 402 | Ashland Police Department | 405(b) | Clackamas County Sheriff's Office |
| 402 | Aumsville Police Department | 405(b) | Columbia County Sheriff's Office |
| 402 | Bandon Police Department | 405(b) | Crook County Sheriff's Office |
| 402 | Beaverton Police Department | 405(b) | Douglas County Sheriff's Office |
| 402 | Burns Police Department | 405(b) | Jackson County Sheriff's Office |
| 402 | Canby Police Department | 405(b) | Klamath County Sheriff's Office |
| 402 | Carlton Police Department | 405(b) | Lane County Sheriff's Office |
| 402 | Coos Bay Police Department | 405(b) | Malheur County Sheriff's Office |
| 402 | Cornelius Police Department | 405(b) | Marion County Sheriff's Office |
| 402 | Eagle Point Police Department | 405(b) | Morrow County Sheriff's Office |
| 402 | Florence Police Department | 405(b) | Multnomah County Sheriff's Office |
| 402 | Gervais Police Department | 405(b) | Nyssa Police Department |
| 402 | Gladstone Police Department | 405(b) | Oregon City Police Department |
| 402 | Grants Pass Police Department | 405(b) | Phoenix Police Department |
| 402 | Gresham Police Department | 405(b) | Portland Police Bureau |
| 402 | Hubbard Police Department | 405(b) | Prineville Police Department |
| 402 | Junction City Police Department | 405(b) | Redmond Police Department |
| 402 | Keizer Police Department | 405(b) | Reedsport Police Department |
| 402 | Lake Oswego Police Department | 405(b) | Roseburg Police Department |
| 402 | McMinnville Police Department | 405(b) | Salem Police Department |
| 402 | Medford Police Department | 405(b) | Seaside Police Department |
| 402 | Molalla Police Department | 405(b) | Sherwood Police Department |
| 402 | Monmouth Police Department | 405(b) | Silverton Police Department |
| | | 405(b) | Springfield Police Department |
| | | 405(b) | Stayton Police Department |
| | | 405(b) | Sunriver Police Department |
| | | 405(b) | The Dalles Police Department |
| | | 405(b) | Tigard Police Department |
| | | 405(b) | Tillamook County Sheriff's Office |
| | | 405(b) | Tillamook Police Department |
| | | 405(b) | Toledo Police Department |
| | | 405(b) | Tualatin Police Department |
| | | 405(b) | Wallowa County Sheriff's Office |
| | | 405(b) | Warrenton Police Department |
| | | 405(b) | Washington County Sheriff's Office |
| | | 405(b) | West Linn Police Department |
| | | 405(b) | Winston Police Department |
| | | 405(b) | Yamhill County Sheriff's Office |
| | | 405(b) | Yamhill Police Department |

Exhibit B_OP 2023 CPS Fitting Station Support Grant Subrecipients

**2023 CPS Fitting Station Support
Grant Subrecipients**

| Funding Source | ODOT Region | Agency Name |
|-----------------------|--------------------|---|
| 405(b) | 1 | Northwest Portland Area Indian Health Board |
| 405(b) | 1 | The Department of Human Services |
| 405(b) | 1 | Safe Kids Portland Metro |
| 405(b) | 1 | Oregon Health & Science University |
| 405(b) | 1 | Randall Children's Hospital Foundation |
| 405(b) | 2 | Albany Firefighters Community Assistance Fund |
| 405(b) | 2 | Marion & Polk Early Learning Hub, Inc. |
| 405(b) | 3 | Grants Pass Fire Rescue |
| 405(b) | 4 | Mid-Columbia Health Foundation |
| 405(b) | 4 | Central Oregon Disability Support Network, Inc. |
| 405(b) | 5 | Baker City Police Department |
| 405(b) | 5 | Building Health Families |
| 405(b) | 5 | CASA of Eastern Oregon |
| 405(b) | 5 | Families First Parent Resource Center |
| 405(b) | 5 | Good Shepherd Medical Center |
| 405(b) | 5 | St. Anthony Hospital |

**THE IMPACTS OF CELL PHONE COVERAGE AREAS ON
DISTRACTED DRIVING, TRAFFIC CRASHES, FATALITIES,
AND INJURIES**

Final Report

AGREEMENT NO. 30530 WORK ORDER NO. 23-10

by

Sal Hernandez, Ph.D., Associate Professor
Oregon State University
School of Civil and Construction Engineering
Corvallis, Oregon 97331

for

Oregon Department of Transportation
Department of Motor Vehicles
Transportation Safety Office
Kelly Kapri, Distracted Driving Program Manager
Salem, Oregon 97314

September 2023

Technical Report Documentation Page

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| 16. Abstract This study examined the prevalence of distracted driving-related crashes on Oregon's highways from 2017 to 2020, with a primary emphasis on crashes involving cell phone use. Notably, even in 2020, when there was a reduction in overall travel due to the pandemic, the rate of cell phone-related accidents remained high. Geospatial tools were employed to identify the locations of these crashes, revealing urban centers like Portland and Salem as significant hotspots. The research also highlighted factors influencing injury severity in these crashes, emphasizing the protective role of seatbelts. The findings indicate a pressing need for initiatives to address distracted driving in Oregon. | | | |
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| SI* (MODERN METRIC) CONVERSION FACTORS | | | | | | | | | |
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| APPROXIMATE CONVERSIONS TO SI UNITS | | | | | APPROXIMATE CONVERSIONS FROM SI UNITS | | | | |
| Symbol | When You Know | Multiply By | To Find | Symbol | Symbol | When You Know | Multiply By | To Find | Symbol |
| <u>LENGTH</u> | | | | | <u>LENGTH</u> | | | | |
| in | inches | 25.4 | millimeters | mm | mm | millimeters | 0.039 | inches | in |
| ft | feet | 0.305 | meters | m | m | meters | 3.28 | feet | ft |
| yd | yards | 0.914 | meters | m | m | meters | 1.09 | yards | yd |
| mi | miles | 1.61 | kilometers | km | km | kilometers | 0.621 | miles | mi |
| <u>AREA</u> | | | | | <u>AREA</u> | | | | |
| in ² | square inches | 645.2 | millimeters squared | mm ² | mm ² | millimeters squared | 0.0016 | square inches | in ² |
| ft ² | square feet | 0.093 | meters squared | m ² | m ² | meters squared | 10.764 | square feet | ft ² |
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| ac | acres | 0.405 | hectares | ha | ha | hectares | 2.47 | acres | ac |
| mi ² | square miles | 2.59 | kilometers squared | km ² | km ² | kilometers squared | 0.386 | square miles | mi ² |
| <u>VOLUME</u> | | | | | <u>VOLUME</u> | | | | |
| fl oz | fluid ounces | 29.57 | milliliters | ml | ml | milliliters | 0.034 | fluid ounces | fl oz |
| gal | gallons | 3.785 | liters | L | L | liters | 0.264 | gallons | gal |
| ft ³ | cubic feet | 0.028 | meters cubed | m ³ | m ³ | meters cubed | 35.315 | cubic feet | ft ³ |
| yd ³ | cubic yards | 0.765 | meters cubed | m ³ | m ³ | meters cubed | 1.308 | cubic yards | yd ³ |
| <u>MASS</u> | | | | | <u>MASS</u> | | | | |
| oz | ounces | 28.35 | grams | g | g | grams | 0.035 | ounces | oz |
| lb | pounds | 0.454 | kilograms | kg | kg | kilograms | 2.205 | pounds | lb |
| T | short tons (2000 lb) | 0.907 | megagrams | Mg | Mg | megagrams | 1.102 | short tons (2000 lb) | T |
| <u>TEMPERATURE (exact)</u> | | | | | <u>TEMPERATURE (exact)</u> | | | | |
| °F | Fahrenheit | (F-32)/1.8 | Celsius | °C | °C | Celsius | 1.8C+32 | Fahrenheit | °F |
| *SI is the symbol for the International System of Measurement | | | | | | | | | |

III:

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1.0 INTRODUCTION

Technological advancements in communication, coupled with the growing popularity of social media platforms like Instagram, Meta (formerly Facebook), and TikTok, have accelerated the use of cellphones in motor vehicles. As of now, the United States boasts over 300 million smartphone users, a figure projected to reach 360 million by 2040 (Statista, 2023). While smartphones serve as beneficial technological aids, offering everything from mapping directions to real-time traffic alerts, they pose significant distractions to drivers.

According to the National Highway Traffic Safety Administration (NHTSA), "distraction" is a form of inattention that arises when drivers shift their focus from the task of driving to another activity. NHTSA (2021) highlighted that 9% of fatal crashes, 15% of injury-related crashes, and 15% of all police-reported vehicle crashes in the US in 2019 were attributed to distraction-affected crashes. Furthermore, 6% of drivers involved in fatal crashes that year were labeled as distracted. Alarming, drivers aged 15 to 20 constituted the highest percentage of distracted drivers during these fatal crashes. In Oregon, between 2016 and 2020, distracted driving was implicated in over 15,000 crashes, resulting in 186 deaths and approximately 24,000 injuries (ODOT, 2023). The trajectory of these numbers is concerning, especially as social media platforms grow more ingrained in our daily lives.

The central aim of this research was to investigate the statistical and spatial risks tied to cellphone usage and the resulting injury severity in vehicle crashes. Despite numerous studies on the subject, the connection between distracted driving, crash factors, crash severity, and geographical location remains unclear. One poignant example from Oregon is the tragic accident involving 19-year-old Alexxyss Therwhanger on February 19th, 2016. As she drove through the sparsely populated, patchily covered cellular regions of Eastern Oregon—frequented by residents and tourists alike—Alexxyss was occupied in her phone, eventually leading to a fatal crash. It was discerned by the Oregon State Police (OSP) that she began using her phone as she regained cellular coverage, engaging in texting, reading, and interacting on Meta. The uncertainty surrounding cellular reception zones in Oregon presents significant hurdles for safety experts in devising effective preventative strategies.

Hence, this research aspires to clarify the dangers inherent in the moments of initial reception loss and subsequent restoration in Oregon, employing a comprehensive statistical and spatial analytical approach. The study also aims to offer recommendations, informed by a spatial correlation between accident locations and cellphone reception areas, through the aforementioned analytical framework. To achieve this, this research incorporated crash data from the Oregon Department of Transportation (ODOT), data from the Federal Communications Commission (FCC), Geographic Information Systems (GIS), and other proprietary datasets previously employed by our research team. The insights derived from this research provides invaluable resources for stakeholders in transportation safety, law enforcement, public health, and emergency medical services, potentially informing the creation of focused interventions against distracted driving. Potential solutions might encompass pullouts, enhanced signage, heightened enforcement measures, and public

awareness campaigns. To our team's knowledge, this pioneering study holds great promise in its novelty and potential impact.

This *Final Report* summarizes the research and is organized into 5 chapters. Chapter 1 presents the introduction. Chapter 2 summarizes data organization and formatting, Chapter 3 illustrates the data visualization, Followed by Chapter 4 which presents the safety analysis. Finally Chapters 5 and 6 contains references and appendices.

2.0 DATA ORGANIZATION AND FORMATTING

In the following section, Oregon's historical crash data is analyzed to discern trends associated with distracted driving crashes on state highways. Distracted driving crashes are categorized as those events related to cell phone use (either recorded on a Police Accident Report [PAR] or noted in use by the driver), cell phone usage observed by another participant, distractions due to navigation systems or GPS devices, distractions from other electronic devices, or texting. Figure 2.1 displays the distribution of these crashes from 2017 to 2020. This data has been collected by the Crash Analysis and Reporting Unit of Oregon's Department of Transportation (ODOT). Table 2.1 provides an overview of crashes during this four-year span, detailing the total number of crashes alongside those specifically attributed to distractions.

Table 2.1 Table Comparing Yearly Totals of All Crashes vs. Distracted-Related Crashes (2017-2020): Analyzing the Percentage Contribution of Distractions

| Year | All Crashes | Total Distracted Related Crashes | % Of Total | Normalized Distracted Crashes |
|-------------|--------------------|---|-------------------|--------------------------------------|
| 2017 | 57716 | 381 | 0.66% | 0.39 |
| 2018 | 50092 | 421 | 0.84% | 1.00 |
| 2019 | 50117 | 388 | 0.77% | 0.54 |
| 2020 | 38124 | 311 | 0.82% | 0.00 |

Further, Table 2.1 demonstrates that between 2017 and 2020, Oregon's crash data highlights varied patterns in overall and distracted driving crashes, for example, 2017 registered the highest total crashes at 57,716 but had a moderate proportion of distracted driving events at 0.66%. In contrast, 2018, despite a dip in overall crashes, experienced the peak of distracted driving with 421 crashes, accounting for 0.84% of total crashes, and also marked the peak of cell phone-related crashes at 255. When examined using normalized data, 2018's distracted crashes stand out starkly, with a value of 1 indicating the highest relative intensity. In 2020, possibly influenced by pandemic-induced reduced travel, noted the lowest overall crashes at 38,124, yet its percentage of distracted driving crashes remained notably high at 0.82%, with its normalized value underscoring the least relative intensity of distracted driving that year. This analysis emphasizes a noticeable issue: while total crash numbers varied, the consistent and significant risk posed by distracted driving, especially due to cell phone use, remained alarmingly stable, even when normalized to account for yearly variations.

Next, Figure 2.1 showcases the distribution of specific crash events under examination in the study. The examined events included: cell phone use (as documented on a Police Accident Report [PAR] or when a driver is observed in the act), cell phone usage as witnessed by another party, distractions stemming from navigation systems or GPS devices, distractions induced by other electronic devices, and texting incidents. Among these categories, the "cell phone use" (either recorded on a PAR or observed firsthand) experienced the highest number of unique crash_IDs throughout the four-year analysis span. On a year-by-year breakdown, these crashes represented an average of 58% in 2017, 61% in 2018, 64% in 2019, and a noticeable increase to 76% in 2020.

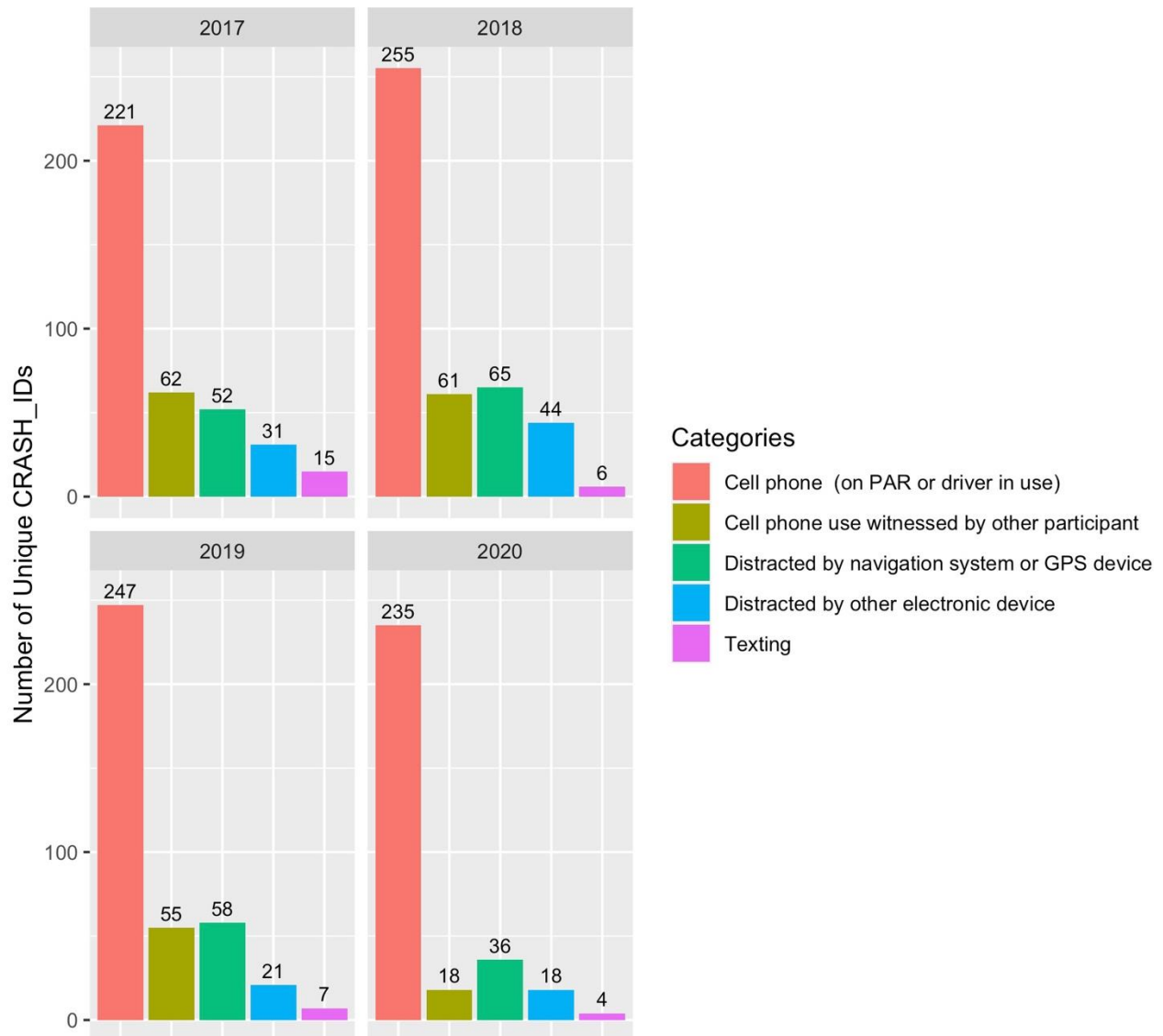


Figure 2.1 Breakdown per Year of Crash Events by Distraction Source: From Cell Phone Use to Texting

In the following analysis, driver injury severities were examined, as depicted in Figure 2.2. The figure reveals that the predominant injury severity over the span of four years was non-fatal. This indicates that injuries, while not fatal, were nonetheless significant, underscoring the seriousness of the situation. Interestingly, 2020 saw a relative rise in the percentage of fatalities compared to other years. As mentioned, to earlier, this uptick might be attributed to reduced traffic volumes paired with increased incidences of over-speeding during that timeframe. Furthermore, there's a discernible upward trend in fatalities from 2017 through 2020, emphasizing the growing concern over road safety in recent years.

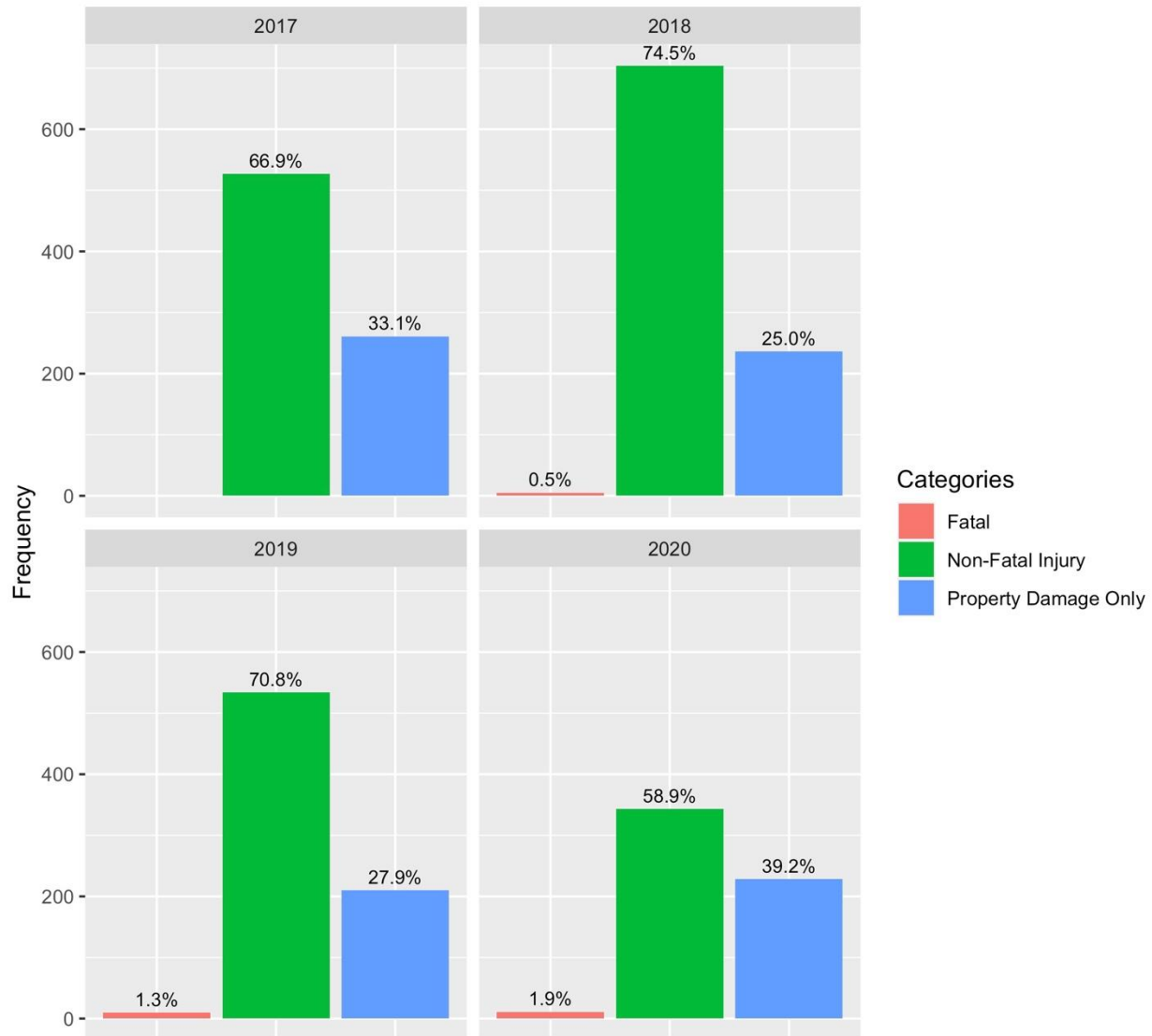


Figure 2.2 Histograms per Year Showcasing Injury Severity Across All Distraction Sources: From Cell Phone Use to Texting

In Figure 2.3, the dominant collision types associated with the designated categories of distraction are described. Noticeably, rear-end collisions stand out as the most common, trailed by fixed-object or other object collisions. Turning movements are also particularly frequent. This distribution implies that distractions mainly hinder a driver's capacity to uphold safe following distances and execute accurate turning maneuvers, possibly because of attentional lapses or tardy reactions while distracted. The recurrence of these collision types across various distractions highlights the global hazards of any form of inattention on the road.

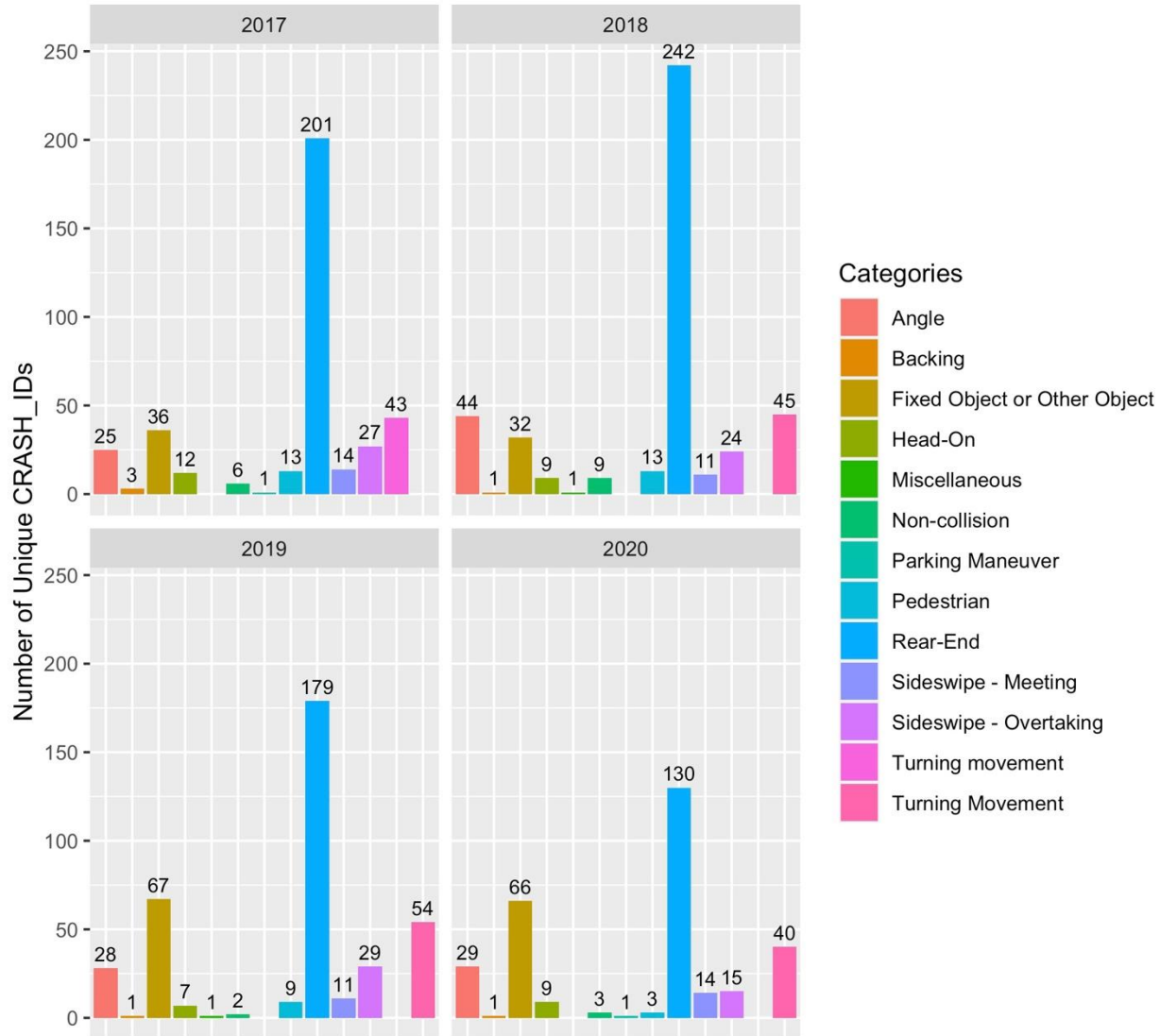


Figure 2.3 Yearly Histograms of Collision Types Resulting from Distractions: Analyzing Impacts of Distraction-Induced Crashes

In examining the locations of these crashes, Figure 2.4 describes consistent trends over the four-year study period. The data reveals that a significant portion of the crashes happen on straight

roadway segments and at intersections. This observation aligns with expectations; straight roadways often lend themselves to higher speeds, and in the presence of distraction, they become hazardous. Similarly, intersections, with their inherent stop-and-go dynamics, can pose challenges for distracted drivers. The confluence of multiple vehicle paths and the need for timely reactions at intersections make them distinctly unsafe when drivers are not fully attentive.

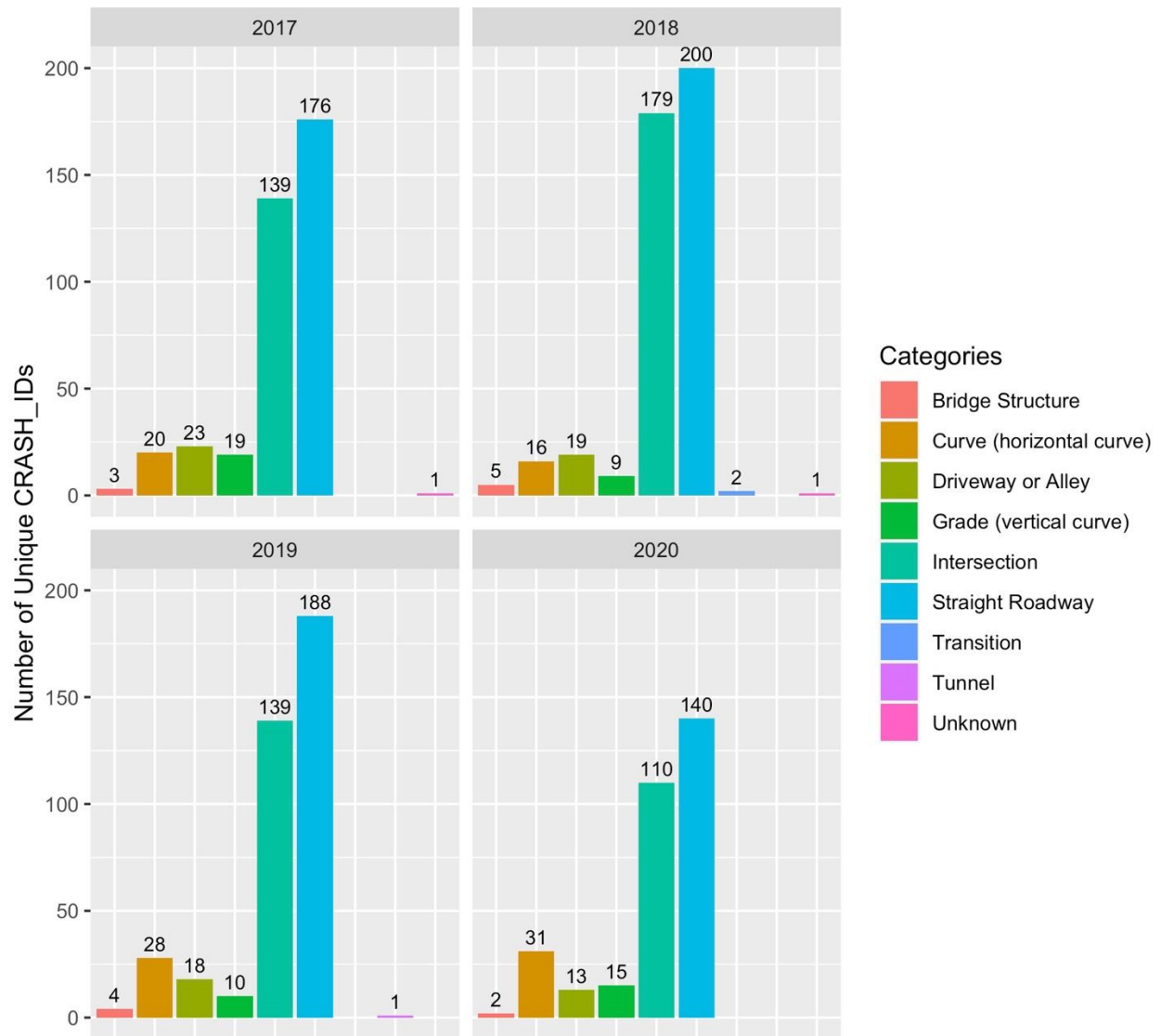


Figure 2.4 Yearly Histograms of Roadway Characteristics in Distraction-Related Crashes: Analyzing Environments of Distraction-Induced Crashes

Figure 2.5 sheds light on the ambient conditions during which most distracted-related crashes occur. The data suggests that daylight dominates as the prevalent lighting condition under which

distracted driving crashes occur, particularly those stemming from cell phone usage or similar distractions. Situations of darkness with streetlights follow closely as the next significant category. This observation is logical, as some drivers might perceive better-lit conditions as a chance to glance at their phones, mistakenly assuming improved visibility equates to reduced risk. However, the attraction of mobile devices during these times underscores the persistent challenge of reducing distractions regardless of lighting conditions.

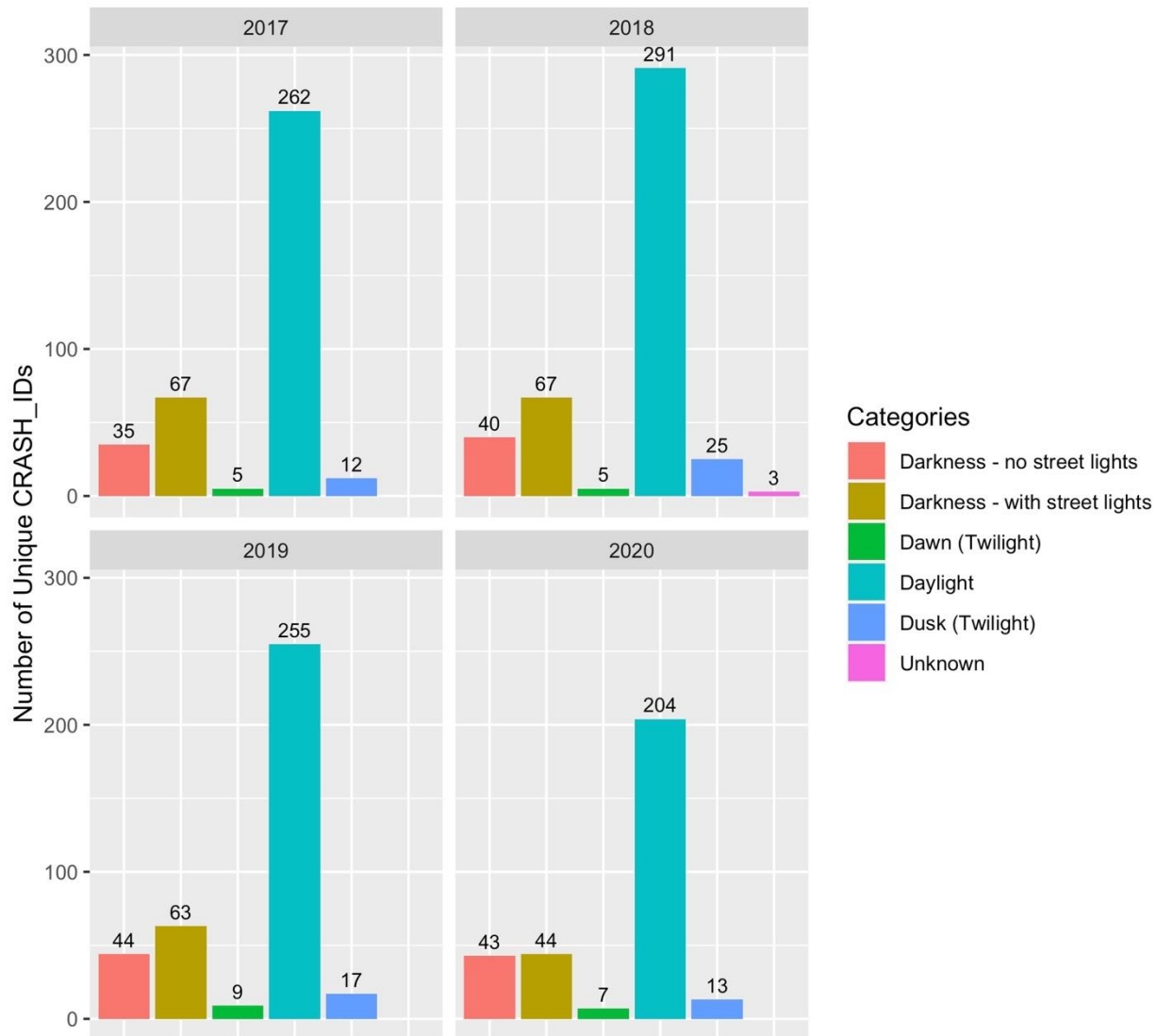


Figure 2.5 Yearly Histograms of Lighting Conditions in Distraction-Related Crashes: Shedding Light on Times of Distraction-Induced Crashes

Here, Figure 2.6 reveals the influence of weather conditions on drivers' tendencies to engage with electronic devices while driving. Predominantly, dry conditions are highlighted as the weather scenario under which most drivers succumb to the temptations of distracted driving. While cloudy and rainy conditions rank next in frequency for such events, they are noticeably less prevalent. The

prominence of clear conditions aligns with a common perception: many drivers, feeling confident under seemingly safe conditions, might erroneously believe it's an favorable moment to check or use their mobile devices. This underscores the persistent misconception that favorable weather equates to safer multitasking on the road, emphasizing the need for continuous education on the dangers of distracted driving in all conditions.

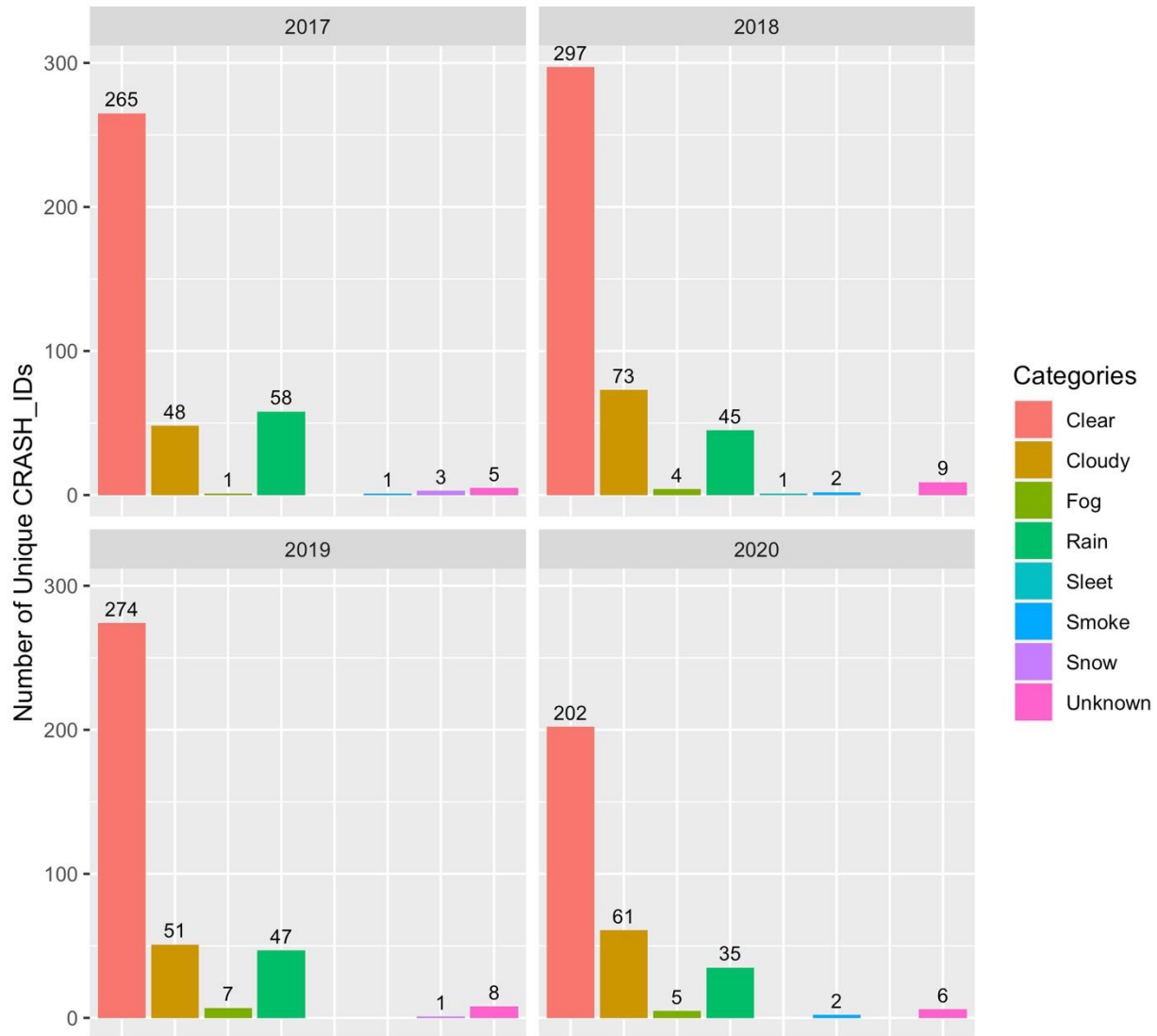


Figure 2.6 Yearly Histograms of Weather Conditions in Distraction-Related Crashes: Unveiling the Climate of Distraction-Induced Crashes

Similarly, to Figure 2.6, Figure 2.7 examines the perceived favorable road conditions that may unintentionally encourage drivers to engage in distracted driving. The data clearly points to dry road surfaces as the primary setting under which these incidents transpire over the study period. Such conditions often correlate with clear weather, leading to a deceptive sense of security. However, it's crucial to understand that even when road surfaces are dry, the risks of distracted driving remain. The consistent trend across both figures emphasizes the importance of constant

vigilance and the need to challenge the misconception that seemingly safe road and weather conditions justify any form of distraction.

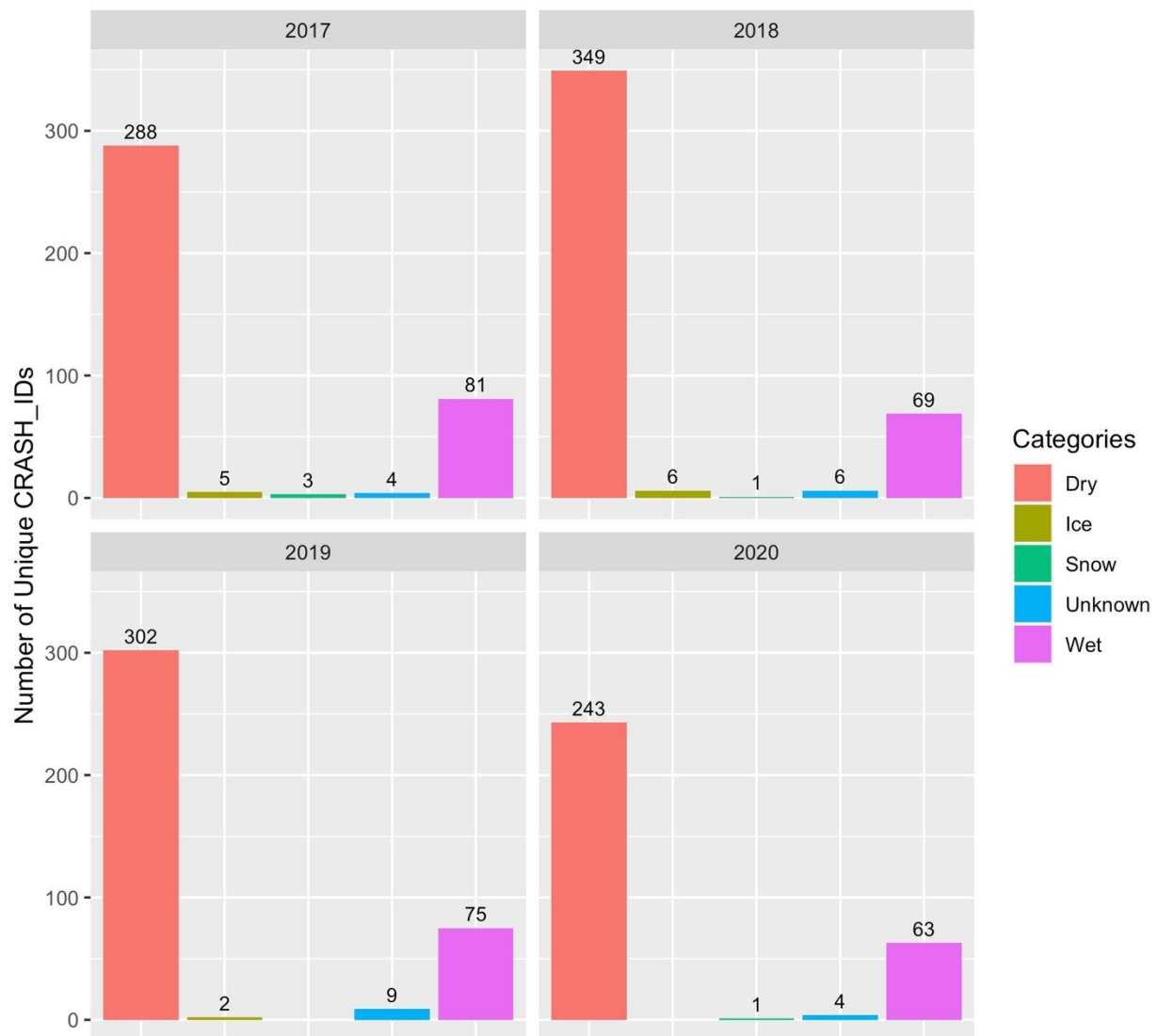


Figure 2.7 Yearly Histograms of Roadway Conditions: Distribution of Distraction-Related Crashes on Dry, Ice, Snow, and Wet Surfaces

2.1 SUMMARY

In analyzing Oregon's historical crash data, key trends associated with distracted driving on state highways emerged. Data spanning 2017 to 2020, as illustrated in Figure 2.1 and captured in Table 2.1, offered a comprehensive overview of these trends. Notably, the data consistently underscored the significant threat posed by distracted driving, particularly involving cell phone use. While total crash numbers fluctuated annually, the presence and risk of distraction remained a worrying constant, even after accounting for variations in annual crash totals. Specifically, 2020, a year marked by reduced travel due to the pandemic, reflected a concerning trend. While the total crashes decreased, the proportion of distracted driving incidents remained conspicuously high. This hints at an alarming pattern, suggesting that even under reduced traffic scenarios, distracted driving, especially cell phone use, continues to pose a substantial risk to road safety.

As the data analysis progressed, the specific characteristics of distracted driving crashes became increasingly evident. Figure 2.1 detailed the classification and distribution of such events over the four-year span, and among them, direct cell phone usage by drivers emerged as the predominant category. Injury patterns further elucidated the serious implications of distracted driving. Figure 2.2's description on driver injury severities over the same period revealed a consistent prevalence of non-fatal injuries. However, 2020 witnessed a spike in fatalities, potentially exacerbated by pandemic-induced traffic dynamics and behavioral shifts. Other figures in the analysis, such as Figure 2.3 and Figure 2.4, illuminated the recurring crash types and their frequent locations—further underscoring the universal dangers of any form of inattention while driving. Whether due to lighting conditions, as per Figure 2.5, or perceived safe weather and road conditions highlighted in Figures 2.6 and 2.7, the persistent risk of distracted driving remains evident. These insights collectively emphasize the central message that despite varying external conditions, the intrinsic danger of distracted driving is undeniable and warrants rigorous intervention and education measures.

3.0 DATA VISUALIZATION

The purpose of this section is to analyze Oregon's historical crash data, seeking to pinpoint trends, specifically the presence of hotspots, on Oregon's highways. The objective is also to discern the root causes of these crashes using visualization techniques grounded in Geographic Information Systems (GIS). Utilizing GIS to visualize and analyze cell phone-related distracted driving crashes can uncover patterns that might otherwise remain obscured. Alongside the Oregon historical crash data, this study incorporates the national FCC Mobile LTE Coverage Map. This map, developed by the Federal Communications Commission (FCC)¹, showcases the breadth and caliber of 4G LTE mobile broadband coverage across the U.S. It serves as a valuable tool for consumers, policymakers, and industry stakeholders, offering insights into areas well-served by LTE, as well as highlighting potential coverage gaps. The map aggregates data from a multitude of mobile carriers, including notable entities like Verizon and AT&T. For the purposes of this research, specific emphasis was placed on data from these two dominant carriers.

3.1 DATA AND ANALYSIS METHOD

The methodology for visualizing distracted driving crashes due to cell phone use in Oregon leaned heavily on the power of heatmaps within QGIS², a tool proficient at portraying spatial data distributions. Heatmaps, in this context, served as a potent visual aid to pinpoint regions with heightened instances of cell phone-induced distracted driving.

The foundation of this analysis was the geospatial point data layer for all crashes from the study period (2017-2020) representing specific instances of distracted driving attributed to cell phone usage across Oregon. Once this dataset was integrated into QGIS, the "Heatmap" feature from the "Raster" menu was invoked to transform these discrete data points into a continuous visual representation. Behind this transformation was the kernel density estimation (KDE) technique. Each incident of distracted driving was represented by a kernel—a smoothly tapered surface—reaching its peak at the exact location of the crash and gradually decreasing with increasing distance from the point. Bandwidth, a crucial parameter in this process, determined how much each crash influenced its surrounding area. While a broader bandwidth illuminated larger regions affected by distracted driving, a narrower one offered a more focused glimpse of high-risk zones.

For interpretative clarity, a color gradient was applied to the heatmap. Here, intense, or warmer colors like red and orange (Magna) pinpointed areas with a higher concentration of cell phone-related driving crashes, whereas cooler hues like blue or green indicated regions with fewer i crashes. Adjusting the output cell size ensured the heatmap displayed an optimal level of detail. The resultant heatmap, once generated, presented a compelling visual narrative, highlighting zones within Oregon where crashes related to cell phone usage while driving/other related distraction as

¹ See FCC at <https://www.fcc.gov/BroadbandData/MobileMaps/mobile-map>

² See QGIS at <https://www.qgis.org/en/site/>

emphasized in Section 2 was especially rampant, thus spotlighting areas necessitating heightened awareness campaigns or policy interventions.

The following figures illustrate the data utilized for this analysis.

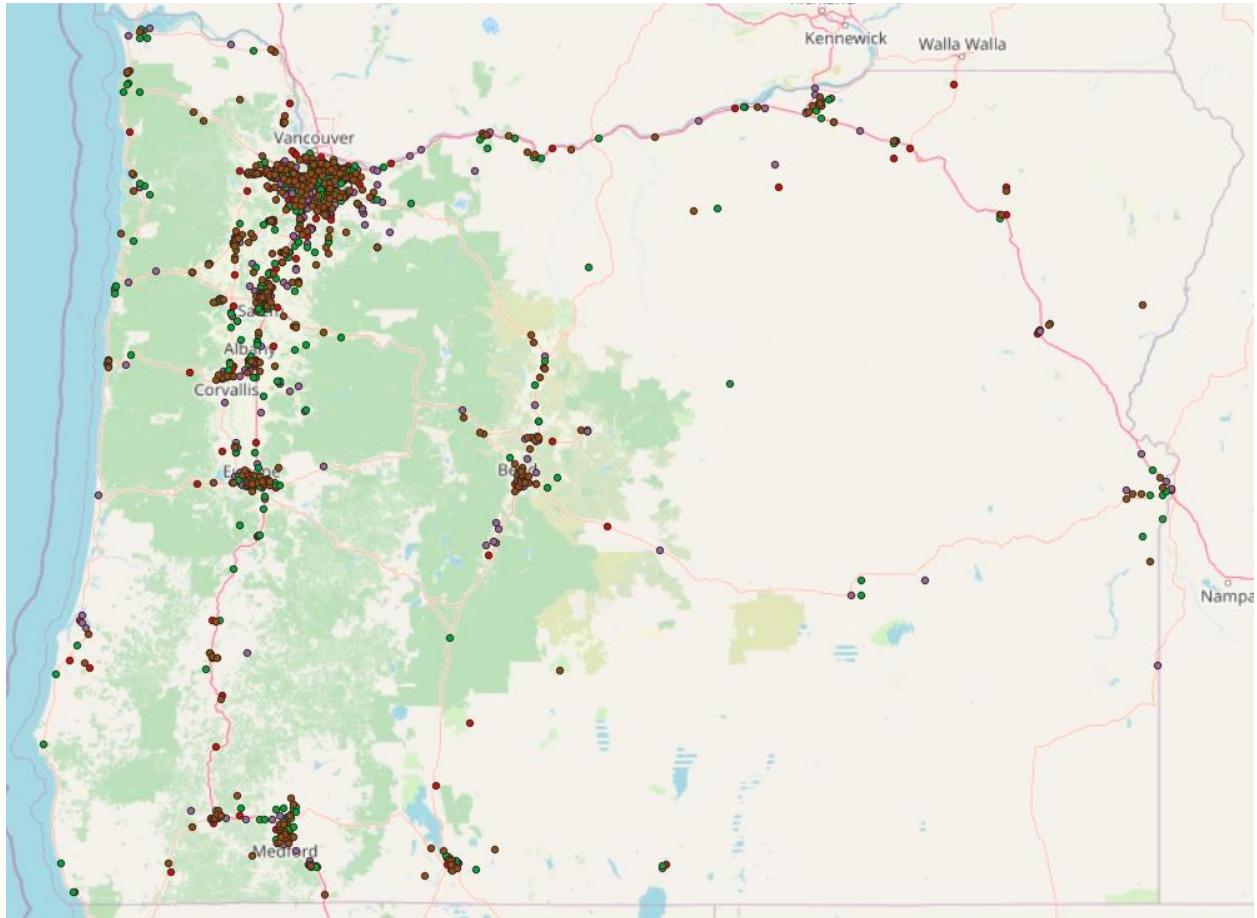


Figure 3.1 Spatial Distribution of Distracted Driving Crashes in Oregon (2017-2020): A GIS visualization highlighting the geolocations of reported incidents over the four-year study period.

Figure 3.1 displays the geospatial distribution of crash incidents spanning the period from 2017 to 2020, derived from the Oregon Historical crash dataset. To generate this focused map, a query was executed on the comprehensive dataset for each of the study years in QGIS. The criteria for selection encompassed a range of distracted driving events: those directly linked to cell phone use as documented on a Police Accident Report (PAR) or when a driver was visibly engaged with a phone, instances where another participant witnessed cell phone use, distractions arising from the utilization of navigation systems or GPS devices, distractions due to other electronic gadgets, and texting-related episodes. This spatial visualization provides a detailed landscape of the areas most affected by such distractions, offering valuable insights into patterns and potential zones of concern within Oregon. For individual year clusters see Appendix.

The following figures illustrate the impact of cell phone coverage on distracted driving crashes.

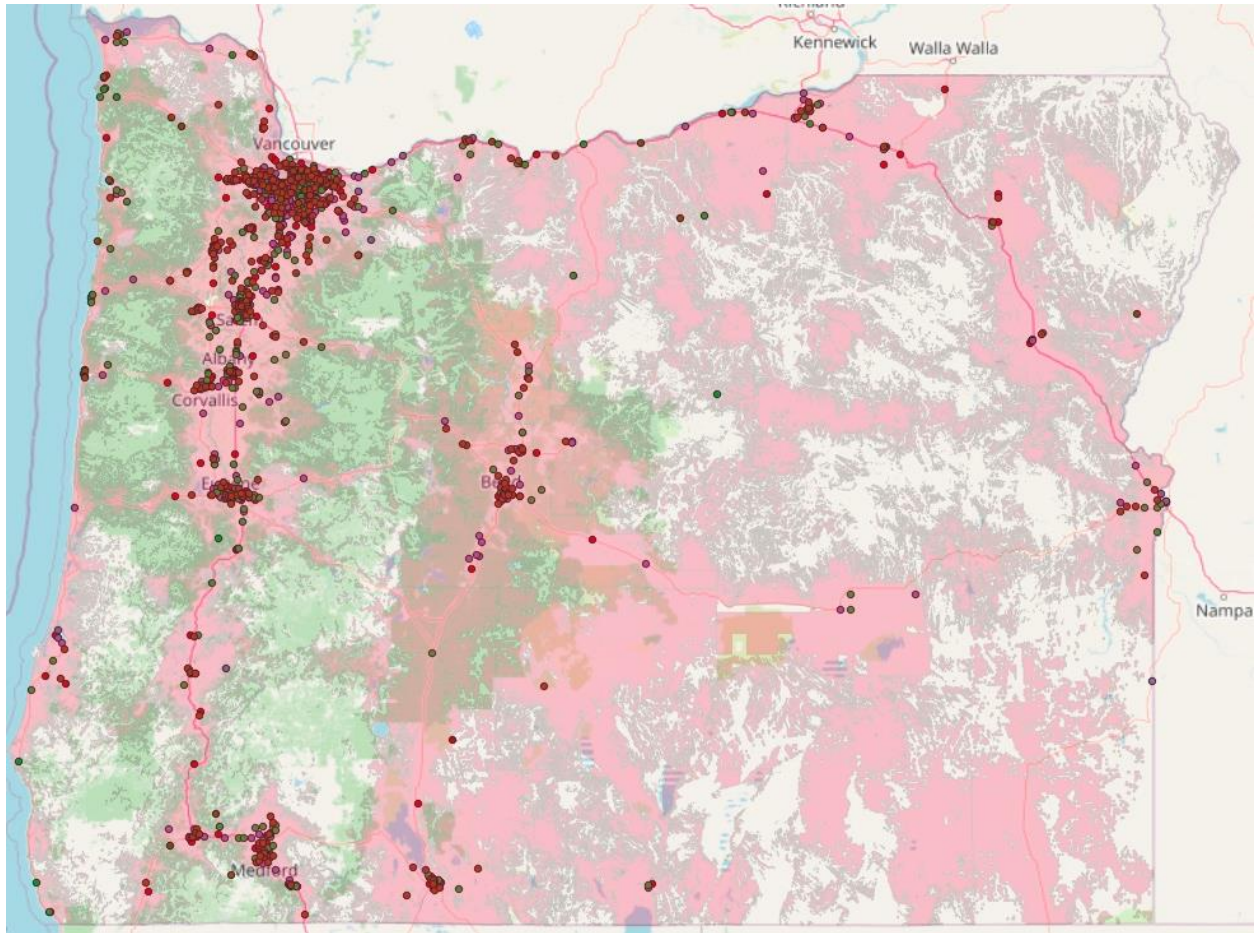


Figure 3.2 Verizon Mobile Cell Coverage Map Superimposed onto the Recorded Crash Sites from the Study Period (2017-2020)

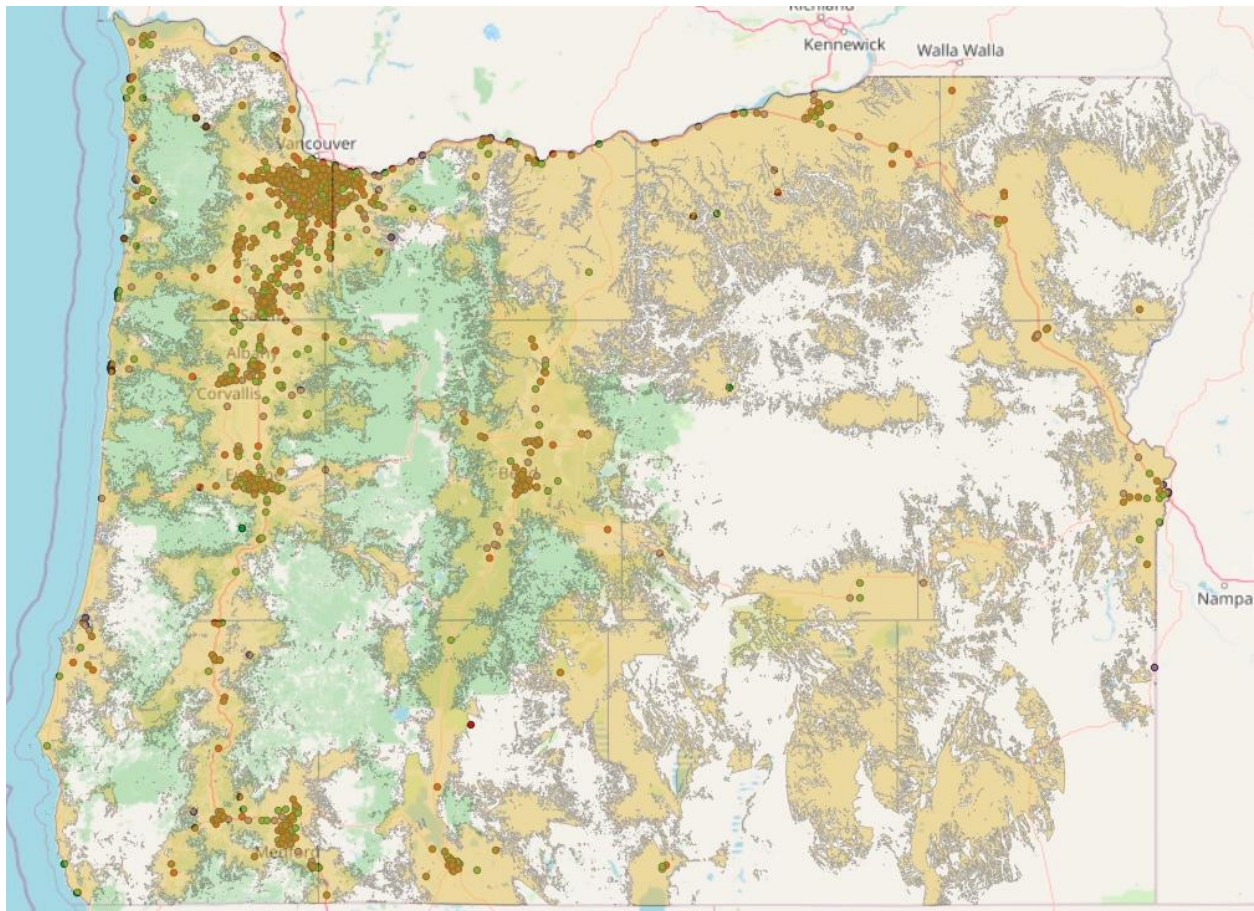


Figure 3.3 AT&T Mobile Coverage Map Superimposed onto the Recorded Crash Sites from the Study Period (2017-2020)

A pivotal aspect of this research aimed to ascertain whether cell phone coverage, or its absence, played a role in influencing the locations of distracted driving crash clusters. Figure 3.2 and Figure 3.3 present the mobile coverage maps for Verizon and AT&T, respectively, superimposed onto the recorded crash sites from the study period. The maps employ light-colored regions to depict areas devoid of coverage, while pink (in Figure 3.2 for Verizon) and yellow (for AT&T in Figure 3.3) shades signify areas with cellular service. Upon close examination, a notable pattern emerges: most crashes appear to be concentrated within the cell service zones for both carriers. This suggests a potential correlation between areas with active mobile service and the incidence of distracted driving crashes, underscoring the need for further investigation into the underlying factors and drivers' behaviors in these regions.

3.2 HEATMAPS

In Section 3.1, we introduced the application of heatmap analysis, a tool designed to reveal regions of high crash density by using a gradient of colors. In this context, areas with a higher concentration of crash incidents are represented with warmer hues such as red, signifying 'hot' zones of frequent occurrences. Conversely, regions with fewer recorded incidents adopt cooler tones, such as blue, indicating 'cold' zones with infrequent crash events. The subsequent figure provides a comprehensive visual of these crash clusters across Oregon. To offer a detailed perspective on urban areas known for high vehicular activity, specific illustrations for both the Portland and Salem regions are also included.

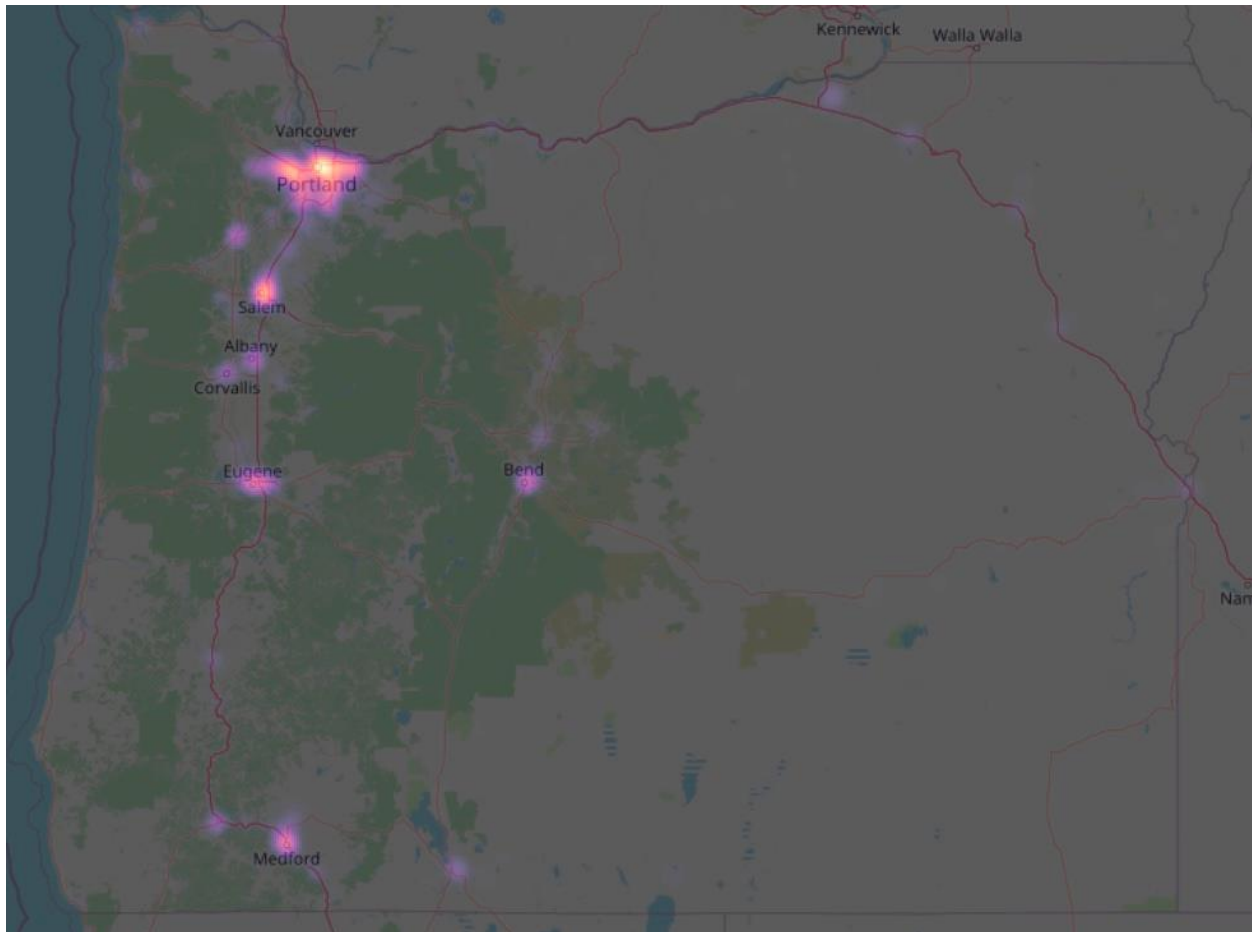


Figure 3.4 Heatmap of Oregon: Delineating Concentrations of Distracted Driving Crashes with Dominant Clusters in Major Urban Centers like Portland, Salem, Eugene, Medford, and Bend

Figure 3.4 distinctly showcases multiple crash clusters, with Portland emerging as the most prominent, illuminated with the brightest hue. This is succeeded by Salem, Eugene, Medford, and Bend, Oregon. It is not surprising to observe such a pronounced cluster in the Portland area, given that it is the most populous region in the state. This high population density naturally leads to a greater volume of vehicular traffic, and subsequently, a higher likelihood of crashes. Similarly,

Salem, as the state capital and one of Oregon's larger urban centers, predictably records a heightened density of such incidents. The prominence of these clusters underscores the importance of implementing safety measures and awareness campaigns in these high-traffic regions in regards to cell phone use and distracted driving.

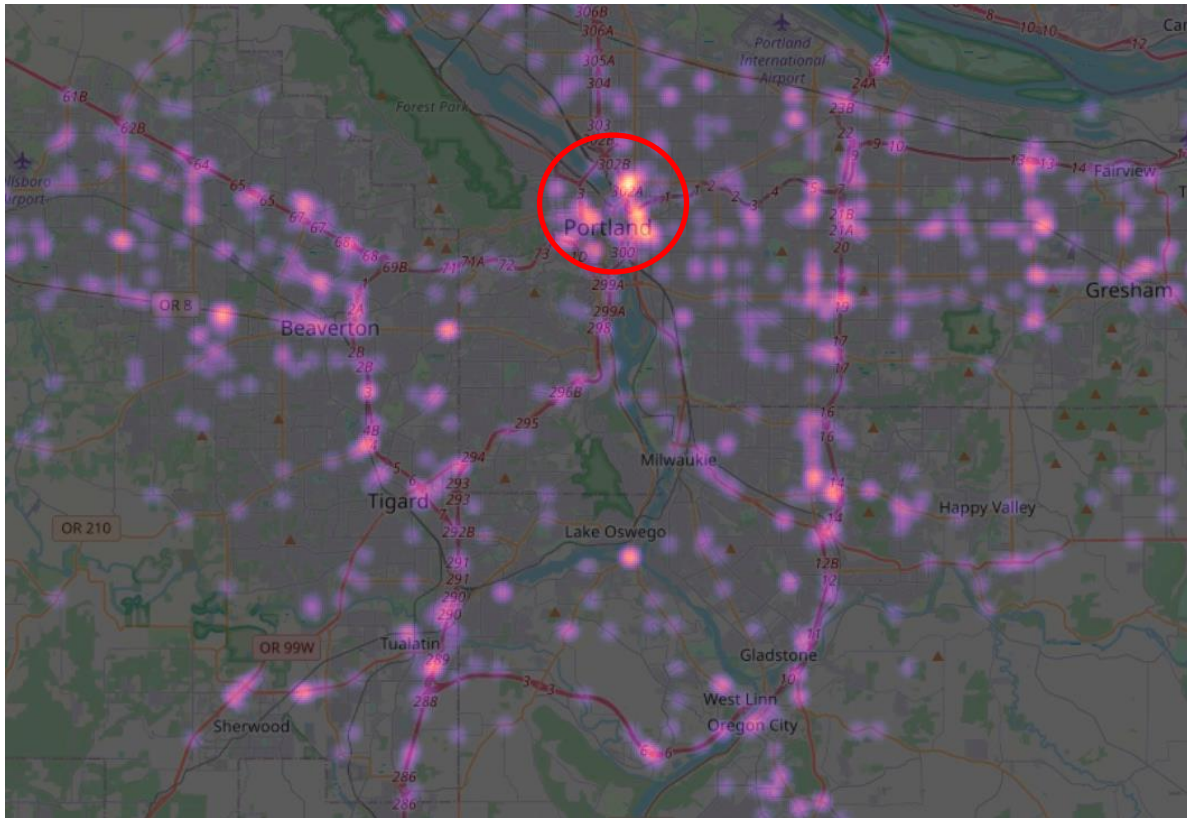


Figure 3.5 Heatmap of the Portland Area: Highlighting Concentrations of Distracted Driving Crashes with Intense Clusters in Downtown

Upon a more detailed examination of the Portland Area, the most intense clusters are predominantly located in the downtown region. This part of the city not only faces elevated traffic volumes but also contends with zones where cell signal drops are notably frequent. These signal interruptions can potentially lead to increased distractions as drivers might check their phones for connectivity or attempt to restart navigation. While downtown is undoubtedly a hotspot, it's imperative to note that other regions around Portland also register a significant uptick in occurrences of distracted driving crashes. Such widespread patterns emphasize the need for broader interventions and awareness campaigns across the entire metropolitan area.

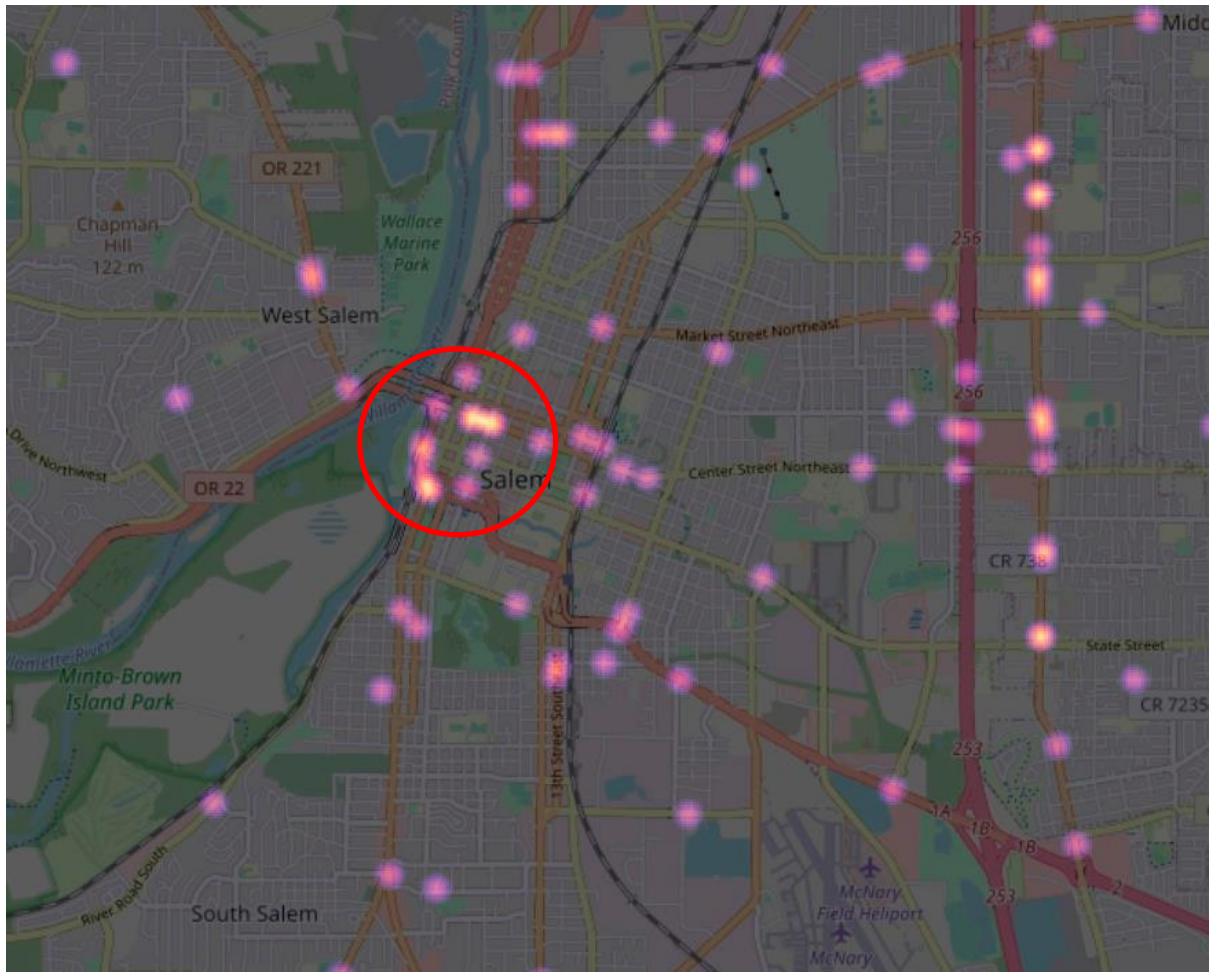


Figure 3.6 Heatmap of Salem Downtown: Highlighting Concentrations of Distracted Driving Crashes, with Intense Clusters Downtown

In Figure 3.6, a focused heatmap of Salem provides insights into the distribution of distracted driving crashes. The most pronounced clusters emerge in the downtown region, which aligns with expectations given the area's elevated traffic volumes. Interestingly, this central zone not only experiences heightened vehicular activity but also areas where cell signal disruptions are relatively frequent. Such signal drops could contribute to instances where drivers momentarily divert their attention to address connectivity issues, thereby increasing the potential for distracted driving crashes. Although the core downtown region is the epicenter of activity, peripheral areas around Salem also display significant occurrences of distracted driving crashes, underlining the pervasive nature of the issue across the cityscape.

3.3 SUMMARY

The motivation of this research revolved around a meticulous analysis of Oregon's historical crash data, predominantly focusing on identifying patterns and hotspots on the state's highways. By employing the advanced visualization capabilities of Geographic Information Systems (GIS), this study aimed to uncover the underlying causes of these road crashes. GIS visualization provided discernible patterns linked to cell phone-induced distracted driving, which might otherwise remain concealed. Complementing the Oregon crash data, this analysis also incorporated the national FCC Mobile LTE Coverage Map, an instrument crafted by the Federal Communications Commission (FCC) to portray the 4G LTE mobile broadband coverage spread across the nation. This map, collating data from leading mobile carriers like Verizon and AT&T, proved instrumental in delineating areas with robust LTE coverage and potential connectivity voids.

Central to our research methodology was the utilization of heatmaps within QGIS—a geospatial tool renowned for its adeptness at visualizing spatial data distributions. Through the heatmaps, our analysis transformed discrete data points into continuous visual narratives, delineating regions experiencing elevated instances of cell phone-induced/related crashes. The subsequent figures and illustrations, ranging from a holistic state-wide perspective to focused urban analyses of Portland and Salem, highlighted the distracted driving scenario in Oregon. As hypothesized, urban centers, with higher vehicular activity and sporadic cell signal disruptions, emerged as significant hotspots for distracted driving crashes. With Portland and Salem standing out in this regard, the findings suggest an urgent need for targeted awareness campaigns, policymaking, and safety measures, especially in densely populated or frequently trafficked regions.

In conclusion, the relationship between cell phone use, connectivity, and distracted driving crashes is both complicated and multifaceted. While regions with pronounced cell service witness a concentration of such crashes, sporadic connectivity zones present their own set of challenges, potentially diverting driver attention. As this study reveals the overarching patterns and hotspots in Oregon, it also underscores the importance of further research and strategic interventions to address this pressing concern.

4.0 SAFETY ANALYSIS

This section provides an in-depth analysis of the factors contributing to crashes associated with specific distraction-related events, using advanced econometric methods. The crash level events under study include cell phone use, as documented on a Police Accident Report (PAR) or observed in use by the driver, instances where another party witnessed the driver's cell phone usage, distractions stemming from the operation of navigation systems or GPS devices, distractions attributed to other electronic devices, and incidents related to texting while driving. Subsequent subsections provide a detailed overview of the empirical context, the applied methodology, a thorough discussion of the findings, and a summary of the results.

4.1 EMPIRICAL SETTING

This research relied on police-reported crash data sourced from ODOT's Crash Analysis and Reporting Unit, spanning the years 2017 to 2020. Emphasis was placed on crash-level events specifically related to drivers' distractions. These events are characterized by several forms of distractions including: cell phone use, as documented on a Police Accident Report (PAR) or observed in use by the driver, instances where another party witnessed the driver's cell phone usage, distractions stemming from the operation of navigation systems or GPS devices, distractions attributed to other electronic devices, and incidents related to texting while driving. From the comprehensive dataset, a subset of 2,690 observations were identified, each representing drivers involved in such distracted events. Each observation included information regarding driver, driver action, crash, roadway, temporal, environmental, and vehicle characteristics.

To assess the severity of the outcomes stemming from these distractions, the study employed a modified version of the traditional KABCO injury scale. This scale was condensed into three primary categories for clarity: severe injury (comprising fatal and incapacitating outcomes, labeled as K+A), minor injury (including non-incapacitating and potential injuries, denoted as B+C), and cases where there was no injury sustained by the driver, resulting solely in property damage (categorized as O). A closer examination of the 2,690 observations revealed a breakdown in injury outcomes: 32 crashes (or 1.19%) led to severe injuries; 960 cases (or 35.69%) ended in minor injuries; and the majority, accounting for 1,698 crashes or 63.12%, documented instances where no injury, with damages limited to properties. The following table illustrates the descriptive statistics of the significant variables in each of the three injury severity models.

Table 4.1 Descriptive Statistics of Significant Variables by Injury Severity Category

| Variable | Mean | Std Deviation |
|--|----------|---------------|
| Mixed Logit Model | | |
| Severe Injury | | |
| Airbag (1 if the airbag deployed, 0 otherwise) | 0.134572 | 0.341288 |
| Collision Type (1 if rear-end, 0 otherwise) | 0.562082 | 0.496162 |
| High Speed (1 if was greater than 55 MPH, 0 otherwise) | 0.178439 | 0.382905 |
| Crash Month (1 if fall months, 0 otherwise) | 0.289219 | 0.453428 |
| Minor Injury | | |
| Airbag (1 if the airbag deployed, 0 otherwise) | 0.134572 | 0.341288 |
| No Injury | | |
| Safety Equipment (1 if seatbelt use, 0 otherwise) | 0.549814 | 0.497543 |
| Low Speed (1 if speed greater than 20 MPH but Less than 40 MPH, 0 otherwise) | 0.302602 | 0.459413 |
| Road Characteristic (1 if Horizontal Curve, 0 otherwise) | 0.044238 | 0.205636 |
| Driver Proximity to Residence (1 if within 25 Miles, 0 otherwise) | 0.521933 | 0.49955 |
| Age (1 if driver age is less than 25 years old) | 0.526766 | 0.499314 |

4.2 MODELING APPROACH

In the present research, while the police-reported crash data offer an extensive array of insights, they do not capture certain details. Aspects such as the driver's physical characteristics (e.g., height, weight) or nuanced environmental conditions at the exact moment of the crash (e.g., subtle shifts in weather or lighting) remain unclear. Such factors can introduce unobserved variations across the dataset, termed as "unobserved heterogeneity". If not addressed, this heterogeneity can skew the model's estimations, potentially leading to biased outcomes, as highlighted by (Mannering et al., 2016).

To mitigate the impact of this heterogeneity, the current research employed the mixed logit model. This methodology stands as a cutting-edge statistical and econometric tool, with its application evident in a myriad of recent studies focused on injury severity. Further, this econometric modeling method treats injury severity outcomes as discrete choices, enabling insights into the probability of each injury severity outcome. Using this approach, the estimated parameters of the mixed logit model highlight statistically significant factors that either elevate or reduce the likelihood of specific injury severity outcomes.

The mixed logit model starts with a linear function. Each linear function corresponds to a particular injury severity resulting from a distracted driving crash and can be represented as:

$$U_{in} = \beta_i X_{in} + \varepsilon_{in} \quad (1)$$

where U_{in} is a linear function for injury severity i and distracted driving crash n ; i represents injury severities of no injury, minor injury and severe injury; X_{in} represents the vector of explanatory

variables that lead to the discrete outcome of crash due to distracted driving n ; β_i represents the vector of estimated parameters for injury severity i and ε_{in} is the error term that attempts to capture the unobserved factors within the model (Washington et al., 2011); but, ε_{in} is unable to capture all the unobserved factors. Police-reported crash data often lacks certain essential variables, and the variability within the available variables can lead to unobserved heterogeneity. If this heterogeneity is overlooked, it may produce biased estimates and lead to incorrect conclusions (Mannering et al., 2016). Therefore, the mixed logit model attempts to capture this heterogeneity by allowing parameters to vary. In addition, the mixed logit model (if variables are found to be random) eliminates the independence from irrelevant alternatives (IIA) property. In essence, by accounting for variables identified as random, unobserved factors are addressed, allowing for the categorization of injury severities into three distinct groups (Geedipally et al., 2011). The mixed logit model is then formulated as follows (McFadden and Train, 2000; Washington et al., 2011):

$$P_n(i|\varphi) = \int \frac{e^{(\beta_i X_{in})}}{\sum_{v \in I} e^{(\beta_v X_{in})}} k(\beta_i|\varphi) d\beta_i \quad (2)$$

where $P_n(i|\varphi)$ is the weighted outcome probability of injury severity i conditional on $k(\beta_i|\varphi)$, where $k(\beta_i|\varphi)$ is the density function of β_i and φ with distribution specified by the analyst—the density function is what allows the parameters to vary and is regularly specified to be normally distributed. All other variables have the same definition as the ordinary multinomial logit model (Washington et al., 2011).

4.3 MODEL AND RESULTS

In this study, nine unique variables were identified as significant across three injury severity categories (severe, minor, and no injury). Notably, the variable 'airbag deployment' was significant in both the 'No injury' and 'Minor injury' categories. Out of these nine variables, two were found to be random parameters, with statistically significant means and standard deviations. Specifically, as per Table 4.2, the random parameters were 'Airbag deployment' for the 'Minor Injury' category and 'Driver Proximity to Residence' (within 25 miles of their home) for the 'No Injury' category.

A random parameter, as previously discussed, means that a particular variable's effect is not consistent across all observations but varies, capturing the inherent differences within the dataset. To illustrate, the variable 'airbag deployment' in the 'Minor injury' category followed a normal distribution with a mean of 2.2208 and a standard deviation of 3.15704 (see Table 4.2). This indicates that in approximately 24.09% of the cases where airbags were activated during distracted driving events, the average effect of the parameter was negative. Conversely, for 75.91% of the cases, the average effect was positive. Therefore, for 24.09% of drivers, airbag deployment reduced the likelihood of incurring a minor injury during distracted driving incidents. However, for the remaining 75.91%, airbag deployment had the inverse effect.

In addition, the 'Driver Proximity to Residence' (within 25 miles of their home) for the 'No Injury' category was also found to be random and normally distributed with a mean of -1.38579 and a standard deviation of 5.05412.

Similarly, the variable 'Driver Proximity to Residence' (within 25 miles of their home) in the 'No Injury' category exhibited characteristics of a random parameter. It was found to be random and normally distributed with a mean of -1.38579 and a standard deviation of 5.05412. This distribution suggests that in cases where drivers were within 25 miles of their residence during distracted driving crashes, the average effect of the parameter was positive for a certain percentage of observations and negative for the rest. Specifically, for approximately 39.2% of such cases, being close to one's residence increased the likelihood of sustaining no injuries during distracted driving events. Conversely, for the remaining 60.8%, being near one's home had the opposite effect, suggesting these drivers were more prone to sustaining injuries (the negative sign).

As for the marginal effect values for the three injury severity categories, here they represent the change in the dependent variable for a one-unit change in an independent variable, holding all other variables constant. In simpler terms, they provide insight into the incremental impact of a particular explanatory variable on the outcome of interest. For instance, the marginal effects derived from the mixed logit model for the "Driver Proximity to Residence" variable offer insightful interpretations regarding the impact of a driver's closeness to their home on injury outcomes. Specifically, when a driver is within 25 miles of their residence, the probability of not sustaining any injury decreases by 1.67%. Conversely, the same proximity increases the likelihood of incurring a minor injury by 1.56%. Interestingly, there's also a slight rise of 0.11% in the chance of experiencing a severe injury. In essence, these findings suggest that drivers closer to their homes are marginally less likely to emerge unharmed from a crash, slightly more prone to minor injuries, and have an incrementally higher risk of severe injuries, holding other factors constant.

Table 4.2 Mixed logit Model Results and Marginal Effects for Severe, Minor and No Injury

| Variable | Coefficient | T-Statistic | Severe | Minor | No Injury |
|--|-----------------------|-----------------|---------|---------|-----------|
| Mixed Logit Model | | | | | |
| Severe Injury | | | | | |
| Constant | -7.24864 | -11.95 | | | |
| Airbag (1 if the airbag deployed, 0 otherwise) | 2.19966 | 3.82 | 0.0099 | -0.0066 | -0.0033 |
| Collision Type (1 if rear-end, 0 otherwise) | -1.34562 | -2.74 | -0.0041 | 0.0029 | 0.0012 |
| High Speed (1 if speed was greater than 55 MPH, 0 otherwise) | 2.50192 | 4.61 | 0.0122 | -0.0084 | -0.0038 |
| Crash Month (1 if fall months, 0 otherwise) | 0.8104 | 1.7 | 0.0028 | -0.002 | -0.0008 |
| Minor Injury | | | | | |
| Constant | -2.32054 | -7.76 | | | |
| Airbag (1 if the airbag deployed, 0 otherwise) (Standard Deviation of Parameter, Normally Distributed) | 2.2208 (3.15704) | 3.56 (2.53) | 0.0009 | 0.0113 | -0.0122 |
| No Injury | | | | | |
| Safety Equipment (1 if seatbelt use, 0 otherwise) | -2.74009 | -9.3 | 0.0057 | 0.1304 | -0.1361 |
| Low Speed (1 if speed greater than 20 MPH but Less than 40 MPH, 0 otherwise) | 0.75022 | 3.01 | -0.0002 | -0.0122 | 0.0124 |
| Road Characteristic (1 if Horizontal Curve, 0 otherwise) | -0.97154 | -1.96 | 0.0003 | 0.0022 | -0.0025 |
| Driver Proximity to Residence (1 if within 25 Miles, 0 otherwise) (Standard Deviation of Parameter, Normally Distributed) | -1.38579 (5.05412) | -5.15 (5.97) | 0.0011 | 0.0156 | -0.0167 |
| Age (1 if driver age is less than 25 years old) | 1.70131 | 6.65 | -0.0012 | -0.0313 | 0.0325 |
| Model Statistics | | | | | |
| Number of Observations | 2690 | | | | |
| Restricted Log-Likelihood | -2955.267 | | | | |
| Log-Likelihood at Convergence | -1285.449 | | | | |
| McFadden pseudo-R-squared (ρ^2) | 0.565 | | | | |

The following bullet points provide a detail discussion of the results from Table 4.2.

Severe Injury

- **Airbag Deployment:** The presence of an airbag deployment (Coefficient: 2.19966, T-Statistic: 3.82) is associated with an increased probability of severe injuries by 0.99%. However, it slightly reduces the odds of minor (-0.66%) and no injuries (-0.33%). In essence, when airbags deploy during distracted driving crashes, there's a greater likelihood of severe injuries.
- **Collision Type:** Rear-end collisions (Coefficient: -1.34562, T-Statistic: -2.74) decrease the chances of severe injuries by 0.41% but increase the odds for minor (0.29%) and no injuries

(0.12%). This suggests that rear-end collisions, while common, often result in less severe injuries.

- **High Speed:** Driving at speeds greater than 55 MPH (Coefficient: 2.50192, T-Statistic: 4.61) leads to a 1.22% higher probability of severe injuries while slightly decreasing the likelihood of minor (-0.84%) and no injuries (-0.38%). Unsurprisingly, higher speeds are correlated with more severe outcomes.
- **Crash Month:** Crashes during the fall months (Coefficient: 0.8104, T-Statistic: 1.7) elevate the odds of severe injuries by 0.28%, yet they marginally reduce the probability of minor (-0.2%) and no injuries (-0.08%).

Minor Injury

- **Airbag Deployment:** The deployment of an airbag (Coefficient: 2.2208, T-Statistic: 3.56) slightly raises the chances of minor injuries by 1.13% while correspondingly reducing the probability of no injuries (-1.22%). The normally distributed standard deviation of this parameter suggests significant heterogeneity in this effect across the observations.

No Injury

- **Safety Equipment:** Seatbelt use (Coefficient: -2.74009, T-Statistic: -9.3) significantly reduces the odds of not sustaining any injuries (-13.61%) but increases the likelihood of severe injuries (0.57%) and minor injuries (13.04%). This underscores the critical role of seatbelts in injury mitigation.
- **Low Speed:** Driving at speeds between 20 and 40 MPH (Coefficient: 0.75022, T-Statistic: 3.01) raises the probability of no injuries by 1.24% but decreases the chances for severe (-0.02%) and minor injuries (-1.22%).
- **Road Characteristic:** Horizontal curves (Coefficient: -0.97154, T-Statistic: -1.96) have a slight negative impact on the odds of not sustaining injuries (-0.25%) but marginally increase the likelihood for severe (0.03%) and minor injuries (0.22%).
- **Driver Proximity to Residence:** Being within 25 miles of one's residence (Coefficient: -1.38579, T-Statistic: -5.15) slightly diminishes the probability of no injuries (-1.67%), yet it increases the odds for minor (1.56%) and severe injuries (0.11%). The associated standard deviation again points to variability in this effect.
- **Age:** For drivers under 25 years old (Coefficient: 1.70131, T-Statistic: 6.65), the likelihood of not getting injured increases by 3.25%, while the chances of minor (-3.13%) and severe injuries (-0.12%) decrease.

These results, based on 2,690 observations, present a comprehensive understanding of the dynamics of distracted-related crashes across various significant parameters, with a strong model fit evidenced by a McFadden pseudo-R-squared value of 0.565.

4.4 SUMMARY

This study investigates the complex factors that contribute to crashes due to specific distraction-related events, using police-reported crash data from ODOT's Crash Analysis and Reporting Unit between 2017 to 2020. Notably, the data examines events characterized by distractions from cell phone use, navigation systems, other electronic devices, and texting while driving. Out of the vast dataset, 2,690 observations were pinpointed, denoting drivers involved in distracted driving crashes. These distractions were gauged for their impact on injury severity through a modified KABCO injury scale. It revealed that of the total crashes, 1.19% led to severe injuries, 35.69% to minor injuries, and a significant 63.12% resulted in no injuries, with only property damage.

However, certain caveats prevail. While the data is comprehensive, it doesn't encapsulate nuances like the driver's physical details or subtle environmental changes during the crash, leading to "unobserved heterogeneity." Addressing this heterogeneity, the study employed the mixed logit model, a robust statistical tool that discerns injury severity as discrete choices. Such an approach revealed significant factors that influence the probability of specific injury outcomes. For instance, the variable "airbag deployment" varied in its effect, indicating that in some cases it reduced the likelihood of minor injuries, while in others it increased it. Similarly, a driver's proximity to their residence had a mixed influence on injury outcomes.

The analysis shed light on several interesting findings. For example, airbag deployment during a distracted driving incident heightens the chance of severe injuries by 0.99%. Conversely, rear-end collisions, despite being frequent, often culminate in milder injuries. Safety equipment usage, particularly seatbelts, substantially mitigates injury, emphasizing their critical importance. Furthermore, younger drivers, those below 25 years, exhibited a higher likelihood of escaping injuries. Collectively, these insights, derived from a significant dataset and a robust econometric model with a McFadden pseudo-R-squared value of 0.565, provide a holistic understanding of distraction-induced crashes, serving as a foundation for targeted interventions.

5.0 CONCLUSIONS

The study of Oregon's highways between 2017 and 2020 has highlighted the urgent and widespread problem of distracted driving, a phenomenon further magnified by the widespread use of cell phones while driving. Although the overall number of crashes showed fluctuations, the constant threat posed by distractions remained alarmingly consistent. Particularly concerning is the data from 2020, a year with reduced travel owing to the pandemic, which indicated that even in periods of lesser traffic, the proportion of distraction-related incidents remained high. This clearly signals that the inherent risk of distracted driving is not purely a function of traffic volume but a reflection of deeply entrenched behavioral patterns among drivers.

A closer examination of the crash data uncovers the intricate details of these events. For instance, while a significant portion of these crashes resulted solely in property damage, a troubling percentage led to injuries, both minor and severe. The advanced econometric model used on the data aided in distinguishing the diverse elements affecting injury results. Airbag deployment, surprisingly, presented mixed outcomes – in certain cases, increasing the likelihood of severe injuries. Interestingly, rear-end collisions, although frequent, often resulted in less severe injuries. Notably, the use of safety equipment like seatbelts emerged as a vital preventive measure, substantially mitigating the severity of injuries.

The advanced visualization capabilities provided by the Geographic Information Systems (GIS) offered an invaluable layer of insight into the issue. GIS, in conjunction with the national FCC Mobile LTE Coverage Map, illuminated patterns correlating connectivity zones and distracted driving incidents. This comprehensive view helps in understanding the multi-dimensional aspects of the problem, such as areas with stable cell service witnessing higher incidents or the unique challenges sporadic connectivity zones introduce. Urban centers, characterized by Portland and Salem, are especially vulnerable, with increased vehicular activity and sporadic cell signal disruptions exacerbating the issue.

To effectively address this problem, a multi-faceted strategy is essential. Firstly, aggressive public awareness campaigns, particularly in densely populated urban regions, should be rolled out, focusing on the dire consequences of distractions, especially due to cell phones. Technology can play a pivotal role in mitigation – innovations such as applications that restrict phone functionalities when driving or enhance in-car safety features could be promoted. Infrastructure-wise, introducing features like designated texting zones or rest areas might deter drivers from resorting to their devices while driving. Strengthening the enforcement of existing road safety regulations, combined with community outreach and education, can further reinforce the message.

In conclusion, while modern technology, especially cell phones, offers myriad conveniences, it also presents grave challenges, particularly on the road. The information from Oregon acts as a stark alert to all involved parties, from decision-makers to regular drivers, emphasizing the immediate need for collective action against distracted driving. Balancing the allure of technology

with the imperative of road safety is the way forward, ensuring that Oregon's highways remain safe for all users.

6.0 REFERENCES

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APPENDIX A

The following figures represent the GIS layers for the derived crash data for crash level events from 2017 to 2020 for cell phone use, as documented on a Police Accident Report (PAR) or observed in use by the driver, instances where another party witnessed the driver's cell phone usage, distractions stemming from the operation of navigation systems or GPS devices, distractions attributed to other electronic devices, and incidents related to texting while driving.

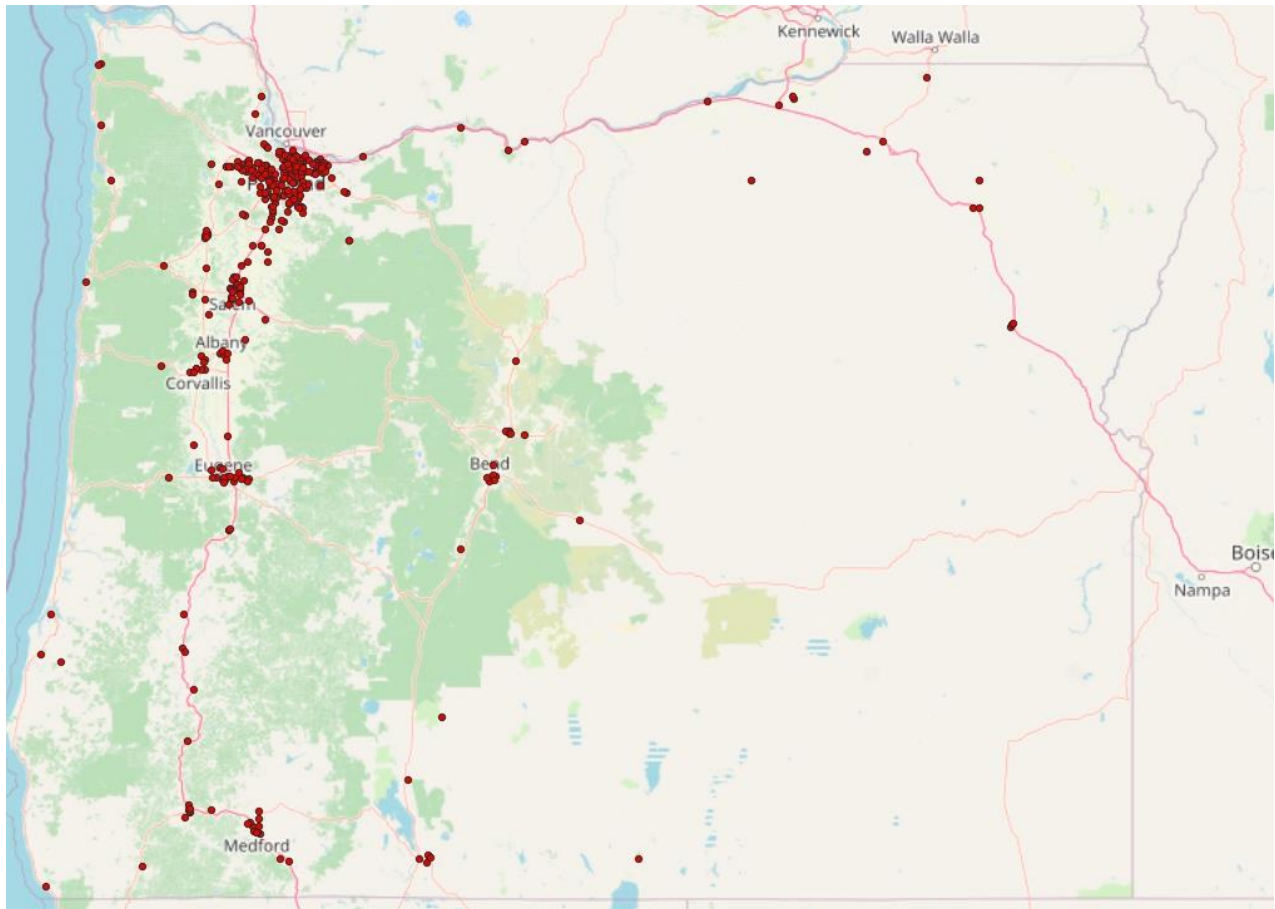


Figure A1 – Derived Crash data for 2017

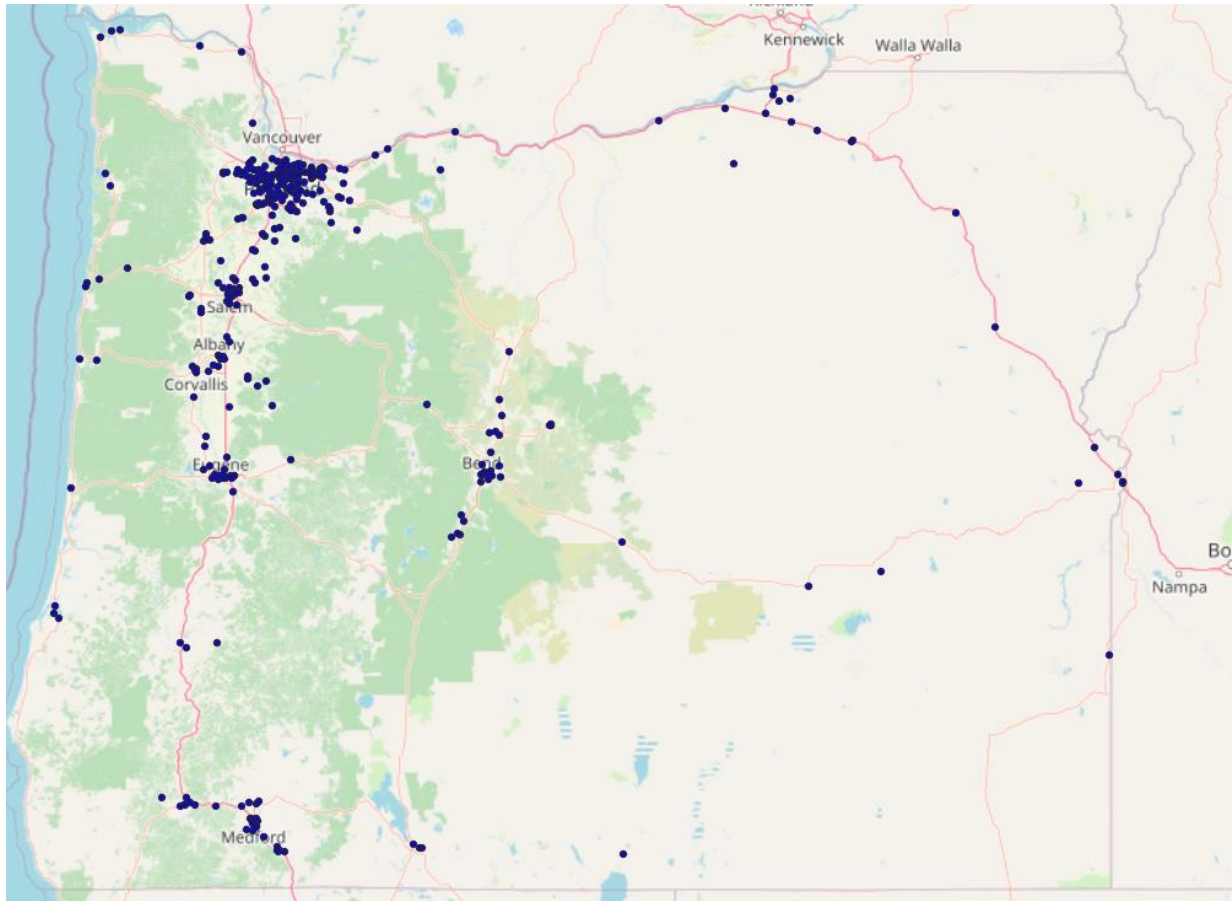


Figure A2 – Derived Crash data for 2018

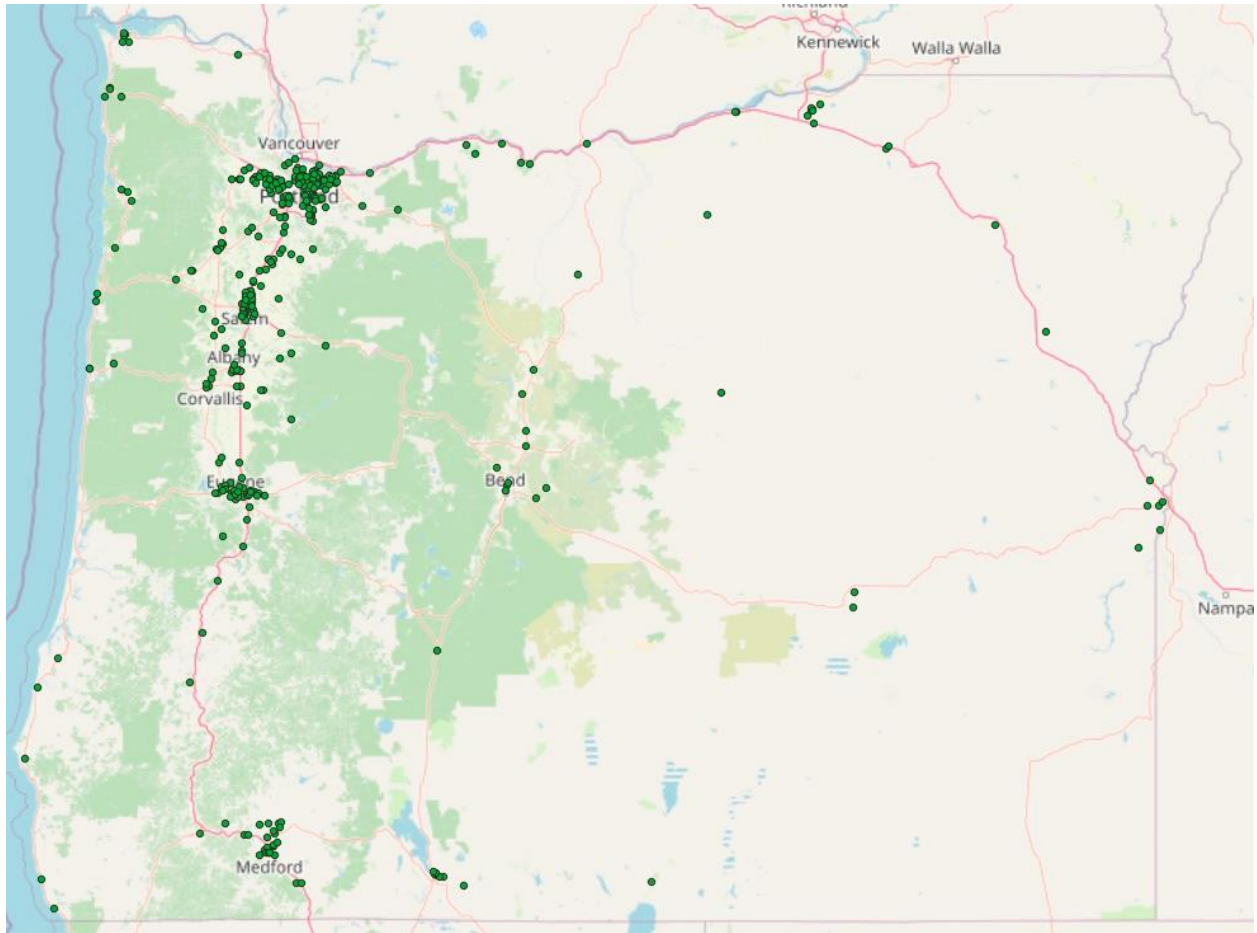


Figure A3 – Derived Crash data for 2019

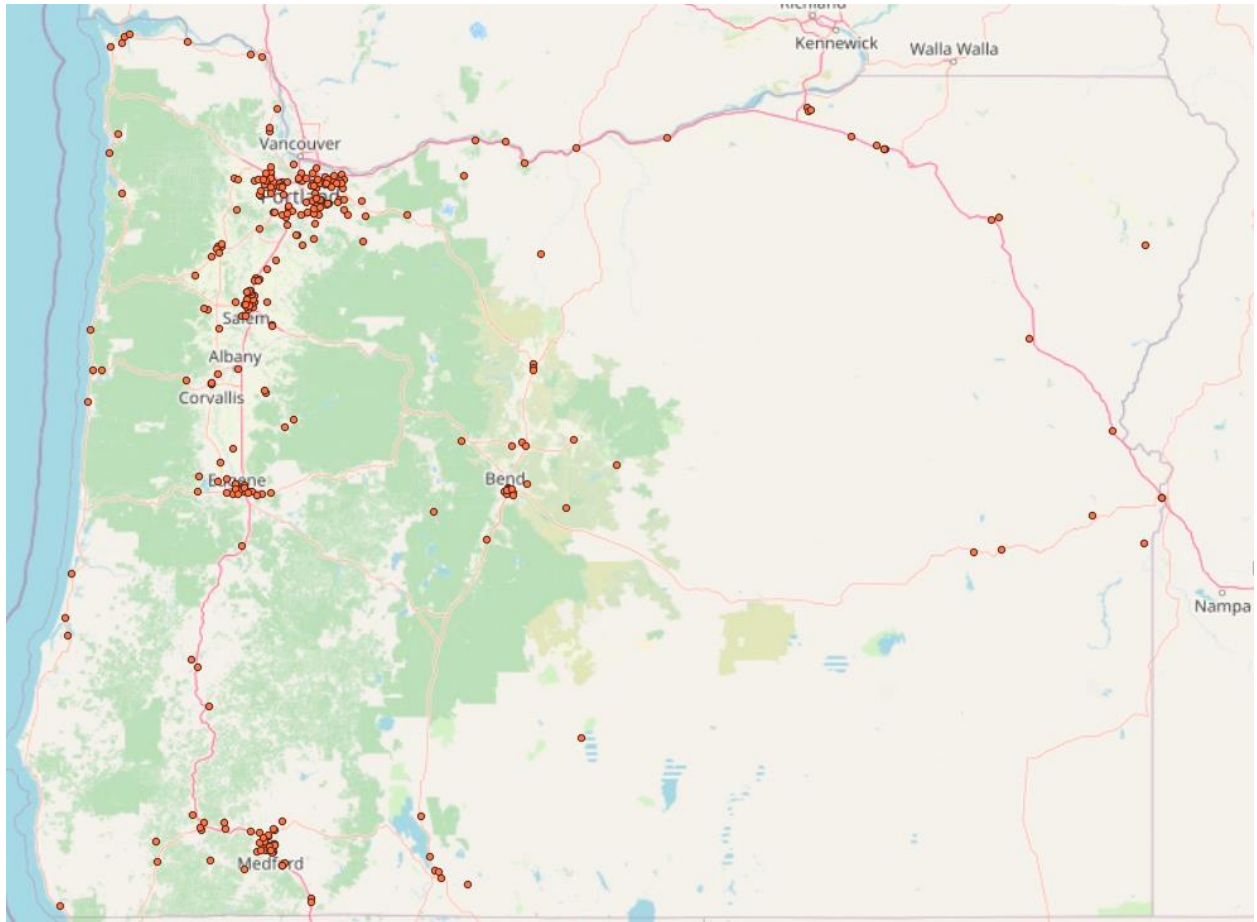


Figure A4 – Derived Crash data for 2020

2023 Oregon Impact Speed Enforcement Mini-Grants

| Agency | Agency Type | Speed Request | Speed Award | Speed Acceptance |
|-----------------|-------------------------|----------------------|--------------------|-------------------------|
| Crook | County Sheriff's Office | 3,000 | 2,000 | 2,000 |
| Douglas | County Sheriff's Office | 5,000 | 2,000 | 2,000 |
| Baker | County Sheriff's Office | 3,000 | 3,000 | 3,000 |
| Klamath | County Sheriff's Office | 3,000 | 3,000 | 3,000 |
| Umatilla | County Sheriff's Office | 6,000 | 3,000 | 3,000 |
| Gilliam | County Sheriff's Office | 7,000 | 3,500 | 3,500 |
| Malheur | County Sheriff's Office | 5,000 | 3,500 | 3,500 |
| Wallowa | County Sheriff's Office | 7,758 | 3,500 | 3,500 |
| Columbia | County Sheriff's Office | 10,000 | 5,000 | 5,000 |
| Tillamook | County Sheriff's Office | 5,000 | 5,000 | 5,000 |
| Josephine | County Sheriff's Office | 7,200 | 7,500 | 7,500 |
| Morrow | County Sheriff's Office | 7,500 | 7,500 | 7,500 |
| Polk | County Sheriff's Office | 9,000 | 9,000 | 9,000 |
| Clackamas | County Sheriff's Office | 22,500 | 10,000 | 10,000 |
| Lane | County Sheriff's Office | 15,000 | 12,000 | 12,000 |
| Benton | County Sheriff's Office | 23,000 | 20,000 | 20,000 |
| Multnomah | County Sheriff's Office | 55,000 | 20,000 | 20,000 |
| Washington | County Sheriff's Office | 25,000 | 25,000 | 25,000 |
| Jackson | County Sheriff's Office | 30,000 | 30,000 | 30,000 |
| Marion | County Sheriff's Office | 29,079 | 30,000 | 30,000 |
| Grants Pass | Dept. of Public Safety | 2,500 | 2,500 | 2,500 |
| Portland | Police Bureau | 40,000 | 25,000 | 25,000 |
| Cannon Beach | Police Department | 1,000 | 1,000 | 1,000 |
| Coquille | Police Department | 1,500 | 1,500 | 1,500 |
| Molalla | Police Department | 1,500 | 1,500 | 1,500 |
| Albany | Police Department | 5,000 | 2,000 | 2,000 |
| Black Butte Ran | Police Department | 3,000 | 2,000 | 2,000 |
| Burns | Police Department | 2,000 | 2,000 | 2,000 |
| Canby | Police Department | 3,000 | 2,000 | 2,000 |
| Coburg | Police Department | 2,000 | 2,000 | 2,000 |
| Enterprise | Police Department | 2,000 | 2,000 | 2,000 |
| Junction City | Police Department | 2,500 | 2,000 | 2,000 |
| Sherwood | Police Department | 2,000 | 2,000 | 2,000 |
| Sunriver | Police Department | 1,600 | 2,000 | 2,000 |
| Gervais | Police Department | 5,000 | 2,500 | 2,500 |
| Hines | Police Department | 10,000 | 2,500 | 2,500 |
| Hubbard | Police Department | 5,000 | 2,500 | 2,500 |
| Roseburg | Police Department | 3,500 | 2,500 | 2,500 |
| Seaside | Police Department | 2,500 | 2,500 | 2,500 |
| The Dalles | Police Department | 5,000 | 2,500 | 2,500 |
| Winston | Police Department | 2,500 | 2,500 | 2,500 |

| | | | | |
|------------------|-------------------|--------|--------|--------|
| Ashland | Police Department | 3,000 | 3,000 | 3,000 |
| Bend | Police Department | 5,000 | 3,000 | 3,000 |
| Carlton | Police Department | 10,000 | 3,000 | 3,000 |
| Cornelius | Police Department | 10,000 | 3,000 | 3,000 |
| Reedsport | Police Department | 3,000 | 3,000 | 3,000 |
| Toledo | Police Department | 3,000 | 3,000 | 3,000 |
| Brookings | Police Department | 7,000 | 3,500 | 3,500 |
| Hermiston | Police Department | 7,500 | 3,500 | 3,500 |
| Redmond | Police Department | 4,500 | 3,500 | 3,500 |
| Tigard | Police Department | 5,000 | 3,500 | 3,500 |
| Yamhill | Police Department | 4,500 | 3,500 | 3,500 |
| Keizer | Police Department | 5,000 | 4,000 | 4,000 |
| Madras | Police Department | 4,000 | 4,000 | 4,000 |
| Milwaukie | Police Department | 5,000 | 4,000 | 4,000 |
| Tillamook | Police Department | 8,000 | 4,000 | 4,000 |
| Milton-Freewater | Police Department | 8,000 | 4,750 | 4,750 |
| Aumsville | Police Department | 5,000 | 5,000 | 5,000 |
| Bandon | Police Department | 5,000 | 5,000 | 5,000 |
| Gresham | Police Department | 7,000 | 5,000 | 5,000 |
| Lake Oswego | Police Department | 8,000 | 5,000 | 5,000 |
| McMinnville | Police Department | 5,000 | 5,000 | 5,000 |
| Prineville | Police Department | 5,000 | 5,000 | 5,000 |
| Salem | Police Department | 5,000 | 5,000 | 5,000 |
| Springfield | Police Department | 7,500 | 5,000 | 5,000 |
| Sutherlin | Police Department | 6,000 | 5,000 | 5,000 |
| Newberg-Dundee | Police Department | 7,000 | 6,000 | 6,000 |
| Eugene | Police Department | 25,000 | 7,500 | 7,500 |
| Oregon City | Police Department | 8,000 | 8,000 | 8,000 |
| Eagle Point | Police Department | 20,000 | 10,000 | 10,000 |
| Gladstone | Police Department | 10,000 | 10,000 | 10,000 |
| Beaverton | Police Department | 30,000 | 20,000 | 20,000 |
| Tualatin | Police Department | 22,000 | 22,000 | 22,000 |
| Medford | Police Department | 25,000 | 25,000 | 25,000 |

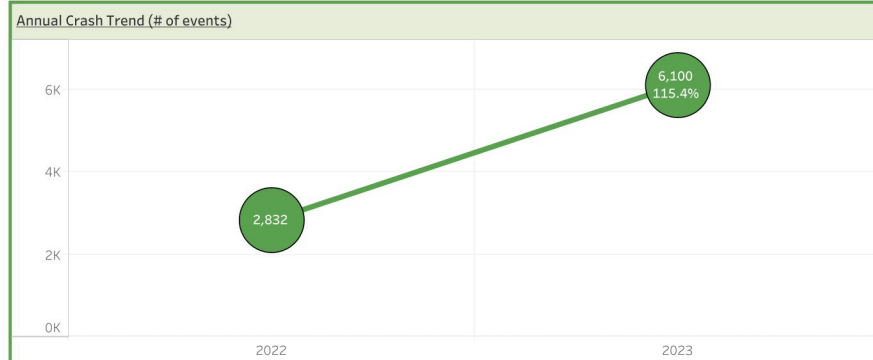
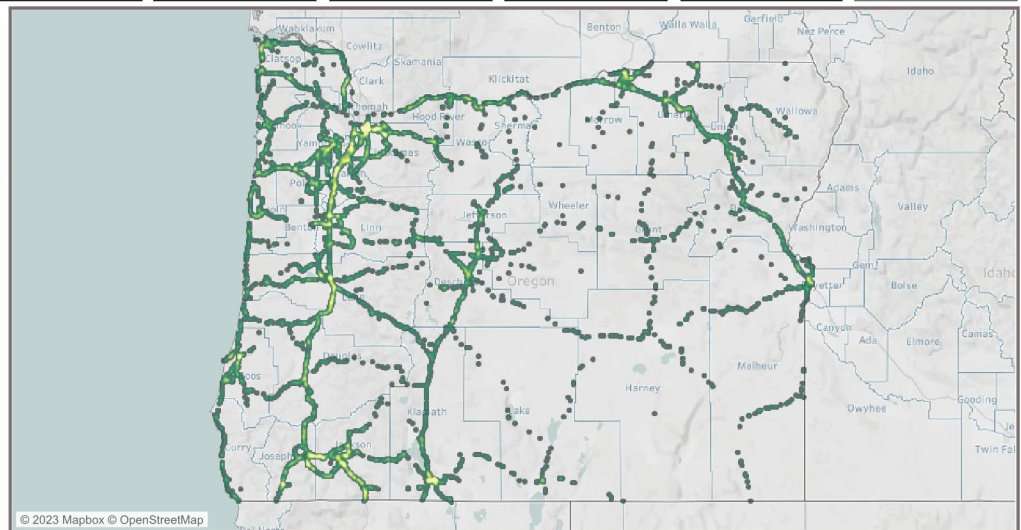
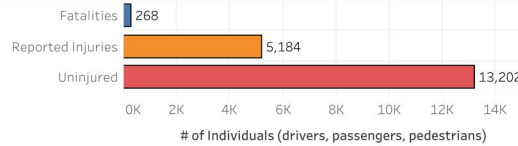
Speed Grant - Crash data 10/1/2022 - 9/30/2023

Attachment B_SP_SE-23-35-06

| |
|------------------------|
| Date Range |
| 10/1/2022 to 9/30/2023 |
| and Null values |
| Milepost |
| -8.2 to 378 |

| |
|-------------|
| Office |
| All |
| Region |
| All |
| Patrol Zone |
| All |
| County |
| All |
| Highway |
| All |

| | |
|--------------------|-------|
| Count of Crashes | 8,932 |
| % of Total Crashes | 100% |
| Daily Average | 27 |



| Driver Impairment (# of drivers) | |
|----------------------------------|--------|
| None Reported | 10,497 |
| Unknown | 643 |
| DUII - Alcohol | 628 |
| DUII - Drugs | 96 |
| DUII - Marijuana | 16 |
| DUII - Meds | 10 |
| Under Infl - Psilocybin | 1 |

| Known Driver Factors (# of drivers) | |
|-------------------------------------|-------|
| None | 5,140 |
| Too Fast for Cond | 2,038 |
| Inattentive | 802 |
| Follow Too Closely | 561 |
| Unknown | 683 |
| Other | 562 |
| Failed to Yield ROW | 359 |
| Null | 24 |
| Failed to Yield | 242 |
| Fatigue / Drowsy | 414 |
| Improper Lane Chng | 195 |
| Disgrd Traf Sign | 167 |

| Crashes - Weekday Trend (# of events) | | | | | | | |
|---------------------------------------|--------|--------|---------|-----------|----------|--------|----------|
| | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| 12 AM | 36 | 23 | 22 | 22 | 22 | 23 | 47 |
| 1 AM | 28 | 16 | 18 | 17 | 21 | 26 | 35 |
| 2 AM | 26 | 15 | 15 | 16 | 14 | 11 | 33 |
| 3 AM | 25 | 16 | 14 | 18 | 18 | 23 | 24 |
| 4 AM | 22 | 23 | 21 | 21 | 15 | 25 | 25 |
| 5 AM | 30 | 24 | 27 | 36 | 21 | 33 | 34 |
| 6 AM | 45 | 52 | 70 | 65 | 59 | 60 | 26 |
| 7 AM | 44 | 66 | 102 | 95 | 66 | 86 | 43 |
| 8 AM | 44 | 79 | 81 | 80 | 71 | 42 | 45 |
| 9 AM | 43 | 48 | 69 | 47 | 46 | 51 | 55 |
| 10 AM | 54 | 48 | 68 | 55 | 45 | 52 | 51 |
| 11 AM | 51 | 60 | 55 | 61 | 57 | 61 | 53 |
| 12 PM | 73 | 75 | 70 | 78 | 71 | 77 | 77 |
| 1 PM | 65 | 67 | 67 | 88 | 67 | 64 | 82 |
| 2 PM | 80 | 66 | 74 | 72 | 65 | 90 | 70 |
| 3 PM | 64 | 94 | 93 | 86 | 88 | 124 | 84 |
| 4 PM | 93 | 101 | 89 | 88 | 88 | 142 | 95 |
| 5 PM | 88 | 88 | 88 | 88 | 88 | 88 | 88 |

| Patrol Zone Injuries (# of individuals) | | | |
|---|------------|-------------------|----------------------|
| | Fatalities | Reported Injuries | No Reported Injuries |
| Null | | 6 | 28 |
| ALBANY(ALO) | 19 | 246 | 811 |
| ASTORIA(ATO) | 12 | 190 | 367 |
| BAKER(BKO) | 4 | 57 | 201 |
| BEND(BPO) | 3 | 208 | 445 |
| BURNS(BRO) | 4 | 32 | 108 |
| CENTRAL POINT(MPO) | 19 | 276 | 944 |
| COOS BAY(CBO) | 20 | 191 | 405 |
| ENTERPRISE(ETO) | | 10 | 40 |
| FLORENCE | 2 | 40 | 86 |
| GOLD BEACH(GB0) | 2 | 50 | 124 |
| GRANTS PASS(GPO) | 13 | 161 | 545 |
| HERMISTON(UTO) | 9 | 109 | 377 |
| JOHN DAY(JDO) | 3 | 31 | 83 |
| KLAMATH FALLS(KFO) | 12 | 281 | 883 |
| LA GRANDE(LGO) | 4 | 68 | 177 |

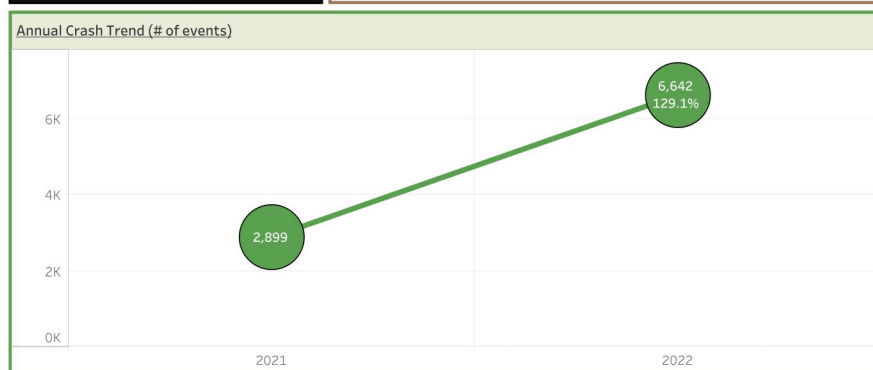
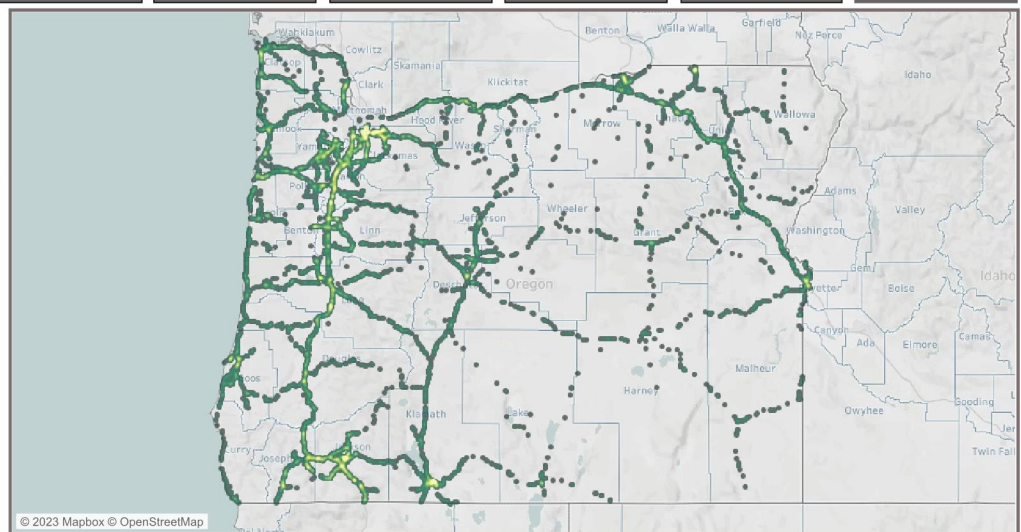
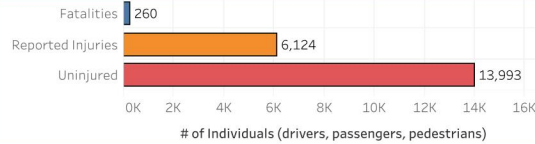
Speed Grant - Crash data 10/1/2021 - 9/30/2022

Attachment B_SP_SE-23-35-06

| |
|------------------------|
| Date Range |
| 10/1/2021 to 9/30/2022 |
| and Null values |
| Milepost |
| -8.2 to 378 |

| |
|-------------|
| Office |
| All |
| Region |
| All |
| Patrol Zone |
| All |
| County |
| All |
| Highway |
| All |

| | |
|--------------------|-------|
| Count of Crashes | 9,541 |
| % of Total Crashes | 100% |
| Daily Average | 26 |



| Driver Impairment (# of drivers) | |
|----------------------------------|--------|
| None Reported | 11,575 |
| Unknown | 853 |
| DUII - Alcohol | 672 |
| DUII - Drugs | 121 |
| DUII - Marijuana | 9 |
| DUII - Meds | 5 |

| Known Driver Factors (# of drivers) | |
|-------------------------------------|-------|
| None | 5,579 |
| Too Fast for Cond | 2,063 |
| Follow Too Closely | 777 |
| Failed to Yield | 696 |
| Unknown | 982 |
| Inattentive | 771 |
| Other | 619 |
| Fatigue / Drowsy | 464 |
| Improper Lane Chng | 223 |
| Disrgrd Traf Sign | 193 |
| Distracted | 228 |
| Improper Turn | 138 |
| Wrong Side/Max | 110 |

| Crashes - Weekday Trend (# of events) | | | | | | | | |
|---------------------------------------|--------|--------|---------|-----------|----------|--------|----------|----------------|
| | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Hourly Totals: |
| 12 AM | 34 | 23 | 26 | 22 | 24 | 45 | 50 | 224 |
| 1 AM | 40 | 18 | 17 | 26 | 19 | 18 | 33 | 171 |
| 2 AM | 22 | 18 | 20 | 10 | 16 | 18 | 42 | 146 |
| 3 AM | 25 | 14 | 17 | 13 | 15 | 17 | 28 | 129 |
| 4 AM | 21 | 17 | 22 | 13 | 31 | 15 | 22 | 141 |
| 5 AM | 17 | 31 | 33 | 24 | 35 | 44 | 23 | 207 |
| 6 AM | 28 | 64 | 55 | 62 | 56 | 67 | 41 | 373 |
| 7 AM | 40 | 95 | 94 | 83 | 93 | 78 | 41 | 524 |
| 8 AM | 49 | 75 | 77 | 70 | 73 | 51 | 47 | 442 |
| 9 AM | 40 | 74 | 85 | 55 | 42 | 53 | 67 | 416 |
| 10 AM | 59 | 77 | 59 | 65 | 51 | 71 | 52 | 434 |
| 11 AM | 77 | 87 | 52 | 78 | 70 | 64 | 73 | 501 |
| 12 PM | 71 | 88 | 65 | 59 | 79 | 79 | 72 | 513 |
| 1 PM | 89 | 68 | 76 | 74 | 69 | 101 | 81 | 558 |
| 2 PM | 68 | 98 | 79 | 63 | 94 | 85 | 75 | 562 |
| 3 PM | 78 | 93 | 86 | 96 | 94 | 136 | 86 | 669 |
| 4 PM | 103 | 106 | 98 | 99 | 116 | 126 | 96 | 744 |

| Patrol Zone Injuries (# of individuals) | | | | |
|---|------------|-------------------|----------------------|-------------|
| | Fatalities | Reported Injuries | No Reported Injuries | Grand Total |
| Null | 3 | 10 | 42 | 55 |
| ALBANY(ALO) | 17 | 297 | 892 | 1,206 |
| ASTORIA(ATO) | 4 | 193 | 423 | 620 |
| BAKER(BKO) | 7 | 95 | 201 | 303 |
| BEND(BPO) | 13 | 226 | 423 | 662 |
| BURNS(BRO) | 5 | 46 | 104 | 155 |
| CENTRAL POINT(MPO) | 10 | 407 | 1,076 | 1,493 |
| COOS BAY(CBO) | 11 | 224 | 474 | 709 |
| ENTERPRISE(ETO) | 1 | 18 | 40 | 59 |
| FLORENCE | 2 | 50 | 125 | 177 |
| GOLD BEACH(GB0) | 4 | 59 | 113 | 176 |
| GRANTS PASS(GPO) | 11 | 227 | 555 | 793 |
| HERMISTON(UTO) | 2 | 153 | 265 | 420 |
| JOHN DAY(JDO) | 1 | 34 | 102 | 137 |
| KLAMATH FALLS(KFO) | 15 | 355 | 755 | 1,125 |
| LA GRANDE(LGO) | 3 | 80 | 237 | 320 |