

## Region 1 2021-2022 Transportation Safety Accomplishments

### Grant Year 2021-2022

#### Overview of the issues based on 2020 data

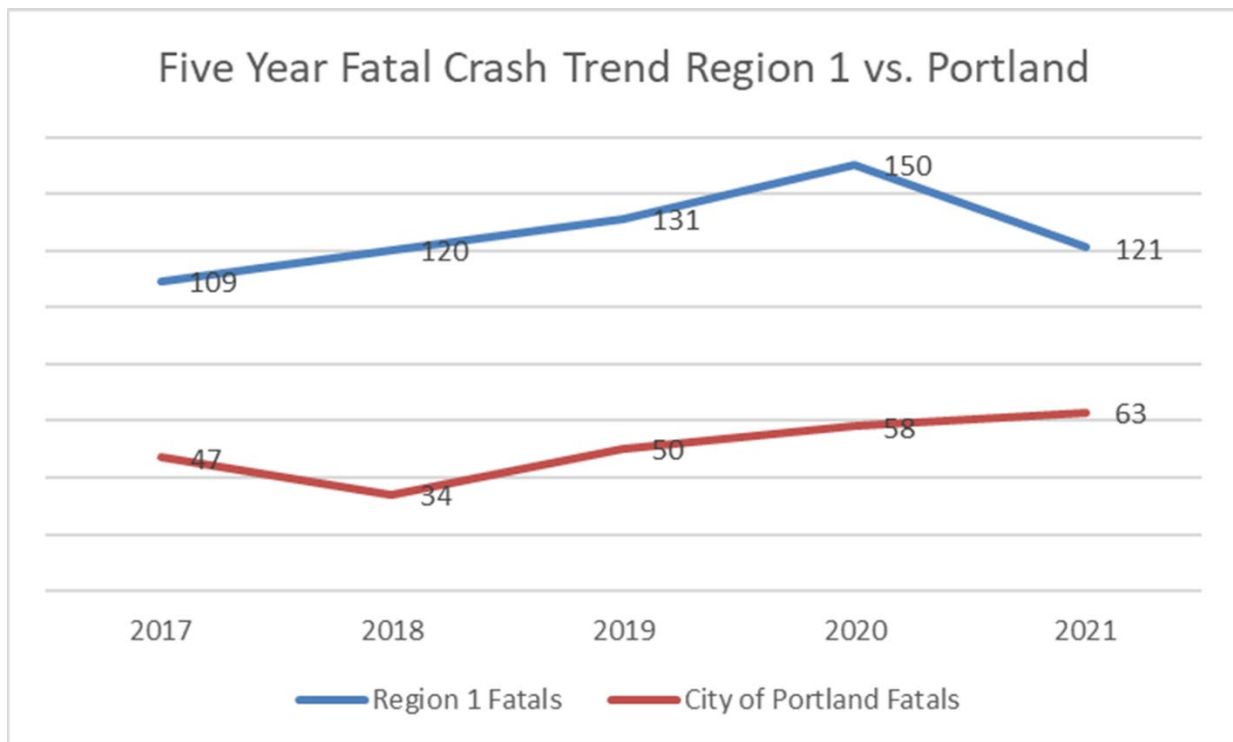
The top three causes of fatal and serious injury crashes in Region 1 are:

- Roadway Departure – 21%
- Substance-Involved – 17%
- Speed – 17%

The top three causes of crashes in Region 1 have remained the same from 2019 to 2020. In 2020 the two areas with the greatest increases were:

- Poly-substance 58% (31 to 49)
- Pedestrian 112% (99 to 110)

From 2010 to 2020, the fatalities that occurred in the City of Portland accounted for 39%, or less than all Region 1 fatalities, excepting the year 2017 when the City of Portland fatalities accounted for 43% of all Region 1 fatalities. In 2021, that increased to 52%.



*2021 data is preliminary and subject to change*

#### Region 1 Strategies to Reduce Fatal and Serious Injuries

Region 1 is working to change transportation culture through education and enforcement, while amplifying traffic safety messages by outreach through existing channels and partnerships. Region 1 employs seven strategies:

- Employ deterrence countermeasures including enforcement and education campaigns to reduce

speeding, impaired driving, distracted driving, non-safety belt use, and pedestrian deaths and serious injuries. Work with local law enforcement to identify high crash areas within Region 1 to implement targeted high visibility enforcement.

- Maintain and build on partnerships in all four Region 1 counties with law enforcement, health educators and programs, traffic engineering, government traffic safety counterparts, and injury prevention specialists.
- Provide leadership to develop a safety culture in Region 1 focused on reducing fatal and serious injury crashes through addressing behavioral issues. Encourage multi-disciplinary teams to collaborate and leverage efforts on strategic actions to increase the effectiveness of education, outreach, and law enforcement efforts region wide.
- Develop a strategic traffic safety communications plan focused on issues specific to Region 1 that works to amplify education campaigns implemented by the State, pushing traffic safety messaging through existing channels to include local grassroots outreach efforts.
- Identify corridors that have a high frequency of crashes and apply the 4-E efforts of engineering, education, enforcement, and EMS to improve the safety of high crash corridors.
- Support local and regional governments carrying out or developing local Transportation Safety Action Plans (TSAPs) by attending community meetings, providing them with state data and technical assistance to help inform their decisions and support local traffic safety efforts.
- Develop methodologies to identify traffic safety problem areas in Region 1. Employ efforts aimed at reducing crashes caused by speed, impaired driving, young drivers, distracted driving and pedestrian crashes.

### Grant Money for High Visibility Enforcement Received in Region 1

High Visibility Enforcement	# of Agencies	Received	Spent	% Spent
DUII	12	\$221,800.00	\$99,718.82	45%
Speed	17	\$221,900.00	\$156,012.68	70%
Occupant Protection	16	\$153,000	\$96,835.22	63%
Pedestrian	10	\$41,800	\$16,377.88	39%
Distracted Driving	18	\$211,350	\$134,301.09	63%
<b>Totals</b>		<b>\$849,850.00</b>	<b>\$503,245.69</b>	<b>59%</b>

Grant	Awarded	Spent	% Spent
Regional Services	\$48,678	\$43,623.89	89%
Child Passenger Safety Fitting Station Support	\$6,000	\$4,781.72	80%
Pedestrian and Bicycle Outreach & Education Region 1	\$147,000	\$116,892.54	79%
<b>Totals</b>	<b>\$201,678</b>	<b>\$165,298.15</b>	<b>82%</b>

### Region 1 2021 – 2022 Grant Accomplishments

Region 1 grant money not specifically designated for High Visibility Enforcement (HVE) is used for grassroots outreach and education. In July/August a notice of opportunity is sent to local governments, law enforcement, and community groups requesting proposals. Grant money is awarded based on the project, and in the case of the Pedestrian and Bicycle Outreach Grant, in consultation with the Program Manager.

During the 2021-2022 Grant Year, we reached (approximately):

- Organizations – 56
- Schools – 18
- Families – 25

- Events - 40
- Direct Contact – 7,033
- Direct Mail/e-mail – 7,498
- Social Media – 307,194
- Indirect Contacts – 430,588
- Ad Impressions – 400,000

The following thirteen organizations received grants in 2021-2022:

- Bike Works by p:ear
- Westside Transportation Alliance
- Washington County Bike Safety
- Washington County Sheriff's Office
- Native CARS
- Clackamas County
- Anson's Bikes
- City of Portland
- American Medical Response
- Doernbecher Children's Hospital
- Doernbecher Children's Hospital – Hillsboro
- Department of Human Services
- Randall Children's Hospital

### **Regional Services Grant Expenditures**

In 2021-2022, the Regional Services Grant made grants to four organizations: Washington County Sheriff, Washington County Bikes, Native CARS and the Washington Transportation Alliance. Three of the organizations completed their activities, the grant to Washington County Sheriff was not spent due to some barriers and it was reallocated to support education and outreach.

**Native CARS** Child Passenger Safety – The NW Portland Indian Health Board trained new Child Passenger Safety Technicians, educated parents on correct installation of car seats and provided car seats to low-income American Indian and Alaskan Native families.

- Trained seven new CPS technicians
- Assisted 18 families
- Held 2 community events
- Distributed 7 seats
- Performed 25 seat checks

The **Westside Transportation Alliance** worked with businesses in Washington County to deliver workplace-based bicycle and pedestrian safety projects.

- Partnered with 6 businesses and 8 libraries.
- Reached 342 people through events and classes
- Reached 374 through direct e-mail
- Reached 10,554 through social media.

**WashCo Bikes** runs a monthly bicycle education safety and skills program at the Hispanic Market in Hillsboro. ODOT supported booth rental and staff to repair bicycles and run programs. During the grant year WashCo Bikes:

- Reached 878 members of the Hispanic community with bike safety, skills training and proper equipment.
- Increased their outreach 850% from 92 in 2021 to 878 in 2022.



WashCo bike staffer David Prah working on bike repairs with Mercado participants

**Washington County Sheriff's Office Uninsured Motorist Diversion Class** – The Region 1 grant supported WSCO in the development of curriculum for a diversion class for motorists who receive a citation for driving uninsured. The goal was to provide education (multilingual/multicultural) to drivers on the importance of vehicle insurance, the financial security insurance can provide, and the hidden cost that can make insurance unaffordable for drivers who allow their insurance to lapse and drive uninsured. This grant funded the creation of a bilingual community outreach class and diversion program for uninsured drivers with the goal of increasing compliance. The class was developed, but not implemented because of barriers erected by a Washington County judge.

In addition.

The **Rectangular Rapid Flashing Beacon brochure** was translated to Spanish.

The **Child Passenger Safety Brochure** was translated into Dari and Pashto, and distributed to Region 1 Child Passenger Safety partners to help newly arrived Afghan refugees. Also, the English and Spanish versions of the brochure were reprinted and distributed to partners per their request.

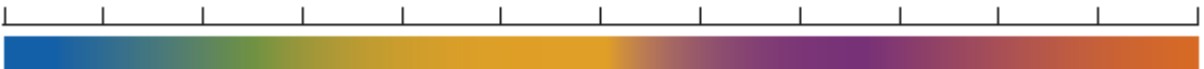
### په اورپگان ایالت کې د ماشومانو د محدودیت قانون

د ماشومانو د سفر محدودیتونه یو انتخاب نه، بلکه یو قانون دی!

قول ماشومان باید په یوه انجن اړونکي نقلیه وسیله کې د سپرلي پر مهال د ماشومانو لپاره په یوه ځانګړي سیت کې په مناسب ډول مهار شي، تر هغې چې د لویانو لپاره د سیت کهریند په سمه توګه په هډوی باندې راکتل شي.

د ماشومانو لپاره د ځلغړي شوی سیت سیستم یو داسې سیستم دی چې د وسیله نقلیه د تولیدی شرکت لخوا د ماشوم وزن او عمر قول په پام کې کې نیول کېږي.

12+ 11 10 9 8 7 6 5 4 3 2 1 رېږنده



د هر ډول سیت لپاره توصیه شوي سني محدوده د موټر د اصلي او تقویني سیغونو مطابق د ماشوم پر منځته وډي او وډي اوږن نه په کتو سره تفاوت لري. د موټر د اصلي او تقویني سیغونو د تولیدی مرجع له لارښود څخه استفاده وکړئ ترڅو وګورئ چې د هر سیت لپاره د وډي اوږن محدوده په پام کې نیول شوي ده که څنګه همدارنګه وګورئ چې له سیت څخه څنګه په سمه توګه استفاده کېږي شي. که چېرې یو ماشوم اته کلن یا تر هغې ټیټ وي او تر 9/4 ایچ ټیټ ونه ولري، د اورپگان قانون اهر کوی چې نلسو باید د ماشوم د مصنویت له سیستم څخه استفاده وکړئ.

Donated by:



**The Way to Go.**  
Transportation Safety – ODOT

NOT FOR RESALE

**Car seats for newly arrived refugees and immigrants** – in response to requests made from organizations who work with immigrants and refugees in particular the Afghan Support Network, Region 1 partnered with five CPS partners to distribute 192 seats to immigrants and refugees. Four partners received 38 seats each with one partner receiving two extra to replace two seats that they had donated to the Afghan Support Network to ensure the safe transportation of the children of the newly arrived families' from the airport. As part of this project stickers were created to designate the seats as a donation and not for resale. Distribution of these seats will be ongoing through the 2022-2023 grant year.



**Bike Helmet Posters** – Region 2 designed and paid to print bike helmet posters. The Region 1 grant printed more for Region 1 to achieve wider distribution.

**Outreach on free Driver Ed for Teens in Foster Care** – Oregon Driver Ed is free to teens in Foster Care. Region 1 paid to have a poster and flyer designed to advertise this in Department of Human Services (DHS) offices that serve Foster Families and also a flyer to be mailed out. Posters were mailed to all RTSCs to distribute and Region 1 partnered with DHS to get the posters to offices. DHS will do two direct mailings.

**Free Driver Ed for Teens in Foster Care**

If you are a youth in Oregon Department of Human Services (ODHS) care and custody, Driver Ed is free for you. ODHS is collaborating with Oregon Department of Transportation (ODOT) to pay the student tuition portion of your driver education class. You can pick any APPROVED provider and your caseworker will make the arrangements.

**Lawn Signs** – The Region 1 Grant purchased 300 Slow Down lawn signs for the City of Tigard and also 1,025 Cautious Creature Slow Down signs to be distributed through partners in Region 1.





### Child Passenger Safety Fitting Station Support Grants:

Five agencies received \$1,200 each, to purchase car seats and other training equipment to provide car seats to low-income families. Unfortunately due to turnover at one agency only four of five agencies spent out their funds. This included proper education and training on installation. Ninety-eight car seats were distributed to 91 families and 301 car seats were checked. \$1,666.00 was collected in co-pays, which will be used by the organizations to purchase more car seats.

The NW Indian Health Board received \$1,500 through the Region 1 grant to do Child Passenger Safety Activities which increased the Region 1 Child Passenger Safety Reach to:

Families helped – 109  
Seats Distributed – 105  
Events held – 3

### Pedestrian and Bicycle Outreach & Education – Region 1

During this grant year, ODOT partnered with five organizations, spending \$116,891.66.

- Partnered with 18 organizations, five directly and 13 indirectly
- Reached 18 schools
- Reached 5,356 people – direct contact
- Reached 3,224 through direct e-mail
- Reached 296,640 through social media
- Newspaper advertisement distribution of 400,000
- Received 328,964 ad impressions

**bike works by p:ear** (BW) used the funding to move their part-time Bicycle and Pedestrian Safety and Education Outreach Coordinator to a full-time position in 2022 to provide pedestrian and bicycle safety education in SE Portland and East Multnomah County. They provided 34 bicycle and pedestrian safety sessions at 18 schools to 2,235 students. BW held 19 community events around pedestrian and bicycle safety reaching 1,823 people.

- 18 schools received pedestrian /or bicycle safety training
- 19 community events were held/attended
- 4,058 people were trained in pedestrian and bike safety, including 2,235 students and 1,823 community members
- Partnered with 8 organizations



Davis Elementary Walk + Roll to School Day

The **City of Portland Bureau of Transportation (PBOT)** partnered with community organizations and city staff to implement pedestrian/bike/driver education and encouragement efforts in Portland and East Multnomah County.

PBOT:

- Developed partnerships with 5 organizations
- Had direct interaction with 124 people
- Reached 112,256 people with social media ads
- Garnered 328,964 ad impressions
- Created two videos



Messaging activity for the PBOT Social Media Campaign

The **WashCo Bike Safety Project** used the funds to expand the bicycle safety education program for Washington County by recruiting and training new instructors, offering more classes, and increasing awareness through advertising with the goal of reaching and training a larger number of Washington County citizens.

- Eight people went through the League Cycling Training to be able to teach Confidence in Traffic Clinics; however, only three indicated that they might be willing to teach in the future.
- Eleven people took the Confidence in Traffic course – six clinics were held.
- 5,600 people were reached through the e-mail newsletter that went out four times to the WashCo Bikes Distribution list of 600 and the Washington Transportation Alliance distribution list of 800.
- An ad for the clinics had a print distribution of 400,000



Confidence in Traffic Training at PSU

The Anson's Bikes **Hood River Walking School Bus Grant** funded three distinct programs for May Street Elementary School: the growth of the Bike Train, starting a Walking School Bus and implementing a week-long walking and rolling mobility rodeo with the physical education class for third, fourth and fifth graders to teach children to safely walk and bike to school.

- 40 students participated in two bike trains and one walking school bus 15 in September and 25 in May
- 278 students participated in the bike rodeos, 60% learned hand signals and 35 students learned how to ride a bike



First bike Parade with over 100 students and parents that kicked off the movement during distance learning in October 2020, International Walk & Roll to School Day



- 95 low income youth and adults in the Hood River School District received bikes (not paid for by ODOT) as a part of the program

Results of the biking and walking encouragement:

Month	Walked	Rolled	Driven	Bussed
September	17%	9%	36%	38%
June	15%	9%	40%	36%

This program will be continued through a Safe Routes to School Grant through ODOT in 2023 – 2025.

The **Clackamas County Pedestrian Safety Campaign** proposed to develop a 15-month pedestrian safety campaign in partnership with local towns, police districts and business districts to address the problem of failure to yield at a crosswalk for pedestrians.

During the year the project was able to:

- Develop a framework and work plan
- Develop content and adapt existing ODOT content to engage residents
- Hold activities at the County Fair
- Began to develop collaborative efforts with community partners and other agencies.

Other than the above activities, the project did not progress very far due to difficulties. The contract for professional services was delayed and the project was only able to spend out \$884.22 of \$20,000. Region 1 has funded the project for a second year with expectations of better outcomes.

- 750 people were reached through direct interaction at a safety booth at the County Fair.

**Region 1 – 2022-2023 – Grants – \$320,000:**

- Portland Police Bureau – ESL Driver Ed Program
- Afghan Support Network – Learner Permit Project
- Immigrant & Refugee Organization (IRCO) – Immigrant and Refugee Traffic Safety Project
- Argay Terrace Neighborhood Association – Safe Access for Residents of Argay Terrace
- Move Over Education and Outreach

**Region 1 2022-2023 – Pedestrian and Bicycle Outreach & Education Grants – \$350,000:**

- bike works by p:ear – Bicycle and Pedestrian Safety Outreach Coordinator (continued from last year, but only paying for benefits)
- Slavic Community – Slavic & Eastern European Bike/Ped Outreach
- Oregon Walks – Waling School Bus and Corner Greeters
- Clackamas County Pedestrian Safety Campaign (continued from last year)
- Anson’s Bikes Hood River Middle School Better Blocks Club
- Division Midway Alliance - Transit Safety Program for Immigrants & Refugees
- Oregon Walks – Supporting the Reimagining 82<sup>nd</sup> Project
- PBOT Bike/Ped/Driver Encouragement



ODOT’s Tiana Tozer volunteers at the Clackamas County Traffic Safety Booth at the fair.



**Other 2023 Projects:**

- Work on the “What you need to know about driving in Oregon” Project
- Expand the combined comprehensive data project to include five-years of fatal and serious injury crashes – Region 1 has worked with Josh Roll in research to submit a research project on this.
- Complete the Annual Impaired Driving Data Analysis