

Central Oregon Safe Travel Summit

September 30, 2021



Welcome to the *First* Central Oregon Safe Travel Summit!

- Why are we here?
- Summit agenda



Participant Instructions

The meeting is being recorded.

Due to number of attendees, microphones are muted and videos are off.

Ask questions and interact using Raised Hands and Chat.



Who is Attending Today? Electronic Polling

I live in:

- Bend
- Redmond
- La Pine
- Sisters
- Unincorporated Deschutes County
- Crook County
- Jefferson County
- Don't live in Central Oregon



Who is Attending Today? Electronic Polling

My role in the community:

- Transportation professional
- Public safety professional
- Elected official
- Public agency staff
- Business manager
- Non-profit manager
- News media
- Interested citizen
- Another role



Your main travel modes? Electronic Polling

My main modes for local travel (check any):

- Automobile
- Bike
- Cascades East Transit
- Motorcycle
- Walk
- Rideshare



Let's Get Started

Tyler Deke, Bend MPO

- The importance of safe travel to Central Oregon's quality of life
- MPO's role
- Summit co-sponsors: Deschutes County, Bend, Redmond, ODOT
- Agenda highlights
 - Central Oregon's problem with transportation safety
 - What's being done
 - What more needs to be done
 - Best practices in travel safety: the Clackamas County model
 - Your leadership



Thank You – Project Management Team

Anne Aurand

Bend Communications

Mike Caccavano

Redmond Public Works

Chris Doty

Deschutes County Road Dept.

Timothy Guest

Bend Police

Janet Hruby

Bend Transportation

Walt McAllister

ODOT Transportation Safety

Juli-Ann McConkey

Bend Police

Vanessa Robinson

ODOT Region 4

Cody Smith

Deschutes County Road Dept.

Tyler Deke

Bend MPO

Jovita Anderson

Bend MPO



Opening Remarks

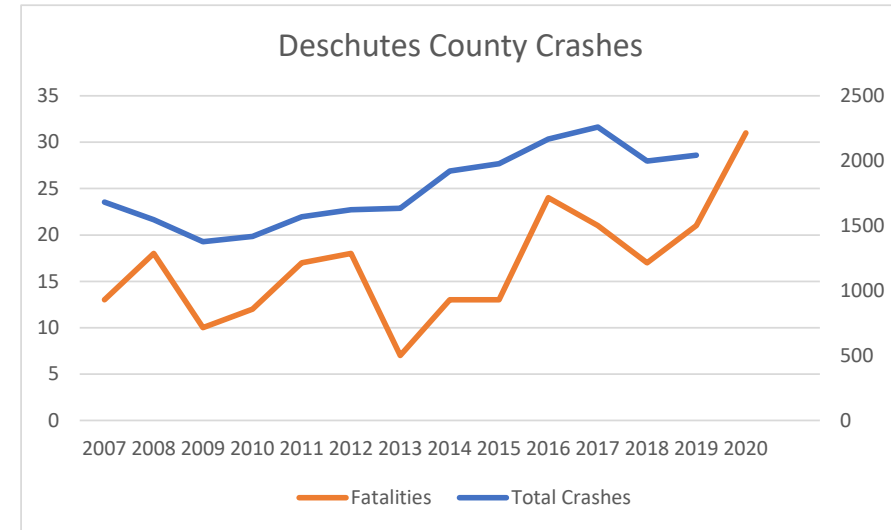
- City of Bend
- City of Redmond
- Deschutes County









Central Oregon Transportation Safety Data

Ashleigh Ludwig, PE

- Total crashes climbed steadily from 2009 to 2017, then declined slightly in Deschutes County
 - Number of people killed in crashes fluctuated for many years, but has climbed since 2018
- Bend and Deschutes County completed their Transportation Safety Action Plans (TSAPs) in 2019
- TSAP data relied on reported crash data from 2012 to 2016, with a focus on fatal and severe crashes
 - Crash data is obtained from ODOT's crash database
- Key trends were revisited and confirmed using the latest available crash data (2015 to 2019)







Key Crash Attributes for Fatal/Severe Crashes (2015-2019)

	 Total Fatal & Severe Crashes	 Involving Speed	 Involving Alcohol or Drugs	 On Snow or Ice	 On Wet Roads	 Safety Equipment Not Used
Crook	83	39.8%	26.5%	9.6%	7.2%	22.9%
Deschutes	370	28.1%	20.5%	10.5%	7.8%	11.4%
Jefferson	95	29.5%	22.1%	8.4%	4.2%	15.8%



Key Crash Attributes for Fatal/Severe Crashes (2015-2019)

	 Total Fatal & Severe Crashes	 Involving a Motorcycle	 Involving a Bicyclist	 Involving a Pedestrian
Crook	83	22.9%	0%	3.6%
Deschutes	370	15.7%	3.8%	7.0%
Jefferson	95	13.7%	0%	2.1%

All reported crashes involving pedestrians (136) and bicyclists (153) resulted in injury or fatality.



Transportation Safety Data

- Severe crashes are occurring in locations across Central Oregon
- Crash patterns are similar in the three counties
- Many factors contribute to severe crashes in Central Oregon
- Behaviors such as speeding, driving impaired, and distracted driving are associated with many crashes

By working to reduce risky behaviors throughout the region, we can help reduce crashes and fatalities.



The Bottom Line

Deschutes County 2020:

31 traffic deaths last year – *the most fatal crashes despite lower traffic volumes*

4 Steps for Safer Travel can *cut our traffic deaths by more than two-thirds:*

1. Slow down



+

2. Drive sober



+

3. Buckle up



+

4. Pay attention



Your Top Priority to Improve Travel Safety?

Electronic Polling then virtual whiteboard

What is your top priority?

- Invest in infrastructure
- Increase enforcement
- Educate people to slow down, drive sober, buckle up and pay attention
- Another priority



31 people died in Deschutes County traffic crashes last year.

Safe Travel Begins Here

Can you help? Take the Survey
Go to: CentralOregonSafeTravel.org



BEND MPO
Metropolitan Planning Organization

Bend/Deschutes County Transportation Safety

Social Media Campaign



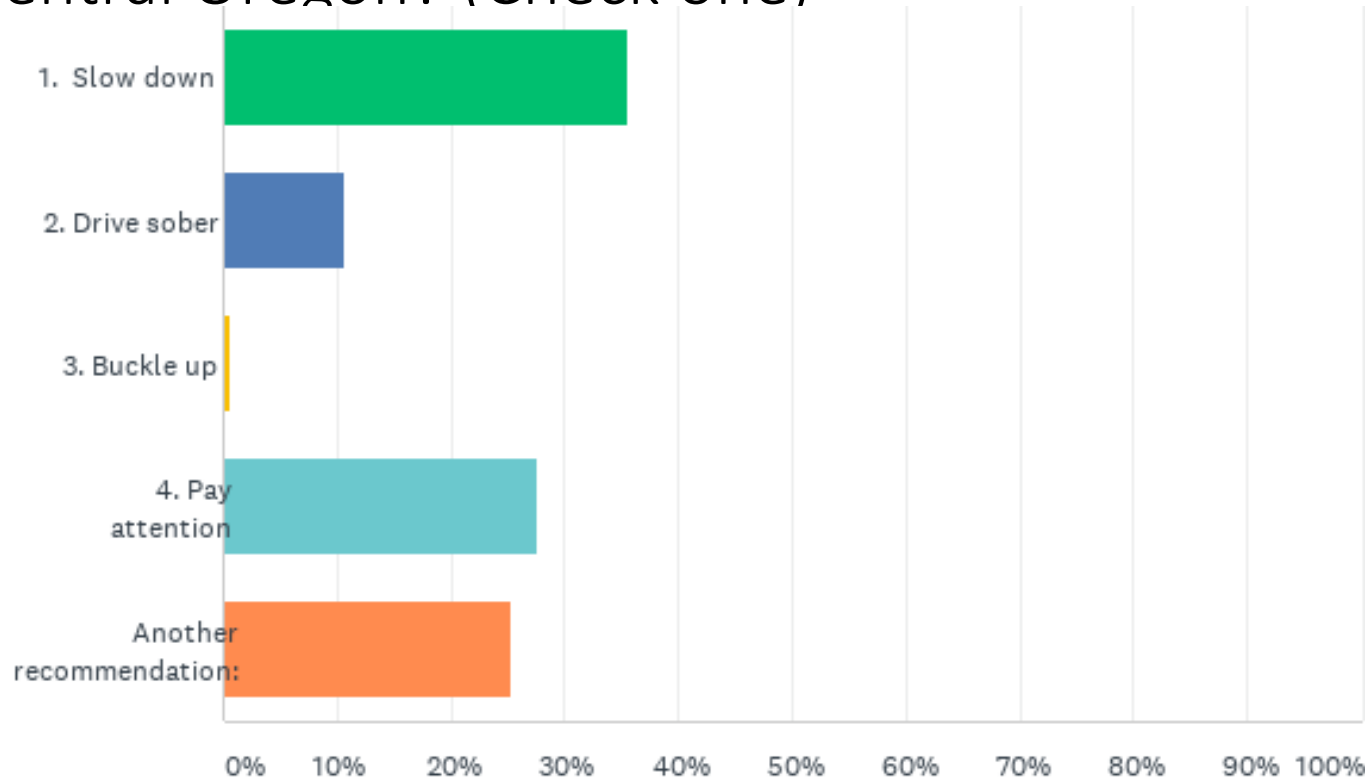
What 2,000 Central Oregon Residents Say

- Who responded: 80% Bend; 20% other
- We value our quality of life: 86% excellent/good
- Transportation safety is a high priority: 85% important/very important
- Comments submitted by 1,500 respondents



Q3: What is your top recommendation for improving safe travel in Central Oregon? (Check one)

• Answered:



More Enforcement – “Crack Down”

“I see absolutely no speed enforcement on the Parkway. Why not?”

“Slow down racing and enforce noise laws.”

“Increase penalties for impaired/distracted driving.”

“Crack down on unsafe drivers. Stop feeding the bears.”

“Enforce traffic laws at all times – not just when officers are paid from an ODOT ‘overtime’ grant.”

“Get cops and Sheriff’s department out on the road and enforce laws.”

“Develop a joint, focused plan with police, Sheriff, OSP.”

“Please give our police the resources and support they need to pull people over for speeding. Speed kills.”



Infrastructure

“We need better infrastructure – it lags behind the region’s growth.”

“More protected bike lanes asap.”

“More and wider bike lanes. More speed bumps. More roundabouts to replace stop signs and lights.”

“Speed monitors with cameras would be the most efficient route.”

“Design, redesign, build and revise transportation infrastructure to slow vehicle speeds.”

“Safe crossing with flashing lights.”

“Bike trails that are completely off-road that run north-south.”

“Install centerline barriers on highways.”



Public Education

“Make more drivers education mandatory.”

“Cyclists need to learn how to use roundabouts. They should also know they can’t safely ride two or three abreast.”

“Kids need to be educated in school, not to trust that drivers see them.”

“More education about speed limit, and signs with drivers’ speeds displayed.”

“Yearly defensive driving course requirement.”

“Teach new residents how to navigate roundabouts and how to drive in snow.”

“Our town (in Maine) has been instrumental building coalitions with groups to target safety.”

“Continue public awareness campaigns; don’t drive high on alcohol or drugs; don’t text and drive; be aware of bicyclists and pedestrians.”



Other Suggestions

“Find other ways to move people around Central Oregon besides driving and adding more lanes.”

“Fund public transportation to incentivize less driving.”

“Revamp public transportation to be more widely accessible.”

“We need to slow the traffic down. It’s crazy unsafe.”

“Electric bikes are the new hazard. They zoom out into crosswalks.”

“Use a holistic approach to consider the environment, climate change, and what Central Oregon offers that sets it apart.”

“Get California drivers out of Central Oregon.”

“Unambiguously prioritize safety. No more of this ‘let’s balance safety and speed!’”



What's Happening in Central Oregon?

Matt Kittelson, PE

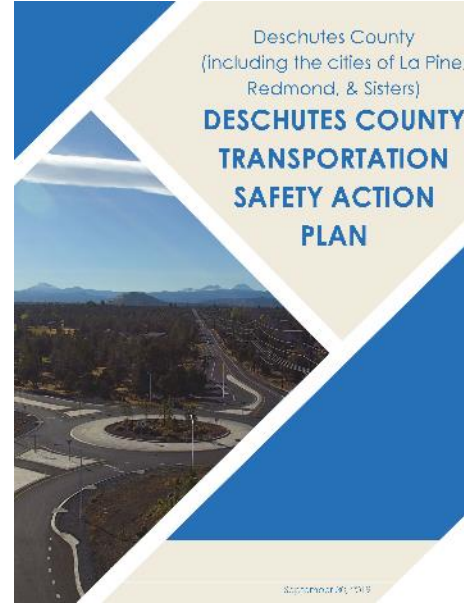
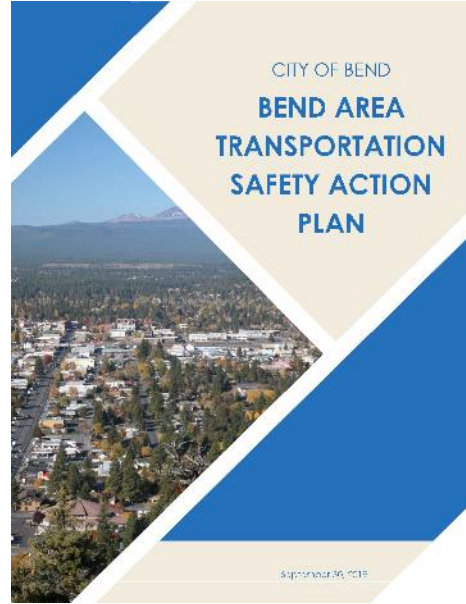
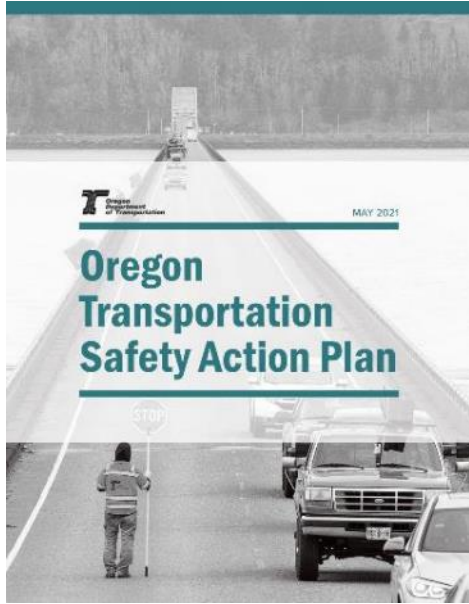
- Overview of regional efforts
- How is safety leading local planning?
- What are local jurisdictions up to?



BEND MPO
Metropolitan Planning Organization

Bend/Deschutes County Transportation Safety

Transportation Safety Action Plans (TSAPs)



- Oregon TSAP updated in 2021
- Bend/Deschutes Co. developed plans in 2018-2019
- TSAPs prioritize strategic investments in safety



What's in the TSAPs?



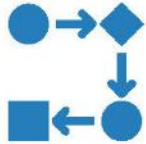
Section 1

- Introduction
- Policies and Goals



Section 2

- Crash Data Summary
- Emphasis Areas



Section 3

- Systemic Solutions



Section 4

- Speed management
Toolbox



Section 5

- Location Specific
Applications



Section 6

- Non-Infrastructure
Measures



Section 7

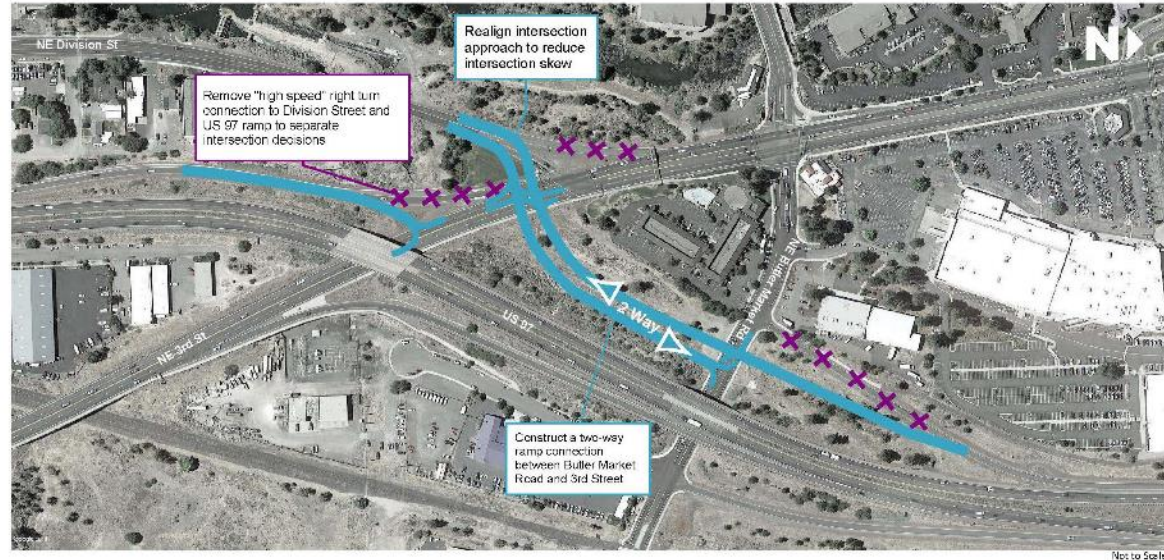
- Performance Measures

Bendoregon.gov/transportationsafety to
view the TSAP for Bend & Deschutes County



How the Plans are being used

- Projects in City/County CIPs
- Projects on Transportation GO Bond project list
- Collaboration with ODOT
- Secured 2021 grant funding to begin addressing safety education



Investments in Transportation Safety Infrastructure

ODOT

Bob Townsend

Bend

Eric King

Redmond

Mike Caccavano, P.E.

Deschutes County

Chris Doty, P.E.



Investments in Transportation Safety Infrastructure

ODOT Projects

- Crook County
 - US26 (Prineville): sidewalks, cross walks and ADA improvements
 - Juniper Canyon Rd – signing and striping
- Warm Springs
 - US26: bicycle and pedestrian safety improvements and multi-use trail
- Jefferson County
 - US97 (Madras): sidewalks, enhanced pedestrian crossings & ADA improvements



Investments in Transportation Safety Infrastructure

- Deschutes County

- US20: roundabouts at Cook Ave, Old Bend-Redmond Hwy, Cooley Rd & Hamby Rd
- US20 (Bend): sidewalks, protected crossings, ADA, signage & signals
- US97 (Terrebonne): interchange and other improvements
- US97 (Redmond-Bend): median barrier
- US97 (South Century to USFS): new north-bound alignment & wildlife under-crossings
- US97 (Wickiup Jct): intersection safety & frontage road improvements
- US97 (Bend-La Pine): weather systems, speed sensors & variable message signs





GO Transportation Bond



NEIGHBORHOOD SAFETY



SAFE ACCESS TO SCHOOLS

\$30+ million invested for bike/ped safety

\$19.8 million – Construct key east/west and north/south routes – a connected system for bicycles and pedestrians

\$12.0 million – Midtown bicycle and pedestrian crossings at Greenwood, Franklin, Hawthorne

\$1.8 million – Olney protected bike lanes and parkway undercrossing

\$1.1 million – Bike and pedestrian improvements at key intersections

\$1.0 million – 3rd St/Brosterhous canal pedestrian crossing

\$500,000 – Archie Briggs trail crossing





Neighborhood Traffic Safety Program

- ✓ \$800,000 in current budget
- ✓ 2019: 360 applications for projects citywide
- ✓ 25 projects chosen:
 - Pedestrian and bicycle safety
 - Intersection safety
 - Traffic calming
 - Safe crossings to schools and parks





Transportation Improvements

Redmond, Oregon

September 30, 2021



NW 9th/NW Maple Traffic Signal (\$0.6M)

- During evening rush, this intersection backs up through the signal at Maple and 6th
- Design in progress

Intersections





Street Upgrades – NW Hemlock Ave.

- Existing 2 lane paved road
- Added sidewalk one side, multi-use path on the other
- Added bike lanes and crosswalks
- Included a jog in the centerline to try and slow speeds



Sidewalk Connections



NW 10th St Sidewalks

- No sidewalks on west side between Canyon and Quince
- Neighborhood access to Quince Park and school route
- Under construction

Highway 126 Sidewalks

- Large sidewalk gaps between
- SW 27th and SW 35th
- Build sidewalks on south side
- 50/50 Split with ODOT
- Bid Late 2021





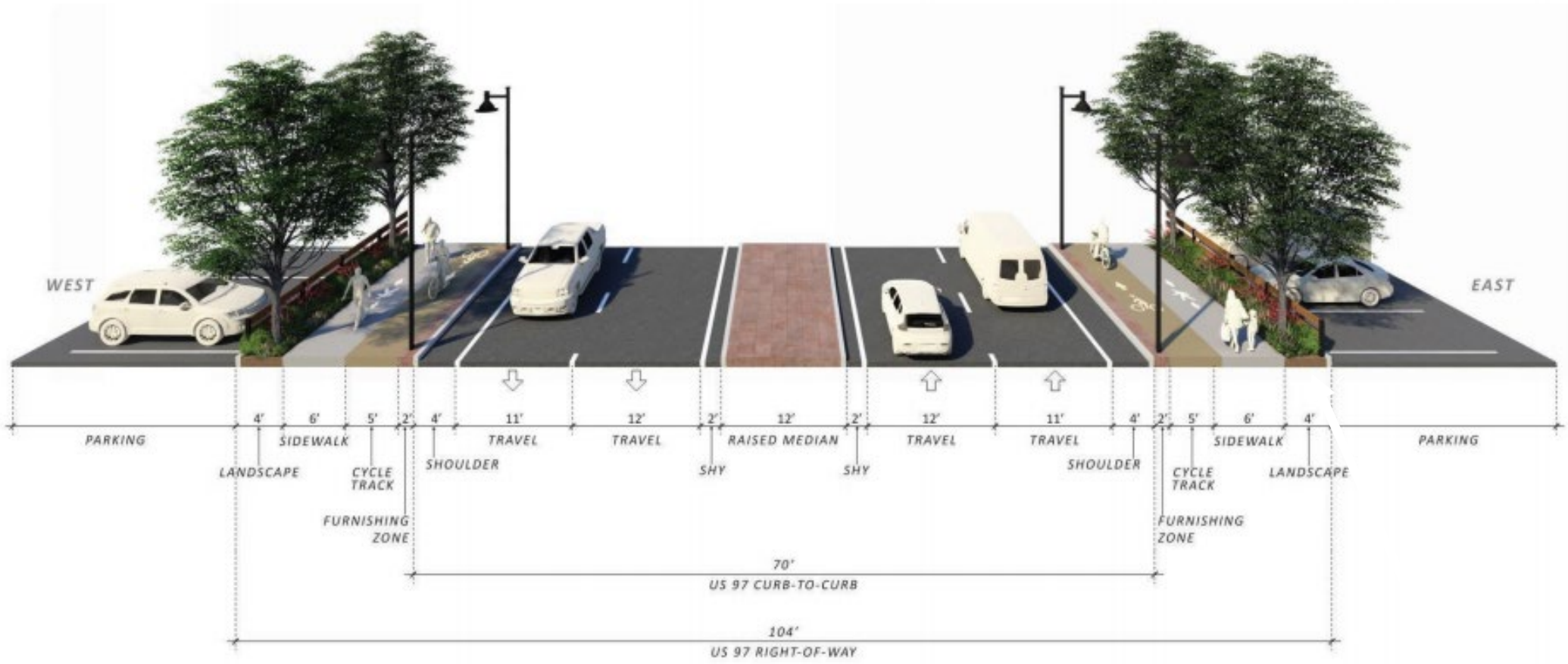
Quiet Streets

- Low traffic volume
- Slow speeds
- Pavement markings
- Wayfinding
- Sidewalks?





South Redmond Corridor Proposed Concept



Bicycle facility separated from traffic

Median replaces 2-way left turn lane

Continuous sidewalks

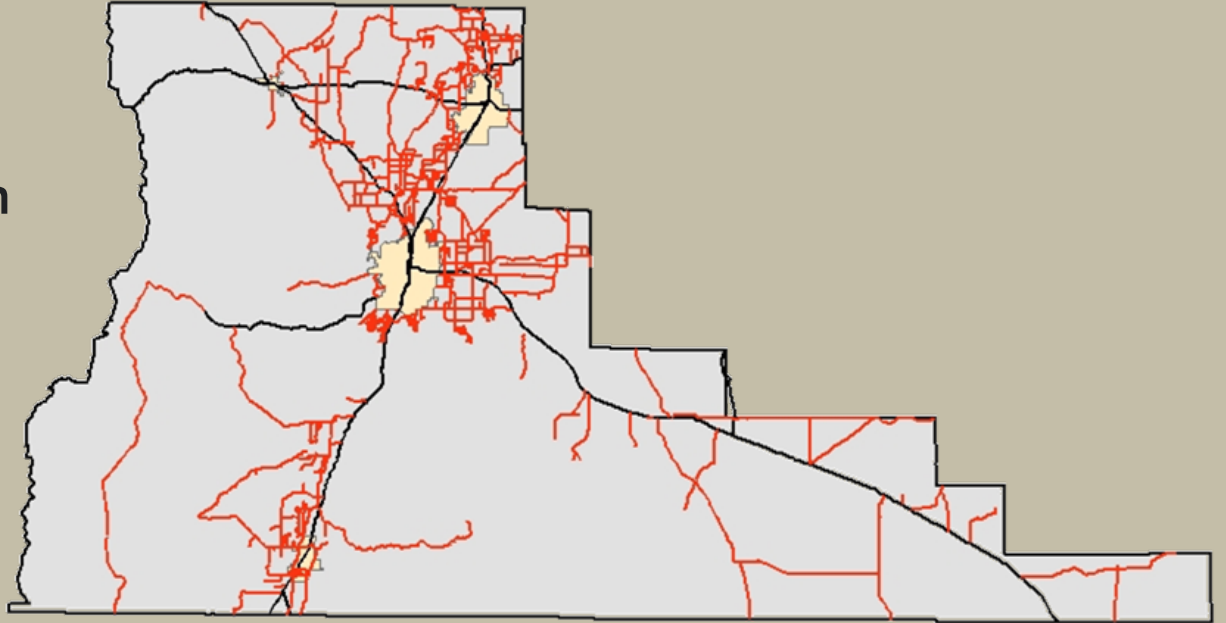
CENTRAL OREGON SAFE TRAVEL SUMMIT



ROAD
DEPARTMENT

COUNTY ROAD SYSTEM OVERVIEW

- Approximately 928 miles
- Rural public road system in unincorporated areas (excluding state highways and federal roads)



ADDRESSING SAFETY ON COUNTY ROADS

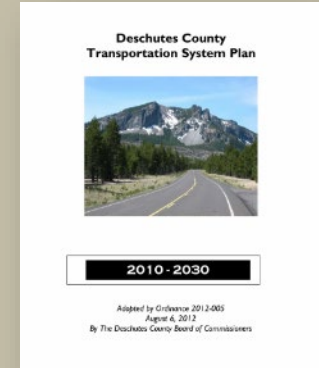
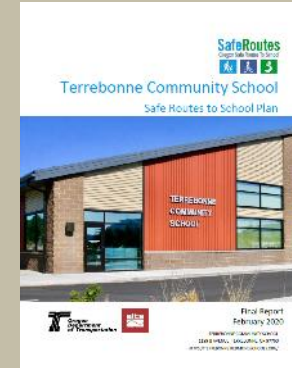
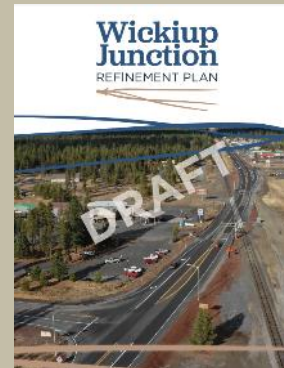
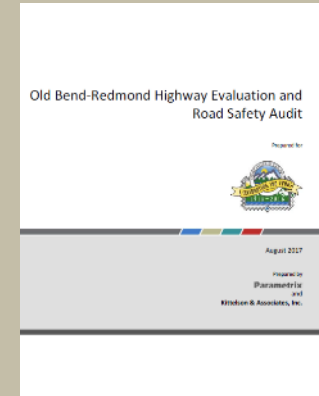
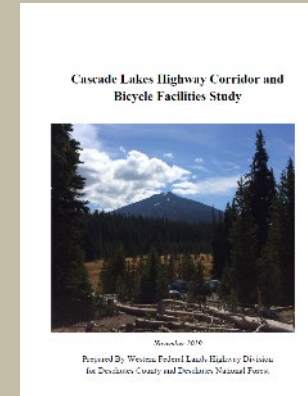
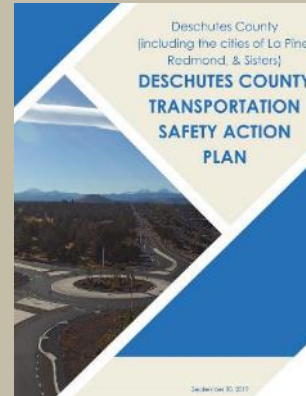
How is Deschutes County Road Department addressing transportation safety?

- Planning
- Project Delivery
- Systemic Efforts

ADDRESSING SAFETY ON COUNTY ROADS

■ Planning

- **Transportation Safety Action Plan (TSAP) and Road Safety Audits**
 - Identifies where and how crashes are occurring
 - Identifies systemic and location-specific measures to reduce crashes
- **Other Planning Efforts**
- **Transportation System Plan (TSP)**
 - Adopting safety improvement projects identified in TSAP and other planning efforts



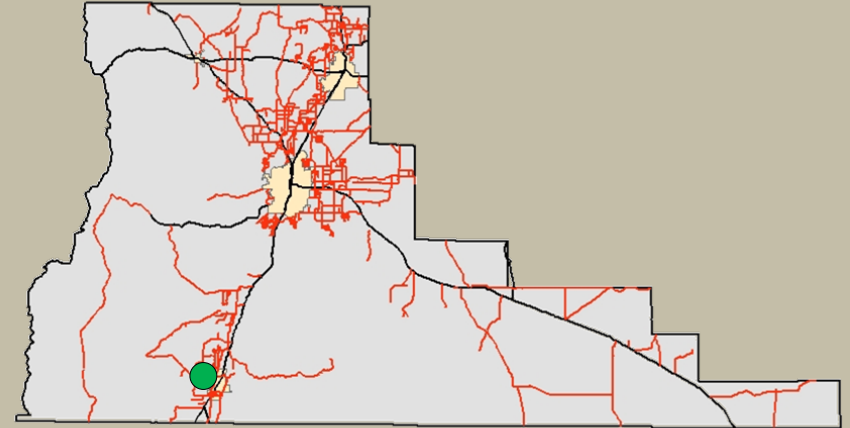
ADDRESSING SAFETY ON COUNTY ROADS

- Project Delivery
 - Prioritizing and constructing safety improvement projects countywide



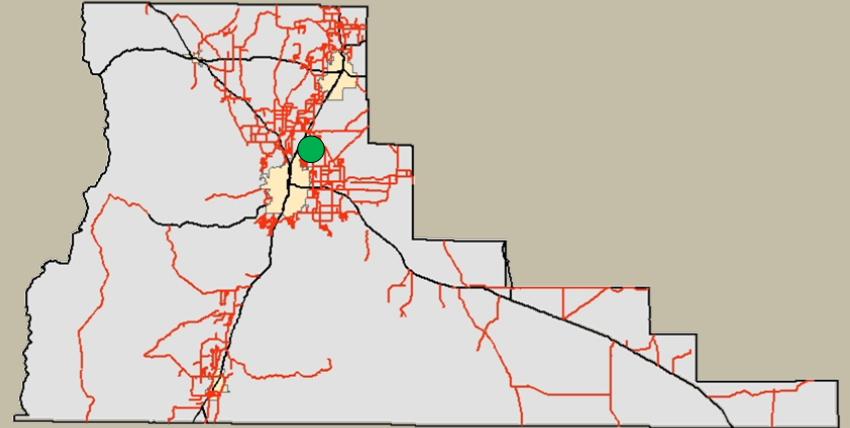
RECENTLY COMPLETED PROJECTS

- Burgess Rd/Day Rd/Pine Forest Dr Intersection Improvement (La Pine Area)



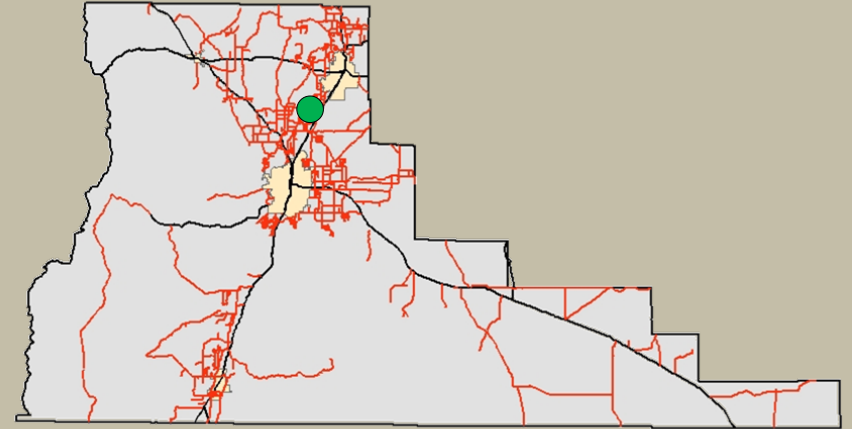
RECENTLY COMPLETED PROJECTS

- Deschutes Market Rd/Dale Rd Intersection Improvement (Bend Area)



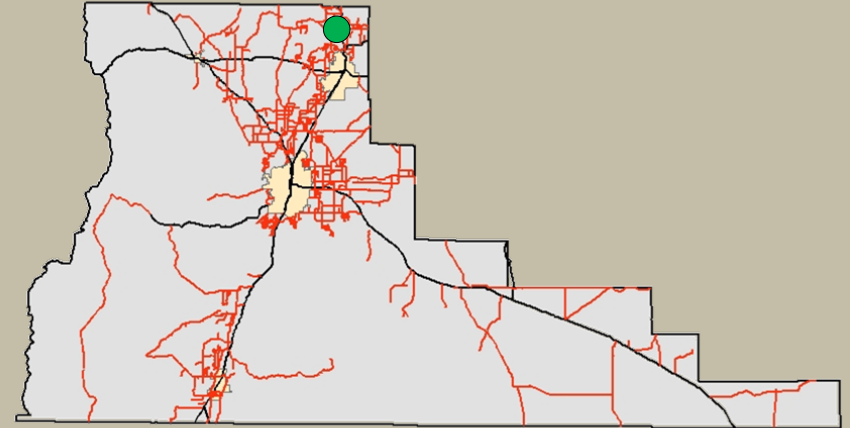
RECENTLY COMPLETED PROJECTS

- S Canal Blvd/61st St/Quarry Ave Intersection Improvement (Redmond Area)



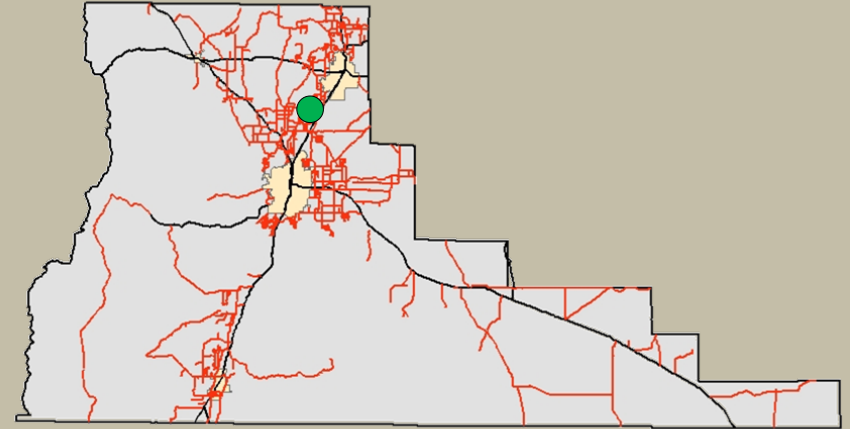
RECENTLY COMPLETED PROJECTS

- C Ave “Safe Routes to Schools” Improvement (Terrebonne)



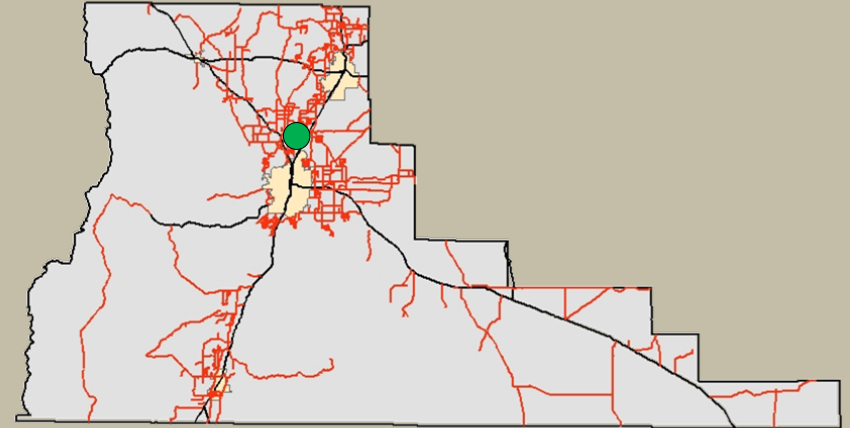
RECENTLY COMPLETED PROJECTS

- S Canal Blvd/Helmholtz Way Intersection Improvement (Redmond Area)



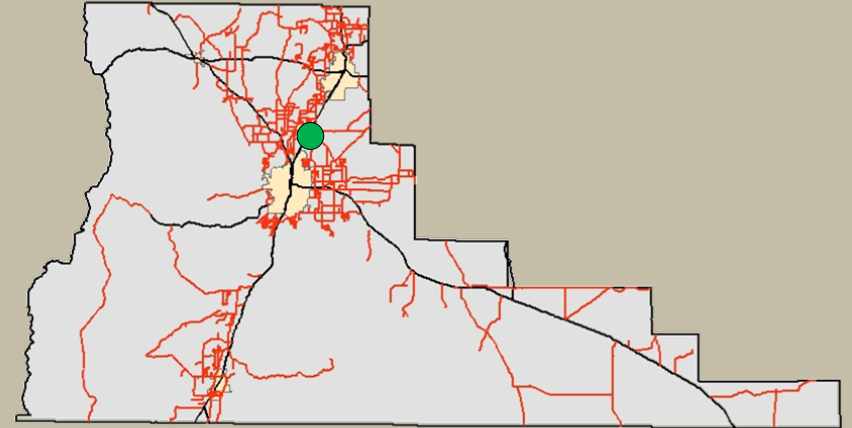
RECENTLY COMPLETED PROJECTS

- Old Bend Redmond Hwy/Tumalo Rd Roundabout (Bend Area)



RECENTLY COMPLETED PROJECTS

- Tumalo Rd/Tumalo Place Roundabout (Bend Area)



WORK IN PROGRESS

- Deschutes Market Rd / Hamhook Rd (Bend Area) – 2022 Construction

- Partnership projects with ODOT



- US20/ Ward Rd / Hamby Rd (Bend Area) – 2021/2022 Construction
- US97 / Vandevent Rd (Sunriver Area) – Under Construction
- US20 / Old Bend Redmond Hwy (Bend Area) – 2022 Construction
- US20 / OB Riley Rd / Cook Ave (Tumalo) – 2022 Construction
- US97 / 61st St (Redmond Area) – 2022 Construction
- US97 / 11th St / Lower Bridge Way (Terrebonne) – 2023 Construction

UPCOMING PROJECTS

- Powell Butte Hwy/Butler Market Rd Roundabout (Bend Area)
- Lower Bridge Way: 43rd St to Holmes Rd Improvement (Terrebonne Area)
- S Century Dr/Spring River Rd Roundabout (Sunriver Area)
- S Century Dr/Huntington Rd Roundabout (La Pine Area)

ADDRESSING SAFETY ON COUNTY ROADS

- Systemic Efforts
 - Infrastructure – Implementing low-cost crash reduction countermeasures



Advisory Signs



Speed Feedback Devices



Roadside Safety and
Lane Delineation

ADDRESSING SAFETY ON COUNTY ROADS

- **Systemic Efforts**
 - **Non-infrastructure**
 - **Partnership with Deschutes County Sheriff's Office**
 - Coordinated responses to public concerns and requests
 - Pinpointing strategic enforcement locations
 - Rotation of portable speed feedback units
 - Crash investigations
 - **Participation in Deschutes County Transportation Safety Committee**
 - **Commute Options Annual Funding Contribution**



ADDITIONAL INFORMATION

- Website: <http://www.deschutes.org/road>
 - 5-Year Capital Improvement Plan
 - Transportation System Plan
 - Transportation Safety Action Plan
 - Speed Limits

- Email: road@deschutes.org

- Phone: [541-388-6581](tel:541-388-6581)



ROAD
DEPARTMENT

Can Public Education Campaigns be Effective?

- Sober driving
- Safe driving speeds
- Reduce distracted driving
- Safe summer/winter driving

Approach:

- ✓ Data-driven public education
- ✓ One cohesive Bend/Deschutes County campaign
- ✓ Draw on national/statewide campaign messaging and tools
- ✓ Use messages and images that reflect local character
- ✓ Employ multiple platforms and community partners to reach target audiences



Clackamas County's Drive to Zero Program

Central Oregon Safe Travel Summit

Rob Sadowsky, Transportation Safety Outreach Coordinator



BEND MPO
Metropolitan Planning Organization

Bend/Deschutes County Transportation Safety



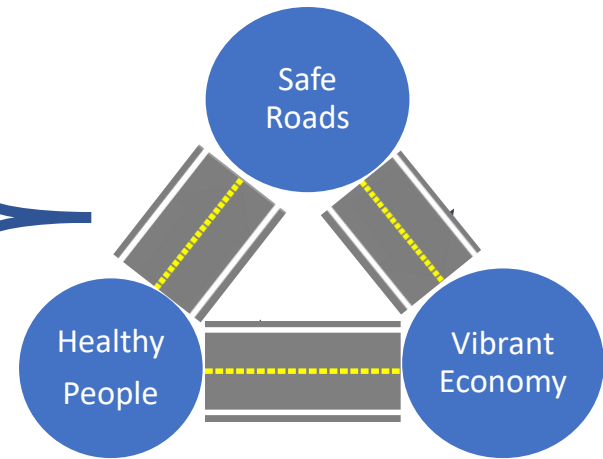
Overview

- Clackamas County - Background and Context
- Media Campaigns and Social Marketing for Safe Road Users
- A little lesson on funding

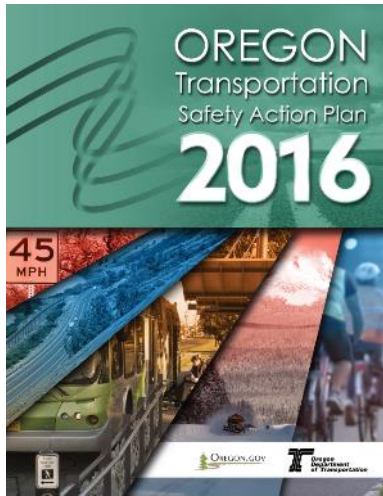


County Strategic Priorities

- Build public trust through good government
- Grow a vibrant economy
- Build a strong infrastructure
- Ensure safe, healthy and secure communities
- Honor, utilize, promote and invest in our natural resources



A quick history on Clackamas County's TSAP

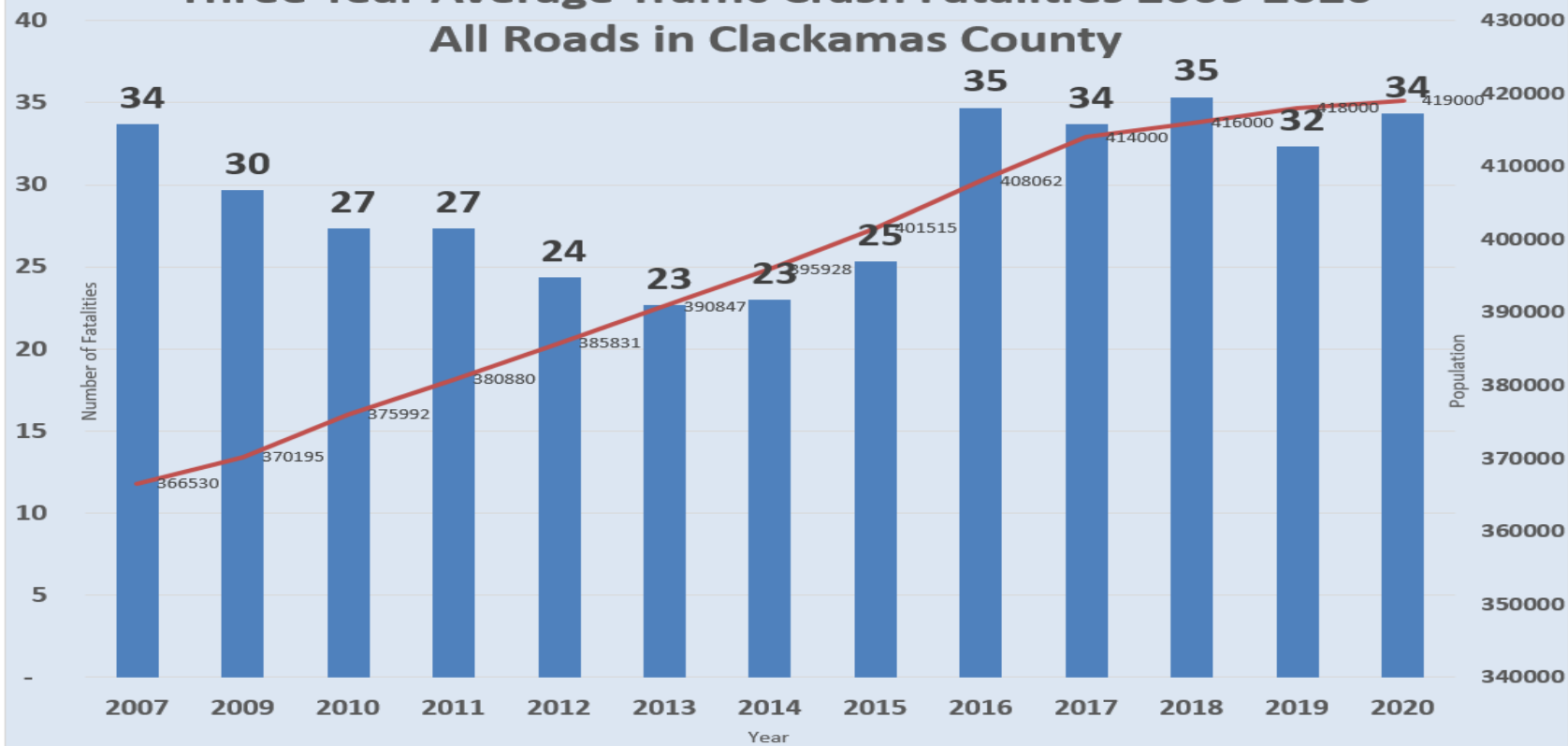


Drive to Zero Safety Action Plan

- Existing Crash Data Trends
- Safe Drivers and Passengers
- Safe Infrastructure
- Safe Vehicles
- Safe Vulnerable Users
- Enhanced Emergency Medical Services
- Safety Culture
- Safety Management

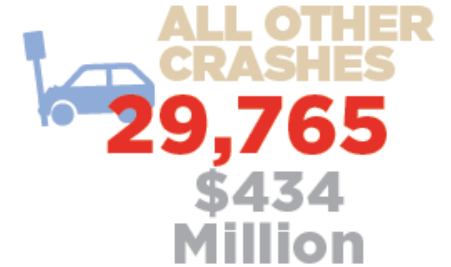


Three Year Average Traffic Crash Fatalities 2009-2020 All Roads in Clackamas County



Our Crash Data

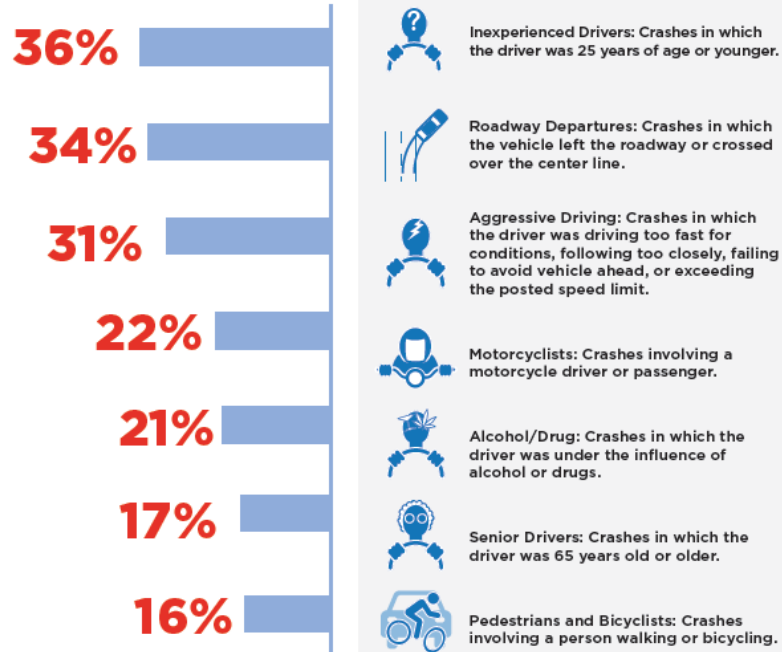
From 2009 to 2015: County figures with economic impact.



The most frequent contributing factors in reported crashes are:



Fatal and Serious Injury Crashes by Contributing Factor



The most frequent contributing factors to fatal and serious injury crashes are:

-  **Inexperienced Drivers:** Crashes in which the driver was 25 years of age or younger.
-  **Roadway Departures:** Crashes in which the vehicle left the roadway or crossed over the center line.
-  **Aggressive Driving:** Crashes in which the driver was driving too fast for conditions, following too closely, failing to avoid vehicle ahead, or exceeding the posted speed limit.
-  **Motorcyclists:** Crashes involving a motorcycle driver or passenger.
-  **Alcohol/Drug:** Crashes in which the driver was under the influence of alcohol or drugs.
-  **Senior Drivers:** Crashes in which the driver was 65 years old or older.
-  **Pedestrians and Bicyclists:** Crashes involving a person walking or bicycling.



Safe Road Users

Safe Vehicles

Safe Speeds

Unsafe Roads

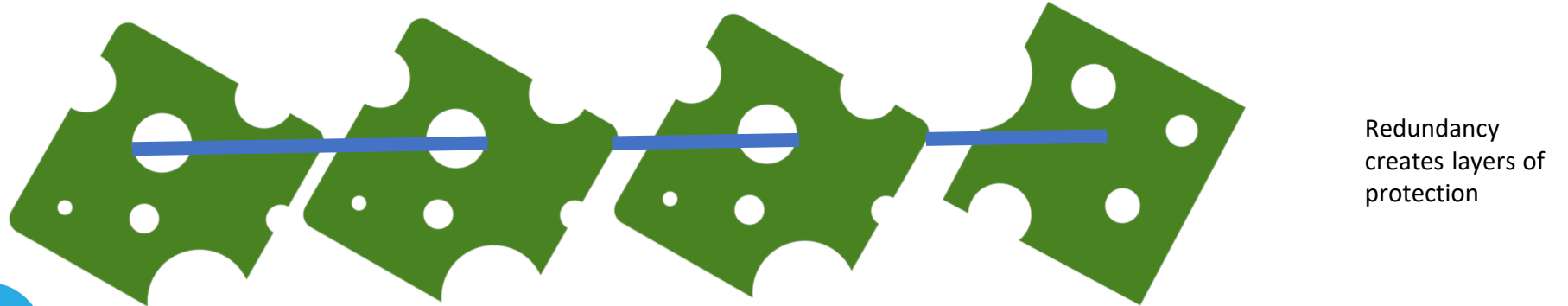


Safe Road Users

Safe Vehicles

Safe Speeds

Safe Roads



How we seek to change behaviors.

1. Understand that traffic safety is a public health matter.
2. Establish overall community norms that reinforce safe driving and traffic safety.
3. Clearly anchor the County as caring deeply about traffic safety.
4. Understand the people and the data.
5. Build community collaborations.
6. Direct education, focused on where we can make a difference.
7. Highly targeted, focused campaigns.



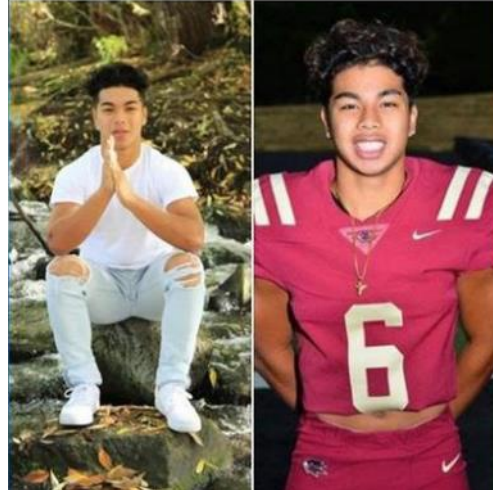
Traffic crashes are a public health issue and affect many people



Southridge High School
2 hrs · 🌐

Our Skyhawk heart hangs heavy today as we mourn the sudden and tragic death of 2019 SRHS graduate, EJ Santos. As a student he filled our halls with spirit, as a peer he was a friend to all, and as a person he approached each day with a smile. May his spirit, friendship, and smile carry us through these tough times.

Flight Team Counselors will be available at SRHS on Monday, July 15 from 9:00-12:00pm for students, friends, and staff.



Clackamas County Sheriff and Southridge High School Twitter Posts



DRIVE TO ZERO

Achieving the goal of zero traffic fatalities will involve everyone.



Clackamas County, TSAP 2019





stay healthy and keep others healthy —even when you're feeling good and the weather is nice.

Who do you stay home for? Tag us in your photos! #StayHomeChallenge

40w



clackamascounty #stayhome #stayhomesavelives #covid #covid19 #clackamascovid #clackamascounty #clackco #lovemyclackco #coronavirus #oregon #psa #localgov



40w Reply



jessie_kirk ❤️❤️❤️



40w 1 like Reply



Liked by parkplaceperennial and others

APRIL 13, 2020

Add a comment...

Post





clackamascounty • Following
Clackamas, Oregon



clackamascounty If you choose to go out, be a good neighbor and stay at least six feet apart from others at all times, wear a face covering and smile with your eyes! We can move #OregonForward by working together. Who do you wear a face covering for? Tag @ClackamasCounty in your photos.

27w



clackamascounty #maskup #covid19 #clackamascovid19 #coronavirus #clackamascounty #clackco #lovemyclackco #oregon #pacificnorthwest

27w Reply

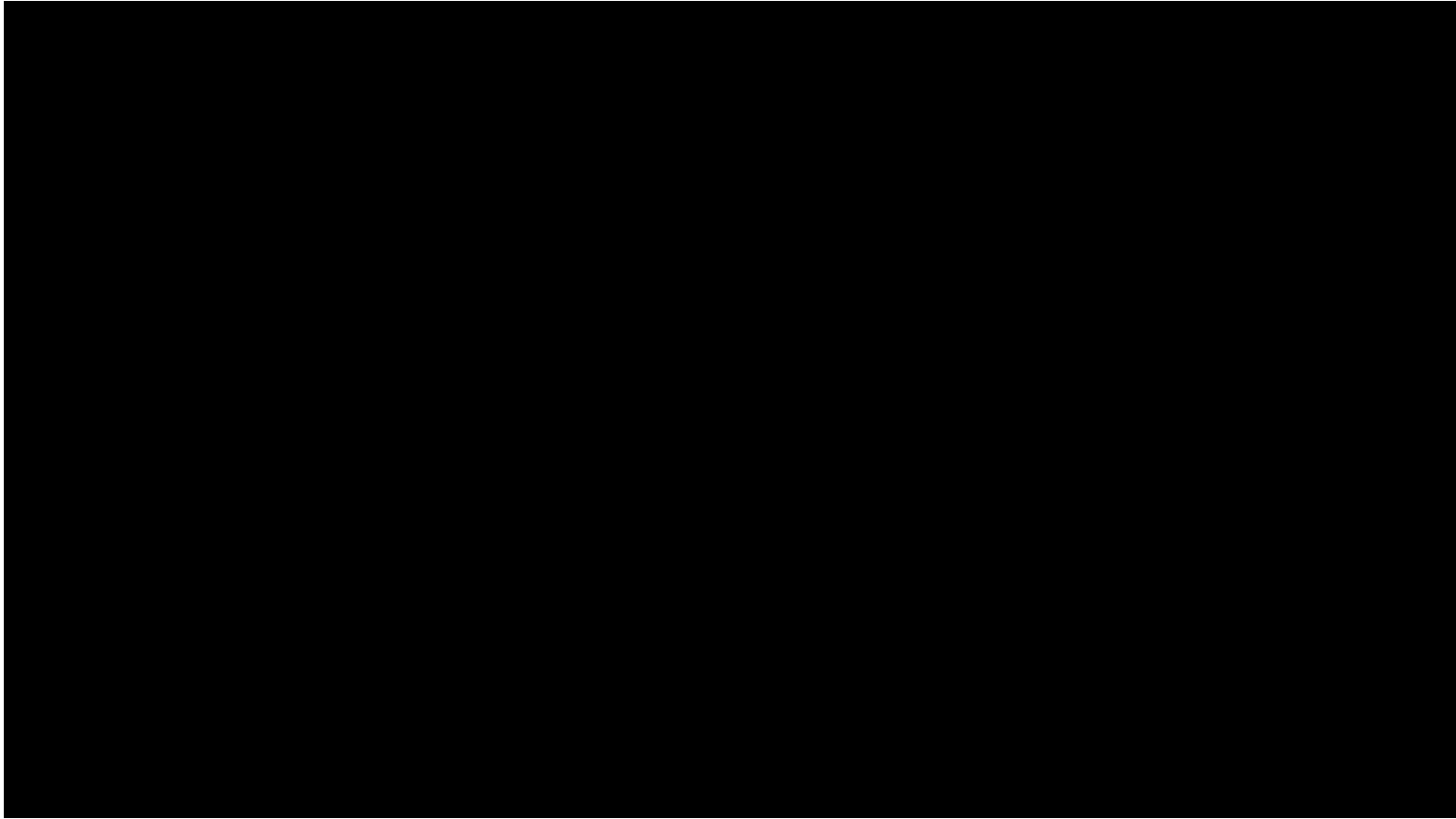




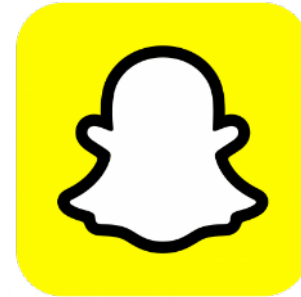
Clackamas County 2018

It's easy to be safe.





Video available at www.drivetozero.org





DIGITAL
Clackamas County - Distracted Driving
Tracking
Data - 8/23 - 9/5/21

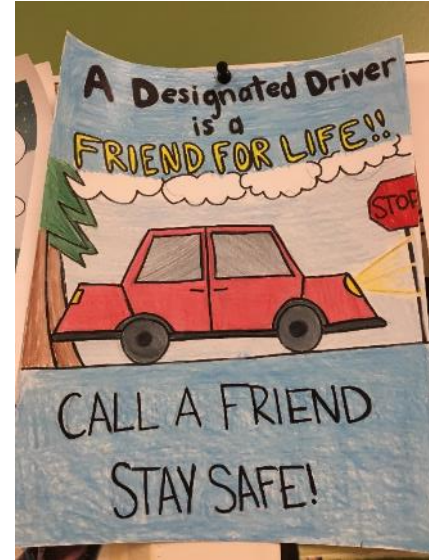
Site	Served Impressions	Clicks	Video Views (100%)	CTR	CPM	CPC	CPV	Spend
Facebook Total:	129,065	499	1,521	0.39%	\$12	\$3.04	NA	\$1,517
Clackamas (People 15-19)	58,008	183	478	0.32%	\$11	\$3.37	NA	\$618
Canby and Molalla (People 15-19)	17,288	39	158	0.23%	\$13	\$5.83	NA	\$227
Clackamas, Canby & Molalla (Parents)	53,769	277	885	0.52%	\$13	\$2.43	NA	\$672
Twitter	70,366	NA	837	NA	\$28	NA	\$1.19	\$1,000
Clackamas (People 15-19)	70,347	-	837	-	\$14	-	\$1.19	\$1,000.00
Canby and Molalla (People 15-19)	19	-	0	-	\$10	-	-	\$0.19
TikTok	161,880	735	0	0.45%	\$28	\$1.76	NA	\$1,295
Portland DMP (People 15-19)	161,880	735	NA	0.45%	\$8	\$1.76	NA	\$1,295
Snapchat	545,707	309	0	0.06%	\$28	\$2.85	NA	\$882
Clackamas (People 15-19)	77,946	217	NA	0.28%	\$8	\$3.05	NA	\$663
Canby and Molalla (People 15-19)	467,761	92	NA	0.02%	\$0	\$2.39	NA	\$220
DynAdmic (video preroll)	214,089	76	165,429	0.04%	\$12	\$33.80	\$0.02	\$2,569
Clackamas (People 15-19)	132,485	46	102,434	0.03%	\$12	\$34.56	\$0.02	\$1,590
Canby and Molalla (People 15-19)	30,363	8	23,800	0.03%	\$12	\$45.55	\$0.02	\$364
Clackamas, Canby & Molalla (Parents)	51,241	22	39,195	0.04%	\$12	\$27.95	\$0.02	\$615
YouTube (video preroll)	49,827	27	4,073	0.05%	\$10	\$19.33	\$0.13	\$522
Clackamas (People 15-19)	4,580	4	333	0.09%	\$11	\$12.22	\$0.15	\$49
Canby and Molalla (People 15-19)	441	0	34	0.00%	\$11	NA	\$0.14	\$5
Clackamas, Canby & Molalla (Parents)	44,806	23	3,706	0.05%	\$10	\$20.36	\$0.13	\$468
Twitch (video preroll)	21,005	25	19,419	0.12%	\$30	\$25.21	NA	\$630
Clackamas (People 15-19)	18,254	20	16,916	0.11%	\$30	\$27.38	\$0.03	\$548
Canby and Molalla (People 15-19)	2,751	5	2,503	0.18%	\$30	\$16.51	\$0.03	\$83
VoterX Digital Music	469,490	2	0	0.00%	\$3	\$697.89	NA	\$1,396
Clackamas (People 15-19)	467,761	2	NA	0.0004%	\$3	\$673.68	NA	\$1,347
Canby and Molalla (People 15-19)	1,729	0	NA	0.00%	\$28	NA	NA	\$48
VoterX Banners	152,240	2,778	0	1.82%	\$4	\$0.23	NA	\$647
Clackamas (People 15-19)	116,710	1,389	NA	1.19%	\$4	\$0.36	NA	\$496
Canby and Molalla (People 15-19)	35,530	1,389	NA	3.91%	\$4	\$0.11	NA	\$151
Clackamas (People 15-19)	970,373	1,971	120,998	0.22%	\$8	\$3.35	\$0.04	\$7,605
Canby and Molalla (People 15-19)	555,882	1,533	26,495	0.28%	\$2	\$0.72	\$0.03	\$1,098
Clackamas, Canby & Molalla (Parents)	149,816	322	43,786	0.21%	\$12	\$5.45	\$0.03	\$1,755
Grand Total	1,676,071	3,826	191,279	0.24%	\$6	\$2.47	\$0.04	\$10,459



Engaging with Community

Wrapping messaging with developing community norms, classic presentations, community events and tabling.





In the
classroom



In the auditorium



At events



Partners



Clackamas Funding & Philosophy

- Fund the staffing through to prevent losing staff if grants do not come through.
- Using correct funding source based on restrictions
- Go after grant money for creative, new programs but build long term capacity into general budget.



Clackamas Funding Sources

- General Funds (unassigned funding)
- Road Fund (use for roads/roads-related work)
- ODOT Safe Communities (NHTSA)
- All Roads Transportation Safety (FHWA/ODOT funding)
- Vehicle Registration Fees (separate County-only fee)
- Private donors



Resources

- www.drivetozero.org
- Clackamas TSAP/Local Road Action Plan
<https://www.clackamas.us/transportation/tsap.html>
- Social Marketing Association of North America (local chapters):
<https://smana.org/>
- All photo credits Clackamas County unless otherwise cited.





Opportunities
to Collaborate

- Co-branded campaigns.
- Co-developing new campaigns with targeted shared audiences.
- Sharing sessions on best practices.
- Benchmarking data, apples to apples.



Traffic safety starts with you!



Questions?

rsadowsky@Clackamas.us



BEND MPO
Metropolitan Planning Organization

Bend/Deschutes County Transportation Safety

After Learning More...

Electronic Polling

What is your top priority to improve safety?

- Invest in infrastructure
- Increase enforcement
- Educate people to slow down, drive sober, buckle up and pay attention
- Another priority



The Bottom Line

Deschutes County 2020:

31 traffic deaths last year – *the most fatal crashes despite lower traffic volumes*

4 Steps for Safer Travel can *cut our traffic deaths by more than two-thirds:*

1. Slow down



2. Drive sober



3. Buckle up



4. Pay attention



Roles for Community Leaders

- ✓ Make travel safety a priority
- ✓ Support strategic investments in safety
- ✓ Public education – tell the story
- ✓ Embrace safe travel habits – be a role model



Electronic Polling

CENTRAL OREGON SAFE TRAVEL CHALLENGE

I am committed to improving travel safety
and saving lives in Central Oregon.

I will:



Slow Down



Buckle Up



Drive Sober



Pay Attention

September 30, 2021



Next Steps

- Central Oregon Area Commission on Transportation (COACT)
 - Possible role as regional safety committee
- Public education: ODOT grant continuing for FY2022
- Monitor, update, and share crash data
- Summit followup:
 - Survey and Summit results posted at CentralOregonTravel.com
 - Safe Travel Challenge certificates will be distributed
- See you at next year's Summit?



Closing Remarks

- City of Bend
- City of Redmond
- Deschutes County



Thank you *...and travel safely!*

1. Slow down



+

2. Drive sober



+

3. Buckle up



+

4. Pay attention

