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**AGENDA**  
**Central Oregon Safe Travel (COST) Team Meeting**  
**A subcommittee of**  
**Central Oregon Advisory Committee on Transportation (COACT)**

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**Date:** August 22, 2022  
**Time:** 11:30 am - 1:00 pm  
**Location:** Hybrid meeting

**In Person Location:**

Central Oregon Intergovernmental Council Meeting 334 NE Hawthorne Ave,  
Bend, OR 97701.

**Zoom Meeting Link:**

<https://us06web.zoom.us/j/81565788599?pwd=SkwyNUp5ZEExtMEgrcG44S29DVExmQT09>

**Contact:** Tyler Deke, BMPO Manager (541) 693-2113 (office), (541) 633-9298 (mobile)  
or [tdeke@bendoregon.gov](mailto:tdeke@bendoregon.gov)

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**1. Call Order & Introductions ..... Scott Aycock**

**2. Committee Formation & Membership 5 min .....Tyler Deke, Bend Metropolitan Planning Organization (MPO)**

Background: In 2021, COACT created a subcommittee to work toward safety on Central Oregon transportation issues. The subcommittee is now starting after a delay due to staff constraints.

Attachments: Membership Roster Attachment A

Action Requested: None. Information item.

**3. Safety Committee Roles in Oregon 5 min..... Jovi Anderson, Bend MPO**

Background: Discuss the role of Safety Committees in Oregon and the funding to help this process from ODOT Transportation Safety Division

Attachments: None. Information will be shared at the meeting.

Action Requested: None. Information item.

**4. Overview of emphasis areas and crash trends in Central Oregon 10 Min.....Jovi Anderson, Bend MPO**

Background: Central Oregon has seen a dramatic increase in traffic deaths, during 2020, including vulnerable road users like those walking and biking who are hit by cars. Review of crash emphasis areas and safety action plan findings.

Attachments: Central Oregon Crash Maps 2016-2020 Attachment B  
Safety Performance Report 2022 Attachment C

Action Requested: None. Information item.

**5. Safety & Enforcement Status 10 min ..... Tim Guest, Bend Police**

Background: Safety Projects in Central Oregon

Attachments: None. Information will be shared at the meeting.

Action Requested: None. Information item

**6. Safety & Education Status 10 min ..... Brian Potwin, Commute Options**

Background: Transportation Safety Education efforts in Central Oregon

Attachments: None. Information will be shared at the meeting.

Action Requested: None. Information item

**7. Safety & Engineering Status 10 min ..... Bob Townsend, ODOT**

Background: Safety Projects in Central Oregon and opportunities for new funding

Attachments: None. Information will be shared at the meeting.

Action Requested: None. Information item

**8. Review Charter and Membership 10 min ..... Tyler Deke, Bend MPO**

Background: Review Charter and membership. Consider Ex-Officio staff roles for each county and city as available to cover all messaging for a holistic safety messaging campaign. Update contacts for staff to reach out for additional participation. Review existing membership for any comments.

Attachments: Draft Charter and Membership Roster (included in Attachment A)

Action Requested: Review and consider expanding for a staff level group to lead specific efforts with quarterly updates to the Executive Team

**9. Review Communication Calendar 10 min .....**  
**Tyler Deke and Jovi Anderson, Bend MPO**

Background: Review draft messaging calendar.

Attachments: Safety Communications Calendar Attachment E

Action Requested: Discuss communication details and provide guidance for safety efforts

**10. Comments and Discussion.....**  
**Scott Aycock**

**11. Discuss COST meeting quarterly meetings and COACT updates**

The next meeting of the COST is scheduled for the last Monday of the month each quarter (August 22, 2022, November 28, 2022, February 27, 2023 and May 29, 2023 from 11:30 – 1pm) or consider a different time and date. Consider in person locations and virtual options.

**12. Adjourn**



**Accessible Meeting Information**

This meeting event and location are accessible. Sign language, interpreter service, assistive listening devices, materials in alternate format, such as Braille, large print, electronic formats, or any other accommodations are available upon advance request. Please contact Jovi Anderson at (541) 693-2122 or <mailto:janderson@bendoregon.gov>. Providing at least 3 days' notice prior to the event will help ensure availability.

# Central Oregon Safe Travel Team

*DRAFT CHARTER - AUGUST 2022*

## PURPOSE STATEMENT

Create regional efforts to eliminate deaths and life-changing injuries on Central Oregon's transportation system.

## GOALS

- Reduce fatal and serious injury crashes
- Identify key safety needs and guide safety investments in infrastructure and behavior programs to meet those needs.

## SHORT TERM OBJECTIVES IN THE NEXT SIX MONTHS WE HOPE TO:

Elected officials from Central Oregon Area Commission on Transportation (COACT)

- Finalize safety goals
- Review crash history and emphasis areas
- Implement a regional safety messaging calendar in Central Oregon
- Meet quarterly

## LONG TERM OBJECTIVES OVER THE NEXT TWO YEARS WE HOPE TO:

- Implement action items and identify new actions needed based on more recent crash history
- Integrate updated crash data to show improvements or updated emphasis areas
- Support updates and/or development of new transportation safety action plans for Central Oregon communities
- Create media campaigns for regional safety efforts

*This charter is a living document to be updated as needed*



## CENTRAL OREGON SAFE TRAVEL EXECUTIVE TEAM MEMBERS

One representative from each county

- Jerry Brummer – Crook\*
- Patti Adair – Deschutes\*
- Wayne Fording – Jefferson\*

One member from urban area and/or bike/pedestrian representation

- Krisanna Endicott – City of Redmond\*
- Dave Thomson – Deschutes County Bike & Pedestrian Advisory Committee

One member from Oregon Department of Transportation (ODOT)

- Robert Townsend – ODOT

One member of Metropolitan Planning Organization (MPO)

- Barb Campbell –Bend MPO Chair\*

*\*4 of 7 should be elected Central Oregon Area Commission on Transportation (COACT) members*

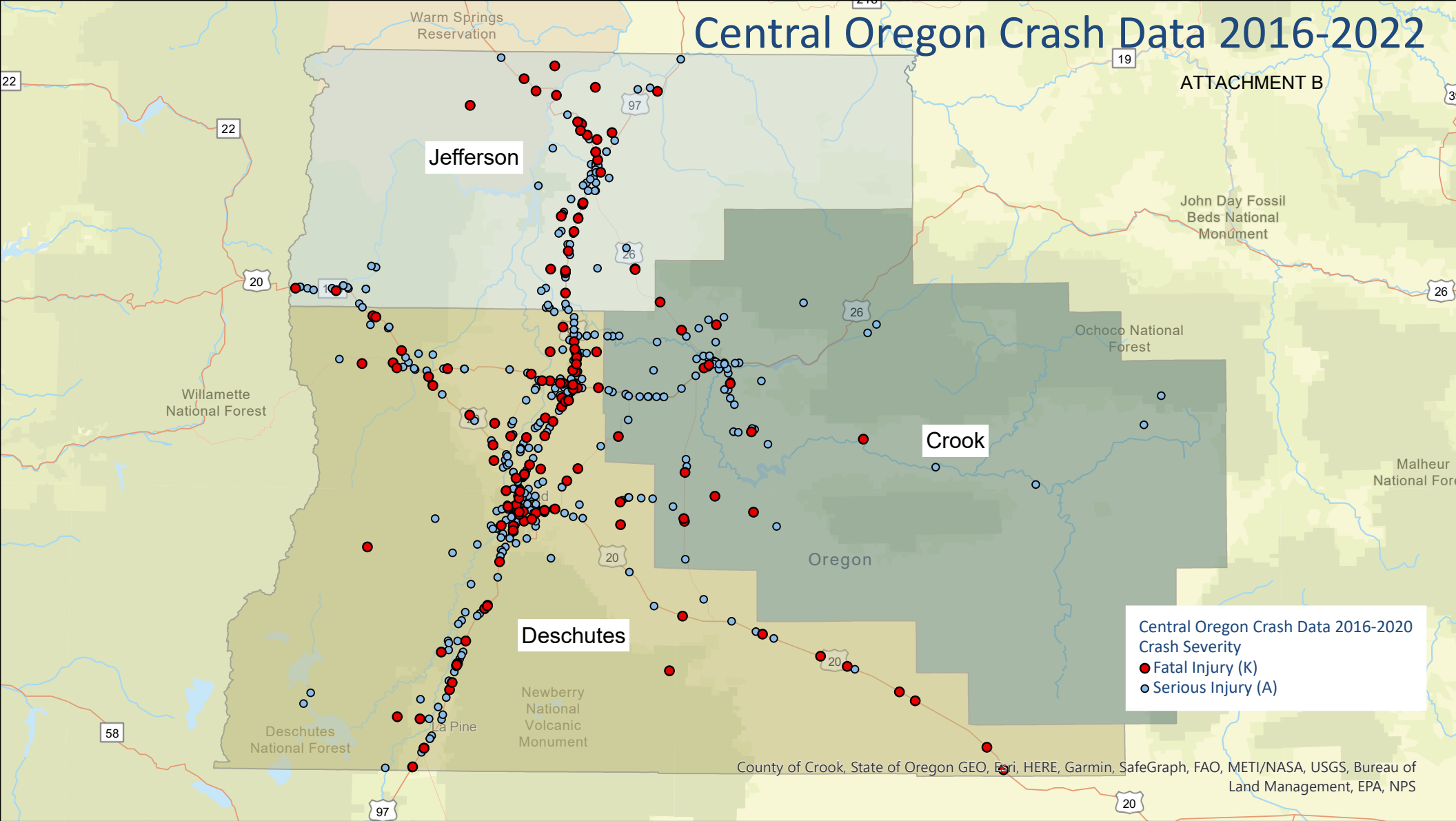
## CENTRAL OREGON SAFE TRAVEL TEAM STAFF SUPPORT

- Scott Aycock, Central Oregon Intergovernmental Council (COIC), Community and Economic Development Director
- Sommers Taylor, Program Assistant II COIC
- Tyler Deke, Bend MPO Manager
- Jovi Anderson, Bend MPO Program Coordinator

## RESOURCES

- [Deschutes County Transportation Safety Action Plan](#)
- [Bend Transportation Safety Action Plan](#)
- [Oregon Transportation Safety Action Plan](#)
- Program Website: [www.centraloregonsafetravel.org](http://www.centraloregonsafetravel.org)

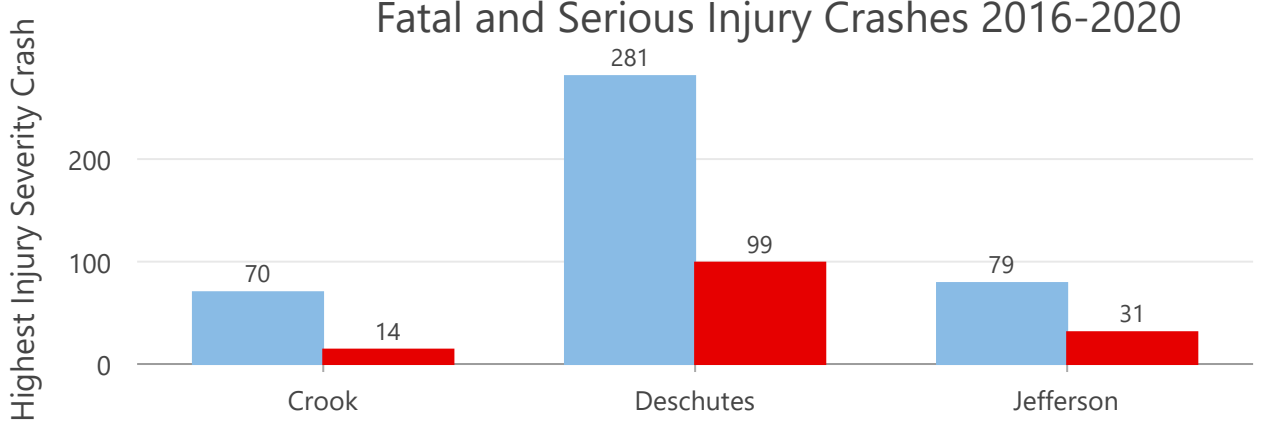
# Central Oregon Crash Data 2016-2022



Central Oregon Crash Data 2016-2020  
 Crash Severity  
 ● Fatal Injury (K)  
 ● Serious Injury (A)

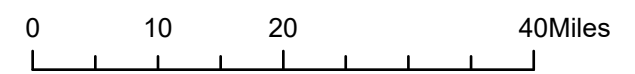
County of Crook, State of Oregon GEO, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, Bureau of Land Management, EPA, NPS

## Fatal and Serious Injury Crashes 2016-2020



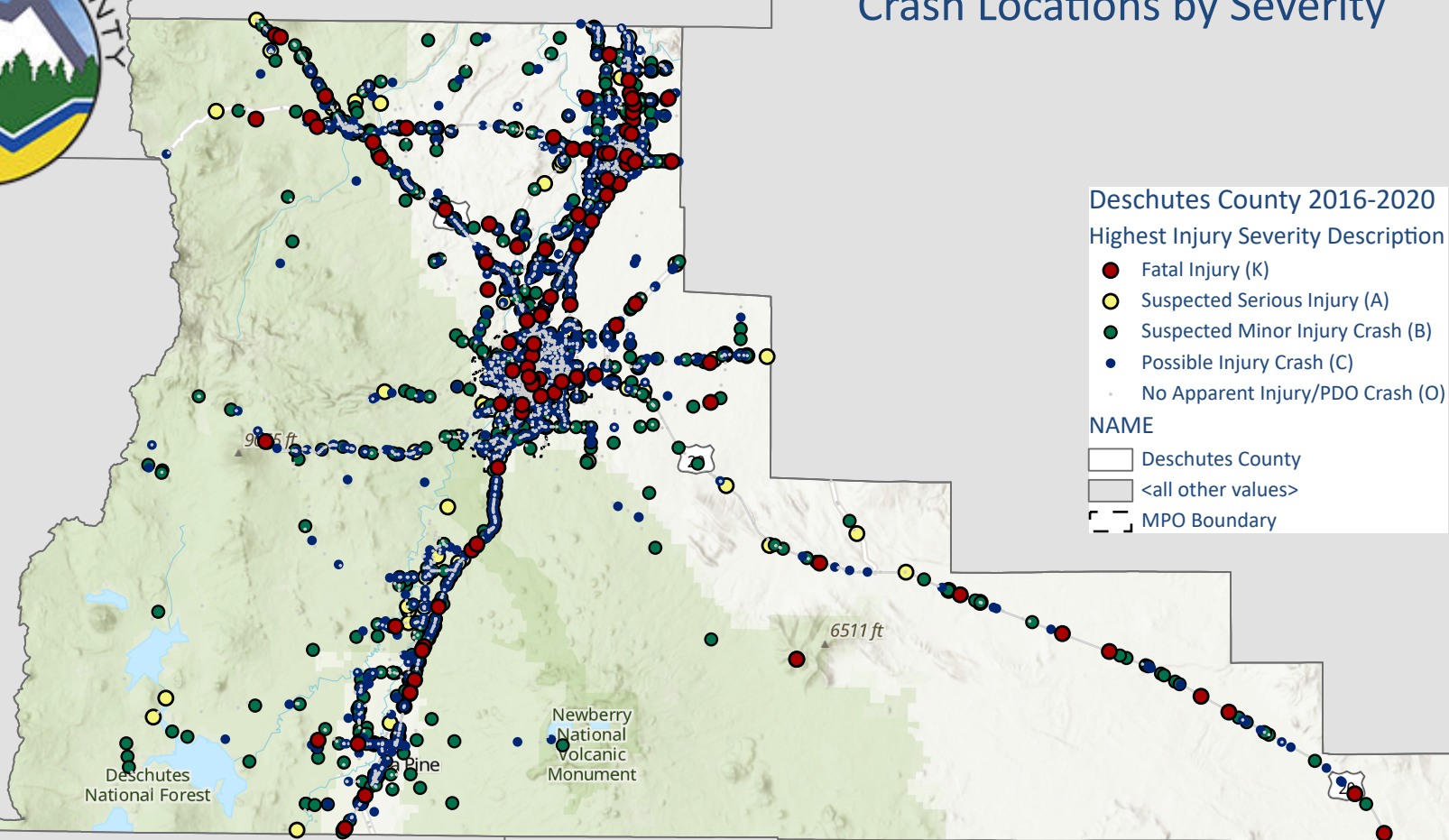
Source: Oregon Department of Transportation 2016-2020 Crash Data [www.oregon.gov/odot/data/pages/crash.aspx](http://www.oregon.gov/odot/data/pages/crash.aspx)

■ Serious Injury (A)  
 ■ Fatal Injury (K)





# Crash Locations by Severity



**Deschutes County 2016-2020  
Highest Injury Severity Description**

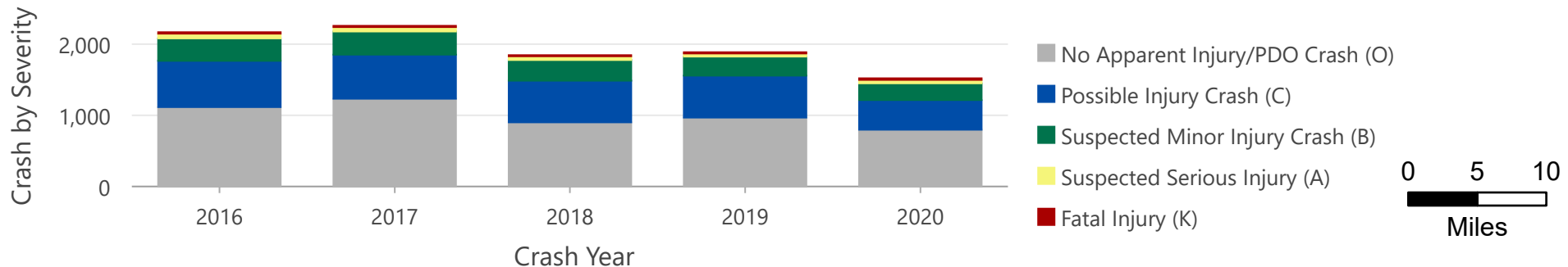
- Fatal Injury (K)
- Suspected Serious Injury (A)
- Suspected Minor Injury Crash (B)
- Possible Injury Crash (C)
- No Apparent Injury/PDO Crash (O)

**NAME**

- Deschutes County
- <all other values>
- MPO Boundary

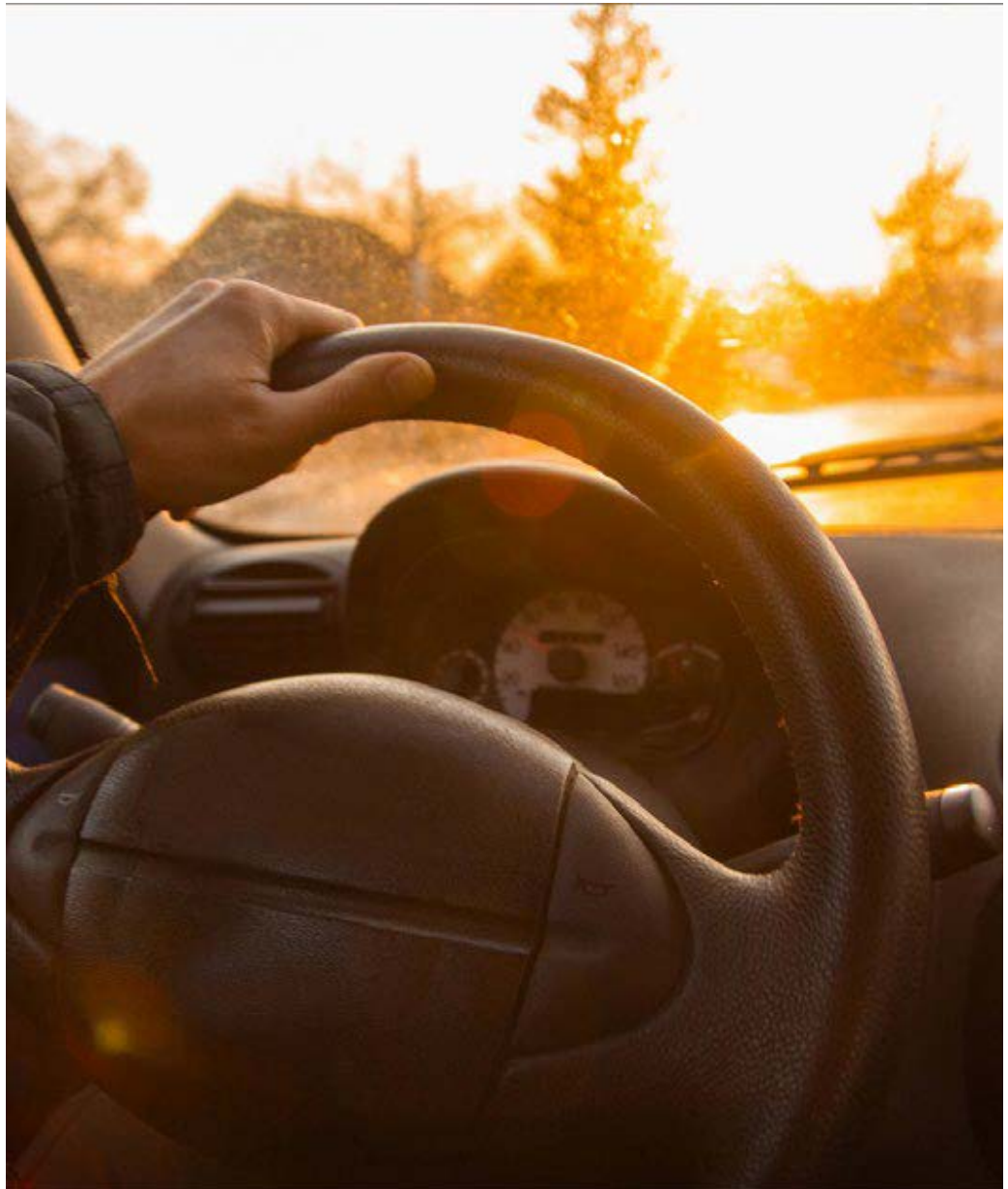
Esri, CGIAR, USGS, County of Crook, State of Oregon GEO, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, Bureau of Land Management, EPA, NPS

## Deschutes County Crashes by Crash Year





# SAFETY PERFORMANCE MEASURES UPDATE



July 2022

Bend MPO Safety Performance  
Measures

Overview of Performance Measures

## FEDERAL LEGISLATION REQUIREMENT

MAP-21 established a performance-based planning framework intended to improve transparency and hold state transportation departments, transit agencies and metropolitan planning organizations (MPOs) accountable for the effectiveness of their transportation planning and investment choices. The objective of the new framework was to ensure States and MPOs invest federal resources in projects that collectively will make progress toward the achievement of the national goals identified in MAP-21 and the current legislation adopted in 2021. Federal performance management as a key action is emphasized in this national policy.

“Performance management will transform the Federal-aid highway program and provide a means to the most efficient investment of Federal transportation funds by refocusing on national transportation goals, increasing the accountability and transparency of the Federal-aid highway program, and improving project decision-making through [§1203; 23 USC 150(a)]”.

### National Roadway Safety Goal

To achieve a significant reduction in traffic fatalities and serious injuries on all public roads.

### Timeline for Roadway Safety Target-Setting

Table 1 National Roadway Safety Goal Timeline

Measure	Oregon Department of Transportation (ODOT) Action	MPO Adoption Date	MPO Plan or Program with Performance Measures	Target Date for Review & Action Planned
Roadway Safety	ODOT initial adoption <ul style="list-style-type: none"> <li>• 10/14/16</li> </ul> <a href="#">ODOT Safety Action Plan</a> <ul style="list-style-type: none"> <li>• 9/9/21</li> </ul>	October 2018, update in Metropolitan Transportation Plan (MTP) 9/2019	Bend Transportation Safety Action Plan, 2021-2024 MTIP, 2040 MTP	2022-2023 target setting with ODOT



# Safety Performance Measures

## FEDERAL LEGISLATION REQUIREMENT

The Federal Highway Administration (FHWA) Highway Safety Improvement Program (HSIP) final rule (23 CFR Part 490) requires States to set targets for five safety performance measures (PM's) by August 31, 2017. MPOs must establish safety targets by agreeing to plan and program projects that contribute toward the accomplishment of the State targets, or establish their own targets within 180 days of the State doing so.

## Bend MPO Adopted Safety PM's on February 20, 2018

- Bend MPO adopted ODOT's safety performance targets as established in the 2016 Oregon Transportation Safety Plan via Bend MPO Resolution 2018-02. This report is the first review of the next 5-year cycle of updated crash data. In the following tables and figures, the rates and targets are shown for crashes within the Bend MPO boundary: number of fatalities, fatality rate, number of serious injuries, rate of serious injuries, and number of non-motorized crashes.

- (1) Number of Fatalities,
- (2) Rate of Fatalities per 100 million Vehicle Miles Traveled (VMT),
- (3) Number of Serious Injuries,
- (4) Rate of Serious Injuries per 100 million VMT, and
- (5) Number of Non-Motorized Fatalities and Non-motorized Serious Injuries

## HOW ARE WE DOING?

Any fatality or injury is not progress toward the goal of safer transportation systems. Table 2 shows the summary of Oregon statewide crash baseline and first-year targets. The state safety targets and rates were updated in the [Oregon Transportation Safety Action Plan](#) adopted in September 2021. The federal rules also requires MPOs to establish performance targets. Bend MPO adopted the state-established targets in October 2018 and in the adoption of the Bend Metropolitan Transportation Plan in September of 2019. Table 3 shows Oregon statewide and Bend MPO crash data and rates as available through 2020 from crashes reported to ODOT. Twenty-twenty (2020) is the most current data available for crashes statewide from the ODOT Crash Analysis and Reporting Unit. Bend MPO will continue to work closely with ODOT and FHWA to coordinate these safety data and targets.

Table 2 Oregon Statewide Roadway Safety Targets

Oregon Targets (5-year total)	Fatalities	Fatality Rate per 100 Million VMT	Serious Injuries	Serious Injury Rate Per 100 Million VMT	Non-motorized fatalities and serious injuries
2018 Initial Targets (2014-2018)	350	0.89	1,461	4.33	234
2021 Baseline Crash Targets (2014-2018)	448	1.48	1,739	5.03	257
2022 First Year Targets (2015-2019)	444	1.46	1,722	4.98	254

Table 2 statewide target rates were updated in the latest [Oregon Transportation Safety Action Plan](#) adopted in September 2021. 2018 Initial targets can be referenced in the [FHWA Performance Management Areas, Measures, and Targets for Oregon DOT](#) adopted 8/16/2018.

Table 3 Bend MPO Reported Crash Data and Rates









Reported Crash Data (5-year rolling average)	Average Fatalities per year	Fatality rate per 100 Million VMT	Serious Injuries	Serious injury rate per 100 Million VMT	Non-motorist fatalities and serious injuries
<b>Oregon Statewide</b>					
Statewide Data and Rates (2015-2019)	475.0	 2.58	1820.8	 11.58	260.0
Statewide Data and Rates (2016-2020)	488.0	 2.60	1708.0	 10.29	258.8
<b>Bend MPO</b>					
Bend MPO Data and Rates (2015-2019)	4.8	 1.77	23.8	 4.01	4.4
Bend MPO Data and Rates (2016-2020)	4.8	 1.84	23.0	 3.81	4.0

Table 3 details for icons: Red x indicates measure not met, Green check mark indicates met target. Target rates are shown in Table 2.

## MPO REPORTING REQUIREMENT

The Bend MPO supports ODOT’s safety performance targets as established. To view the ODOT targets see [www.oregon.gov/ODOT/PerformMang](http://www.oregon.gov/ODOT/PerformMang). Bend MPO will work with ODOT to review and verify our safety performance measures annually. Each graph shows reported data and Bend

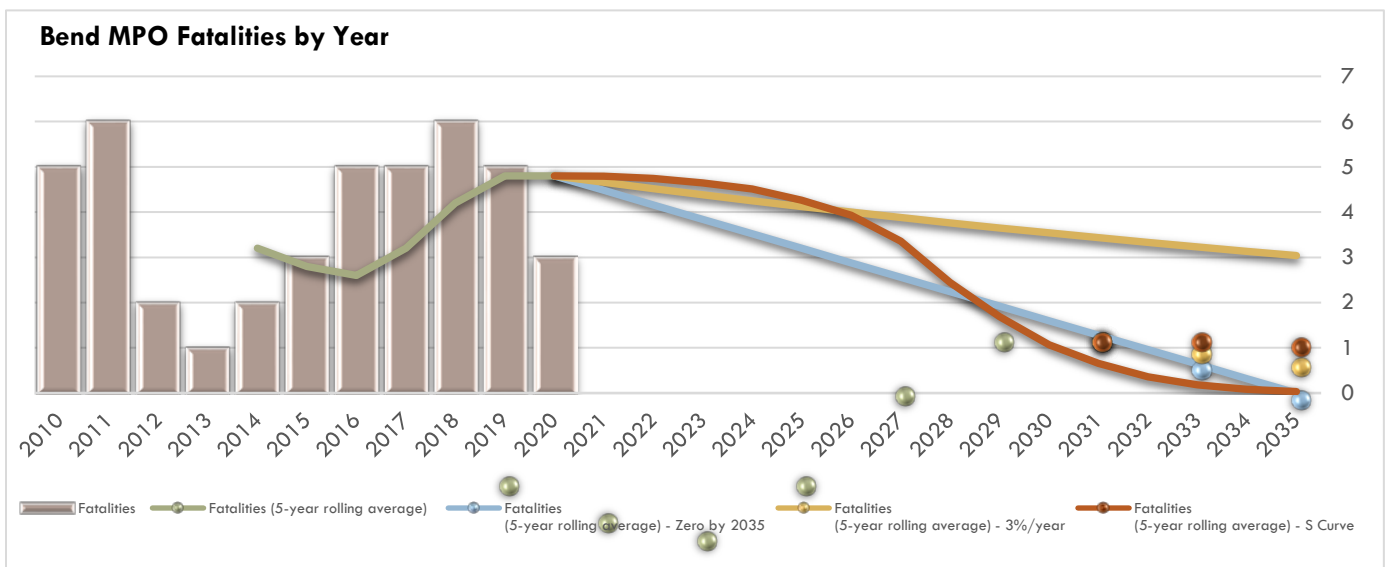
**Performance Measures**

MPO progress toward meeting ODOTs Roadway safety targets for the following three categories through 2035.

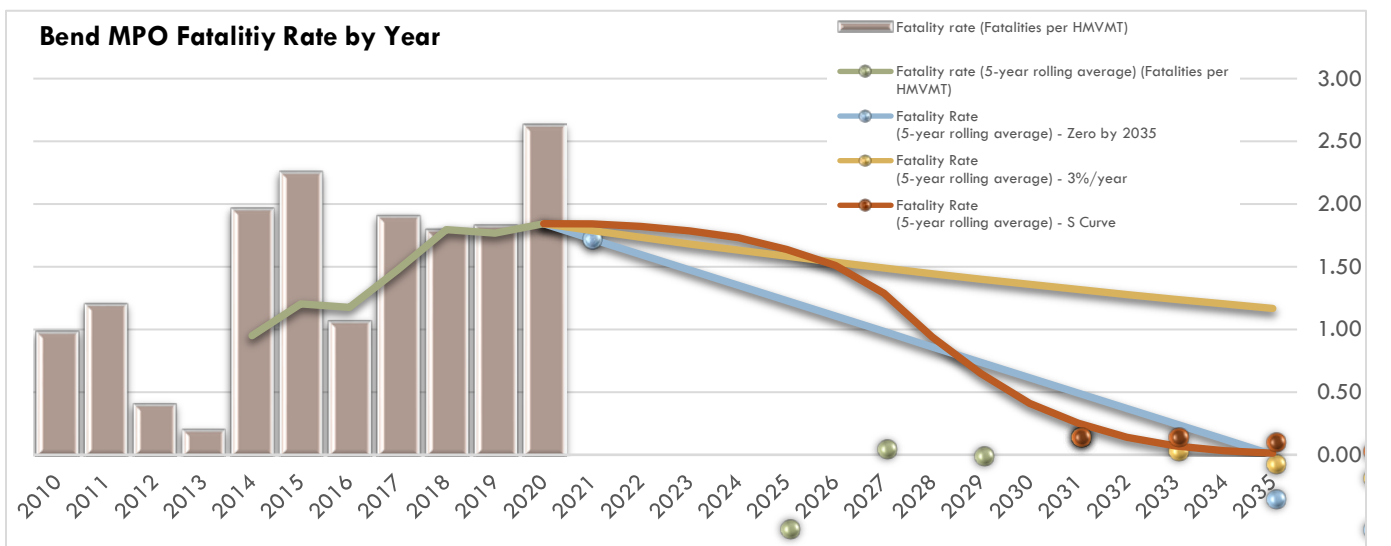
1. Zero by 2035 (Blue line) shows the trend if using a straight calculation of 5 year rolling averages.
2. 3% per year (Yellow line) shows the trend of 3% reduction each year.
3. S-Curve (Red line) shows a flat rate in the near timeframe and a sharper decrease in later years.

A map of crash locations for fatalities, serious injury, and non-motorist crashes in the Bend MPO region are provided in Figure 1-3. Figure 3, Non-motorist crash map includes all injury levels. These maps used ODOT crash data from 2016-2020.

*Table 4 Bend MPO Fatalities by Year*



*Table 5 Bend MPO Fatality Rate by Year*





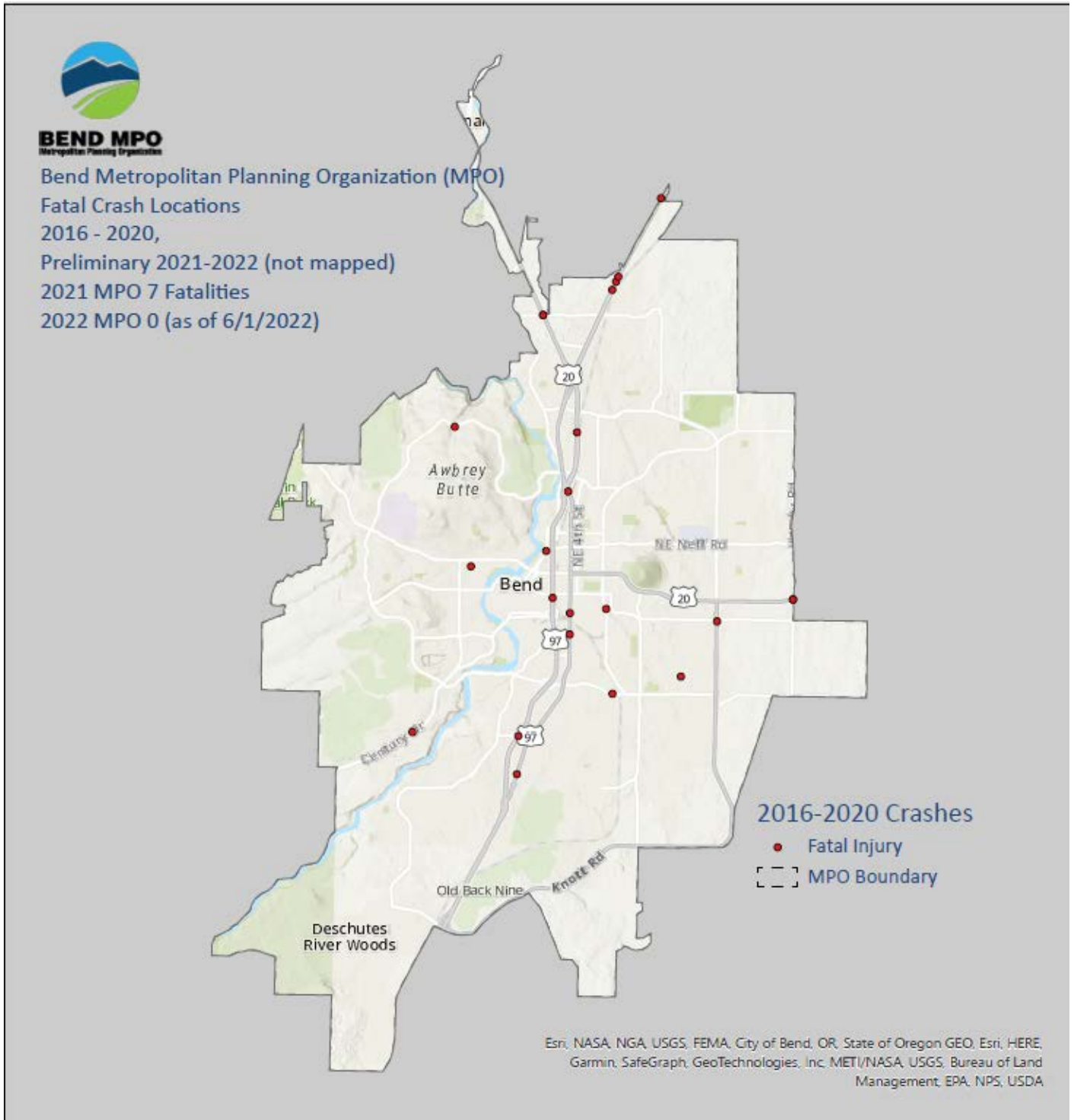


Figure 1 Bend MPO Fatality Map of Crash Locations 2016-2020

Performance Measures

Table 6 Bend MPO Serious Injuries by Year

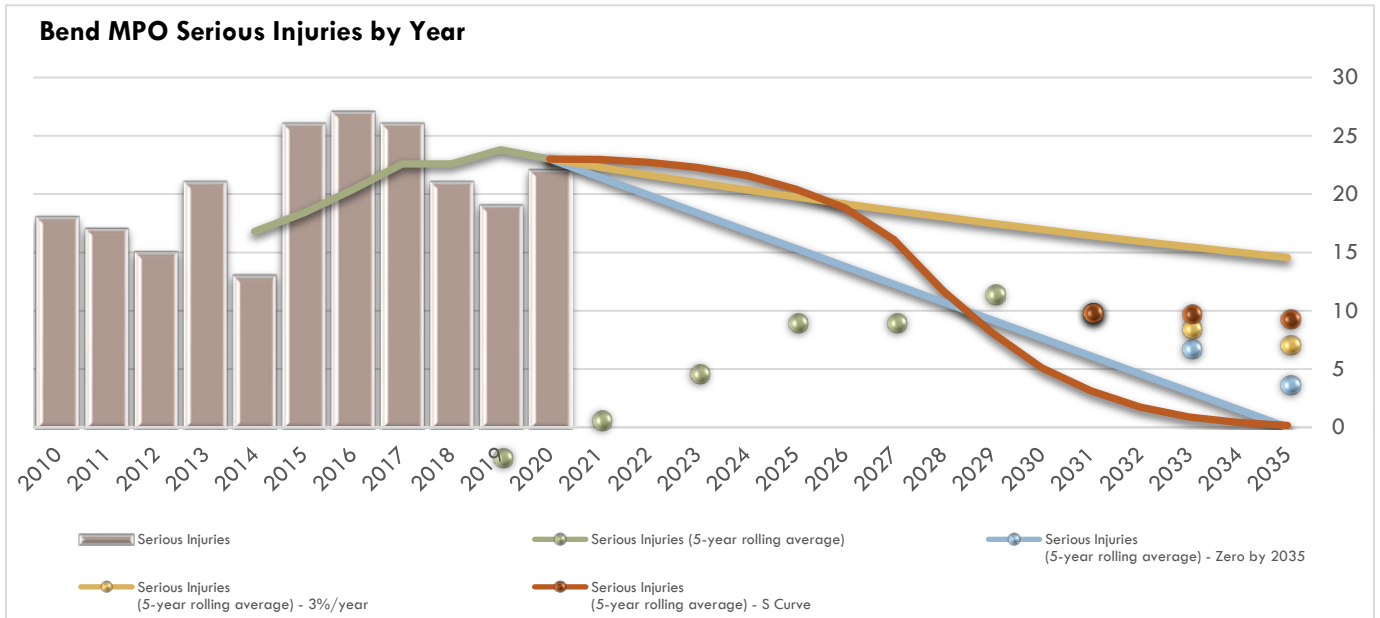
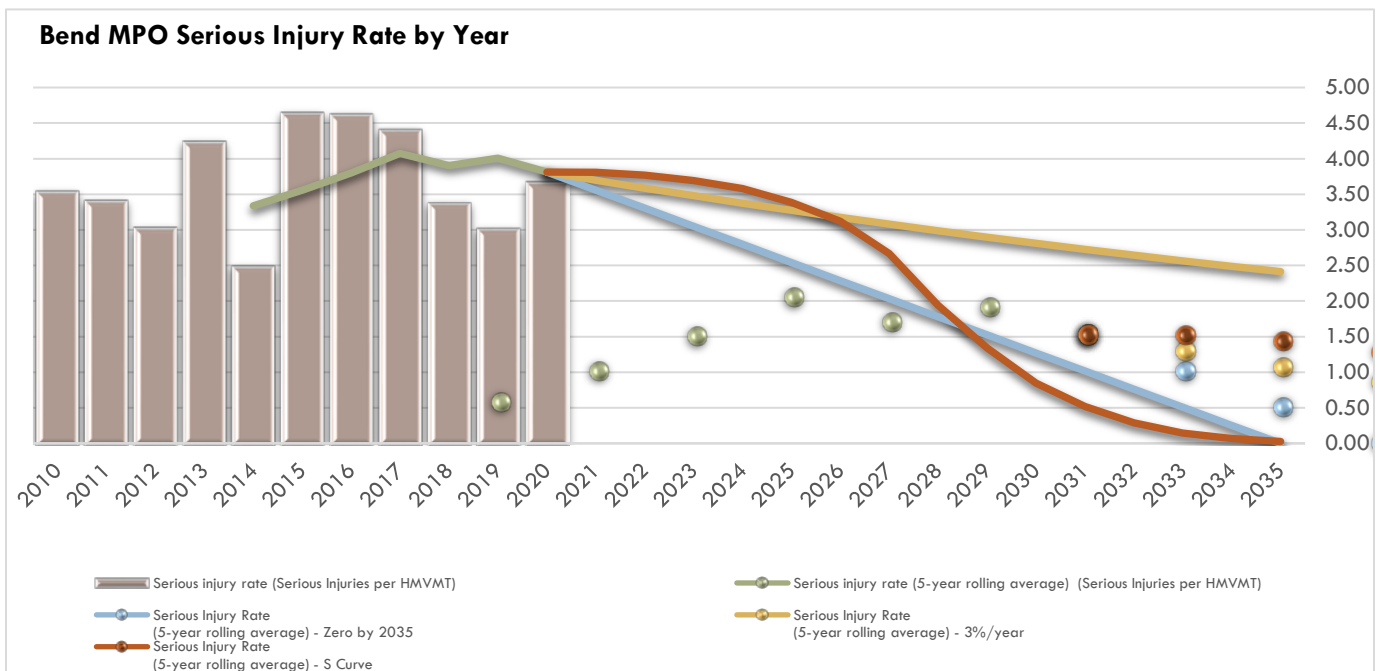


Table 7 Bend MPO Serious Injury Rate by Year



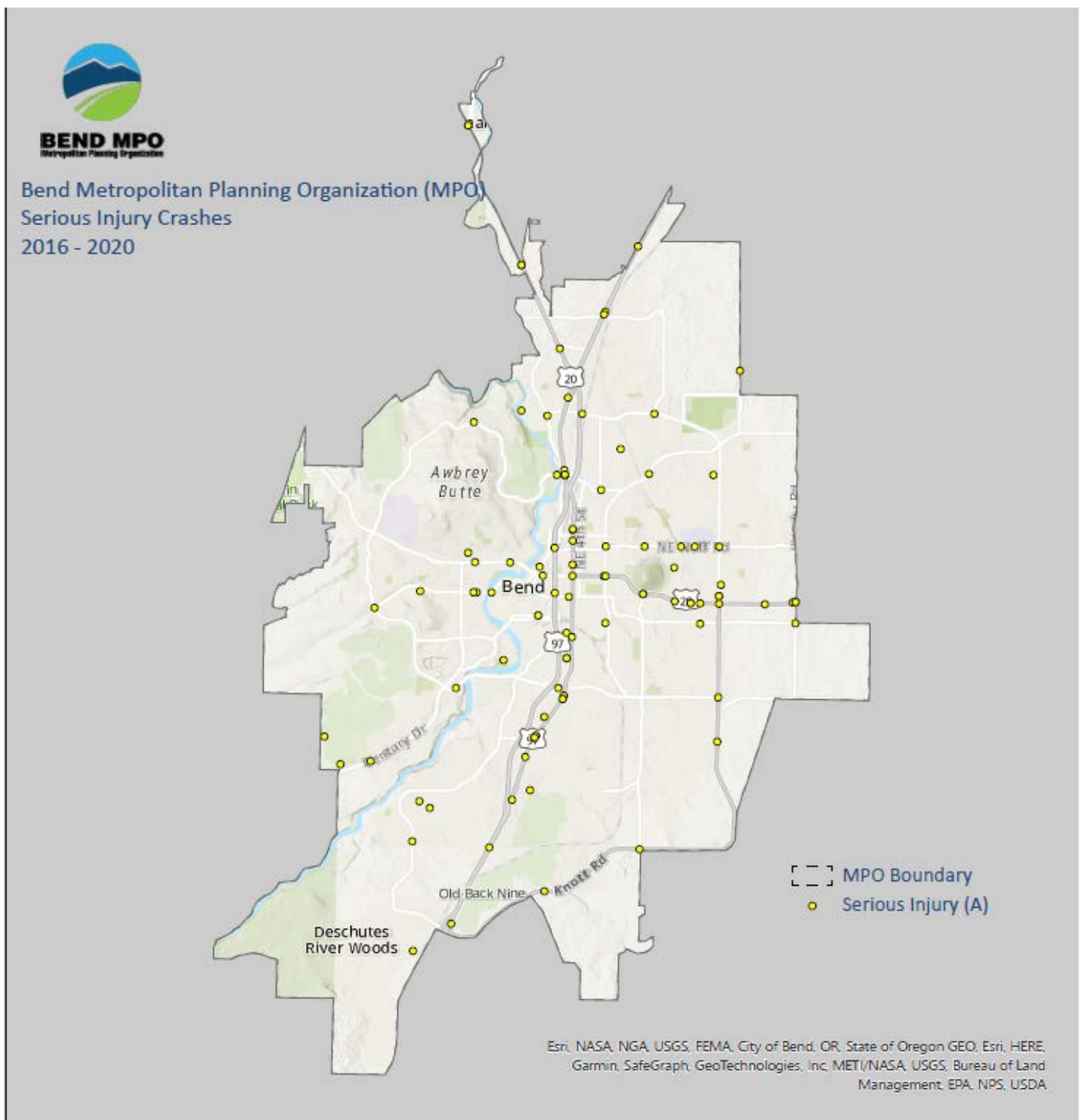
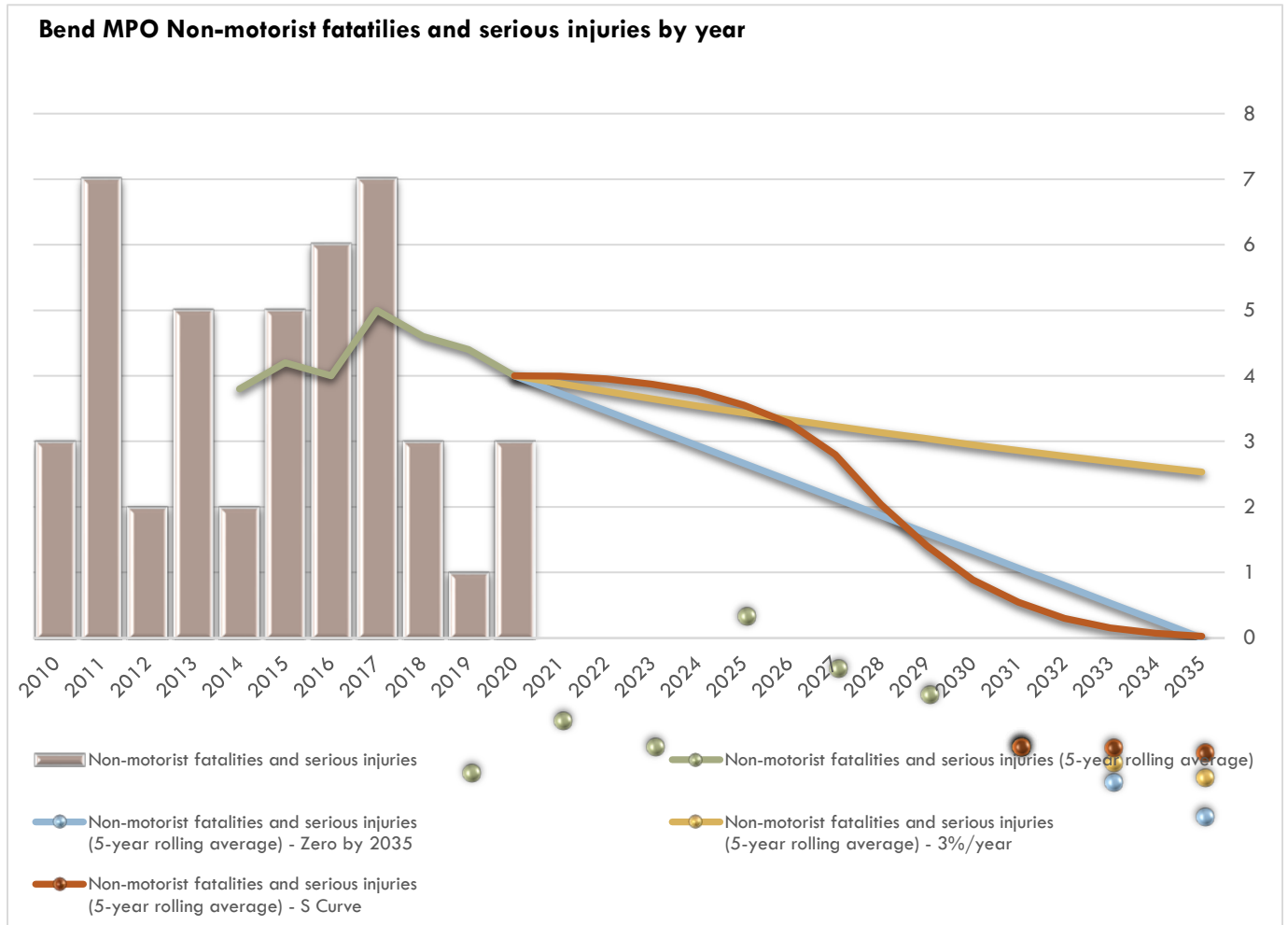


Figure 2 Bend MPO Serious Injury Map of Crash Locations 2016-2020

Performance Measures

Table 8 Bend MPO Non-motorist fatalities and serious injuries



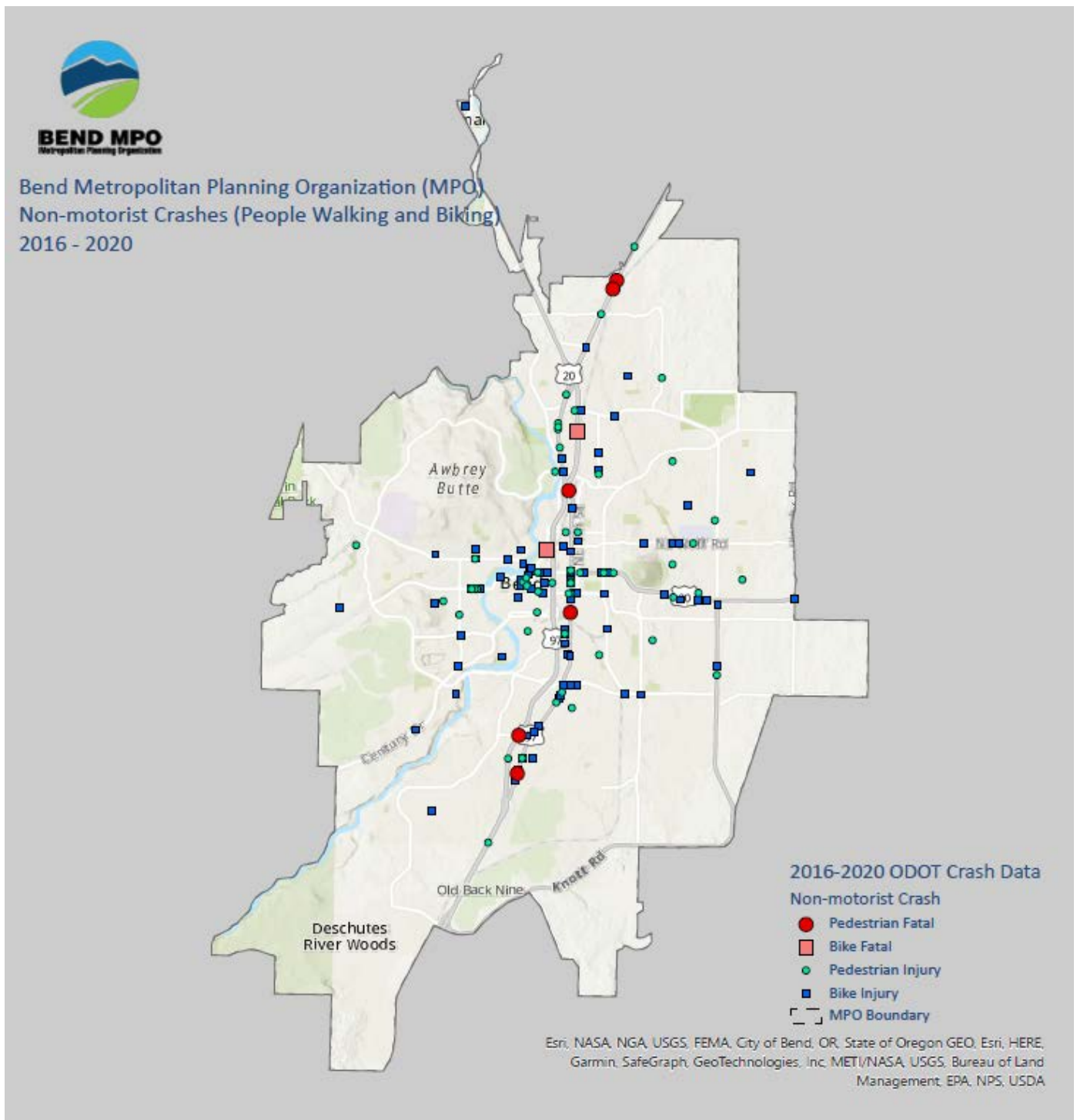


Figure 3 Bend MPO Non-motorist Crash Locations, all injury levels shown, 2016-2020

Performance Measures

## EMPHASIS AREAS AND NEXT STEPS



Figure 4 Infomational message regarding 2020 Fatal crashes in Deschutes County. These four emphasis areas (Slow down, Drive sober, Buckle up, and Pay attention) were shared in the public campaign. In 2020, two-thirds of fatal crashes (20) were due to one or more of these behaviours; Speeding, Impairment; Seat belt usage and/of; Distracted driving.

Bend MPO will be working on these emphasis areas and action items to continue safety efforts as shown in the region’s Transportation Safety Action Plans. In 2022-2023, Bend MPO will expand data efforts to include more data resources for Central Oregon such as Table 9 to show total Deschutes County crashes and fatalities by year. Table 10 to show Vehicle Miles of Travelled (VMT) in Deschutes County. VMT is the sum of distances traveled by all motor vehicles in a specified system of roadways for a given period of time. VMT is used for crash rates referenced in this report. Visit [www.centraloregonsafetravel.org](http://www.centraloregonsafetravel.org) for details plans and actions regarding roadway safety.

Table 9 Deschutes County total crashes and fatalities by year

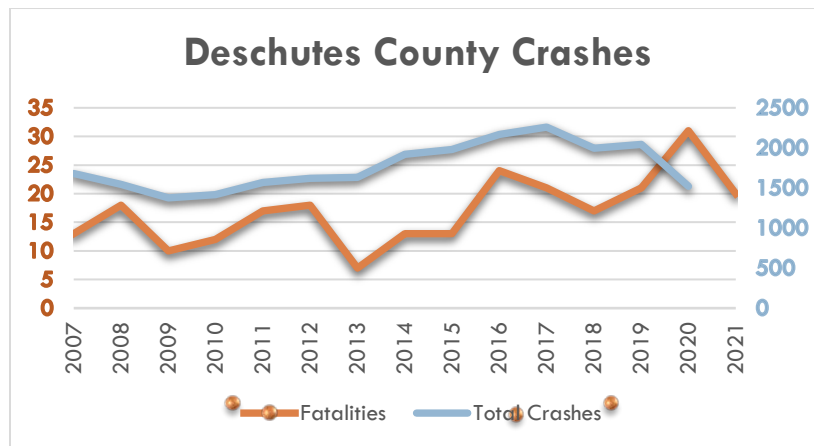
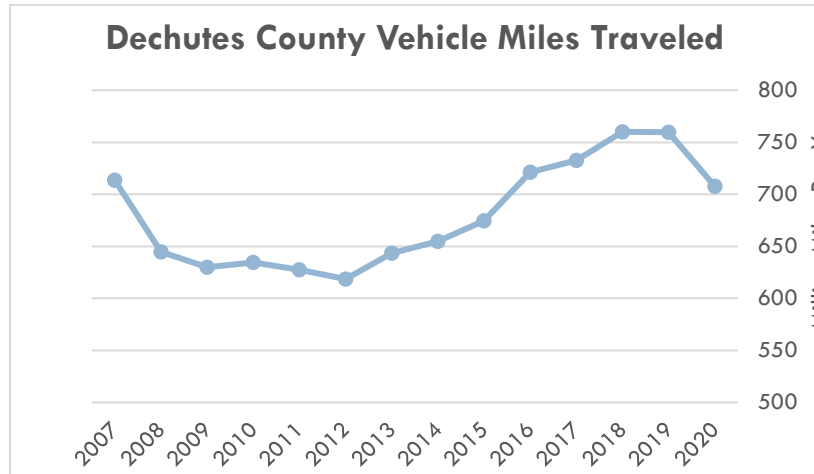


Table 9 includes Deschutes County crashes (blue line) and fatalities (brown line) by year. 2021 Fatality data is preliminary.

Table 10 Deschutes County Vehicle Miles Traveled by year [Source: ODOT]

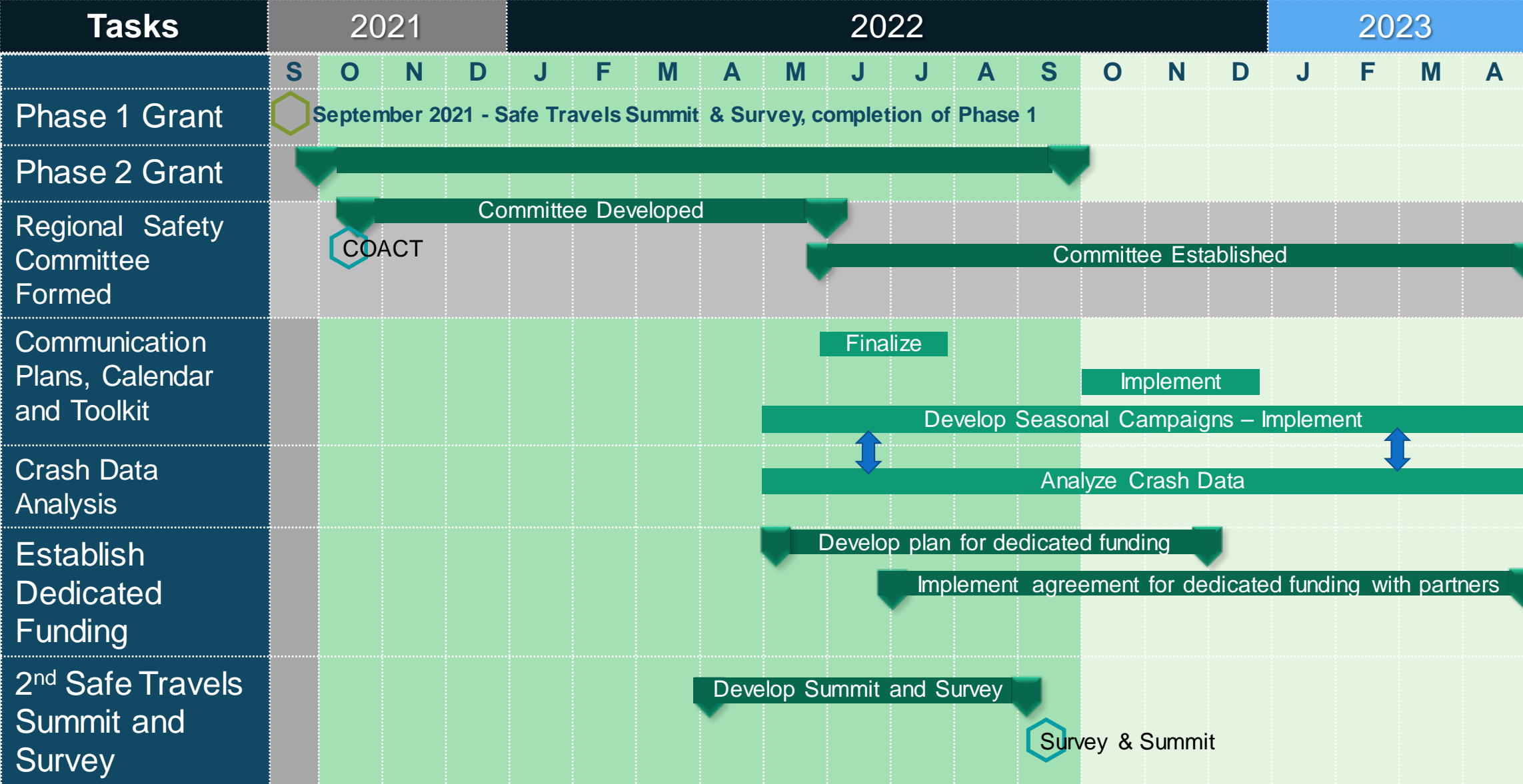


## MONITORING PROGRESS

Bend MPO will continually monitor progress on the performance of transportation programs and measures with annual reporting of the roadway safety performance measures as data becomes available. The latest crash data is typically 18-20 months behind the current date to verify and confirm crash data with ODOT Crash Analysis and Reporting Unit. More on ODOT crash data can be found at: [www.oregon.gov/odot/data/pages/crash.aspx](http://www.oregon.gov/odot/data/pages/crash.aspx)



# Central Oregon Safety Objectives 2022-2023





# **Bend/Deschutes County Transportation Safety Public Education**

## **SAFETY COMMUNICATIONS CALENDAR**

The Safety Communications Calendar is a tool for planning and scheduling coordinated transportation safety campaign messaging throughout the year in Bend, Deschutes County and Central Oregon.

### **Year One**

For 2021, the calendar focused on the Central Oregon Safe Travel Survey and Summit in September as the culmination of the public education campaign. The campaign messaging aligned with four leading causes of serious crashes in Bend/Deschutes County: speeding; impaired driving; distracted driving; and safety belts.

The campaign messaging was publicized through billboards, news media and social media. The messaging offered remedies to all four causes of crashes, supported by illustrative icons:

- Slow down
- Drive sober
- Pay attention
- Buckle up

The region-wide online survey (in English and Spanish) attracted around 1,900 respondents who agreed that transportation safety should be a priority. Most of these participants volunteered to help, and many offered their own suggestions for solutions.

The survey results were shared with community leaders at the first-ever Central Oregon Safe Travel Summit. Leaders from all three counties (Deschutes, Crook, Jefferson) participated, and most pledged to act as role models in their own travel behavior.

The limited campaign funds for 2021 were focused on publicizing the survey and summit upon the four underlying safety messages and themes.

### **Year Two and Beyond**

With the prospect for continuing grant support to sustain the public education effort, there's an opportunity in 2022 to build on the first year's achievements. One option is to continue with the same themes/messages and capitalize on the ongoing national campaigns conducted by the National Highway Safety Administration (NHTSA), an arm of the U.S. Department of Transportation. NHTSA has a year-round calendar of safety campaigns and events with topics that correspond closely to the Bend/Deschutes County priorities. To support their communications calendar and events calendar, NHTSA offers downloadable campaign materials including multiple campaign slogans and supporting graphics, fact sheets, sample news releases, posters, social media kits, radio spots and other materials.

A summary is attached that lists NHTSA sponsored campaign topics, and highlights those of particular interest to Bend and Deschutes County. Also attached are NHTSA communications and event calendars for 2021 and 2022. One suggestion from peer communities is to use only the more effective NHTSA campaigns that employ positive messaging.

The focus, strategies and timing for public education activities in year two and beyond should be revisited by the Regional Safety Committee – whether that is housed within COACT or another organization. Of course, the magnitude of the public education effort will depend significantly on the availability of funding.

# National Highway Traffic Safety Administration NHTSA Campaign Topics

Bicycle safety

Child safety

Distracted driving

Drowsy driving

Drug-impaired driving

Drunk driving

First responder safety

Law enforcement appreciation

Motorcycle safety

Older drivers

Others

- 4<sup>th</sup> of July
- Nationwide local radio campaign

Pedestrian safety

Rail grade crossing

School bus safety

Seat belts

Speed prevention

Teen safety

Vehicle safety

## NHTSA Campaign Materials\*

Multiple campaign slogans/  
supporting graphic designs

Fact sheet


Sample news release

Posters

Social media playbook

Radio spots

\*Downloadable from NHTSA  
website to support campaigns and  
events

 Bend/Deschutes Co. priorities

Missing: construction safety, seasonal travel

# NHTSA 2021 Communications Calendar

**January**

**February**

**Feb 7 – Superbowl: Impaired Driving**

*“Fans Don’t Let Fans Drive Drunk”*

**March**

Mar 8-12 – Vehicle Safety Recalls Week

**Mar 17 – St. Patrick’s Day: Impaired Driving**

*“Buzzed Driving is Drunk Driving”*

Mar 21-April 18 – Rail Grade Crossing

*“Stop. Trains Can’t.”*

**April**

**National Distracted Driving Awareness Month**

Apr 5-12 – *“U Drive. U Text. U Pay”*

Paid Media

**Apr 20 – Drug-Impaired Driving**

*“If You Feel Different, You Drive Different”*

**May**

National Youth Traffic Safety Month

Motorcycle Safety Awareness Month

May 1 – National Heatstroke Prevention Day

*“Look Before You Lock”*

*“Act Fast. Save a Life”*

Paid Media

May 17-June 6 – Occupant Protection

*“Click It or Ticket”*

*Paid Media*

National Enforcement Mobilization

**June**

Jun 21 – National Ride to Work Day – Motorcycle Safety

*“Share the Road with Motorcyclists”*

**July**

Vehicle Theft Prevention Month

**Jul 4 – Impaired Driving, Drug-Impaired Driving**

*“Buzzed Driving is Drunk Driving”*

*“Drive Sober or Get Pulled Over”*

*“Ride Sober or Get Pulled Over”*

*“If You Feel Different, You Drive Different”*

**August**

**Aug 18-Sept 6 – Impaired Driving National Enforcement**

**Impaired Driving, Drug-Impaired Driving**

*“Drive Sober or Get Pulled Over”*

*“Ride Sober or Get Pulled Over”*

*"If You Feel Different, You Drive Different"*  
*"Drive High – Get a DUI"*  
Paid Media

**National Enforcement Mobilization**

**September**

Sep 6-27 – Rail Grade Crossing  
*"Stop. Trains Can't"*  
Sep 19-25 – Child Passenger Safety Week  
Occupant Protection  
Sep 25 – National Seat Check Saturday  
*"Child Car Safety"*

**October**

Pedestrian Safety Month  
Oct 17-23 – National Teen Driver Safety Week  
Teen Driving Issues  
**Oct 31 – Halloween – Impaired Driving**  
*"Buzzed Driving is Drunk Driving"*  
*"If You Feel Different, You Drive Different"*

**November**

Nov 24-28 – Thanksgiving Holiday  
**Impaired Driving, Drug-Impaired Driving**  
**Nov 24 – Blackout Wednesday**  
*"Buzzed Driving is Drunk Driving"*  
Nov 28 – Thanksgiving Holiday Travel  
Occupant Protection  
*"Buckle Up. Every Trip. Every Time."*  
Nov 30-Dec 14 – Pre-Holiday Season  
**Impaired Driving, Drug-Impaired Driving**  
*"Buzzed Driving is Drunk Driving"*  
*"If You Feel Different, You Drive Different"*

**December**

Dec 15-Jan 1, 2022 – Holiday Season  
**Impaired Driving, Drug-Impaired Driving**  
*"Drive Sober or Get Pulled Over"*  
*"If You Feel Different, You Drive Different"*  
*"Drive High – Get a DUI"*  
Paid Media  
**National Enforcement Mobilization**  
Dec 26-31 – TV Bureau of Advertising Roadblock  
*"Buzzed Driving is Drunk Driving"*

# NHTSA 2021 Communications Calendar

Campaign Material Available at [www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov)

## S M T W T F S JANUARY

1 2  
3 4 5 6 7 8 9  
10 11 12 13 14 15 16  
17 18 19 20 21 22 23  
24 25 26 27 28 29 30  
31

**Happy New Year!**

## S M T W T F S FEBRUARY

1 2 3 4 5 6  
7 8 9 10 11 12 13  
14 15 16 17 18 19 20  
21 22 23 24 25 26 27  
28

**February 7**

**Super Bowl LV**

IMPAIRED DRIVING

Primary Message: *Fans Don't Let Fans Drive Drunk*

## S M T W T F S MARCH

1 2 3 4 5 6  
7 8 9 10 11 12 13  
14 15 16 17 18 19 20  
21 22 23 24 25 26 27  
28 29 30 31

**March 8 - 12**

**Vehicle Safety Recalls Week**

**March 17**

**St. Patrick's Day**

IMPAIRED DRIVING

Primary Message: *Buzzed Driving Is Drunk Driving*

**March 22 - April 12**

**Rail Grade Crossing Campaign**

Primary Message: *Stop. Trains Can't.*



## S M T W T F S APRIL

1 2 3  
4 5 6 7 8 9 10  
11 12 13 14 15 16 17  
18 19 20 21 22 23 24  
25 26 27 28 29 30

**National Distracted Driving Awareness Month**

**April 5 - 12**

**U Drive. U Text. U Pay.**

DISTRACTED DRIVING

Primary Message: *U Drive. U Text. U Pay.*

*Paid Media*

**April 20**

**Drug-Impaired Driving Campaign**

Primary Message: *If You Feel Different, You Drive Different*



## S M T W T F S MAY

1  
2 3 4 5 6 7 8  
9 10 11 12 13 14 15  
16 17 18 19 20 21 22  
23 24 25 26 27 28 29  
30 31

**National Youth Traffic Safety Month**  
**Motorcycle Safety Awareness Month**

**May 1**

**National Heatstroke Prevention Day**

HEATSTROKE AWARENESS

*Paid Media*

**May 17 - June 6**

**Click It or Ticket**

OCCUPANT PROTECTION

Primary Message: *Click It or Ticket*

*Paid Media*

*National Enforcement Mobilization*



## S M T W T F S JUNE

1 2 3 4 5  
6 7 8 9 10 11 12  
13 14 15 16 17 18 19  
20 21 22 23 24 25 26  
27 28 29 30

**June 21**

**National Ride to Work Day**

MOTORCYCLE SAFETY

Primary Message:

*Share the Road With Motorcyclists*



## S M T W T F S JULY

1 2 3  
4 5 6 7 8 9 10  
11 12 13 14 15 16 17  
18 19 20 21 22 23 24  
25 26 27 28 29 30 31

**Vehicle Theft Prevention Month**

**July 4**

IMPAIRED DRIVING

DRUG-IMPAIRED DRIVING

Primary Messages:

*Buzzed Driving Is Drunk Driving;*

*Drive Sober or Get Pulled Over;*

*Ride Sober or Get Pulled Over;*

*If You Feel Different, You Drive Different*



## S M T W T F S AUGUST

1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 25 26 27 28  
29 30 31

**August 18 - September 6**

**Impaired Driving National Enforcement**

**Drive Sober or Get Pulled Over**

IMPAIRED DRIVING

DRUG-IMPAIRED DRIVING

Primary Messages:

*Drive Sober or Get Pulled Over;*

*Ride Sober or Get Pulled Over;*

*If You Feel Different, You Drive Different*

*Drive High - Get a DUI*

*Paid Media*

*National Enforcement Mobilization*



## S M T W T F S SEPTEMBER

1 2 3 4  
5 6 7 8 9 10 11  
12 13 14 15 16 17 18  
19 20 21 22 23 24 25  
26 27 28 29 30

**September 6 - 27**

**Rail Grade Crossing Campaign**

Primary Message: *Stop. Trains Can't.*

**September 19 - 25**

**Child Passenger Safety Week**

OCCUPANT PROTECTION

**September 25**

**National Seat Check Saturday**



## S M T W T F S OCTOBER

1 2  
3 4 5 6 7 8 9  
10 11 12 13 14 15 16  
17 18 19 20 21 22 23  
24 25 26 27 28 29 30  
31

**Pedestrian Safety Month**

**October 17 - 23**

**National Teen Driver Safety Week**

TEEN DRIVING ISSUES

**October 31**

**Halloween**

IMPAIRED DRIVING

Primary Messages:

*Buzzed Driving Is Drunk Driving;*

*If You Feel Different, You Drive Different*



## S M T W T F S NOVEMBER

1 2 3 4 5 6  
7 8 9 10 11 12 13  
14 15 16 17 18 19 20  
21 22 23 24 25 26 27  
28 29 30

**November 24 - 28**

**Thanksgiving Holiday Travel**

IMPAIRED DRIVING

DRUG-IMPAIRED DRIVING

**November 24**

**Blackout Wednesday**

Primary Message: *Buzzed Driving Is Drunk Driving*

**November 25**

**Thanksgiving Holiday Travel**

OCCUPANT PROTECTION

Primary Message: *Buckle Up. Every Trip. Every Time.*

**November 30 - December 14**

**Pre-Holiday Season**

IMPAIRED DRIVING

DRUG-IMPAIRED DRIVING

Primary Messages:

*Buzzed Driving Is Drunk Driving;*

*If You Feel Different, You Drive Different*



## S M T W T F S DECEMBER

1 2 3 4  
5 6 7 8 9 10 11  
12 13 14 15 16 17 18  
19 20 21 22 23 24 25  
26 27 28 29 30 31 1

**December 15 - January 1, 2022**

**Holiday Season**

IMPAIRED DRIVING

DRUG-IMPAIRED DRIVING

Primary Messages:

*Drive Sober or Get Pulled Over;*

*If You Feel Different, You Drive Different*

*Drive High - Get a DUI*

*Paid Media*

*National Enforcement Mobilization*

**December 26 - 31**

**TV Bureau of Advertising Roadblock**

Primary Message:

*Buzzed Driving Is Drunk Driving*



# 2021 HIGHWAY TRAFFIC SAFETY EVENTS CALENDAR



U.S. Department of Transportation  
National Highway Traffic Safety Administration



DATE	EVENT	SPONSOR	WEB LINK
January 24–28	Transportation Research Board Conference (Washington, DC)	Transportation Research Board	<a href="http://www.trb.org">www.trb.org</a>
February 2–4	SAE Government/Industry Meeting (Washington, DC)	TBD	<a href="http://www.sae.org/attend/government-industry">www.sae.org/attend/government-industry</a>
February 6–9	Winter Legislative & Technology Conference (Washington, DC)	National Sheriffs' Association (NSA)	<a href="http://www.sheriffs.org">www.sheriffs.org</a>
March 8–12	Vehicle Safety Recalls Week	NHTSA	<a href="http://www.nhtsa.gov/recalls">www.nhtsa.gov/recalls</a>
March 22–April 12	Rail Grade Crossing Campaign	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/rail-grade-crossing">www.trafficsafetymarketing.gov/get-materials/rail-grade-crossing</a>
April 1	National Walking Day	NHTSA	<a href="http://www.nhtsa.gov">www.nhtsa.gov</a>
April 5–12	National Distracted Driving Awareness Month	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/distracted-driving">www.trafficsafetymarketing.gov/get-materials/distracted-driving</a>
April 11–17	National 911 Public Safety Telecommunicators Week		<a href="http://www.npstw.org">www.npstw.org</a>
April 26–28	Lifesavers 2021 Conference – Virtual	Multiple public and private organizations	<a href="http://www.lifesaversconference.org">www.lifesaversconference.org</a>
April 26–30	National Work Zone Awareness Week	Federal Highway Administration	<a href="http://www.ops.fhwa.dot.gov/wz/outreach/wz_awareness.htm">www.ops.fhwa.dot.gov/wz/outreach/wz_awareness.htm</a>
April (Entire Month)	National Distracted Driving Awareness Month	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/distracted-driving">www.trafficsafetymarketing.gov/get-materials/distracted-driving</a>
April (Entire Month)	Alcohol Awareness Month	National Institutes of Health	<a href="http://www.nih.gov">www.nih.gov</a>
May (Entire Month)	National Youth Traffic Safety Month	National Organizations for Youth Safety	<a href="http://www.noys.org">www.noys.org</a>
May (Entire Month)	Motorcycle Safety Awareness Month	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/motorcycle-safety">www.trafficsafetymarketing.gov/get-materials/motorcycle-safety</a>
May (Entire Month)	National Bicycle Safety Month	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/bicycle-safety">www.trafficsafetymarketing.gov/get-materials/bicycle-safety</a>
May 1	National Heatstroke Prevention Day	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/child-safety/heatstroke-prevention">www.trafficsafetymarketing.gov/get-materials/child-safety/heatstroke-prevention</a>
May 5	Bike to School Day	National Center for Safe Routes to School	<a href="http://www.walkbiketoschool.org">www.walkbiketoschool.org</a>
May 9–15	National Police Week	The National Law Enforcement Officers Memorial Fund	<a href="http://www.nleomf.com">www.nleomf.com</a>
May 16–22	National EMS Week	American College of Emergency Physicians	<a href="http://www.acep.org/emsweek">www.acep.org/emsweek</a>
TBD	Tire Safety Week	U.S. Tire Manufacturers Association	<a href="http://www.ustires.org">www.ustires.org</a>
June 6	Secure Your Load Day	Robin Abel	<a href="http://www.secureyourload.com">www.secureyourload.com</a>
June 21	Ride to Work Day	NHTSA	<a href="http://www.ridetoworkday.org">www.ridetoworkday.org</a>
June 22–25	Annual Education & Technology Expo (Phoenix, AZ)	National Sheriffs' Association (NSA)	<a href="http://www.sheriffs.org">www.sheriffs.org</a>
TBD	Annual Training Conference & Exhibit (TBD)	National Organization of Black Law Enforcement Executives (NOBLE)	<a href="http://www.noblenational.org">www.noblenational.org</a>
July (Entire Month)	Vehicle Theft Prevention Month	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/vehicle-safety/vehicle-theft-prevention">www.trafficsafetymarketing.gov/get-materials/vehicle-safety/vehicle-theft-prevention</a>
TBD	Annual Training Conference on Drugs, Alcohol, and Impaired Driving (TBD)	IACP, NHTSA	<a href="http://www.theIACP.org/DAIDConference">www.theIACP.org/DAIDConference</a>
TBD	Int'l Forum on Traffic Records and Highway Safety Info. Sys. (TBD)	Association of Transportation Safety Information Professionals	<a href="http://www.atsip.org">www.atsip.org</a>
August 20–September 6	National Impaired Driving HVE Campaign	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/drunken-driving/drive-sober-or-get-pulled-over">www.trafficsafetymarketing.gov/get-materials/drunken-driving/drive-sober-or-get-pulled-over</a>
August 31–September 2	AAMVA Annual International Conference (Denver, CO)	American Association of Motor Vehicle Administrators (AAMVA)	<a href="http://www.aamva.org">www.aamva.org</a>
September 11–15	Governors Highway Safety Association Annual Meeting (Denver, CO)	Governors Highway Safety Association	<a href="http://www.ghsa.org/events/upcoming">www.ghsa.org/events/upcoming</a>
September 19–25	Child Passenger Safety Week	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/child-safety">www.trafficsafetymarketing.gov/get-materials/child-safety</a>
September 25	National Seat Check Saturday	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/child-safety">www.trafficsafetymarketing.gov/get-materials/child-safety</a>
October (Entire Month)	Pedestrian Safety Month	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/pedestrian-safety">www.trafficsafetymarketing.gov/get-materials/pedestrian-safety</a>
October 6	Walk to School Day	National Center for Safe Routes to Schools	<a href="http://www.walkbiketoschool.org">www.walkbiketoschool.org</a>
October 17–23	National Teen Driver Safety Week	Children's Hospital of Philadelphia and NHTSA	<a href="http://www.teendriversource.org">www.teendriversource.org</a> <a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a>
October 18–22	National School Bus Safety Week	National Association of Pupil Transportation	<a href="http://www.napt.org">www.napt.org</a>
November 6–9	Int'l Association of Chiefs of Police Annual Conference & Expo (Atlanta, GA)	Multiple public and private organizations	<a href="http://www.theiacp.org">www.theiacp.org</a>
December (Entire Month)	National Drunk & Drug-Impaired Driving Prevention Month (3D)	Office of National Drug Control Policy (ONDCP)	<a href="http://www.whitehouse.gov/ondcp">www.whitehouse.gov/ondcp</a>
December 17–January 1	National Impaired Driving HVE Campaign	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/drunken-driving/drive-sober-or-get-pulled-over">www.trafficsafetymarketing.gov/get-materials/drunken-driving/drive-sober-or-get-pulled-over</a>



# 2022 NHTSA Communications Calendar

Campaign Material Available at [www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov)

## JANUARY

1/1  
Happy New Year!

OTHER EVENTS:

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

## FEBRUARY

2/13  
Super Bowl LVI  
IMPAIRED DRIVING  
Primary Message: Fans Don't Let Fans Drive Drunk

OTHER EVENTS:

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

## MARCH

3/7 – 3/11  
Vehicle Safety Recalls Week  
3/17  
St. Patrick's Day  
IMPAIRED DRIVING  
Primary Message: Buzzed Driving Is Drunk Driving

3/21 – 4/11  
Rail Grade Crossing Campaign  
Primary Message: Stop. Trains Can't.

Paid Media

OTHER EVENTS:



S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## APRIL

National Distracted Driving Awareness Month  
4/4 – 4/11  
U Drive. U Text. U Pay.  
DISTRACTED DRIVING  
Primary Message: U Drive. U Text. U Pay.

4/20  
Drug-Impaired Driving Campaign  
Primary Message: If You Feel Different, You Drive Different

OTHER EVENTS:



S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



## MAY

National Youth Traffic Safety Month  
Motorcycle Safety Awareness Month  
5/1  
National Heatstroke Prevention Day  
HEATSTROKE AWARENESS

5/16 – 6/05  
Click It or Ticket  
OCCUPANT PROTECTION  
Primary Message: Click It or Ticket  
Paid Media for National Enforcement

OTHER EVENTS:



S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## JUNE

6/20  
National Ride to Work Day  
MOTORCYCLE SAFETY  
Primary Message: Share the Road With Motorcyclists

OTHER EVENTS:



S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## JULY

Vehicle Theft Prevention Month  
7/4  
IMPAIRED DRIVING  
DRUG-IMPAIRED DRIVING  
Primary Messages:  
Buzzed Driving Is Drunk Driving  
Drive Sober or Get Pulled Over  
Ride Sober or Get Pulled Over  
If You Feel Different, You Drive Different  
If You Feel Different, You Drive Different. Drive High, Get a DUI

OTHER EVENTS:



S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## AUGUST

8/17 – 9/5  
Drive Sober or Get Pulled Over  
Impaired Driving National Enforcement Mobilization  
IMPAIRED DRIVING  
DRUG-IMPAIRED DRIVING  
Primary Messages:  
Drive Sober or Get Pulled Over  
Ride Sober or Get Pulled Over  
If You Feel Different, You Drive Different. Drive High, Get a DUI  
Paid Media

OTHER EVENTS:



S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## SEPTEMBER

9/6 – 9/26  
Rail Grade Crossing Campaign  
Primary Message: Stop. Trains Can't.  
Paid Media  
9/18 – 9/24  
Child Passenger Safety Week  
OCCUPANT PROTECTION  
9/24  
National Seat Check Saturday

OTHER EVENTS:



S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## OCTOBER

Pedestrian Safety Month  
10/16 – 10/22  
National Teen Driver Safety Week  
TEEN DRIVING ISSUES  
10/31  
Halloween  
IMPAIRED DRIVING  
Primary Messages:  
Buzzed Driving Is Drunk Driving  
If You Feel Different, You Drive Different

OTHER EVENTS:



S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## NOVEMBER

11/23 – 11/27  
Thanksgiving Holiday Travel  
IMPAIRED DRIVING  
DRUG-IMPAIRED DRIVING  
Primary Messages:  
Buzzed Driving Is Drunk Driving  
If You Feel Different, You Drive Different  
11/24  
Thanksgiving Holiday Travel  
OCCUPANT PROTECTION  
Primary Message: Buckle Up. Every Trip. Every Time.  
11/28 – 12/13  
Pre-Holiday Season  
IMPAIRED DRIVING  
DRUG-IMPAIRED DRIVING  
Primary Messages:  
Buzzed Driving Is Drunk Driving  
If You Feel Different, You Drive Different

OTHER EVENTS:



S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## DECEMBER

12/14 – 1/01/23  
Holiday Season  
IMPAIRED DRIVING  
DRUG-IMPAIRED DRIVING  
Primary Messages:  
Drive Sober or Get Pulled Over  
If You Feel Different, You Drive Different. Drive High, Get a DUI  
Paid Media  
12/26 – 12/31  
TV Bureau of Advertising Roadblock  
Primary Message:  
Buzzed Driving Is Drunk Driving

OTHER EVENTS:



S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



U.S. Department of Transportation  
National Highway Traffic Safety Administration





# 2022 HIGHWAY TRAFFIC SAFETY EVENTS CALENDAR



U.S. Department of Transportation  
National Highway Traffic Safety Administration



DATE	EVENT	SPONSOR	WEB LINK
January 9–13	Transportation Research Board Conference (Washington, DC)	Transportation Research Board	<a href="http://www.trb.org">www.trb.org</a>
January 19–21	SAE Government/Industry Meeting (Washington, DC)	TBD	<a href="http://www.sae.org/attend/government-industry">www.sae.org/attend/government-industry</a>
February 5–8	Winter Legislative & Technology Conference (Washington, DC)	National Sheriffs' Association (NSA)	<a href="http://www.sheriffs.org">www.sheriffs.org</a>
March 8–12	Vehicle Safety Recalls Week	NHTSA	<a href="http://www.nhtsa.gov/recalls">www.nhtsa.gov/recalls</a>
March 13–15	Lifesavers 2022 Conference (Chicago, IL)	Multiple public and private organizations	<a href="http://www.lifesaversconference.org">www.lifesaversconference.org</a>
April (Entire Month)	Alcohol Awareness Month	National Institutes of Health	<a href="http://www.nih.gov">www.nih.gov</a>
April (Entire Month)	National Distracted Driving Awareness	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/distracted-driving">www.trafficsafetymarketing.gov/get-materials/distracted-driving</a>
April 4–11	National Distraction High-Visibility Enforcement Campaign	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/distracted-driving">www.trafficsafetymarketing.gov/get-materials/distracted-driving</a>
April 10–16	National 911 Public Safety Telecommunicators Week		<a href="http://www.npstw.org">www.npstw.org</a>
April 26–30	National Work Zone Awareness Week (Michigan)	Federal Highway Administration	<a href="http://www.ops.fhwa.dot.gov/outreach/wz_awareness.htm">www.ops.fhwa.dot.gov/outreach/wz_awareness.htm</a>
May (Entire Month)	Global Youth Traffic Safety Month	SADD	<a href="http://www.sadd.org">www.sadd.org</a>
May (Entire Month)	Motorcycle Safety Awareness Month	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/motorcycle-safety">www.trafficsafetymarketing.gov/get-materials/motorcycle-safety</a>
May (Entire Month)	National Bicycle Safety Month	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/bicycle-safety">www.trafficsafetymarketing.gov/get-materials/bicycle-safety</a>
May 1	National Heatstroke Prevention Day	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/child-safety/heatstroke-prevention">www.trafficsafetymarketing.gov/get-materials/child-safety/heatstroke-prevention</a>
May 4	Bike to School Day	National Center for Safe Routes to School	<a href="http://www.walkbiketoschool.org">www.walkbiketoschool.org</a>
May 15–21	National Police Week	The National Law Enforcement Officers Memorial Fund	<a href="http://www.nleomf.com">www.nleomf.com</a>
May 16–22	National EMS Week	American College of Emergency Physicians	<a href="http://www.acep.org/emswk">www.acep.org/emswk</a>
May 16–June 5	Click It or Ticket High-Visibility Enforcement Campaign	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/seat-belts/click-it-or-ticket">www.trafficsafetymarketing.gov/get-materials/seat-belts/click-it-or-ticket</a>
May 20	Bike to Work Day	League of American Bicyclists	<a href="https://bikeleague.org">https://bikeleague.org</a>
TBD	Tire Safety Week	U.S. Tire Manufacturers Association	<a href="http://www.ustires.org">www.ustires.org</a>
June 6	Secure Your Load Day	Robin Abel	<a href="http://www.secureyourload.com">www.secureyourload.com</a>
June 20	Ride to Work Day	NHTSA	<a href="http://www.ridetoworkday.org">www.ridetoworkday.org</a>
June 20–24	Annual Education & Technology Expo (Kansas City, MO)	National Sheriffs' Association (NSA)	<a href="http://www.sheriffs.org">www.sheriffs.org</a>
July (Entire Month)	Vehicle Theft Prevention Month	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/vehicle-safety/vehicle-theft-prevention">www.trafficsafetymarketing.gov/get-materials/vehicle-safety/vehicle-theft-prevention</a>
July 22–27	Annual Training Conference & Exhibit (Orlando, FL)	National Organization of Black Law Enforcement Executives (NOBLE)	<a href="http://www.noblenational.org">www.noblenational.org</a>
August 17–September 5	Drive Sober or Get Pulled Over High-Visibility Enforcement Campaign	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/drunken-driving/drive-sober-or-get-pulled-over">www.trafficsafetymarketing.gov/get-materials/drunken-driving/drive-sober-or-get-pulled-over</a>
TBD	Annual Training Conference on Drugs, Alcohol, and Impaired Driving (TBD)	IACP, NHTSA	<a href="http://www.theIACP.org/DAIDConference">www.theIACP.org/DAIDConference</a>
TBD	Int'l Forum on Traffic Records and Highway Safety Info. Sys. (TBD)	Association of Transportation Safety Information Professionals	<a href="http://www.atsip.org">www.atsip.org</a>
August 31 – September 2	AAMVA Annual International Conference (Denver, CO)	Governors Highway Safety Association	<a href="http://www.ghsa.org/events/upcoming">www.ghsa.org/events/upcoming</a>
September (TBD)	2022 SMSA National Conference (Nashua, NH)	State Motorcycle Safety Association (SMSA)	<a href="http://smsa.org/default.aspx">http://smsa.org/default.aspx</a>
September 13–15	Annual International Conference	American Association of Motor Vehicle Administrators (AAMVA)	<a href="http://www.aamva.org/events/">www.aamva.org/events/</a>
September 17–21	Governors Highway Safety Association Annual Meeting (Louisville, KY)	Governors Highway Safety Association (GHSA)	<a href="http://www.ghsa.org/events/Future-Annual-Meetings">www.ghsa.org/events/Future-Annual-Meetings</a>
September 19–25	Child Passenger Safety Week	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/child-safety">www.trafficsafetymarketing.gov/get-materials/child-safety</a>
September 25	National Seat Check Saturday	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/child-safety">www.trafficsafetymarketing.gov/get-materials/child-safety</a>
October (Entire Month)	Pedestrian Safety Month	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/pedestrian-safety">www.trafficsafetymarketing.gov/get-materials/pedestrian-safety</a>
October 5	Walk to School Day	National Center for Safe Routes to Schools	<a href="http://www.walkbiketoschool.org">www.walkbiketoschool.org</a>
October 15–18	Int'l Association of Chiefs of Police Annual Conference & Expo (Dallas, TX)	Multiple public and private organizations	<a href="http://www.theiacp.org">www.theiacp.org</a>
October 17–21	National School Bus Safety Week	American School Bus Council	<a href="http://www.americanschoolbuscouncil.org">www.americanschoolbuscouncil.org</a>
October 17–23	National Teen Driver Safety Week	Children's Hospital of Philadelphia and NHTSA	<a href="http://www.teendriversource.org">www.teendriversource.org</a> <a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a>
December (Entire Month)	National Drunk & Drug-Impaired Driving Prevention Month (3D)	Office of National Drug Control Policy (ONDCP)	<a href="http://www.whitehouse.gov/ondcp">www.whitehouse.gov/ondcp</a>
December 5–9	Older Driver Safety Awareness Week (ODSAW)	American Occupational Therapy Association (AOTA)	<a href="http://www.aota.org/Conference-Events/Older-Driver-Safety-Awareness-Week.aspx">www.aota.org/Conference-Events/Older-Driver-Safety-Awareness-Week.aspx</a>
December 14–January 1, 2023	Drive Sober or Get Pulled Over High-Visibility Enforcement Campaign	NHTSA	<a href="http://www.trafficsafetymarketing.gov/get-materials/drunken-driving/drive-sober-or-get-pulled-over">www.trafficsafetymarketing.gov/get-materials/drunken-driving/drive-sober-or-get-pulled-over</a>

Blue boxes represent paid media.

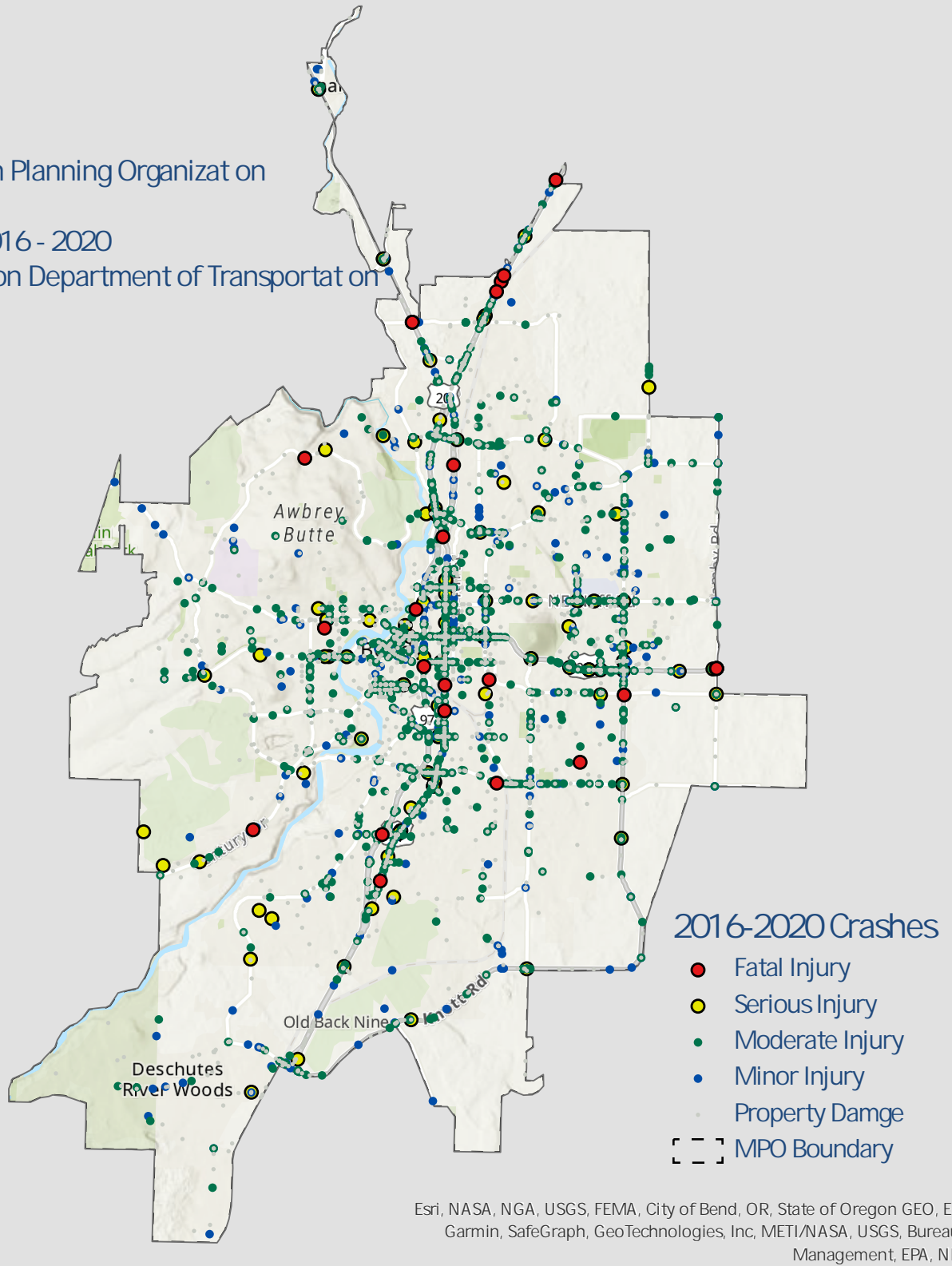


**BEND MPO**  
Metropolitan Planning Organization

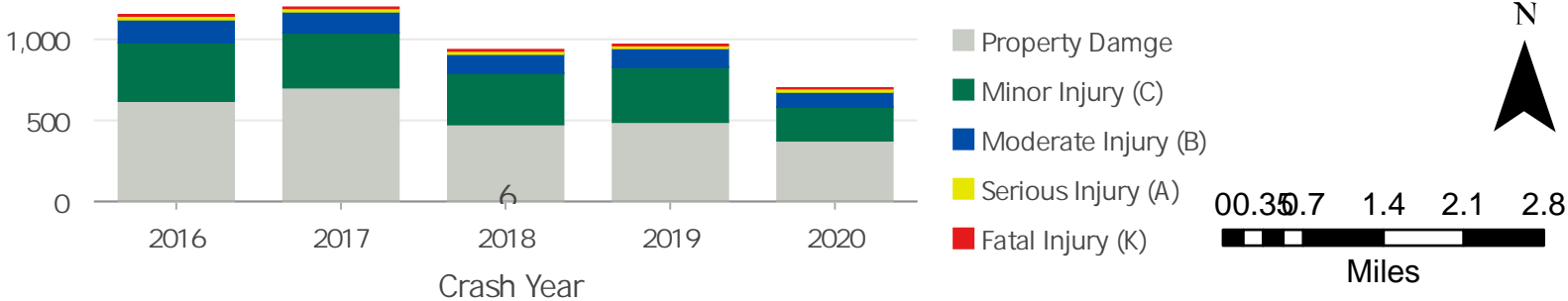
Bend Metropolitan Planning Organization  
(MPO)

Crash Locations 2016 - 2020

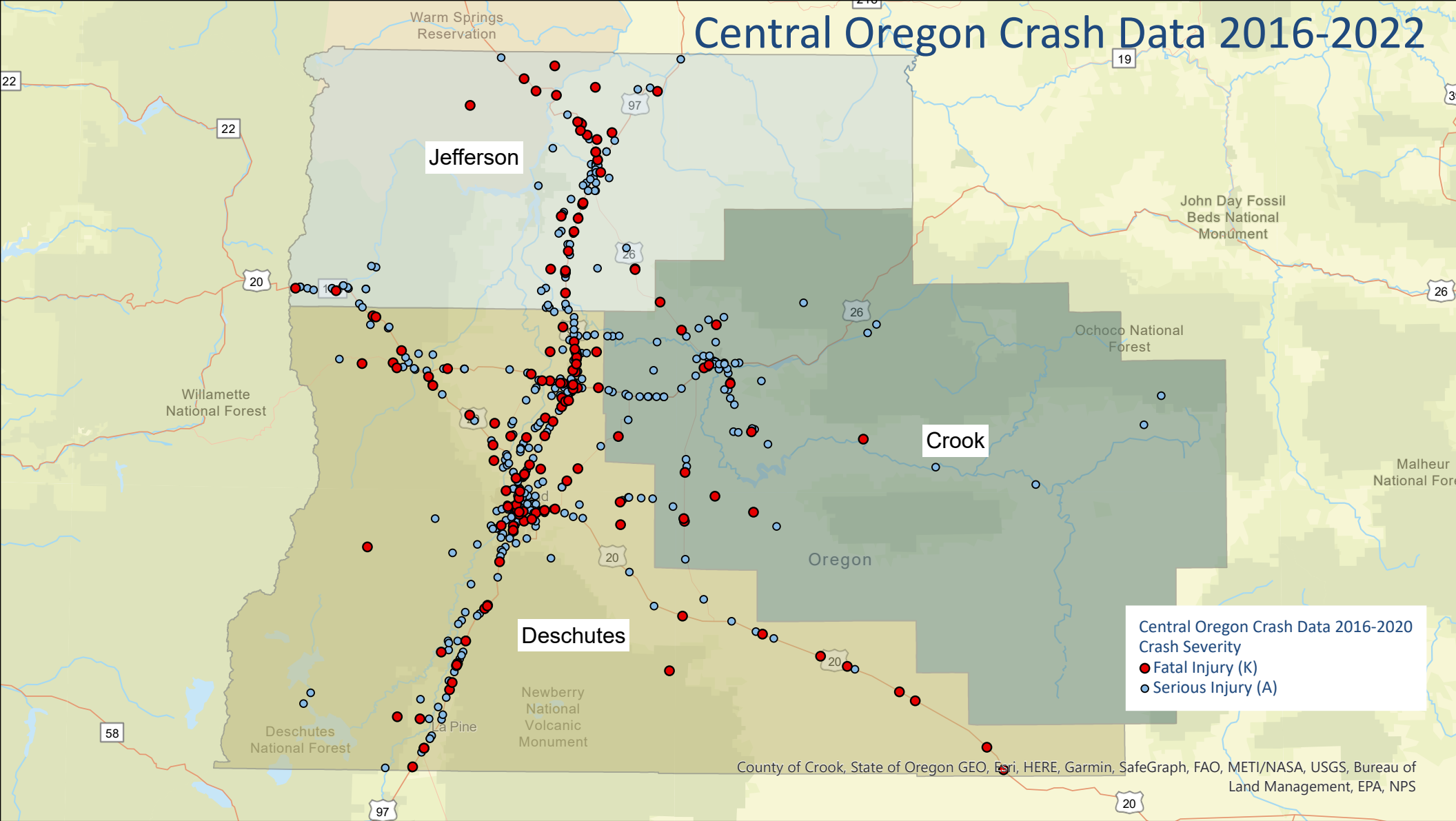
Data source: Oregon Department of Transportation



Bend MPO Crashes by Year



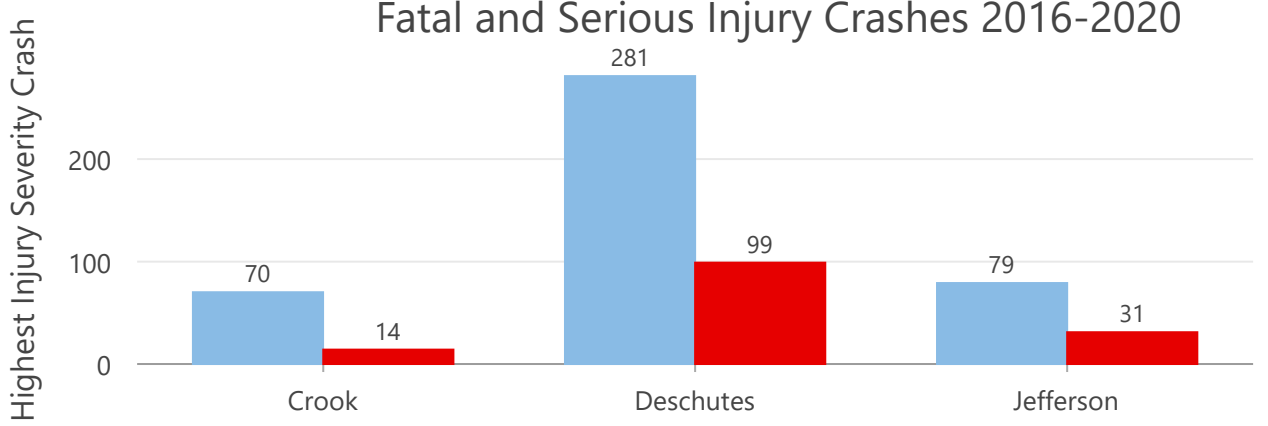
# Central Oregon Crash Data 2016-2022



Central Oregon Crash Data 2016-2020  
 Crash Severity  
 ● Fatal Injury (K)  
 ● Serious Injury (A)

County of Crook, State of Oregon GEO, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, Bureau of Land Management, EPA, NPS

## Fatal and Serious Injury Crashes 2016-2020



Source: Oregon Department of Transportation 2016-2020 Crash Data [www.oregon.gov/odot/data/pages/crash.aspx](http://www.oregon.gov/odot/data/pages/crash.aspx)

■ Serious Injury (A)  
 ■ Fatal Injury (K)

