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

Date: November 28, 2022
Time: 11:30 am - 1:00 pm
Location: Virtual meeting

Zoom Meeting Link:

<https://us06web.zoom.us/j/88044340078?pwd=bTczT2dDd3ZDdFFyUnJECUVVWY29LUT09>

Contact: Jovi Anderson (541) 693-2122 (office) or janderson@bendoregon.gov

Committee Website: www.CentralOregonSafeTravel.org for more information.

- 1. Call Order, Committee Roles & Introductions Scott Aycock, COIC**
- 2. Safety Committee Objectives and Goals 5 min..... Jovi Anderson, Bend Metropolitan Planning Organization (MPO)**
Background: Discuss the Objectives and Goals
Attachments: None. Information will be shared at the meeting.
Action Requested: Information item.
- 3. Overview of Central Oregon crash trends 10 Min.....Jovi Anderson, Bend MPO**
Background: Central Oregon Fatal Crash Trends to date
Attachments: None. Information will be shared at the meeting.
Action Requested: Information item.
- 4. Safety & Enforcement Status 10 min Bend/Redmond Police**
Background: Safety enforcement updates in Central Oregon
Attachments: None. Information will be shared at the meeting.
Action Requested: Information item

5. Oregon Department of Transportation Program Updates 10 min Vanessa Churchill, ODOT Region 4

Background: Overview of Region 4 Safety Initiatives and updates on programs and funding.

Attachments: Region 4 Update to Oregon Transportation Safety Committee, Report, September 2022 (Attachment A)

Action Requested: Information item.

6. Committee Membership and Charter Review 5 min Jovi Anderson, Bend MPO

Background: In 2021, COACT created a subcommittee to work toward safety on Central Oregon transportation issues. With new positions and roles, review, and update for potential new members. Review Charter for updates to goals and objectives.

Attachments: Membership & Charter (Attachment B)

Action Requested: Review Roster for potential changes in leadership. Consider approval of charter.

7. Review Communication Calendar 10 min Jovi Anderson, Bend MPO

Background: Review draft messaging calendar.

Attachments: Draft Messaging Calendar. (Attachment C)

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

8. Comments and Discussion..... Scott Aycock, COIC

9. Future Meeting Dates

February 27, 2023 and May 29, 2023 from 11:30 – 1pm

10. 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.



Program Manager Update Guide for Oregon Transportation Safety Committee (OTSC) Reports

September 2022

Region 4 – Vanessa Churchill

Funding - Revenue
for 2022 (New
Grant Year)

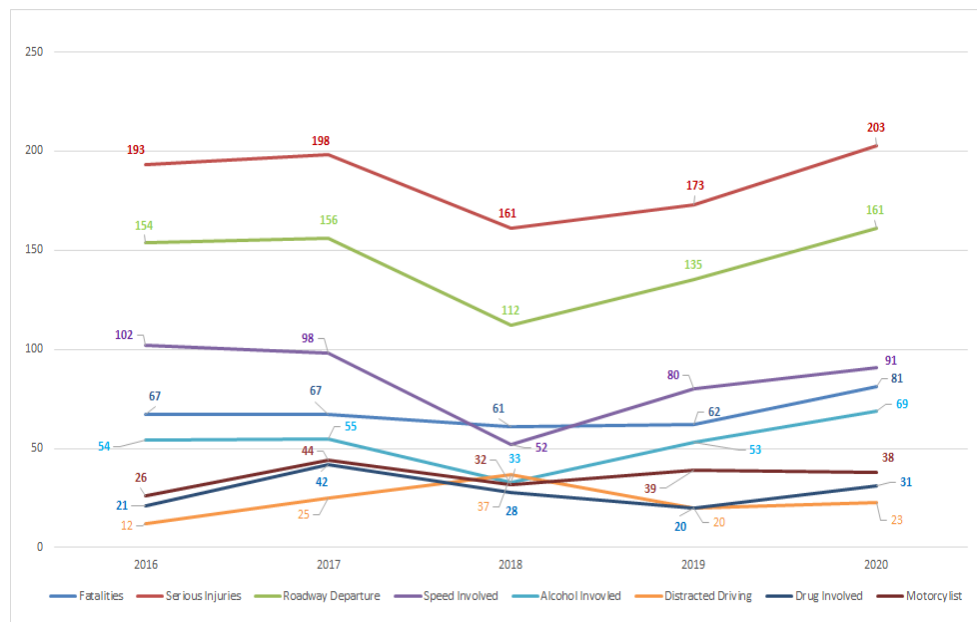
Region 4 grant: \$25,000
Region 4 CPS grant: \$6,000
Region 4 Roadway Departure grant: \$30,520 – approximately 290 hours

- Hwy 004 (US-97 The Dalles-California) MP 93 -112
- Hwy 004 (US-97 The Dalles-California) MP 134 -112

What - Primary
Focus (From HSP)

With final data established through 2020 the table below reflects the most up to date crash data from Region 4. Preliminary data shows a 16% decrease in fatalities between 2020 and 2021. user fatalities however continue to show an increase or maintenance in from previous years. I will continue to focus on safety messaging for all road users about sharing the road safely.

Impaired driving saw the highest increases in serious injury and fatal crashes with a 30% increase in alcohol involved, and a 55% in drug involved factors. The third factor with the largest increase was speed involved at 14%.



| | 2016 | 2017 | 2018 | 2019 | 2020 |
|--------------------|------|------|------|------|------|
| Fatalities | 67 | 67 | 61 | 62 | 81 |
| Serious Injuries | 193 | 198 | 161 | 173 | 203 |
| Roadway Departure | 154 | 156 | 112 | 135 | 161 |
| Speed Involved | 102 | 98 | 52 | 80 | 91 |
| Alcohol Involved | 54 | 55 | 33 | 53 | 69 |
| Distracted Driving | 12 | 25 | 37 | 20 | 23 |
| Drug Involved | 21 | 42 | 28 | 20 | 31 |
| Motorcyclist | 26 | 44 | 32 | 39 | 38 |

How - Strategies
Put into Play
(From HSP)

Provide resources and education items for transportation safety events, with a focus on priority areas of speed, impaired driving, distracted driving, road departure, motorcycle safety, and occupant protection.



Expanding on the experience and years of hard work done in Region 5 by Billie-Jo Nickens, I was fortunate to be able to host a Regional Training Series in Region 4, doubling the number of sessions and locations for the Tall Cop: High in Plain Sight presentation in Oregon. Jermaine Galloway (the Tall Cop) was a presenter at this year's Multi-disciplinary DUII Conference in Bend, updating attendees on emerging drug trends in impairment. Trainings were held in The Dalles (as pictured), Madras, Bend, and Klamath Falls in partnership with agencies such as: YouthThink in Wasco Co. & Hood River Prevention, Madras School District, BestCare Treatment, Klamath County Alcohol

and Drug Planning Committee/Parole & Probation.

Attendees trained in each community were from across Oregon in:

- Law enforcement agencies for state, city, county and USFS/BLM
- Mental and behavior health
- Prevention and treatment
- Emergency medical services/Fire department
- Education/Juvenile justice
- Tribal Health and Recreation
- Motorcarrier/DMV/ODOT Incident Response
- OLCC

Educational and safety materials were provided to Safe Kids Columbia Gorge for distribution at various events throughout the summer including at the Gilliam County Children's Fair. These items were sent from both Region 4 and the Bike/Ped program at TSO to support their outreach events.

A partnership between Commute Options/Safe Routes to School and the Firebusters fallA programming is in the works to both educate about walking and rolling to school safely, and encourage student and parent participation on the day of the event. Both groups are hoping to pool their respective contacts and resources to reach an even larger portion of the tri-counties area this year. (Crook, Jefferson, and Deschutes)

Hang Up and Drive posters will be distributed to every school district in Region 4 for display in high schools for the 2022/23 school year with an invitation to participate in Hang Up and Drive programming.

I also want to highlight the materials developed out of the hard work by my fellow RTSCs for use statewide in partnership with outside agencies and TSO Program Managers:

- Protect your melon helmet posters – a project spearheaded by Nicole in R2.
- Driver Education opportunities for foster children – a project lead by Tiana in R1.

These will be printed and placed across my region in a variety of settings and offices.

| | |
|--|---|
| | <p><i>Provide Region 4 management team with timely and updated crash data information. Identify trends in crash types and locations, and collaborate with department leads to provide proven countermeasures and safety messaging in a targeted response.</i></p> <p>My annual meeting with region management typically takes place after the first of the year when preliminary data is ready.</p> <p>The recent report released on Safety Corridor data have confirmed the OR 140 Lake of the Woods corridor continues to qualify – now at 182% of the state fatal rate. Owing to a lack of OSP availability only the three highest rate locations will be given enforcement grants for 2023. In an effort to continue to encourage enforcement in this area, I will be reaching out to Klamath County Sheriff’s Office to ask about use of their HVE grant for speed. Local OSP and District 11 management have already been made aware of the updated crash data for this segment.</p> <p>With the sharp rise in Impaired Driving crashes in Region 4, a tour of the 97 corridor was held in August to introduce surrounding communities to the new Impaired Driving PM Ryan Stone. The meetings facilitated conversations with a wide variety of partnering agencies and professionals to educate about statewide efforts to reduce impaired driving crashes, and request information and ideas from locals about their concerns and to help identify partnership opportunities moving forward. A meeting was held in each district and ODOT management was in attendance. Law Enforcement, public health, emergency medical services, county commissioners, public information officers, OLCC inspectors, and DMV management participated.</p> <p><i>Continue to increase the number and effectiveness of partnerships with groups outside of ODOT:</i> SRTS project identification walks were completed in Prineville and Redmond. Follow-up meetings are planned.</p> <p>Participation in meetings with the COACT Safe Travel Team are planned throughout the year. This is a brand new group under the umbrella of Central Oregon Area Commission on Transportation.</p> |
| Who - Projects Started (From HSP) | <p>Bringing the Tall Cop training series to Region 4 established partnerships with new agencies such as LADPC, YouthThink in Wasco County, and the Madras School District. Additional trainings were also suggested from participants from the Confederated Tribes of the Warm Springs and will be pursued in this coming grant year.</p> <p>Central Oregon Disability Support Network has completed CPS training and has a certified car seat technician. They are now purchasing child safety seats for distribution with intentions to serve multiple communities across R4. Lake Health District has added two technicians to their ranks as well and continues their program in Lake County.</p> |
| Status - Progress of Strategies so Far | <p>The Tall Cop Regional Training Series was a success and many approached to tell me they appreciated the education so much. Participation was good with a total of 216 professionals trained across the region. The buzz generated from the training had several agencies asking when we could bring the presenter back again as they thought this training would be valuable for others – plus trends are always changing. Combined with the Impaired Driving PM Discussions with Ryan, conversations about how to reduce Impaired Driving have been reinvigorated and pursuit of further partnerships have been planned.</p> <ul style="list-style-type: none"> • DUII Task Force in Klamath Falls • Partnering with Deschutes County Public Health |

| | |
|--|---|
| | <p>CPS programming participation struggled this year. It is my intention to reach out to grantees that did not utilize their grants to find out how I can further support their programs and help them get active again post COVID-19 difficulties.</p> |
|--|---|

Central Oregon Safe Travel Team

DRAFT CHARTER - November 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

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

- 4th 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 | <p>Feb 7 – Superbowl: Impaired Driving <i>“Fans Don’t Let Fans Drive Drunk”</i></p> |
| March | <p>Mar 8-12 – Vehicle Safety Recalls Week</p> <p>Mar 17 – St. Patrick’s Day: Impaired Driving <i>“Buzzed Driving is Drunk Driving”</i></p> <p>Mar 21-April 18 – Rail Grade Crossing <i>“Stop. Trains Can’t.”</i></p> |
| April | <p>National Distracted Driving Awareness Month</p> <p>Apr 5-12 – <i>“U Drive. U Text. U Pay”</i> Paid Media</p> <p>Apr 20 – Drug-Impaired Driving <i>“If You Feel Different, You Drive Different”</i></p> |
| May | <p>National Youth Traffic Safety Month</p> <p>Motorcycle Safety Awareness Month</p> <p>May 1 – National Heatstroke Prevention Day <i>“Look Before You Lock”</i> <i>“Act Fast. Save a Life”</i> Paid Media</p> <p>May 17-June 6 – Occupant Protection <i>“Click It or Ticket”</i> <i>Paid Media</i></p> <p>National Enforcement Mobilization</p> |
| June | <p>Jun 21 – National Ride to Work Day – Motorcycle Safety <i>“Share the Road with Motorcyclists”</i></p> |
| July | <p>Vehicle Theft Prevention Month</p> <p>Jul 4 – Impaired Driving, Drug-Impaired Driving <i>“Buzzed Driving is Drunk Driving”</i> <i>“Drive Sober or Get Pulled Over”</i> <i>“Ride Sober or Get Pulled Over”</i> <i>“If You Feel Different, You Drive Different”</i></p> |
| August | <p>Aug 18-Sept 6 – Impaired Driving National Enforcement</p> <p>Impaired Driving, Drug-Impaired Driving <i>“Drive Sober or Get Pulled Over”</i> <i>“Ride Sober or Get Pulled Over”</i></p> |

"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

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

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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

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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

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

2022 NHTSA Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY

1/1
Happy New Year!

OTHER EVENTS:

| S | M | T | W | T | F | S |
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| 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:

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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:



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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:



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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:



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JUNE

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

OTHER EVENTS:



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| 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:



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| 30 | 31 | | | | | |

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:



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| 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:



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| 30 | 31 | | | | | |

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:



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

Blue boxes represent paid media.