



BMPO Bend Metropolitan
Planning Organization



News Release

Date: January 21, 2015

From: Bend Metropolitan Planning Organization
Jovi Anderson, Program Technician
(541) 693-2122, janderson@bendoregon.gov

Now in our third year, the “Light up the Night / See and Be Seen” campaign will continue to highlight the importance of night time safety habits while driving, walking, biking and riding the bus in our community.

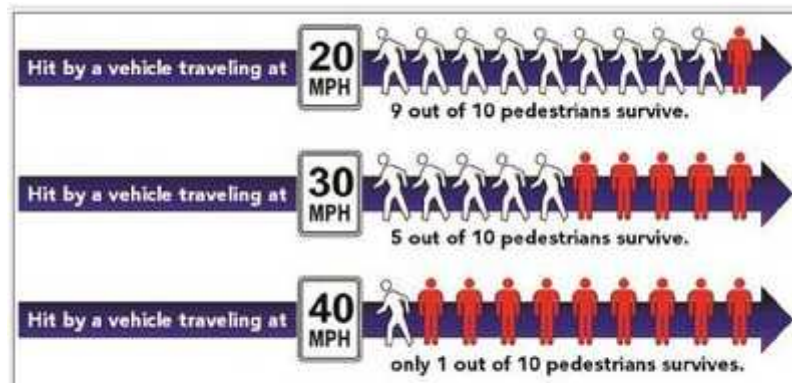
Date	Time	Location
January 26	6:00 PM	Hollinshead Barn-Orchard District Meeting
January 27	4:00 to 6:00 PM	On Cascades East Transit-Bend routes

Deschutes County suffered 12 pedestrian fatalities in the past 6 years ([2007-2013 Source ODOT](#)) of which 83 percent occurred in low light conditions. Of the 103 pedestrian injuries, 34 of these injuries occurred in low light conditions on our roadways.

Deschutes County suffered one bike fatality in low light conditions and 5 fatalities during daylight hours. 9% of all bicycle crashes occurred in low light conditions.

As drivers, it is important to remember that speed plays a large factor in the survival rate. Slowing down may be the most immediately effective measure for pedestrian safety. When struck by a vehicle going 40 miles an hour, a pedestrian has an 85 percent chance of dying, compared with a 45 percent chance when struck at 30 m.p.h. and only 10 percent at 20 m.p.h. A mere 5 m.p.h. can make a life-or-death difference.

As pedestrians and cyclists, it is important to be seen. Stay visible after dark and in bad weather with light colored or reflective clothing. Be predictable.



The chances of surviving a collision with a vehicle drop as vehicle speeds increase. The speed limits on Foster City's boulevards are 35 or 40 mph. Image: PEDS Atlanta

The Road Users Safety Task Force has teamed up with Deschutes County Bicycle and Pedestrian Advisory Committee (BPAC), Cascades East Transit, Commute Options, and the city of Bend to conduct several evening events to enhance the visibility of people walking and biking after dark or in the evening.

The following events will increase promote safe habits for all road users as well as provide critical gear to the community to eliminate these types of crashes.

January 26, 2015	6:00 PM	1235 Northeast Jones Road, Bend Hollinshead Barn – Orchard District Neighborhood Association Meeting
January 27, 2015	4:00 PM	Hawthorne Station 334 Hawthorne Ave, Bend

Event organizers and volunteers will pass out lights and information to riders at the transit station and attendees at the neighborhood association. All are welcome. Limited supply of lights to give away. Please stop by early.

We are seeking partnering agencies and businesses that can help us spread the word and change night time walking and biking culture in Bend. A partner can display the See and Be Seen Poster or Coaster and/or staff the events. For additional information on safety programs and resources in the Bend area, please contact Jovi Anderson, Bend Metropolitan Planning Organization at janderson@bendoregon.gov or (541) 693-2122 or on the web <http://www.bendoregon.gov/index.aspx?page=117>

