



# Alliance for Community Traffic Safety in Oregon

## 2011\* Annual Report

### ACTS Oregon Celebrates \*16 Years\*

Saving Lives and Reducing Injuries in YOUR Community

10/1/2010 - 9/30/2011

**ACTS Oregon is a statewide organization dedicated to improving traffic safety people-to-people & community-to-community.**

### Community Traffic Safety Programs Make A Difference!

The Community Traffic Safety Program is administered by Charity Sturgeon. Charity works to provide resources and information to Traffic Safety Committees and Commissions in more than sixty-three cities and counties throughout Oregon. She also attends meetings and volunteers at events throughout the state. She is happy to meet with you to discuss traffic safety successes and opportunities in your community. Places she traveled to this year included: Salem, Grants Pass, Roseburg, Madras, Newport, Klamath Falls and Hermiston.



Charity also administers the *Bicycle Safety* and *Building Safer Communities* Mini-Grant programs. She had the pleasure of working with grantees in all 5 ODOT regions this year, supporting projects in their communities.



This past summer Charity also started work on a *Safe Routes to School Action Plan* Mini-Grant program. An application was sent out to schools and communities throughout the state. Ten applications were received and eight were awarded by September 30th to schools representing communities in Black Butte, Bend, Cove, Irrigon, Metilous, Shady Cove, Stayton and Troutdale.

### Child Passenger Safety Training – Many Opportunities!

Sandy Holt, *Child Passenger Safety Certification and Training Coordinator* supports 554 certified Child Passenger Safety (CPS) Technicians including twenty-five certified Technician Instructors in Oregon. Sandy encourages all CPS Technicians and Instructors to work as a team. She nurtures this ideal from the beginning by conducting certification courses with a team teaching approach.

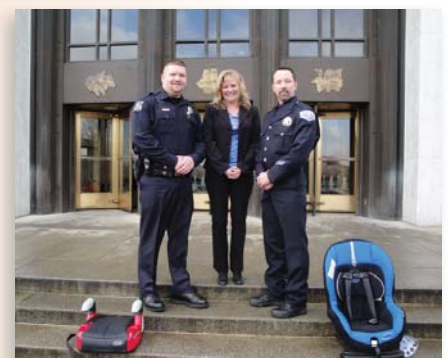


ACTS Oregon and Sandy make every effort to support CPS Technicians throughout Oregon by offering a variety of classes including certification, renewal, and recertification courses. Sandy applied for and received two of fourteen nationwide grants to support Technician training through State Farm and Safe Kids Worldwide. This year 144 certified Technicians graduated from courses held in Beaverton, Coos Bay, Enterprise, Eugene, Prineville, Salem, and White City.

Two CPS Technician Instructors completed their candidacy and are now participating in courses: Jed Wilson – **Albany Police**, and Kathy

Wijaya – **Randall Children’s Hospital at Legacy Emanuel**. The quality of service each family receives from CPS Technicians across Oregon is important. This year the *Technician Assessment Tool* continued to be utilized. This tool is designed to measure the technical ability of a CPS Technician and addresses each task that is necessary to help inspect a child restraint and educate the caregiver. This tool has been well received by Technicians throughout Oregon.

This year, along with CPS Instructor Officer Jeff Oliver and CPS Technician Officer Nick Troxel, Sandy testified in front of Oregon’s House of Representatives and Senate committees in favor of House Bill 3590. This bill passed, making forward facing seats with a harness system going beyond 40 pounds legal to use in Oregon.



Writing and updating presentations, curriculum and training is a vital role in assisting CPS Technicians and child passenger safety advocates in staying current in the ever-evolving world of child passenger safety. From introductory classes to the National Child Passenger Safety Technician Training course, Sandy is always willing to set up child passenger safety training throughout Oregon.

## ACTS Oregon Reaches Out Across Oregon

The ACTS Oregon Board and membership represent all areas of the state. The *Child Safety Seat Resource Center (CSSRC)* and the *Community Traffic Safety Program (CTSP)* also work throughout Oregon. As a statewide organization, ACTS Oregon is proud to work with so many partners to improve traffic safety.



Behind the CSSRC and CTSP are Ava Leeper, *Finance Manager* and Amber Husted, *Administrative Assistant*.

Ava worked hard this year to upgrade our computer system including a new server. Working with Tech Soup, she saved substantially on the cost of upgrading and purchasing new software. Her wheeling and dealing also paid off in the purchase of a new van to replace the older Safe Kids van. We appreciate the support from Carla Levinski, **ODOT Transportation Safety Division** who provided grant funds to help with this purchase.

## Mini-Grants - Mega Results!

Mini-Grants offer up to \$5,000.00 for education-based programs. Funding this year was offered through the *Bicycle Safety* and *Building Safer Communities* Mini-Grant programs.

This year *Building Safer Communities* Mini-Grants were awarded and \$40,506 was paid to ten grantees. **Salem Hospital** was the recipient of a *Building Safer Communities* Mini-Grant. Funds were used to purchase Fatal Vision Goggles and an *Intoxiclock* for driver safety classes.



These tools were used to show drivers how even small amounts of an intoxicant can impair your ability to drive and make decisions. The *Intoxiclock* shows how long it takes your body to return to a BAC of .00 after even a seemingly small amount of alcohol. The driver can enter information on height and weight, then select the type of drink they prefer and watch the clock show how long their BAC would be affected. Charity got a first-hand look

at this new equipment while attending the *High Risk Driver* class at

## Children in Oregon Safer Due to Local Efforts!

Child passenger safety check-up events and fitting stations are being held statewide. This year statewide partners reported 173 check-up clinics and fitting station events checking 3,568 car seats. They also reported distributing 902 car seats at a reduced cost. Over 8,200 people attended and 975 CPS Technicians and community volunteers participated.

Gayle Watts, *Child Passenger Safety Program Coordinator* was responsible for monthly car seat check-up events in the City of Portland. Through the team of CPS Technicians she developed, 871 seats were checked and 262 seats were distributed at twelve events! Gayle also coordinated monthly check-up events in Clackamas County where over 200 car seats were checked.



The car seat distribution program in **ODOT Region 1** was also very active this past year. A total of 996 car seats were purchased for distribution with funds raised from co-payments, an agreement with the **Tom Sargent Safety Center** and **Kohl's** and a grant from

Amber Husted has taken over as editor/designer of the *Traffic Safety Connection* newsletter and as webmaster for our website. She has done this while continuing to provide support to the program managers, the ACTS Oregon Board and answer over 400 calls each month regarding child passenger safety and community programs. Amber and Ava's coupon clipping and advertisement reviewing has also contributed to savings on office expenses.



Ruth Harshfield, *Executive Director* continues to work on leading the organization. She worked with Charity Sturgeon to form the *Community Traffic Safety Advisory Committee*. This committee will be helping with planning for training and networking opportunities for traffic safety advocates in the year to come. She has also been busy applying for foundation and government grants while representing the agency on advisory committees and at meetings.

the hospital. She met with ER Nurse Kelly Owen who allowed Charity to observe the class to see the content and hear presentations given that day. It was an impactful presentation and leaves a lasting memory for all who attended.

*Bicycling Safety* Mini-Grants were awarded to nine communities and \$31,658 was paid to support their efforts. **Klamath County Public Health** received a *Bicycle Safety* Mini Grant. Funds were used to

purchase bikes used in their *Bike Safety Education* program at local elementary schools. Charity Sturgeon attended the class and went for a ride with the students. Shasta Elementary 6th grade teacher Tricia Polsinelli speaking about the grant and how the bicycle safety classes have encouraged more riding said, "Students and staff are tracking their cardiovascular improvements, choosing healthier foods and many staff members are gathering on weekends to ride. Indeed, the grant has positively affected our school."



**ODOT Transportation Safety Division.** A *Memorandum of Agreement* was signed with eleven agencies with CPS Technicians. Working with these agencies, Gayle distributed 541 car seats. Partners in this program included **American Medical Response, Clackamas County Healthy Start, Columbia County Early Childhood Team, Molalla Fire, Mt. Hood Community College Parents as Teachers, Multnomah County Healthy Birth Initiative, Native American Rehabilitation Association, Randall Children's Hospital at Legacy Emanuel, Oregon Child Development Coalition, Virginia Garcia Clinic and Washington County Sheriff's Office.**

Promotion of booster seats continues to be a focus of Child Passenger Safety Week and our partnership with City of Portland Safe Routes to Schools. Thirty-seven Booster Seat Assemblies were conducted for an estimated 2,500 kindergarten and 1st grade students and 198 teachers at twenty-two schools in the City of Portland. Gayle Watts and Adrienne Gallardo worked with **Trauma Nurses Talk Tough** and **Randall Children's Hospital at Legacy Emanuel** to update and present this important information.



## Recognition and Training for Traffic Safety Advocates

The 2010 Oregon Transportation Safety Conference was held at the Salem Conference Center October 12 – 14, 2010. Over 214 people registered. The program included five General Session and Luncheon Speakers, 55 workshop presenters and 2 tours. The Awards Luncheon highlighted three *Looking Beyond the Traffic Ticket* and thirteen

*Oregon Transportation Safety Awards* winners. Scholarships were provided to five traffic safety committee and commission members.



Nine editions of the *Traffic Safety Connection* newsletter were published, highlighting efforts of local traffic safety programs and advocates as well as information on emerging topics. The *Community Traffic Safety Program Training and Events Calendar* on our website featured training opportunities and events hosted statewide.



### The ACTS Oregon Board of Directors

The ACTS Oregon Board provides direction for ACTS Oregon through bi-monthly meetings and an annual retreat to focus on strategic planning. This year the Board met in Beaverton, Eugene, and Madras. Board committees include Administrative, Executive, Finance and Marketing Committees.

**Tammy Franks - President**  
Portland

**Lucie Drum - Vice President**  
Portland

**Lynne Mutrie - Secretary**  
Lake Oswego

**Dan Marcisz - Treasurer**  
Medford

**Ralph Browning**  
Medford

**Larry Christianson**  
Merlin

**Kim Curley**  
Bend

**Mark Davie**  
Albany

**Jan Robertson**  
Portland

**Michael Stupfel**  
Salem



### Vision

We provide resources, technical training, advocacy and education to individuals and communities throughout Oregon and thus support efforts to solve their traffic safety problems.

### Mission Statement

The mission of ACTS Oregon is to reduce fatalities, injuries and the severity of injuries resulting from vehicle crashes throughout Oregon.

### Values

- Local Traffic Safety Committees
- Quality of life realized through traffic safety
- Coordinated traffic safety programs
- Comprehensive traffic safety efforts
- Citizen involvement
- Collaboration with public and private agencies
- Well-trained staff
- Traffic safety advocacy
- Safe highways and roadways
- Prevention of transportation-related fatalities and injuries
- Current and accessible traffic safety data and information
- Traffic safety education and training

### Organization

ACTS Oregon is a 501(c)(3) membership organization with a Board of Directors, Executive Director and staff. Programs include the Child Safety Seat Resource Center and the Community Traffic Safety Program.

### Our Supporters

ACTS Oregon recognizes and thanks the following organizations for their support in fiscal year 2010–2011:

ODOT—Transportation Safety Division  
Portland Bureau of Transportation  
Children's National Medical Center  
State Farm Insurance's Philanthropy Program  
Tuality Healthcare

Additional financial support is provided by Membership, individual donations and program fees.

Annual Auditor's Report and Financial Statements are available upon request.

### ACTS Oregon Staff

**Ruth Harshfield**  
Executive Director  
ruthh@actsoregon.org



**Sandy Holt**  
Child Passenger  
Safety Training &  
Certification Coordinator  
sandyh@actsoregon.org



**Charity Sturgeon**  
Community Traffic Safety  
Program Coordinator  
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**Ava Leeper**  
Finance Manager  
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**Amber Husted**  
Administrative Assistant  
safety@actsoregon.org





## The Faces of ACTS Oregon!

### Thank You and Welcome!

ACTS Oregon Board would like to thank Ralph Browning - City of Medford Traffic Engineering, for his contributions to the Board. Ralph leaves the Board to pursue other leadership opportunities after three years of service. His tremendous efforts lead to a thorough revision of the Employee Handbook.

The Board said goodbye mid-year to John Naccarato - Clackamas County Sheriff's Office after four years of service including assisting with setting up our Facebook account and providing photography at

### Strategic Planning

The ACTS Oregon Board was the recipient of a *Community Consulting Projects* grant. Through this grant, the Board was able to work with a consultant for their annual strategic planning. A pre-assessment survey identified the strengths and challenges of the board.

#### Strengths included:

- Board seems right size and is effective.
- Board does a good job of ensuring finances are managed soundly.
- Bylaws do not need a thorough review.
- Lots of effort to develop team spirit as a group.
- Does not seem to be a lack of trust between leadership and board.

Identified challenges helped shaped the Board's 2011-2012 goals. The Board will work to incorporate creative thinking sessions into their bi-monthly meetings to provide time to explore external challenges and opportunities for the organization.



The Marketing Committee is working to create a presentation package to facilitate membership promotion. An ad-hoc Public Relations committee is working to

develop talking points, tips and success stories to be used by members in response to newsworthy-related stories. Targeted topic areas include car seats, bike/pedestrian/skateboard safety, impaired driving, distracted driving and winter driving.



The Board will continue to enhance current committees by recruiting more member and community leader involvement.

the 2010 Oregon Transportation Safety Conference. Kate Murphy - Community Volunteer also left mid-year when she moved into a new job. We appreciate both John and Kate's support in promoting the mission of ACTS Oregon.

Kim Curley, Commute Options for Central Oregon, joined the Board mid-year and fills the room with her positive energy, enthusiasm and creative ideas. New additions to the 2011-2012 Board include Therese Madrigal - Deschutes County Health Department and Steve Manning - retired Oregon Liquor Control Commission. We look forward to working together over the next year.

### Membership

Our membership includes individuals, organizations and businesses with concerns for child passenger safety, safety belt use, bicycle and pedestrian safety, community livability, distracted driving, speeding, impaired driving and other issues.

#### Our members 2010-2011:

##### LIFETIME MEMBERS

June Clark  
 Tammy Franks - Randall Children's Hospital at Legacy Emanuel  
 Paul Hoffer  
 Daniel Marcisz - ACTS Oregon Board  
 ABATE of Oregon, Inc.

##### HONORARY MEMBERS

Jeff Aeschliman - State Farm Insurance  
 Patty Kellar - CB Richard Ellis  
 Carla Levinski - ODOT - TSD  
 Walt McAllister - ODOT - TSD  
 Sue Riehl - ODOT - TSD  
 Bill Packard - Sunrisers Kiwanis

##### BENEFACTORS

Wendy Hays - Healthy Start  
 Clackamas Co.  
 Kate Murphy  
 Sue Plaster

##### GROUP MEMBERS

A & M Transport  
 Albany Fire Department  
 American Medical Response  
 Ashland Transportation Commission  
 Randall Children's Hospital at Legacy Emanuel  
 City of Bend TS Advisory Committee  
 Clackamas County Traffic Safety Comm.  
 Columbia Gorge Safe Kids  
 The Dalles Traffic & Safety Commission  
 Douglas County Traffic Safety Comm.  
 Fuddy Duddy Fudge  
 City of Happy Valley  
 Healthy Start of Clackamas County  
 Hubbard Police Department  
 City of Independence Police Dept.  
 Insurance Professionals of Portland  
 Jackson County Sheriff's Office  
 City of Keizer Police Department  
 City of La Grande Fire Department  
 Lake Oswego Police Department  
 Malheur County Traffic Safety Comm.

Medford Traffic Coordinating Comm.  
 Newberg Fire Department  
 Newberg Traffic Safety Comm.  
 NHTSA Region 10  
 Oregon Impact  
 Point2Point Solutions  
 City of Prineville Police Dept.  
 Safe Kids Central Oregon  
 Safe Kids Malheur Co.  
 Salem Hospital  
 Sandy & Boring Fire Districts  
 Tillamook Co. TSC  
 U-Turn 180™, LLC  
 Woodburn Fire District

##### INDIVIDUAL MEMBERS

Catherine Albrecht  
 Ralph Browning  
 Michel Bryant  
 Brian Burke  
 Shelley Campbell  
 Cynthia Carroll  
 Kristie Carter  
 Russell Chase  
 Edward Chastain  
 Lynn Chiotti  
 Larry Christianson  
 Jerome Cooper  
 Dianna Cotter  
 Mark Creighton  
 Mark Culver  
 Kim Curley  
 Liz Dally  
 Joella Dethman  
 Scott Downing  
 Lucie Drum  
 Brent Earhart  
 Amy Ford  
 Adrienne Gallardo  
 Doris Girt  
 Adrienne Greene  
 Paul Greiner  
 Ardith Hall  
 Ruth Harshfield  
 Mike Hattan  
 Victor Hoffer  
 Sandy Holt  
 Debi Hueckman  
 Aaron Hull  
 Darla Huxel  
 Kari Inness  
 Jamie Joswick  
 Mark Koberstein  
 Megan Lassen  
 Beverly Leigh  
 Helen Liere  
 Angela Livas  
 Stephen Manning  
 Joe Marek  
 Patty McClure  
 Misty Menashe  
 Heather Miller  
 Tressa Miller  
 Michael Mills  
 Mark Miranda  
 Jo Morgan  
 Lynne Mutrie  
 John Naccarato  
 Louis Ornelas  
 Marian Owens  
 Barbara Palicki  
 Michael Pariani  
 Tam Peterson  
 Robert Pinnell  
 Jeff Price  
 Charles Radosta  
 Brent Ritchie  
 Jan Robertson  
 Gerald Sabel  
 Alisha Shaefer  
 Kim Silva - DuBose  
 Sheri Smith  
 Mike Stupfel  
 Kathy Thomas  
 Dale Thoreen  
 Gayle Watts  
 Kathy Wijaya  
 Ranger Dawg  
 Wooddell  
 Sheba Wooddell  
 Iris Yeager