

CTRAFFIC SAFETY *onnection*



April 2009

Connecting Oregon's Community Traffic Safety Advocates

Volume 7, Number 5



Mini Grants

May 15, 2009 at 9:00 A.M.
ACTS Oregon will be hosting a Mini Grantee Breakfast. All Building Safer Communities and Bicycle Safety Mini Grantees have been invited. This is an opportunity to meet and learn about other grantees and their projects. Additionally Kate Murphy will be reviewing claims and reporting expectations.

If you are currently not participating in one of the mini grant programs but are interested in learning more you are welcome to attend the breakfast. Members of traffic safety committees and commissions, as well as traffic safety advocates are invited. RSVP to Kate Murphy, katem@actsoregon.org.

Look forward to seeing you there!

Lowest Fatalities

2008 had the lowest number of total traffic fatalities in the City of Portland's history. That means fewer families had to cope with the terrible tragedy that traffic fatalities bring, that our neighborhoods are becoming more livable, and that we're not spending as much money on responding to these terrible tragedies.

In 2008, there were a total of 20 traffic fatalities in the city—15 motor vehicle occupants, 5 pedestrians, and 0 bicyclists. This is the lowest number of total traffic fatalities of any year on record, dating from 1925. The highest number of traffic fatalities was 89 in 1934. The second highest was 84 traffic fatalities in 1972.

Some highlights from the data include:

- The lowest number of fatalities for motor vehicle occupants on record.
- The lowest number of pedestrian fatalities on record—the highest was 52 pedestrian fatalities in 1934 and 1936.
- The fifth year in the past decade with zero bicycle fatalities in the City of Portland.

Portlanders should be proud. The city has positioned itself as a national leader in creating safe and livable neighborhoods with thriving local businesses. A basic part of this success is our commitment to traffic safety. Having fewer traffic fatalities is the direct result of Portlanders concern and activism for reducing speed, operating our vehicles safely, watching out for kids in our neighborhoods, and creating travel options like walking, biking and taking transit.

Part of what makes Portland's experience interesting is that our total number of traffic deaths have declined in the face of many additional users and total miles travelled. No matter which way you slice it, our traffic safety is better now than ever before.

There has been alot of public discussion about research showing that as more people ride bikes,



it becomes safer to ride a bike. An area of research that has not been discussed as much has found that as more people ride bikes, it becomes safer for everyone regardless of how they travel. This has been evident in the City of Portland.

It turns out that as the streets become safer for the most vulnerable, they become safer for everybody. So, as it becomes safer for a child to walk to school, a senior to ride a bike to a park, or a person with disabilities to independently travel, it appears to also become safer to drive.

We recognize that motor vehicles are essential for many reasons. However, the less we drive, the safer and more livable our city will be. The more that we can convert trips from single occupancy cars to walking, biking, and taking transit, the safer our city will become.

Experiencing the lowest number of fatalities when our city is so much bigger, busier, and more complex doesn't happen by itself. People are choosing to travel more safely. These trends are a direct result of the fact that citizens of Portland demand safety improvements, they focus on improving the safety of their own travel, and they care about the most vulnerable travelers on our streets. Portland remains vigilant about improving traffic safety and neighborhood livability. Efforts are continuing to focus on making the roads as safe, intuitive, and comfortable for all roadway travelers.

The documented success that has occurred for the City of Portland can be a motivator for the entire State of Oregon. Cities throughout the state can encourage their residents to pursue alternate modes of travel when possible and participate in these activities safely. It's a matter of everyone contributing what they can which results in safer communities.

Thanks very much to Greg Raisman—Portland Bureau of Transportation for providing information for this article and all his efforts to advance transportation safety.

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Nominate!

The Oregon Transportation Safety Conference is coming up October 27–29, 2009. One of the opportunities that this conference provides is the chance to nominate someone for a Transportation Safety Award. An example from last year's conference is Local Traffic Safety Hero award winner, Sheri Smith.

Sheri is the Administrator Assistant for Ontario Police Department. Her duties include: payroll, computer tech support, 911, GIS, search warrant reports, traffic school coordination and teaching, volunteer for Ontario Fire, Child Passenger Safety Instructor, Coordinator of SAFE KIDS Malheur County, and member of Malheur County Traffic Safety Committee.



Does this sound like someone in your community? They're that person that is truly passionate about their involvement with traffic safety. They constantly impress you with their level of activity and innovation. They're that person that always strives to make things better. This is your opportunity to recognize them for all their hard work.

If your nominee is selected they will be recognized at the Awards luncheon on Wednesday October 28th. Several hundred people attend this luncheon to honor award winners for their efforts.

To nominate an individual or organization that is a traffic safety champion visit the ACTS Oregon website to download the form. We are excited to read about all the wonderful work we know is occurring throughout the state.

Hispanic Community Taking Action to Protect Children

In July 1, 2007 changes to Oregon's child passenger safety laws came into effect. One of these changes included keeping children over 40lbs in booster seats until they are eight years old or four feet nine inches tall. When this law came into practice the federal government allotted funds to ODOT—Transportation Safety Division to purchase child safety seats for distribution to low income families in need. This year, ACTS Oregon is managing the funds for ODOT Region 1 including Clackamas, Columbia, Multnomah, and Washington Counties. Two agencies who have jumped on board to facilitate the distribution of seats include Virginia Garcia Memorial Health Center and Oregon Child Development Coalition (OCDC)/Migrant Head Start Program.

To qualify to receive grant money, an agency has to have staff certified as Child Passenger Safety

(CPS) Technicians. These staff work to ensure that families receive education on correct use and installation of child safety seats.

Virginia Garcia and OCDC have put forth tremendous effort to launch distribution programs



for their community. Their hard work is particularly valued due to their connection with Hispanic families. Outreach efforts to this group are often ineffective because mainstream media tactics do not speak to the social norms of the Latino culture. Having two agencies with this cultural connection is a huge step forward in bridging relationships with this community.

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New Staff!

ACTS Oregon would like to welcome our new Administrative Assistant Amber Husted. Many of you have already talked with her when you called. Amber has had extensive experience in similar positions and has already proven to be an asset to the organization. Amber also has a graphic design background which will prove useful as we continue to develop our website and other marketing pieces. Join us in welcoming Amber to the team.



Camera to Help Enforce Speeds in Work Zone

Motorists traveling through the construction work zone on U.S. 30/Yeon Street in northwest Portland will soon see signs announcing "photo radar in use." The Oregon Department of Transportation, in partnership with Portland Police Bureau, is using the technology for speed enforcement in the work zone. This is the first time ODOT has contracted with a law enforcement agency to provide photo radar enforcement in a highway work zone.



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Beaverton Law Enforcement Technician Class

March 17–19, 2009

One of the advantages to a down market is the plethora of real estate available. Sandy Holt being the savvy Technician Instructor/Class Administrator took advantage of this reality; she sought out an empty location within the same



business park as ACTS Oregon. The alternate location allowed her to bring more vehicles in doors for testing. This proved to be a wise choice on Ms. Holt's part. It rained all week.

The class was a success, all eleven students passed. The newest members to Oregon's certified technician community are: Nathan Wallbaum and Jason Buelt—**Beaverton Police Department**, Jim Payne—**Clark County Sheriff's Office**, April Welsh and Jennifer Croll—**Dallas Police Department**, Jesse Labenske—**Gilliam County Sheriff's Office**, Erica Sandoval—**Hermiston Police Department**, Daniel Larkins, Kevin Tinter, Chris Boyle, and Lisa Erickson—**Hillsboro Police Department**.

The instructor team included: Bill Balzer, Brian Hunzeker and Bret Barnum—**Portland Police Bureau**, Cindy Storlie—**Lake Oswego Police Department**, and Sandy Holt and Ruth Harshfield—**ACTS Oregon**.

Hispanic Community Taking Action to Protect Children

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These agencies hosted distribution events during March and found the undertaking of a distribution program to be quite daunting. Working with Gayle Watts, CSSRC they decided on a date for their event. The agency then developed a process for scheduling appointments for families to receive their child safety seat(s). Scheduling appointments includes collecting information from the family to ensure that they receive the appropriate seat(s). Questions include: age and weight of their children, details about the vehicle they will be driving and the type of seat belts or restraint systems the vehicle has. They are then given a time slot to receive their seats.

Gayle Watts has been a vital component for getting these distribution programs up and running. She recently had the privilege to help



facilitate the first distribution events for these two agencies in Cornelius. Virginia Garcia held their distribution at Cornelius Fire Department on Monday March 9th. Child Passenger Safety (CPS) Technicians Rosa Rivera and Elva Salinas Garcia assisted at the event. Outreach Director Ignolia Duyck, coordinated and participated at this event. Eleana Henriquez assisted with interpretation.

There were 12 families served, 9 car seats distributed, 10 seats taken to be recycled, and \$250.00 in co-payments collected. These funds go directly towards purchasing more seats for the program.

The intent of the grant funds is to not only serve families by providing child safety seats, but create sustainable community based programs to continue distribution efforts.

O.C.D.C. held their distribution on March 24th and the 25th. Susan Hunt, O.C.D.C. Transportation Specialist and certified CPS Technician coordinated the event. Certified CPS Technicians Kemble Tellefson, Lucia Allman, and Gayle Watts participated. An additional 6 OCDC

staff members helped with interpretation services.

The two day event resulted in 29 car seats being distributed and an additional 43 installed car seats checked. Ten children arrived at the event unrestrained or being held by a passenger. \$361.00 was collected for the car seats distributed and 13 car seats were taken to be recycled.

Child passenger safety is a much needed service in the Hispanic community. We extend our sincere appreciation to the agencies addressing this issue. Your efforts are helping keep these children safer while traveling throughout our beautiful state.

Camera to Help Enforce Speeds in Work Zone

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The legislatively-approved project will assess public support of using photo radar to help make highway work zones safer. "Worker and motorist safety in work zones is a top priority for ODOT and our law enforcement and construction industry partners," said ODOT Director Matt Garrett. "One of the leading causes of work zone crashes is motorists driving too fast for conditions." In 2007, 11 people died in crashes in Oregon work zones. None of the people who died were construction workers; they were drivers, passengers or pedestrians. Photo radar is used successfully for speed enforcement by several Oregon cities including Portland. Studies show that the percentage of vehicles exceeding the speed limit reduces when photo radar is

used. The photo radar enforcement for this project will be similar to what Portland Police Bureau has been doing for the last several years. Photo radar will only be in operation when construction workers are present in the work zone. Citations are \$127 or more depending on the violation. Fines are designed to maximize the deterrent effect of photo radar. All money collected goes through normal citation channels. None of the money goes to ODOT. "Our goal is to get drivers to voluntarily slow down in work zones, not penalize people," said Garrett. The Oregon Transportation Investment Act is roughly doubling the number of work zones on state highways through 2011. The state must look for additional tools to supplement on-going efforts to improve work zone safety. The purpose of this project is to determine if photo radar should be one of those tools.

Tips for driving in a work zone:

- Pay attention and drive cautiously.
- Orange is your clue. Slow down when you see orange signs, barrels and barricades.
- Don't tailgate. Leave plenty of room between you and the vehicle in front of you.

For more information: Sally Ridenour 503-986-3359 or Anne Holder 503-986-4195.

Additional information about this project or work zone safety, visit http://www.oregon.gov/ODOT/COMM/work_zone_photo_radar.shtml.



Check Up Clinics and Fitting Stations

Please check www.childsafetyseat.org under Child Passenger Safety/Calendar for current list, specific dates, locations and times.

Date	City	Location	Address	Time
4/23/09	La Grande	Fire Department	1806 Cove Avenue	9:00 A.M. to 12:00 P.M.
4/23/09	Baker City	Albertson's Store	1120 Campbell Street	12:30 P.M. to 2:30 P.M.
4/24/09	Cornelius	Fred Meyer	2200 Baseline	12:00 P.M. to 5:00 P.M.
4/25/09	Beaverton	Police Department	4755 SW Griffith Drive	9:00 A.M. to 12:00 P.M.
4/25/09	The Dalles	Cherry Festival	4th and Court Street	9:00 A.M. to 4:00 P.M.
4/25/09	Milwaukie	Fire Department	2930 SE Oak Grove Boulevard	10:00 A.M. to 12:00 P.M.
4/30/09	La Grande	Fire Department	1806 Cove Avenue	9:00 A.M. to 12:00 P.M.
4/30/09	Eugene	Fire Department	1725 SW 2nd Avenue	5:00 P.M. to 7:00 P.M.
5/02/09	Portland	Burlington Coat Factory	10506 SE 82nd Avenue	10:00 A.M. to 1:00 P.M.
5/02/09	The Dalles	Children's Fair	600 Union Street	10:00 A.M. to 2:00 P.M.
5/07/09	La Grande	Fire Department	1806 Cove Avenue	9:00 A.M. to 12:00 P.M.
5/07/09	Redmond	Fire Department	341 Dogwood Avenue	10:00 A.M. to 1:00 P.M.
5/07/09	Vernonia	Rural Fire Protection District	555 E Bridge Street	4:00 P.M. to 6:00 P.M.
5/09/09	Newberg	Fire Department	414 E 2nd Street	9:00 A.M. to 11:00 A.M.

Training Opportunity

Designing Streets for Bicyclists

April 28, 2009

The program will include information on land use, street connectivity, urban form, access management, on road bikeways, bicycle friendly intersection design and more. The course is being held at the LaSells Stewart Center on the Oregon State University Campus in Corvallis.

To register visit, www.kiewit.oregonstate.edu.

North West Bicycle Safety Council (NWBC) Events

The NWBC is a bicycle safety mini grantee. Grant funds were used to purchase bike helmets that will be properly fit and distributed at these events:

- May 16, 2009 • Beaverton • Bicycle Safety Fair at Cedar Hills Crossing • Cedar Hills Boulevard
- May 16, 2009 • Beaverton • Bicycle Safety Fair at Beaverton Resource Center • Hall Street and Allen Boulevard



2009 Oregon Transportation SAFETY CONFERENCE

Facing the Challenge of Change

Join ODOT—Transportation Safety Division and ACTS Oregon,

October 27 to 29

at the Best Western Hood River Inn