

STUDY REVEALS STARTLING BEHAVIOR — WHILE BEHIND THE WHEEL OF THEIR CARS PEOPLE USE THEIR SMARTPHONES 88 OUT OF 100 TRIPS!

A company that uses sensors in smartphones to study driving behavior has revealed startling — yet unsurprising — facts about Americans’ selfish attitudes while behind the wheel of their cars: People use their phones during 88 out of 100 trips. When extrapolated out for the entire U.S. population, that number shoots up to about 600 million distracted trips per day.



In what they bill as the “largest and most robust driver phone use study done to date on the planet,” Zendrive analyzed three million drivers and 570 million trips over a three-month period.

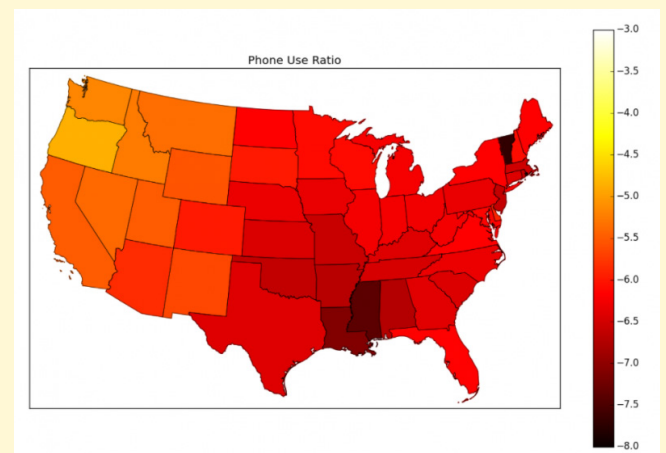
While what they found is unnerving to say the least, Oregon drivers came in as the “least distracted” in the entire country. By calculating the average amount of time drivers use their phones every day divided by the average time they drive everyday, Zendrive determined that Oregon drivers used their phones while driving 3.7 percent of the time. The most distracted state was Vermont, whose drivers used their phones 7.4 percent of the time.

The study also found that of the ten states with the lowest distraction levels, six have laws that ban handheld phone use (and so does Vermont, for what it’s worth). Overall, the impact of cell phone laws on driving behavior remains inconclusive.

On a citywide level, Portland came in 10th out of 15 cities. Los Angeles had the most distracted drivers and Seattle came in as least distracted.

Another way to look at the data is that during an hour-long trip, drivers spent an average of 3.5 minutes on their phones. “This finding is frightening,” the report authors said. “Especially when you consider that a 2-second distraction is long enough to increase your likelihood of crashing by over 20-times. In other words, that’s equivalent to 105 opportunities an hour that you could nearly kill yourself and/or others.”

If the performance of Oregon drivers isn’t enough to give you a bit of solace, you might be interested to know that Zendrive isn’t just a faceless company that just crunches numbers. They’re an advocacy group that’s fully behind Vision Zero and they’re actively working to help cities reduce — and eventually eliminate — traffic deaths. “Zendrive is working with communities, local decision-makers, safety experts and driving coaches to use our data to save lives,” their website reads. “If you can measure it, you can manage it.”



Phone use by state shows that westerners tend to be less distracted.

Check out the study results and download the full report with the link below:

<http://blog.zendrive.com/distracted-driving/>

— Jonathan Maus: (503) 706-8804, @jonathan_maus on Twitter and jonathan@bikeportland.org

Celebrate Safe, Drive Safe

State Farm™ Tips for parents and teens during prom and graduation season



With proms and graduations, the end of the school year is a celebratory time for high school students. Crashes are still the leading cause of death for teens*, [State Farm is here to help](#) teens and their parents stay safe on the road and beyond.

Check out the tips below for parents and teens. More information is on the [State Farm Teen® Driver Safety website](#). Encourage your teen to make positive choices while driving.

Parents

1. **Connect with other parents** - Speak directly with any parents supervising after-parties your teen will attend since some parents may allow underage drinking.
2. **Talk about (not) drinking/doing drugs** – According to Mothers Against Drunk Driving (MADD), parents play an important role. Talk to your teen about dealing with peer pressure, the dangers/repercussions of underage drinking and driving, using illegal substances, and contacting you for a ride in situations involving drugs or alcohol.
3. **Offer options for rides** - If a group insists on traveling together to prom and numerous graduation parties, talk to other parents about hiring a limo. That way no one gets behind the wheel. If it's not in the budget, offer to drive them yourself, or research other public transportation options in your community.
4. **Have the party come to you** - Plan your own, adult-supervised, drug/alcohol free after-party at your house, school or local community center.
5. **Set the example** - You can't always be in the car, but you can keep safety top-of-mind by demonstrating and enforcing habits like wearing a seat belt, not using a cell phone while driving, following the speed limit and driving 2N2® - 2 eyes on the road, 2 hands on the wheel.

Teens

1. **Groom before you zoom** - Before it's time to go, take one last look in the mirror and make sure you're looking good so nothing takes your focus off the road while driving.
2. **Get your beauty rest** - Since many parties last until early morning, make sure you get plenty of sleep leading up to the big day, or ask your parents to pick you up so you and your friends don't have to drive while tired. Fatal car crashes involving teens happen significantly more at night.
3. **Set limits** - Put a limit on the number of friends you ride with. According to the Insurance Institute for Highway Safety (IIHS), the risk of fatal crashes increases with each passenger. And if riding with friends, remind them to put their phones away and turn the music down.
4. **Drive Sober**- Drinking before the age of 21 is illegal, and alcohol and driving should never mix no matter your age. This goes for using drugs and other illegal substances as well.
5. **Seatbelts are the perfect accessory** – A little wrinkle in your dress, tux or graduation gown is not a reason to go without a seat belt. Buckling your seatbelt can save your life and keep you from getting seriously injured. Plus, it's the law!

Drinking Levels Among Youth

The Centers for Disease Control's [2015 Youth Risk Behavior Survey](#) found among high school students (during the 30 days prior to the survey):

- 33% drank some amount of alcohol.
- 18% binge drank.
- 8% drove after drinking alcohol.
- 20% rode with a driver who had been drinking alcohol.



MOTORCYCLE SAFETY

May is Motorcycle Safety Awareness Month



Share The Road

Motorcyclists have all the same rights and privileges as any motor vehicle driver on the roadway. This means they are entitled to their space on the road, no matter the size of their ride. This also means that they must follow the same road laws as other vehicles, including keeping a safe distance from other vehicles. During Motorcycle Safety Awareness Month in May - and during the rest of the year - drivers of all other vehicles are reminded to “share the road” with motorcyclists, and to be extra alert to keep motorcyclists safe.

Use these [marketing materials](#) to spread the word about increasing motorcyclists’ safety, and support and enhance local motorcycle safety awareness programs for all road users.

COMING SOON: NHTSA has been collecting model Share The Road language from the States and is currently developing highly-specific segmented messages that directly correspond to specific crash factors for states to utilize in their own motorist awareness efforts.



Janelle Lawrence
Executive Director

Contact Us



Funded through a grant from
ODOT Transportation Safety Division

SAVE THE DATE

2017 TSD

Transportation Safety Conference

October 23 & 24, 2017

Embassy Suites Hotel - Tigard, Oregon

Registration will open in late June or July

For more information contact:

Kristin.K.TWENGE@odot.state.or.us

Virtual Reality Can Help Drivers Understand the Question, “My Car Does What?”

Mobile app from the National Safety Council and University of Iowa gives drivers a 360 tour of new vehicle technologies

Itasca, IL – A new survey from the National Safety Council found 39 percent of drivers with new safety technologies in their vehicles say sometimes their vehicles act in ways that scare or surprise them. To help educate drivers and understand new vehicle safety technologies, the Council and the University of Iowa have developed the first-of-its-kind virtual reality mobile phone app, CarTech VR360, which gives drivers a 360-degree tour of some of the safety systems so drivers have a better understanding how the technologies work.

The virtual reality app is part of the MyCarDoesWhat initiative, which the National Safety Council and the University of Iowa launched in 2015 to explain new vehicle technologies.

“This might be one of the few cell phone apps that help people be safer drivers,” said Deborah A.P. Hersman, president and CEO of the National Safety Council. “Virtual reality is more engaging than any owner’s manual; we hope that people use the technology to discover all of the advanced driver assistance systems their vehicles have to offer.”

“MyCarDoesWhat has endeavored to address all drivers—virtual reality is a novel medium sure to excite a new generation of road users,” said Daniel McGehee, the principal investigator of the MyCarDoesWhat project and a professor in the University of Iowa’s college of engineering and director of the National Advanced Driving Simulator.

Fatal car crashes are on the rise, claiming as many as 40,000 lives in 2016, according to National Safety Council preliminary estimates. Technology can help prevent crashes; however, drivers must understand these features and how they work in order to use them to their full potential.

The CarTech VR360 app – designed for both iOS and Android systems is free to download and explains six features:

- Automatic emergency braking
- Blind spot monitoring
- Back-up camera
- Lane departure warning
- Adaptive cruise control
- Drowsiness alert

Instructions for free download can be [found here](#). Reporters can receive a complimentary set of virtual reality goggles by emailing media@nsc.org. The NSC survey can be [found here](#).

Periodic Table of Automobile SAFETY FEATURES

The infographic displays various safety features categorized into groups: FORWARD COLLISION PREVENTION, PARKING AND BACKING ASSISTING, BRAKING, TIRE PRESSURE & ANTI-ROLLOVER, LANE & SIDE ASSISTING, and OTHER STATE MONITORING & COMMUNICATION. It includes icons for features like ABS, ESC, TPMS, and Lane Departure Warning.

You are your car's best safety feature.

MyCar DoesWhat.org
Know More. Drive Safer.

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Transportation Safety Workshops

TREC Events UP Highway Safety Workshops OSU Kiewit Center

TREC Workshops are typically held at PSU.

Topic	Date	Time	Registration
TREC Workshop: Behavior Based Freight Modeling at Metro	5/5	12 pm	More Info
TREC Workshop: Network Congestion Effect of E-Hailing Transportation	5/12	12 pm	More Info
TREC Workshop: Inequities in Urban Mobility in Portland	5/19	12 pm	More Info
TREC Workshop: Webinar - Developing Practical Dynamic Evaluation Methods	5/25	10 am	More Info
TREC Workshop: Annual Metro Regional Trail Count	5/26	12 pm	More Info
TREC Workshop: China’s Motorization Wave	6/2	12 pm	More Info
OSU Workshop: Highway Capacity Manual (Kearney Hall)	6/22-23	All Day	More Info

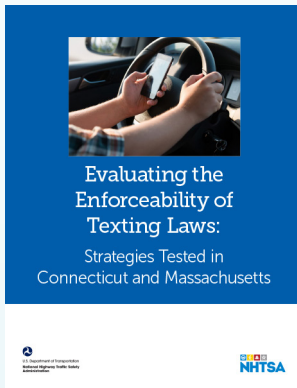
Update from NHTSA's Office of Behavioral Safety Research

Richard Compton, Director of Behavioral Safety Research
Heidi Coleman, Chief of Behavioral Research
Rory Austin, Chief of Injury Prevention Research

April was Distracted Driving Month

Use these resources to reach out to your community about distracted driving.

Recent NHTSA Research Publications – Distracted Driving



[Evaluating the Enforceability of Texting Laws: Strategies Tested in Connecticut and Massachusetts](#)
(March 2017; DOT HS 812 367)

This evaluation sought to determine the enforceability of texting laws and to test methods for enforcing these laws. Participating law enforcement agencies in Connecticut and Massachusetts demonstrated that a variety of enforcement strategies could be used to enforce texting laws, including spotter, stationary, and roving patrols. The evaluation found that texting laws can be enforced, and it provides a resource for law enforcement agencies to guide planning and execution of texting enforcement.

For further information about this study, contact Mary Byrd, Social Science Researcher, at Mary.Byrd@dot.gov.

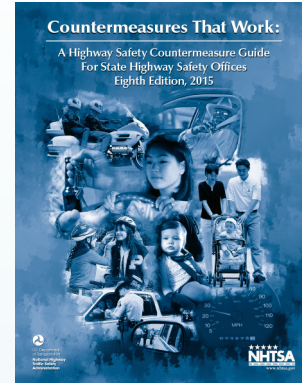
Other Recent NHTSA Distracted Driving Publications and Resources

[Distracted Driving 2015](#)
(March 2017; DOT HS 812 381)

[Teens and Distracted Driving 2015](#)
(October 2016; DOT HS 812 335)

[Driver Electronic Device Use in 2015](#)
(September 2016; DOT HS 812 326)

For More Information about distracted driving research, go to [Behavioral Research](#) on NHTSA's website and scroll down to the Distracted Driving Section, under the heading Studies and Reports. See also:



Chapter 4 of [Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, Eighth Edition](#) (November 2015; DOT HS 812 202)

This guide is a basic reference to assist State Highway Safety Offices (SHSOs) in selecting effective, evidence based countermeasures for traffic safety problem areas. It describes major strategies and countermeasures that are relevant to SHSOs; summarizes strategy/countermeasure use, effectiveness, costs, and implementation time; and provides references to the most important research summaries and individual studies.



Chapter 9 of the [Compendium of Traffic Safety Research Projects \(1985-2013\)](#) (January 2014; DOT HS 811 847)

Brief summaries of research on alcohol-involved driving, drug-involved driving, occupant protection (e.g., seat belts, and child safety seats), speed and other unsafe driving behaviors, motorcyclist safety, pedestrian and bicyclist safety, older driver safety, novice and young driver safety, fatigue and distraction, and emergency medical services.



May 2017 is Transportation Safety Awareness Month
And [Oregon's Kick Off to the Work Zone Construction Season](#)

DON'T ZONE OUT.

STAY ALERT IN WORK ZONES.

Respect the Zone. The Way to Go. ODOT

WORK ZONE SAFETY 2017

Work zone safety is a top priority for ODOT, our industry partners and law enforcement. We engineer, construct and enforce work zones to lower the risk to travelers and workers.

Drivers traveling Oregon roads are asked to recognize the importance of slowing down and drive with focus as they approach, enter and travel through work zones, for their own safety and that of their passengers, other drivers, construction and utility workers, and public safety professionals. Dangerous driving behaviors have resulted in an increase in fatalities and injuries on Oregon's roads. Inattention and speed are the most common causes of work zone crashes.

Safety Tips:

- Pay attention and focus on the single task of driving, bicycling, and walking when traveling through Work Zones.
- Orange is your clue to slow down! Pay extra attention when you see orange signs, barrels, cones and barricades. An inattentive driver is the most common cause of work zone crashes. Fines double 24/7 whether workers are present or not.
- Obey all speed signs. Speeds in work zones may be reduced for your safety and the safety of workers.

DON'T ZONE OUT

IN WORK ZONES

RESPECT THE ZONE
The Way to Go. Transportation Safety - ODOT

Secure Your Load Day Is June 6th

According to a new study by the AAA Foundation for Traffic Safety, road debris played a role in more than 200,000 crashes reported to police from 2011 to 2014, killing more than 500 people and injuring another 39,000. AAA says that's a 40% increase since 2001, when the foundation first studied the problem.

People need to stop and ask themselves these simple questions:

- Have I overloaded my vehicle or trailer?
- Have I tied large objects directly to the vehicle?
- Is the entire load secured at the back, sides and top with rope, netting and straps?
- Is there any chance something might fall or blow out of my vehicle?
- What would happen to my load if I hit a bump, had to brake suddenly or was hit by another vehicle?
- Would I feel safe driving behind my secured load?



2017 TGM Grant Application Packet

The 2017 Transportation and Growth Management (TGM) Program Planning Grant Application packet is [available here](#)

...along with additional resources to assist applicants.

[Applications](#) are due June 9, 2017 and award announcements will be mailed in August.

Car Seat Check-Up Events and Fitting Stations

www.ChildSafetySeatResourceCenter.org

Date	City	Location	Address	Time
5/2	Salem	Salem Hospital	Visitor Parking Garage	11:00 am - 2:00 pm
5/4	Redmond	Redmond Fire	341 NW Dogwood Ave	11:00 am - 2:00 pm
5/4	Aloha	Farmers Market	17455 SW Farmington Rd.	4:00 pm - 6:30 pm
5/6	Beaverton	Beaverton Police Dept.	4755 SW Griffith Drive	9:00 am - 12:00 pm
5/6	Lake Oswego	LO Fire Dept.	300 B Street	10:00 am - 1:30 pm
5/9	Coos Bay	Coos Bay Fire	450 Elrod Avenue	11:00 am - 1:00 pm
5/11	Ontario	Ontario Fire	444 Southwest 4th Street	4:00 pm - 6:00 pm
5/13	Hillsboro	Tuality Health Ctr.	334 Southeast 8th Avenue	9:00 am - 11:30 am
5/15	Bend	Bend Fire Dept.	1212 SW Simpson Ave.	11:30 am - 2:30 pm
5/17	Redmond	Redmond Fire	341 NW Dogwood Ave	2:00 pm - 4:00 pm
5/20	Vancouver*	Peace Health*	92nd Ave. Entrance	8:45 am - 2:15 pm
5/20	Beaverton	Kuni Auto Center	3725 SW Cedar Hills Blvd.	9:00 am - 12:00 pm
5/20	Tualatin	Tualatin Police Dept.	8650 SW Tualatin Road	9:00 am - 12:00 pm
5/20	Wood Village	Kohl's	22557 NE Park Lane	9:00 am - 11:30 am
5/23	Salem	Salem Hospital	Visitor Parking Garage	11:00 am - 2:00 pm
5/25	Forest Grove	Forest Grove Fire	1919 Ash Street	3:00 pm - 5:00 pm
5/25	Eugene	Eugene Fire	1725 West 2nd Avenue	4:00 pm - 6:00 pm
5/27	Albany	Albany Fire	120 34th Ave. SE	10:00 am - 1:00 pm

***Peace Health Event:**
Registration required by 8:45 am for 9:00-10:00 am class. First come, first served. Must attend class to participate in the clinic, which is held from 10:00 am to 2:00 pm.