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April 12, 2021

Board of County Commissioner
Clackamas County

Members of the Board:

Presentation – South County Drive to Zero Project

Winners of the Drive to Zero Art Contest

Purpose/Outcomes	Update the Board about two efforts: 1) The Drive to Zero South County project which seeks to combine low cost transportation safety improvement infrastructure projects with a targeted marketing campaign focused on teen distracted driving; and, 2) The Drive to Zero Art Contest. Recognize winning students and State Farm Insurance who provided financial support for the program. Learn about Drive to Zero South County project.
Fiscal Impact	None
Funding Source	N/A
Duration	Ongoing.
Previous Action	BCC/Administration approved application for State Farm funding and National Safety Council.
Strategic Plan Alignment	<ul style="list-style-type: none"> Aligns with plan to reduce fatal and serious injury crashes Aligns with Performance Clackamas Goals in reducing transportation-related fatalities
Counsel Review	N/A
Procurement Review	N/A
Contact Person	Joseph Marek, joemar@clackamas.us , 503-970-8987

BACKGROUND:

The **Drive to Zero South County** project will highlight how a holistic Safe Systems approach to traffic safety can be effective in reducing fatal and serious injury in a rural community. A Safe

Systems approach will combine proven low-cost engineering countermeasures with behavioral change focused education followed with targeted enforcement in collaboration with regional law enforcement partners.

Layered throughout the project will be the intentional collaboration with public health and schools to tackle issues of alcohol and drug use, build new opportunities with rural transit options to move teens and older adults, and work with the Oregon DOT to create more and affordable driver's education and child protection to those who can least afford access.

The County offers its **Drive to Zero Art Contest** to County high school students every other year since 2008. Students are invited to create artwork focusing on transportation risk factors such as speed, distracted driving or impaired driving; or on prevention strategies such as seat belt use, parent support or eliminating distractions. Positive, uplifting messages are encouraged to reflect the need to drive with respect and courtesy.

Twenty-one entries were received from various high schools throughout the County. Groups including staff from DTD, PGA and H3S along with the Traffic Safety Commission rated the posters on creativity, message impact and promotional appeal. The winning students received cash prizes (\$300 for 1st, \$200 for 2nd and \$100 for 3rd place).

Sandy High School junior Kara Atiyeh won this year's contest with her impactful poster depicting a driver with a cell phone as their head and tag line: "Don't Let It Take Over." This poster reminds drivers that cell phone use is dangerous and not to let it take over our responsibly of driving.

Five Clackamas County high school students will see their work integrated into the Drive to Zero traffic safety campaign that seeks to reduce all serious and fatal traffic crashes to zero by 2035. Congratulations to Kenzie Prock (Molalla High School), Carly Shanklin (Wilsonville High School) and Tirzah Vest (Lake Oswego High School) who will each receive cash prizes. Gillian Moore (Sandy High School) and Kyra Schulz (Rex Putnam High School) were honorable mentions.

All posters can be viewed at: <http://www.clackamas.us/drivetozero/>.

Staff recommends the Board formally recognize the participation of State Farm Insurance and the top entries.

Respectfully submitted,

Joseph F. Marek
Transportation Safety Program Manager



South County Drive to Zero Campaign

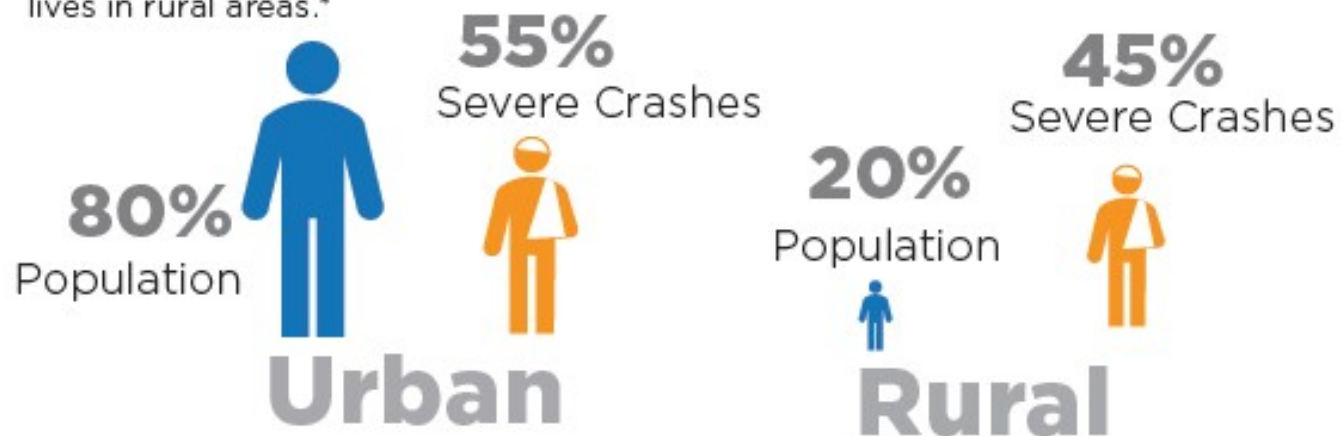
Joseph Marek, Transportation Safety Program Manager
Christian Snuffin, Senior Traffic Engineer
Rob Sadowsky, Transportation Safety Outreach Coordinator



Why focus on South County?

Rural vs. Urban

People must drive further in rural areas to reach destinations and emergency response times can be longer than in urban areas. Speeds are also higher than in urban areas and there are fewer transportation options. As a result, rural areas are more susceptible to severe crashes than urban areas. As shown below, 45% of reported severe crashes occurred in rural areas, while 20% of the population lives in rural areas.*



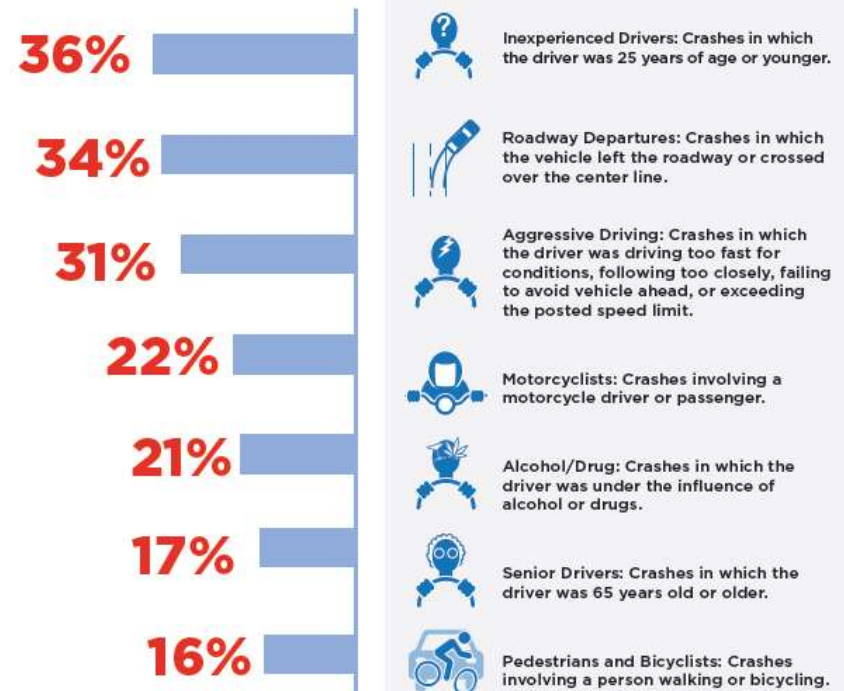
*Clackamas County, TSAP 2019

Contributing Factors for Crashes

The most frequent contributing factors in reported crashes are:



Fatal and Serious Injury Crashes by Contributing Factor



The most frequent contributing factors to fatal and serious injury crashes are:

*Clackamas County, TSAP 2019

What makes a rural setting so hard?

- Curves: vertical and horizontal
- Lack of edge lines
- Dark, wet and snowy roads
- Hard to maintain a spread out system
- Lack of grid means intersections are sometimes oddly oriented.

Horizontal and Vertical Curves

Roads that hug the terrain.



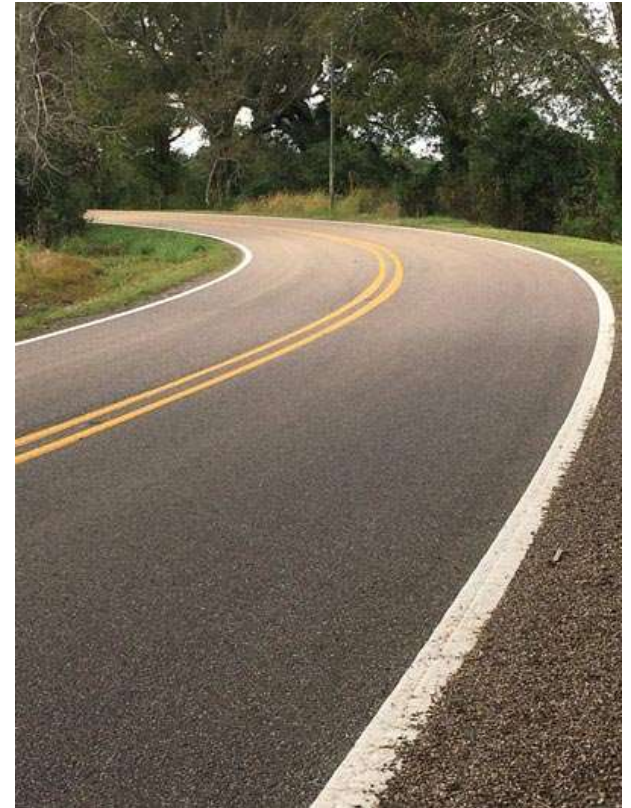
*Clackamas County

Lack of edge lines

Growth in lane keeping technology requires dual edge lines.



*Clackamas County



Two Part Project

- Low cost infrastructure treatments.
- Highly targeted campaign focusing on one behavior and one group of people in South County.

Low cost
improvements

COUNTERMEASURE SELECTOR

Rumble Strips

High Friction
Surface
Treatment

Delineators

6" Edgeline

Center
Reflectorized
Buttons

Curve
Signing

Stop Signs

Flashers

Traffic
Signal

Examples



* Clackamas County

* "Radar speed sign" by Richard Drdul BY CC SA 2.0

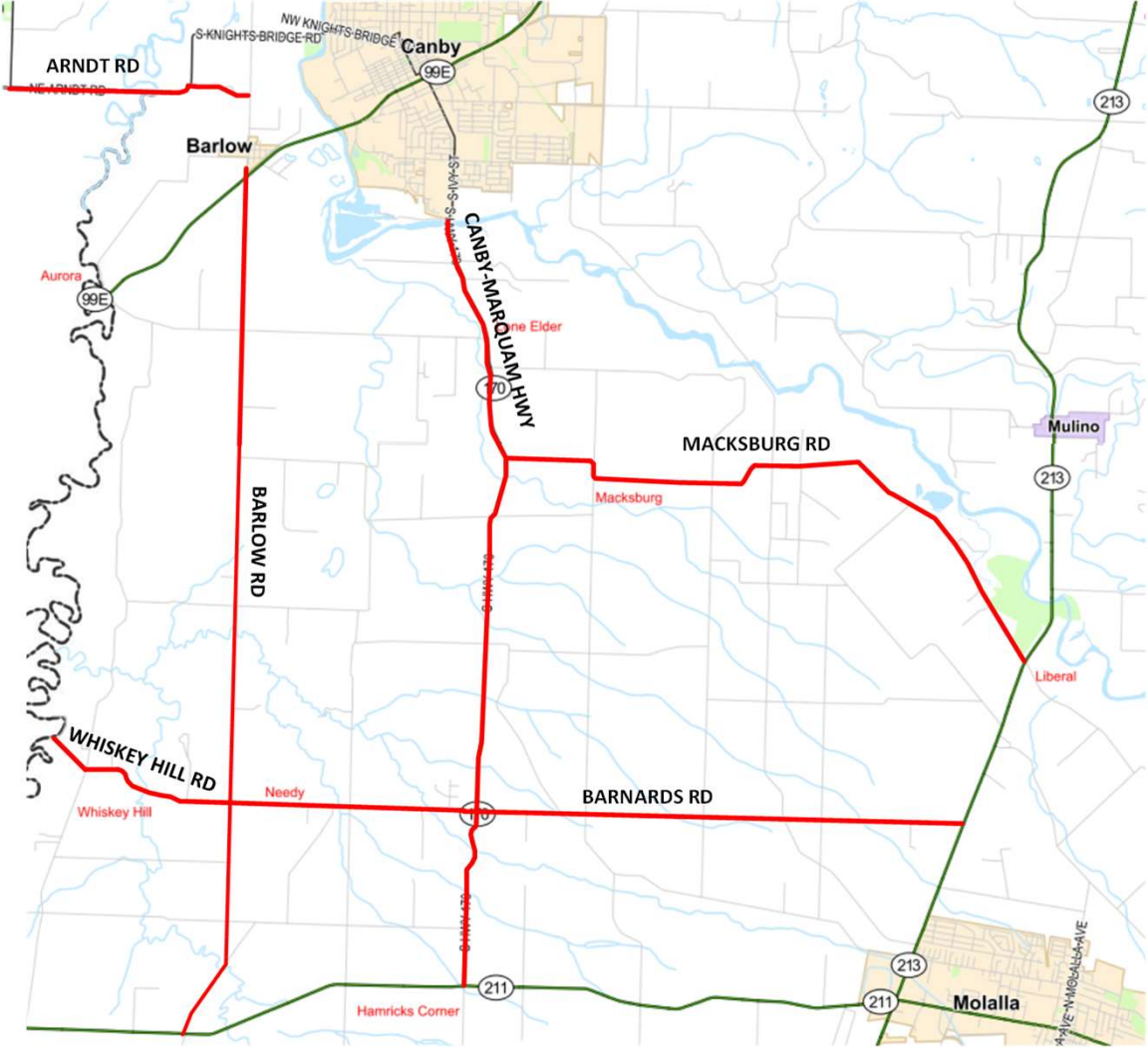


* "Centerline Rumble Strip" by SayCheeeeeese



* Clackamas County

Map of Area



Our targeted campaign

- Behavior targeted: Activate do-not-disturb while driving function on your iPhone.
- Target Audience: Teens aged 15-19 in Molalla and Canby areas
- Barriers: FOMO (Fear of Missing Out) and “It won’t happen to me mentality”.
- Motivators: Experience shared by real people; peers modeling behavior



Components

- Posters
- Tik Tok Videos working with creative content providers
- Engagement tools at Schools, Fairs and Festivals
- Give Away Awards for showing us you turned it on your phone

Bi-Annual Drive to Zero Art Contest

21 entries from across schools
throughout the county last summer

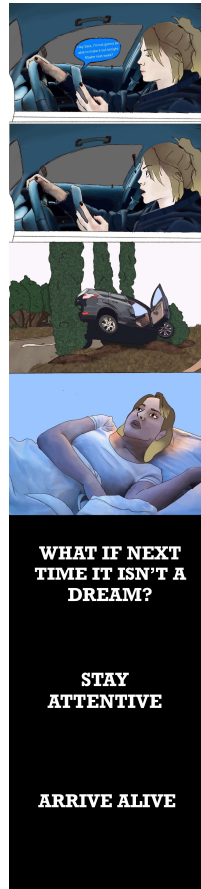


Our Top 3 Artists:

Kenzie Prock
(Molalla High)

Carlie Shanklin
(Wilsonville High)

Tirzah Vest
(Lake Oswego)



**Speeding takes a toll...
Slow your roll!**



 **State Farm**[®]

Traffic safety starts with you!



Questions?

www.drivetozero.org

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