



Central Oregon Safe Travel (COST) Team

A subcommittee of the Central Oregon Area Commission on Transportation (COACT)

Attendees: Curtis Chambers, Redmond Police Department; Councilor Barb Campbell, Bend City Council; Emerald Shirley, Walt McAllister, Vanessa Churchill, ODOT; Dave Thomson, BPAC

Staff: Sommers Taylor, Scott Aycock, COIC; Tyler Deke, Bend MPO

Outcomes:

The group took the meeting to discuss how to use grant funding moving forward. Members were in favor of piggybacking off of events that are already planned for the summer and hiring a contractor who could join Bend MPO as a part-time consultant to start working on accomplishing the long-term objectives of the group.

Vanessa Churchill proposed using Lyft coupons to hand out to the community to promote not drinking and driving and the group was also in favor of this.

Action Items:

Scott and Tyler will be following-up with each other remotely to discuss how to start moving forward on the short-term goals.

NOTES

11:00 **1. Welcome & Introductions** *Tyler Deke, Bend MPO*

Each member and attendee took a minute to introduce themselves.

11:05 **2. February Meeting Recap** *Tyler Deke, Bend MPO*
Attachment A_February Meeting Notes

Tyler gave an overview of the last COACT Safety Committee meeting that took place in February 2023.

11:10 **3. Review of Safety Action Plans** *Tyler Deke, Bend MPO*

Tyler reviewed the purpose statement, goals and short-term objectives of the Safety Committee. He reviewed that Crook County’s Safety Action Plan has not yet been completed and that Jefferson County and the City of Madras are starting on their work this summer. Deschutes County and the City of Bend are seeking funding to update Bend’s part of the planning process.

11:30 **4. Review & Consider Changes to Grant SOW** *Scott Aycock, COIC*

Tyler reviewed where we this group currently stands with the grant funding. The grant was awarded for \$90,000 and as of this moment, the group has only expended a tiny amount of this. The end date is 9/30 and the group cannot carry over any of the money, it’s use it or lose it funding. The question Tyler posed



to the group is: how do we want to move forward and use these funds? One potential idea is to follow the lead of Clackamas and Lane Counties.

Walt McAllister gave a detailed overview of what Clackamas and Lane Counties are doing with their grant funding and attendees at this meeting spent time brainstorming what could be done with the funds within the timeframe.

One idea was to use this funding for infrastructure projects such as curb improvements. Walt explained that the funding can't be used to build infrastructure. Funding can however be used to do the research on where these improvements can be done. Funds can then go towards hiring a coordinator to do the work. Funding can be used for planning; the idea is to get you more than you would have if the project was originally going to be done only with existing resources.

Another potential idea was to use the funding to procure a PR firm to design a campaign and then build billboards for the project. Members also discussed using the funds to support law enforcement safety projects. Curtis Chambers mentioned that law enforcement doesn't necessarily need more funding for safety projects, but that they wouldn't turn it down. A potential idea could be to hire a coordinator that would work with Deschutes County law enforcement agencies to coordinate quarterly focused safety campaigns that this group has already identified.

Tyler asked the group what issues it is the group wants to focus on? This will help us to be specific in terms of what needs to be communicated. He also asked the group what timeframe they would like to see projects operate on. If the group decides to go towards contracting someone, it would need to be someone who can develop messaging then identify appropriate channels to push messaging out while also coordinating with local agencies across Central Oregon.

Vanessa spoke to the work she has done with Public Health in the past to create age specific messaging. From this experience it shows that targeted messaging makes a difference. She also spoke to community value tools such as Lyft and Uber coupons to hand out so people can use instead of driving impaired.

Emerald asked about Clackamas and Lane Counties and how they used their funds. If they hired a contractor to do work, did they like the contractor and did they see the work to be beneficial? Walt explained their series of hiring contractors for coordination work and how each coordinator focused specifically on different topics throughout different phases. These coordinators were incorporated into their County budgets.

Members took time discussing a timeline of how to use the funds that are available to them through this grant. Tyler proposed creating a plan to being the critical first step and after this is complete. After this step is complete, a part time coordinator (could not be full time because of funding) could be brought on to work with communication firms/others to get safety messaging out in communities. Members also discussed the idea of developing a short-term plan for the summer and maybe piggybacking off events that are already happening. While this is happening, the group could also work on getting someone on



board to work on the long-term objectives of the group. Walt spoke to the fact that if all the money goes into contracting work, the group needs to let him know so that he can adjust the budget. Most members seemed to be in favor of this approach: piggybacking off of events that are already happening this summer while focusing on procuring a contractor to work on the long-term goals.

The group took a moment discussing what events they could potentially piggyback off of this summer. There is a potential to attend Redmond Police Department events. There is also the possibility of engaging with Public Health on these efforts and also piggybacking off of their events. Barb Campbell also proposed getting a car that has been smashed up from a real drinking and driving accident that could carry an informational sign on it during events. Members were also in favor of Vanessa's idea of utilizing funds to get Lyft and Uber coupons to hand out to community members.

Dave proposed wanting to see long term coordination and collaboration between law enforcement agencies and coordinators for outreach on a particular issue. When these agencies coordinate over the long term, it has the potential to create a bigger impact. From this idea, Curtis Chambers proposed a contractor could also coordinate a meeting with all the stakeholders and law enforcement personnel to discuss safety messaging. Vanessa mentioned that there is a group out of Sisters that could facilitate this type of meeting.

Scott and Tyler will be following up offline to jumpstart the ideas that were discussed today.

12:15 **5. Roundtable Updates & Sharing**

We will be holding off on scheduling the next meeting until clear next steps are laid out for this group to discuss.