

Central Oregon Area Commission on Transportation (COACT)
Safety Committee

COACT Safety Committee TSAP Meeting Draft Notes

May 10, 2024 | 11am-Noon | Virtual

Members Online: Tyler Deke, Kelli Kennedy, Bend MPO; Councilor Barb Campbell, City of Bend; Curtis Chambers, City of Redmond; Vanessa Churchill, Walt McAllister, Bob Townsend, ODOT; David Roth, BPAC; Commissioner Patti Adair, Deschutes County

Staff Online: Sommers Taylor, Jenn Greco, COIC

Draft Notes

Action Items:

- Committee to decide target audience for messaging for media campaigns and select an outreach strategy.
- Bob Townsend will ask Warms Springs for a transportation contact when he meets with them in May.

Outcomes/Updates:

- Vanessa Churchill can move \$30,000 to this group for communication and outreach about cannabis specific distracted driving.
- Next Safety Committee Meeting will be June 11 from 3-4pm on Zoom.

11:00 1. Welcome & Introductions

Sommers Taylor, COIC

Sommers Taylor welcomed everyone to the meeting and everyone took a moment to introduce themselves.

11:05 2. COACT Safety Committee Business

Sommers Taylor and Jenn Greco, COIC

[Link to Charter](#)

[Link to COACT TSAP Timeline](#)

The group approved the March meeting notes with one edit. Jenn Greco will change the amount of money from Vanessa from \$10,000 to \$30,000.

Jenn Greco reviewed the Central Oregon Safe Travel (COST) Charter with the group. Bob Townsend and Councilor Campbell mentioned they would reach out to Warm Springs.

Sommers Taylor reviewed the timeline again.

11:15 3. Data Tables

Tyler Deke, Bend MPO

[Link to Presentation](#)

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Tyler Deke reviewed the data we have to date. Tyler mentioned an increase in pedestrian fatalities. And overall, Crook County has remained flat, Deschutes County has increased a bit, and Jefferson County has bounced around.

Tyler explained that distracted driving, aggressive driving, and motorcycle crashes have the highest rate of fatalities, along with older and younger drivers.

Curtis Chambers asked if within the data set we could narrow to school zones and see the rate of crashes. Tyler said yes, with the updates to the Safety Action Plans throughout Central Oregon that we can zero in on those areas.

11:25 **4. Outreach Strategy Options**

All Project Team

Safety Coordinator (Tyler Deke, Bend MPO)

Walt McAllister identified funds that we could have access to in FY25/26 for a dedicated Safety Coordinator who could coordinate messaging throughout Central Oregon. We discussed that if we hired, Clackamas and Lane Counties have done this and can help us define the position and what they could do throughout the region.

ODOT Money (Vanessa Churchill, ODOT)

Vanessa went over the data related to cannabis use and driving. The data isn't perfect because it's based on blood work and timing dependent. What the data is capturing is that cannabis is a huge piece of the DUII conversation.

For outreach related to cannabis and driving, the target audience are drivers, 30-39 (or for a larger audience, 20-49), with a tighter focus on men, 30-50. Clear Alliance is working in Central Oregon to provide cold, hard numbers and some of the same messaging.

Outreach Strategies (Jenn Greco, COIC)

Jenn presented national campaigns that the group could utilize to spread messaging to Central Oregon about impaired driving.

11:50 **5. Next Steps**

COIC Staff

Next steps include COIC pursuing more research around options for outreach as well as scheduling the next meeting. The next meeting will be May 10.