CITY OF PORTLAND BUREAU OF TRANSPORTATION

Sam Adams
Mayor

Tom Miller
Director

StreetSmart – *Go Safe* Cell Phone Texting & Talking Enforcement Action Program Description

June 2011

Goals

- Primary goals
  - ✓ Reduce the number of people injured and killed in traffic incidences in the city of Portland
  - ✓ Reduce the number of people that limit their walking and biking due to transportation safety concerns
- Secondary goals
  - ✓ Reduce the incidences of cell phone texting and talking by people driving, bicycling, or walking in the roadway

Why We Do Cell Phone Texting and Talking Enforcement Actions

- Nationally, 20 percent of injury crashes in 2009 involved reports of distracted driving (NHTSA)
- Of those killed in distracted-driving-related crashes, 995 involved reports of a cell phone as a distraction - 18% of all fatalities in distraction-related crashes (NHTSA)
- In 2009, 5,474 people were killed in U.S. roadways and an estimated additional 448,000 were injured in motor vehicle crashes that were reported to have involved distracted driving (FARS and GES)
- The age group with the greatest proportion of distracted drivers was the under-20 age group – 16 percent of all drivers younger than 20 involved in fatal crashes were reported to have been distracted while driving (NHTSA)
- Drivers who use hand-held devices are four times as likely to get into crashes serious enough to injure themselves (Insurance Institute for Highway Safety)
- Using a cell phone while driving, whether it's hand-held or hands-free, delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of .08 percent (University of Utah)
- These types of enforcement actions have proven to be an effective way to communicate traffic safety laws and change behavior

Site Selection

- The majority of cell phone texting and talking enforcement actions are conducted at locations with a history of crashes associated with distracted driving
- The majority of cell phone texting and talking enforcement actions are conducted at locations with relatively high levels of conflicts between people walking, driving or riding a bicycle

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Outreach and Education

- A media advisory announcing each specific cell phone texting and talking enforcement action is released 1 week before the event

- Businesses within 1-2 blocks of the designated enforcement area are notified about the cell phone texting and talking enforcement action 1-2 days before the event and are given flyers describing Oregon's laws

- Results for each enforcement action are posted on the PBOT website and shared with community members and members of the media 1-2 days after each enforcement action

Cell Phone Texting and Talking Enforcement Action Implementation

- "A" frame signs displaying "Cell Phone Texting and Talking Enforcement Ahead" along with orange traffic cones and flags are positioned one block before the approach to the enforcement action location in each direction

- Police officers stationed within the enforcement area watch for violations of all laws – especially ones addressing distracted driving

- Police officers may pull over anyone that violates Oregon traffic laws and give him/her a citation, a warning, or an option to attend a 2 hour SHARE THE ROAD safety class

Supplementing on-going enforcement efforts, cell phone texting and talking enforcement actions will be conducted periodically to increase the awareness of the dangers and consequences of this behavior