

W. 5.a.

AGENDA COVER MEMO

DATE: October 1, 2003
TO: Board of Commissioners
FROM: Public Works - Engineering
PRESENTED BY: Sonny P. A. Chickering, County Engineer

**AGENDA
ITEM TITLE:** In The Matter Of Declaring October 10th as Put the Brakes on Fatalities Day

I. MOTION

THAT THE ATTACHED BOARD ORDER BE ADOPTED TO DECLARE OCTOBER 10TH AS PUT THE BRAKES ON FATALITIES DAY; AND AUTHORIZE THE COUNTY ADMINISTRATOR TO SIGN THE PROCLAMATION DECLARING PUT THE BRAKES ON FATALITIES DAY BY LANE COUNTY PUBLIC WORKS, LANE COUNTY, OREGON.

II. ISSUE OR PROBLEM

Put the Brakes on Fatalities Day has been established to focus national attention on reducing traffic fatalities on US roads. About 41,500 people die due to traffic crashes in the United States each year. In 2002, 436 people died in Oregon, 32 in Lane County. By focusing extra attention on the three major components of highway safety – driver behavior, vehicle design and maintenance, and the road itself – the goal is to reduce that number.

III. DISCUSSION

A Background.

The first annual national **Put the Brakes on Fatalities Day** was held on October 10, 2001. Plans are to make this event an annual health-promoting event, similar to "The Great American Smoke-Out". Its goal is to deliver messages to the public about the major causes of transportation fatalities – chiefly highway fatalities – and their avoidance, in an upbeat fashion. The event is commemorated with a national event in Washington, D.C. and local events across the country.

B. Analysis.

This idea was conceived by Larry Emig, P.E., of the National Society of Professional Engineers (NSPE). The goal is to heighten consciousness about what people can do and what official steps they may take to reduce transportation fatalities. Plans for the 2003 celebration include a national news conference held in Washington, D.C., along with state-by-state news conferences, and media outreach programs implemented nationwide.

C. Alternatives/Options.

N/A

D. Recommendation.

Sign the Board Order declaring October 10th **Put the Brakes on Fatalities Day** and sign the declaration letter asking the Senate to co-sponsor Senate Resolution 266 designating October 10th as **Put the Brakes on Fatalities Day**.

IV. IMPLEMENTATION / FOLLOW-UP

Upon signing the Board Order and Attachment A (Declaration Request Letter to Oregon Senate delegates), a press release and radio public service announcement will be faxed to all Lane County area radio and television stations; signs and brochures will be placed throughout the Public Service Building and Public Works Administration Building to promote **Put the Brakes on Fatalities Day**; and celebration of this day will be promoted on the Lane County website.

ATTACHMENTS

Board Order
Attachment A, Letter to Oregon Congressional Delegate
Attachment B, Letter to Oregon Congressional Delegate
Attachment C, Brochure

IN THE BOARD OF COMMISSIONERS OF LANE COUNTY
STATE OF OREGON

ORDER NO. (IN THE MATTER OF DECLARING OCTOBER 10TH
(AS PUT THE BRAKES ON FATALITIES DAY

WHEREAS, Put the Brakes on Fatalities Day has been established to focus national attention on reducing traffic fatalities on U.S. roads; and

WHEREAS, by focusing extra attention on the three major components of highway safety – driver behavior, vehicle design and maintenance, and the road itself – the goal is to reduce the number of fatalities on U.S. roads; and

WHEREAS, traffic crashes cause more than 41,500 fatalities each year and are the leading cause of death for people ages 6 to 33, and nearly 300 children under 5 years old who were killed in motor vehicle crashes in 1999 were totally unrestrained; and

WHEREAS, alcohol-related crashes account for 38 percent of all traffic fatalities; and

WHEREAS, poor road conditions and obsolete designs contribute to more than 15,000 highway deaths annually, and deaths and injuries on U.S. highways cost society over \$150 billion annually; and

WHEREAS, safer driving behaviors such as the use of seat belts, not drinking and driving, and obeying traffic laws would dramatically reduce the number of traffic-related injuries and deaths; and

WHEREAS, the use of cost-effective roadway safety improvements such as all-weather signing and markings, traffic signals, skid resistant pavements, and removal of roadside hazards could also greatly reduce the number of traffic crashes; and

WHEREAS, the continued development of safer vehicles and protective traffic safety equipment such as helmets will enhance people's ability to protect themselves and their families from preventable and tragic permanent injuries and deaths; now, therefore, it is hereby

ORDERED that the Board does hereby proclaim October 10th as Put the Brakes on Fatalities Day; and it is further

ORDERED that the Board Chair sign and issue a letter to the Oregon Senate delegates requesting that they co-sponsor Senate Resolution 266.

DATED this 1st day of October, 2003.

Peter Sorenson, Chair
Lane County Board of Commissioners

APPROVED AS TO FORM

Date 9-22-03 lane county


OFFICE OF LEGAL COUNSEL



LANE COUNTY

BOARD OF COMMISSIONERS / 125 East 8th Avenue / Eugene, OR 97401
Phone: (541) 682-4203 / Fax: (541) 682-4616

ATTACHMENT A

October 1, 2003

The Honorable Ron Wyden
516 Hart Senate Office Building
Washington, DC 20510

Dear Senator Wyden:

The Lane County Board of Commissioners urges you to co-sponsor Senate Resolution 266 designating October 10, 2003 as ***Put the Brakes on Fatalities Day***. The goal of this highway safety campaign is to focus public awareness on individual driver behavior, vehicle safety, and roadway improvements. Each year about 41,500 people die in traffic accidents. Our Board believes that this is too many, and by focusing attention on the causes of vehicle crashes, fewer people will become highway fatality statistics.

This October 10th will be the third annual ***Put the Brakes on Fatalities Day***. Lane County employees are planning numerous outreach events for this day, including press conferences, a mobile display of a crashed vehicle, and distribution of educational materials. In addition, our Board has passed the attached resolution proclaiming October 10th as ***Put the Brakes on Fatalities Day*** in Lane County. For more information on this initiative, please visit the Web site at www.brakesonfatalities.org.

Thank you for taking the time to read about our worthy cause and please consider becoming a co-sponsor for Senate Resolution 266. Help us achieve one full day of zero traffic deaths.

Sincerely,

Peter Sorenson, Chair
Lane County Board of Commissioners
Eugene, Oregon



LANE COUNTY

BOARD OF COMMISSIONERS / 125 East 8th Avenue / Eugene, OR 97401
Phone: (541) 682-4203 / Fax: (541) 682-46161

October 1, 2003

The Honorable Gordon H. Smith
404 Russell Senate Office Building
Washington, DC 20510

Dear Senator Smith:

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Eugene, Oregon

PARTICIPATING ORGANIZATIONS

- 3M Corporation
- AAA
- Alliance of Automobile Manufacturers
- American Ambulance Association
- American Association of Motor Vehicle Administrators
- American Association of State Highway & Transportation Officials
- American Council of Engineering Companies
- American Industrial Hygiene Association
- American Public Health Association
- American Road & Transportation Builders Association
- American Traffic Safety Services Association
- Associated General Contractors
- Association of Equipment Manufacturers
- Automobile Highway Users Alliance
- California Department of Transportation
- CH2M Hill
- Commercial Vehicle Safety Alliance
- Design Build Inst. Of America
- Emergency Nurses Association
- Emergency Nurses CARE
- Governors' Highway Safety Association
- Institute of Transportation Engineers
- Koch Performance Roads
- Missouri Society of Professional Engineers
- National Academy of Forensic Engineers
- National Association of County Engineers
- National Organization for Youth Safety
- National Police Defense Foundation
- National Safety Council
- Kansas Department of Transportation
- National Society of Professional Engineers
- Professional Engineers in Private Practice
- Professional Engineers in Construction
- Professional Engineers in Government
- National Transportation Safety Board
- Network of Employers for Traffic Safety
- NYC Committee for Taxi Safety
- Partnership for Prevention
- Roadway Safety Foundation
- The Road Information Program
- U.S. Department of Transportation
- Federal Highway Administration
- U.S. Department of Transportation
- Federal Motor Carrier Safety Administration
- U.S. Department of Transportation
- National Highway & Traffic Safety Administration
- U.S. Naval Safety Center

Put the Brakes on Fatalities Day*
 1420 King Street
 Alexandria, VA 22314-2794



October 10, 2003
www.brakesonfatalities.org

*Established by the National Society of Professional Engineers

Each year 42,000 lives are lost
 on our Nation's roadways.

October 10, 2003



**Drive as though
 your life depends
 on it**

THIRD ANNUAL
 Put the Brakes on Fatalities Day

ATTACHMENT C

IMAGINE... A DAY WITH ZERO TRAFFIC FATALITIES

After a steady 20-year decline in the number of traffic fatalities, that number has stagnated at about 42,000 per year. That's about 115 fatalities every single day – one fatality every 13 minutes.

America's roadway system is among the world's best. Through the development of safer vehicles and specialized safety equipment (e.g., child seats, helmets), upgraded laws, better roadways, and educational programs to address safe behaviors, we have come a long way in reducing fatalities on the nation's roadways. But all of our progress in each of these areas can bring us just so far. In the end, each roadway user is the key to safety.

This program reminds us
that most car crashes
are preventable. We
believe the goals of the
program are worth striving
for each and every day.

AAA Carolinas, Dillon Herald

ON OCTOBER 10, 2003 IMAGINATION CAN BECOME A REALITY

Interested in Supporting Put
the Brakes on Fatalities Day?
Contact Josephine Anderson
at pbfdlay@nspc.org or
call 703-684-2804

On October 10th, the third annual Put the Brakes on Fatalities Day, we will ask everyone to focus on their own individual behavior when using the roadways – as pedestrians, bicycle and motorcycle operators, motor vehicle operators and passengers. We want each person to take an extra measure of care to ensure their safety and the safety of others by sharing the road with other users (motor vehicle operators, pedestrians, and cyclists) in a safe manner:

- Drive courteously and defensively
- Know the rules of the road for their method of transportation, and obey all signs and signals
- Wear protective gear – seat belts or helmets
- Don't speed, drive while impaired, distracted, or in an aggressive manner

**We can do it one day,
we can build on that.**

Ken Perret, Assistant Secretary,
Louisiana Dept. of Transportation
and Development

SUCCESSFUL EVENTS FROM PAST YEAR'S PUT THE BRAKES ON FATALITIES DAY

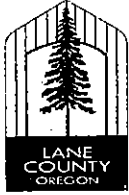
Examples of what States have done to participate and spread the message:

Kansas hosted a "Celebration of Safety," featuring a poster contest and numerous safety activities with displays. A life-size roadway with temporary marking tape was created and the No Zone truck, Semi Simulator, a Wichita Police vehicle, and a school bus were on the roadway with demonstrations at each vehicle. Governor Bill Graves signed a statewide proclamation and urged everyone to help save lives by spreading the message about safety.

The Kentucky Transportation Cabinet launched their new safety campaign, "The Drive Smart Program" with our theme "Put the Brakes On Fatalities Day." The campaign is based on a song about a father recalling experiences he shared with his daughter, whom he had nicknamed "jackrabbit." She was killed in a traffic crash just before her fifth birthday. This campaign was a HUGE success and people loved the song.

Get involved! Here are some ideas for taking action on or before October 10th.

- Use the media to get the word out through press releases, public service announcements, or op-ed articles. Samples may be found on our website.
- Call on your local leaders and resources: schools, local civic and community groups, etc. to organize an event.
- Be creative! See www.brakesonfatalities.org for more ideas.



Lane County Board of Commissioners

Bill Dwyer
Bobby Green, Sr.
Tom Lininger
Anna Morrison
Peter Sorenson

October 1, 2003

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516 Hart Senate Office Building
Washington, DC 20510

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Peter Sorenson, Chair
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Eugene, Oregon



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