



Alliance for Community Traffic Safety in Oregon

2009* Annual Report

“The Acts of ACTS”

Saving Lives and Reducing Injuries in YOUR Community

*10/01/2008–9/30/2009

ACTS Oregon is a statewide organization dedicated to improving traffic safety people-to-people & community-to-community.

How far reaching is our influence?

One in ten of every city and county in Oregon was touched in some way by ACTS Oregon—this year alone!



CTSP Coordinator

What about Community Traffic Safety Programs?

Kate Murphy, Community Traffic Safety Program Coordinator provides resources and information to over 60 cities and counties that have Traffic Safety Committees and Commissions. Kate attends meetings and volunteers at events throughout the state. Just some of the places she traveled to this year include: John Day, Hubbard, Nyssa, Independence, Milwaukie, Bend, Aumsville, and Union.

Kate is always available to chat about traffic issues in your area. She can assist with project development through two mini grant programs she oversees. The Building Safer Communities and Bicycle Safety Mini Grants are a great opportunity to jump start traffic safety efforts in your community. Kate will not only provide support during the application writing period but she will volunteer to help complete your activities as well. This year she participated in many community events including the North West Bicycle Safety Council Bike Safety Fair, Hubbard Safety Village and Rockaway Beach National Night Out.



Bike Grant

What about training for Child Passenger Safety Advocates?



Certification Training Coordinator

Sandy Holt, Child Passenger Safety Certification and Training Coordinator supports approximately 475 certified technicians including 23 certified technician instructors in Oregon. Although this is a lot to oversee, Sandy encourages all technicians and instructors to work as a team. She nurtures this ideal from the beginning by conducting certification courses with a team teaching approach. This has been such a successful strategy that ACTS Oregon was recognized nationally for their certification and support efforts. Sandy Holt was invited to present at the national Lifesavers Conference in Nashville, TN. She shared her experience with team teaching and supporting technicians beyond certification courses to ensure that they avoid burnout.

Sandy supports technicians by offering a variety of classes at various stages of certification. She administers certification, renewal, and recertification courses. This year courses were held in Roseburg, Hillsboro, Beaverton, Baker City, Klamath Falls and North Bend. Additionally ACTS Oregon partnered with the Vancouver Police Department and Battle Ground Police Department offering a technician

certification class in Battle Ground, Washington. These classes have added an additional 125 certified technicians. Three Technician Instructors completed their candidacy and are now participating in courses: Brian Hunzeker—Portland Police Bureau, Clint Foley—Eugene Relief Nursery and Kevin Watt—Medford Fire Department.



Writing and updating presentations, curriculum and training is a vital role in assisting technicians and child passenger safety advocates to stay current in the ever-evolving world of child passenger safety. From introductory classes to the National Child Passenger Safety Training course, Sandy is always willing to set up child passenger safety training throughout Oregon.



Oregon Instructors

Does ACTS Oregon really reach out across Oregon?

Yes! We are small but mighty. ACTS Oregon is home to three program managers. Kate Murphy, Sandy Holt, and Gayle Watts. They all work tirelessly in their programs to serve communities throughout the state. Kate works in cities and towns from Tigard to Ontario. Sandy ensures that child passenger safety technician certification courses are sprinkled across the state, to serve everyone that is interested in being involved. One of Gayle's primary activities is working with agencies to establish car seat distribution programs for their community.

When we can't be there in person we support our communities by providing updates, information, and resources via our newsletter and website. We utilize our *Traffic Safety Connection* newsletter to say hello nine times a year to over 2300 subscribers. We feature community traffic safety and child passenger safety

efforts. We often include updates on the latest legislation or new technology. Our goal is to provide readers with a one stop shop for the latest in traffic and child passenger safety.

Additionally our website has made leaps and bounds since its inaugural release. We now offer an exclusive page for child passenger safety technicians. Here technicians can download forms for their events or locate other certified technicians in their area. Again just one of the ways we are bridging community efforts.



Ashland Grant

Show me the money!

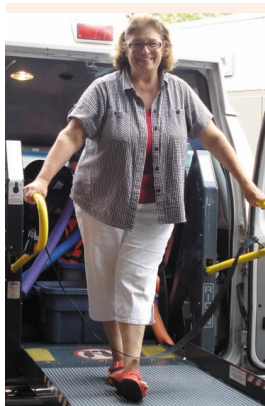
Okay we will if you participate in one of our two mini grant programs. Kate Murphy the Community Traffic Safety Program Coordinator manages the Building Safer Communities and Bicycle Safety Mini Grants. Each program allows applicants to apply for up to \$5000.

The Building Safer Communities program is home to a vast array of community traffic safety projects. This year Ashland received a \$5000 mini grant to develop and conduct a pedestrian safety campaign. The campaign was geared toward Southern Oregon University Students who frequently cross Siskiyou Boulevard. Some of the issues addressed in the campaign included: not talking on a cell phone while

crossing the street, making eye contact with drivers, and wearing reflective clothing. To launch the project the City of Ashland partnered with some Southern Oregon University students. They passed out educational material and showed off

the newly designed reusable tote decked out in pedestrian safety messages. Ashland's safety chicken volunteered to model the new gear and safely escort pedestrians through the crosswalks.

Bicycle Safety Mini Grants have a much more narrow focus than their counter part, Building Safer Communities. These mini grants assist communities in making cycling safer. This includes helmet education, distribution, or on road skills clinics. This year the City of Tigard received a mini grant for \$2890. They partnered with the six affordable housing complexes in Washington County in order to bring bike safety to the residents. Children and adults were properly fitted and educated on the importance of helmets. Officers also discussed the rules of the road and the importance of being seen at night.



CPS Coordinator

Children in Oregon are safer due to local efforts!

Child passenger safety efforts statewide continue to grow. This year a total of 204 clinics and fitting station events checking over 5,360 seats were reported to ACTS Oregon.

Gayle Watts, Child Passenger Safety Program Coordinator worked hard this year to expand car seat distribution programs. Using grant funds from ODOT—Transportation Safety Division, Gayle Watts purchased child safety seats (CSS) for low income families in Region 1—Clackamas, Columbia, Multnomah and Washington counties. Gayle

worked with certified child passenger safety (CPS) technicians from fourteen agencies to distribute 999 CSS to families who are low income! Her efforts included helping agencies identify what child safety seats to order, instructing them on how to schedule appointments as well as how to set up an event to distribute the seats. In addition Gayle assisted at seat distribution events. Many of the agencies were new partners with the CSSRC which allowed

increased outreach to minority families. Existing partnerships were also expanded.

This year, the CSSRC sponsored monthly fitting stations in the City of Portland, at NW Jeep in Beaverton, at Clackamas Fire and Rescue and other locations in Clackamas County. The fitting stations were used as opportunities to mentor and provide training to all CPS technicians and distribute seats to families in need. Ruth Harshfield, Executive Director had the opportunity to highlight the success of the Portland Fitting Station at the National Kids In Motion Conference in Fort Worth, TX.

CSSRC staff also supported CPS technicians throughout Oregon at their check-up events. Currently there are over 200 agencies and 475 CPS Technicians conducting check up events and distributing seats on a regular basis throughout Oregon.



Clackamas Safety Fair



Migrant Headstart Seat Distribution



Administrative Assistant, Amber Husted

How about something for the Traffic Safety Advocate?

ACTS Oregon partners with ODOT Transportation Safety Division to host the annual Oregon Transportation Safety Conference. The 2008 Conference in Canyonville was a great opportunity to receive an update on the latest traffic safety efforts from two keynote presenters. A chance to brush up on your effective meeting and decision making skills was provided in an intensive training workshop. For attendees who wanted to see the sites, and learn about transportation safety efforts in a rural community, a local tour was available. All in all there were 48 presenters for 19 workshop sessions that catered to the broad spectrum of traffic safety advocate interests.



Dan Marcisz & Ralph Browning



ACTS Oregon Board of Directors

The ACTS Oregon Board included members from Keizer, McMinnville, Medford, Oregon City, Portland, and Salem. The board provided direction for ACTS Oregon through bi-monthly meetings. This year the board met in Beaverton, Bend, Canyonville, Eugene, and Salem. Board committees include Administrative, Finance and Marketing Committees.

ACTS Oregon Board Members

Tammy Franks, Portland
President

Steve Manning, Keizer
Vice President

Lucie Drum, Portland
Secretary

Dan Marcisz, Medford
Treasurer

Ralph Browning
Medford

Larry Christianson
McMinnville

John Naccarato
Oregon City

Jan Robertson
Portland

Michael Stupfel
Salem

Vision

We provide resources, technical training, advocacy and education to individuals and communities throughout Oregon and thus support efforts to solve their traffic safety problems.

Mission Statement

The Mission of ACTS Oregon is to reduce fatalities, injuries and the severity of injuries resulting from vehicle crashes throughout Oregon.

Values

- Local Traffic Safety Committees
- Quality of life realized through traffic safety
- Coordinated traffic safety programs
- Comprehensive traffic safety efforts
- Citizen involvement
- Collaboration with public and private agencies
- Well-trained staff
- Traffic safety advocacy
- Safe highways and roadways
- Prevention of transportation-related fatalities and injuries
- Current and accessible traffic safety data and information
- Traffic safety education and training

Organization

ACTS Oregon is a membership organization with a Board of Directors, Executive Director and staff. Programs include the Child Safety Seat Resource Center and the Community Traffic Safety Program.

ACTS Oregon receives financial support from ODOT—Transportation Safety Division, Portland Bureau of Transportation, State Farm Insurance's Good Neighbor Citizenship Philanthropy Program, NW Jeep, Membership, individual donations and program fees. We appreciate our partner's support.

Annual Auditor's Report and Financial Statements are available upon request.

As always our primary goal at the Oregon Transportation Safety Conference is to recognize members and the power communities have to impact traffic safety. We also want to ensure that these great powers unite with plentiful opportunities to network. In 2008 the evening reception for SAFE KIDS Oregon/EMS for Children, and the Conference Vendors reception provided the stage for conversation and collaboration. To support our traffic safety advocates ACTS Oregon offered scholarships to attend the annual conference.

“As always our primary goal at the Oregon Transportation Safety Conference is to recognize members and the power communities have to impact traffic safety.”



ACTS Oregon Staff

ACTS Oregon STAFF

Ruth Harshfield
Executive Director

Gayle Watts
Child Passenger Safety Program Coordinator

Sandy Holt
Child Passenger Safety Certification & Training Coordinator

Kate Murphy
Community Traffic Safety Coordinator

Ava Leeper
Financial Assistant

Amber Husted
Administrative Assistant



Membership Drive, Larry Christianson



Who is the face of ACTS Oregon?

2009 Members

Our membership includes individuals, organizations and businesses with concerns for child passenger safety, safety belt use, bicycle and pedestrian safety, community livability, distracted driving, speeding, impaired driving and other issues. Members of ACTS Oregon come from communities throughout Oregon.

Lifetime Members

ABATE of Oregon, Inc.
Daniel Marcisz
Tamara Franks

Honorary Members

ODOT Transportation Safety Division
RREEF Property Management
State Farm Insurance
Sunrisers Kiwanis

Committee or Business with more than 15 Members or Employees

A & M Transport
American Medical Response
Lane County Sheriff's Office
Ride Connection
The Children's Hospital at Legacy Emanuel

Committee or Business with less than 15 Members or Employees

Ashland Transportation Commission
City of Eugene Transportation Planning Team
Clackamas County Traffic Safety Commission
Corvallis Fire Department
Doernbecher Children's Hospital
Forrest Grove Fire & Rescue
Fuddy Duddy Fudge
Happy Valley Traffic & Public Safety Committee
Jackson County Sheriff's Office
Keizer Traffic Safety Commission
La Grande Fire Department
Lake Oswego Police Department
Lane County Fire District #1
Malheur County Traffic Safety Commission
Medford Traffic Coordinating Committee
Morrow County Sheriff's Office
National Traffic Safety Institute
Newberg Fire Department
Newberg Traffic Safety Commission
Ontario Police Department
SAFE KIDS Columbia Gorge
SAFE KIDS Malheur County
SAFE KIDS—Umatilla & Morrow Counties
Salem Hospital
Sandy Fire Department
Segal's for Children

The Dalles Traffic & Safety Commission

Contributing Individual Member

Larry Christianson, Deja Program Development

Individual Members

Catherine Albrecht, Happy Valley Traffic & Public Safety Committee
Mark Alexander, Ontario Police Department
Millie Berman, CPS Technician
Sandy Campbell, Peace Health Medical Group
Edward Chastain, Lane County Public Works
Lynn Chiotti, Columbia County Traffic Safety Commission
June Clark, GAC on Motorcycle Safety
Jerome Cooper, Oregon Transportation Safety Committee
Lucie Drum, American Medical Response
Phillip Engle, Emergency Medical Services for Children
Adrienne Greene, Oregon SAFE KIDS
Paul Greiner, Turner Traffic Safety Commission
Ardith Hall
Ruth Harshfield, ACTS Oregon
Mike Hattan, Clackamas County Department of Transportation
Wendy Hays, Healthy Start of Clackamas County
Helena Hite, Lake District Hospital
Victor Hoffer, Oregon Transportation Safety Committee
Sandy Holt, ACTS Oregon
Debi Hueckman, Grant County Safe Communities Coalition
Brian Kegg, Parr Lumber
Ronald H. Kroop, ODOT District 2A
Christopher Larsen, Multnomah County Circuit Court
Sandra Lewis
Angela Livas, Malheur County Fair Board
Chris Macom, Canby Police Department
Stephen Manning, ACTS Oregon
Joseph Marek, Clackamas County

Department of Transportation
Patty McClure, ODOT—Region 5
Mark Miranda, Newport Police Department
Chris Monsere, PSU Department of Civil & Environmental Engineering
Vern Moore, Turner Traffic Safety Commission
Kate Murphy, ACTS Oregon
Kathy Murray-Lang, SAFE KIDS North Coast
Lynne Mutrie
John Naccarato, Clackamas County Sheriff's Department
Carl Nightengale, Independence Police Department
Jimmy O'Daniel, Prineville Traffic Safety Committee
Richard Olsen, Milwaukie Police
Louis Ornelas, Oregon Transportation Safety Committee
Marian Owens, Oregon Transportation Safety Committee
Barbara Palicki, Curry Child Advocacy Center
Ted Paselk, ODOT Region 3
Kim Perlot, City of Burns
Bob Pinnell, State Farm Insurance
Jerry Portnell, Douglas County Traffic Safety Commission
Charles Radosta, Kittelson & Associates, Inc.
Jan Robertson, AAA Oregon Idaho
Roxane Russell, Insurance Professionals of Portland
Jerry Schaeffer, Illinois Valley Fire District
Brenda Schleining, City of Milwaukie
Mike Stupfel, Oregon State Police
Mojie Takallou, University of Portland
Robert Thomas, Pratum
Jennifer Vega, Hermiston Fire and Emergency Services
Sheba Wooddell, Hubbard Police Department
Mel Yeager, Bikepac of Oregon

For information about ACTS Oregon membership and services, visit our web site at

www.actsoregon.org