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## AGENDA COVER MEMO

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**DATE:** September 29, 2004  
**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 8, 2004 as "Put the Brakes on Fatalities Day" in Lane County.

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### I. MOTION

THAT THE ATTACHED BOARD ORDER BE ADOPTED TO DECLARE OCTOBER 8, 2004 AS "PUT THE BRAKES ON FATALITIES DAY" IN LANE COUNTY.

### II. ISSUE OR PROBLEM

Put the Brakes on Fatalities Day has been established to focus national attention on reducing traffic fatalities on US roads. After a steady 20-year decline in the number of traffic fatalities, that number has stagnated at about 42,000 per year according to the National Society of Professional Engineers. That's about 115 fatalities every single day, or one fatality every 13 minutes. 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

Last year the Board proclaimed Friday October 10<sup>th</sup> as Lane County's first observance of "Put the Brakes on Fatalities Day". Public Works, the Sheriff's Dept., the Oregon Dept. of Transportation (ODOT) and the cities of Eugene and Springfield participated by providing speakers for the media and radar trailers placed in strategic locations. Each agency also posted signs and educational brochures about the event in their respective offices located throughout the County.

We were also fortunate to have the participation of Mr. David Hansen, a Lane County resident who was involved in a very serious motor vehicle accident a few years ago. David kept the vehicle from his accident, and last year we towed it to several locations so that he could provide a brief presentation about his experience.

B. Analysis

Nationally this event is held Oct. 10<sup>th</sup> of each year, however, in order to gain more attention and participation locally, staff is proposing to observe the day on the prior Friday, October 8<sup>th</sup>.

In addition to repeating the activities from last years' observance, we are attempting to arrange educational visits to as many as three Lane County High Schools throughout the day. Mr. Hansen has agreed to participate in these school presentations, as have several employees from the participating public agencies listed above.

C. Alternatives/Options

N/A

D. Recommendation

Approve the Board Order declaring October 8, 2004 as "Put the Brakes on Fatalities Day" in Lane County and authorize the County Administrator to sign the resulting proclamation.

IV. IMPLEMENTATION / FOLLOW-UP

Upon signing of the Board Order and proclamation, a press release and public service announcement will be faxed to all Lane County area media outlets; 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, Poster  
Attachment B, Brochure

**IN THE BOARD OF COMMISSIONERS OF LANE COUNTY  
STATE OF OREGON**

**ORDER NO.**

( **IN THE MATTER OF DECLARING OCTOBER 8,**  
( **2004 AS "PUT THE BRAKES ON FATALITIES**  
( **DAY" IN LANE COUNTY.**

**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**, safe 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; and

**WHEREAS**, Lane County wishes to raise local awareness of this national issue through a day of public education and media attention; **now, therefore, it is hereby**

**ORDERED** that the Board does hereby proclaim October 8, 2004 as "Put the Brakes on Fatalities Day" in Lane County.

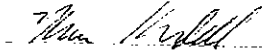
**DATED** this 29<sup>th</sup> day of September, 2004.

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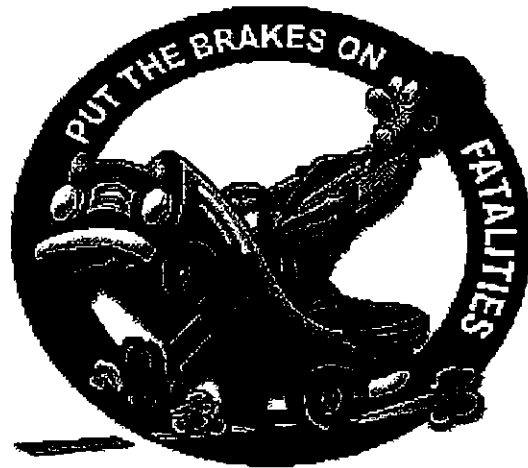
Bobby Green, Sr.  
Chair, Lane County Board of Commissioners

APPROVED AS TO FORM

Date 9-17-04 lane county

  
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OFFICE OF LEGAL COUNSEL

# EVERY 13 MINUTES ANOTHER PERSON DIES ON OUR NATION'S ROADS



on Friday, October 8<sup>th</sup>

***Drive as if your life depends on it.***

- Buckle up
- Know the rules of the road
- Drive courteously & defensively
- Share the road with cyclists & pedestrians
- Don't speed, drive while impaired or distracted, or in an aggressive manner

[www.brakesonfatalities.org](http://www.brakesonfatalities.org)

Established by the National Society of Professional Engineers



## 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 116 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.

**Buckle up, don't drink  
and drive, and don't  
exceed speed limits.**

**This isn't rocket science!**

Dennis Hughes, Chief of Highway Safety Strategies and Analysis, Wisconsin DOT

**Interested in Supporting  
*Put the Brakes on Fatalities Day*?**  
Contact Josephine Anderson  
at [pbfdlay@nspc.org](mailto:pbfdlay@nspc.org) or  
call 703-684-2804

## ON OCTOBER 8, 2004 IMAGINATION CAN BECOME A REALITY

On October 8th, the fourth 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 – safety belts or helmets

Don't speed, drive while impaired, distracted, or in an aggressive manner

**It is a community issue, and  
only through community  
involvement can we really  
make a difference.**

Gene Calvert, Mendocino County  
Department of Transportation

## IDEAS FOR SUCCESSFUL EVENTS - PUT THE BRAKES ON FATALITIES DAY®

Work with your local Department of Transportation (DOT) to get the word out about *Put the Brakes on Fatalities Day*® with a message on variable electronic message signs throughout the state on October 10th.

Encourage your Governor and local government agencies to sign a proclamation declaring October 8, 2004 as *Put the Brakes on Fatalities Day*®

Hold a local event or press conference focused on *Put the Brakes on Fatalities Day*® and invite other safety groups such as AAA, MADD, SADD, local police and education and transportation agencies to help promote safe driving messages. Hospitals, high schools and local fire stations are great backdrops for these events.

Send information on *Put the Brakes on Fatalities Day*® to driver education classes, public county schools and libraries.

Get medical professionals, trauma response technicians, and automobile crash victims to speak out on drunk driving and reckless driving behavior. Conduct child safety-seat checks and sponsor a Child Passenger Safety Technicians Course.

Partner with local stores and businesses to offer discount coupons, hold safety fairs and distribute *Put the Brakes on Fatalities Day*® promotional materials like posters and stickers.