

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE September 20 2016	AGENDA ITEM NUMBER
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TO: Mayor Shoji and City Councilors

FROM: Gary McCullough, Chief of Police

THROUGH: Rodger Craddock, City Manager

ISSUE **Distraction Free Driving Awareness Day**

BACKGROUND

On September 20 2016, the City of Coos Bay and the Police Department are partnering with the Oregon Department of Transportation and AT&T Oregon in bringing awareness of the dangers of distracted driving.

Cellphone/Smartphone distracted driving is a huge problem in our state. Data shows that seven in ten people engage in smartphone activities while operating their vehicles on public streets. These activities include texting, engaging in social media, taking selfies, and video chatting as well as talking on their cell phones. This activity is affecting the safety of all Oregon citizens. On average, a crash involving a distracted driver occurs every 2.5 hours in our state. The very latest data shows that Oregon's distracted driving related crashes have increased by 25 percent since 2010.

For this reason, public entities as well as private companies and corporations are joining forces to help reduce the impacts and danger of distracted driving on the citizens of our state and country.

ACTION REQUESTED:

If it pleases the council, please approve the Distracted Free Driving Awareness Day proclamation.



Proclamation

WHEREAS: Oregon cities hold the health and safety of their citizens as a paramount concern; and

WHEREAS: Distracted driving occurs when drivers engage in activities that divert their attention from the road and their primary task of driving—such as texting, talking on a cell phone, interacting with passengers, listening to loud music, and reading; and

WHEREAS: Smart phone use, because it distracts the driver's visual, manual and cognitive abilities, is especially dangerous for the driver and others on our roadways; and

WHEREAS: Sixty-percent of Oregonians use a smartphone;

WHEREAS: Seventy-percent of Americans admit to using their smart phone while driving to text, check email, access social media, and use their photo and video tools;

WHEREAS: The National Highway Traffic Safety Administration, reports that each day more than 9 people are killed and over 1,060 people are injured in crashes that are reported to involve a distracted driver in the U.S.; and

WHEREAS: The Oregon Department of Transportation reports that a crash involving a distracted driver in Oregon occurs every 2.5 hours; and

WHEREAS: The Oregon legislature has taken several recent steps to prohibit and discourage the use of handheld devices while driving, such as the passing 2009 HB 3186, 2011 HB 3186 and 2013 SB 9.

NOW, THEREFORE: I, Crystal Shoji, Mayor of Coos Bay, hereby proclaim September 20 to be

DISTRACTION FREE DRIVING AWARENESS DAY

In the City of Coos Bay and encourage all residents to join in this observance.



In witness thereof, I hereunto set my hand and cause the seal of the City of Coos Bay to be affixed on this 20th day of September 2016.

Crystal Shoji, Mayor