



Council Business Meeting

April 16, 2024

Agenda Item	Resolution 2024-09 Declaring April Distracted Driving Awareness Month	
From	Scott Fleury PE Linda Peterson-Adams	Public Works Director Chair of the Transportation Advisory Committee
Contact	Scott.fleury@ashland.or.us	
Item Type	Requested by Council <input type="checkbox"/> Update <input type="checkbox"/> Request for Direction <input checked="" type="checkbox"/> Presentation <input type="checkbox"/>	

SUMMARY

Before the Council is a request to approve the Transportation Advisory Committee recommended distracted driving resolution. Distracted driving has been statistically proven to be a major factor in the significant amount of vehicular crashes nationwide.

POLICIES, PLANS & GOALS SUPPORTED

City Council Goals, Visions and Values:

- Public Safety

Current Transportation System Plan:

- Create a green template for other communities in the state and nation to follow
- Make safety a priority for all modes
- Maintain small-town character, support economic prosperity and accommodate future growth.
- Create a system-wide balance for serving and facilitating pedestrian, bicycle, rail, air, transit, and vehicular traffic in terms of mobility and access within and through the City of Ashland.

PREVIOUS COUNCIL ACTION

The Council previously passed a resolution supporting the Vision Zero Program at the March 5, 2024 Business Meeting ([Staff Report](#)).

BACKGROUND AND ADDITIONAL INFORMATION

Distracted driving is any activity that diverts attention from driving, including talking or texting on your phone, eating and drinking, talking to people in your vehicle, fiddling with the stereo, entertainment or navigation system – anything that takes your attention away from the task of safe driving.

Texting is the most alarming distraction. Sending or reading a text takes your eyes off the road for 5 seconds. At 55 mph, that's like driving the length of an entire football field with your eyes closed.





Council Business Meeting

You cannot drive safely unless the task of driving has your full attention. Any non-driving activity you engage in is a potential distraction and increases your risk of crashing.

April 2024 is Distracted Driving Month and the Transportation Advisory Committee discussed support of a distracted driving resolution at the March 21, 2024 monthly meeting, reference attachment #1.



The City of Ashland Transportation Advisory Committee Mission:

“Ashland has a vision - to retain our small-town character even while we grow. To achieve this vision, we must proactively plan for a transportation system that is integrated into the community and enhances Ashland’s livability, character and natural environment. The focus must be on people being able to move easily through the City in all modes of travel. Modal equity then is more than just a phase. It is a planning concept that does not necessarily imply equal financial commitment or equal percentage use of each mode, but rather ensures that we will have the opportunity to conveniently and safely use the transportation mode of our choice, and allow us to move toward a less auto-dependent community.”

The resolution as discussed and updated based on conversation at the March 21st TAC meeting was fully supported by the TAC to move forward for Council consideration.

FISCAL IMPACTS

The only fiscal impacts as part of authorizing this resolution are the staff time spent working with the TAC to bring this forward.



Council Business Meeting

STAFF RECOMMENDATION

The Transportation Advisory Committee and Public Works staff recommend approval of the Distracted Driving Resolution.

ACTIONS, OPTIONS & POTENTIAL MOTIONS

1. I move to approve a resolution titled "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ASHLAND, OREGON DECLARING THE MONTH OF APRIL – DISTRACTED DRIVER AWARENESS MONTH".
2. I move to take no action.

REFERENCES & ATTACHMENTS

Attachment #1: Distracted Driving Resolution 2024-09

RESOLUTION NO. 2024 - 09

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ASHLAND, OREGON DECLARING THE MONTH OF APRIL – DISTRACTED DRIVER AWARENESS MONTH

RECITALS:

- A.** The Council adopted Resolution 2024-05 supporting Vision Zero.
- B.** The safety of the city's streets and the safety of residents and visitors to Ashland are among the City Council's top priorities.
- C.** According to a study released by the National Highway Traffic Safety Administration (NHTSA) and the Virginia Tech Transportation Institute (VTTI), 80 percent of collisions and 65 percent of near collisions involve some form of driver distraction.
- D.** Local collisions statistics show that approximately 80 percent of local street crashes involve a vehicle driver colliding with a fixed object (a parked vehicle, curb, tree, light post, etc); likely attributable to distracted driving.
- E.** The NHTSA defines "distracted driving" as any non-driving activity a person engages in while operating a motor vehicle. Such distractions endanger drivers, passengers, people walking or riding a bicycle, using a wheelchair or other mobility device; and
- F.** Engaging in activities such as talking on a phone, texting, checking social media or email, selecting music, or other uses of portable devices while driving increase the risk of a crash by three times; and
- G.** Text messaging, which requires visual, manual, and cognitive attention from the driver, is by far the riskiest and alarming of distractions; and
- H.** Distracted driving is a serious, life-threatening practice that is preventable; and
- I.** Distracted driving has been shown to lead to death and life-altering injuries for those involved in crash caused by distracted driving, and
- J.** In order to reduce the number of crashes as well as improve driver safety, all motorists should dedicate themselves to adopting and maintaining safe behavior while behind the wheel.

THE CITY OF ASHLAND RESOLVES AS FOLLOWS:

SECTION 1.

The Ashland City Council does hereby proclaim APRIL 2024 as DISTRACTED DRIVING AWARENESS MONTH and calls this observance to the attention of all residents and encourages increased awareness of the dangers of distracted driving.

SECTION 2.

The Council asks residents and visitors to refrain from the following behaviors while driving:

- Eyes off the road (visual).
- Mind off the road (cognitive).
- Hands off the steering wheel (manual)

SECTION 3.

The Council asks residents and visitors regardless of their mode of travel to dedicate their full attention while using the City’s transportation network.

SECTION 4. This Resolution takes effect upon signing by the Mayor. This resolution was duly PASSED and ADOPTED this _____ day of April, 16 2024.

Alissa Kolodzinski, City Recorder

SIGNED and APPROVED this _____ day of April, 16 2024.

Tonya Graham, Mayor

Reviewed as to form:

Douglas McGeary,
City Attorney