



safety matters

Vol. 2 Issue 2

OETS Conference September 29, 2009

Cost: FREE!

preregistration required
www.esc.org (800) 521-0778

Program runs 8:00 am - 4:00 pm

Vendor booths and continental breakfast open at 7:30 am.

Vendors are: ACTS Oregon, CROET, Liberty Mutual, OR-OSHA

Buffet lunch will be served.

NECA IBEW Electrical Training Center
16021 NE Airport Way
Portland, OR 97230

State of the State

- Troy Costales

DUI/Ignition Interlock Devices

- Jerry Stanton

Speed & Aggressive Driving

- Gregg Hastings

Oregon's New Cell Phone Law

- Gene Rushing

Managing Our Driving Behaviors

- Syd Muzzy

Sleep Issues & Driving

- Dr. Gerald Rich

Driving Through Work Zones

- Dave White

Trip Planning

In 1913 there were only 25 miles of paved roads in Oregon. In 2008, there were more than 36,000 miles of paved roads.

The first rest area along I-5 was constructed at Oak Grove between Albany and Eugene in 1962, providing a place to stop, stretch and relax in a quiet atmosphere. Now, Oregon has 22 rest areas along the I-5 and I-84 corridors (plus another 45 along other Oregon highways).

In the past 20 years traffic volumes have doubled, increasing the risks for all road users including workers, public transportation, fleet and delivery drivers, pedestrians, bicyclists, and anyone who will be using the road either for work or personal travel.

Safety Tips for Drivers

- Double your vehicle following distance; don't tailgate.
- Use your directional indicators and change lanes with extreme care.
- Expect delays, plan for them and leave early so you can drive safely. Patience is vital. Be as courteous to other drivers as you'd like them to be to you.

- Call 5-1-1 or visit www.TripCheck.com to check routes, work zones and road and weather conditions before you head out.

There are no perfect driving conditions: by understanding what causes crashes, hopefully we can use the road in the safest way possible.

Total number of 2007 Oregon crashes - 44,162

Fatal - 455

Nonfatal - 18,500

Crash numbers by contributing factors

- Speed - 8,878
- Failed to yield - 9,661
- Passed a stop sign - 854
- Disregarded traffic signal - 2,418
- Drove left over center - 611
- Followed too closely - 11,979
- Improper turn - 1,997

Road Surface Condition

- Dry 30,459
- Wet 9,594
- Snow or ice 3,201

Dave White, owner of D&D Safety Consultants and Master Traffic Control Supervisor Instructor, will be discussing "Work Zones and Trip Planning" at the conference.

Speeding: Don't Become a Statistic

The Oregon Department of Transportation (ODOT) reports that of the over 400 traffic fatalities in 2008, 210 were speed related. This is a sobering number: Oregon's percentage of speed related fatalities, which is higher than 50%, is much higher than the national average of 32%. While multiple factors often contribute to fatal accidents, ODOT says speed was the sole factor in 30% of the fatalities. Adding to the tragedy of these fatalities is the fact that it is not always the speeding driver that suffers the consequences of his decisions—innocent people who happen to be in the wrong place at the wrong time also pay the price.

Speeding buys us very little. The math is simple: if you drive 60 miles an hour in a 45 miles per hour zone for 20 miles, you will

save little more than 6 minutes. Ask yourself what you will do with that six minutes that will make it worth the risk. The fines are significant: exceeding the speed limit by 30 mph can lead to a 30-day driver's license suspension and a \$679 fine. Speeds of 100 mph or more could earn drivers a \$1,103 fine plus a 30- to 90-day driver's license suspension. ODOT records show that in 2008, 376 drivers were cited by the State Police for driving 100 mph or faster.

Don't speed—it's simply not worth the price.

Lieutenant Gregg Hastings of the Oregon State Patrol will speak on the hazards of speeding at the OETS Conference. For information, visit the conference website: http://www.esc.org/093008_OETS_conf.php.

New Technology: Onboard Advisor

New technology is changing the way companies manage their drivers. Through the use of GPS based equipment, employers can now track drivers, determine the most fuel efficient routes, and more with vehicle tracking systems such as Onboard Advisor. Onboard Advisor includes the following four components:

- **Mobile Advisor**, a GPS-based tracking tool updates a vehicle's position every two minutes. Fleet managers can set-up alerts to monitor driving or to map or optimize routes as traffic circumstances warrant. You can also get one-click, vehicle-specific trip reports.
- **Performance Advisor** powers the safety function. Using onboard sensors to identify unsafe driving and inefficient fuel economy driving behaviors, in-depth driver and vehicle data are sent to the fleet manager. This system scores each vehicle in a fleet, allowing fleet managers to easily identify drivers who contribute positively to overall safety and productivity. Color-coded icons show exactly what driving behaviors contributed

to high, medium, or low risks during any trip over the course of a week.

- **Fuel Advisor**: this no fee fuel card and monitoring program provides up to three cents off every gallon of gas purchased at almost all major national and regional gas stations across the nation. Fuel Advisor monitors expenditures online by capturing driver ID and odometer readings to ensure a company vehicle is being fueled and unapproved purchases are not being made.
- **Onboard Advisor's Insurance Advisor** rewards safe fleet management with an average discount of 15% in the first year with a Liberty Northwest commercial auto policy, and a maximum discount of up to 40% based on fleet performance in renewal years.

Learn more about Onboard Advisor by visiting the Liberty Mutual booth at the conference.

Drowsy Driving: Know the Signs

Your eyelids droop and your head starts to nod. Yawning becomes almost constant and your vision seems blurry. You blink hard, focus your eyes and suddenly realize that you've veered onto those noisy shoulder rumble strips. These deep grooves are placed on high-speed roads to alert drowsy drivers and prevent them from veering off the roadway. First introduced on the New Jersey Turnpike in 1952, they have proven to be one of the most effective measures in decreasing drowsy driving.

According to the National Sleep Foundation's Sleep in America poll, 60% of Americans have driven while feeling sleepy and 37% admit to actually having fallen asleep at the wheel in the past year. Sleep deprivation on the road is a huge personal and public safety problem. The effects of sleep deprivation mimic the impaired judgment and slowed reaction times of a driver with a 0.5% Blood Alcohol Content.

Warning signs for drowsy drivers include:

- Difficulty focusing, frequent blinking, or heavy eyelids
- Daydreaming, wandering/disconnected thoughts
- Trouble remembering the last few miles driven, missing exits or traffic signs
- Yawning repeatedly or rubbing your eyes
- Trouble keeping your head up

- Drifting from your lane, tailgating, or hitting a shoulder rumble strip
- Feeling restless and irritable

Common countermeasures for drowsy driving include:

- **Taking a nap:** Pull off into a safe, well-lit area away from traffic and take a brief nap (15 to 20 minutes is best). Short naps can help improve mood, performance and short-term alertness.
- **Stopping for the night:** If you plan on napping longer than 30 minutes, your best option is to choose a safe rest stop or motel, allowing you to get 7 to 9 hours of sleep.
- **Drinking caffeine:** Coffee or another type of caffeine drink can promote short-term alertness, if needed. Just be aware that it takes about 30 minutes for caffeine to enter the bloodstream. Keep in mind that caffeine may not have much of an effect on people who consume it regularly.

Dr. Gerald Rich, Founder and Medical Director of the Northwest region's first fully accredited sleep disorders center, will discuss sleep issues and driving at the conference.



Evergreen Safety Council
PO BOX 1504
Sandy, OR 97055

Questions about the OETS Conference?
Email us at esc@esc.org or call
(503) 539-5024 or (800) 521-0778

