

Sam
Adams
Mayor

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Contact: Sharon White
Phone: 503-823-7100

Susan D.
Keil
Director

New Animated Short Film Released ***Every Corner Is A Crosswalk***

(PORTLAND, OR) – The City of Portland Bureau of Transportation, Portland Police and local pedestrian and bicycle groups are announcing the release of a new 3.5 minute animated film about Oregon crosswalk laws. The film, “Every Corner Is A Crosswalk”, graphically illustrates responsibilities that both drivers and pedestrians have to make our roadway safer for everyone.

Pedestrian safety has long been a concern for the City. In downtown Portland, 72% of pedestrian collisions are a result of driver error. Citywide, 49% of pedestrian injuries happen in a crosswalk. One out of three traffic fatalities is a pedestrian or a bicyclist (Portland 1985 – 2000), and pedestrian injuries are the third leading cause of unintentional injury-related death among children.

According to Oregon law, ORS 811.028, drivers must stop and remain stopped until pedestrians crossing the street clear the driver’s lane plus the lane before and the lane after the driver’s lane. If the driver is at an intersection with a traffic control device, the driver must stop and remain stopped until pedestrians crossing the street clear the driver’s lane plus 6’ on either side of the driver’s lane. If the person is blind and using a white cane or seeing eye dog, the driver must wait for the pedestrian to cross curb to curb regardless of the length of the crossing.

Intersections and pedestrian crossings are frequently busy places with a variety of distractions competing for the attention of drivers. This new video is a light-hearted tool to teach and inform Portlanders about Oregon crosswalk laws. “As pedestrians and drivers we need to all be more cautious and courteous and work collaboratively to keep Portland the wonderful city that it is,” says Mayor Adams. “By working together we will lower pedestrian injuries and fatalities and make our transportation system safer for all modes.”

Using animated characters, accentuated pedestrian and driver movements, and music as reinforcement, the film demonstrates drivers properly stopping for pedestrians at an unmarked, a mid-block, and a traffic controlled intersection with a marked crossing. The pedestrians in the film appropriately put one foot into the crossing to indicate their intent to cross. For safety, they always look before crossing and continue to look while they cross. Before passing each lane of traffic, they correctly stop and look to ensure that oncoming traffic has stopped before they proceed forward.

Funding for the animated film was provided by ODOT and the National Highway Traffic Safety Administration. In addition, Animated Traffic Law Center provided a significant amount of pro bono work to complete the project. Community partners that supported this film include Willamette Pedestrian Coalition, Bicycle Transportation Alliance, Elders In Action, Legacy Emanuel Hospital Trauma Nurses Talk Tough, ODOT, TriMet, City of Portland and others.

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“Every Corner Is A Crosswalk” is available on the City’s website at <http://www.portlandonline.com/mayor/index.cfm?c=49278&a=248292>. The animated film will be shown this summer before Portland Park & Recreation’s “Movies in the Park” film showings, at specific DMV offices, facilities that serve the needs of recent immigrants and other community facilities.

For more information about the film or to schedule a viewing of the film for your group or organization, please contact Sharon White, City of Portland Bureau of Transportation, (503) 823-7100 or sharon.white@pdxtrans.org.

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