

Oregon Department of Transportation

Transportation Safety Action Plan

Public Involvement Summary

Prepared by



8/17/2016

PUBLIC INVOLVEMENT GOALS

The purpose of this public involvement program was to ensure that: 1) the TSAP update was guided by and effectively addressed the needs and values of the broad and diverse range of Oregon's transportation system stakeholders, and 2) the resulting Action Plan was successful – that it had the full understanding and support needed for it to be successfully implemented.

The project's public involvement goals were to:

- Identify and effectively engage stakeholders throughout the state who have responsibility for and/or a direct interest in the safety of Oregon's transportation system.
- Provide the broader transportation system stakeholders and interested parties with opportunities to stay informed and participate in the update of the TSAP; and provide the information and tools necessary to take advantage of those opportunities.
- Engage potential internal and external ODOT plan partners – those who may have authority or responsibility for implementation – in the development of the plan, and foster consensus on plan outcomes.
- Educate participants about the TSAP and safety initiatives
- Identify public and stakeholder values to guide development of the plan, and ensure stakeholder input is considered and addressed
- Foster deliberation among a broad range of stakeholders on the Policy Advisory Committee to ensure balanced and responsive recommendations.

SUMMARY OF PROCESS

The Oregon Department of Transportation along with the Public Involvement Team conducted a broad range of public outreach and stakeholder engagement efforts over the course of plan development. Outreach included finding and gathering input from stakeholders, forming the Policy Advisory Committee (PAC) and facilitating PAC meetings, conducting a series of interviews with stakeholders throughout the state, facilitating listening meetings with the public, developing an online open house, and performing outreach through news and social media, as well as emails.

STAKEHOLDERS

STAKEHOLDERS WITHIN ODOT

The Transportation Development Division and the Transportation Safety Division jointly developed this plan. However, safety is a concern for multiple agency work groups and all modes and is impacted by

how our system is planned, designed, funded, built and managed. Therefore, the Project Management Team informed and engaged stakeholders within ODOT at key points in the process. Key internal stakeholders were:

- Highway Division
 - Project Delivery
 - Access Management
- Region Traffic Engineers
- Region Safety Coordinators
- Motor Carrier Transportation Division (MCTD)
- Active Transportation Section
- Rail and Public Transit Division
- Driver and Motor Vehicle Services (DMV)
- Planning Unit and Region Planners
- Transportation Planning Analysis Unit (TPAU)
- District and Area Managers
- Communications
- Freight Unit

PUBLIC STAKEHOLDERS

Key stakeholders the program actively sought to engage were:

- State and local law enforcement
- Emergency service providers
- Metropolitan Planning Organizations
- Area Commissions on Transportation
- League of Oregon Cities and Association of Oregon Counties
- Transit districts
- Local traffic safety committees and advocates
- Oregon Impact (safety newsletter) interested parties
- Interested parties of related ODOT programs
- Major mode advocacy groups – trucking, bicycle, pedestrian, transit, auto
- Public health authorities
- Representatives of underserved populations
- Native American tribes
- Students

All users of the transportation system have a stake in the TSAP; in addition to proactively engaging the above stakeholders, this program provided information and opportunities for the general public to be engaged.

DECISION MAKING & ADVISORY GROUPS

DECISION MAKERS

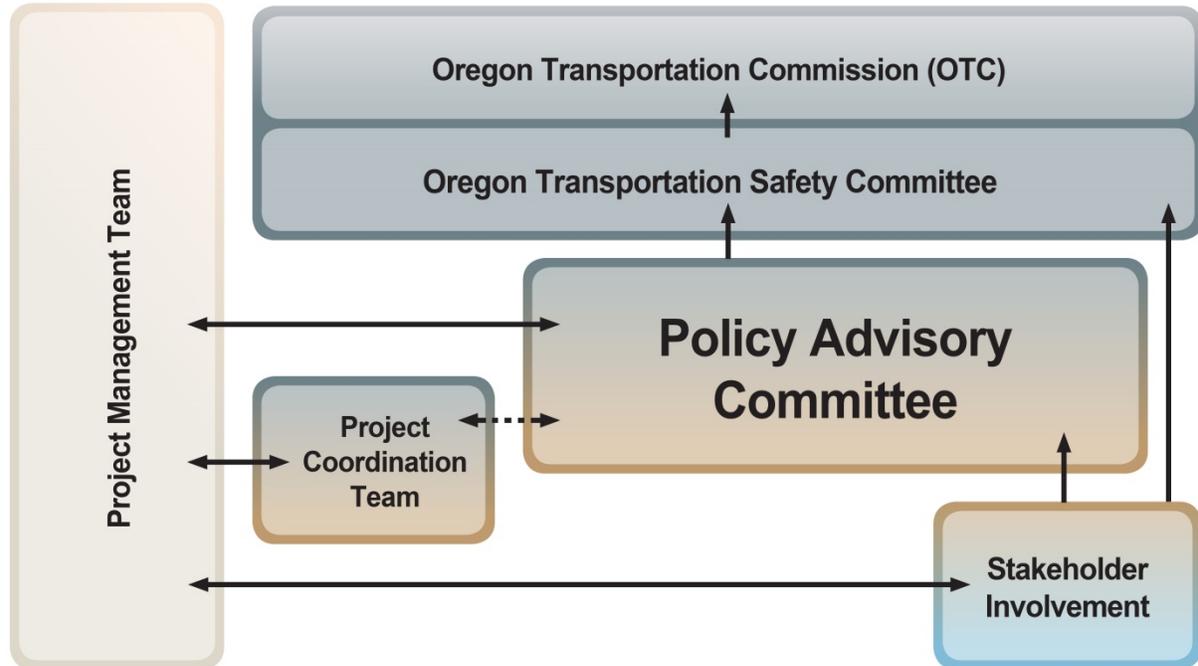
Final decisions and approval of the TSAP update were made by the **Oregon Transportation Commission (OTC)**. The update was adopted by the **Oregon Transportation Safety Committee (OTSC)** before the OTC approved the document.

In addition to meeting with these formal decision making bodies, the team coordinated with **existing ODOT management groups**, and met with **key internal decision makers** and **external partners** as needed to ensure that the policies and strategies identified in the plan had the support of those who are responsible for implementation.

PROJECT MANAGEMENT TEAM

The **Project Management Team** made day-to-day project management and work plan decisions, and supported the work of the Policy Advisory Committee. The PMT comprised the ODOT project manager and key staff from the Transportation Safety Division and the Transportation Development Division, along with the Cambridge Systematics consultant team project manager and key staff.

Transportation Safety Action Plan



THE POLICY ADVISORY COMMITTEE

The **Policy Advisory Committee (PAC)** served as the focal point for stakeholder engagement. ODOT appointed a 17-member PAC to provide on-going guidance and feedback to the Project Management Team on the development of the Transportation Safety Action Plan. The PAC met 11 times between October, 2014 and August, 2016.

Through these meetings, the PAC received information on crash trends and other technical and regulatory data as well as public input. With that information, they deliberated and achieved consensus at key points in the process, including Vision, Goals, Policies, Strategies, and Emphasis Areas, as well as approving the full draft plan for public review.

The PAC meetings were open to the public and included an opportunity for public comment. The public could also provide written comments prior to or at the meeting. The PMT supported the meetings and provided technical expertise and Jeanne Lawson of JLA facilitated.

PAC Members

- Michael Laverty, *Oregon Transportation Safety Committee*
- Victor Hoffer, *Oregon Transportation Safety Committee*
- Luis Ornelas, *Oregon Transportation Safety Committee*
- Marian Owens, *Oregon Transportation Safety Committee*
- Jerome S. Cooper, *Oregon Transportation Safety Committee*
- Emily Acklund, *Association of Oregon Counties*

- Pamela Barlow Lind, *Cascades West Area Commission on Transportation & Confederated Tribes of the Siletz*
- Kimberly Dailey, *Oregon Justice Department*
- Tyler Deke, *Bend Metropolitan Planning Organization*
- Chuck Hayes, *Governor’s Advisory Committee on DUI*
- Chris Henry, *City of Eugene/Governor’s Advisory Committee on Motorcycle Safety*
- Craig Honeyman, *League of Oregon Cities*
- Dave Jostad, *May Trucking*
- Scott Kotcher, *Oregon Walks*
- Brian Ray, *Kittelson & Associates*
- Lt. James Rentz, *Oregon State Police*
- Michael Tynan, *Oregon Health Authority*
- Troy Costales, *ODOT Transportation Safety Division*

PROJECT COORDINATION TEAM

The **Project Coordination Team (PCT)** – an advisory committee of internal ODOT stakeholders – was charged with providing technical advice to the Project Team, and ensuring coordination with other related and affected programs and policies. This group convened at major milestones. The PCT members also served as liaisons to their respective programs and division managers to ensure that the outcomes of the TSAP update were viable and ultimately implemented.

STAKEHOLDER INVOLVEMENT TOOLS & METHODS

In addition to PAC and PCT meetings and public information updates, there were three primary rounds of stakeholder outreach.

Round 1: Identify Key Issues	Fall 2014/Winter 2015
Round 2: Solicit Feedback on Draft Goals, Policies and Emphasis Areas	Late Summer/Fall 2015
Round 3: Present Draft TSAP Update for comment	Spring 2016

STAKEHOLDER CONTACT LIST/DATABASE

ODOT created and managed a stakeholder contact list and database to communicate with all interested parties and partners who value safety. The database tracked those individuals and groups who expressed interest in the plan. The database was used for notifications of plan progress, invitations to participate in listening meetings and virtual meetings, and to present key findings and implementation.

WEBSITE

Given the broad geographic separation between stakeholders in the state, the website was a primary resource for providing information to, and collecting feedback from key stakeholders. ODOT staff updated the website with information about the plan's process and schedule, as well as opportunities for public participation. The website served the needs of those who were unfamiliar with the project and just wanted a quick overview, and it served those who had a strong interest and wanted detailed information. It had links to key documents, PAC meeting summaries, contact information and a means to submit comments throughout the planning effort. The website also had links to the online survey and to the Virtual Listening Meeting.

STAKEHOLDER INTERVIEWS

Prior to initiating the planning process, Doug Zenn conducted 22 interviews among several ODOT Divisions in September and October of 2014. The objectives of these interviews were to:

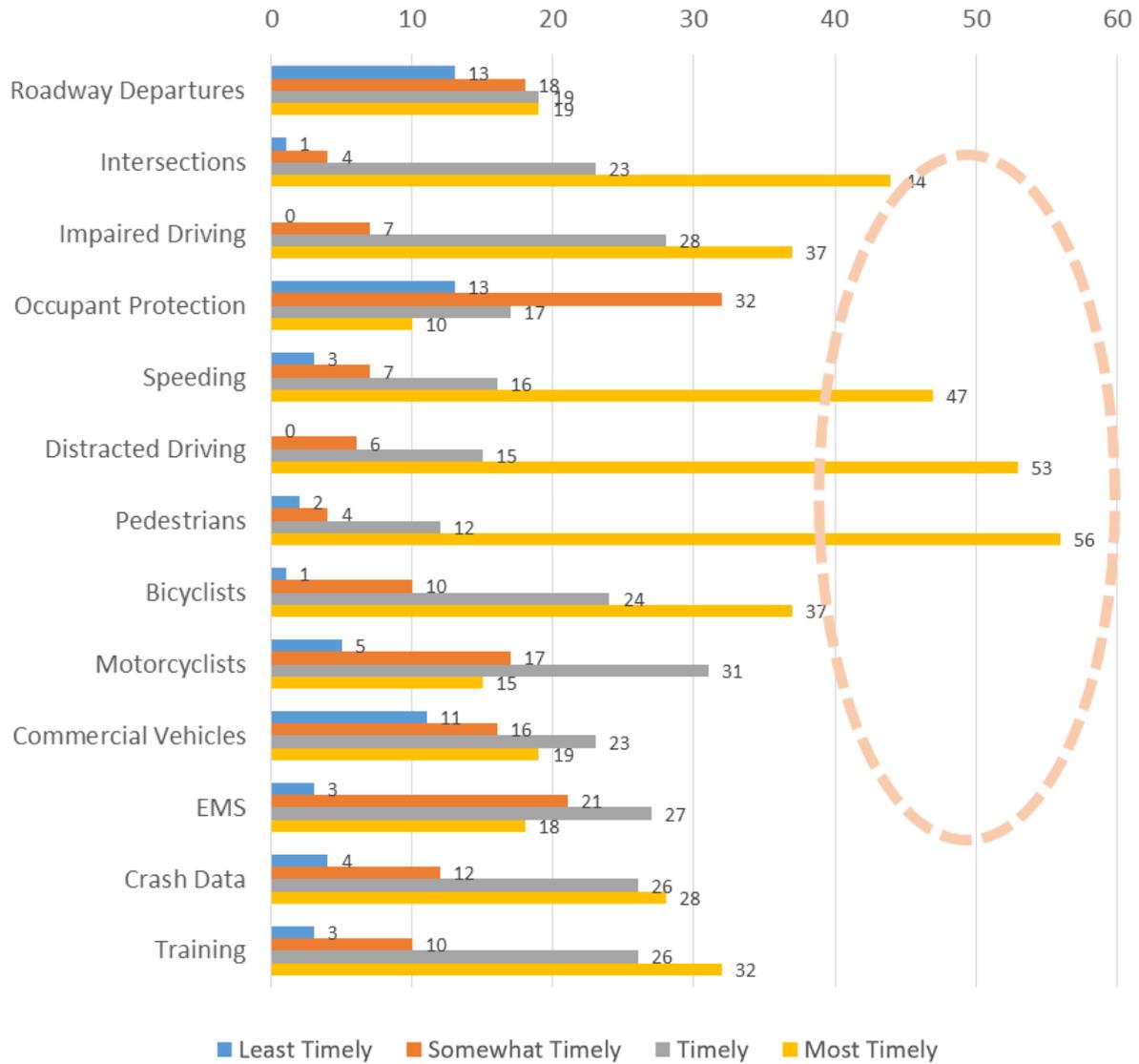
- Identify levels of knowledge and understanding of the plan across disciplines
- Develop a better understanding of the strengths of the existing plan and determine areas that may need improvement
- Identify major issues to be addressed and new developments or programs that might be added
- Explore ways to better achieve engagement on transportation safety concerns among ODOT divisions

STATEWIDE LISTENING MEETINGS

At the onset of the planning, ODOT and Doug Zenn conducted 12 conversations around the state with groups of key traffic safety stakeholders. The meetings were held to introduce the TSAP update process, provide a general safety overview, and identify key issues that need to be addressed in the TSAP update. There were approximately 90 participants and over 400 recorded comments and suggestions.

ONLINE SURVEY

To inform development of the Plan's Vision and Goals, and the Emphasis Areas, ODOT and Doug Zenn conducted an online survey of values and key issues. The objective of the survey was to provide interested stakeholders with an opportunity to weigh in on transportation safety issues while at the same time raise awareness about the Transportation Safety Action Plan efforts. The survey received 488 online responses.



FACT SHEETS

A simple fact sheet was created to help support the public involvement activities. The fact sheet presented the purpose, process, contact information, and draft vision and goals for the plan.

LIAISON WITH STAKEHOLDER GROUPS & INDIVIDUALS

The ODOT project managers served as the ongoing points of contact for the project. They responded to information requests and met with stakeholder groups and individuals, as appropriate. Face-to-face outreach for Round 3 consisted mainly of ODOT staff meeting with existing groups, such as the ACTs, MPOs, etc. to introduce the draft plan and gather feedback.

NEWS MEDIA, SOCIAL MEDIA & BROADCAST EMAIL OUTREACH

The team sought news media coverage in conjunction with major public involvement events – listening meetings, virtual meeting, and release of the Draft Plan for public comment. ODOT prepared and distributed news releases to state and local media outlets, and to major transportation blogs. The news media was invited to attend all major events to encourage features that publicize the events and provide the broader public with information on the key outcomes. Broadcast emails were sent to the interested parties at each major point in the process. The email list consisted of 534 parties by the time the public review draft was released for review and comment.