

Transportation Safety Action Plan (TSAP) Project Advisory Committee Meeting #3 Summary

Tuesday, March 10, 2015 1:00 pm – 4:30 pm

**Location: Department of Safety Standards & Training, 4190 Aumsville Hwy Southeast,
Salem, OR 97317**

Committee Members Present

Michael Laverty (Chair), *Oregon
Transportation Safety Committee*

Pam Barlow-Lind, *Confederated Tribes of
Siletz, Cascades ACT*

Jerome Cooper, *Oregon Transportation
Safety Committee*

Troy Costales, *ODOT Safety Division
Administrator*

Kimberly Daily, *Oregon Judicial
Department*

Tyler Deke, *Bend Metropolitan Planning
Organization*

Chris Henry, *City of Eugene & Governor's
Advisory Committee on Motorcycles*

Victor Hoffer, *Oregon Transportation
Safety Committee*

Marian Owens, *Oregon Transportation
Safety Committee*

David Jostad, *May Trucking*

Lt. James Rentz, *Oregon State Police*

Chuck Hayes*, *Governor's Advisory
Committee on DUII*

Scott Kocher, *Oregon Walks*

Michael Tynan, *Oregon Health Authority*

Brian Ray, PE, *Kittelson & Associates, Inc.*

Committee Members Absent

Craig Honeyman, *League of Oregon Cities*

Emily Acklund, *Association of Oregon Counties*

Luis Ornelas, PE, *Oregon Transportation Committee*

ODOT Project Staff Present

Erik Havig, *ODOT Planning Director*

Walt McAllister, *ODOT Safety Project
Manager*

Consultants Present

Beth Wemple, *Consultant Project
Manager–Cambridge Systematics*

Nicole Waldheim*, *Consultant Deputy
Project Manager – Cambridge Systematics*

Jeanne Lawson, *Facilitator–JLA Public
Involvement*

Kenya Williams, *JLA Public Involvement*

Members of Public & Others Present

Shirley Wise, *National Highway Traffic Safety Administration*

Sandra Doubleday, *Transportation Planner, City of Gresham*

Doug Bish, *ODOT Technical Services*

Nick Fortey, *Federal Highway Administration*

Chris Woods, *Federal Highway Administration*

Jerri Bohard, *Oregon Transportation Development Division*

*Attended by phone

Key Meeting Outcomes

The purpose of the meeting was to review the project team’s analysis of strengths, weaknesses, opportunities and threats (SWOT) and start the development of the TSAP vision. The PAC:

- Discussed the schedule and how the work would move from the current plan to the draft of the new plan
- Reviewed the decision-making structure of the plan process
- Received an overview of Strengths, Weaknesses, Opportunities and Threats
- Participated in a visioning theme workshop
- Discussed possible vision themes

Meeting Summary

Welcome and Opening Remarks

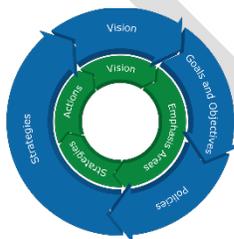
Chairperson Mike Laverty welcomed everyone to the meeting and reminded the committee members there was a lot of work to be done. Committee members introduced themselves. Additionally, he welcomed guest and offered them an opportunity to provide any comments or remarks.

Jeanne Lawson of JLA Public Involvement reviewed the agenda and the goals for the meeting. She also reminded the committee that they should reach out to their communities and constituents often and bring those thoughts and their contact information to the table.

Project Background, Overview and Review

Review and Relationship to Other Plans, Schedule

Beth Wemple provided a background and review from the last meeting of the purpose of an SHSP and its components, followed by the relationship of other modal plans and the TSAP. This relationship was conveyed via the following diagram:



■ ODOT Topic Plan: Long-term policy plan follows the framework for ODOT Transportation Plan, mode and topic plans.
■ Transportation Safety Action Plan: Near-term action oriented plan. Follows the framework of Federal Highway Administration guidelines for SHSPs.

Erik Havig offered clarification about the diagram and explained the connections between this plan and existing plans. The blue ring represents the elements of an ODOT topic/mode policy plan. The green represents the elements of a Strategic Highway Safety Plan. The TSAP serves both functions

Beth discussed the schedule and how the work would move from the current plan to the draft of the new plan by May of 2016. She highlighted that the majority of the work would take place during tasks 5 and 6 including the SWOT, trends, visioning and goals. Erik reminded the committee that the schedule could change and committee members would be notified of any changes.

Committee Discussion

A non-committee member commented that besides crash trends, exogenous trends in terms of changes in demographics and changes in user groups could influence safety with the possibility of creating synergy with this plan. Beth responded that this was the long-term nature of the TSAP and these bigger trends influence the future plans.

A committee member requested clarification. Walt McAllister explained that this plan operated in both blue and green areas of the diagram because of the plan's responsibility to fulfill the federal requirements for a shorter-term Strategic Highway Safety Plan function and also address the longer-term safety policy plan for ODOT.

Stakeholder Engagement, Public Involvement Strategy and Decision-Making Structure

Jeanne reviewed the graphic illustrating the decision-making structure of the planning process and the roles of the three project groups (the PAC, Project Coordination Team, and Project Management Team). Due to the policy nature of this plan, the broader public may be more difficult to engage, but those who have a direct responsibility – emergency services, law enforcement, local jurisdictions, etc. – for the safety of the system have a very strong interest in the plan. So the engagement will be especially focused on these stakeholders while, keeping the study transparent and accessible to others who are interested. Furthermore, the plan partners who have implementation responsibilities also needed to be engaged.

Committee Discussion

A committee member asked how the committee could help with stakeholder outreach. It was discussed that committee members should share information about the plan with constituents and also contribute information and feedback. Committee members were asked if they could share any contacts to be added to the stakeholder list and interested parties list.

SWOT Analysis

Beth gave an overview of the approach and process used to develop the SWOT analysis followed by Nicole Waldheim who provided the findings of the SWOT analysis. Beth reiterated that the purpose of the SWOT analysis was to examine things that could be an advantage and a method of gaining perspective on things that could be modified. Nicole shared how the 2011 TSAP compared to the new MAP 21 requirements, although the 2011 TSAP would not meet all of the requirements the comparison helps determine strengths of the existing plan and areas for attention in regards to MAP-21 requirements. Please see the memo for more details related to the SWOT analysis.

MAP-21 9 Key Requirement Areas

- Consultation
- Data
- Performance Management
- Multidisciplinary Approach
- Update Content
- Coordination
- Evaluation
- Special Rules
- Update Process

Committee Discussion

A committee member wanted to know why education was considered a threat. Nicole informed the committee that some regional planners see safety as a behavior activity and more education is needed. In addition, people needed a better understanding of the purpose of a TSAP.

The group discussed the nature of performance measures and whether they should be consistent with other plans and processes. The group also discussed whether individual emphasis areas could/would have different performance measures. The staff discussed how the performance measures of the different plans could overlap and should be coordinated but this is not a limitation; there can be measures specifically for the TSAP. However, it was important to have measures that inform decision-making rather than having many measures used just for reporting.

A committee member inquired about how to keep the nine areas of the SWOT front and center to make sure as work moved forward that threats and weaknesses were eliminated, followed by a question about available data, which will be addressed at the next meeting.

A committee member commented that funding was missing from the list of threats, and asked how to identify new/different approaches for improving safety, noting that the number of deaths in recent years have not changed.

Commitment from local agencies was discussed, noting that the loss of such commitments could be a potential threat.

Another committee member wanted to know how the feedback for the SWOT analysis, regional meetings and the 2011 TSAP all fit together. Beth clarified that the SWOT specifically addresses the federal criteria for SHSPs and does not imply that there is no room for improvement on the areas that were not represented as having a threat. Beth informed the committee that all the analyses were separate, but together provide a perspective of what needs to be done to move the plan forward.

Vision Theme Workshop

Beth provided the committee with background information about the work that has been done related to the vision statement and also reviewed the vision memo, including the values. Beth showed examples of visions from other state SHSPs. Jeanne explained the visioning theme workshop. Committee members worked in pairs; each pair drew a picture representing their visions and then wrote a vision statement. Following the workshop the committee shared what they had created.

One committee member cautioned against the “time stamping” of campaign slogans and suggested focusing instead on the outcomes.

Vision Themes from workshop exercise:

- Oregon Communities working together for zero traffic fatalities by 2025.
- Don't let death find you
- Zero transportation deaths in 1 generation
- Zero transportation fatalities and injuries in Oregon

- The OTSAP envisions a future where Oregon's transpo-related death and injury rate declines to zero. The most fundamental priority of every action affecting Oregon's ROWs shall be this outcome. (Zero Deaths)
- End fatal and serious injuries in Oregon by _____.
- Safety (Safe environment)
- Envision 0 deaths by _____ progressively
- Achieve through enforcement, funding and creativity

Images PAC members developed as part of the workshop are included in Attachment A.

General Process Discussion:

The group asked to have copies of the PowerPoint in the future. The staff said this one would be posted online, and they will bring copies in the future.

Public Comments

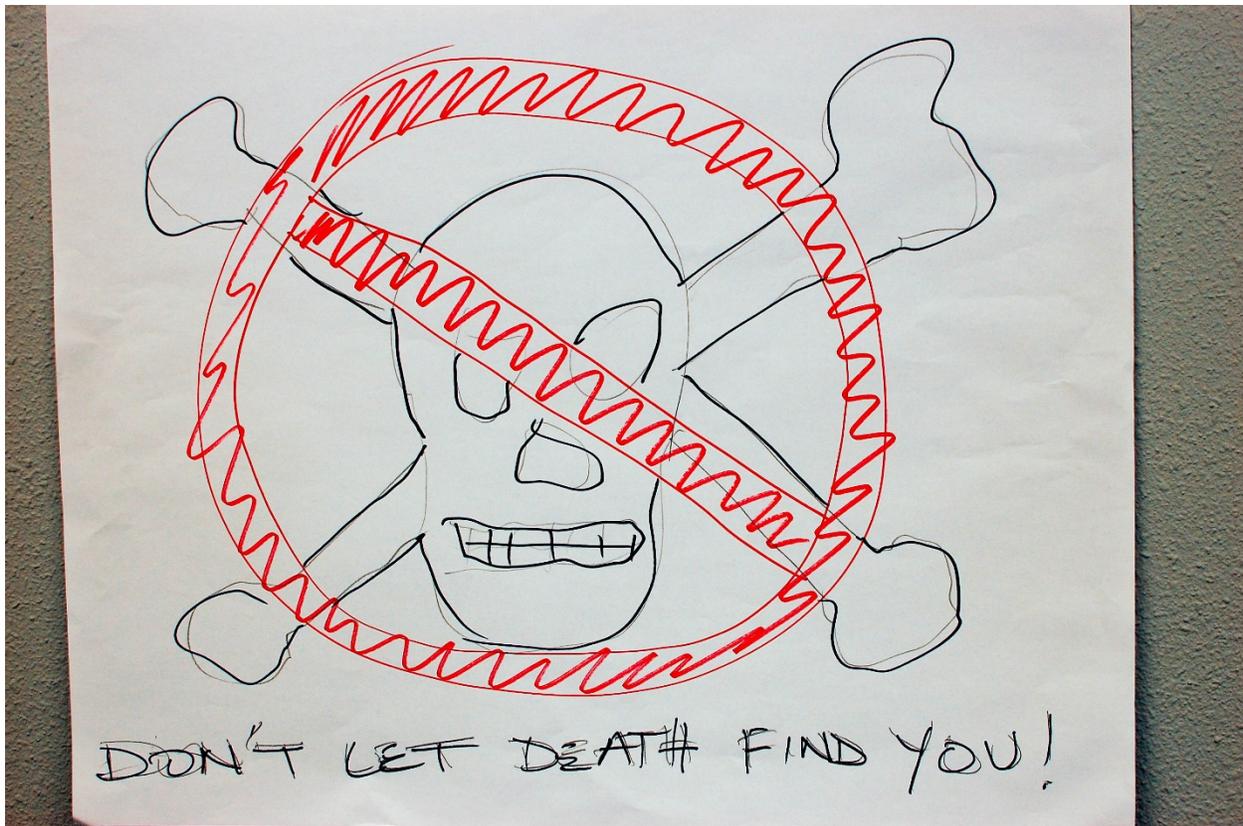
Several non-committee members shared their opinions about the vision theme workshop:

- The concept of value versus cost
- Looking at all modes of travel and not only driving
- Keep vision statements simple
- Do not touch funding in a vision statement
- Sandra's vision statement: Oregon's vision is to prevent any deaths or serious injuries by thinking outside of the box. Planning for all people and all modes to get them to their destinations safely and effectively.

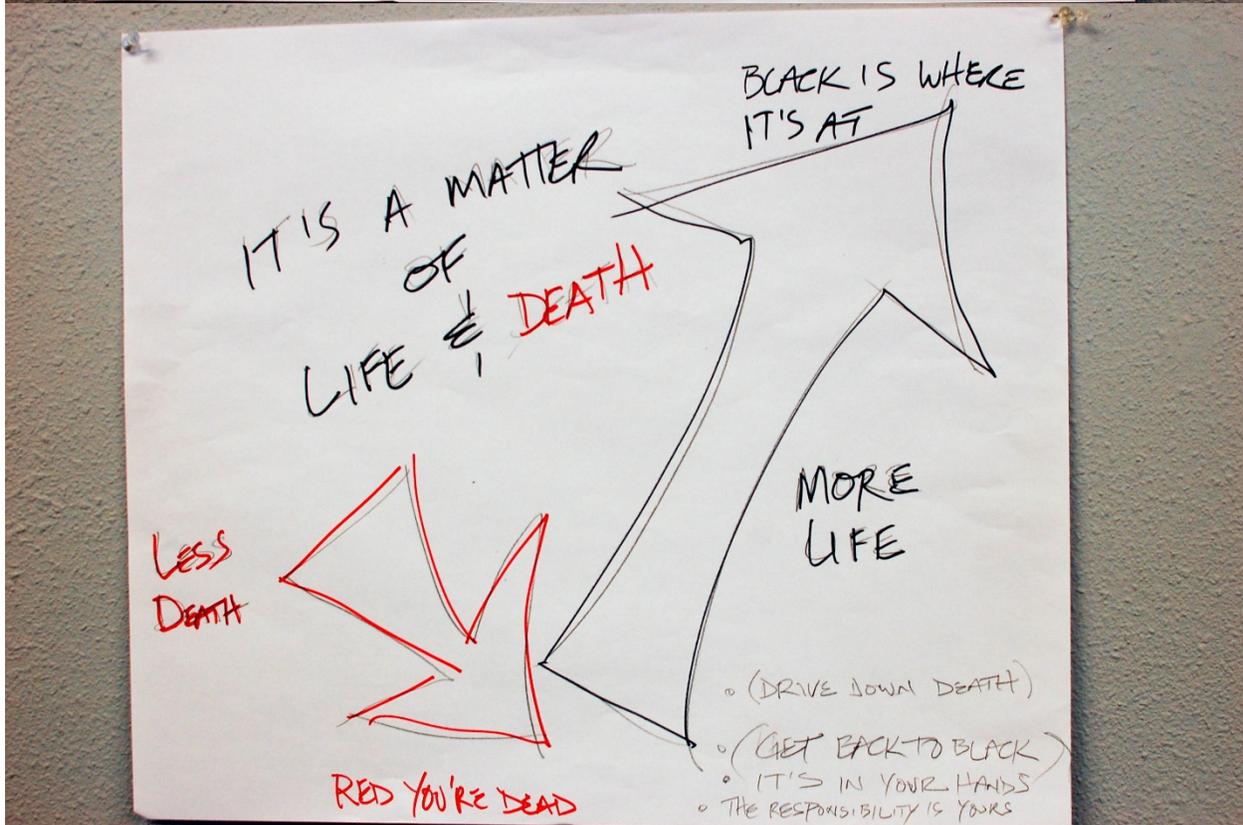
Meeting Wrap Up

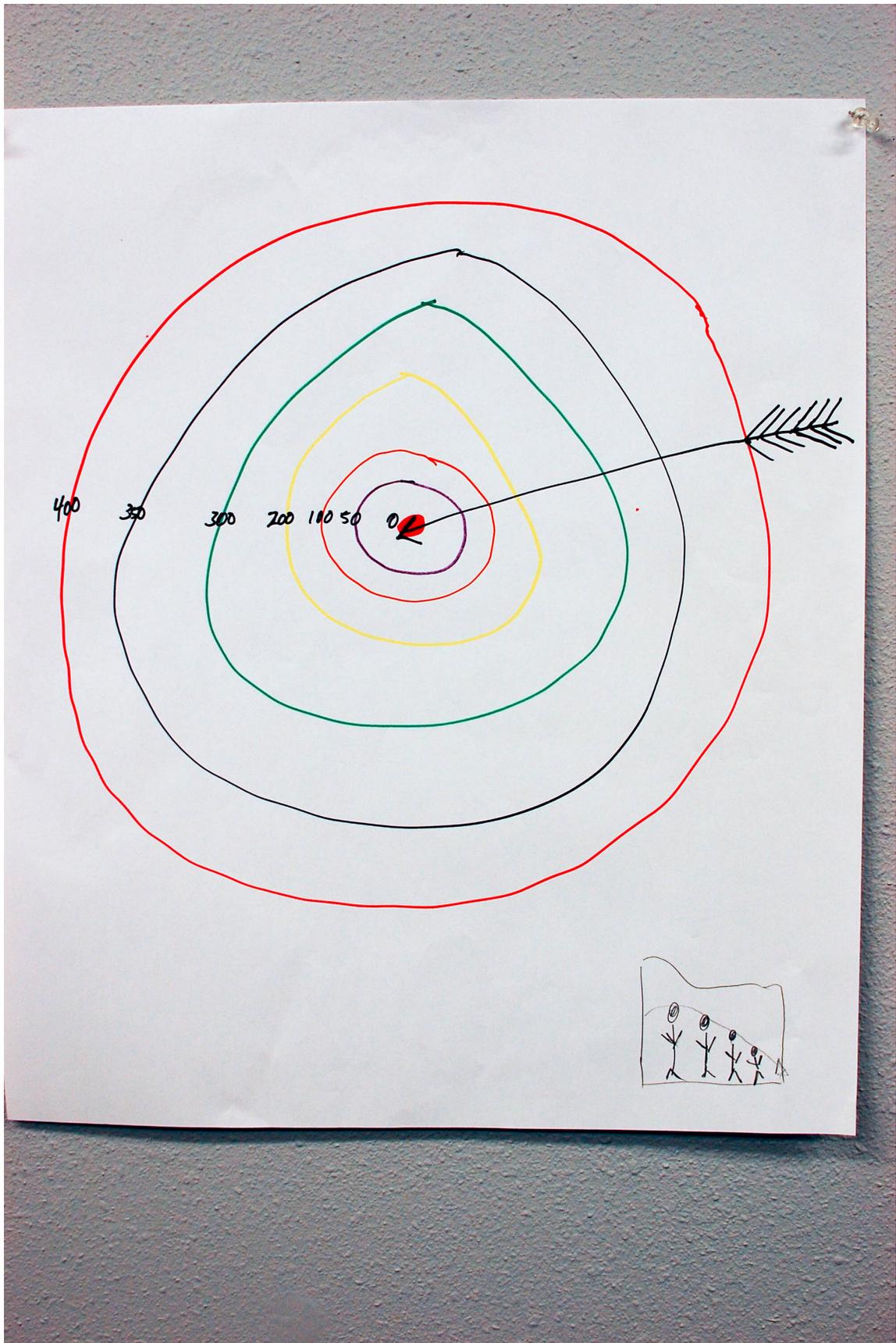
The next meeting will be May 20th at 1:00 p.m. in Salem, following the monthly meeting of the Transportation Safety Committee. The meeting will focus on Crash Trends Analysis, a draft vision statement based on this meeting's outcomes, and beginning the goals discussion. Prior to the next meeting, PAC members are asked to review notes from this meeting and other materials provided by staff. In addition, PAC members are asked to reflect about the results of the visioning workshop, refine Vision Statement concepts and consider others to include as stakeholders.

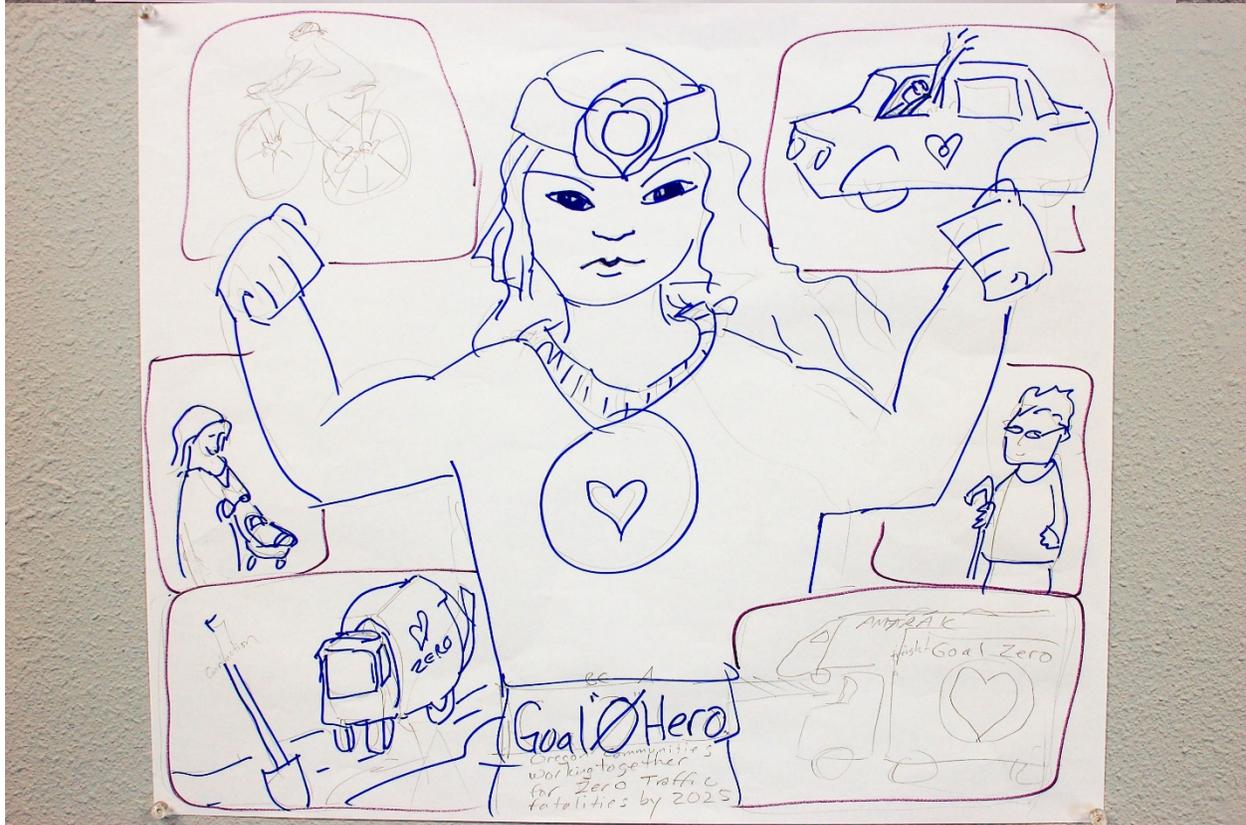
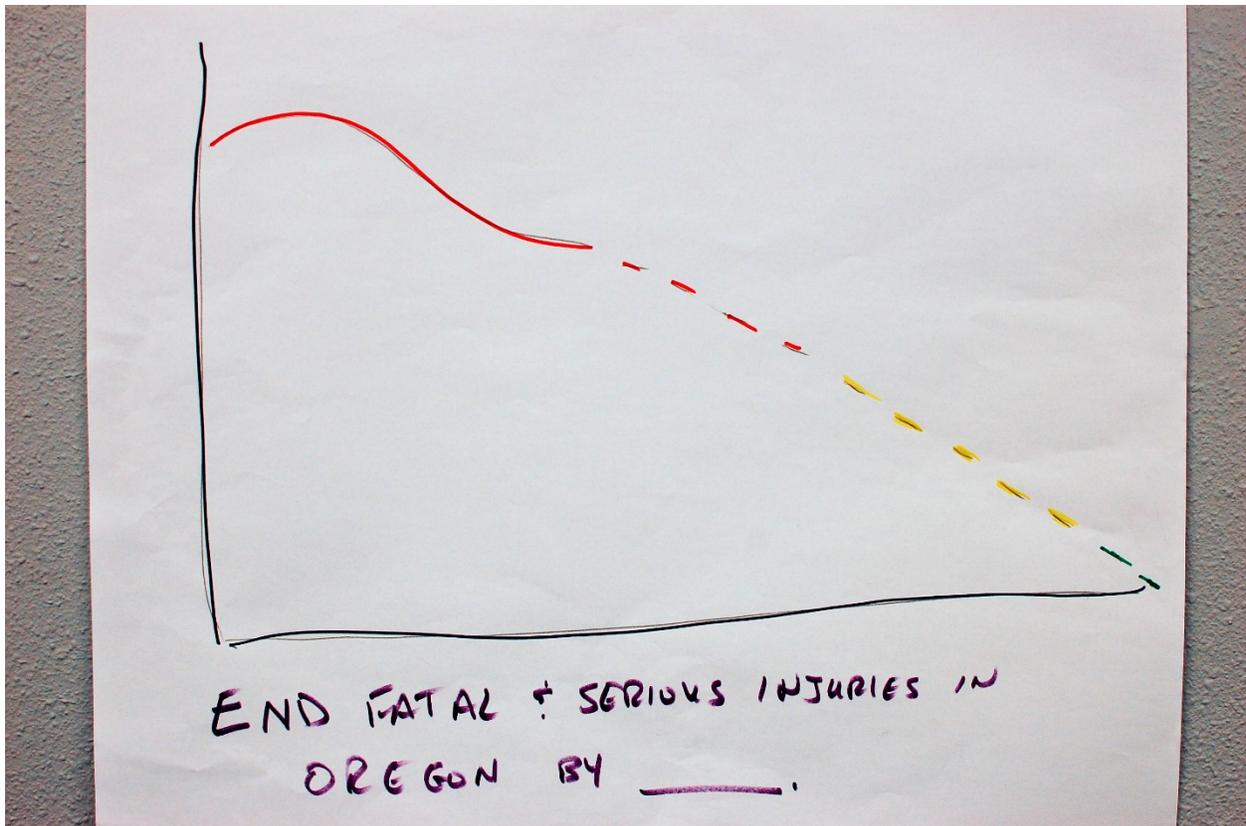
Chairperson Mike Laverty thanked everyone for coming and adjourned the meeting.



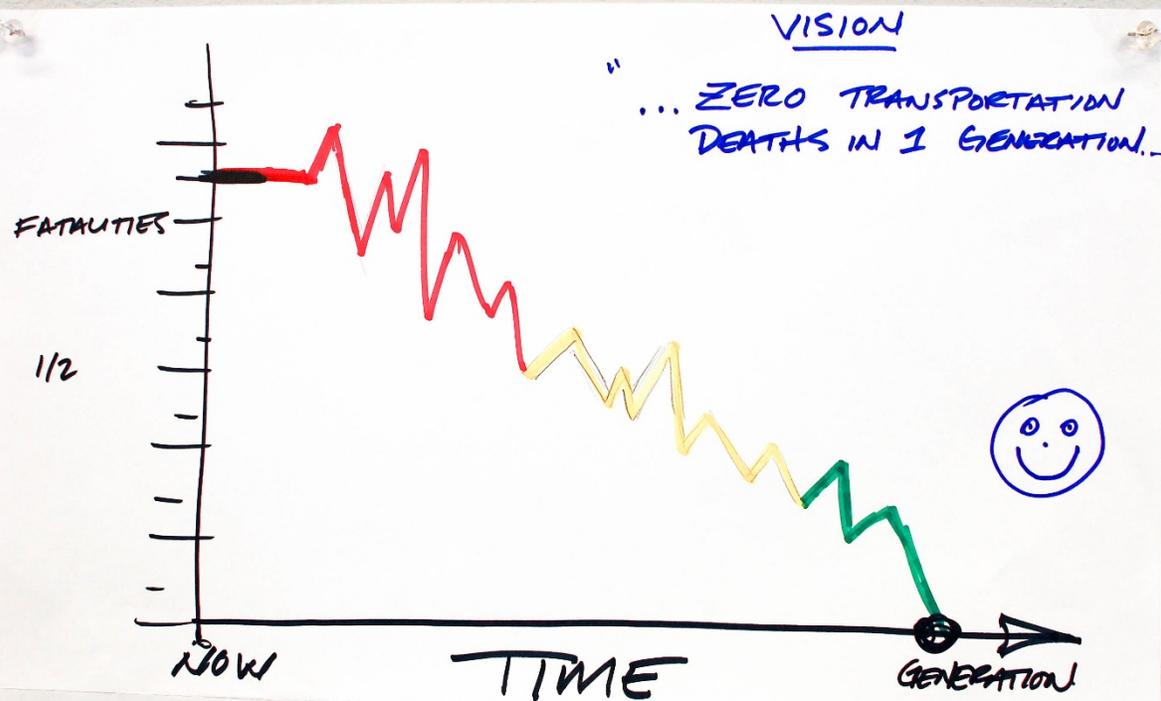
DON'T LET DEATH FIND YOU!





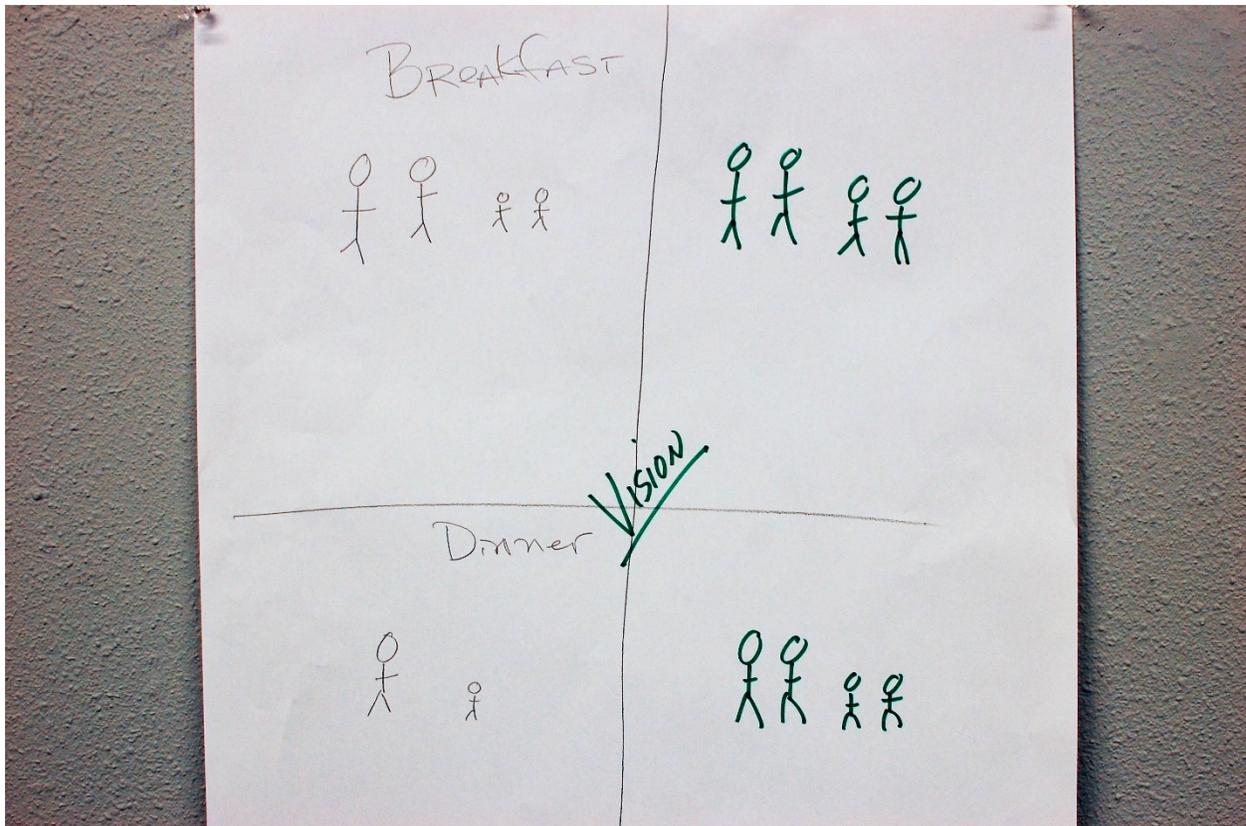


OREGON COMMUNITIES
WORKING TOGETHER FOR
ZERO TRAFFIC FATALITIES
By 2025.



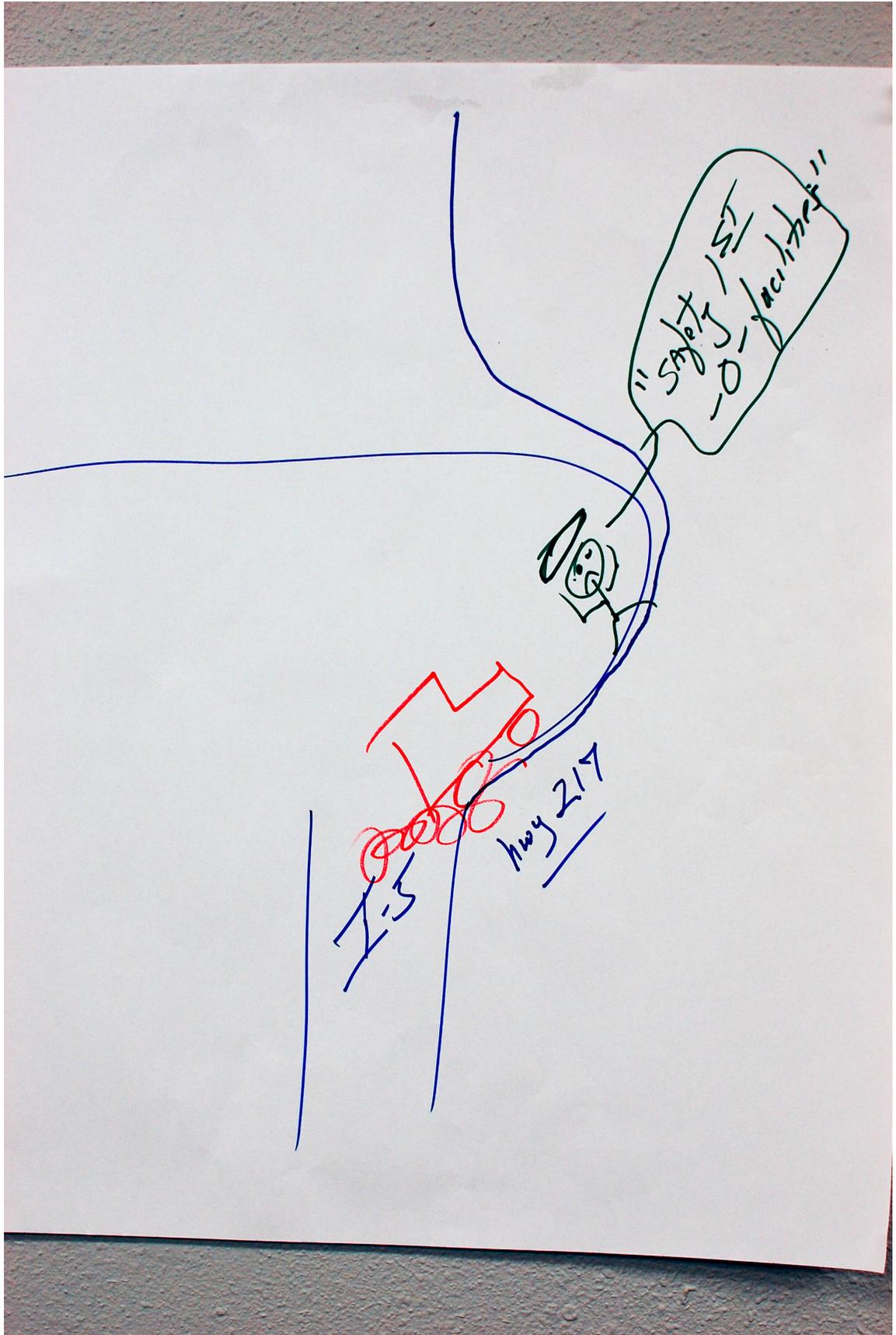


Zero transportation fatalities
& injuries in Oregon!



The OTSAP envisions a future where Oregon's transpo-related death + ~~injury~~ ~~serious~~ injury rate declines ~~steadily~~ to zero. The most fundamental priority of every action affecting Oregon's ROWs shall be ~~to further~~ ~~this mandate~~ this outcome.

(Zero deaths)



VISIONS

1. Safety (safe environment)
2. Envision - 0 - deaths
by _____,
progressively
3. ~~_____~~
Achieve through enforcement,
funding, & creativity