

Memorandum

TO: Transportation Safety Action Plan Project Technical Committee

FROM: Cambridge Systematics

DATE: May 28, 2015

RE: Draft Goal Concepts

Purpose

Task 7 of the ODOT Transportation Safety Action Plan (TSAP) Update includes developing goals for the updated TSAP.

This memo defines “transportation goals,” summarizes the current transportation safety goals from ODOT plans; provides examples of transportation safety goals from other states’ plans; and highlights potential “goal” areas identified through the TSAP stakeholder and public outreach. Based on the results of these efforts, concepts and themes have been identified to guide initial goal discussions at the PCT meeting.

What is a Goal

Goals reflect agreed-upon system-wide priorities and provide direction for transportation planning activities. They establish a framework to help identify objectives (how specifically will the goals in the TSAP be met); performance measures (how will progress towards the goals be assessed); and project prioritization (how well do the proposed programs and projects meet the goals outlined in the TSAP).

Vision, Goals, Objectives, and Strategies and Actions

Vision - Big picture, aspirational idea of what an agency wants to achieve

Goal -Statement(s) outlining what is expected to be attained or achieved. Goals are believable, attainable and based on identified needs. They answer the questions, “what do we want our area to look like?” and “What do we want to achieve?”

Objectives - Specific, measurable, attainable, realistic, and time bound statements for achieving the goal(s)

Strategies and Actions - Specific implementation ideas, programs, projects to achieve objectives and goal(s).

Keep in Mind: Goals are not prescriptive and do not look the same in every plan – some agencies develop short, mid, and long-term goals, while others identify one overarching goal. Goals can be numeric, describing a specific outcome or broad to address a range of key topics.

National Safety Goals

MAP-21 legislation identifies seven national performance goals, meant to encourage States to focus investments and resources on projects that will make progress towards those specific goals. One of the seven goals is safety specific.

- National Performance Safety Goal: **To achieve a significant reduction in traffic fatalities and serious injuries on all public roads**

Legislation also identifies “planning factors” or ideals planners need to consider when developing their transportation plans. These factors are also meant to help agencies focus resources on priority areas.

- National Safety Planning Factor: **Increase the safety of the transportation system for motorized and non-motorized users**

Safety Goals in Oregon Plans

Transportation plans in Oregon identify transportation safety goals – these goals can be used as a guide when developing the TSAP goal(s).

Oregon Plan	Safety Goal
TSAP (2011)	Goal not explicitly stated. Plan does identify numeric goals for 11 performance measures and also includes three priority areas (which could be considered “goal areas.”) Priority areas include: Improve Key Infrastructure Safety; Expand Driver Education; and Recruitment and Retention of EMS Volunteers.
Oregon Transportation Plan	To plan, build, operate and maintain the transportation system so that it is safe and secure.
Highway Safety Plan (2015)	Numeric goals are set for each of the National Highway Safety Traffic Administration (NHSTA) required performance measures.
Statewide Transportation Strategy (2013)	No goals developed.
Oregon Bicycle and Pedestrian Plan (Update)	Plan currently being updated.

Oregon Rail Plan (2014)	Plan, construct, operate, maintain, and coordinate the rail system in Oregon with safety and security for all users and communities as a top priority.
Oregon Freight Plan (June 2011)	Does not include a safety goal. Overall goal (called a “purpose”) is: The purpose of the Oregon Freight Plan is to improve freight connections to local, Native American, state, regional, national and global markets in order to increase trade-related jobs and income for Oregon workers and businesses.
Oregon Highway Plan (1999, but republished in 2015)	Goal 1 System Definition: To maintain and improve the safe and efficient movement of people and goods, and contribute to the health of Oregon’s local, regional, and statewide economies and livability of its communities. Goal 2. System Management: To work with local jurisdictions and federal agencies to create an increasingly seamless transportation system with respect to the development, operation, and maintenance of the highway and road system that: <ul style="list-style-type: none"> • Safeguards the state highway system by maintaining functionality and integrity; • Ensures that local mobility and accessibility needs are met; and • Enhances system efficiency and safety.
Oregon Public Transportation Plan (1997 - Plan is currently being updated)	No goals developed.
Oregon Transportation Options Plan (2015)	To provide a safe transportation system through investments in education and training for roadway designers, operators, and users of all modes.

Safety Goals in Other States’ Plans

To get a sense for the state of the practice, safety goals for strategic highway safety plans (SHSPs) and long range transportation plans (LRTPs) for other states were reviewed.

Strategic Highway Safety Plans

The Oregon TSAP is a SHSP, as it outlines the safety priorities and strategies for the State and is used as a guide to identify and fund safety improvements. Every state is required to have a SHSP.

Over 15 SHSP’s were reviewed and the key findings include:

- The majority of plans reviewed are setting numeric safety goals. In these plans, states identify zero fatalities or half by 2030 as their vision statement and the safety goal(s) then defines how this will be achieved.

Michigan SHSP Goals: Reduce traffic fatalities from 889 in 2011 to 750 in 2016; Reduce serious traffic injuries from 5,706 in 2011 to 4,800 in 2016

Some states are setting numeric goals for overall fatalities and serious injuries, but also for each of their emphasis areas. The South Carolina SHSP uses this approach.

- Some states are simply using the target zero or half by 2030 as their safety goal instead of their vision statement.

Pennsylvania SHSP Goal: Reduce average fatalities and major injuries by 50 percent over the next two decades.

- Few states are setting non-numeric, broad safety goals.

Arizona SHSP: Reduce fatalities and the occurrence and severity of serious injuries on all public roadways in Arizona.

Long Range Transportation Plans

The OTP is the LRTP for the State of Oregon. Although long range plans are not focused solely on safety, they do address safety issues and needs and often include safety goals. These goals could provide a useful resource when developing the TSAP goal.

Over 15 State LRTPs were reviewed and the key findings include:

- The majority of states use the federally required planning factors to organize plan goals.

Connecticut LRTP: Increase the safety of the transportation system for users of motorized and non-motorized modes

- Some states stray slightly from the planning factor language, but not significantly.

Arizona LRTP: Enhance Safety and Security

Ohio DOT: Continue to improve transportation system safety

- Some states do show some innovation in setting their safety goals.

Michigan DOT : Continue to improve transportation safety and ensure the security of the transportation system. Each goal area, including safety, is then further described in the context of three categories: 1) Integration, 2) Economic Benefit, and 3) Quality of Life.

Public and Stakeholder Input

Goals should relate to outcomes that matter to the public and stakeholders, in addition to the agency internally. As part of the TSAP update, outreach activities included interviews, surveys, and workshops. The below table summarizes key input from those activities and how it could influence the development of the safety goal(s).

Input from ODOT, Agencies, and the Public	How it Affects Goal Development
Data driven decision-making is important	Goal could reference the data - driven emphasis areas or separate goals could developed for each of the emphasis areas
Consideration of topics where data may not be available or may not indicate a safety priority	Although the focus of the plan is on the data-driven emphasis areas, opportunities can be identified to ensure the goal is inclusive of a broad range of safety topics
Demonstrate link between ODOT program areas and TSAP	Goal could focus on the safety of the different transportation modes
Emerging issues (Automated vehicles, Intelligent Transportation Solutions, “safer technologies”) are important	Goal could recognize current safety needs as well as emerging issues
Focus of proactive versus reactive planning	Goal could go beyond addressing the immediate safety needs and priorities to consider the safety of the future transportation system as well
Appreciation of engineering solutions to make the roads safer over time	Goal could highlight commitment to safer engineering projects as a result of planning efforts. Goals could also be developed for individual engineering emphasis areas that are identified.
Improvements in behavioral areas (enforcement, education, emergency response) are needed	Goal could highlight these “E’s” or focus on the behavioral data-driven emphasis areas identified. Goals could also be developed for individual behavioral emphasis areas that are identified.

Measuring success will be important due to limited resources	Goal could be numeric
Plan needs to address rural and urban safety issues	Goal could include urban and rural wording
Make the connection between safety and other areas of transportation, such as complete streets, health, livability, maintenance, congestion management, active transportation, etc.	Goal should make connection between safety and all modes/all issues
Plan should be transformation and diverse	Wording for goal should demonstrate intended achievements, but in a creative, visionary way

Setting a Goal - Considerations

Agencies have different transportation safety goals and use different approaches, ideals, or methods to set them. To initiate the goal conversation, key items to consider include:

- Should the safety goal mirror the national safety goal outlined in federal legislation?
- Can any of the current safety goals from Oregon transportation plans be customized or modified to meet the needs for the TSAP?
- Do any of the safety goals developed by other states or the approaches they used resonate in Oregon?
 - Numeric goal, goal based on planning factor, other
- Should one goal be identified or multiple goals (i.e. for each of the emphasis areas)?
- Should the development of the safety goal be a direct result of input from ODOT, stakeholders, and the public?