

Memorandum

TO: Oregon Transportation Safety Action Plan Update Project Advisory Committee (PAC)

FROM: Cambridge Systematics

DATE: August 11, 2015

RE: Goal Statements and Policy Themes

This memorandum outlines potential goal areas; goal statements; and policy themes for the Oregon Transportation Safety Action Plan Update. Initial goal areas were vetted at the June 9th PAC meeting and based on those conversations, additional goal areas and preliminary goal statements for each goal area were developed. Policy themes were also identified by the Project Management Team (PMT) based on PAC input, to help relate key issues back to the goal areas.

Tables 1-6 include text options for each of the proposed goal areas, draft goal statements, and policy themes and ideas to support the goals. The policy themes and ideas are not a complete list at this time and will likely change subject to review and discussion. The tables also include, "Critical Issues Identified by PAC," which are items the PAC raised at the June 9th meeting. These issues were used to develop the goal areas, goal statements and policy theme areas and are provided here for reference and context only. "Critical Issues Identified by PCT," are comments made by the PCT in their initial review of this memorandum, but did not play a role in shaping the information in this document.

Table 1. Goal Area 1

This goal area addresses the need to identify and implement improvements that will translate into safer infrastructure for all modal users.

| GOAL AREA 1 - PROVIDE SAFE INFRASTRUCTURE (FACILITIES) | |
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| Proposed Goal Statement | Plan, design, construct, operate, and maintain safe transportation facilities for users of all modes. |
| Potential Policy Themes/Areas | <ul style="list-style-type: none"> • Data Analysis: Improve methods and capacity to collect, evaluate and disseminate data in a timely manner (for diagnostic purposes) • Safety Analysis in Planning and Project Selection • Multimodal Planning for Safe Connections • Design |

| GOAL AREA 1 - PROVIDE SAFE INFRASTRUCTURE (FACILITIES) | |
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| | <ul style="list-style-type: none"> • Construction • Maintain/Operate the system to maximize safety, especially at recognized high crash locations • Implement well-coordinated Traffic Incident Management • Legislative Considerations • Strengthen and support safety research |
| Critical Issues Identified by PAC | <ul style="list-style-type: none"> • Engineering Solution – Safe facilities • Safety for all modes of travel • Engineering- Listen to local roadway/freeway concerns • Maintain roadway surfaces for safe operation of vehicles • Improve roadway safety • All modes • Safe crossings • Roadway departures • By 2030 50% of rural highways within 10 miles of a school or community will have safe bike and pedestrian shoulders • Everyone feels safe to use any mode of transportation |

Table 2. Goal Area 2

This goal area will look at opportunities to create behavioral and cultural change by increasing knowledge about priority transportation safety topics and fostering an ethic of personal responsibility for everyone’s own safety as well as that of the rest of the community. It will also address organizational safety culture and responsibility, encouraging ODOT and other agency staff to consider safety within the context of their daily job responsibilities (i.e. transportation planning, programming, construction, and maintenance processes).

| GOAL AREA 2- SAFETY CULTURE: PERSONAL AND ORGANIZATIONAL RESPONSIBILITY | |
|--|---|
| Proposed Goal Statement | Transform public and organizational transportation safety culture with employees, agency partners, and the general public to ensure everyone does their part in creating and sustaining a culture of safety. |
| Potential Policy Themes/Areas | <ul style="list-style-type: none"> • Staff responsibility to integrate Safety Analysis and Measures into all Plans, Projects, and Programs • Education • Personal Responsibility • Organizational Responsibility • Collaboration, Communication and Outreach • Legislative Considerations |
| Critical Issues Identified by PAC | <ul style="list-style-type: none"> • Driver awareness of risk • Equality – all users deserve to move about safely • Personal responsibility • Culture of safety • Responsibility: personal and professional • Motorcyclists wear proper protective gear • Accountability – Consequences • Education builds ownership: Oregon citizens believe in safety – (Behavior) • Drivers education (and re-education) for all drivers • Dedicated ad campaigns (education) • Reduce distracted driving, walking and cycling – Increase driver education for all system users • By 2020, Oregon will have a created culture of safety by modeling “safety first” in all state agencies |
| Critical Issues Identified by PCT | <ul style="list-style-type: none"> • Personal responsibility for all system users – to <i>avert</i> and <i>avoid</i> danger |

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| GOAL AREA 2- SAFETY CULTURE: PERSONAL AND ORGANIZATIONAL RESPONSIBILITY | |
| | <ul style="list-style-type: none"> • Bicyclists and Pedestrians visibility and distraction • Speeds of motorists |

Table 3. Goal Area 3

A number of policy themes arose that would fit into a Healthy Communities goal. This was not specifically identified by the PAC as a goal topic, but it has been developed and discussed by project team and is suggested for discussion at the PAC. This goal area will address community livability, focusing on opportunities to create safer environments for all individuals.

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| GOAL AREA 3 – SAFE AND HEALTHY COMMUNITIES | |
| Proposed Goal Statement | Improve the safety and health outcomes in communities by supporting safety for all modes and system users and enforcement and emergency response services. |
| Potential Policy Themes/Areas | <ul style="list-style-type: none"> • Enforcement • Expedite Traffic Investigations (linked to diagnostic data analysis) • Emergency Management Services • Security • Equity • Livability • Active Transportation |
| Critical Issues Identified by PAC | <ul style="list-style-type: none"> • Strengthen Oregon EMS • Increase traffic law enforcement by police • Equity – rural, urban and frontier • Eliminate impaired driving |

Table 4. Goal Area 4

This goal area addresses innovation and the need to stay at the forefront of technologies that have the potential to improve transportation safety as well as utilize applicable technologies that are available now.

| GOAL AREA 4 – INTEGRATE TECHNOLOGY ADVANCEMENTS | |
|--|--|
| Proposed Goal Statement | Proactively plan and prepare for technological advances that can affect transportation safety for all users. |
| Potential Policy Themes/Areas | <ul style="list-style-type: none"> • Advances in tools for Data Collection, Analysis and Modeling • Vehicle Safety Technology • Safety Provider Communications (EMS, enforcement, coordination, automation, cameras, operations centers) • Intelligent Transportation Solutions • Monitor and manage effectiveness of traffic control devices. • Connected/Autonomous Vehicles • Legislative Considerations |
| Critical Issues Identified by PAC | <ul style="list-style-type: none"> • Implement technologies that improve safety for all users |
| Critical Issues Identified by PCT | <ul style="list-style-type: none"> • Implement improved data analysis techniques |

Table 5. Goal Area 5

This goal area addresses the desire to forge collaborative relationships between transportation and safety stakeholders to enhance transportation safety planning, programming, and implementation across all agencies in Oregon.

| GOAL AREA 5 – COLLABORATION AND COMMUNICATION | |
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| Proposed Goal Statement | Encourage and promote collaboration among safety providers, system owners, and safety agencies and entities. |

| GOAL AREA 5 – COLLABORATION AND COMMUNICATION | |
|--|--|
| Potential Policy Themes/Areas | <ul style="list-style-type: none"> • Enhance data sharing and generation • Engage ODOT regions and divisions, MPOs, Tribes, and local jurisdictions in TSAP planning and implementation • Promote sharing and leveraging of resources across programs and agencies • Integrate protocols with first responder agencies and make commitments for training on the protocols • Work with partner agencies on the accuracy of crash reports; also work with media on the reporting of traffic danger. |
| Critical Issues Identified by PAC | <ul style="list-style-type: none"> • ACTs will play a key role in identifying regional safety education campaign strategies (time measure of choice) • Identified as a major issue in the stakeholder outreach efforts and the PCT. |

Table 6. Goal Area 6

This goal area recognizes the importance of funding transportation safety programs and projects as well as the need to prioritize resources if funding levels are less than needed/desired to meet the vision.

| GOAL AREA 6 – STRATEGIC INVESTMENTS | |
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| Proposed Goal Statement | Provide increased safety funding for education, enforcement, engineering, and emergency services programs and projects to achieve the TSAP Vision. |
| Potential Policy Themes/Areas | <ul style="list-style-type: none"> • Funding for training (interagency included) • Funding for programs and projects: <ul style="list-style-type: none"> ○ Infrastructure/Engineering ○ Enforcement ○ EMS |

| GOAL AREA 6 – STRATEGIC INVESTMENTS | |
|--|---|
| | <ul style="list-style-type: none"> ○ Education ○ Data • Project Prioritization (example: OTP tiering and fix-it first approachⁱ) • New/Other Funding Sources • Legislative Considerations |
| Critical Issues Identified by PAC | <ul style="list-style-type: none"> • Increase gas tax to fund ODOT safety efforts • Increase funding for law enforcement • Prioritization – safety over mobility, access, congestion, etc. |

ⁱ **OTP Policy 6.5 – Triage in the Event of Insufficient Revenue:** It is the policy of the State of Oregon to resolve revenue shortfalls by means that maximize public acceptance and that minimize undesirable long-term consequences to the overall transportation system in urban and rural areas.

Strategy 6.5.1- In the event of inadequate revenue to meet system needs, support Oregonians’ most critical transportation needs, broadly considering return on investment and asset management.

Strategy 6.5.2- Make transportation investment decisions with an increased emphasis on improving the economic condition of the state.

Strategy 6.5.3- Increase the consideration of leveraged public and private funds and/or benefits when deciding where to make transportation investments.

Strategy 6.5.4- Before making funding decisions, re-evaluate the costs and benefits of projects, including those from transportation system plans.