

# TRANSPORTATION SAFETY ACTION PLAN UPDATE

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## Chapter 5 – Vision Goals, Policies and Strategies

*prepared for*

**ODOT**

*prepared by*

**Cambridge Systematics, Inc.**





*preliminary report*

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## 1.0 VISION, GOALS, POLICIES AND STRATEGIES

### 1.1 Vision

Every day, people arrive safely at their destinations in Oregon, but tragically, fatalities and serious injuries still occur on the Oregon transportation system. Any fatality or life changing injury is a significant loss that can be avoided by implementing state of the art programs, policies and projects related to safety enforcement, engineering, emergency medical services and education.

The TSAP lays the foundation to consider and prioritize safety for all modes and all users of our transportation system. The plan was developed to support the overall vision for safety in Oregon. That is:

**Oregon envisions no deaths or life-changing injuries on Oregon’s transportation system by 2035.**

Achieving this vision requires commitment and engagement from a variety of Oregon’s agencies and stakeholders.. Engineers, law enforcement, emergency medical service providers and educators traditionally play a strong role in advocating for, planning, designing, and implementing transportation safety plans and will continue to do so. However, this plan also includes goals, policies, strategies and actions relevant to public health professionals, the media, private stakeholders, the individual transportation system user, and others. All of these organizations and individuals will be tasked with planning and implementing safe travel options, and traveling responsibly, with the safety of all users in mind.

### 1.2 Goals

Decision makers are always faced with trade-offs in developing a comprehensive transportation system. There are a large variety of system needs (e.g., mobility, access, reliability, environmental impacts, health impacts, equity, modal options and safety) that need to be balanced and prioritized for a wide variety of contexts. The goals, policies and strategies in the TSAP present a “safety-first” perspective.

#### Goal 1: Safety Culture

##### *Background*

Developing and sustaining a strong safety culture, where safety is integrated into everyday decisionmaking, is key to reducing unnecessary deaths and serious injuries related to transportation. Cultural change is not a simple thing – it involves educating all those who

participate in developing (planners, designers, engineers, maintenance and operations staff) and using the transportation system that they have a basic responsibility to consider the safety of themselves and others as part of their job functions and daily activities.

For those who address transportation and/or safety in their jobs, including - the state legislature, ODOT, metropolitan planning organizations, local jurisdictions, emergency responders, law enforcement, health services providers, rail and transit providers, non-profit organizations, industries, and other organizations, cultural shifts will be seen when safety is prioritized as a core value. A strong safety culture means that agency leadership and employees, at all levels, are encouraged and rewarded for prioritizing safety, and identifying safety issues and solutions while carrying out their agency's missions and their individual job responsibilities.

Inspiring a strong safety culture among the public (individual drivers, passengers, bicyclists and pedestrians) can be implemented in a number of ways. Good public information and education on the rules of the road and changes in regulations; broadly available and up to date driver training; clear communication of the benefits of transportation law enforcement changing social norms to expect slower speeds, respect and responsibility for other users; and community engagement in transportation safety plans and programs, can all contribute to higher awareness of how choices influence the safety of all users. safety roles and responsibilities.

Opportunities to address safety culture are different based on the types of decisions being made and on who is making those decisions, but Oregon will achieve shifts on all fronts to elevate awareness of safety issues and identify safety solutions.

### *Goal*

**Transform public attitudes to recognize all transportation system users have responsibility for other people's safety in addition to their own safety while using the transportation system. Transform organizational transportation safety culture among employees and agency partners (e.g., State Agencies, MPOs, Local Agencies, Oregon Health Authority, stakeholders and public and private employers) to integrate safety considerations into all responsibilities.**

### *Policies*

- Policy 1.1 - Communicate proactively with system users about safety culture.
- Policy 1.2 - Promote safety culture within agencies, stakeholder organizations, and employers.

- Policy 1.3 - Implement regulatory changes including legislative concepts and administrative rule changes as needed to provide incentives or remove impediments to developing a multimodal transportation safety culture.

### *Strategies*

#### **Policy 1.1 - Communicate proactively with system users about safety culture.**

- Strategy 1.1.1 – Promote safe travel behavior through educational initiatives, focusing on how system user behavior can contribute to a safer transportation system for all.
- Strategy 1.1.2 – Tailor safety culture marketing and media tools to specific user groups with specific needs (e.g., youth, older travelers, walkers, bikers, minority groups and different income groups).
- Strategy 1.1.3 – Continuously evaluate the effectiveness of policies, programs or projects implemented to improve public understanding of safety culture and changes in positive transportation safety behaviors.

#### **Policy 1.2 - Promote safety culture within agencies, stakeholder organizations and employers.**

- Strategy 1.2.1 - Provide transportation and safety leaders and staff with training, information, and education on proven methods to integrate safety into all aspects of the planning, programming, project development, construction, maintenance and operations processes.
- Strategy 1.2.2 - Implement best practices for ongoing enhancement of safety culture training, information, and tools within ODOT and across agencies and stakeholders.
- Strategy 1.2.3 - Coordinate and collaborate with public and private employers to implement work related transportation safety programs.

#### **Policy 1.3 – Implement regulatory changes including legislative concepts and administrative rule changes as needed to provide incentives or remove impediments to developing a multimodal transportation safety culture.**

- Strategy 1.3.1 – Collaborate with state, regional, and local transportation and safety agencies, and other stakeholders, to identify unsafe walking, biking, or driving behaviors which could be addressed through legislation. Identify and pursue legislation to modify these behaviors.

## Goal 2: Infrastructure

### *Background*

Transportation infrastructure should be planned, designed, built, operated and maintained to provide the safest feasible environment for all transportation users. When safety is considered during all of these stages and proven treatments are applied, small user mistakes will not result in serious injuries.

Oregon's transportation infrastructure includes state and local public facilities (streets, freeways, paths, sidewalks, transit, bicycle facilities, signs, lights, traffic signals, interchanges, barrier rail, guard rail, etc) and other transportation assets including technology resources that support transportation operations, planning and decision making. The design of these facilities influences how people interact with and use the transportation system. People driving, riding, walking and bicycling navigate the transportation system using visual cues, signage, regulations and their personal expectations about how other people will use the transportation system. Infrastructure for all travelers needs to be planned, designed, constructed, operated and maintained to clearly convey travel speed and behavior consistent with the surrounding land uses and anticipated users, and to carefully manage interactions and expectations across modes.

Inevitably, crashes will occur, but the transportation system can be planned and designed to limit the severity of crashes. This is achieved by creating environments that minimize potential conflicts within and across modes; planning and designing facilities consistent with the desired context and use of the facilities; and implementing countermeasures with known or high potential to minimize crash severity and frequency.

### *Goal*

**Develop and improve infrastructure to eliminate fatalities and serious injuries for users of all modes.**

### *Policies*

- Policy 2.1 – Continually improve and implement safety data collection, management and distribution for data-driven decision making for infrastructure planning and development and operations activities, across all divisions at ODOT, and with partner agencies and stakeholders.
- Policy 2.2 – Continually improve and implement design and analysis techniques for safety-related decision making in transportation planning, programming, design, construction, maintenance and operations for all modes.

- Policy 2.3 – Plan, design, construct, operate and maintain the transportation system to achieve healthy and livable communities and eliminate fatalities and serious injuries for all modes.
- Policy 2.4 – Implement regulatory changes including legislative concepts, administrative rule changes and updates to design standards, as needed, to enable and/or remove impediments to new approaches to safety engineering.

### *Strategies*

#### **Policy 2.1 – Continually improve safety data collection, management and distribution for data-driven decision making for infrastructure planning and, development and operations activities, across all divisions at ODOT, and with partner agencies and stakeholders.**

- Strategy 2.1.1 – Develop a strategic plan for safety data enhancement and share it within ODOT and with partner agencies and stakeholders. Integrate the findings with other strategic data planning efforts at ODOT.
- Strategy 2.1.2 – Identify and implement new methods for crash, roadway and exposure (e.g. vehicle, pedestrian and bicycle volume) data collection, sharing, and storage.
- Strategy 2.1.3 – Support national safety research and lead state and local research to identify opportunities to enhance data analysis techniques and test countermeasures to eliminate fatalities and serious injuries.
- Strategy 2.1.4 - Review crash report forms to ensure appropriate data is collected and extraneous data is eliminated. Provide training and education on resulting form(s).

#### **Policy 2.2 – Continually improve and implement design and analysis techniques for safety-related decision making in transportation planning, programming, design, construction maintenance and operations for all modes.**

- Strategy 2.2.1 – Update manuals, guides, processes and procedures, etc. to include quantitative safety analysis in planning, project development and design, programs and maintenance activities.
- Strategy 2.2.2 – Implement reactive, risk based and predictive safety analysis and tools into all stages of the project development process.
- Strategy 2.2.3 – Incorporate quantitative and/or risk based safety benefits and dis-benefits into ODOT project prioritization processes.

- Strategy 2.2.4 – Develop and monitor planning, program, and project-level performance measures and/or indicators to assess transportation safety outcomes for all modes.

**Policy 2.3: Plan, design, construct, operate and maintain the transportation system to achieve healthy and livable communities and eliminate fatalities and serious injuries for all modes.**

- Strategy 2.3.1 – Implement Practical Design<sup>1</sup> and/or other proven and innovative approaches to address transportation safety issues.
- Strategy 2.3.2 – Plan, design and construct facilities for desired operating speed.
- Strategy 2.3.4 – Coordinate and collaborate with local jurisdictions to identify community safety concerns and establish solutions.
- Strategy 2.3.5 – Educate transportation planning and design professionals on how to incorporate safety into community projects.
- Strategy 2.3.6 – Implement best practices to eliminate work zone related fatalities and serious injuries.
- Strategy 2.3.7 – Implement best practices related to traffic incident management services to reduce secondary crashes and improve system operations and reliability.
- Strategy 2.3.8 – Promote access management practices that improve system safety for all modes consistent with state statutes and rules.
- Strategy 2.3.9 – Continue to plan, design and implement best practices for rail safety program and systems management, particularly rail crossings.
- Strategy 2.3.10 – Evaluate safety countermeasures for pilot projects and large scale implementation as appropriate.
- Strategy 2.3.11 – Coordinate with freight interests to plan, design, and construct infrastructure that safely accommodates commercial motor vehicles and enhances economic interests.

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<sup>1</sup> Practical Design is “a systematic approach to deliver the broadest benefit to the transportation system, within existing resources, by establishing appropriate project scopes to deliver specific results.”  
[http://www.oregon.gov/odot/hwy/techserv/pages/practical\\_design.aspx](http://www.oregon.gov/odot/hwy/techserv/pages/practical_design.aspx)

- Strategy 2.3.12 – Coordinate with transit agencies to evaluate and share information about the safety benefits of transit and identify opportunities to provide safe infrastructure connections to transit.

**Policy 2.4 –Implement regulatory changes including legislative concepts, administrative rule changes and updates to design standards, as needed to enable and/or remove impediments to new approaches to safety engineering.**

- Strategy 2.4.1 - Work with state, local and regional agencies to implement best practices in setting community speed limits.
- Strategy 2.4.2 - Work with state, local and regional agencies to evaluate and implement best practices for safety in school zones.

### Goal 3: Healthy, Livable Communities

#### *Background*

Cities and counties plan their transportation systems in relation to planned land uses. Increased interest in livability and providing access to transportation options is leading communities to develop walkable neighborhoods and think more about how infrastructure can be safe, equitable, convenient, and contribute to positive health outcomes. The TSAP provides safety strategies and actions to integrate into local planning and programming activities.

Crashes causing deaths or life-changing injuries are a major public health issue in communities. Effective traffic law enforcement is an important tool for reducing risky behavior and reinforcing safety culture. In addition, timely response by law enforcement and emergency medical responders can lead to decreases in transportation-related fatalities and serious injuries. With appropriate resources, more emergency medical responders can be trained and made available to respond to crashes in a timely manner and law enforcement can target dangerous behaviors such as speed and impaired driving and implement proven approaches and programs for protecting public safety.

#### *Goal*

**Plan, design, and implement safe systems, and support enforcement and emergency medical services to improve the safety and livability of communities, including health outcomes.**

#### *Policies*

- Policy 3.1 –Advance coordination and collaboration between law enforcement and state, regional, and local transportation agencies including freight and rail, public health agencies,

mental and physical health care providers and private stakeholders to make communities safer places.

- Policy 3.2 – Support traffic enforcement funding to provide sufficient resources for officers to respond to incidents, increase levels of ongoing traffic enforcement, conduct focused enforcement, and participate in activities such as emphasis patrols.
- Policy 3.3 – Support emergency medical service (EMS) funding to provide sufficient resources to train first responders and to respond to transportation related crashes and other medical emergencies fully equipped and in a timely manner.
- Policy 3.4 – Invest in transportation system enhancements that improve safety and perceptions of security for people while traveling in Oregon.
- Policy 3.5 – Provide all regions and localities in Oregon with resources and tools to offer programs and education based on local needs and issues, considering issues of equity.

### *Strategies*

**Policy 3.1 – Advance coordination and collaboration between law enforcement and state, regional, and local transportation agencies, public health agencies, mental and physical health care providers, and private stakeholders to make communities safer places.**

- Strategy 3.1.1 - Support a data-driven approach to law enforcement, using data analysis to efficiently deploy enforcement resources to locations or corridors.
- Strategy 3.1.2 – Support a high visibility enforcement program increasing traffic, bicycle and pedestrian law enforcement capabilities (priority and funding).
- Strategy 3.1.3 – Conduct best practice traffic investigations to reduce traffic delays and to improve quality and timeliness of crash data.
- Strategy 3.1.4 – Engage law enforcement in community safety activities such as teaching education classes on safer behaviors in schools, jails or detention centers.
- Strategy 3.1.5 - Conduct education and outreach to law enforcement to increase understanding and enforcement of traffic, commercial vehicle, pedestrian and bicycle laws.

**Policy 3.2 - Support traffic enforcement funding to provide sufficient resources for officers to respond to incidents, increase levels of ongoing traffic enforcement, conduct focused enforcement, and participate in activities such as emphasis patrols.**

- Strategy 3.2.1 - Identify community needs for funding and training to enhance traffic safety programs and enforcement.

**Policy 3.3 – Support emergency medical service (EMS) funding to provide sufficient resources to train first responders and to respond to transportation related crashes and other medical emergencies fully equipped and in a timely manner.**

- Strategy 3.3.1 - Identify community needs for funding and training to enhance EMS systems and improve response times and services. Recognize and address the differing needs of paid and volunteer providers.

**Policy 3.4 – Invest in transportation system enhancements that improve safety and perceptions of security for people while traveling in Oregon.**

- Strategy 3.4.1 – Enhance perceptions of bicycling, walking, and transit safety and security by identifying and implementing appropriate facility design, lighting, and other changes to the built environment to improve personal security.
- Strategy 3.4.2 – Identify opportunities to improve transportation system security and safeguard critical infrastructure against natural and manmade disasters

**Policy 3.5 – Provide all regions and localities in Oregon with resources and tools to offer program and education based on local needs and issues, considering issues of equity.**

- Strategy 3.5.1 – Explore methods to distribute and implement safety programs and funding between urban and rural communities to eliminate fatalities and serious injury crashes.
- Strategy 3.5.2 – Provide transportation safety educational opportunities for people of all ages and income levels.
- Strategy 3.5.3 – Support adequate funding for EMS particularly in rural and remote areas, to the extent that this is the most efficient use of resources to eliminate fatalities and serious injuries.
- Strategy 3.5.4 – Encourage implementation of Safe Communities<sup>2</sup> statewide.

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<sup>2</sup> The Safe Communities model is a long standing approach to reducing injuries and deaths. It works through engaging local partners who care about safety, using data to identify leading causes of injury, making a plan to address the issues using proven methods and measuring success. There is a Safe Communities America® accreditation program through the National Safety Council. (<http://www.nsc.org> accessed 3/18/16)

## Goal 4: Technology

### *Background*

As recently as just a few years ago, safety improvements were focused on changes to transportation design and human behavior. Today, those issues remain critical to address, but incremental changes, to infrastructure and automobile technology, are shifting the conversation about safety. For example, vehicle fleets are now coming with standard safety features, such as automatic lights, forward collision avoidance systems, backup cameras, blind spot monitoring, lane departure warnings, and other custom features. Transportation infrastructure is also becoming “smarter,” - traffic lights can be synchronized to better address roadway incidents, overhead signs can alert drivers of a crash or provide speed guidance as a function of traffic or weather conditions, and signals can let transit users know when a train is approaching.

Successful, low-cost practices in Oregon include the implementation of intelligent transportation solutions (ITS). ODOT and other transportation agencies, such as MPOs have utilized CCTV cameras to quickly and efficiently detect, verify, and plan responses for highway incidents, including crashes. Speed Warning Systems are used to provide information to motorists who are traveling at unsafe speeds and Over-Length Warning Systems use detectors to determine whether approaching vehicles (typically commercial trucks) are too long to safely maneuver a challenging roadway geometry. With the technology in place to implement ITS solutions throughout Oregon, it is possible for more regional and local transportation and safety agencies and stakeholders to expand their use of lower-cost technologies.. ODOT is currently exploring how and where to deploy ITS solutions more widely in both urban and rural environments.

A number of other technologies, with proven safety benefits, are also being utilized or explored by ODOT, MPOs, and localities. Some of those initiatives include: variable speed signs, traffic operations centers, pedestrian countdown signals, mobile applications that prevent unsafe behaviors such as texting and driving, and others. The intent is to share information and implementation ideas about these technologies to increase their successful deployment throughout urban and rural parts of the State.

An emerging technology garnering national attention and testing is autonomous and connected vehicles. If deployed in Oregon, it would enable on-road communications between vehicles, between vehicles and pedestrians/bicyclists, and between vehicles and infrastructure. This has tremendous safety implications as the technology would allow for automatic control of signal timing, speed management, and the operation of transit and commercial vehicles, among other safety features. ODOT continues to stay at the forefront of this national dialogue and inform transportation and safety stakeholders of new developments.

Existing and emerging technologies have positive and negative safety effects which need to be considered during the transportation decision making process. Decision makers will also have to

consider not only the potential for “high-tech” solutions but also “low-tech” solutions which may have similar safety benefits yet require less investments.

### *Goal*

**Plan, prepare for and implement technologies (existing and new) that can affect transportation safety for all users, including pilot testing innovative technologies as appropriate.**

### *Policies*

- Policy 4.1 – Actively monitor technological advances and plan, design, maintain and operate the system in a way that takes full advantage of opportunities to use technology to eliminate fatalities and serious injuries.
- Policy 4.2 – Apply technological improvements in data management systems to enhance collaboration across agencies and provide tools for data collection and analysis to partner agencies and stakeholders.
- Policy 4.3 – Leverage technology tools and best practices across divisions and agencies to strive for deployment of useful technologies across the state and the transportation system.
- Policy 4.4 – Identify legislative concepts enabling the implementation of innovative technologies.

### *Strategies*

**Policy 4.1 – Actively monitor technological advances and plan, design, maintain and operate the system in a way that takes full advantage of opportunities to use technology to eliminate fatalities and serious injuries.**

- Strategy 4.1.1 – Explore and integrate technology to eliminate crash frequency and severity, prioritizing implementation of technologies that address the TSAP safety emphasis areas<sup>3</sup>.
- Strategy 4.1.2 – Research and test safety technology for deployment in Oregon.
- Strategy 4.1.3 – Continue to research connected and autonomous vehicles to leverage the potential safety benefits associated with these technologies.

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<sup>3</sup> Emphasis areas (EAs) provide a strategic framework for developing and implementing the Transportation Safety Action Plan. Emphasis areas are near-term implementation focus areas directly related to the TSAP’s long term goals, policies and strategies and are discussed further in Chapter 6.

- Strategy 4.1.4 – Bring public and private sector stakeholders together to develop opportunities for applying technology solutions and addressing barriers to implement new technologies. Consider potential economic, business, environmental, and privacy impacts of deploying technologies.

**Policy 4.2 – Apply technological improvements in data management systems to enhance collaboration across agencies and provide tools for data collection and analysis to partner agencies and stakeholders.**

- Strategy 4.2.1 – Provide leadership and staff support to statewide efforts for improving data availability, quality, and consistency across agencies.
- Strategy 4.2.2 – Support data strategic planning efforts to ensure safety data needs are considered and integrated.
- Strategy 4.2.3 – Develop tools to facilitate data sharing and analysis across agencies.

**Policy 4.3 – Leverage technology tools and best practices across divisions and agencies to strive for deployment of useful technologies across the state and the transportation system.**

- Strategy 4.3.1 – Develop statewide resources to share best practices, tools and training for statewide and systemwide deployment.
- Strategy 4.3.2 - Implement technology advances equitably in urban and rural areas.
- Strategy 4.3.3 - Identify and implement methods to extend safety technology to underserved system users and the transportation disadvantaged.

**Policy 4.4 – Identify legislative concepts enabling the implementation of innovative technologies.**

- Strategy 4.4.1 – Support legislation to enable innovations in enforcement technology (i.e. innovations in field testing for alcohol and drug impairment in automated enforcement).
- Strategy 4.4.2 – Review regulations that may impact the adoption of innovative technology and support appropriate new laws and/or amend administrative rules or standards that may constrain implementation of advanced technology.

## Goal 5: Collaborate and Communicate

### *Background*

Safety and transportation go hand in hand, however different roles and job responsibilities between transportation and safety practitioners; funding silos; competing priorities; and other issues are common challenges that could lead to a lack of coordination on transportation and safety issues. Awareness of the co-benefits and the opportunities to work together to develop a safer transportation system will build momentum toward eliminating fatalities and serious injuries. Collaboration and communication within and across agencies presents opportunities to plan, program and prioritize policies or projects to enhance safety of the system. Achieving zero deaths or serious injuries is only possible if overall intentions are coordinated across partners.

This goal area focusses on 1) facilitating communication between transportation planners and safety specialists 2) leveraging this communication to share information and collaborate on problem identification, analysis, funding, resources, and tools to advance transportation safety in Oregon and 3) ensuring this planning effort is coordinated with other transportation and safety planning efforts throughout the state. With coordination and communication focused on transportation safety it is anticipated that state, regional and local partners will:

- Gain access to and better understand available safety data;
- Form relationships and connect with other transportation safety stakeholders; and
- Understand the safety emphasis areas and proven strategies, which could be subsequently integrated with other stakeholder planning and programming activities.

The increased awareness and buy-in will create opportunities for integrating TSAP goals, policies and strategies in all planning and project development processes; behavioral programming and emergency services improvements. Further, it will create opportunities for regional and local agencies, and stakeholders to integrate transportation safety policies, projects and programs into their day to day activities.

### *Goal*

**Create and support a collaborative environment for transportation system providers and public and private stakeholders, to work together to eliminate fatalities and serious injury crashes.**

## *Policies*

- Policy 5.1 – Increase transportation system providers and public and private stakeholder awareness of the TSAP and other safety policies to eliminate fatality and serious injury crashes.
- Policy 5.2 – Ensure ongoing communication and coordination among transportation system providers and public and private stakeholders throughout the project development and highway safety programming process, including implementing the TSAP.
- Policy 5.3 – Enhance public awareness of the importance of transportation safety and the individual's role in eliminating fatalities and serious injury crashes.

## *Strategies*

### **Policy 5.1 - Increase transportation system providers and public and private stakeholder awareness of the TSAP and other safety policies to eliminate fatality and serious injury crashes.**

- Strategy 5.1.1 - Develop an internal (among partners and agencies) communication protocol for transportation safety topics.
- Strategy 5.1.2 - Engage ODOT Regions and Divisions, MPOs, ACTs, Tribes, Cities, Counties, the health and medical community, transportation services, enforcement and emergency medical service and traffic incident management providers in safety planning and implementation
- Strategy 5.1.3 – Evaluate agency awareness and implementation of safety activities through periodic statewide surveys.

### **Policy 5.2 – Ensure ongoing communication and coordination among transportation system providers and public and private stakeholders throughout the project development and highway safety programming process, including implementing the TSAP.**

- Strategy 5.2.1 - Identify joint legislative safety priorities amongst agencies and provide educational information to State legislators.
- Strategy 5.2.2 – Enhance enforcement and emergency medical service communications systems as feasible to improve response time and services for all travelers in Oregon.
- Strategy 5.2.3 – Facilitate communication and coordination between transportation agencies, EMS, and law enforcement on evacuation planning and emergency preparedness.

- Strategy 5.2.4- Promote sharing and leveraging of resources across programs, communities and agencies.
- Strategy 5.2.5 – Participate in federal rulemaking and guidance development programs to maximize opportunities to achieve the TSAP Vision.

**Policy 5.3 – Enhance public awareness of the importance of transportation safety and the individual’s role in eliminating fatalities and serious injury crashes.**

- Strategy 5.3.1 - Collaborate with the media and agency public information offices to develop information which improves public awareness of safety programs, laws, roles, responsibilities, and expectations. Ensure campaigns are sensitive to Oregon demographics.
- Strategy 5.3.2 - Work with educators in the state’s public school system (including community colleges and other locations where transportation disadvantaged groups such as recent immigrants, newly-licensed adult drivers, ESL populations, etc. are likely to receive education) to improve awareness and understanding of transportation laws, roles and responsibilities.

## Goal 6: Strategic Investments

### *Background*

Oregon is committed to zero transportation-related fatalities and serious injuries. To make progress and improve traffic safety, stakeholders and partners are tasked with coordinating priorities, leveraging joint resources where possible, and utilizing quantitative data driven tools (e.g. cost-benefit analysis). Funds are limited; therefore projects, programs and policies will need to be prioritized focusing on those treatments which will have the greatest benefit toward achieving the vision of zero fatalities and serious injuries.

Two of the most common ways to fund safety projects are through the Highway Safety Improvement Program (HSIP) and Section 402 State and Community Highway Safety Grant Program. These dollars can be used to implement the strategies and actions identified for the emphasis areas<sup>4</sup>. Another opportunity for funding transportation safety improvements is to make safety a consideration for all transportation projects, regardless of funding source or project type. All transportation jurisdictions develop some type of transportation improvement program identifying near-term projects for funding. Agencies use a qualitative and/or quantitative prioritization process to consider and select projects that best meet the goals,

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<sup>4</sup> Emphasis areas (EAs) provide a strategic framework for developing and implementing the Transportation Safety Action Plan TSAP. Emphasis areas are near-term implementation focus areas directly related to the TSAP’s long term goals, policies and strategies and are discussed further in Chapter 6.

outlined in their planning documents. When safety needs are considered as a decision criteria in this prioritization process, the opportunity exists to transform the transportation system into a progressively safer system, reducing the loss of life and impact of serious injuries.

The policies, strategies and actions in the TSAP can support policy, program and project selection processes helping decision makers remain focused on implementing projects which maximize the safety return on investment. Projects, programs, or policies, selected for implementation should be known to be effective, or known to be innovative with an evaluation component included. It will also be necessary to recognize activities will change with funding levels.

### *Goal*

**Target safety funding for effective education, enforcement, engineering, and emergency medical services priorities.**

### *Policies*

- Policy 6.1 – Allocate infrastructure safety funds strategically considering all modes, to maximize total safety benefits.
- Policy 6.2 – Allocate funding of behavioral, emergency medical services, and health safety efforts strategically across programs to maximize total safety benefits.
- Policy 6.3 – Identify and pursue opportunities to increase funding for strategic safety-related infrastructure, behavior and emergency medical service enhancements.

### *Strategies*

**Policy 6.1 - Allocate infrastructure safety funds strategically considering all modes, to maximize total safety benefits.**

- Strategy 6.1.1 – Develop a quantitative, predictive or risk based, data-driven decision framework, which considers benefit/cost, to integrate safety measures into project prioritization and programming.
- Strategy 6.1.2 – Apply proven countermeasures to the greatest extent possible
- Strategy 6.1.3 – Develop and implement programs to monitor safety effectiveness of infrastructure investments

**Policy 6.2 - Allocate funding of behavioral, emergency medical services, and health safety efforts strategically across programs to maximize total safety benefits.**

- Strategy 6.2.1 – Collaborate with mental and physical health care providers to leverage funding for behavioral related safety programs.
- Strategy 6.2.2 – Develop a data-driven decision framework to integrate quantitative safety performance into behavioral programming prioritization decisions..
- Strategy 6.2.3 – Identify funding needs to optimize emergency medical services and enforcement to minimize injuries post-crash.
- Strategy 6.2.4 – Evaluate effectiveness of behavioral safety programs to maximize benefits of safety investments.

**Policy 6.3 - Identify and pursue opportunities to increase funding for strategic safety-related infrastructure, behavior and emergency medical service enhancements.**

- Strategy 6.3.1 – Identify new sources of potential funding that can be dedicated and targeted to strategic investments that return greatest safety benefits.
- Strategy 6.3.2 – While complying with federal safety funding requirements and limitations, promote opportunities to leverage funding sources in order to maximise safety benefits and outcomes.