

## Oregon Transportation Safety Action Plan (TSAP)

# Steering Committee #2 Meeting Summary



Thursday, July 31, 2025

1:00 p.m. – 3:00 p.m.

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### Present

#### **Steering Committee Members**

Victor Hoffer, Oregon Transportation Safety Committee  
Sarah Iannarone, The Street Trust  
Mark Gibson, Statewide Mobility Advisory Committee  
Chris Henry, Governor's Advisory Committee on Motorcycle Safety  
Captain Evan Sether, Oregon State Police  
Dagan Wright, Oregon Health Authority  
Kimberly Rose, Office of the State Court Administrator  
Mark Willrett, City of Klamath Falls  
Becky Taylor, Lane County  
Tyler Deke, Bend Metropolitan Planning Organization  
Brian Worley, Association of Oregon Counties  
Beth Wemple, Retired Safety Consultant  
Terry Hendryx, Clatsop County Public Works  
Nick Fortey, Federal Highway Administration  
Darrin Neavol, ODOT Region 3

#### **Project Managers**

Mary McGowan, ODOT  
Stacey Goldstein, ODOT  
Walt McAllister, ODOT

#### **PMT Resources**

Traci Pearl, ODOT  
Michael Rock, ODOT  
Jiguang Zhao, ODOT

#### **Consultant Support**

Brian Chandler, DKS  
Lacy Brown, DKS  
Anthony Gamallo, DKS  
Tasmyn Petlansky, DKS  
Nic Ward, Safe System Solutions

#### **Facilitation Team**

Kristen Bishop, PRR  
Zach Johnson, PRR  
Jenny Thacker, PRR  
Sarah Rose Ezelle, PRR

#### **Public and Other Attendees**

Matthew Bathke, Oregon Transportation Safety Committee  
Kate Gregory, Metro  
Deborah Hines, Umpqua Valley Disability Network  
Amy Joyce, ODOT  
Roger Kuhlman  
Zachary Lauritzen, Oregon Walks  
Tova Peltz, ODOT  
Amanda Pietz, ODOT  
Heidi Manlove, ODOT  
Kindra Martinenko  
Billy McGregor  
Abe Moland, Multnomah County  
Dave Rabinowitz  
Amanda Salyer, ODOT  
Jamie Schmidt, ODOT  
Tiffany Slauter, ODOT  
Rachel Zakem, ODOT

## Agenda

- Welcome and roll call
- Meeting objectives and agenda review
- ODOT Legislative update
- Public Comment
- Transportation Safety Action Plan (TSAP) Vision, Goal, and guiding principles and Alignment with Oregon Transportation Plan (OTP)
- Prosocial Traffic Safety Culture
- Emphasis Area Approach
- Instructions for Breakouts
- Breakout Discussion Sessions
- Report out
- Next steps
- Adjourn

## Welcome

Facilitator Zach Johnson (PRR) opened the meeting and Mary McGowan (ODOT) provided opening remarks.

## Meeting objectives and agenda review

Zach walked the group through the following objectives:

- Review and confirm TSAP vision, guiding principles, and goal alignment with the Oregon Transportation Plan.
- Discuss how the TSAP will align with the OTP's Social Equity approach.
- Introduce prosocial traffic safety culture.
- Collect feedback on tiered approach to emphasis areas.

Zach shared the meeting agenda and Steering Committee meeting schedule.

## What we've heard so far

Zach shared findings from Steering Committee meeting #1, Partners Workshop, and Interviews:

- Requests for further study:
  - Crashes involving people experiencing houselessness
  - Demographic/racial data related to crash history
- Emphasis areas of interest
  - Unbelted (50% of fatalities), Speed, Bike/Ped, Distracted Driving
  - Rural shoulders vital in Tribal areas for people walking, biking

- More coordination with partners (public health, law enforcement)
- Lack of ODOT safety engineering staff (HQ and regions)

## ODOT Legislative Update

Michael Rock (ODOT) shared a Legislative update. Key takeaways:

- The Legislature adjourned without passing a transportation funding package, resulting in cuts at ODOT – including immediate layoffs. Over 900 positions have been impacted.
- Governor Kotek has scheduled a special Legislative session for the end of August. ODOT has been asked to pause layoffs until mid-September pending outcomes from that session.
- Impacts of this scale will change agency capacity and capabilities regarding safety.

## Public Comment

No members of the public signed up to share public comment in the meeting.

Zach Johnson reviewed written comments received ahead of the meeting (see Appendix A).

## TSAP Vision, Goal and Guiding Principles – Alignment with Oregon Transportation Plan

Brian Chandler (DKS) spoke about possibilities to align the TSAP's vision, goals and guiding principles with the OTP.

OTP Vision and Values Statement:

- “Oregon’s transportation system supports all Oregonians by connecting people and goods to places in the most climate-friendly, equitable and safe way.”

Brian laid out the following options for the 2026 TSAP vision that align with the OTP vision and values.

### 2026 TSAP Vision Options

1. Maintain previous goal: Zero deaths or life-changing injuries by 2035
2. Move the date: Zero deaths or life-changing injuries by 2050
3. Cut deaths and life-changing injuries in half by 2035. Zero by 2050.
4. Reduce deaths and life-changing injuries by a target percentage each year.

## TSAP Goal Statement

Brian reviewed the OTP Safety Goal Statement, which the 2026 TSAP will adopt for alignment:

- Enable safe travel for all people, regardless of their age, ability, race, income, or mode of transportation.

## TSAP Guiding Principles

Brian walked the group through six TSAP Guiding Principles.

2026 TSAP Guiding Principle	Source of Guiding Principle
1. Consider safety, equity and climate impacts in decision making – safety takes priority	OTP Policy Framework
2. Incorporate a Safe System Approach	OTP Objective 1
3. Promote traffic safety culture	2021 TSAP Goal
4. Provide transportation systems that are safe and secure	OTP Objective 2
5. Leverage data and technology	OTP Objective 3
6. Invest strategically	OTP Policy Framework

## Prosocial Traffic Safety Culture

Dr. Nicholas Ward, project consultant from Safe System Solutions, presented about approaching the 2026 TSAP through the lens of prosocial traffic safety culture.

- Prosocial traffic safety culture addresses behavior.
  - Most crashes are ‘caused’ by road user behavior.
  - Choices are influenced by social environment (culture).
  - To reduce fatal crashes, a social environment that motivates and sustains safe behavior is necessary.
- What is prosocial traffic safety culture?
  - Traffic safety culture refers to the shared “belief system” that identifies a bonded group of people and influences their behaviors that affect traffic safety.
  - **Prosocial** traffic safety culture centers the following elements:
    - Helping: Encouraging others to be safe
    - Advocacy: Expressing support for safety
    - Proactive: Removing hazards from environment
    - Responsive: Making violators accountable
    - Learning: Staying informed about safety plans
    - Innovation: Finding ways to make the system safer
  - Strategies to achieve prosocial traffic safety culture follow these criteria:
    - Deliberate behavior: The target of the strategy is a willful or intentional (deliberate) behavior.
    - Belief system: The strategy goal is to change beliefs that influence willingness and intention.

- Data-driven: The strategy is based on measured (not assumed) beliefs about the behavior.
- Social environment: The strategy emphasizes beliefs about the social environment (e.g., bonds, norms, social consequences)
- Social identity: The strategy relates to a person's social identity related to their roles in bonded groups.

Nic connected prosocial traffic safety culture to the vision of the 2026 TSAP Steering Committee, and emphasized that culture change must be viewed as a long-term goal rather than a short-term fix.

## Discussion: Prosocial Traffic Safety Culture

Steering Committee members and members of the public raised the following questions and comments:

- Tiffany Slauter (in the chat): Are there resources to help frame messaging to the public when we get complaints about safety concerns?
- Dagan Wright (in the chat): Also what are opportunities asking community and the public to health frame the messaging?
  - Nic expressed that culture has been a focus of public health in general. Those have been long term goals too, but changing public health culture has shown benefit - even though changes may have initially met with resistance.
- Dave Rabinowitz(in the chat): “The real problem is the design of roads. Highway engineers decided that driver deaths could be reduced by making lanes wider and changing the road environment so that when drivers made mistakes they usually wouldn't crash into something. These changes led drivers to drive faster and pay less attention to the road, increasing accidents. The 85% rule, which said speed limits should be based on the speed drivers actually drive rather than a safe speed, made things even worse. It has been found that making lanes narrower and changing the road environment to encourage safety causes drivers to pay more attention to their driving and improves safety. When an aircraft accident is blamed on pilot error the FAA doesn't just stop there, they look at why the pilot made the error and change the cockpit environment to remove that cause, which is why airlines are the safest form of travel. If highway departments took a similar approach, roads would be very different and driving would be safer.”
- Zachary Lauritzen (Oregon Walks) shared appreciation for the committee's work, and expressed that a lot of people might suggest the primary issue is that roads/physical infrastructure are set up to favor cars and have created unsafe conditions.
  - Nic expressed that culture change is necessary to influence decisions, priorities, and systems. While engineering solutions are a key element of traffic safety, prosocial traffic safety culture addresses the human side.

## Emphasis Areas

Brian introduced the idea of tiering the TSAP's emphasis areas, using the OTP Investment Framework as an example.

Brian shared that the following contributing factors are present in the highest proportion of fatal and serious injury crash events:

1. Roadway departure (39%)
2. **Intersections** (38%)
3. **Speed-related** (25%)
4. **Aging drivers** (24%)
5. **Alcohol / other drugs** (23%)

Brian shared that between 2014-2018 and 2019-2023, fatal and serious injury crashes increased by 44%. During this period, the following contributing factors had the highest increases in prevalence:

1. Distracted drivers (+116%)
2. Unrestrained occupants (+62%)
3. **Aging drivers** (+54%)
4. Commercial vehicles (+53%)
5. **Intersections** (+52%)
6. **Alcohol/other drugs** (+50%)
7. **Speed-related** (+49%)
8. Young drivers (+45%)

Contributors that appear on both lists are **in bold**.

Brian shared the following recommendations for the 2026 TSAP.

### **Recommended first-tier emphasis areas:**

- Roadway departure
- Intersections
- Speed-related
- Alcohol and/or other drugs
- Aging drivers (65+)
- *Pedestrians and bicyclists\**

\*Crashes involving pedestrians and bicyclists are a known issue. Pedestrians and bicyclists are also classified as vulnerable road users by the U.S. Federal Highway Administration.

## Recommended second-tier emphasis areas:

- Young drivers (15-20)
- Unrestrained occupants
- Distracted drivers
- Commercial motor vehicles
- *Motorcycles\**
- *Work zones\**
- *School bus/school zone\**

\*These emphasis areas have been consistently included in past TSAP updates.

## Breakout Discussion Rooms

Participants met in small groups to discuss the following topics and questions. Steering Committee members participated in two breakout sessions, choosing between three topics. Members of the PMT facilitated each room. Full notes from each room are included in Appendix B (page 11).

### Room 1: Vision and Guiding Principles

Discussion questions:

- Are the guiding principles clear and actionable?
  - How would you modify one or more of them to improve them?
- Which guiding principle(s) do you think are the most challenging to address? How can we overcome these challenges?
- What is your preferred option for the TSAP vision?
  - Maintaining previous goal: zero fatalities and life-changing injuries by 2035
  - Moving the date: zero by 2050
  - Cut in half by 2035, zero by 2050
  - Reduce by X% per year.
- What additional questions do you have?

### Room 2: Prosocial Traffic Safety Culture

Discussion questions:

- How well do you think Prosocial Traffic Safety Culture fits in with Oregon's approach to traffic safety?
- Do you think the TSAP update should include Prosocial Traffic Safety Culture elements? What are the benefits of including them? What are we missing if we don't include them?
- What additional questions do you have?

### Room 3: TSAP Emphasis Areas Approach

Discussion questions:

- What do you think of the proposed top tier emphasis areas? Are these the right areas? What would you add or take away?
- What do you think of the proposed second tier emphasis areas? Are these the right areas? What would you add or take away?
- What additional questions do you have?

#### **Room 4: Members of the public**

Discussion questions:

- Are the guiding principles clear and actionable?
- How well do you think Prosocial Traffic Safety Culture fits in with Oregon's approach to traffic safety?
- What do you think about the proposed top tier emphasis areas?
- What do you think about the proposed top tier emphasis areas? What would you add or take away?
- What additional questions do you have?

Zach provided a high-level summary of the discussions after closing the breakout rooms.

### **Next Steps and Adjournment**

Mary McGowan outlined next steps, including:

- **Partner Interviews**
- **Survey**
  - The Transportation Professional Survey is open through August 31. English and Spanish versions are available.
- **Partner Engagement**
  - ODOT will host an External Partner Virtual Meeting on August 21 at 9 A.M.
  - The next Partners Workshop will be held in August/September. More information to follow.
- **Steering Committee**
  - Details on the next Steering Committee meeting will be provided soon

Zach adjourned the meeting at 3 p.m.



## Appendix A: Public Comment Summary

Date Received	First Name	Last Name	Comment
6/26/25	David	Dempster	More bike paths away from traffic. Funding local path creation and maintenance. Limiting speed of ebikes and scooters; and making sure they are only "pedal assist" bikes. Max speed for bikes and scooters should be about 25mph. Widening existing roads that are now encouraged for bicyclists. e.g. Willamette Valley Scenic Bikeway. 1. More "rails to trails" projects. 2. Be sure that maintenance of existing roads and paths is a priority before any new ODOT projects (such as widening 205 or big cover for I5 in Portland). New constructions should never be more that 15-20 percent of your total budget. 3. Safety would be improved if more people used mass transit. (Let congestion get so bad that mass transit is the only way to get to work; and improve bus/Max system. 4. Urban growth expansion creates more "car centered" mindset so stop it. Don't pay for any new or improved state roads that promote or assist in cities growing. Do not improve OR 26 or OR18. 5. Stop trucks from being on road while heavy car traffic exists, say 8AM to 6PM. They can drive at night just fine. Their excessive weight causes too much wear and tear.
7/7/25	Jim	Oberland	Regarding bike/cycling safety, time for law: helmets & front/rear flashing lights.  And Hyw. 97, Bend—Redmond, overdue to reduce speed limit & priority to build complete divider barriers.
7/24/25	Sherlock		Badly, or not paved roads. That, and incomplete bike lane. I've lived here less than 8 years and the roads are NOT being kept up. You charge \$300 to renew license plates "to fix the roads" and yet you aren't. The Pearl, specifically NW 23rd is an embarrassment and incredibly dangerous for many reasons. I have had to replace both tires on my new bike due to your roads and broke my arm a few years ago due to your roads. And when they resurface after digging to get to the pipes the job is very substandard causing yet ANOTHER road hazard due to it not being flush/flat and dry before you allow traffic back on it. Also having a bike lane disappear mid road use is another hazard. Also not keeping clean of debris or trees trimmed. The green paint still has a toxic smell years after painting it. If you cared, the work would be done and done well.
7/24/25	Richard	Pinkerton	Oregon has a huge opportunity to improve oversize load movement and the impacts on Oregon roads and infrastructure. Oregon currently does not require certified Pilot Escort Vehicle Operator certification nor does Oregon currently assess an "Amber Light Permit". This is easily remedied. PEVO certifications help ensure a solid knowledge base for oversize load movement, requiring training and testing. Amber Light Permits bring in hundreds of thousands of dollars per year. Oregon pays nothing to require these classes. Why not then utilize what many other states are using to ensure safer roads for the general public?

<b>7/25/25</b>	Ronald	Sterba	I have asked for a pedestrian bike path from Willamette University to Corbin College for 4 years now. ( 12 Street Southeast, McGillchrist street,25th Se,Airway dr,Se ,Turner rd Se, Cordon rd Se to Corbin college. Many kids are using electric scooters and that would be a great advantage for the kids too seats sports on the field.,. Or Chemeketa college from Silverton rd ne to Cordon rd ne to Cordon SE to Corbin college. There is plenty room on the west side of Cordon Road to put a pedestrian bike path from Silverton Road to Cordon rd to Corbin college. Oregon needs a OREGON SALES TAX to keep our economy moving!
<b>7/25/25</b>	Gary	Stine	Speed! Drivers do not respect traffic laws anymore! Commercial trucks, recreational RVs w/toyhaulers, and just regular traffic enter a 30 mph school crossing zone up to 72 mph coming off an open stretch of Hwy 101. Everywhere drivers are driving way over the posted speed limits. We need more state police doing traffic enforcement everywhere so drivers will be stopped. Speed cameras would also help if you correct the law so the register owner is responsible for their vehicle.

# Appendix B: Notes from Breakout Room Discussions

## Breakout room 1: Vision and Guiding Principles

### Discussion questions:

- Are the guiding principles clear and actionable?
  - o How would you modify one or more of them to improve them?
- Which guiding principle(s) do you think are the most challenging to address? How can we overcome these challenges?
- What is your preferred option for the TSAP vision?
  - o Maintaining previous goal: zero fatalities and life-changing injuries by 2035
  - o Moving the date: zero by 2050
  - o Cut in half by 2035, zero by 2050
  - o Reduce by X% per year.
- What additional questions do you have?

### Room discussion:

Session 1a): Nick Fortey, Victor Hoffer, Amanda Pietz (observing)

Session 1b): Terry Hendrix, Dagan Wright, Tyler Deke, Tova Peltz, Becky Taylor, Beth Wemple, Chris Henry, Walt McAllister

Mary reminded attendees of the structure and six principles proposed to TSAP, which are aligned with OTP. She reminded participants of the TSAP goals and vision. She then asked for comments or questions.

### Topic area 1: Definitions and wording

Nick F suggested that expanding the definition and elements of the safe systems approach might be useful. For example, the “roads” element could be expanded to include road SIDES as well. Mary said that there was flexibility in how we define elements. Nick also suggested that more actionable elements be incorporated into the TSAP. Other comments related to guiding principles included:

- Land use is an important element
- Maintenance, preservation and stewardship of the system should be incorporated into principles.

### Topic area 2: Education and communication

Victor suggested that education – particularly at the youth level – is critical in the move to change behaviors. Nick suggested that people make decisions about behaviors based on what is in the existing system (roadway design for example); these decisions might be better informed if system elements were better communicated to drivers/system users. Dagan suggested that communication and messaging include more of the idea that we’re all in this together – it’s not just about YOU getting home safely, but all of us doing so.

### **Topic area 3: Timeline**

Victor said he was interested in looking at both long term AND short term/the now. Nick suggested that we have measurable and achievable interim goals between now and 2035. Dagan suggested that interim goals that are achievable would help show success. Becky suggested that some acknowledgment of previous goals were not met was important. Kicking the can down the road should be avoided. Beth suggested that short term goals achieved could be communicated, such as “XX days without injury”. Tova suggested that when you have only a long term goal, it makes it more difficult to see the small steps that were achieved in getting to that end. Beth would like to see the goals tied to budget – if our goal is zero by 2035, and we have \$X to spend in getting there, then what are the steps we can take (and afford) to get there.

### **Topic area 4: Data**

Nick suggested that we not just rely on data we have, but explore more innovative/accurate data development.

## **Breakout room 2: Prosocial Traffic Safety Culture**

### **How well do you think Prosocial Traffic Safety Culture fits in with Oregon’s approach to traffic safety?**

There was general agreement in both groups that Prosocial Traffic Safety Culture is a good fit with Oregon’s approach to traffic safety.

- Walt noted that Oregon public opinion polling over the years indicate that Oregon has a safety-oriented culture in general – there is high buy seat belt use and high support for sober driving - although there has been some drop in people agreeing that it is important to travel the speed limit.

Nic noted that culture-based strategies can make other strategies more effective and asked what kinds of communication strategies can we use beyond social media/ posters/ media. How do we get people to question their beliefs that make up their culture? What active engagement activities can we employ?

- Walt noted that in the past, ODOT has worked with racecar drivers to communicate to young people the importance of keeping speed on the racetrack, not the streets, and driving sober.

- Evan is a motorcycle rider and noted that in people who ride motorcycles are a very connected and bonded group. Engaging influencers in this group could be an effective way to change culture. And because people feel bonded to influencers, engaging and educating influencers across a range of activities could be useful.
- Nic agreed and added that for race car drivers, motorcycle riders, or commercial drivers, competency/ skill is important to their status in the group. If safety and competency are linked, that could contribute to a pro-social traffic safety culture. In general, we need to associate the behavior that we want with what the culture already sees as valuable and good. Sometimes it is helpful to do some pre-work that that will provide the basis for a later campaign. In this case, you are asking, “What are the already existing community values that we want to be promoting that will make pro-social traffic safety messages resonate more?”
- Kim noted that ODOT is a little removed from the groups we may want to influence, but has connections with agencies that are closer to those groups. She recommended reaching out to them.
- Dagan and others emphasized the importance of formal evaluation and the usefulness of surveys to track the effectiveness of tactics, messages and cultural-based strategies.
- Amanda noted that we have examples of cultural shifts – like seatbelt laws and smoking and suggested we can learn from those experiences.
  - Nic noted that, as we can see from those examples, once the culture is in place, it does not need much maintaining because it is just the norm. That means we need to rely much less on enforcement. He said we need to ask ourselves, when designing these culture-based strategies, “How do we make good behavior desirable? How can we make bad behavior a social detriment?”
- Sarah noted the following:
  - 1) In Oregon it has been helpful to engage youth
  - 2) There are many siloes in transportation and public health despite shared goals. Can we break down those siloes?
  - 3) Getting people to understand that cars are deadly. Forces auto dependency is the real killer. People driving less saves lives.

**Do you think the TSAP update should include Prosocial Traffic Safety Culture elements? What are the benefits of including them? What are we missing if we don’t include them?**

- *This question was not directly asked*

## What additional questions do you have?

- How we could make Prosocial Traffic Safety Culture actionable? How can we create tactics and measures in different emphasis areas that are tied to culture?
  - Nic responded - Two things come to mind. 1) To make a point to include strategies that are designed to change culture. Not just enforcement and education. Ensure there is a section under each emphasis area that includes culture-based strategies as an approach
  - The other thing that is important is to MEASURE pro-social traffic safety culture changes. How can we measure the change in culture to see effectiveness over time?
  - And we can ask the question if there are existing strategies that would be more effective if there was a cultural component. Like, if there is public support for a law, then enforcement becomes more effective.
- How do we also think about engaging communities in co-creation and framing using their lived experience, language, culture so that it is seen coming from them?
  - Nic responded - When you are trying to change culture you cannot do it as a plane drop. Traffic Safety Culture is a process. We need to engage communities and stakeholders and work with them to assess what is important to them and what is culturally relevant. Communications strategies need to come from the communities and cultures we are reaching out to. Peer to peer communication is an important framework. Community engagement is a really important part of the process. Our expertise is a lot less important than the community's expertise in their culture.

## Breakout room 3: TSAP Emphasis Areas Approach

Facilitator: Brian Chandler

PRR Notetaker: Sarah Rose Ezelle

### What do you think of the proposed top tier emphasis areas? Are these the right areas? What would you add or take away?

- Amanda shared that on average, 50% of all injury crashes involve either a younger or aging driver or both. While the FHWA separates the groups, infrastructure can impact them in the same ways. It could make sense to group them together in the tiers.
- Another participant suggested that young drivers should be moved to the top-tier emphasis areas to encourage necessary behavior change.
  - Sarah noted that freedom in access to transit is increasing. If we can get older and younger folks considering other [non-driving] transit options, that could have net good.

- Deciding where to focus efforts is nuanced – for example, if young drivers and aging drivers are both struggling with intersections, where should attention be prioritized – intersections, or behavioral change among younger and older drivers?
- Many participants agreed that there is overlap and interconnection between many of the areas: for example, roadway departure and speed are related. Perhaps some of the emphasis areas could be reframed as overarching themes with subtopics/subareas that fit under them.
- One participant suggested the framing of “demographic-based” vs. “place based” or “infrastructure based” emphasis areas.

**What do you think of the proposed second tier emphasis areas? Are these the right areas? What would you add or take away?**

- Multiple participants suggested that young/aging drivers should be grouped together, likely in the first-tier emphasis areas.
  - Some participants discussed the importance of educational and behavioral interventions for younger drivers – can have long term benefit and impact.
- Participants discussed the relative difficulty of gathering data on crashes related to behavior vs. identifying crashes related to infrastructure/place based elements.

**What additional questions do you have?**

- One participant asked how tiering will impact/modify day-to-day priorities.
  - Another participant echoed that sometimes safety programs don’t result in on-the-ground change. How can we move talking into action?
- One participant wondered whether it would be possible to reframe the emphasis as managing speed to context (e.g., rural environments, weather conditions, etc.)? What if that’s the common factor between all these areas?
- One participant asked how the tiers intersect with federal policy – what is within regulatory purview at the state level vs. what needs to happen at the federal level?

## Appendix C: Vision Survey and Other Steering Committee Comments

### TSAP Vision Survey

Four steering committee members responded to the TSAP Vision Survey.

**Please share your ideas on the vision. What might a TSAP vision statement look like? What should we consider when drafting it?**

- I think the vision statement needs to be simple and easily understood by those not deeply involved in traffic safety initiatives. It should be focused on the main, overarching goal of the plan. In developing the plan, I think you should consider weighing a vision statement that is aspirational with how realistic it is to achieve.
- Today. Outcome Zero. "Getting Moms and Dads, Boys and Girls, Friends and Family home safe today and every day "
- Users/ travelers are safe and feel safe on and around the transportation system

**What do you like/dislike about the vision from the 2021 TSAP?**

- I like that it clearly states a goal and the timeframe for achieving that goal.
- Reduce/ prevent crashes
- Like that it is zero
- Short and focused. But it could be more focused or have interim goals (by date) and goals by select areas (older, youth)

**Should ODOT maintain a "Vision Zero" target of zero traffic fatalities by a certain year?**



**If you said "yes," what year should the zero target be set for? Why? If you said "no," why should ODOT not set a year-based target?**

- 2050 as this aligns with the Oregon Transportation Plan.
- Add "Outcome Zero"
- The vision of zero should be everyday. Not some day in the future.
- Needs to be aggressive to set context for action. 2050 seems far too distant to be able to wrap around.



**Some states set two goals: a mid-term goal of zero fatalities and an interim goal of decreasing traffic fatalities by a certain percentage. Should ODOT consider this approach for the TSAP?**

**Yes (3)**

**No (1)**

## Other Comments Received

Additionally, Tyler Deke provided the following feedback after the meeting:

- 1) 2026 TSAP goals. I support having a hybrid goal. The example listed is a 50% reduction by 2035 and 100% reduction by 2050. I would support a higher interim goal (maybe 60% or 70% by 2035). The 80/20 rule may apply here – reducing the final 20% (or 30%) could be quite challenging.
- 2) Guiding Principle 6: Invest strategically. In one of the breakout groups, we discussed potentially focusing resources on high crash corridors. That idea would be supported in Central Oregon. The following information is copied from a local news source:

### 2018-2022 Crash Data

- a. US97: 97 fatalities (3,461 total crashes)
  - b. US101: 121 fatalities (6,034 total crashes)
  - c. I-5: 114 fatalities (13,592 total crashes)
- 3) Safer Land Use Planning.
    - a. Implementation of the CFEC requirements will lead to changes in land use density and land use mixing in the state's 8 metro areas. Those will also see significant expansions of the transit, bicycle and pedestrian networks. The combination of land use and transportation changes should reduce transportation crashes.
    - b. What influence can ODOT really have here? Particularly in a short-term plan like the TSAP? Land use change is a long-term process, and rules are already in place to push change (CFEC, TPR, etc.)
  - 4) Emphasis areas and tiering. I generally support proposed tiers. Below are a few comments.
    - a. The plan should discuss how resources will be allocated to tier 1 and tier 2. I assume most resources will go to tier 1?

- b. I support aging drivers being in tier 1. Data was released earlier this year showing that Oregon now has more residents over 65 than people under 18. That trend is expected to accelerate, leading to higher percentages of older road users.
- c. I also support alcohol/drugs in tier 1. Statewide, I believe Deschutes County has seen the largest increase of crashes involving drugs AND alcohol.
- d. Of the tier 2 emphasis areas, I think distracted driving should receive the most focus. Opportunities for distraction seem to be increasing: 1) most (all?) newer cars have interactive screens, and 2) phone use while driving seems ubiquitous.
- e. Tier 2. Commercial motor vehicle involved crashes may also warrant some focus. Do most commercial vehicle crashes include passenger vehicles? If so, is there a high rate of serious injuries and/or deaths? Some recent federal regulatory changes (loosening of driving hour limits? Eliminating rule requiring use of speed limiters? English comprehension removing some drivers from the road?) could lead to more truck involved crashes.