



Transportation Safety Action Plan (TSAP) Steering Committee Meeting #2

July 31, 2025

A worker in a red safety suit and hard hat stands on a blue lift bucket, working on a steel bridge structure. The background is a dense forest of evergreen trees. The scene is dimly lit, suggesting dusk or dawn.

Welcome, Roll Call and Opening Remarks

A worker in a red safety suit and hard hat is positioned on a blue aerial lift bucket, working on a steel bridge structure. The background is a dense forest of evergreen trees. The scene is dimly lit, suggesting dusk or dawn. The text "Objectives and Agenda" is overlaid in white on the center of the image.

Objectives and Agenda

Meeting Objectives

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

Steering Committee Agenda

1:00	Welcome, Roll Call and Agenda Review
1:10	ODOT Legislative Update
1:15	Public Comment
1:25	Presentation: TSAP Vision, Goal and Guiding Principles
1:40	Presentation: Prosocial Traffic Safety Culture
1:55	Presentation: Emphasis Area Approach
2:05	Instructions for Breakout Rooms
2:10	Breakout Session 1
2:30	Breakout Session 2
2:50	Report Out
2:55	Next Steps
3:00	Adjourn

Meeting Schedule



What We've Heard So Far

From Steering Committee #1, Partners Workshop, Interviews

- Requests for further study:
 - Crashes involving people experiencing homelessness
 - 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)

A worker in a blue safety suit and hard hat is positioned on a blue lift bucket, working on a steel bridge structure. The background is a dense forest of evergreen trees. The entire image has a dark blue overlay.

ODOT Legislative Update

A worker in a red safety suit and hard hat is positioned on a blue lift bucket, working on a steel bridge structure. The background is a dense forest of evergreen trees. The scene is dimly lit, suggesting dusk or dawn. The text "Public Comment" is overlaid in white on the center of the image.

Public Comment

Public Comment

Format

- 2 minutes per speaker
- 10 minutes for public comment

Public Comment

Written Comment Themes

- Separated bike and pedestrian paths
- Bicyclist regulations: helmets, front/rear flashing lights
- Speeding, especially near schools: officer and camera enforcement
- Encourage more transit use
- Limit large trucks during peak traffic times
- Improve roadway surface maintenance
- Oversize loads: require certified escort, amber lights



TSAP Vision, Goal and Guiding Principles

-

Alignment with Oregon Transportation Plan

TSAP Vision

- 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."
- 2026 TSAP Vision Options
 1. Maintain previous goal: Zero by 2035
 2. Move the date: Zero by 2050
 3. Cut in half by 2035. Zero by 2050.
 4. Reduce by X% per year.

Oregon TSAP Vision Questionnaire



<https://forms.office.com/r/3gRVBBFx8e>

TSAP Goal Statement

OTP Safety Goal Statement

6.5 Safety



Goals
(What/Who)

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

For alignment, this becomes the 2026 TSAP goal, too.

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 Add Safer Land Use Planning as a 6th element	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

GP1: Consider safety, equity and climate impacts in decision making - safety takes priority

- All people can get where they need and want to go safely.
- User needs and facility design are aligned based on the context of the surrounding built environment.
- **Emphasizes safety** over comfort or speed
- Enable technological solutions to mitigate effects of distracted driving and other safety challenges.
- **No loss of life is acceptable**, and efforts are focused on saving lives and preventing serious injuries

From the OTP



Equity in the OTP

"Transportation decisions have disproportionately impacted certain communities and populations, leading to disparities in access to and the safety of the transportation system.

These decisions have also affected neighborhoods, economic development, and air quality for generations. The OTP identifies these issues and sheds light on the need to address disparities."

Safety, Equity, and Climate

SAFETY

Topics

Policy / Strategy Summary

Resolving conflicts between goals

Favor safety solutions that do not increase vehicle emissions or negatively impact mobility. When solutions are identified that can save lives but may conflict with these goals, safety takes precedence.

Safety and equity

Address disproportionate safety risks for people who walk, roll, or bike, and low income, Tribal, and black, indigenous, and people of color (BIPOC) community members. Recognize bias in enforcement and implement equitable practices. Develop safety equity metrics.

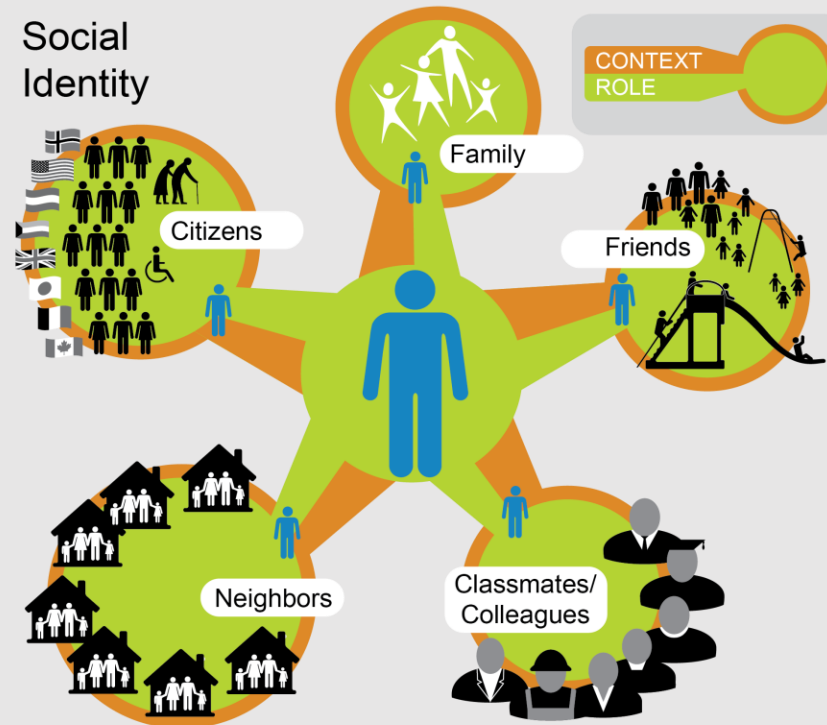
GP2: Incorporate a Safe System Approach



From the OTP

"...holistic view of the road system that first anticipates human mistakes and second keeps impact energy on the human body at tolerable levels."

GP3: Promote traffic safety culture



From the 2021 TSAP

Goal: Transform public attitudes to recognize that all transportation system users have responsibility for other people's safety in addition to their own safety while using the transportation system.

GP4: Provide transportation systems that are safe and secure

- Minimize risk of personal harm to:
 - People using outdoor transportation facilities in the public realm
 - Vulnerable people by providing personal security measures
- Make public transportation safe and free of violence.
 - Ability to ride transit without having to worry about one's physical safety, or being threatened or harassed.

From the OTP

SA.2: Provide transportation systems and facilities that are safe and secure for people to use, maintain, and operate.

GP5: Leverage data and technology

- Make strategic investments to support safety improvements
- Deploy and promote emerging technologies that support safety
- Support integration and linkage of data sources hosting safety-relevant data
- Support a managed approach to the adoption and safe use of connected and automated vehicles.

Examples

- EMS, hospital, crash data linkage
- Improved problem Identification
- Emergency management innovations
- CAV policies
- Intelligent speed assistance/limiters

GP6: Invest Strategically

OTP INVESTMENT FRAMEWORK: SAFETY-RELATED ELEMENTS

- 1. Top Tier** addresses fatalities and serious injuries, adds critical bikeway and walkway connections, and maintains current public transportation service levels.
- 2. Second Tier** addresses contributing factors to reduce severity, completes an active transportation network, and improves the efficiency of current systems (public transportation, infrastructure)
- 3. Third Tier** increases users' sense of safety and comfort, expands public transportation, and adds new transportation facilities.

A worker in a red safety suit and hard hat stands on a blue lift bucket, working on a steel bridge structure. The background is a dense forest of evergreen trees. The scene is dimly lit, suggesting dusk or dawn.

Prosocial Traffic Safety Culture

Prosocial Traffic Safety Culture

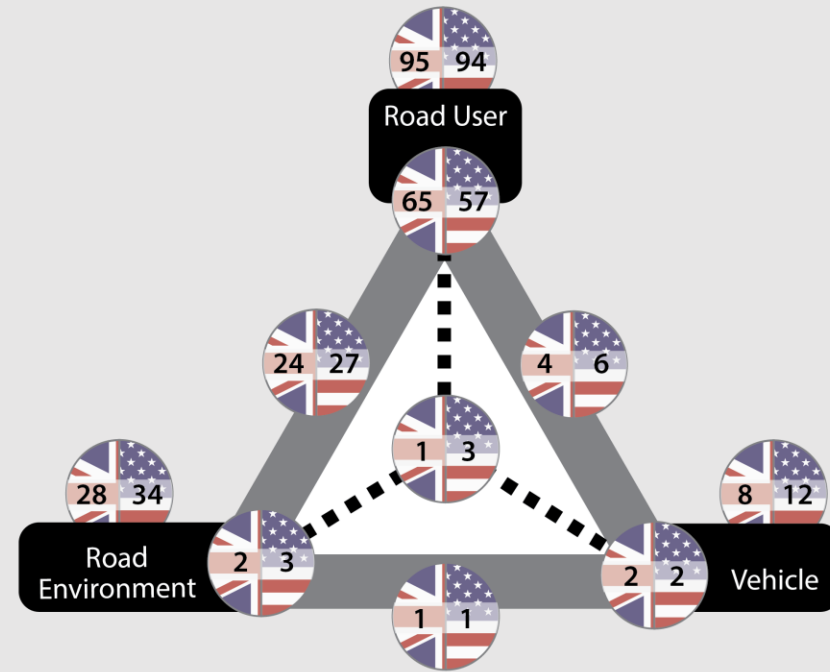
Dr. Nicholas Ward



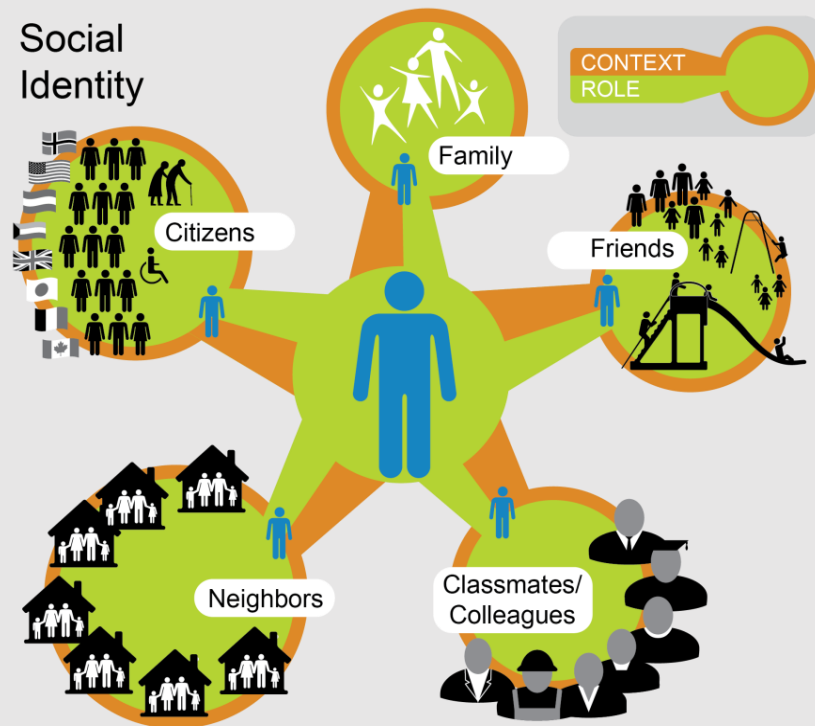
Safe System Solutions
CULTURE CHANGE FOR SAFER SYSTEMS

Why? – Change Behavior

- Most crashes are “caused” by road user behavior.
- Many of these behaviors are deliberate:
 - Willful
 - Intentional
- Our choices are influenced by our social environment (culture).
- We need a social environment that motivates and sustains safe behavior.



What? – Definition



Traffic safety culture refers to the **shared** “belief system” that identifies a **bonded** group of people and influences their behaviors that affect **traffic safety**.

Who? – Whose Behavior



So, what is Prosocial Traffic Safety Culture? (P-TSC)

SAFETY CITIZENSHIP

“**Safety Citizenship**” comes from the domain of industrial safety and refers to employee behaviors (outside their defined job roles) that support safety programs and encourage everyone to be safe.

Discretionary

not mandated by “formal” role.

Proactive

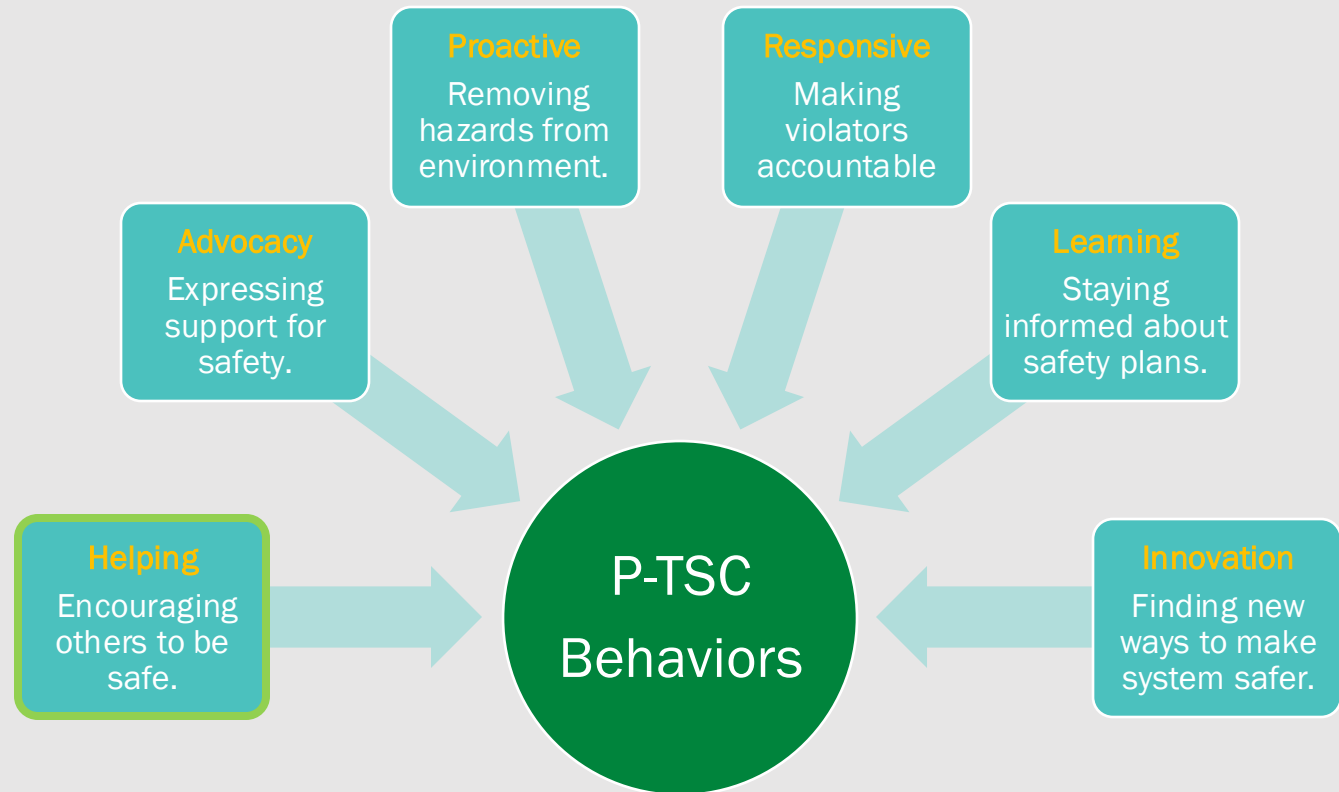
behaviors that reduces future harm.

Prosocial

motivated by safety for others.

Advocacy

promotes shared safety goal (system).



Adapted from “Safety Citizenship Behavior (SCB)
(Hoffman, Morgeson, & Gerras, 2003)

How? – Strategies

Criteria	Definition
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 <u>social</u> 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.

What we know ...

- There is precedent for prosocial behavior ("helping" such as intervening).
- Most people have a favorable view of helping.
- The **perception** that most people do help is the most significant predictor of helping behavior.
- A person's sense of comfort (permission) and confidence (skill) in helping also matters.
- Those who help are more likely to do so with individuals who are socially closer to them.
- How can we extend helping toward strangers?



A worker in a red safety suit is positioned on a blue lift bucket, working on a steel bridge structure. The background is a dense forest of evergreen trees. The scene is dimly lit, suggesting dusk or dawn. The text "Emphasis Area Approach" is overlaid in white on the center of the image.

Emphasis Area Approach

OTP Investment Framework

1. Top Tier

- Fatalities and serious injuries
- Critical bikeways/walkways
- Maintain public transportation

2. Second Tier

- Contributing factors to reduce severity
- Active transportation network
- Improve systems

3. Third Tier

- Increase users' sense of safety and comfort
- Expansion

Emphasis Areas: Crash History Findings

Highest Proportion

1. Roadway Departure 39%
2. Intersections 38%
3. Speed-related 25%
4. Aging Drivers 24%
5. Alcohol / Other Drugs 23%

Highest Increases (2014-18 to 2019-23)

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%)

Recommended Top Tier Emphasis Areas

- Roadway Departure
- Intersections
- Speed-related
- Alcohol and/or Other Drugs
- Aging Drivers (65+)
- *Pedestrians and Bicyclists**

Recommended Second Tier Emphasis Areas

- Young Drivers (15-20)
- Unrestrained Occupants
- Distracted Drivers
- Commercial Motor Vehicles
- *Motorcycles**
- *Work Zones**
- *School Bus / School Zone**

A worker in a red safety suit is positioned on a blue lift bucket, working on a steel bridge structure. The background is a dense forest of evergreen trees. The scene is dimly lit, suggesting dusk or dawn. The text "Breakout Discussions" is overlaid in white on the center of the image.

Breakout Discussions

Instructions

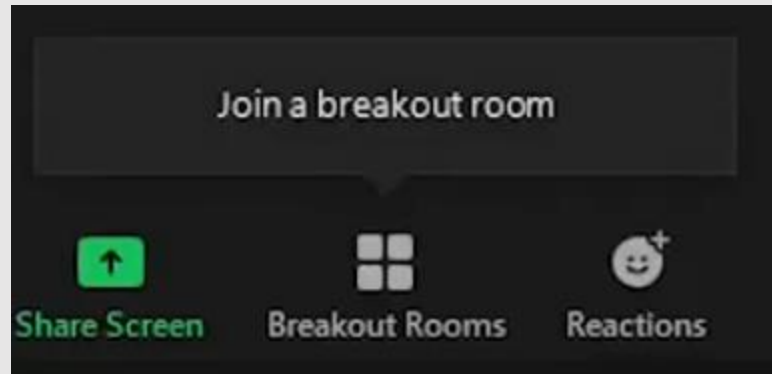
- **3** breakout room options (you will choose 2):
 - Vision and Guiding Principles
 - Prosocial Traffic Safety Culture
 - TSAP Emphasis Areas Approach
- **2** breakout sessions
 - 2:10-2:30
 - 2:30-2:50
 - *You will attend 2 breakout sessions*
- Members of the public will have a separate discussion room

In the Breakout Rooms

- Discuss your reaction to the presentations.
- Raise questions/comments.
- Respond to discussion questions from your room facilitator.

Instructions

- In a moment, you can click “Breakout Rooms” in the Zoom toolbar to select your room for the first session.



A worker in a red safety suit and hard hat is positioned on a blue aerial lift bucket, working on a steel bridge structure. The background is a dense forest of evergreen trees. The scene is dimly lit, suggesting dusk or dawn. The text "Report Out" is overlaid in white in the center of the image.

Report Out

A worker wearing a bright red safety suit and a hard hat is positioned on a blue aerial lift bucket. The worker is facing away from the camera, working on a large steel truss bridge structure. The background consists of a dense forest of evergreen trees. The entire image has a dark blue overlay.

Next Steps

What the PMT Will be Doing in the Meantime

Partner Interviews

Survey

- More on the next slide!

Partner Engagement

- External Partner Virtual Meeting – August 21, 9am
- Partners Workshop – August/September

Steering Committee

- Details on next meeting will be provided soon

Reminder: Survey Open

- **Closes August 31.**
- Open to those involved in the transportation industry through work, policy, enforcement or advocacy.
- Includes questions on safety actions and implementation across Oregon.

Take the Transportation Professional Survey



<https://rebrand.ly/ODOT25-TSAP-eng>

Realice la encuesta para profesionales del transporte



<https://rebrand.ly/ODOT25-TSAP-esp>

A worker in a red safety suit and hard hat is positioned on a blue aerial lift bucket, working on a steel bridge structure. The background is a dense forest of evergreen trees. The scene is dimly lit, suggesting dusk or dawn. The text "Thank You!" is overlaid in white in the center of the image.

Thank You!