



Vision Zero Task Force Meeting 1 Summary – DRAFT

Thursday, September 10, 2015, 9:30 – 11:30 a.m.
Portland City Hall, 1221 SW 4th Ave, Lovejoy Room

Next meeting:

Thursday, November 3, 2015, 9:30 – 11:30 a.m.
Portland City Hall, 1221 SW 4th Ave, Rose Room

Committee members present:

Kelly Brooks, *ODOT Region 1*
Jae P. Douglas, *Multnomah County Health Department*
Tom Kloster, *Metro*
Lake McTighe, *Metro* (alternate for Tom)
Leo Krick, *Portland Fire & Rescue*
Alan Lehto, *TriMet*
Steven A. Todd, *Multnomah County Courthouse*
Tony DeFalco, *Verde / Living Cully*
Kristi Finney Dunn, *Families for Safe Streets*
(working title)
JoAnn Herrigel, *Elders in Action*
Duncan Hwang, *Asian Pacific American Network of Oregon*

Anne Marie King, *Disability Rights Oregon*
Khanh Le, *Oregon AFSCME*
Noel Mickelberry, *Oregon Walks*
Chris Monsere, *TREC Research*
Michael Morrison, *Legacy Emanuel Trauma Services*
Stephanie Noll, *Bicycle Transportation Alliance*
Vivian Satterfield, *OPAL Environmental Justice Oregon*
Kari Schlosshauer, *Safe Routes to School National Partnership / Bicycle Advisory Committee*
Bandana Shrestha, *AARP*

Committee members absent:

Kelli Sheffer, *Portland Police Bureau*
Roger Averbeck, *Pedestrian Advisory Committee*
Marie Dodds, *AAA*
Jana Jarvis, *Oregon Trucking Association*

Members of the public present:

none

Project staff present:

Maurice Henderson, *Assistant Director, PBOT*
Art Pearce, *Planning, Projects and Policy Group Manager, PBOT*
Margi Bradway, *Safety & Active Transport Division Manager, PBOT*
Gabe Graff, *Operations & Safety Manager, PBOT*
Clay Veka, *Program Manager, PBOT*
Matt Ferris-Smith, *Hatfield Fellow, PBOT*
Timur Ender, *Commissioner Novick's Office*

Project team consultants present:

Catherine Ciarlo, *CH2M Hill*

WELCOME AND OPENING REMARKS

Margi Bradway, Portland Bureau of Transportation's (PBOT) Safety & Active Transportation Division Manager, welcomed committee members and introduced Vision Zero staff. PBOT Assistant Director, Maurice Henderson, spoke about the importance of the Task Force's work for the City of Portland, PBOT, Transportation Director Leah Treat and for himself personally. Catherine Ciarlo, facilitator, asked participants in the room to introduce themselves and say something about their expectations for the committee.

Catherine noted the critical role that partnerships will play in creating and implementing a Vision Zero Action Plan. At a high level, the committee will steward the plan, bring ideas forward, and ensure that implementation represents a broad diversity of viewpoints.

VISION ZERO PRESENTATION

Gabe Graff, PBOT Safety & Operations Manager, gave an introductory [Vision Zero presentation](#) that highlighted:

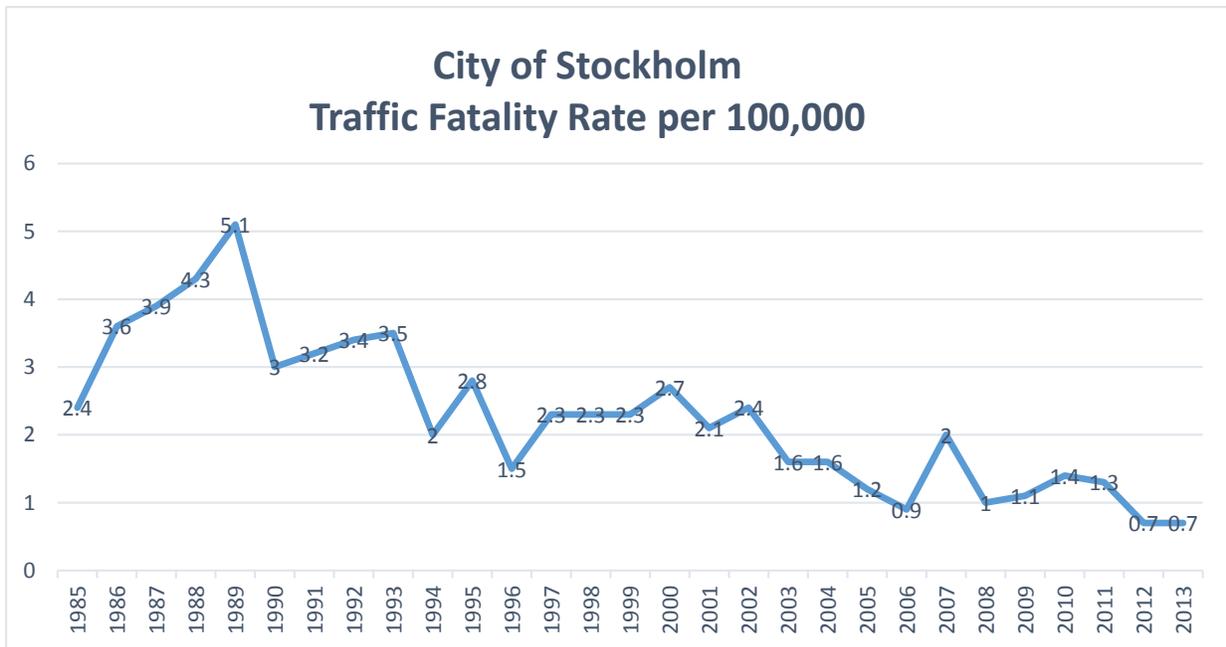
- Vision Zero in Portland, including traffic fatality and crash trends
- Vision Zero in other places, including how it has been implemented
- Citywide impact of Portland's Vision Zero Action Plan

Through systemic change and collaboration, Vision Zero seeks to eliminate traffic fatalities and serious injuries. Sweden developed Vision Zero and has aggressively pursued the goal of zero fatalities and serious injuries. In Portland, traffic fatality data shows, from 1996 to 2014, a reduction in motor vehicle deaths, but little change in traffic fatalities for pedestrians, bicyclists, and motorcyclists.

The *2012 Metro State of Safety Report* identified that most serious crashes occur on arterial (4- and 5-lane) roadways. Intoxicants, speeding, and aggressive driving are major contributing factors to fatal crashes.

Question: In Stockholm, how have traffic fatalities changed since Sweden adopted Vision Zero in 1997?

Response: The Project Team did not have this information available at the meeting, but has since developed the following chart.



Source: Road traffic injuries 2013, <http://www.trafa.se/en/Statistics/Road-traffic/Road-traffic-injuries/>

Several cities in the U.S. have adopted Vision Zero; three of which are New York City, San Francisco and Seattle. In New York City, Vision Zero has been a top priority of Mayor De Blasio and, because of his leadership, many City departments are responsible for implementing Vision Zero safety actions. San Francisco adopted Vision Zero more recently; the effort grew out of advocacy group efforts, which were subsequently taken up by public health officials, Police, and later embraced by Mayor Lee. Seattle's Vision Zero plan, announced in February, is similar to *PBOT's Portland Progress: A 2-Year Workplan*, as it is fairly focused on transportation and police actions.

In Portland, the *2015 Portland Progress* plan provides specific actions, including Vision Zero actions, for PBOT to achieve in a two-year time frame. In contrast, the Vision Zero Action Plan will be a citywide, multi-agency, multi-jurisdictional effort to identify actions that can be implemented by agencies and organizations throughout the city and region.

Question: Of all the cities you have highlighted, Portland is the only one that does not have a goal date for Vision Zero, can we set one?

Response: Determining whether or not to set a goal date will be part of today's discussion and informed by this Task Force.

ROLE OF THE COMMITTEE AND MEETING GUIDELINES

Catherine introduced the next topic: Committee Roles and Responsibilities, as outlined in the [Task Force Charter](#).

Task Force members agreed with the **Roles and Responsibilities** as put forth in the charter and listed here:

- Attend five meetings, September 2015 through August 2016, as outlined below. If a member cannot attend a meeting s/he may invite an alternate to attend.
- Review information before meetings.
- Express concerns, issues and perspectives clearly, honestly and early in the process.
- Act as a liaison to their organizations or agencies.
- Speak about the project to the media and stakeholders in ways that are supportive of the group process.
- Follow the Meeting Guidelines as identified below.

In addition to the Task Force are two other committees: the Executive Committee that will provide high-level leadership, and the Technical Advisory Committee that will focus on specific, technical questions.

Question: Will our group feed information to the Executive Committee or do we work in parallel?

Response: The Executive Committee will meet at the end of the planning effort to look at the action plan. The Executive Committee may also meet in February to be briefed on the Vision Zero Action Plan efforts and to identify opportunities to address Vision Zero during the 2016 legislative session.

Question: Can we voluntarily participate between meetings? We may not have enough time during meetings.

Response: Yes, you can email each other and we will send out materials for review and comment between meetings. We may create a subgroup or subcommittee to have more opportunity to work through specific issues. With the short timeline and limited staff and consultant time, our attention will be on making sure you get enough information to participate in a meaningful way.

Question: Can we look at plans from other cities?

Response: Yes, we're passing plans out now from [Seattle](#), [San Francisco](#) and [New York](#).

Next Catherine shared the **meeting guidelines**:

- Listen carefully and speak honestly.
- Respect the views of others.
- Keep an open perspective.
- Critique issues, not people or organizations.
- Allow everyone to speak without dominating the conversation; share the air.
- Take responsibility for the success of the meeting.
- Listen and consider both community and citywide concerns.
- Start and end meetings on time.

- Seek to provide solutions for issues or concerns that are raised.

Task Force members agreed to these and asked to add another guideline, "Bring up issues or concerns early." PBOT has updated the charter online to reflect this addition.

Catherine described the decision-making cards that Task Force members will use when agreement is sought from the committee members. Individual Task Force members will hold up: green-yes cards to indicate agreement, yellow-maybe cards to indicate a question or a potential to get to "green" if some issues are addressed, and a red-no card to indicate that getting to agreement is unlikely. Also, to request the opportunity to speak, Task Force members should stand their name tents on end.

Question: We have a quarterly meeting that some people in this room attend, the Traffic Safety Coordination Council. It advises the City on ongoing safety efforts and we use the meeting to coordinate education and outreach campaigns, and to offer advice on projects. How will this Task Force coordinate with the Coordination Council and other safety committees?

Response: This Task Force will work with existing committees (including the Traffic Safety Coordination Council and modal committees), but is also charged with creating a forward-looking multi-agency safety action plan and holding partners accountable to that plan.

Question: Can we integrate this process with outside parties so that we don't go through a year-long planning process just to hit a wall of opposition?

Response: Yes, and there are a couple of ways that we plan to do so:

- Task Force members are asked to take discussions from our meetings back to your organizations to share and get additional direction;
- The action planning process includes a public outreach period in summer 2016 to share the draft actions with community members, and it includes a focus on reaching lower-income communities and communities of color;
- Task Force meetings are open to the public, we invite anyone to attend.

In addition, we welcome your ideas on other ways to engage with community members, understanding the limitations of staff time.

During discussion of the **public comment** section of the charter, Task Force members agreed that the full 10 minutes allocated to the public comment period on each agenda could be taken by a single participant if there were no others wanting to speak during that time.

Task Force members agreed with the **decision-making** process as outlined in the charter.

VISION STATEMENT AND DESIRED ACTIONS

Clay Veka, Vision Zero Action Plan program manager, introduced the next activity: Breaking into small groups and discussing ideas for a vision statement for Portland's Vision Zero initiative.

Some elements to consider in developing a vision statement are that it is: concise, clear, future-oriented, stable, challenging, and inspiring. Clay reviewed [Vision Zero vision statements from other jurisdictions](#), including New York, San Francisco and Seattle, as well as ODOT's Draft Safety Action Plan draft vision statement.

In identifying elements to include in a vision statement for Portland, groups may want to consider: Should we set an end date? What is our end goal? Should we be brief or include extra elements?

Comment: There is a difference between serious injuries and deaths. Because of safer vehicle designs and faster emergency response times, the same behavior and road conditions may lead to a serious injury today, whereas in the past it would have resulted in a death. The dropping number of fatalities is positive, but we have to look at whether or not serious injuries have been increasing during that same period. If they are, the progress can be misleading. We need to prioritize what we will focus on. It is easier to measure deaths than injuries because of the way we measure them.

Response: Up to this point, Vision Zero efforts have focused on fatalities and serious injuries, as opposed to all injuries.

Comment: I don't like the term "life changing" injuries. Every injury is life changing. We should stick with the term "serious injury."

EXERCISE: Members broke out into four small groups (5-6 people). Each group drafted key elements to include in a vision statement and identifies priorities or actions to be included in the Action Plan.

During the Report Back, each group shared **three key elements of a vision statement. Ideas included:**

- 10-year goal (2015 or 2016 as start)
- A value statement – why this is important
- Identify "who" – recognize disproportionate impact on certain communities

- Before we talk about other actions, all Portlanders need equal infrastructure access (streets, sidewalks, etc) – we need to build out infrastructure in areas of the city with low-income communities and communities of color
- Data is important but it should be meaningful; equity should be a weighting factor in infrastructure investments
- Disagreement within the group: some want to see more emphasis on education and safety laws, others do not want this to be the emphasis

- Protection of the most vulnerable groups -- cyclists and pedestrians
- Eliminate deaths and serious injuries

- Make it concise so we can rattle it off quickly, liked the ODOT vision statement
- Make sure that equity is called out
- Data and the missing pieces of information—include the lived experience, make sure it is collected and has weight
- Talking about the human focus, the people focus—not just crashes, but people and livability

During the Report Back, each group also shared several **priorities or actions the Plan should include**:

- Reduce speeds
- Enforcement and education—both users and public
- Go to where the problem is
- Speed is number one issue
- Post mortem of every fatal crash, so there is better information about how crashes occurred
- More transportation funding focused on safety
- Education -- make it more targeted; identify strategies to address drunk driving
- We are mixed on enforcement because of equity concerns—how that would roll out. Issue: we live in a state that hasn't given respect to undocumented people. Focus should be on investing in under-invested communities
- Enforcement is a double-edged sword, we have concerns about racial profiling
- Human behavior, culture change; make targeted investments in culture change
- Look at both design and education and how we're investing in places to make sure they are safe
- We talked about injuries and what is measurable—getting back to data. Data driven and how we define injuries and how we're going to reach that goal. Regardless of injury level: every injury is an opportunity for us to learn. We should take advantage of that. Gather that information however possible, e.g. have people email us so we get that info

For a full list of group comments, see page 9.

WRAP-UP: THEMES AND A GOAL DATE

Across groups, there is an emphasis on:

- Reducing vehicle speeds
- Data and data collection
- Equity
- Infrastructure investment

Most groups mentioned education and enforcement, with the caveat/objection that we must understand the profiling applications and ensure equal application. There was also subtext of drunk driving.

Catherine posed a question for the group: What about a date? If you DO NOT think a date by which we aim to reach zero belongs in Vision Statement, please raise your hand and comment.

Comment: If the plan doesn't include a regulatory hammer, then a 10-year goal doesn't work for me.

Comment: I agree with a date. I just think 10 years is too ambitious. It's valid to have a goal. But we may not be taken seriously if it's 10 years. I'd like to look at the chart again: what would the stats be if current trends continued for 10 years out?

Comment: Our group feels that the date should be "stretch goal" because it should be challenging. If it's easy to do it, we should cut the timeline in half.

Response: The project team will look at additional written feedback submitted from each group in consideration of setting a date.

Comment: We should include placing responsibility on design, too. Not just enforcement and education. Shift responsibility to recognize that humans make errors.

Comment: Focus should include speed and alcohol, as discussed, and also distracted driving.

SUMMARY RESPONSES TO GROUP EXERCISE -- Action Plan Outcomes & Vision Statement

As a group, draft key elements you recommend to be included in the vision statement for the Vision Zero Action Plan.

- Who? Not only who works to solve the problem, but who is impacted. Recognize disproportionate impact on low income, communities of color, pedestrians, East Portland.
- How? Human behavior, culture change (safety first), targeted investment and design, collaboration.
- Eliminate deaths and eliminate or substantially reduce serious injuries.
- Prioritize protection of vulnerable road users.
- Keep goal to one or two sentences.
- Citywide 10-year goal. Set a date (that is near) only if we mean it
- All streets matter. Should not be limited to high traffic streets.
- Commitment to equity. Ensure that all Portlanders benefit.
- Data focus, including missing information
- Human-focus of crashes. "All roadway users." These are not just "crashes," they are people.
- Value statement

As a group, identify six actions or priorities you would like considered in the Vision Zero Action Plan. If possible, include areas in which group members and associated organizations/fields could contribute.

- Conduct a post mortem of every fatal crash
- Reduce speed: fixed speed cameras and lower speed limits
- Transportation package funding focused on safety. Safety first in funding decisions and in design (over traffic/mobility priority).
- Enforcement, but with the caveat that enforcement brings equity and justice concerns. "Humans make errors": shift responsibility to design and limiting speeds.
- Education: both at city level and at DMV. Education about enforcement and responsibility, to public and specific groups
- Increase separation of users
- Data collection, what triggers it, capture missing information / non-serious crashes. Don't be held back by incomplete data.
- All E's (5) and all modes
- Livable streets for people of all ages and abilities
- Racial equity / historical inequities

What is your group most excited about with this effort? Most concerned about?

- Excited about making streets safer for walking and biking. Concerned about equity in how dollars are spent and where they are spent.

SUMMARY OF STICKY NOTE IDEAS

During the course of the Task Force meeting, members were invited to jot Vision Zero ideas on yellow stickies and post them on Vision Zero posters around the room. The ideas that were shared are all listed below and categorized into three themes, plus other.

Action items

- Work to get establishments that serve alcohol on board with promoting safe transportation. Maybe they can offer transportation options. Maybe they can offer to start serving non-alcoholic drinks an hour before customers plan to leave. Bars can “sell” their position that they care for their patrons’ health and safety.
- DMV video education and testing at driver’s license re-certifications (the video could be watched at home). Educate about new and existing laws, include actual examples of why safety is crucial and personal.
- PSAs, banners, billboards, etc. with actual victims—not just “Hang up and drive” but that coupled with *why*. Such as a picture of someone affected by the specific behavior/issue.
- Speed reduction plus separation of modes in higher speed areas.
- Keys to success: must focus on investing dollars in low-income and people-of-color communities
- Actions: 1. Complete sidewalks in Cully on arterials; 2. Complete sidewalks in East Portland on arterials
- Focus on safety regardless of mode choice.
- City should issue a press release every time a pedestrian or cyclist is killed in Portland. Need to build awareness of problem to help get consensus on solutions.
- Shine spotlight on traffic engineering decision-making.
- Need to go where the problem is. Focus on racial and geographic equity.

The process

- Representatives in this group from: education (school districts, higher education) and business (large employers and/or associations).
- Build in bathroom breaks to meetings.
- Get meeting packets out at least a week ahead of meetings.
- Can we include in the process open public sessions in the community to get input on ideas? To include voices not at the table.
- Missing piece: tribal perspective
- Good that you are using Design + Culture Lab!

Vision statement

- Vision statement: Vision Zero is *zero* differences between sidewalks, street and transit infrastructure in low-income communities and communities of color and high-income communities and white communities.
- Vision statement should include: date; collaborative; focus on vulnerable road users; design acknowledges that people will always make mistakes; includes death and serious injury; equity equals zero disparities.

- Vision Zero includes zero disparities.

Other

- How do we define “serious injury?”
- Focus is on fatalities but is there data on serious injuries? Many have their lives altered.
- Lived experience should be as important as data. You often don’t have data until bad things happen.
- Track technology: what if we have driverless cars in 10 years? How might unexpected events impact the work?

DRAFT