



Vision Zero Task Force Meeting 3 Summary

Thursday, February 25, 2016, 9:30 a.m. – noon
Portland Building, 1120 SW 5th Ave, 2nd Floor, Conference Room C

Next meeting: May 12, 9:30 a.m. – noon, same location

Committee members present:

Andrew Plambeck (for Kelly Brooks, *ODOT Region 1*)
Marie Dodds, *AAA*
Jae P. Douglas, *Multnomah County Health*
Roberta Hunte, *Portland State University*
Jana Jarvis, *Oregon Trucking Association*
Tom Kloster, *Metro*
Laurent Picard (for Leo Krick, *Portland Fire & Rescue*)
Alan Lehto, *TriMet*
Steven A. Todd, *Multnomah County Courthouse*
Kristi Finney-Dunn, *Families for Safe Streets*
JoAnn Herrigel, *Elders in Action*
Duncan Hwang, *Asian Pacific American Network OR*
Anne Marie King, *Disability Rights Oregon*
Leah Treat, *PBOT*
Noel Mickelberry, *Oregon Walks*
Chris Monsere, *TREC Research*
Michael Morrison, *Legacy Emanuel Trauma*
Stephanie Noll, *Bicycle Transportation Alliance*
Vivian Satterfield, *OPAL Environmental Justice Oregon*
Kari Schlosshauer, *SRTS National Partnership / Bicycle Advisory Committee*
Bandana Shrestha, *AARP*
Kelli Sheffer, *Portland Police Bureau*
Roger Averbek, *Pedestrian Advisory Committee*

Others present:

Jonathan Maus, *BikePortland.org*
Don Baack, *SW Trails*
Lake McTighe, *Metro (Task Force alternate)*

PBOT project staff present:

Margi Bradway, *Active Transp. Manager*
Gabe Graff, *Operations & Safety Manager*
Zan Gibbs, *Management Analyst*
Maurice Henderson, *Assistant Director*
Clay Veka, *Program Manager*
Matt Ferris-Smith, *Hatfield Fellow*

Consultants present:

Catherine Ciarlo, *CH2M Hill*
Scott Mansur, *DKS*
Joy Alise Davis, *Design+Culture Lab*

WELCOME, INTRODUCTIONS AND AGENDA REVIEW

Leah Treat opened the third Vision Zero Task Force meeting. She welcomed one of two new Task Force members, Dr. Roberta Hunte, Assistant Professor at PSU. And she expressed appreciation for the many ways that Task Force members have helped to shape the Vision Zero recommended actions over the last couple of months.

GUIDING PRINCIPLES

Catherine Ciarlo reviewed the adopted Vision Zero vision statement and the proposed guiding principles. Tenets of the guiding principle state that Portland's Vision Zero Action Plan will be equitable, data-driven and accountable.

By unanimous consent, all members present approved the revised guiding principles.

PUBLIC INVOLVEMENT

Joy Alise Davis described how project staff will help the broader public get involved in creating the Vision Zero Action Plan. The emphasis will be on reaching people in communities of concern and along the high crash network. In addition to an open house that PBOT will organize, there will be non-traditional involvement that allow people to engage in creative, convenient and comfortable ways where they are at.

One or two pop-up activities will take place on the street, with quick interactions to learn about people's priorities around road safety and share information about Vision Zero. Activities can be inexpensive and help people to see themselves within the plan. Through pop-ups, we aim to touch people who are not already connected to Vision Zero or street safety.

Comments:

- Should look at bus stops as an opportunity. Ask: what was hardest part about reaching this bus stop for you?
- How will you reach various modal groups? Pop-ups would be mostly people walking.
Response: We can engage people biking or driving when stopped at traffic lights or as they are parking. We can engage people waiting at transit stops, as well as people walking. In addition, we will be providing updates to the modal committees.
- We need to continue to engage people throughout the process. Not just this spring, but over the next couple of years to ensure the community takes ownership of the plan
- We need to reach people driving. Drivers are the key here and I'm not seeing these methods as reaching them.
Response: During Census in Washington DC, we engaged people when they were in their cars when dropping their kids off at school. This is a way to help people fit engagement into their day.

Response: Our communications will focus on all road users and your ideas for how to do this are appreciated.

- Should also engage with drivers at gas stations. They are the “transit stops” of drivers.
- May want to ask people what behaviors they engage in when traveling other modes. Reaching people while they are traveling in one mode may still affect their behavior when they use other modes.
- What about people with young children and people who don’t speak English?
Staff response: We would like to accommodate people with children through child care and train interpreters to talk about Vision Zero.
- Where will personalization come into open houses? How will you reach the people’s hearts?
Staff response: We will share stories of traffic victims at the open house. We could also do listening sessions or breakout groups at the open house to allow people to share their stories.
- We have had success using sandwich boards and banners outside fire stations. Good way to build awareness and start conversations. Get firefighters on board with Vision Zero and talking about these issues.

The Project team is working to bring the executive committee back together this spring and will keep Task Force members posted.

PROPOSED FOUR FOCUS AREAS

Gabe Graff shared revised infographics about traffic safety in Portland, helping tell the Vision Zero story.

The slides include information comparing traffic deaths internationally and across U.S. cities. Portland is particularly dangerous for people walking as they are disproportionately killed in traffic.

Through analysis of Portland data, four major factors have been identified that lead to serious and fatal crashes: speed, impairment, disobeying traffic laws and roadway design.

Task Force member comments:

- Does the slide on disobeying traffic laws include when a pedestrian or cyclist is disobeying traffic laws?
Response: Yes, it includes any operator.
- What about a cyclist on a sidewalk?
Response: No, this would not appear on our crash set because it is a local ordinance.
- Speeding is not included in the "disobeying the law" category?
Response: Correct, speed / speeding is captured independently

- Why is distracted driving is not broken out?
Response: We do not have good data on distracted driving. One challenge is that Oregon does not have a comprehensive distracted driving law. Anecdotally, many crashes are caused by distraction but careless driving is the only infraction to cite.
- Vehicle deaths are going down because cars are getting safer. People are not driving more safely; it is our cars that are getting safer. People who are walking or biking and getting struck are still vulnerable. We need to be careful to frame it that way -- driver behavior is our biggest issue.
- Based on make/model of a car involved in a crash, I (as a first responder) can almost predict the injuries for auto users. The changes in vehicle safety over time are remarkable.
- There is probably a lot of overlap in the categories of impairment, disobeying laws and speed. What is the overall percent of crashes that those three categories represent?
Response: We are working on developing a graph that shows the overlap across factors.
- Donut graphs include just deaths, correct?
Response: Yes, in part because the quality of investigation is greater for deaths, so the data is better. For instance, testing for impairment for serious injury crashes is inconsistent.
- When a serious injury crash occurs, an officer inquires if it is a trauma crash. Police protocol directs officers to investigate and report trauma-entered crashes.
- Regarding the High Crash Network, PBOT should identify the gaps and the standards that these corridors need to meet.
- Regarding impairment, can you differentiate between types of impairment?
Response: Yes, about 50 percent of fatal crashes involve alcohol and 12 percent involve drugs.
- Drugs are undercounted in this data. In addition, with the legalization of marijuana, it is likely the percent will increase significantly. It will be important to identify marijuana impairment in crashes so that we can track how impairment is contributing to serious crashes.
- Are police moving toward criteria for identifying marijuana impairment?
Response: We don't have the ability to test the amount of active THC in a person. Saliva test shows that someone has smoked marijuana only within a certain amount of time. So officers are taking a look at different criteria in their field sobriety test that would help identify if a person had smoked marijuana recently (e.g. memory, color of tongue). Certification for officers is expensive.
- There is no way to get a number akin to blood alcohol levels for a marijuana case. We should not look at setting a specific level of nanograms because it is not a good measure of impairment. Marijuana affects people in different ways, so just setting a number is not useful. Instead, we need to look at the effect on behavior.
- As a fire fighter responding to crash scenes, alcohol, meth and other drugs are often factors involved, but not marijuana. We should keep in mind our limited resources.

- A report from Colorado looks at the effects of marijuana legalization on health, driving, children, etc. over a three-year period. Similar impacts may be coming to Oregon with our recent legalization.
- My son [who was cycling and killed by a driver in a traffic crash] was tested for all kinds of drugs, while the driver was only tested for alcohol. It felt like a second victimization.

Clay Veka shared revised crash maps showing the High Crash Network made up of the top 25 roadways for serious and fatal crashes, as well as the top 25 pedestrian and bike crash corridors. She also shared a high risk map, identifying corridors with roadway characteristics particularly difficult for people walking and biking to navigate safely, but without the highest number of crashes.

- When you identify a roadway on the High Crash Network, do you look at segments or the whole street?

Response: For this exercise, we considered the entire street. We know that there are a higher number of crashes on some segments than on others, and we will zero in on the higher crash segments in project development.

- Bikeability and walkability of areas needs to be incorporated into the risk evaluation map. Project staff should work with Chris Monsere to draw build out the risk assessment.

- Is there travel speed data (instead of posted speed data) that can be used in the risk analysis?

Response: We included posted speed because it is an accessible and comprehensive dataset. We have 85th percentile speeds on some streets but not across the network.

- Can we invest in low-cost ways to track travel speeds so that we can have better information? We should move away from posted speed and consider survivable speed instead. On large streets, there is some data available.

- Would outreach to bars with high over-serve rates involve working with OLCC or directly with bars?

Response: Likely, both.

- OLCC is currently short-staffed and working through marijuana issues.
- The bars identified as frequently over-serving may not actually be over-serving more than other bars but may just be serving a higher volume of customers. Also, the data doesn't capture people who drink at home and then driving.

PUBLIC COMMENT AND BREAK

Don Baack: First, DMV should require that all drivers take an online course on Vision Zero. Particularly for those new to Portland and not familiar with sharing the road with pedestrians and bicyclists. Second, note that the number of bike crashes have not risen over time in spite of the increase in the number of people biking. Third, walking in SW Portland is so challenging but many of the roads are not appearing on the High Crash Network because people are not walking because it is so dangerous.

VISION ZERO ACTIONS EXERCISE

Task Force members are asked to prioritize potential Vision Zero actions. For each focus area, project staff have provided a set of potential actions, and Task Force members place stickers by their favorites. This feedback will be wrapped into the refined Actions recommendations.

VISION ZERO ACTIONS DISCUSSION

- Why is roadway design separated from the four crash factors in the concept diagram?
Response: We understand that every crash involves multiple factors. For the purposes of this work, however, we find it is helpful to pull out factors in a discrete fashion in order to prioritize interventions.
- Distracted driving is the new DUII for this century. We need some way to capture that in these categories.
- Use Vision Zero to increase state traffic safety funding.
- Vision Zero should distinguish between behaviors and responses to behaviors, and develop actions that respond to behaviors including enforcement, education, operations (e.g. photo radar), and rebuilding streets.
- We need to be thoughtful about sequencing this work and ensure an inclusive process. The prioritization process may leave some people out, which troubles me.
- Consider neighborhood design and density. Supporting affordable housing and density will result in safer roads because there will be less space dedicated to cars.
- Do we need to call out community engagement specifically in the roadway design part of the report? Not just in education and behavior, but in the fabric of the plan. What are we missing by not bringing the community in at a high level?
- In addition to driver's education, include education for youth and older adults.
- Ensure that partnerships are visible in this process, that Vision Zero is embedded in every agency and that it gets out to the community.
- Guiding principle says that action will not result in racial profiling. I don't see that reflected in the enforcement actions.
- I've always believed roadway designs contribute to problem behaviors such as speeding. But that doesn't seem to come up being listed as a cause or a contributing factor. We should specify design characteristic standards that we need.
- I very much support the direction these maps are leading us, as far as prioritizing communities of concern. I'd also like to see us work toward a satisfactory level of improvements; what number of crashes is acceptable for all parts of the city? It might be many years before some of the high risk streets [versus high crash streets] get much attention.

- What is exciting about this group—it is a uniquely Portland process. But this is really a statewide issue. Getting federal and state dollars is key. Some things only PBOT can fund. We need other parts of state to jump on board with these ideas.
- Vision Zero in Sweden declares that we are not going to tolerate deaths/serious injuries. Speeds are so low that roads are really safe. But that will add delay, which will be challenging politically. Where will we put the “Vision Zero stamp” so that, at least on certain streets, motor vehicle travel times/speeds will not trump safety?
- There is concern that, despite the prioritization exercise, everything still seems like a priority. We'll have to figure out how to prioritize things as we move forward.

FINAL THOUGHTS

To wrap up the Vision Zero Task Force meeting, PBOT Director Leah Treat asked participants to share their final thoughts.

- Will the Vision Zero Action Plan be integrated into the local gas tax effort?
Response: About half of the money will go toward safety improvements. The project list is on PBOT's website.
- I'm excited about the non-traditional engagement methods Joy Alise shared. There is an opportunity to focus on education and improving how people learn about traffic laws.
- I hope to see continued focus on data, including continuing to track equity investments now and over the long run.
- I appreciate the comprehensive set of actions and the data-driven approach.
- I like how education is part of all of the plan components. We need to tie education in with electronics, e.g. games for teens/parents.
- We need to outsource some of this work and help communities take ownership of their streets.
- I want to be cautious about waiting for more transportation funding before making changes. We have funding today. If we target the major high crash corridors and publicize this work, that will help drive the process forward.
- I'm glad to see the focus on state-level policies. This will help build a coalition across other Oregon cities considering adopting Vision Zero.
- I'm excited about getting DMV on board with this. As a speaker for high risk driver classes and victim impact panels, it is always surprising to me the number of people who thank me for the information. People may come across as not wanting to listen, but they can and they do.
- I'm excited for how I can be a conduit for getting police officers and firefighters to be front line engagers in Vision Zero.

- I appreciate the work on risk analysis. This brings latent demand for walking/ biking/ taking transit to the forefront. To reach goals for the future, we need to make it safer for people to walk and bike on major streets.
- Thank you, Portland, for taking this on. Talking to people about their driving behavior is hard. Behavior and culture change will be critical.
- I'm concerned about the digital divide. Crowd sourced data is not going to capture people not using apps. Don't rely on technology for the data if you are missing people.
- Educating people is the most important focus and the cheapest way to go.

NEXT STEPS

Vision Zero Task Force Meeting #4 is on May 12, 2016, 9:30am - noon, The Portland Building, 1120 SW 5th Ave, 2nd Floor, Meeting Room C.

The fifth Task Force meeting date is being moved from August 11, 2016 to September 8, 2016 to avoid conflict with summer schedules.