

## Vision Zero Action Plan

### Actions for consideration (May 5, 2016)

ACTION AREA: SPEEDING (S)		Action Areas Addressed
S.1	Pilot speed safety cameras on four high crash corridors in first two years, expand program to additional high crash corridors following the pilot	S
S.2	Gain local authority for speed reduction on City of Portland streets; prioritize setting safe speeds on HCN	S
S.3	Improve road design to support safe speeds on two corridors and five intersections in the High Crash Network each year, prioritizing improvements in Communities of Concern	S
EA.1	Outreach and education campaign – elements to address speeding <ul style="list-style-type: none"> <li>• Outreach about dangers of speeding to accompany enforcement actions (both ongoing and targeted events)</li> <li>• Messages featuring emergency responders and what they encounter at crash scenes</li> </ul>	S

ACTION AREA: DANGEROUS BEHAVIORS (D)		Action Areas Addressed
D.1	Focus traffic enforcement on the High Crash Network and on behaviors contributing to fatal and serious injury crashes (including speed, impairment and dangerous behaviors); de-emphasize less serious infractions	D, EA
D.2	Strengthen penalties for impaired and distracted drivers involved in fatal or serious injury crashes	D
D.3	Support legislation to increase the frequency of driver testing (online test for every driver's license renewal); include urban transportation safety in test materials, including Class C and Commercial Driver's License tests	D, EA
D.4	Use data-driven process to reorganize and expand red light safety camera program	D, EA
D.5	Include Vision Zero content in employee driver trainings for public agencies and contractors, and for private companies	D, EA
D.6	Develop and implement safety measures on heavy trucks owned or contracted by the City, including but not limited to truck sideguards, sensors, additional mirrors, educational messaging and enhanced driver safety training. Phase I: Education outreach for all and City fleet upgrades; Phase II: City contractors and service providers truck upgrades	D
EA.1	Outreach and education campaign – elements to address dangerous behaviors <ul style="list-style-type: none"> <li>• Outreach to accompany enforcement actions (both ongoing and targeted events)</li> <li>• Communications and outreach that features photo stories of traffic victims</li> <li>• Street teams to reach out to road users at high crash locations</li> </ul>	

ACTION AREA: IMPAIRMENT (I)		Action Areas Addressed
I.1	Work with Transportation Network Companies (including taxi cabs and other private-for-hire companies), transit providers and bar owners to develop a targeted DUI program in Portland's entertainment district	I
I.2	Explore using checkpoints or pseudo-saturation patrols coupled with intensive media coverage to raise awareness of DUI enforcement	I, EA
I.3	Allow pre-payment for morning parking in specified districts (couple with Action I.1)	I, EA
I.4	Utilize marijuana or alcohol tax revenue to increase funding for DUI Intensive Supervision Program (DISP), for other drug and mental health preventions and for treatment services	I
I.5	Increase funding for driver diversion and education programs	I, EA
I.6	Train police officers to recognize marijuana impairment	I
EA.1	Outreach and education campaign – elements to address impairment <ul style="list-style-type: none"> <li>• Outreach to accompany enforcement actions (both ongoing emphasis and special enforcement events)</li> <li>• Focused education/outreach in locations with high number of establishments cited for over-serving alcohol</li> <li>• Create a short Vision Zero video showing the prevalence and impact of impaired driving to show at public events</li> <li>• Develop materials showing the prevalence and impact of impaired driving for distribution at health clinics and doctors' offices</li> <li>• Messages featuring emergency responders and what they encounter at crash scenes</li> </ul>	I, EA

ACTION AREA: ROADWAY DESIGN (RD)		Action Areas Addressed
RD.1	Develop citywide standard for separated bike lanes based on vehicle speeds, volumes and other factors	RD, S, I, D
RD.2	Develop standard for pedestrian and bicycle crossings, including enhancements of crossings, based on vehicle speeds, volumes and other factors	RD, D
RD.3	Review and provide recommendations for existing marked pedestrian crossings, including lighting and spacing frequency, on the High Crash Network and prioritize improvements, including TriMet's Pedestrian Network Analysis priorities	RD, D
RD.4	Build capital safety improvements on two corridors and five intersections in the High Crash Network each year, prioritizing improvements in Communities of Concern	RD, S, I, D
RD.5	Secure a stable transportation state-level funding source dedicated to safety	RD, EA

RD.6	Develop standards and best practices to accommodate people walking and biking in work zones	RD, EA
RD.7	Deploy a fatal rapid response team to fatal crash locations to evaluate the site for safety enhancements	RD, EA
RD.8	Partner to improve transit stops and access along key bus routes in order to increase bus service frequency (modeled after Bus Line 71 on 122nd Avenue)	RD
EA.1	Outreach and education campaign – elements to address roadway design <ul style="list-style-type: none"> <li>• Outreach to accompany infrastructure improvements in specific locations</li> <li>• Collaborate with partner agencies on traffic safety campaigns such as ODOT's Oregonian Crossing and TriMet's Be Safe, Be Seen campaigns</li> <li>• Signs with Vision Zero messaging for City bureaus and other agency partners to put up in construction zones in the right-of-way</li> <li>• Hold "Trucks Eye View" demonstrations, inviting neighbors to sit in the cab of a truck and marking the driver's blind spots on the ground surrounding the vehicle</li> <li>• Produce an annual Vision Zero Progress Report</li> </ul>	EA, RD

ACTION AREA: ENGAGEMENT AND ACCOUNTABILITY (EA)		Additional Action Areas Addressed
EA.1	Conduct a multi-component education campaign to build public awareness and leverage Vision Zero actions (see sidebar for campaign elements)	EA, S, D, I, RD
EA.2	Create a community grant program to support a variety of safety-related efforts, including but not limited to street design visioning, outreach and education, and collaborative safety improvements in Communities of Concern	EA, RD
EA.3	Form agency-led street teams to engage people driving, walking, biking and taking transit to heighten awareness of Vision Zero and moving safely through Portland	EA
EA.4	Develop targeted efforts to engage middle school and high school students in traffic safety through the Safe Routes to School program, with a focus on empowering youth leadership to promote safe transportation in their own school communities	
EA.5	Secure increased funding and Police personnel to staff timely investigation of all fatal crashes	EA, D
EA.6	Improve data collected on speed, impairment and distraction at serious and fatal crashes	EA, D
EA.7	Regularly cross-check trauma data from the Oregon Health Authority against ODOT crash data to identify mis-reporting or under-reporting of serious injury crashes	EA
ONGOING ACTION PLAN IMPLEMENTATION		
Continue the Vision Zero Task Force or a subcommittee to meet on a regular basis following Action Plan adoption to track and report on performance measures		
Identify city-level annual funding source to implement Vision Zero improvements		

Review data, policies, practices and outcomes to ensure plan is equitable
Produce an annual Vision Zero Progress Report; distribute widely as part of the ongoing Vision Zero education campaign

## Centerpiece Section: Multi-faceted education and outreach campaign

As part of implementing the Vision Zero Action Plan, PBOT will lead a multi-agency, multi-component education campaign to build public awareness and leverage plan actions and investments. Campaign elements will cross-cut multiple Action Areas, and may include (but are not limited to):

- Outreach to accompany enforcement actions (both ongoing emphasis and special enforcement events)
- Outreach to accompany infrastructure improvements in specific locations
- High-visibility education around red-light and speed camera enforcement
- Include Vision Zero messaging in all CIP outreach materials, especially communications around construction phases of projects
- Integrate Vision Zero messaging with Safe Routes to Schools and other City outreach opportunities
- Messages featuring emergency responders and what they encounter at crash scenes
- Collaborate with partner agencies on traffic safety campaigns such as ODOT's Oregonian Crossing and TriMet's Be Safe, Be Seen campaigns
- Signs with Vision Zero messaging for City bureaus and other agency partners to put up in construction zones in the right-of-way
- Hold "Trucks Eye View" demonstrations, inviting neighbors to sit in the cab of a truck and marking the driver's blind spots on the ground surrounding the vehicle
- Produce an annual Vision Zero Progress Report
- Communications and outreach that features photo stories of traffic victims
- Annual "Accountability Counts" Vision Zero press conference and awards ceremony that reports on progress and recognizes exceptionally safe professional drivers and engaged community advocates, among others
- Focused education/outreach in locations with high number of establishments cited for over-serving alcohol
- Create a short Vision Zero video showing the prevalence and impact of impaired driving to show at public events
- Develop materials showing the prevalence and impact of impaired driving for distribution at health clinics and doctors' offices