



2017-18 Vision Zero Task Force

Meeting #5 Summary

Thursday, December 7, 2017 | 9:30 a.m. – noon
Portland City Hall, 1221 SW 4th Avenue

Next meeting: Tuesday, March 6, 2018 | 9:30 a.m. – noon
Portland City Hall, 1221 SW 4th Avenue

Task Force Members in attendance

Roger Averbeck, Pedestrian Advisory Committee

Michael Crebs, Portland Police Bureau

Marie Dodds, AAA

Duncan Hwang, APANO

Noel Mickelberry, Oregon Walks

Stephanie Noll, The Street Trust

Peter Noordijk, OLCC

Jeff Owen, TriMet

Don Russ, Portland Fire & Rescue

Kari Schlosshauer, Safe Routes to School National Partnership and Bicycle Advisory Committee

Others present: Steven Andrusko (Portland Police Bureau), Noah Grodzin (Verizon), Matt Johnson (Borders Perrin Norrande), Rob Thompson (BPN), Rick Woidyla (Verizon), and Leslee York (BPN)

PBOT staff present: John Brady, Dana Dickman, Matt Ferris-Smith, Providence Nagy, Clay Veka

Welcome and introductions (Dana Dickman)

Dana Dickman stood in for Director Leah Treat to chair the task force meeting due to a meeting conflict. Dana thanked members for attending and explained that several task force members were attending a concurrent meeting regarding congestion pricing, which is why there was a relatively low turnout. Clay Veka walked through the agenda.

Presentation and discussion: Residential 20 mph speed roll-out and education campaign (Clay Veka)

Clay Veka reminds Task Force members that Portland will be reducing the speed limit on all residential streets to 20 miles per hour early next year. Clay encourages Task Force members to attend the City Council hearing authorizing this change on January 17 at 9:45 a.m.

In coordination with the 20 mph residential speed limit, PBOT is working with a firm called Borders Perrin Norrandner (BPN) to create an education campaign encouraging people to drive at safe speeds.

Leslee York with BPN describes two focus groups that she ran to gather feedback on early messaging concepts (“creative territories”). The feedback helped BPN select one of the three creative territories to move forward with.

Rob Thompson and Matt Johnson, also with BPN, shared the creative territory that was identified for further refinement. At a general level, it involves having a Portland celebrity sharing the stories of lives lost on Portland streets due to speeding, and highlighting that everybody is somebody.

Comments from Task Force members include:

- Making it personal is good. Consider highlighting the consequences of crashes on people found to be at fault. For example, a family member who is now in prison as a result of driving impaired and hurting someone.
- Need to put people driving into this—get people to imagine killing someone, how that would feel. Right now this feels more like it’s saying don’t be a victim.
- I like using a popular and likeable person to deliver the message. Check with Families for Safe Streets before committing. Agree that it’s important to focus on people who might cause a crash. If you speed, you could change someone’s life.
- Make sure the campaign connects with people in East Portland, not just the “Portlandia” Portland. People of different incomes, colors, languages, backgrounds. We are not in Portland Monthly. Consider Spanish/Russian/Chinese focus groups.

- First two concepts didn't do much for me, third did somewhat. Focus on speed everywhere, not just residential streets. I would like to have more information about what Portland is doing to address speed.
- Consider tapping more than one person, not just a Trail Blazers player. Make sure the call to action is clear—not just about feeling bad for person who died, but making it clear that people need to drive at safe speeds. Consider showing someone making the mistake and then changing their behavior. See impact of that thing I almost did and the impact it had. Might want to make it clear how marginal the time difference is—e.g. traveling 20 mph will only add 20 seconds to your trip.
- Let's make sure we don't overlook the lives of the victims. Maybe show a close call, with corrective action with someone there in the card. "We can be 5 minutes late, it's OK, slow down."

BPN thanks Task Force members for feedback. Will refine concept and move forward.

Updates: Vision Zero Annual Report outline, SE Division Street safety project, New Year's Eve Safe Ride Home program

Clay shares an outline of content for the first annual report on Vision Zero progress. Goal is to strike a balance between touting successes and acknowledging continued traffic deaths and serious injuries. Report will primarily be an online document planned for release in January.

- Comment: It's good to celebrate the work we are doing while also keeping fire on given how much we have to do.

Dana notes that Division Street project is moving forward, expect to take it to City Council early next year. Continued pushback from some people who own or operate businesses along the street.

Clay describes Safe Ride Home, a new partnership to prevent impaired driving. Piloting an effort this New Year's Eve that will provide people with discounts on cabs and rideshare services, free transit, and extended MAX run times.

Public comment

None provided

Next steps, including March meeting focus

Clay reminds Task Force members that the next meeting will focus on measuring equity commitments made in the Vision Zero Action Plan. Will examine data as part of the effort to ensure that Vision Zero does not result in racial profiling as called for in the Plan.

- Question: How many people are getting referred to safety classes?
- Response: We have just changed our form in a way that will allow us to begin collecting this data.

Ideas for future meetings include: how congestion pricing may impact Vision Zero because it may put more traffic on surface streets; how congestion pricing may impact low-income people and neighborhoods. Marie Dodds offers to help provide Task Force members with updates on congestion pricing given that she is part of ODOT's advisory committee on value pricing.

Adjourn