Lane Area Transportation Safety and Security Plan – Stakeholder Meeting # 3
1. Transportation Safety Conditions
2. Review of Lane Regional Safety Plan Progress
3. Review Focus Group Findings
4. Goal Setting Discussion and Exercise
5. Next Steps
Transportation Safety Conditions: Historic Traffic Fatalities
### Leading Causes of Death, by Age Group, Lane County, Oregon 2009-2013

<table>
<thead>
<tr>
<th>Rank</th>
<th>&lt; 1 year old</th>
<th>1 to 14</th>
<th>15 to 24</th>
<th>25 to 44</th>
<th>45 to 64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Perinatal Conditions (247)</td>
<td>Accidents (unintentional injuries) (3.01*)</td>
<td>Accidents (unintentional injuries) (18.8)</td>
<td>Accidents (unintentional injuries) (38.2)</td>
<td>Malignant neoplasms (202)</td>
<td>Malignant neoplasms (960)</td>
</tr>
<tr>
<td>2</td>
<td>Congenital Malformations (68.9)</td>
<td>Malignant Neoplasms (2.63*)</td>
<td>Intentional self-harm (suicide) (9.58)</td>
<td>Intentional self-harm (suicide) (23.5)</td>
<td>Diseases of heart (73.3)</td>
<td>Diseases of heart (895)</td>
</tr>
<tr>
<td>3</td>
<td>SIDS (57.4*)</td>
<td>Intentional Self-Harm (suicide) (**)</td>
<td>Malignant neoplasms (2.05*)</td>
<td>Malignant neoplasms (18.2)</td>
<td>Accidents (unintentional injuries) (48.4)</td>
<td>Chronic lower respiratory diseases (335)</td>
</tr>
<tr>
<td>4</td>
<td>Accidents (unintentional injuries) (34.4*)</td>
<td>Assault (Homicide) (**)</td>
<td>Assault (Homicide) (**)</td>
<td>Alcohol-induced deaths (10.5)</td>
<td>Alcohol-induced deaths (44.5)</td>
<td>Alzheimer's disease (270)</td>
</tr>
</tbody>
</table>

### Leading Causes of Injury Deaths by Age Group, Lane County 2009-2013

<table>
<thead>
<tr>
<th>Rank</th>
<th>&lt; 1 year old</th>
<th>1 to 14</th>
<th>15 to 24</th>
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<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Unspecified Non-transport accidents (**)</td>
<td>Motor Vehicle Accidents (**)</td>
<td>Motor vehicle Accidents (8.56)</td>
<td>Accidental Poisoning (23.0)</td>
<td>Accidental Poisoning (19.4)</td>
<td>Falls (119)</td>
</tr>
<tr>
<td>2</td>
<td>Accidental Poisoning (**)</td>
<td>Unspecified Non-Transport Accidents (**)</td>
<td>Accidental Poisoning (5.82)</td>
<td>Motor vehicle Accidents (8.85)</td>
<td>Motor vehicle Accidents (12.8)</td>
<td>Unspecified Non-Transport Accident (19.9)</td>
</tr>
<tr>
<td>3</td>
<td>NA</td>
<td>Accidental Drowning (**)</td>
<td>Accidental Drowning (2.05*)</td>
<td>Unspecified Non-Transport Accidents (2.79)</td>
<td>Falls (5.15)</td>
<td>Motor Vehicle Accidents (14.5)</td>
</tr>
</tbody>
</table>

* Rate may be statistically unreliable; interpret with caution

** Rate supressed; statistically unreliable

Source: Oregon Death Certificates: Center for Health Statistics, Center for Public Health Practice, Public Health Division, Oregon Health Authority. Query Date: 10/07/2015 OPHAT v 2.0
Transportation Safety Conditions: Economic Costs of Crashes

Source: Oregon Department of Transportation Crash Data & Cost per Crash Information
Review of Lane Regional Safety Plan Progress

• **Stakeholder Meetings (2x)**
  - Data Review
  - Established Emphasis Areas

• **Elected Official Briefings**
  - MPO Board
  - Board of County Commissioner
  - Lane Area Commission on Transportation (ACT)

• **Focus Groups**
  - Organized around Emphasis Areas
  - Discussed countermeasures, barriers to implementation, and tradeoffs
What Are Emphasis Areas?

- Method to divide the problem
- Understand the range of challenges and solutions
- Further categorized into Priority Areas

**Risky Behavior**
- Impaired Driving
- Speed
- Inattention
- Unrestrained Occupant

**System Support**
- EMS
- Data
- Training
- Legislative

**Vulnerable Users**
- Pedestrians
- Bicyclists
- Motorcycle
- Young Drivers
- Older Drivers

**Infrastructure**
- Minor Arterials
- Major Arterials
- Major Collectors
- Intersections
- High Crash Corridors
What Are Emphasis Areas

- Priority Areas represent different proportions depending on the geography.
Focus Groups on Emphasis Areas

- Countermeasures
- Barriers to Implementation
- Tradeoffs to Particular Countermeasures

Risky Behavior
  - Impaired Driving
  - Speed
  - Inattention
  - Unrestrained Occupant

System Support
  - EMS
  - Data
  - Training
  - Legislative

Infrastructure
  - Minor Arterials
  - Major Arterials
  - Major Collectors
  - Intersections
  - High Crash Corridors

Vulnerable Users
  - Pedestrians
  - Bicyclists
  - Motorcycle
  - Young Drivers

- Matt Rodrigues, Eugene Traffic Engineer
- Cosette Reese and Frank Wilson, Lane Transit District
- Jim Coey, Oakridge Mayor
- Joyce DeMonnin, AARP
- Lee Shoemaker, Eugene Bike/Ped Coordinator
- Paul Rosenow, Oregon Liquor Control Commission
- Peggy Kepler, Lane County PW
- Ellen Meyi-Galloway, COE Affordable Housing
- Jerry Hooten, Fin’s Drive-in Restaurant
- Joe Elliot, National Motorcycle Institute
- Vonn Schleicher, Oregon State Police
- Byron Trapp, Lane County Sheriff
- Tom Goodheart and Mike...
Countermeasure Summary

Key

Education

Enforcement

Engineering

Focus Group 1

<table>
<thead>
<tr>
<th>Easy</th>
<th>Medium</th>
<th>Difficult</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child school bus training</td>
<td>Develop and execute targeted outreach campaigns about helmet use, high visibility and protective clothing</td>
<td>Develop and execute targeted outreach campaigns designed at automobile drivers to raise awareness of pedestrians, motorcyclists and bicyclists (e.g. Share the Road Awareness Program)</td>
</tr>
<tr>
<td>Communications and education focusing on older drivers cognitive and vision changes</td>
<td>Expand Bike Safety Education Program for all Students in CLMPO and Lane County (typically offered to 5th or 6th graders)</td>
<td>Promote mode-shift from driving - Shift mode from driving</td>
</tr>
<tr>
<td>Expand pedestrian safety education program for all students in CLMPO and Lane County (typically offered to 2nd and 3rd graders)</td>
<td>Locate enforcement based on severity of crashes (NEW)</td>
<td>Photo Speed Enforcement (NEW)</td>
</tr>
<tr>
<td>Crosswalk signal optimization (leading intervals, accessible signals, recall modes, ADA upgrades, timing and duration)</td>
<td>Referring Older Drivers to Licensing Agencies</td>
<td>Reduce Speed Limits</td>
</tr>
<tr>
<td>Protected bicycle infrastructure (intersections &amp; lanes)</td>
<td>Pedestrian Safety Zones</td>
<td>License Restrictions on Elderly Drivers (de-licensing, geographical and time restrictions on driving)</td>
</tr>
<tr>
<td>High visibility mid-block crossings (curb extension, median refuge, rapid flashing beacon)</td>
<td>Complete Streets/Road Diet Analysis / Consider Roundabouts / Traffic Calming (design speed is the most effective way to influence posted speed and actual speeds)</td>
<td>Enforcement of Graduated Driver’s License and Zero Tolerance Laws</td>
</tr>
<tr>
<td>Signal operations (no right turn on red, protected left turn)</td>
<td></td>
<td>Screening and Testing for Elderly Drivers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Expand helmet laws to include adult cyclists</td>
</tr>
</tbody>
</table>
Countermeasure Summary

1. There is a lot we can do – requires every tool in the shed – All E approach

2. Doing more of what we are already doing
   • So many people doing great things already

3. Do things we are doing now differently
   • New ideas already breaking into common practice

4. Try new things that have been proven elsewhere
   • Projects in the works are on the way

5. Need to collaborate, collaborate, collaborate!!!
Barriers to Countermeasures

1. Funding, Funding, Funding
   • Lack of investment makes doing anything difficult
   • New revenue streams needed, might be coming

2. Incomprehensive view of solutions
   • e.g. ‘Enforcement numbers low’ or ‘Just need to find the right message’

3. Difficulty with new approaches
   • e.g. Design standards changing; educating the public

4. Lack of coordination
Tradeoffs to Countermeasures

1. Speed versus safety

2. Law enforcement has many priorities

3. Education easy to do, hard to make stick

4. Total crashes vs. fatal & severe injuries
Framework for Setting Goals; Thinking about Actions

Health Impact Pyramid

- **Counseling & Education**
  - Ongoing interventions: personalized HRA, health information, education, counseling and support
  - Lifestyle interventions connecting personal health services with community-based services: obesity, smoking, YMCA-DPP, etc.

- **Clinical Interventions**
  - Ongoing interventions: CVD prevention has greatest impact, A1C testing and reporting
  - Medication adherence and personalized behavioral interventions
  - Care coordination, particularly multiple chronic comorbidities
  - One-time or infrequent interventions: immunizations, colonoscopy
  - Smoking cessation

- **Long-Lasting Protective Interventions**
  - Healthy air, water, food
  - Salt iodization
  - Water fluoridation
  - Essential HI benefits packages: high value services

- **Changing Context to Make Individuals’ Default Decisions Healthy**
  - Poverty reduction
  - Improved education
  - Health insurance/access to care

- **Socioeconomic Factors**

Framework for Setting Goals

Individual Effort

More

Less

Marketing & Education

Examples

- Team Safety; ODOT Media Advisories; PSAs; Safe Kids Oregon; Trauma Nurse Talk Tough

Interventions

- Car insurance safe driver programs
- Car seat checks; Oregon Impact; Enforcement Blitz/Patrols

Long-lasting Training

- Driver’s Education; Safe driver programs; Motorcycle training; Bicycle Safety Training;

Changing the Context

- Streets designed for all users; Convenient options for travel; Vehicle speeds appropriate for nearby land use

Socioeconomic Factors

- Income and educational attainment associated with higher crash rates; Poverty, education, employment opportunities
Potential Goals

**Goal 1 - Safety Culture**
Transform public attitudes to recognize all transportation system users have responsibility for other people’s safety in addition to their own safety while using the transportation system. Transform organizational transportation safety culture among employees and agency partners (e.g., MPOs, Local Agencies, Oregon Health Authority, stakeholders and employers) to integrate safety considerations into all responsibilities.

**Goal 2 - Infrastructure**
Plan, design, construct, operate, and maintain transportation systems to reduce fatalities and serious injuries for users of all modes.

**Goal 3 - Health, Livable Communities**
Improve the safety and livability of communities, including health outcomes. Support planning, design and implementation of safe systems, and enforcement and emergency response services.

**Goal 4 - Technology**
Plan and prepare for technologies that can affect transportation safety for all users, including pilot testing innovative technologies as appropriate.

**Goal 5 - Collaborate and Communicate**
Create and support a collaborative environment for safety providers and transportation system planners and owners, and public and private stakeholders, including advocacy groups and health providers to work together to reduce crash frequency and severity.
Next Steps

1. Develop Actions
   • County and MPO Actions will differ
   • Actions will be based on countermeasures

2. Develop a Vision
   • Goals will inform the vision
   • Vision will inform strategic decision making

3. Performance measures
   • NHTSA and FHWA Performance Measures?

4. Construct the Plan
   • Continue writing the plan for adoption

5. Adoption by policy bodies
   • Plan will become parts of transportation system plans
Thank You

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