

With transportation safety

Oregon's strategy

ODOT's current strategies for increasing perception of safety on Oregon's transportation system fall primarily in two areas, education and visible police presence. Information campaigns educate about safety and department activities that support safety. A more knowledgeable public is likely to feel safer. Visible police presence increases safety and perception of safety through enforcement.

About the target

ODOT wants to increase the percentage of Oregonians that perceive the transportation

system to be safe. This measure usually hovers around a reasonable range near the target. The average for the previous five years is 79 percent.

How Oregon is doing and how Oregon compares

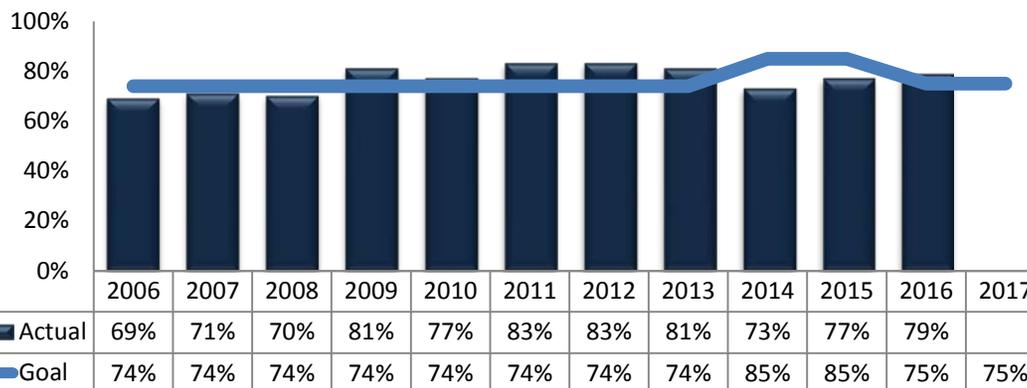
The average for the last five years is 79 percent, which is above the target goal of 75 percent. Although an upward trend is generally desirable, ODOT wants to watch out for complacency among Oregonians if the perception of safety is too high. The increased 2016 rate of 79% can be attributed to the increased media attention

of Toward Zero Deaths and Vision Zero efforts. The ODOT-Transportation Safety survey isn't replicated by other states, so we are unable to compare Oregonians' perception of safety of the transportation system to residents of other states.

Factors affecting results and what needs to be done

Our Transportation Safety Division coordinates safety activities on behalf of ODOT. The Highway, Driver and Motor Vehicles, and Motor Carrier Transportation divisions also coordinate specific safety programs. Public awareness campaigns inform Oregonians about department

Travelers Feel Safe - Percent of public satisfied with transportation safety



Fact

79% of Oregonian travelers feel safe on the roadways in 2016.

Travelers Feel Safe, cont.

activities to improve safety, and encourage safe behavior when walking, biking, riding or driving. Some correlation likely exists between increased awareness of safety activities and perception of safety. For instance, a less visible presence of police, due to funding resources, can affect perception of safety. Safety remains as ODOT's highest priority. We will continue to fund information campaigns to increase public awareness of safe choices and behaviors and we will also continue to offer grant money to police agencies for focused enforcement campaigns. Transportation Safety Division will continue to explore new internal and external partnership efforts such as with the Public Transit/Rail Division.



About the data

Like other surveys coordinated by the agency, the Traffic Safety Attitude Survey represents a “snapshot” in time. This annual survey is conducted using methods that produce statistically valid and reliable results.

Contact information

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Data source

ODOT Transportation Safety Division; Traffic Safety Attitude Survey conducted by Portland State University