

# Memorandum

TO: Transportation Safety Action Plan Policy Advisory Committee

FROM: Cambridge Systematics, JLA Public Involvement, Leidos

DATE: May 1, 2015

RE: Draft Vision Statements

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## Purpose

Task 6 of the ODOT Transportation Safety Action Plan (TSAP) Update includes developing a vision statement for the updated TSAP.

This memo summarizes the Policy Advisory Committee's (PAC's) brief vision workshop exercise at the March 10, 2015 PAC meeting and provides two draft vision statements for review and discussion at the May 12, 2015 PAC meeting.

## Background

At the March meeting, the PAC identified that vision statements should be:

- Aspirational;
- Motivational;
- Useful to decision making, and
- Quantifiable.

As part of a brief workshop, PAC members developed preliminary vision ideas. These are included in Attachment A. The themes that emerged from these ideas are:

- Zero fatalities and serious injuries,
- Thinking out of the box,
- Phased achievement of zero fatalities and serious injuries
- Personal responsibility
- All modes and all roads

## Preliminary Vision Statement

Based on these concepts, the Consultant team developed the following vision statements for review and discussion at the May 12, 2015 PAC meeting:

- By 2035 there will be no transportation fatalities or serious injuries on any public transportation facilities in Oregon.
- Vision for 2035: By investing in a safe transportation system for all travelers and by engaging the public in making their own and others' safety their number one priority, Oregon has achieved zero transportation-related deaths and serious injuries.

These statements are provided as a starting point for the discussion. We will review, discuss, modify or enhance these at the PAC meeting in May. Our goal will be to settle on one draft vision statement for the TSAP Update.

### **Attachment A -Vision Concepts from March PAC Meeting**

1. Oregon Communities working together for zero traffic fatalities by 2025.
2. Don't let death find you
3. Zero transportation deaths in 1 generation
4. Zero transportation fatalities and injuries in Oregon
5. The OTSAP envisions a future where Oregon's transportation related death and injury rate declines to zero. The most fundamental priority of every action affecting Oregon's Roads shall be this outcome. (Zero Deaths)
6. End fatal and serious injuries in Oregon by \_\_\_\_\_.
7. Safety (Safe environment)
8. Envision 0 deaths by \_\_\_\_\_ progressively
9. Achieve through enforcement, funding and creativity