



TRAVEL IN THE SAFE LANE

Stakeholder Meeting # 2 Emphasis Areas Summary 12/9/2015

Introduction

The following document presents information to support Stakeholder Advisory Team (SAT) members understanding of information and concepts that will be presented at SAT Meeting # 2. This document reviews the purpose of **Emphasis Areas** as they relate to transportation safety planning in the Lane Region. The document then summarizes proposed **Emphasis Areas** for the Lane Regional Safety Planning effort along with supporting information. Finally this document describes the **Emphasis Area** selection criteria used in this process. This document is not meant to be an exhaustive review of the information but rather a primer for the upcoming SAT Meeting.

What is an Emphasis Area?

The primary goal of **Emphasis Areas** is to help stakeholders including the public and decision makers, better understand the safety conditions under examination.

- Designed as near-term implementation focus areas directly related to the safety plan's long-term goals, policies and strategies.
- The selection of emphasis areas is an important step in the planning process that should be based on the best available data and consideration of values, trends, safety programs, and regulatory requirements.
- Provide a strategic framework for the development and implementation of the safety plan.

Proposed Emphasis Areas

Table 1 below summarizes the proposed **Emphasis Areas** determined through seven selection criteria. Detailed data and explanation will be presented at the upcoming meeting; the below table uses Harvey Ball symbols to summarize the information. The nature of the current planning effort dictates that two plans, one for the urban area and one for Lane County as a whole, are completed. To better understand the differences in rural and urban conditions within Lane County the proposed **Emphasis Areas** may not apply to both areas. This is noted in **Table 1** below in the **Geographic Focus** column. The Harvey Ball symbols apply differently to the quantitative criteria compared to the qualitative criteria. The quantitative criteria use low, medium, high whereas the qualitative criteria use no, some, yes. This is described in the legend below the table.



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Table 1

Proposed Emphasis Areas by Selection Criteria and Geography

Emphasis Area	Quantitative Criteria				Qualitative Criteria			Geographic Focus	
	Frequency	Severity	Trend	Disparate Impact	Emphasis Area Overlap	Policy Focus	SAT Input	Rural	Urban
Risky Behaviors									
Impaired Driving	●	●	○	○	◐	●		x	x
Speed	◐	◐	◐	○	●	○		x	x
Unrestrained Occupants	◐	●	◐	○	○	○		x	-
Distracted	○	○	●	○	◐	○		x	x
Vulnerable Users									
Pedestrian	◐	●	●	●	●	●		-	x
Bicycle	◐	●	◐	●	●	●		-	x
Motorcycle	◐	●	●	●	○	○		x	x
Young Drivers (15-21)	◐	○	○	●	◐	◐		x	x
Infrastructure									
Principle Arterials - Other	●	○	●	●	●	○		x	x
Minor Arterials	●	○	◐	●	●	○		-	x
Major Collectors	●	◐	◐	●	○	○		x	-
Intersections	●	○	●	●	●	○		x	x
Foundational									
EMS, Data, Training	NA							x	x
Uncategorized									
Roadway Departure	●	◐	◐	○	●	○		x	x
Unlicensed Drivers	○	◐	●	○	○	○		x	x

Legend		
○	Low	No
◐	Medium	Some
●	High	Yes



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Selection Criteria for Proposed Emphasis Areas

The Lane Regional Safety Plan process intends to use a data driven process and incorporates four quantitative selection criteria. However the selection criteria also incorporates qualitative measures to help connect the emphasis areas with one another, link emphasis areas with non-safety policies, and embrace SAT input. Below are descriptions of the emphasis areas used in **Table 1** above.

Quantitative

- **Frequency:** Number of fatal and serious injury crashes (and proportion of total)
- **Severity:** Fatal and serious injury crashes per 100 crashes
- **Trend:** Regression trend line slope for fatal and serious injury crashes
- **Disparate Impact:** Unequal burden or risk on certain demographic group, type of user or area

Qualitative

- **Emphasis Area Overlap:** Multiple benefits (the solution to one problem solves another)
- **Policy Focus:** Existing non-safety related policy
- **SAT Input:** SAT members provided input

SAT Meeting # 2

The above information is provided as a primer for the upcoming Stakeholder Meeting and is by no means exhaustive in its scope. Detailed information will be presented when the SAT meets next and the project management team hopes for a robust discussion of these methods and the current outcomes. Using this methodology we hope to identify which of the proposed emphasis areas should be retained and determine any additional emphasis areas. The next steps will involve how to accomplish reductions in fatal and severe injuries within the emphasis areas.