

**STREET DESIGN**

Action		Timeframe	Lead Agency/ Department	Source	Simple PM	More specific PM	PM Notes
1	Build capital safety improvements on <b>X</b> segments and <b>X</b> intersections along the High Crash Network each year. Example: Implement signal timing and phasing modifications or upgrades to reduce crashes and improve safety.	Short-term	Public Works	Vision Zero Network	Annually, whether capital safety improvements were built on <b>X</b> segments and <b>X</b> intersections along the HCN each year	Annually, number of capital safety improvements built a) along segments and b) at intersections along the HCN	
2	Use demonstration or pilot projects as proof of concept for safety infrastructure changes on the high crash network.	Short-term	Public Works	Vision Zero Network	Annually, whether demonstration or pilot projects were used as proof of concept for safety infrastructure changes along the HCN	Annually, number of demonstration or pilot projects used as proof of concept for safety infrastructure changes along the HCN	
3	Target lower speed limits in high-crash areas; when feasible, accompany speed limit changes with street design changes and automated enforcement.	Medium-term	Public Works	Portland Vision Zero Action Plan	(Annually?), a) whether lower speed limits were established in high-crash areas and, b) whether the speed limit changes were accompanied by street design changes and, c) whether the speed limit changes were accompanied by automated enforcement	(Annually?), a) number of high-crash areas with lowered speed limits, and b) number of those areas that also received street design changes and/or automated enforcement	The PM for this are complex because the action includes multiple components.
					Alternatively: (Annually?) a) whether speed limits were established in high-crash areas and, b) whether the speed limit changes were accompanied by street design changes and/or automated enforcement	Alternatively: (Annually?), a) percentage of high-crash areas with lowered speed limits, and b) percentage of high-crash areas that received street design changes and/or automated enforcement	
4	Prioritize sidewalk and street maintenance (surface and striping) on the high crash network.	Short-term	Public Works	Vision Zero Network	(Annually?), whether street and sidewalk improvements were prioritized along the HCN	(Annually?), number of a) street and b) sidewalk improvements were implemented along the HCN	
						Alternatively: (Annually?), percentage of total a) street and b) sidewalk improvements that were implemented along the HCN	

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5	Support legislation to allow local control to establish speed limits.	Medium-term	LCOG Safe Communities Program; City of Eugene	Portland Vision Zero Action Plan	Whether PW/City of Eugene supported legislation to allow local control of speed limits		Could create more specific PM if we want to specify how PW/City of Eugene supported legislation to allow local control of speed limits, but decreases flexibility
6	Build a database of information on street design features to enable systemic safety analysis.	Short-term	Public Works	Vision Zero Network	Whether a systemic safety database was built		
7	Perform systemic safety analysis to determine roadway factors associated with crash types for each mode.	Medium-term	Public Works	Vision Zero Network	Whether a systemic safety analysis was performed		
8	Revise City code governing site design and development review to incorporate safe design standards for all modes and to prioritize safety along the HCN.	Medium-term	Public Works, Planning & Development	Vision Zero Network	a) Whether City code was revised to incorporate safe design standards for all modes; and b) whether safety was explicitly prioritized in proximity to VZ High Crash Streets and Intersections		
9	Integrate Vision Zero into the City's development review checklist to ensure that public rights-of-way are being designed for the most vulnerable users of our streets.	Short-term	Public Works, Planning & Development	Vision Zero Network	Whether Vision Zero was integrated into the City's development review checklist		Do we want to be more specific about whether there was language about vulnerable road users?
10	Conduct safety reviews of the transportation network in school areas. Develop education and engineering recommendations to improve safety for all modes of school travel. Agencies will work	Medium-term	School Districts, Public Works	Vision Zero Network	Annually, whether safety reviews of school area transportation networks were conducted	Annually, number of school area transportation networks that received a safety review	
						Alternatively: Annually, percentage of school area transportation networks that received a safety review	

**STREET DESIGN**

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	together to ensure site planning for schools incorporates traffic safety review prior to siting/opening new or relocated school.					Alternatively: Annually, percentage of school area transportation networks that have received a safety review	Cumulative measure; helpful for moving toward 100% or a specified percentage
11	Invest in more compact emergency response vehicles in order to enable street design with narrower lanes and tighter curb radii.	Medium-term	Fire & EMS	Eugene Staff	Annually, whether any smaller-footprint ER fleet vehicles were purchased	Annually, number of smaller-footprint ER fleet vehicles purchased	
						Alternatively: Annually, percentage of ER fleet composed of smaller-footprint vehicles	Cumulative measure; helpful for moving toward 100% or a specified percentage

**IMPAIRMENT**

Action		Timeframe	Lead Agency/ Department	Source	Simple PM	More specific PM	PM Notes
1	Regularly deploy (year-round) high-visibility DUII enforcement in high-priority areas on nights with higher concentrations of severe and fatal crashes and on days with major community events. Pair enforcement with education.	Short-term	EPD, UO	Vision Zero Network	Annually, whether high-visibility DUII enforcement was employed in high-priority areas on a) nights of severe and fatal crashes and b) days with major community events; whether enforcement was paired with education	Annually, number of high-visibility DUII enforcement events employed in high-priority areas; number of DUII enforcement events paired with education	See Action notes; may need to revise PM
						Alternatively: Annually, number of a) nights with higher concentrations of severe and fatal crashes and b) days with major community events with high-visibility DUII enforcement events in high-priority areas; number of DUII enforcement events paired with education	
						Alternatively: Annually, percentage of a) nights with higher concentrations of severe and fatal crashes and b) days with major community events with high-visibility DUII enforcement events in high-priority areas; percentage of DUII enforcement events paired with education	
2	Create and routinely deliver collaborative driving, walking, and bicycling under the influence social marketing campaign(s). Time campaign and media slots with holidays or major celebrations that may spur	Short-term	LCOG Safe Communities Program, UO	Vision Zero Network	Whether driving under the influence social marketing campaigns were a) created and b) delivered; c) whether the media slots were timed with holidays or major celebrations; d) whether enforcement effort notification was included in campaigns		First year

**IMPAIRMENT**

Action	Timeframe	Lead Agency/ Department	Source	Simple PM	More specific PM	PM Notes
	impaired driving, biking and/or walking. Include enforcement effort notification in campaigns.			Annually, whether a) driving under the influence social marketing campaigns were delivered, b) the campaigns were timed to coincide with holidays or major celebrations, and c) enforcement effort notifications were included	Annually, number of a) driving under the influence social marketing campaigns were delivered, b) campaigns that were timed to coincide with holidays or major celebrations, and c) campaigns including enforcement effort notifications	Ongoing
					Alternatively: Annually, a) number of driving under the influence social marketing campaigns delivered, b) percentage of campaigns that were timed to coincide with holidays or major celebrations, and c) percentage of campaigns including enforcement effort notifications	
<b>3</b>	Collaborate and build partnerships with transit, taxi companies, transportation network companies, bar owners and dispensaries to reduce driving under the influence, especially targeting hot spot locations. Pursue TNC presence in Eugene.	Short-term	LCOG Safe Communities Program, EPD, local businesses, UO	Vision Zero Network	1. Whether partnerships were built with a) transit, b) taxi companies, c) TNCs, d) bar owners, and e) dispensaries with a focus on reducing driving under the influence, particularly in target locations 2. Whether TNC presence was pursued for (alternatively: came to) Eugene	Note multiple strategies for how to measure progress toward this action (focus on action versus focus on outcome)
					Alternatively: 1. Number of hot spot locations successfully targeted via partnerships with transit, taxi companies, TNCs, bar owners, and dispensaries for reducing driving under the influence	

**IMPAIRMENT**

Action		Timeframe	Lead Agency/ Department	Source	Simple PM	More specific PM	PM Notes
						Alternatively: 1. Percentage of hot spot locations successfully targeted via partnerships with transit, taxi companies, TNCs, bar owners, and dispensaries for reducing driving under the influence	
						Alternatively: 1. Percentage of bars, taxi companies, TNCs, and dispensaries agreeing to collaborate for reducing driving under the influence	
4	Increase the number of police officers trained as Drug Recognition Experts.	Medium-term	EPD	Vision Zero Network	Whether additional police officers were trained as DRE.	Annually, number of police officers trained as DRE.	
						Alternatively: Annually, percentage of police officers trained as DRE.	Cumulative measure
5	Support statewide efforts to reform DUII standards related to Blood Alcohol Content, arrest and adjudication process, and repeat offenders.	Medium-term	LCOG Safe Communities Program	ODOT TSAP	Whether statewide efforts to reform DUII standards related to a) BAC, b) arrest and adjudication process, and c) repeat offenders were supported.		

## DANGEROUS BEHAVIORS

Action		Timeframe	Lead Agency/ Department	Source	Simple PM	More specific PM	PM Notes
1	Support legislation to allow the use of fixed speed safety cameras in Eugene.	Short-term	Public Works	Portland Vision Zero Action Plan	Whether legislation to allow the use of fixed automated enforcement cameras for speed violations in Eugene was supported		
2	Install automated enforcement cameras for red light violations on <b>X</b> high crash intersections per year. Utilize data-driven process to develop program.	Medium-term	TBD	Vision Zero Network	1) Annually, whether automated enforcement cameras for red light violations on <b>X</b> high crash intersections were installed; 2) Whether a data-driven process was used to develop the program	1) Annually, number of high crash intersections receiving automated enforcement cameras for red light violations	No real more sophisticated option for part 2 for now.
3	Focus traffic enforcement on the high-injury network and on behaviors contributing to fatal and serious injury crashes (speeding, failure to yield, aggressive driving). De-emphasize less serious infractions. Include enforcement effort notification in campaigns.	Short-term	EPD	Vision Zero Network	1) Whether traffic enforcement was focused a) on the high-injury network and b) on behaviors contributing to fatal and serious injury crashes (speeding, failure to yield, aggressive driving); 2) Whether less serious infractions were de-emphasized; 3) Whether enforcement effort notification was included in campaigns.	Annually, 1) Number of HIN streets receiving regular traffic enforcement; 2) number of tickets pertaining to behaviors contributing to fatal and serious injury crashes (speeding, failure to yield, aggressive driving) versus less serious infractions; 3) Number of campaigns including enforcement effort notification	
						Annually, 1) Percentage of HIN streets receiving regular traffic enforcement; 2) percentage of tickets pertaining to behaviors contributing to fatal and serious injury crashes (speeding, failure to yield, aggressive driving) versus less serious infractions; 3) Percentage of campaigns including enforcement effort notification	
4	Develop and implement a social marketing campaign that identifies dangerous behaviors. Include messaging that communicates personal and	Short-term	LCOG Safe Communities Program	Vision Zero Network	1) Whether a social marketing campaign that identifies dangerous behaviors was a) developed, and b) implemented; 2) whether messaging that communicates	Annually, number of implemented social marketing campaigns that a) identify Vision Zero dangerous behaviors, and b) communicate	

**DANGEROUS BEHAVIORS**

	Action	Timeframe	Lead Agency/ Department	Source	Simple PM	More specific PM	PM Notes
	shared responsibility to keep our community safe.				personal and shared responsibility to keep our community safe was included	personal and shared responsibility to keep community safe	
5	Increase number of FTE of Eugene Police Department Traffic Enforcement Unit.	Medium-term	EPD; Council	Vision Zero Network	Whether the number of FTE of the Eugene Police Department Traffic Enforcement Unit increased	Annually, number of FTE of the Eugene Police Department Traffic Enforcement Unit	
6	Increase FTE of Fire & Emergency Medical Services Department for a Trauma Prevention Coordinator focused on Vision Zero traffic safety.	Medium-term	Fire & EMS; Council	City Staff	Whether the number of FTE of the Strategic Services of the Fire & Emergency Medical Services Department was increased for a Vision Zero Trauma Prevention Coordinator	Annually, number of Strategic Services FTE of the Fire & Emergency Medical Services Department	
7	Support statewide efforts to revise distracted driving laws, including increase of fines.	Short-term	LCOG Safe Communities Program, City of Eugene	ODOT TSAP	Whether statewide efforts to revise distracted driving laws, including increase of fines, were supported		
8	Require training on traffic safety and Vision Zero values for all City employees receiving fleet driving permissions. Move toward requirement for defensive driving class.	Short-term	TBD	Vision Zero Network	1) Whether training on traffic safety and Vision Zero values for all City employees receiving fleet driving permissions became a requirement; 2) whether participation in a defensive driving class became a requirement	Annually, 1) number of City employees with fleet driving permissions trained on traffic safety and Vision Zero values; 2) number of City employees with fleet driving permissions participating in a defensive driving class	
						Annually, 1) percentage of City employees with fleet driving permissions trained on traffic safety and Vision Zero values in the last five years; 2) percentage of City employees with fleet driving permissions who have participated in a defensive driving class in the last five years	cumulative measures; five year timeframe as a suggestion
9	Provide transportation options information to residents with suspended licenses and at City	Medium-term	Courts; LTD; DMV	Vision Zero Network	Whether information on transportation options was provided a) to residents with suspended licenses, b) at City of		Could do a number, but it seems unrealistic and overly



**DANGEROUS BEHAVIORS**

<b>Action</b>	<b>Timeframe</b>	<b>Lead Agency/ Department</b>	<b>Source</b>	<b>Simple PM</b>	<b>More specific PM</b>	<b>PM Notes</b>	
	of Eugene Community Court and traffic court.				Eugene Community Court, and c) at traffic court.		administratively burdensome

**ENGAGEMENT & ACCOUNTABILITY**

Action		Timeframe	Lead Agency/ Department	Source	Simple PM	More specific PM	PM Notes
<b>1</b>	Create an internal Vision Zero team that meets to review traffic crash data, equity data, and traffic safety performance. Task team members with presenting this data at appropriate meetings (monthly DPW, Police, and possible other City agency meetings).	Short-term	Public Works, EPD	Vision Zero Network	1) Whether an internal Vision Zero team that meets to review traffic crash data, equity data, and traffic safety performance was established; 2) whether team members presented this data at appropriate meetings (monthly DPW, Police, and possible other City agency meetings)	1) Number of internal Vision Zero team meetings occurring to review traffic crash data, equity data, and traffic safety performance; 2) number of meetings where team members presented this data (monthly DPW, Police, and possible other City agency meetings)	
<b>2</b>	Establish a sustainable funding source for Vision Zero infrastructure projects, education efforts and program management.	Medium-term	Council	Vision Zero Network	Whether a sustainable funding source for a) Vision Zero infrastructure projects, b) education efforts, and c) program management was established	Annually, number of dollars allocated toward a) Vision Zero infrastructure projects, b) education efforts, and c) program management	
<b>3</b>	Provide Vision Zero messaging to (on an ongoing basis) be delivered at City public, neighborhood group and stakeholder group meetings.	Short-term	Public Works	Vision Zero Network	Annually, whether Vision Zero messaging was delivered at City a) public, b) neighborhood group, and c) stakeholder group meetings	Annually, number of City a) public, b) neighborhood group, and c) stakeholder group meetings where Vision Zero messaging was delivered	
<b>4</b>	Continue to convene quarterly Vision Zero Task Force as an advisory body during the implementation phase.	Medium-term	Public Works	Portland Vision Zero Action Plan	Continue to convene quarterly Vision Zero Task Force as an advisory body during the implementation phase.		see above
<b>5</b>	Develop a volunteer Street Ambassador program that promotes traffic safety in neighborhoods and along high crash corridors	Medium-term	TBD	Vision Zero Network	Whether a volunteer Street Ambassador program that promotes traffic safety in neighborhoods and along high crash corridors was developed	Annually, number of a) neighborhood and b) high crash corridor traffic safety events run by the volunteer Street Ambassador program	
<b>6</b>	Coordinate with EMS/trauma center data to understand locations and magnitude of underreporting of crashes.	Medium-term	Public Works; Fire & EMS, PeaceHealth	Vision Zero Network	Whether coordination with EMS/trauma center data was completed		

**ENGAGEMENT & ACCOUNTABILITY**

Action		Timeframe	Lead Agency/ Department	Source	Simple PM	More specific PM	PM Notes
7	Work with ODOT Transportation Safety Division and/or school districts to improve driver education for new and young drivers.	Medium-term	LCOG Safe Communities Program	LCOG SSP	Whether progress was made working with a) ODOT Transportation Safety Division and b) school districts to improve driver education for new and young drivers		
8	Work with ODOT to revise crash reporting standards to better inform data analysis leading to projects and programs. Work with EPD to implement new data collection methods.	Medium-term	Public Works; EPD	Portland Vision Zero Action Plan	1) Whether progress was made toward working with ODOT to revise crash reporting standards; (Future) 2) Whether progress was made toward working with EPD to implement new data collection methods		
					(Future) 1) Whether crash reporting standards were revised to better capture data necessary for data analysis; 2) Whether EPD implemented new data collection methods		
9	Work with local colleges/universities to create and implement a new walking, biking, driving and transit riding safety campaign for students.	Short-term	UO; Lane CC; NW Christian	Vision Zero Network	Whether the City worked with local colleges/universities to create and implement a new walking, biking, driving and transit riding safety campaign for students.		
					Alternatively: Whether a new walking, biking, driving and transit riding safety campaign for students was a) created and b) implemented		Could do some kind of number here, like number of times the campaign was publicized
10	Provide targeted outreach and training when adding pedestrian or bicycle facilities to teach all users how to navigate the new facility.	Short-term	Public Works	Vision Zero Network	Whether targeted outreach and training was provided to teach all users how to navigate new pedestrian and bicycle facilities		



**ENGAGEMENT & ACCOUNTABILITY**

Action		Timeframe	Lead Agency/ Department	Source	Simple PM	More specific PM	PM Notes
<b>11</b>	Develop processes and funding opportunities to support the participation of community leaders and community-based organizations in the development and implementation of Vision Zero-related efforts, with an emphasis on education of the high crash network.	Medium-term	TBD	Vision Zero Network	1) Whether processes and funding opportunities to support the participation of community leaders and community-based organizations in the development and implementation of Vision Zero-related efforts were developed; 2) whether the resources emphasized the HCN	Number of community leaders and organizations supported to participate in Vision Zero-related efforts	
<b>12</b>	Institutionalize before and after studies of Vision Zero Actions, including identification of information necessary to analyze effectiveness of actions.	Short-term	Public Works	Eugene Staff	Whether before and after studies of Vision Zero Actions, including identification of information necessary to analyze effectiveness of actions, were institutionalized	Number of before and after studies of Vision Zero Actions institutionalized, including identification of information necessary to analyze effectiveness of actions	
<b>13</b>	Revive multimodal high school level transportation safety education programs.	Short-term	Fire & EMS, Lane County, School districts, EPD	Eugene Staff	Whether multimodal high school level transportation safety education programs were revived		
<b>14</b>	Provide bike/walk education to all K-8 students during their time with 4J and Bethel school districts.	Medium-term	4J and Bethel School Districts	Local SRTS Staff	Whether bike/walk education is provided in all schools	Percentage of schools providing bike/walk education	

**CURRENT ACTIONS**

<b>Action Category</b>	<b>Action</b>	<b>Timeframe</b>	<b>Lead Agency/ Department</b>	<b>Source</b>	<b>Simple PM</b>	<b>More specific PM</b>	<b>PM Notes</b>
<b>Street Design</b>	Update 1999 City of Eugene Design Standards and Guidelines using Vision Zero principles.	Current	Public Works	Vision Zero Network	In progress with Complete Streets Design Guide.	Whether City of Eugene Design Standards and Guidelines were updated with Vision Zero principles	
<b>Street Design</b>	Conduct a pedestrian network analysis to prioritize clusters of transit stops for access safety improvements.	Current	LTD	TriMet	Will be underway shortly.	Whether a pedestrian network analysis to prioritize clusters of transit stops for access safety improvements was conducted	
<b>Impairment</b>	Participate in LCOG-convened workgroup of planners, public health, law enforcement, judges, private businesses, and other partners to develop strategies to reduce driving under the influence.	Current	LCOG Safe Communities Program	LCOG SSP	Will be underway shortly.	Whether PW participated in an LCOG-convened workgroup of planners, public health, law enforcement, judges, private businesses, and other partners to develop strategies to reduce driving under the influence	
<b>Dangerous Behaviors</b>	Support SafeKids car seat safety program.	Current	Fire & EMS	Eugene Staff	Currently doing this and will continue.	Whether City supported SafeKids car seat safety program	
<b>Dangerous Behaviors</b>	Continue routine helmet-focused education for vulnerable users.	Current	Fire & EMS; PeaceHealth; Safe Routes to School	“A Vision for Transportation Safety”	Currently doing this and will continue.	Whether the City continued routine helmet-focused education for vulnerable users	
<b>Engagement &amp; Accountability</b>	Incorporate high quality safety education into existing transportation options events and campaigns.	Short-term	Public Works, LTD (Point2Point)	Vision Zero Network	Whether safety education was incorporated into existing transportation options events and campaigns	Number of transportation options events and campaigns that incorporate safety education	
						Percentage of transportation options events and campaigns that incorporate safety education	
<b>Engagement &amp; Accountability</b>	Develop a class for motorists that educates them about safe driving around pedestrians and bicyclists.	Short-term	Public Works	ODOT Traffic Safety Division	Whether the class was developed and delivered.	Number of drivers attending the class.	