

IMPACT STATEMENT

Legislation title: *Appropriate \$300,000 of contingency funding from the City's general fund to the Portland Bureau of Transportation for emergency Vision Zero improvements and community engagement efforts on Outer Division. (Ordinance).

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Purpose of proposed legislation and background information:

On December 7th, two pedestrians were killed within hours of each other on Outer Division due to traffic crashes. The first crash happened just before 7:00 pm at 156th Avenue. The second one happened around 9:00 pm near 87th Avenue. These were the 39th and 40th traffic fatalities so far this year - the most fatalities the city has experienced since 2003. In 2016 alone five people have died in traffic crashes while traveling on SE Outer Division. In addition to those fatalities there have been at least three serious injury crashes on Division. Seven of these collisions happened on a two-mile stretch between 124th and 156th.

Outer SE Division is on the High Crash Network due to the high rate of crashes on this street. This stretch of street east of SE 82nd is also located near Portland's Communities of Concern. In addition to Outer Division, Outer Halsey and Outer Glisan have very high rates of traffic crashes. The traffic deaths and injuries on these three corridors greatly impact the community in the Jade District and East Portland.

It is urgent that the City take steps now to respond to the community's request for increased funding for education and outreach programs on Outer Division, and for two other high crash corridors, Outer Halsey and Outer Glisan. This community-based education will be complimented with traffic signs and traffic safety information in different languages. Although this budget request will focus primarily on education and signs, PBOT will use this money to leverage engineering improvements on Outer Division, Outer Halsey and Outer Glisan.

Financial and budgetary impacts:

This item would utilize \$300,000 of contingency funding from the City's general fund.

Community impacts and community involvement:

This education and outreach effort will have a robust community involvement effort. As far as staff involvement, staff will work with community members to develop a culturally-appropriate outreach and education program, including classes and trainings on rules on the road in multiple languages. Existing staff can handle the workload by shifting priorities. In addition to staff time, the funding will be used for materials and services, and in particular for translation and other related language services.

City of Portland plans to build off of the success of the PBOT-APANO (Asian Pacific Action Network of Oregon) pilot project which resulted in a pedestrian safety class in Cantonese. The City will work with the community and specifically restaurant owners and their staff to offer multi-modal, multi-language and culturally appropriate trainings and safety information.

Furthermore, traffic signs and Vision Zero signs will be posted Outer Division in languages identified by the community.

Fact sheets and handouts about safety and infrastructure improvements such as Rapid Flash Beacons will be printed and distributed in-person by PBOT's Vision Zero team in partnership with the community.

Budgetary Impact Worksheet

Does this action change appropriations?

- ☒ **YES:** Please complete the information below.
☐ **NO:** Skip this section

Fund	Fund Center	Commitment Item	Functional Area	Funded Program	Grant	Sponsored Program	Amount
100000	MFFM000001	571100	LAFPBE00000000GL	Non-Program	Not-Relevant	none	-300,000
100000	MFFM000001	487120	LAFPBE00000000GL	Non-Program	Not-Relevant	none	-300,000
100000	MFFM000004	650020	LAFPBE00000000GL	1GENF2TRAN	Not-Relevant	none	300,000
100000	MFFM000004	487120	LAFPBE00000000GL	Non-Program	Not-Relevant	none	300,000
200000	TRTS000006	511300	TPOPAT00000000GT	Non-Program	Not-Relevant	none	300,000
200000	TRTS000006	640020	TPOPAT00000000GT	1GENF2TRAN	Not-Relevant	none	300,000

Timeline and estimated budget

Activity	Timeline	Estimated cost
Meet with community members near outer Division to identify their needs and challenges in getting around Portland safely.	January 2017	5,000
Complete listening session with neighborhood groups and residents; including food, child care and translation/interpreter services	January 2017	\$ 15,000
Form partnerships with community based organizations, Work with community to develop messages and identify promotional opportunities; print and provide materials in different languages.	February 2017	\$40,000
Install traffic signs and Vision Zero messaging in different languages in key locations; install speed reader boards and variable message signs	March - April 2017	\$55,000
Provide classes and trainings in multiple languages about transportation safety for people walking, accessing transit, and driving, Oregon crosswalk laws, tips for being safe, etc. Promote transportation safety through advertisements, newspaper articles, posters, pop-up events, etc.	Summer-Winter 2017	\$185,000

December 20, 2016



Saving Lives with Safe Streets

Outer SE Division Near-Term Safety Strategy

On December 7th, two pedestrians were killed within hours of each other on Outer Division at SE 156th Avenue and SE 87th Avenue. These were Portland's 39th and 40th traffic fatalities this year - the most fatalities since 2003. In 2016 alone, five people have died in traffic crashes on SE Division – four people walking and one person driving – and three people have sustained life altering injuries. Seven of the collisions have occurred on a two-mile stretch between 124th and 156th.

City Council has declared an emergency ordinance on outer SE Division, requesting immediate collaboration with the community and implementation of actions to make SE Division safer. Community partners have requested a multi-pronged approach to improving safety on outer SE Division, including identified education and outreach, automated enforcement, and expedited infrastructure safety projects.

The five proposed steps below are multi-pronged and multi-cultural, and can be implemented in the near-term. Each step implements an action identified in [Portland's Vision Zero Action Plan](#) while also upholding PBOT and the City of Portland's commitment to racial equity.

Increase Traffic Safety Education

Step 1: Increasing multilingual and multi-cultural traffic safety education

VZ Action EA1. Conduct multi-component education campaigns to build public awareness and leverage Vision Zero actions.

- Install multilingual, multi-modal signs to communicate safety messages and wayfinding as identified by the community.
- Hold a multi-agency listening session – Police, Fire and Transportation – to hear community concerns about traffic safety on or near Outer Division.

VZ Action EA2. Form agency-led "street teams" that engage people driving, walking, biking and taking transit to raise awareness of Vision Zero and moving safely through Portland.

- Partner with Community Based Organizations, such as APANO and the Division Midway Alliance, on education and outreach such as hosting culturally-relevant and multilingual classes and trainings about rules of the road in different languages for community members.
- Develop and distribute traffic safety messages along SE Division, such as banners, flyers, posters and other information about safety and rules of the road.

Reduce Speed on Outer Division

Step 2: Decreasing Speed through Automated Enforcement

VZ Action S.1. Pilot speed safety cameras on four high crash corridors in the first two years; expand program to additional high crash corridors following the pilot.

- Accelerate the installation and operation of Fixed Speed Cameras on outer SE Division. Portland had planned to install cameras on outer SE Division and 156th in July of 2017. The City will aim to install the cameras in January, and start issuing warnings in February.
- Conduct door-to-door outreach and mailings to businesses and residences about the fixed speed cameras on outer SE Division, begin as early as December.

Step 3: Decreasing Speed through Speed Reader Boards

- Install speed reader boards at four locations along SE Division St from SE 82nd to the city limits in order to educate drivers and reduce speeding by spring 2017.

Step 4: Decreasing Speed through Lowering Posted Speed

VZ Action S.2. Gain local authority for speed reduction on City of Portland streets; prioritize setting safe speeds on the High Crash Network.

- Installation of Speed safety cameras and speed reader boards are expected to achieve significant reduction in top end speeding on outer SE Division St.
- After the speed safety cameras are installed, Portland will collect updated vehicular speed data.
- Based on the results of the speed data, PBOT intends to request that ODOT lower the posted speed on outer SE Division.

Step 5: Decreasing Speed through Street Design

VZ Action S3: Improve street design to support safe speeds in conjunction with posted speed reduction on 4-6 streets annually in the High Crash Network, prioritizing improvements in and engaging with Communities of Concern.

- Accelerate the timelines for federally-funded safety projects on outer SE Division, including the East Portland Active Transportation (EPAT) and Highway Safety Improvement Program (HSIP) projects, for construction in 2017. The projects include pedestrian crossings with median islands and Rapid Flashing Beacons or Pedestrian Hybrid Signals to complement sidewalk infill.
- Expand the East Portland In Motion (EPIM) buffered bike lane project on outer SE Division St to a multi-modal safety project, with focus in the Jade District and Division Midway Alliance district, that includes additional street lighting, enhanced crossing treatments, and vehicle access management.

For more information, visit VisionZeroPortland.com.

The City of Portland complies with all non-discrimination, Civil Rights laws including Civil Rights Title VI and ADA Title II. To help ensure equal access to City programs, services and activities, the City of Portland will reasonably modify policies/procedures and provide auxiliary aids/services to persons with disabilities. Call 503-823-5185, TTY 503-823-6868 or Oregon Relay Service: 711 with such requests, or visit <http://bit.ly/13EWaCg>

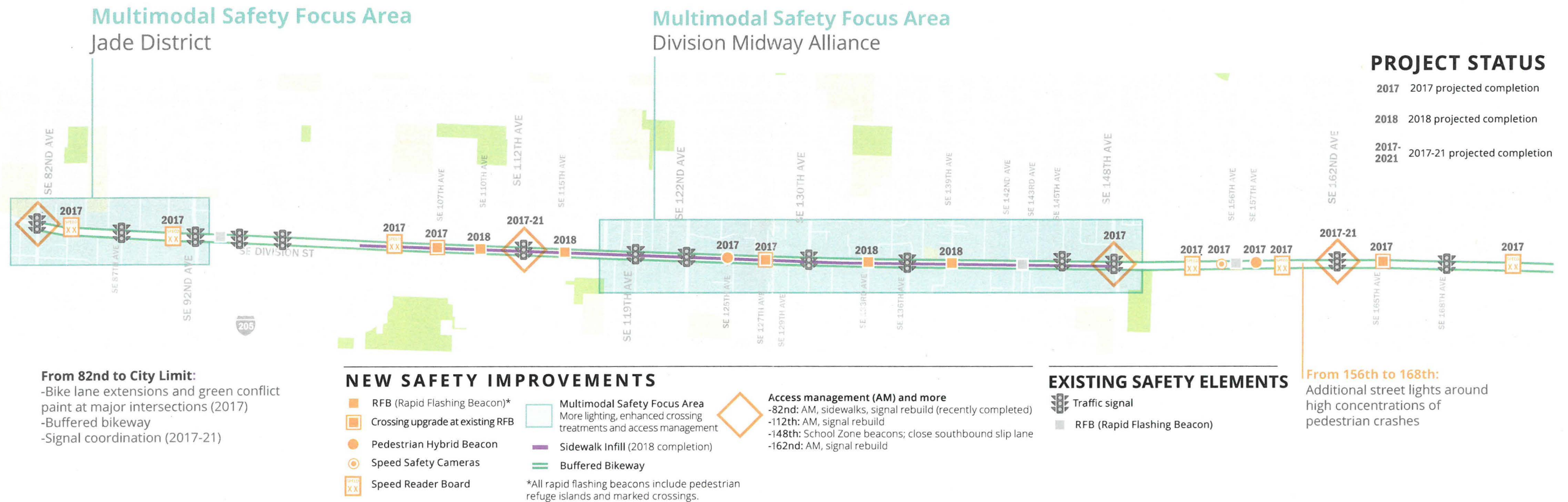


PBOT
PORTLAND BUREAU OF TRANSPORTATION

HIGH CRASH NETWORK: CURRENT SAFETY PROJECTS

UPDATED 20 DEC 2016

SE DIVISION STREET, 82ND AVENUE TO PORTLAND CITY LIMIT (4.7 MILES)



Investing in safety for vulnerable street users

Since 2011, PBOT has completed approximately \$2.9 million in safety projects on SE Division Street from 82nd Ave. to Portland City Limit.

Currently, PBOT is designing and constructing an additional \$7 million in safety projects for this section of SE Division Street.

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