

Street Design Actions

Action	Timeframe	Lead Agency/ Department	Source	Notes/Questions
1 Build capital safety improvements on X segments and X intersections along the High Crash Network each year.	Short-term	Public Works	Vision Zero Network	
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	
3 Target lower speed limits in high-crash areas; accompany speed limit changes with street design changes and automated enforcement.	Short-term; Medium-term	Public Works	Portland Vision Zero Action Plan	
4 Implement signal timing and phasing modifications or upgrades to reduce crashes and improve safety.	Medium-term	Public Works	Vision Zero Network	
5 Develop collision evaluation process to identify opportunities for increased coordination, including, but not limited to, site investigation of fatal collisions to ensure all critical information is captured.	Short-term	Public Works	Vision Zero Network	
6 Prioritize street (surface and striping) and sidewalks on the high crash network.	Short-term	Public Works	Vision Zero Network	
7 Update 1999 City of Eugene Design Standards and Guidelines using Vision Zero principles.	Short-term	Public Works	Vision Zero Network	Plan in progress with update of Complete Streets Design Guide

Action	Timeframe	Lead Agency/ Department	Source	Notes/Questions
8 Support legislation to allow local control of speed limits.	Short-term	LCOG Safe Communities Program; City of Eugene	Portland Vision Zero Action Plan	Plan in progress with 2017 legislative session.
9 Build a database of crashes with important information on street design features to enable systemic safety analysis in the future.	Medium-term	Public Works	Vision Zero Network	
10 Perform a systemic safety analysis to determine roadway factors associated with crash types for each mode.	Long-term	Public Works	Vision Zero Network	
11 Conduct a pedestrian network analysis to prioritize clusters of transit stops for access safety improvements.	Medium-term	LTD	Eugene Genius	
12 Revise City code governing site design and development review to incorporate safe design standards for all modes. Prioritize safety in proximity to Vision Zero High Crash Streets and Intersections.	Medium-term	Public Works, Planning & Development	Vision Zero Network	
13 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	
14 Revise traffic impact analysis requirements to consider safety impacts and to prioritize safety on Vision Zero High Crash Streets and Intersections.	Short-term	Public Works, Planning & Development	Eugene Genius	
15 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 together to ensure site planning for	Medium-term	School Districts, Public Works	Vision Zero Network	

	schools incorporates traffic safety review prior to siting/opening new or relocated school.				
16	Invest in a fleet that takes up a smaller footprint in order to prioritize designing streets for safety over designing for large government vehicles (fire trucks, buses, etc).	Medium-term	Fire & EMS, LTD	Eugene Genius	

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Impairment Actions

Action	Timeframe	Lead Agency/ Department	Source	Notes/Questions
1 Regularly deploy (year round) high-visibility DUII enforcement in high-priority areas on nights with higher concentrations of severe and fatal crashes. Pair enforcement with education.	Short-term	EPD	Vision Zero Network	
2 Regularly deploy (year round) high-visibility DUII enforcement on days with major community events. Pair enforcement with education.	Short-term	EPD	Eugene Genius	
3 Work with the media to ensure high visibility of impairment campaign and enforcement efforts.	Short-term	LCOG Safe Communities Program, EPD	Vision Zero Network	
4 Create and routinely deliver collaborative driving under the influence social marketing campaign(s). Time campaign and media slots with holidays or major celebrations that may spur impaired driving, biking and/or walking. Pair with DUII enforcement efforts.	Short-term	LCOG Safe Communities Program	Vision Zero Network	
5 Collaborate and build partnerships with transit, taxi companies, transportation network companies (once established in Eugene) bar owners and dispensaries to reduce driving under the influence, especially targeting hot spot locations.	Short-term	LCOG Safe Communities Program, EPD, local businesses	Vision Zero Network	
6 Increase the number of police officers trained as Drug Recognition Experts and offer standardized field sobriety testing training to officers.	Short-term	EPD	Vision Zero Network	
7 Support statewide efforts to reform DUII standards related to Blood Alcohol Content, arrest and adjudication process, and repeat offenders.	Medium-term	TBD	ODOT TSAP	

Action	Timeframe	Lead Agency/ Department	Source	Notes/Questions
8	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.	Short-term	LCOG Safe Communities Program	LCOG SSP

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Dangerous Behavior Actions

Action	Timeframe	Lead Agency/ Department	Source	Notes/Questions
1 Support legislation to allow the use of fixed automated enforcement cameras for speed violations in Eugene.	Short-term	Public Works	Portland Vision Zero Action Plan	Plan in progress with current 2017 legislative session.
2 Install automated enforcement cameras for red light violations on X high crash intersections per year. Utilize data-driven process to develop program.	Short-term	TBD	Vision Zero Network	
3 Utilize automated enforcement cameras for speed violations on X high crash streets per year. Move toward fixed automated enforcement cameras as legislation allows.	Medium-term	TBD	Vision Zero Network	
4 Focus traffic enforcement on the high-injury network and on behaviors contributing to fatal and serious injury crashes (failure to yield, aggressive driving). De-emphasize less serious infractions.	Short-term	EPD	Vision Zero Network	
5 Develop and implement a social marketing campaign that identifies dangerous behaviors. Include messaging that communicates personal and shared responsibility to keep our community safe. Pair with enforcement efforts.	Short-term	TBD	Vision Zero Network	
6 Increase number of FTE of Eugene Police Department Traffic Enforcement Unit.	Medium-term	EPD; Council	Vision Zero Network	

Action	Timeframe	Lead Agency/ Department	Source	Notes/Questions
7 Work with local colleges/universities to create and implement a new walking, biking, driving and transit riding safety campaign for students.	Short-term	TBD	Vision Zero Network	
8 Work with the media to ensure high visibility of dangerous behavior campaign(s) and enforcement efforts	Short-term	TBD	Vision Zero Network	
9 Support statewide efforts to revise distracted driving laws, including increase of fines.	Short-term	LCOG Safe Communities Program, City of Eugene	ODOT TSAP	
10 Require training on traffic safety and Vision Zero values for all City employees receiving fleet driving permissions	Short-term	TBD	Vision Zero Network	
11 Require defensive driving class for all City employees receiving fleet driving permissions	Medium-term	TBD	Vision Zero Network	
12 Provide transportation options information to residents with suspended licenses	Medium-term	Courts; LTD	Vision Zero Network	
13 Support SafeKids car seat safety program.	Short-term	Fire & EMS	Eugene Genius	
14 Continue routine helmet-focused education for vulnerable users.	Short-term	Fire & EMS; PeaceHealth; Safe Routes to School	"A Vision for Transportation Safety"	Plan in progress – distributing helmets at Eugene Sunday Streets

Engagement + Accountability Actions

Action	Timeframe	Lead Agency/ Department	Source	Notes/Questions
1 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	
2 Establish a sustainable funding source for Vision Zero infrastructure projects, education efforts and program management.	Medium-term	Council	Vision Zero Network	
3 Train all participating agencies' staff who interface with media on Vision Zero messaging.	Short-term	TBD	Vision Zero Network	
4 Provide Vision Zero messaging to (on an ongoing basis) be delivered at City public, neighborhood group and stakeholder group meetings.	Short-term Long-term	Public Works	Vision Zero Network	
5 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	
6 Develop a volunteer Street Ambassador program that promotes traffic safety in neighborhoods and along high crash corridors	Medium-term	TBD	Vision Zero Network	
7 Incorporate Public Works assets into citywide Vision Zero media campaign by using vehicles and City staff clothing as advertising space.	Medium-term	Public Works	Vision Zero Network	
8 Incorporate safety education into existing transportation options events and campaigns.	Short-term	Public Works, LTD (Point2Point)	Vision Zero Network	Plan in progress with 2017 SmartTrips River Road Program

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9 Work with ODOT Transportation Safety Division and/or school districts to improve driver education for new and young drivers.	Medium-term	TBD	LCOG SSP	
10 Work with ODOT to revise crash reporting standards and information captured to better inform data analysis leading to projects and programs.	Short-term	Public Works	Portland Vision Zero Action Plan	
11 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	
12 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	
13 Update and regularly conduct trainings for city staff to reflect new safety priorities.	Short-term	TBD	Vision Zero Network	
14 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	
15 Provide transportation options and transportation safety information at City of Eugene Community Court and traffic court.	Short-term	Municipal Court; LCOG Safe Communities Program	Eugene Genius	
16 Identify information helpful to collect for before and after studies to analyze effectiveness of actions.	Short-term	Public Works	Eugene Genius	

17	Institutionalize before and after studies of Vision Zero actions.	Medium-term	Public Works	Eugene Genius	
18	Share data derived from fatal and serious (Major A) crashes across City departments, when legally possible.	Short-term	EPD, Fire & EMS	Vision Zero Network	
19	Improve data collection for fatal and serious (Major A) crashes.	Medium-term	EPD	Vision Zero Network	
20	Review UTurn180 curriculum for multi-modal safety and recommend changes where necessary to reflect full range of interactions among different modes.	Medium-term	Municipal Court; Public Works	Eugene Genius	
21	Revive high school level transportation safety education programs.	Short-term	Fire & EMS, Lane County	Eugene Genius	

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