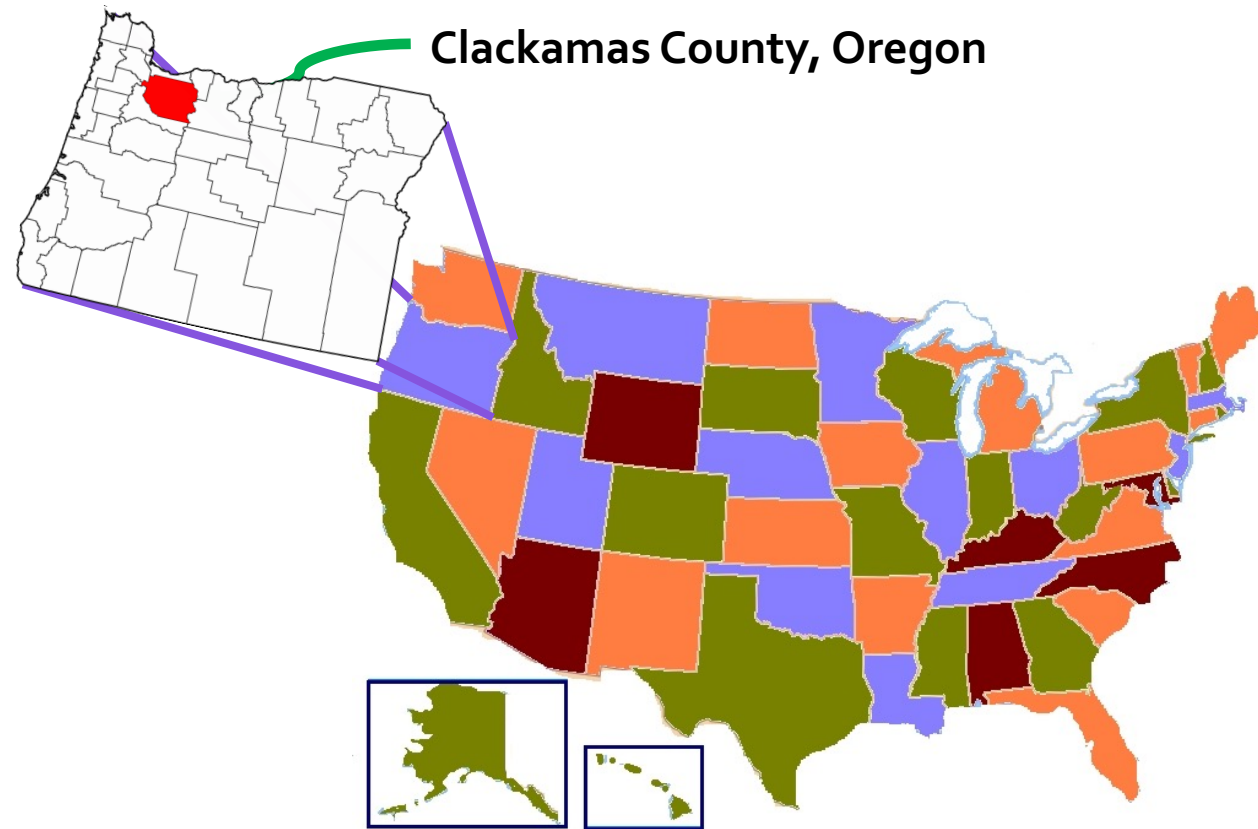


A County's Experience: Traffic Safety

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Southern
county of
Portland, OR
metropolitan
area

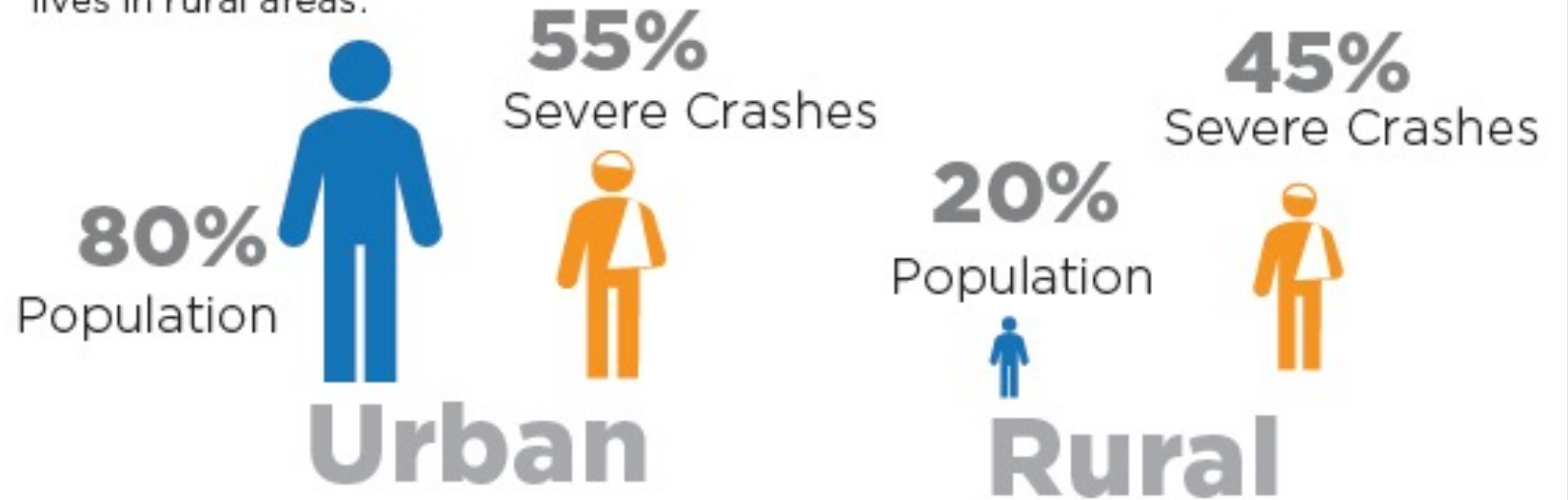


Background:

County
Population of
415,000

Rural vs. Urban

People must drive further in rural areas to reach destinations and emergency response times can be longer than in urban areas. Speeds are also higher than in urban areas and there are fewer transportation options. As a result, rural areas are more susceptible to severe crashes than urban areas. As shown below, 45% of reported severe crashes occurred in rural areas, while 20% of the population lives in rural areas.*



*Clackamas County, TSAP 2019

The Problem

- The landscape and design
- Land use
- Access to emergency services and trauma centers
- Lack of mobility
- Lack of financial resources

Contributing Factors for Crashes

The most frequent contributing factors in reported crashes are:



Fatal and Serious Injury Crashes by Contributing Factor

36%

34%

31%

22%

21%

17%

16%

The most frequent contributing factors to fatal and serious injury crashes are:



Inexperienced Drivers: Crashes in which the driver was 25 years of age or younger.



Roadway Departures: Crashes in which the vehicle left the roadway or crossed over the center line.



Aggressive Driving: Crashes in which the driver was driving too fast for conditions, following too closely, failing to avoid vehicle ahead, or exceeding the posted speed limit.



Motorcyclists: Crashes involving a motorcycle driver or passenger.



Alcohol/Drug: Crashes in which the driver was under the influence of alcohol or drugs.



Senior Drivers: Crashes in which the driver was 65 years old or older.



Pedestrians and Bicyclists: Crashes involving a person walking or bicycling.

*Clackamas County, TSAP 2019

What makes a rural setting so hard?

- Curves: vertical and horizontal
- Lack of edge lines
- Dark, wet and snowy roads
- Hard to maintain a spread out system
- Lack of grid means intersections are sometimes oddly oriented.

Horizontal and Vertical Curves

Roads that hug the terrain.



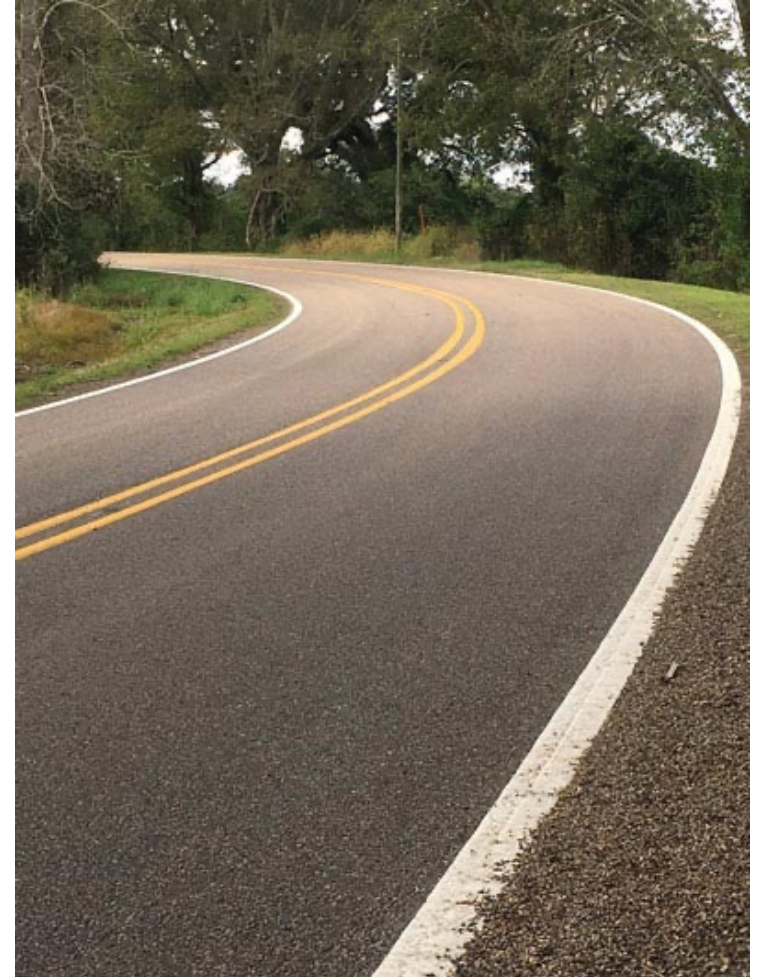
*Clackamas County

Lack of edge lines

Growth in LDA technology requires dual edge lines.



*Clackamas County



Unlit winding roads

Dark

Wet

Snow



* "Cold" by lakeewentworth licensed under CC BY-NC 2.0

Non-grid system



* Google Maps 2019

Standards that
miss a little bit
if not
completely



* Google Maps 2019

What the big cities can do that we cant:

- Set own speeds
- Camera Enforcement
- Pilot projects
- Specialists on the team



* "Red-light cameras now 24/7 to cut crashes, save lives" BY bc Gov Photos licensed under CC BY-NC-ND 2.0

The Opportunity

- Local road funds
- Create IGA's
- Collaborative partners
- Under the radar
- Flexible government



* Clackamas County



* "A low flying RAF jet in the Yarrow Valley" by Walter Baxter licensed under CC BY SA 2.0

Collaboration is Essential

- Public Health
- Emergency Services
- Sheriff (separately elected)
- Other municipalities/towns
- Other local law enforcement
- State liquor license compliance team
- Nonprofits focused on health and addiction

So, what is
that we do?

- Low cost, proven measures for infrastructure
- Working to establish a positive safe driving culture
- Investing local funds in road safety
- No fear of failure

Low cost
improvements

COUNTERMEASURE SELECTOR

Rumble Strips

High Friction
Surface
Treatment

Delineators

6" Edgeline

Center
Reflectorized
Buttons

Curve
Signing

Stop Signs

Flashers

Traffic
Signal

Examples



* "Radar speed sign" by Richard Drdul BY CC SA 2.0



* "Centerline Rumble Strip" by SayCheeeeeeeese



* Clackamas County



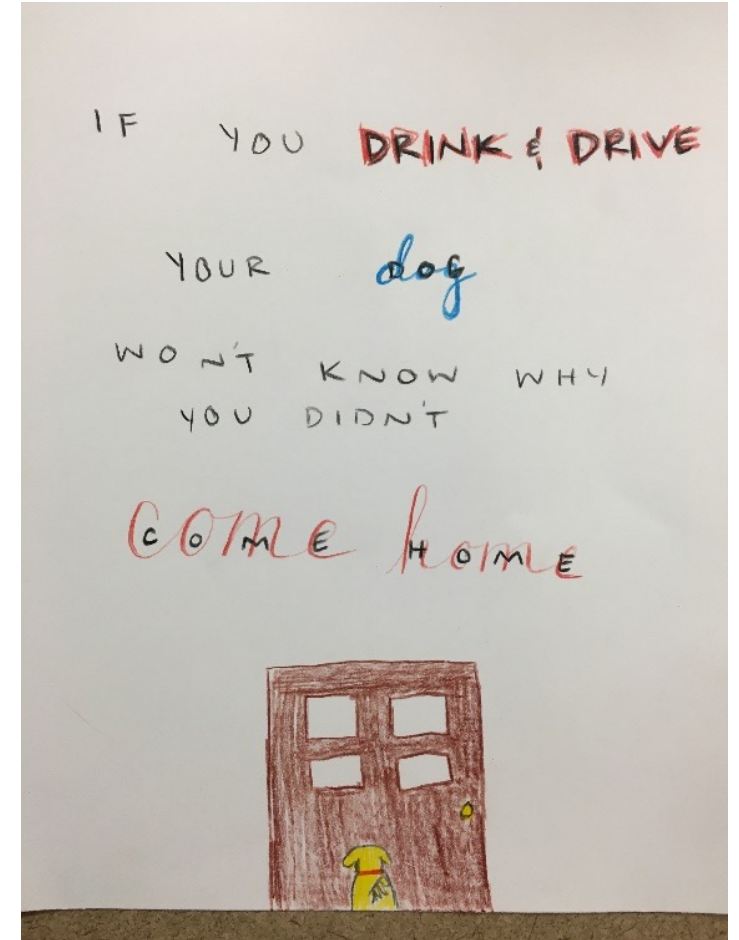
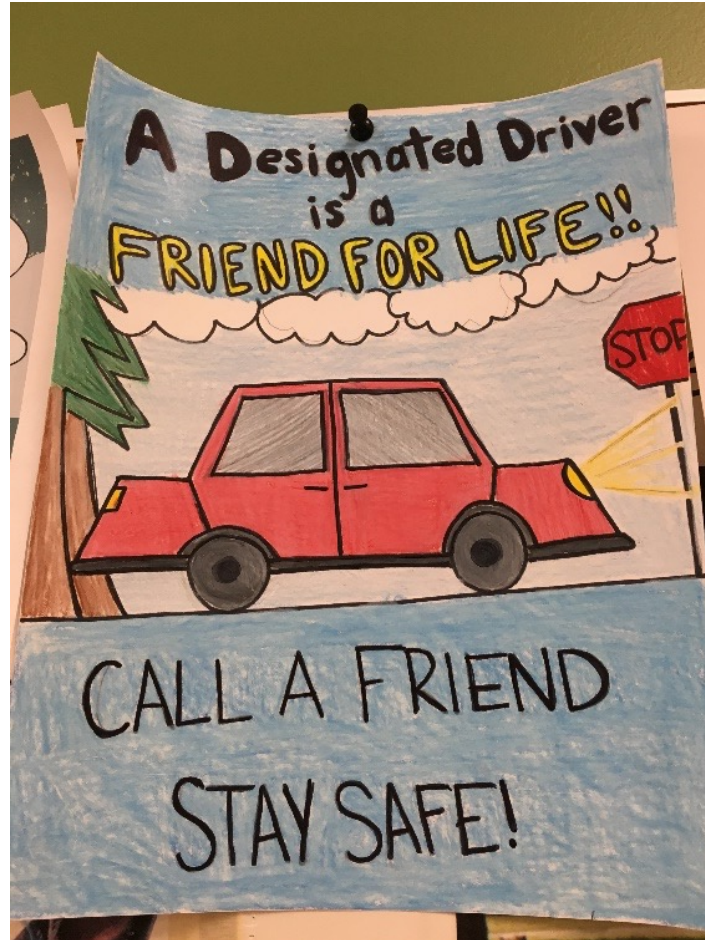
* Clackamas County

Vehicle Wraps



Clackamas County 2018

In the
classroom



In the
auditorium



At events



Partners



Lessons learned

- Stay under the radar
- Keep things lean
- Get everyone to buy in, early.
- Tie into economic opportunities and safety (and not mode shift).
- Use microtargeting and social marketing principles.



Questions?

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