Agenda

1. Introductions
2. Survey & Web Map Results
3. Local Agency Meeting Feedback
4. Proposed Crash Profiles and Countermeasures
5. Draft Strategic Initiatives
6. Next Steps
INTRODUCTIONS
SURVEY & WEB MAP RESULTS
Virtual Engagement Recap

- One creative emerged as clear top performer
- 474,300 Facebook impressions
- 5,640 link clicks (1.2% Click Through Rate)
- Over 3,200 completed surveys (2,470 from Facebook)
## Audience Insights

### Gender breakdown

<table>
<thead>
<tr>
<th>Gender</th>
<th>% of Spend</th>
<th>% of Impressions</th>
<th>% of Link Clicks</th>
<th>% of Typeform Submissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>64%</td>
<td>59%</td>
<td>64%</td>
<td>65%</td>
</tr>
<tr>
<td>Male</td>
<td>35%</td>
<td>40%</td>
<td>35%</td>
<td>34%</td>
</tr>
<tr>
<td>Unknown</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Age breakdown

<table>
<thead>
<tr>
<th>Age</th>
<th>% of Spend</th>
<th>% of Impressions</th>
<th>% of Link Clicks</th>
<th>% of Typeform Submissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24</td>
<td>3%</td>
<td>4%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>19%</td>
<td>25%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>10%</td>
<td>13%</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>16%</td>
<td>18%</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>24%</td>
<td>21%</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>65 +</td>
<td>27%</td>
<td>19%</td>
<td>33%</td>
<td>27%</td>
</tr>
</tbody>
</table>
Survey Results

What did we ask?

- Traffic safety concerns
- Personal connections to crash victims
- Modes of travel
- Concerns about policing
- Tradeoffs to travel time
Survey Results

Relative to other issues in the Denver region, how concerned are you about traffic safety?

**Survey Results**

- **English**
  - Not at all concerned: 6%
  - It gives me a little concern: 60%
  - It is my number one concern: 33%
  - It is important, but not my top concern: 1%

- **Spanish**
  - Not at all concerned: 2%
  - It gives me a little concern: 0%
  - It is my number one concern: 34%
  - It is important, but not my top concern: 63%
Survey Results

What are your top three traffic safety concerns in the Denver region?

1. Distracted driving 73%
2. Speeding 41%
3. Red light or stop sign runners 36%
4. Unsafe turning or lane changing 30%
5. Drunk or impaired driving 28%
6. Inadequate or missing bikeways (trails, bike lanes, etc.) 20%
7. Drivers and bicyclists not sharing the road 15%
8. Drivers not yielding to pedestrians 15%
9. Other drivers unexpectedly slowing or stopping 14%
10. Inadequate or missing pedestrian crossings or walkways 12%
11. Difficulty seeing far enough down the road 5%
12. Other 10%
Do you know someone personally who has been hospitalized or killed as a result of a traffic collision?

- Yes: 58%
- No: 42%
Some changes to improve safety may involve tradeoffs in travel time for people driving. How many additional minutes would you be willing to add to your drive to improve the safety of streets?

- 5-10 minutes: 32%
- 1-5 minutes: 10%
- No additional time: 4%
- Under a minute: 4%
- I don't drive: 50%
You sometimes see the same driver run a four-way stop on your block. What do you do?

**Survey Results**

**English**
- 23% report it to the police
- 48% do nothing
- 5% report it to my local government
- 7% take a video and post it online
- 5% tell a trusted local leader

**Spanish**
- 48% report it to the police
- 23% do nothing
- 15% report it to my local government
- 7% take a video and post it online
- 4% tell a trusted local leader
Survey Results

Besides the police, do you know who to contact if you have a traffic safety concern?

English
- Yes: 25%
- No: 75%

Spanish
- Yes: 12%
- No: 87%
Over the course of a typical week, what modes of travel do you use?

- **Drive alone**: 88%
- **Walk**: 51%
- **Carpool**: 34%
- **Ride a bike**: 26%
- **Bus or train**: 21%
- **Uber/Lyft/taxi**: 13%
- **Other**: 2%
Almost 1,100 comments submitted  
59% of comments within 150-feet of the draft High Injury Network. 
Comments outside of draft HIN will be further analyzed and incorporated into the final HIN, if appropriate.
Local Agency Meeting Locations

4 meetings
- City and County of Denver
- Jefferson County
- Bennett Town Hall
- Longmont Museum
Attendees

- Planners
- Engineers
- Public works
- Multiple police departments
- Public Schools
- Advocacy groups
Local Agency Meetings

High Injury Network review

On what did we ask for feedback?

Draft strategic initiatives

Countermeasures and crash profiles
## Countermeasures and Crash Profiles

Top countermeasures per area type

<table>
<thead>
<tr>
<th>Urban</th>
<th>Suburban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Targeted enforcement</strong></td>
<td><strong>Geometric &amp; roadway elements</strong></td>
<td><strong>Access management</strong></td>
</tr>
<tr>
<td><em>(Profile: Red light or stop sign running)</em></td>
<td><em>(Profile: Pedestrian-involved)</em></td>
<td><em>(Profile: Failed to yield right-of-way and left-turn)</em></td>
</tr>
<tr>
<td><strong>Bikeway intersection design treatments</strong></td>
<td><strong>Traffic control devices</strong></td>
<td><strong>Rumble strips</strong></td>
</tr>
<tr>
<td><em>(Profile: Bicyclist-involved)</em></td>
<td><em>(Profile: Pedestrian-involved)</em></td>
<td><em>(Profile: Departing from the travel lane)</em></td>
</tr>
<tr>
<td><strong>Intersection traffic control</strong></td>
<td><strong>Intersection traffic control</strong></td>
<td><strong>Road diets</strong></td>
</tr>
<tr>
<td><em>(Profile: Failed to yield right-of-way and left-turn)</em></td>
<td><em>(Profile: Failed to yield right-of-way and left-turn)</em></td>
<td><em>(Profile: Speeding)</em></td>
</tr>
</tbody>
</table>
Local Agency Meetings

Countermeasures and Crash Profiles

Other recommendations:

- Targeted enforcement of bicycling behaviors
- Address behaviors, not just crash outcomes
- Reduce residential speed limits
- Roundabouts
- Speed feedback signs
- Safety cameras
Local Agency Meetings

Highest Priority Actionable Strategies

- Vision Zero Working Group
- Education campaigns through school districts

Funding:

- TIP criteria
- Dedicated CIP funding
- Legislation for increased funding
Local Agency Meetings

Potentially Unnecessary Actionable Strategies

- Remote enforcement
- Context sensitive speed limit setting (versus prevailing speed)
- Pilot projects (versus quick build projects)
PROPOSED CRASH PROFILES AND COUNTERMEASURES
Crash Landscape Analysis

**How/Why?**
Driver action, crash type (broadside, pedestrian, etc.), preceding movement, contributing factor (distracted, alcohol, etc.), pedestrian action

**When/Where?**
Day of week, time of day, weather, road condition, lighting, intersection

**Geography**
e.g. Disadvantaged community, commercial area, street classification, posted speed, bike facility, etc.
Divided Region into 4 Area Types:

- Urban
- Suburban/Compact Communities
- Rural
- Limited Access Highways
Crash Landscapes: Driver Action

<table>
<thead>
<tr>
<th>DRIVER ACTION</th>
<th>% KSI Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Urban</td>
</tr>
<tr>
<td>00 No Actions</td>
<td>19%</td>
</tr>
<tr>
<td>01 Exceeded Safe/Posted Speed</td>
<td>1%</td>
</tr>
<tr>
<td>02 Impeded Traffic</td>
<td>0%</td>
</tr>
<tr>
<td>03 Failed to Yield ROW</td>
<td>21%</td>
</tr>
<tr>
<td>04 Disregard Stop Sign</td>
<td>3%</td>
</tr>
<tr>
<td>05 Failed to Stop at Signal</td>
<td>8%</td>
</tr>
<tr>
<td>06 Disregarded Stop Sign</td>
<td>1%</td>
</tr>
<tr>
<td>07 Improper Turn</td>
<td>1%</td>
</tr>
<tr>
<td>08 Turned from Wrong Lane or Position</td>
<td>0%</td>
</tr>
<tr>
<td>09 Other Improper Turns</td>
<td>0%</td>
</tr>
<tr>
<td>10 Lane Violation</td>
<td>2%</td>
</tr>
<tr>
<td>11 Improper Passing on Left</td>
<td>0%</td>
</tr>
<tr>
<td>12 Improper Passing on Right</td>
<td>0%</td>
</tr>
<tr>
<td>13 Followed Too Closely</td>
<td>3%</td>
</tr>
<tr>
<td>14 Improper Backing</td>
<td>0%</td>
</tr>
<tr>
<td>15 Signaling Violation</td>
<td>0%</td>
</tr>
<tr>
<td>16 Reckless Driving</td>
<td>6%</td>
</tr>
<tr>
<td>17 Careless Driving</td>
<td>34%</td>
</tr>
<tr>
<td>Total KSI Crashes</td>
<td>2,071</td>
</tr>
</tbody>
</table>

Definition: A specific action, or law violation, that led to the crash occurring
Crash Landscapes: Crash Type

<table>
<thead>
<tr>
<th>CRASH TYPE</th>
<th>Urban</th>
<th>Suburban</th>
<th>Rural</th>
<th>Limited Access Hwy</th>
<th>All</th>
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<tbody>
<tr>
<td>Violation</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Overturning</td>
<td>18%</td>
<td>18%</td>
<td>21%</td>
<td>11%</td>
<td>13%</td>
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<tr>
<td>Other Non-Collision</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
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<tr>
<td>School Age (Warm School)</td>
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<td>0%</td>
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<td>Pedestrian on Towed Motorized Veh.</td>
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<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
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<tr>
<td>All Other Peds</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Head On</td>
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<td>1%</td>
<td>1%</td>
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<td>Near End</td>
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<td>Breakdown</td>
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<tr>
<td>Overcoming</td>
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<tr>
<td>Approach Turn</td>
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<td>1%</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Sidewalk - Same Direction</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Sidewalk - Opposite Direction</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Parked Motor Vehicle</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Railed Vehicle/Light Rail</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
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<tr>
<td>Bicycle</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
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<tr>
<td>Road Maintenance Equipment</td>
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<td>0%</td>
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<td>Domestic Animal</td>
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<td>0%</td>
<td>0%</td>
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<tr>
<td>Wild Animal</td>
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<td>Light Utility Pole</td>
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<td>0%</td>
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<td>Traffic Signal Pole</td>
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<td>Sign</td>
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<td>Guard Rail</td>
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<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Cable Rail</td>
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<td>0%</td>
<td>0%</td>
<td>0%</td>
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<tr>
<td>Concrete Highway Barrier</td>
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<td>0%</td>
<td>0%</td>
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<tr>
<td>Bridge Structure</td>
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<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Vehicle Debris/Cargo</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Guardrail</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Embankment</td>
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<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Embankment</td>
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<td>0%</td>
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<td>0%</td>
<td>0%</td>
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<tr>
<td>Curb</td>
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<td>1%</td>
<td>1%</td>
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<tr>
<td>Delineator Post</td>
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<td>1%</td>
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<tr>
<td>Fence</td>
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<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Tree</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Large Rocks/Boulder</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Railroad Crossing Equipment</td>
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<td>0%</td>
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<td>Barricade</td>
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<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Wall/Building</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Crash Cushion/Traffic Barrel</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Mailbox</td>
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<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Other Fixed Object</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other Object</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Total KSI Crashes</td>
<td>2,076</td>
<td>4,271</td>
<td>856</td>
<td>1,495</td>
<td>8,698</td>
</tr>
</tbody>
</table>

**Definition:** The point in the sequence of events when the injury or damage occurred.
Crash Profiles

What is a Crash Profile?
Crash types that result in a disproportionately high share of KSI crashes.

*Crash landscapes* investigate one dimension of the crash data

*Crash profiles* encompass multiple aspects of crash types so countermeasures can be identified.
Crash Profiles by Area Type

<table>
<thead>
<tr>
<th>Area Type</th>
<th>Urban</th>
<th>Suburban</th>
<th>Rural</th>
<th>Limited Access Hwys</th>
</tr>
</thead>
<tbody>
<tr>
<td>Failed to yield right-of-way &amp; left-turn</td>
<td>23% KSI</td>
<td>Failed to yield right-of-way &amp; turning conflicts 47% KSI</td>
<td>Failed to yield right-of-way &amp; turning conflicts 25% KSI</td>
<td>--</td>
</tr>
<tr>
<td>Red light or stop sign running</td>
<td>12% KSI</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Pedestrian-involved</td>
<td>27% KSI</td>
<td>Pedestrian-involved 16% KSI</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Bicyclist-involved</td>
<td>12% KSI</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Departing the travel lane</td>
<td>--</td>
<td>Rear end &amp; stopped or slowing vehicles 19% KSI</td>
<td>Rear end &amp; stopped or slowing vehicles 12% KSI</td>
<td>Rear end &amp; stopped or slowing vehicles 32% KSI</td>
</tr>
<tr>
<td>Speeding</td>
<td>--</td>
<td>Departing the travel lane 40% KSI</td>
<td>Departing the travel lane 43% KSI</td>
<td>Speeding 8% KSI</td>
</tr>
</tbody>
</table>
## Crash Profiles - Urban

<table>
<thead>
<tr>
<th>Crash Profile</th>
<th>Key Statistics</th>
<th>Potential Countermeasures</th>
</tr>
</thead>
</table>
| Failed to yield right-of-way & left-turn | • 59% involve left-turns  
• 71% at signalized intersections | • Access management  
• Traffic control (signal, left-turn operation, etc.) |
| Red light or stop sign running       | • 36% of survey respondents indicated this is a “top 3” concern | • Signal timing (yellow, all-red intervals)  
• Safety cameras  
• Enforcement |
| Pedestrian-involved                  | • 84% on arterial streets                           | • Signal timing/operation  
• Crossings (marked, RRFB, signal)  
• Sidewalks |
| Bicyclist-involved                   | • 74% at intersections                              | • Intersection design treatments  
• Protected bike lanes |
### Crash Profiles - Suburban

<table>
<thead>
<tr>
<th>Crash Profile</th>
<th>Key Statistics</th>
<th>Potential Countermeasures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Failed to yield right-of-way &amp; turning conflicts</td>
<td>• 85% at intersections&lt;br&gt;• 72% involve left-turns</td>
<td>• Access management&lt;br&gt;• Traffic control (signal, left-turn operation, etc.)</td>
</tr>
<tr>
<td>Pedestrian-involved</td>
<td>• 75% on arterial streets</td>
<td>• Signal timing/operation&lt;br&gt;• Crossings (marked, RRFB, signal)&lt;br&gt;• Sidewalks</td>
</tr>
<tr>
<td>Rear end &amp; stopped or slowing vehicles</td>
<td>• 23% result from distracted driving</td>
<td>• Signal timing/coordination&lt;br&gt;• Incident management planning&lt;br&gt;• Enforcement</td>
</tr>
</tbody>
</table>
## Crash Profiles - Rural

<table>
<thead>
<tr>
<th>Crash Profile</th>
<th>Key Statistics</th>
<th>Potential Countermeasures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speeding</td>
<td>• 40% of survey respondents indicated this is a “top 3” concern</td>
<td>• Safety cameras&lt;br&gt;• Variable speed limits&lt;br&gt;• Enforcement</td>
</tr>
<tr>
<td>Departing from the travel lane</td>
<td>• 53% result in collision with a fixed object&lt;br&gt;• 23% result in a head on collision</td>
<td>• Rumble strips&lt;br&gt;• Barriers&lt;br&gt;• Warning signs&lt;br&gt;• Lighting</td>
</tr>
<tr>
<td>Failed to yield right-of-way &amp; turning conflicts</td>
<td>• 83% at intersections&lt;br&gt;• 63% involve left-turns</td>
<td>• Access management&lt;br&gt;• Turn/acceleration lanes&lt;br&gt;• Traffic control (signal, left-turn operation, etc.)</td>
</tr>
<tr>
<td>Rear end &amp; stopped or slowing vehicles</td>
<td>• 50% at intersections</td>
<td>• Signal timing/coordination&lt;br&gt;• Incident management planning&lt;br&gt;• Enforcement</td>
</tr>
</tbody>
</table>
Crash Profiles – Limited Access Highways

<table>
<thead>
<tr>
<th>Crash Profile</th>
<th>Key Statistics</th>
<th>Potential Countermeasures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speeding</td>
<td>• 40% of survey respondents indicated this is a “top 3” concern</td>
<td>• Safety cameras</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Variable speed limits</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Enforcement</td>
</tr>
<tr>
<td>Departing from the travel lane</td>
<td>• 61% result in collision with a fixed object</td>
<td>• Rumble strips</td>
</tr>
<tr>
<td></td>
<td>• 52% occur at night/twilight</td>
<td>• Barriers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Warning signs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Lighting</td>
</tr>
<tr>
<td>Rear end &amp; stopped or slowing vehicles</td>
<td>• 58% careless or reckless driving</td>
<td>• Incident management planning</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Enforcement</td>
</tr>
</tbody>
</table>
Crash Profiles

Distracted driving
12% of KSI crashes

Careless or reckless driving
43% of KSI crashes

Alcohol and drugs
18% of KSI crashes

Aggressive driving
10% of KSI crashes

What about behaviors?
Crash Profiles – Next Steps

Crash Profiles

Identify mechanisms and patterns

- Drivers entering a street
- Turning off a street when another vehicle/person has ROW

Match with treatments and strategies (countermeasures)

- Driveway consolidation
- Left-turn restrictions
- Medians
- Traffic signal or roundabout
- Left-turn operation
- Leading pedestrian interval

Example:
Failed to Yield Right-of-Way & Left-turn
METRO VISION SAFETY RELATED OUTCOMES AND OBJECTIVES
Metro Vision Planning Framework

Strategic ‘altitude’

- What is our purpose?
- What is our ‘view’ of the future?
- What performance lenses should we use to evaluate results?

Strategic Perspectives
- What are our main focus areas? (Pillars of Excellence)
- What outcomes do we want for our communities & residents?

Overarching Themes and Outcomes
- What continuous improvement activities will support our outcomes?

Objectives
- How do we create and improve value for our communities/residents?

Strategy Map
- How will we know if we are achieving the results we want?

Performance Measures and Targets
- What projects/actions will best contribute to our outcomes?

Strategic Initiatives

Ground level

- Communities/
- Residents needs
- 30,000 ft
- 25,000
- 15,000
Theme: A Connected Multimodal Region (CMR)

Outcomes
- The regional transportation system is well-connected and serves all modes of travel.
- The transportation system is safe, reliable and well-maintained.

Regional Objective 5: Operate, manage and maintain a safe and reliable transportation system.
The region will optimize the multimodal transportation system to improve the safe and reliable flow of people and goods. System optimization will include projects and initiatives that make the multimodal transportation system’s capacity as productive as possible. The multimodal system will require maintenance to continue safe and sound conditions. Safety projects and other related initiatives will reduce fatalities and serious injuries for all travel modes. The region will also increase the deployment of technology and mobility innovations to improve reliability and optimize capacity.
RVZ Supporting Objectives

- Improve collaboration between allied agencies
- Increase awareness and adoption of Vision Zero
- Design and retrofit roadways to prioritize safety
- Improve data collection and reporting
- Increase funding and resources
- Increase legislative support

Equity is a global theme across multiple objectives
What is an Strategic Initiative?
A program, action or project that DRCOG, CDOT, CSP, or member governments can lead in the short-, mid-, or long-term.

Strategic Initiatives are organized by Objectives.
Do strategic initiatives reflect your priorities?

What are unnecessary strategic initiatives (keeping local agency feedback in mind)?

What additional recommendations for strategic initiatives (revised or new)?
Supporting Objective: Improve collaboration between allied agencies

Associated strategic initiatives:
1. Convene a regional Vision Zero working group
   - Marketing and outreach
   - Funding opportunities
   - General updates – data, resources, policy evolution, emerging issues
2. Facilitate a police department/enforcement working group that focuses on the High Injury Network
   - Prioritizing enforcement of HIN
   - Prioritizing enforcement of dangerous behaviors
   - Education emphasis on KSI reduction, not revenue
   - Empathy for communities of concern
3. Create a regional support system for victims of traffic violence
Supporting Objective: Increase awareness and adoption of Vision Zero

Associated strategic initiatives:

4. Using the local jurisdiction toolkit, adopt Vision Zero locally at member government level
   • Formal adopted support for DRCOG’s Regional Vision Zero Plan or
   • Develop a local government Vision Zero Plan

5. Develop and implement a Regional Vision Zero media campaign
   • Resources on educational opportunities
   • Promote consistent messaging and crash reporting language

6. Work with school districts to host educational seminars or workshops on Vision Zero principles and targeted engagement for middle and high school students in traffic safety
Supporting Objective: Design and retrofit roadways to prioritize safety

Associated strategic initiatives:

7. Develop Model Safe Street Design Guidelines for the DRCOG region
8. Work with CDOT to update CDOT’s Roadway Design Guide and the State Highway Access Code to support context sensitive safety design solutions
9. Implement quick build projects at high priority locations when long-term solutions may lack sufficient immediate funding or have a long construction timeline
Supporting Objective: Data collection, monitoring, analysis

Associated strategic initiatives:
10. Conduct and prepare annual crash analysis, including updating crash profiles and the HIN every 5 years.
11. Regional crash data management – Improve timeliness of deadly and serious crash data processing and reporting.
   10. Better collaboration with DOR
12. Annually perform speed data collection on the High Injury Network
13. Establish and deploy a regional response team to investigate fatal crashes and evaluate crash locations for safety enhancements
Supporting Objective: Increase funding and resources

Associated strategic initiatives:

14. Modify TIP criteria to prioritize safety projects on the HIN that address key crash profiles, or otherwise reduce KSI crashes

15. Dedicate a CIP funding source for safety improvements, targeting HIN, communities of concern or specific crash profiles depending on area type and land use context
Supporting Objective: Increase legislative support

Associated strategic initiatives:

16. Support legislation to increase funding available for safety projects and establish a reliable, dedicated funding stream.

17. Support legislation that enables approaches to setting speed limits that reduce operating speed and crash severity, such as the injury minimization/safe system approach.

18. Support legislation that establishes a primary seatbelt law.

19. Support legislation that requires motorcycle drivers and passengers to wear helmets.

20. Support legislation to maintain ability to utilize safety cameras as an enforcement technique, including red light running and speeding.
NEXT STEPS
Next Steps

Finalize High Injury Network
…based on:

- Previous stakeholder meeting comments
- Interactive map comments
- Local agency meetings comments

Finalize Objectives and Strategic Initiatives
…based on:

- Local agency meetings
- This stakeholder meeting

And, present at next stakeholder meeting

Report Draft

- Write the report for the Regional Vision Zero Action Plan
- Next stakeholder meeting to include discussion of draft report
QUESTIONS?