Vision Zero

Eliminate traffic fatalities through a data-driven, transparent, and multi-agency approach.

Recognize that people will make mistakes and build a transportation system that minimizes the consequences of human error.

Focus on equity.
Why is Vision Zero Needed?

- Deaths are unacceptable and preventable.
- In Colorado, motor vehicle crashes account for more than twice the number of deaths as homicides.
- Traffic deaths have risen over time, and our crash rate is much higher than most of our peer cities.
In Denver, compared to a motorist:

- **Pedestrians are approximately 30 times more likely to die in a crash**.

- **Motorcyclists are nearly 13 times more likely to die in a crash**.

- **Bicyclists are 6.5 times more likely to die in a crash**.

### Denver traffic modes versus traffic deaths:

- **HOW DENVER COMMUTES**
  - 79% Cars
  - 7% Other
  - 5% Bicycles
  - 2% Motorcycles
  - 7% Pedestrians

- **TRAFFIC DEATHS**
  - 42% Cars
  - 38% Bicycles
  - 15% Motorcycles
Issues to Address

Behaviors:

• Seatbelts were not used in nearly one-third of motor vehicle fatalities
• In over half of motorcyclist fatalities, the rider was not wearing a helmet
• Other behaviors such as failure to yield, careless/reckless driving, impairment, hit and runs

Context:

• Most fatal crashes occurred at mid-block locations
• The majority of pedestrian and bicyclist fatalities occurred in unlit conditions
• 50% of fatalities on 5% of street network
How We Got Here

Data Analysis & Best Practice Review
- Intensive data analysis
- Similar Vision Zero Plans
- Proven countermeasures
- City policies

Partner Discussions
- Working Group meetings:
  - Speed & Street Design
  - Impairment
  - Safety Culture
- Stakeholder meetings

Public Surveys
- Online Map
- Intercept surveys

Thousands reached
Intercept Surveys

- April 2017
- 4 locations, nearly 200 responses
- Biggest concerns: speeding, distracted driving, and crossing times
- Top wish for City action: build safe streets for everyone
Map-based Survey

- >2800 responses
- Biggest concerns: speeding, failure to yield, and other
- Most people responded as: pedestrian taking work commute trips
Map-based Survey
Action Plan Timeline

February – April: TAC Working Group meetings
5/31: TAC draft recommendations
6/14: Comments due from TAC members
6/29: Core Group meeting to review draft Action Plan
7/19: TAC meeting: draft Action Plan
7/20: draft Action Plan open for public comment
8/11: draft Action Plan closes for public comment
9/7: TAC meeting: final Action Plan
Action Plan Components

• Front Matter
  • Mayor’s commitment, remembrances
• Our Call to Action
• Let’s Take Action
  • Strategies, actions, benchmarks
• Positive Changes
  • Recent projects, relevant history
• How We Developed the Plan
• How to be Part of Vision Zero
Our Call to Action

This is a five-year Action Plan for eliminating traffic deaths by 2030.

Someone loses their life every six days while traveling in our city. We do not have to accept this as inevitable.
Denver’s Needs

1. Enhance Processes and Collaboration
2. Build Safe Streets for Everyone
3. Create Safe Speeds
4. Promote a Culture of Safety
5. Improve Data and Be Transparent
An Equitable Plan

• Avoiding actions that have unintended consequences
• Prioritizing efforts towards Communities of Concern
• Choosing the right benchmarks
Focus Areas

Focusing efforts on the most dangerous streets and in the most vulnerable communities is a responsible use of limited City resources.
High Injury Network

All Modes

- 123 miles
- Around 5% of Denver’s street network
- Approximately 50% of fatalities occurred on HIN
Communities of Concern (CoC)

30% of Denver but 38% all traffic deaths and 44% of pedestrian deaths
What We’re Doing

30th Avenue & Downing Street: RRFB
What We’re Doing

Morrison Road: medians and bump-outs
What We’re Doing

13th Avenue & Broadway: left turn arrow and LPI
What We’re Doing

5th Avenue & Lincoln Street: temporary treatments