

MEETING SUMMARY
DRCOG VISION ZERO STAKEHOLDER COMMITTEE – Mtg. 1

Monday May 13, 2:00 PM – 3:30 PM

DRCOG, 1001 17th St., 7th Floor, Red Rocks Conference Room, Denver, CO

In-person Participants	Organization
Long Nguyen	Adams County
Maureen McCanna	Bicycle Colorado
Sarah Grant	Broomfield
Danny Herrmann	CDOT Region 1
Amy Saxton	Clear Creek County
David Santos	Colorado State Highway Patron
David DiGiacomo	Denver
Beth Doliboa	DRCOG
Jenny Wallace	DRCOG
Brad Calvert	DRCOG
Ron Papsdorf	DRCOG
Jacob Riger	DRCOG
Charlie Alexander	Fehr and Peers
Melissa Balding	Fehr and Peers
Patrick Picard	Fehr and Peers
Dehir Egal	FHWA
Melinda Urban	FHWA
Stephen Strohming	Gilpin County
Jocelyn Rhymer	MADD
Fran Lanzer	MADD
Charlie Stanfield	RTD
Jill Locantore	Walk Denver
Kristina Evanoff	Westminster

Remote Participants	Organization
Mike Comstock	Arapahoe County
Dave "DK" Kemp	Boulder
Charles Meyer	CDOT Headquarters
Ginna Jones	CDPHE
Christine Demont	CDPHE
Ashely Nicks	CDPHE
Lisa Houde	DRCOG
Yelena Onnen	Jefferson County
Phil Greenwald	Longmont
Caroline Michael	Longmont
Darrel Alston	Thornton

1. Introductions and Agenda Overview

Beth Doliboa called meeting to order at 2:00 p.m. and overviewed items listed on the agenda.

2. Denver Regional Fatality and Serious Injury History

Beth Doliboa reviewed fatality and serious injury history in the Denver region. The high number of pedestrian and bicycle fatalities across the region was emphasized.



3. Vision Zero History and Context

Charlie Alexander, Fehr and Peers, presented an overview of Vision Zero (VZ) and how it's a fundamentally different traffic safety approach in U.S. communities by:

1. Reframing traffic deaths as preventable
2. Focusing on system failure
3. Reducing the impacts of collisions
4. Adopting a Safe System approach
5. Data-driven decision-making
6. Road safety as a social equity issue

Human road users will make mistakes that result in crashes, the roadway system should be designed in a way to reduce the severity of these crashes.

Vision Zero originated in 1997 in Sweden, since Sweden has one of the lowest annual rate of road deaths in the world, the fatalities involving pedestrians has fallen almost 50% from the early 2000s. Many cities across the United States have adopted Vision Zero plans focusing on the "Five E's" (Engineering, Education, Enforcement, Encouragement and Evaluation) with Equity being emphasized as a critical sixth E.

4. Project Scope and Schedule

Charlie Alexander presented an overview of the four main components of the scope:

1. Background and Overview - Charlie Alexander did an overview of background work the project team has been working on since project kick off, such as defining why VZ will benefit the Denver region, coordination meetings with jurisdictions within DRCOG with established VZ plans, exchanges with peer MPOs and safety target review.
2. Outreach and Engagement - Charlie did an overview of how the virtual engagement will work.
3. Existing Conditions, Products, and Needs Assessment - Charlie Alexander did an overview of the specific analysis that will be done. Stakeholder participation will be needed to develop meaningful outcomes.
4. Goals, Actionable Strategies and Local Member Jurisdiction Toolkit - The end goal is for the deliverable is a plan that is as specific as possible, with a High Injury Network, major crash types, goals and countermeasures/tools.

Comments:

- Suggestion to include fire departments as participants in the local agency outreach meetings; fire departments in San Francisco and Portland are doing good work regarding Vision Zero.
- A suggested value of the local agency meetings is that they will offer peer-to-peer advising opportunities.
- Crash analysis exact methodology is to be determined; both DiExSys and linear referencing will be considered.
- Suggested that CDOT has smart mobility toolkits that may be applicable to this effort.

5. Role of Stakeholder Group

The stakeholder committee is intended to guide the development of the VZ Action Plan through ongoing input and feedback.

6. Recent and Ongoing Safety Activities

Beth Doliboa presented on recent safety related activities at DRCOG including the Report on Traffic Crashes in the Denver Region, the Active Transportation Plan Bicycle and Pedestrian Crash Report which included an interactive Bicycle and Pedestrian Crash Data map and crash data available to download on DRCOG's Regional Data Catalog.

7. Peer Agency Lessons Learned

Charlie Alexander did a review of findings from the peer exchanges with Oregon Metro, Hillsborough MPO, Metropolitan Planning Area Council (MAPC) and Marin County.



8. Discussion

How can DRCOG support member governments?

Comments:

- Shared standards for new roadway construction, sensitive to local fire department needs, would be helpful.
- Some of the cities are starting from scratch so resources to get new Vision Zero cities started would be helpful (countermeasure resources from FHWA, Vision Zero Network resources, etc.).
- DRCOG leveraging their ability to lobby on state legislative issues such as automated enforcement; some areas exist where state laws keep local governments from implementing Vision Zero strategies.
- Make Vision Zero design and planning a standard for the region for planning, design, and construction.
- DRCOG's Vision Zero plan can fill gaps in CDOT's SHSP to help bridge between that high-level plan and tactical implementation.
- Identify data needs to make plans for safety project; Vision Zero is a data driven process and high-quality data is an important building block area.
- This plan should identify how DRCOG's funding can affect Vision Zero implementation.
- DRCOG's plan should help identify culture issues: distracted driving, DUI, motorcycle safety, etc.

Goal setting – Should DRCOG set a goal year to achieve zero? Pros and cons associated with goal year?

Comments:

- Achieving a target year depends on local governments; what commitments will DRCOG require of member governments to achieve a target year?
- Potentially valuable to identify a target year to motivate member governments to implement
- Target year setting seems fitting with other DRCOG planning efforts.
- CDOT has Moving Towards Zero Deaths; does this difference in nomenclature decrease the efficacy of Vision Zero in the region or state?
- Would like more emphasis on methods to achieve zero rather than the zero number itself. Focus more on the commitment needed to get to zero.
- Does it post challenges with FHWA targets? Because setting targets has its risks and can feel insurmountable if progress does not get made.
- Worth considering whether this will be an aspirational goal or whether it is a tactical target.
- State DOTs and AASHTO have projections that are worth checking and potentially being consistent with.
- Need to consider how this goal fits into DRCOG's other performance measurement framework.
- Zero is the only morally correct target; there may be different levels of comfort for a year, and member governments and agencies ability and willingness to commit.

Next Steps

- Meeting 2 will have the opportunity to provide input on the community typology and public engagement.
- Meeting 2 on June 19 10 AM – 12 PM

