



City of Dallas

Vision Zero Action Plan

**SAME Infrastructure Forum
December 2, 2022**

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Presentation Overview



- The State of Traffic Safety in Dallas
- Introduction to Vision Zero
- Vision Zero Action Plan Development
- Focus Areas for the Vision Zero Action Plan
- Recommendations
- Status and Next Steps

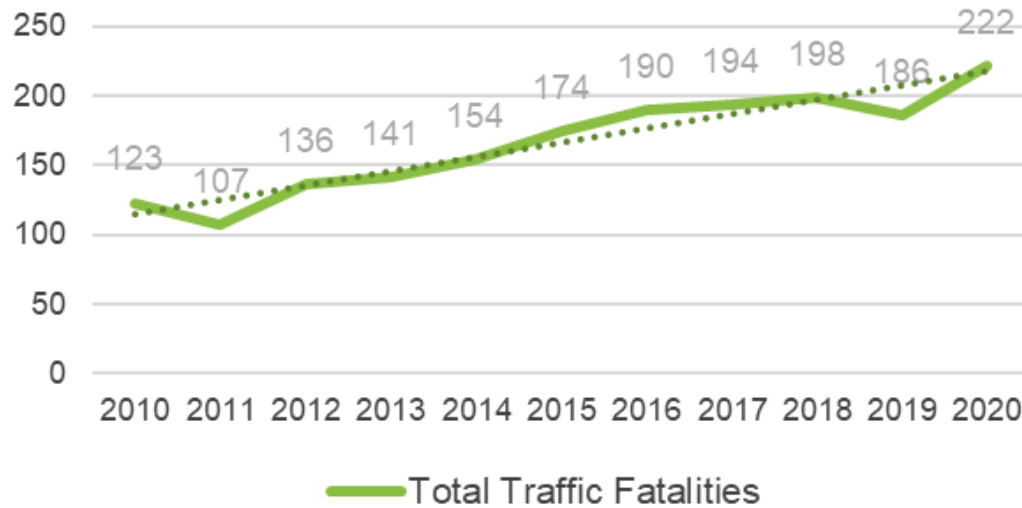


The State of Traffic Safety in Dallas



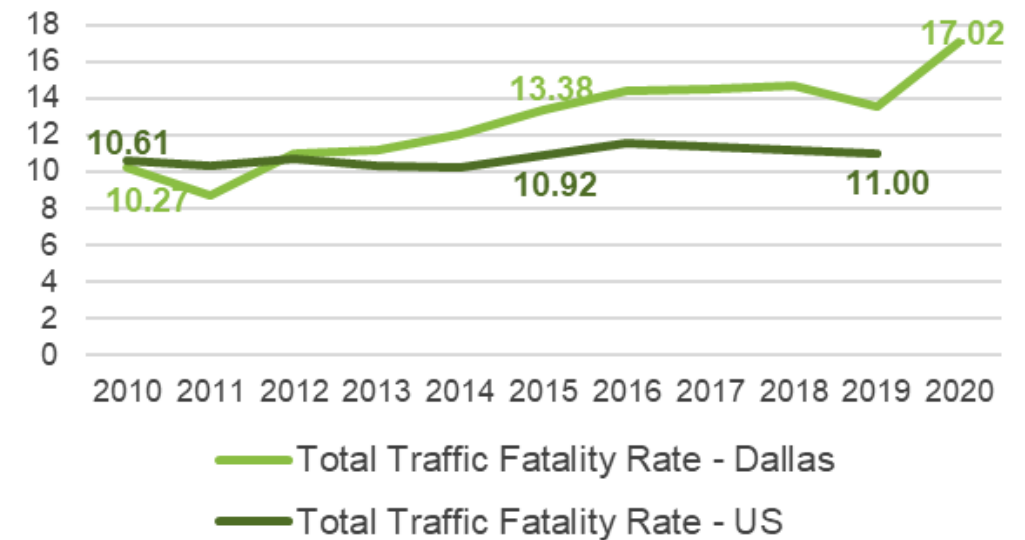
Traffic fatalities in Dallas have increased by 80% since 2010.

Change in Traffic Fatalities, 2010-2020
(City of Dallas)



Even accounting for population increase, Dallas's fatality rate has increased much faster than the national average.

Change in Traffic Fatality Rate, 2010-2019
(fatalities per 100k population)
(Dallas vs U.S.)



Note: 2020 national fatality rate was not yet available as of time of publishing.

Sources: TxDOT, Crash Records Information System, 2019-2020; National Highway Traffic Safety Administration, Annual Traffic Safety Facts, 2010-2019; 2020 Decennial Census



Introduction to Vision Zero



- An international traffic safety movement.
- Based on the belief that no loss of life is acceptable.
- Safe Systems Approach: safer speeds, safer roads, safer people, safer vehicles
- 5 Es approach: Engineering, Enforcement, Education, Evaluation, Equity.

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behavior

Prevent **COLLISIONS**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**



Photo courtesy: Vision Zero Network

Vision Zero Action Plan Development

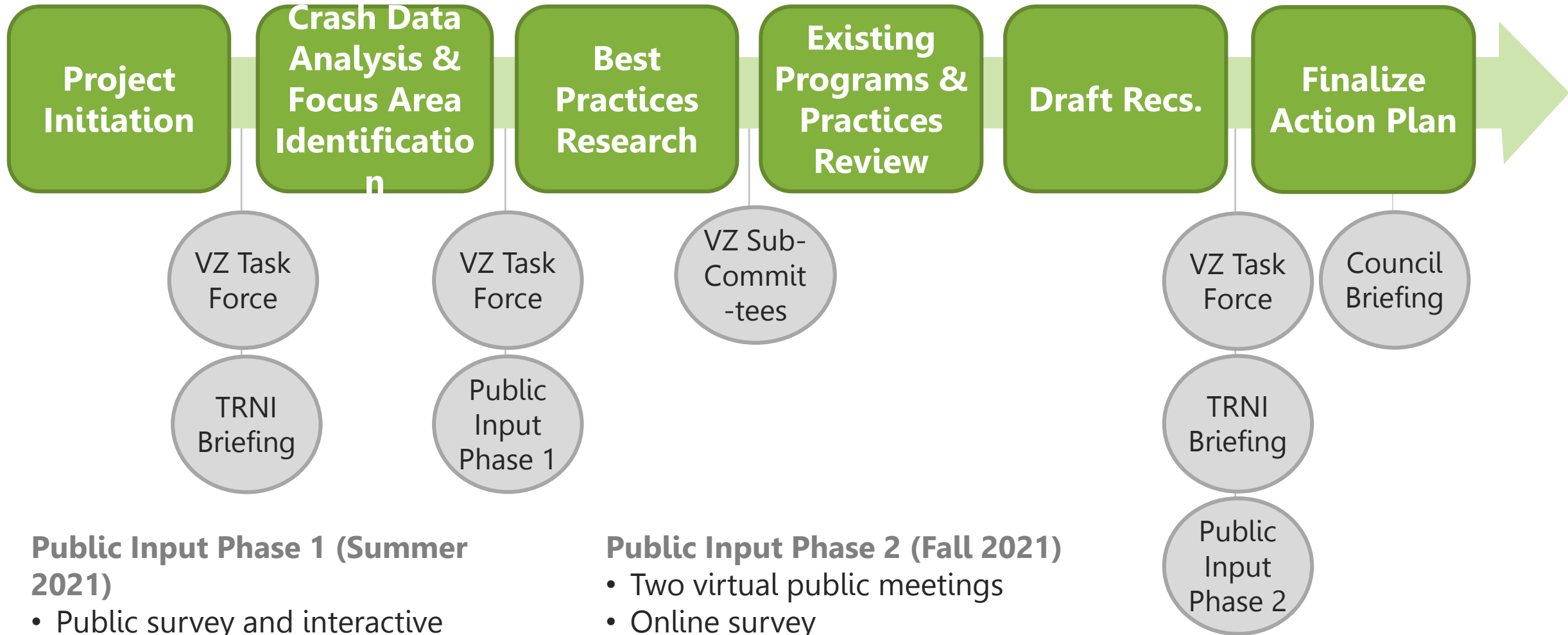


City Council Vision Zero Resolution 19-1583

- Committed the City to a goal of **ZERO traffic fatalities** and a 50% reduction in severe injuries by 2030.
- Directed the City Manager to:
 - Develop a Vision Zero Action Plan by December 2021
 - Convene a Vision Zero Task Force that will collaborate with city departments on the development of a Vision Zero Action Plan
 - Direct city departments to participate in Vision Zero Action Plan development, implementation, and evaluation



Vision Zero Action Plan Development



Public Input Phase 1 (Summer 2021)

- Public survey and interactive comment map
- 1,692 survey responses

Public Input Phase 2 (Fall 2021)

- Two virtual public meetings
- Online survey
- 921 survey responses



Focus Areas for the Action Plan



TOPIC Focus Areas

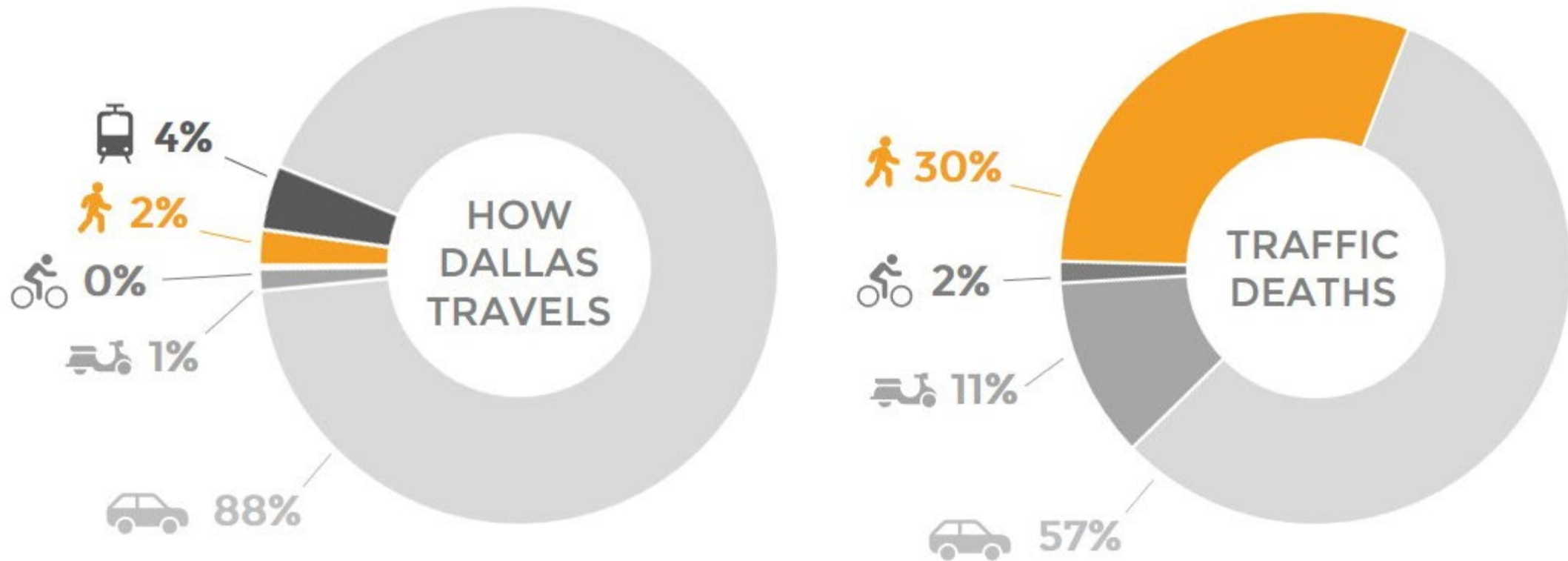
1. **Pedestrian-Involved Crashes** (30% of fatal & severe injury crashes)
2. **Speeding/Unsafe Travel Speeds** (27%)
3. **Not Using Proper Restraints** (16%)
4. **Under the Influence** (14%)
5. **Left-Turn Crashes** (10%)
6. **Red Light Running** (10%)
7. **Distracted Driving** (only 5% in crash data, but a top priority in the survey)



Focus Areas for the Action Plan



Pedestrians are Disproportionately at Risk



Source: 2019 ACS 5-Year Estimate; 2015-2019 person fatality data for crashes on all roads and highways in Dallas, retrieved from Texas Department of Transportation Crash Records Information System



Focus Areas for the Action Plan



Speed Kills

Higher vehicle speeds increase the likelihood of a pedestrian fatality when struck by a vehicle.



20
MPH



10% RISK OF DEATH OR SEVERE INJURY



30
MPH



40% RISK OF DEATH OR SEVERE INJURY



40
MPH



80% RISK OF DEATH OR SEVERE INJURY

Source: The Institute for Road Safety Research. SWOV Fact Sheet: The relation between speed and crashes.

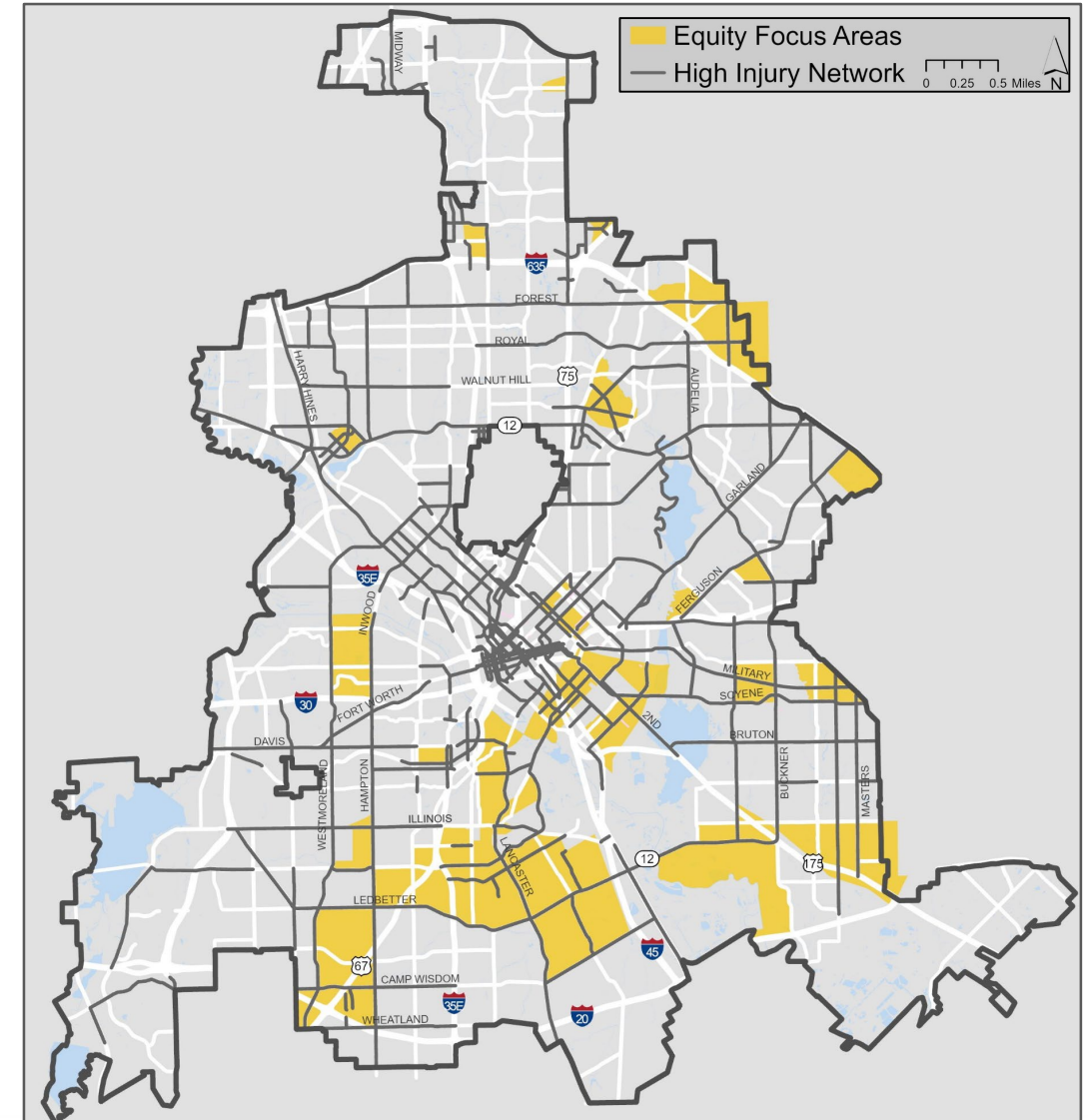


Focus Areas for the Action Plan



GEOGRAPHIC Focus Areas

- High Injury Network (HIN): Streets where a disproportionate number of severe crashes occur.
- In Dallas, 7% of streets account for 62% of fatal and severe injury crashes.



Recommendations



Overall Themes

- ✓ Work across departments and agencies.
- ✓ Use data to determine priorities.
- ✓ Manage speeds to safe levels, as determined through engineering studies that incorporate local conditions.
- ✓ Focus on equity.
- ✓ Create a culture of safety within the city and the public at large.



Recommendations: Engineering



Department of Transportation action items include:

	Action Item	Target
1	Conduct engineering safety evaluations for streets on the High Injury Network (HIN).	Avg. 5 corridors on the HIN/year
2	Implement lower-cost, quick-build proven safety countermeasures.	Avg. 5 corridors on the HIN and 15 intersections/year
3	Establish a pipeline of capital projects; seek funding.	Ongoing
4	Increase speed data collection and analysis.	Ongoing
5	Conduct a citywide evaluation of speed limits and recommend changes to City Council.	Complete by end of 2023



Source: Christopher Connelly, KERA



Recommendations: Enforcement



Dallas Police Department action items include:

	Action Item	Target
1	Elevate the enforcement of the most dangerous driving behaviors, including at high injury locations.	2022
2	Conduct high-visibility enforcement along HIN corridors.	6 HIN corridors per quarter
3	Evaluate Texas STEP grant funding options to merge with Vision Zero.	FY 2022-2023
4	Provide consistent levels of enforcement across all DPD Divisions.	Ongoing
5	Conduct education prior to intensified enforcement	Ongoing



Recommendations: Education



Office of Communications, Outreach & Marketing action items include:

	Action Item	Target
1	Align all traffic safety education and outreach efforts in the city under the Vision Zero umbrella.	2022
2	Develop and implement a safety education campaign.	2023
3	Increase awareness about the new state law SB 1055, "Stop for Pedestrians."	2022
4	Increase Vision Zero awareness using City-owned and controlled channels.	Ongoing
5	Work with school districts to implement traffic safety education in schools.	2026

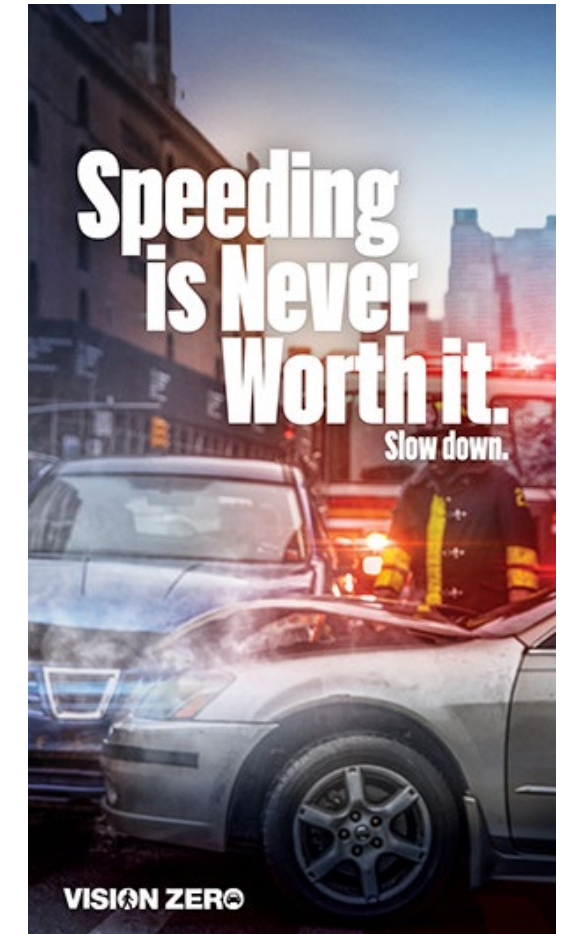


Photo courtesy The City of New York



Recommendations: Legislation & Coord.



Office of Government Affairs action item:

	Action Item	Target
1	Work with other cities in Texas to effectuate lowering prima facie speed limits for residential streets to 25 mph.	2023

Department of Transportation action items:

	Action Item	Target
1	Convene regular meetings of the Vision Zero Task Force.	4 meetings/ year
2	Convene regular meetings between DDOT and DPD to review fatality reports.	4 meetings/ year



Recommendations: Evaluation



Office of Data Analytics & Business Intelligence action items include:

	Action Item	Target
1	Publish an annual Vision Zero progress report and/or create a dashboard to track progress and update at least annually.	2023, 2024, 2025, 2026

Official evaluation metrics include:

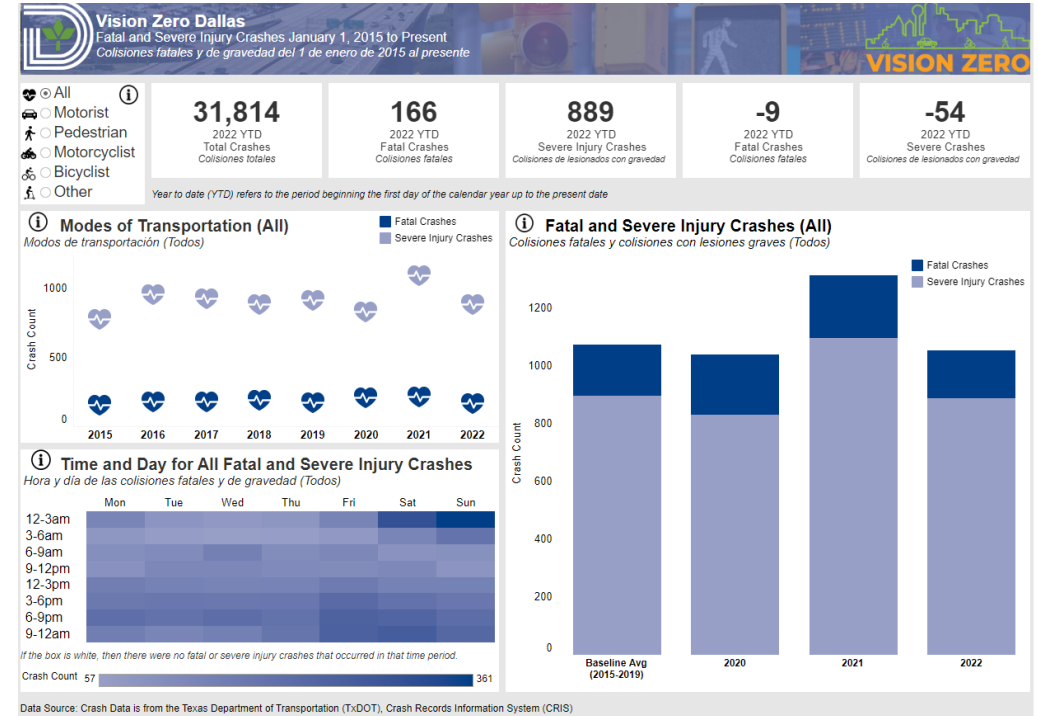
- Annual number of fatal crashes and severe injury crashes on non-limited access roads, by mode and race/ethnicity.
- Annual average number of fatal and severe crashes over the past five years.
- Number of locations on HIN that receive Vision Zero treatments.
- Number and percentage of traffic citations and warnings given for the most dangerous driving behaviors.
- Awareness of Vision Zero.



Status and Next Steps



- ✓ City Council adopted the Vision Zero Action Plan in June 2022.
- ✓ Funding for an Engineer position and Vision Zero improvements included in FY 2022-2023 budget.
- ✓ Crash data analyses completed for four corridors to identify countermeasures.
- ✓ Targeted enforcement occurring on priority corridors.
- ✓ Work has begun on the Vision Zero “brand book.”
- ✓ Crash Data Dashboard created to track progress on metrics.



Thank you!

For more information, visit
<https://dallascityhall.com/VisionZero>



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