



**City of Dallas**

# **Vision Zero Action Plan**

**Dallas City Council  
January 5, 2022**

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# Presentation Overview



1. Purpose
2. Background
3. Vision Zero Action Plan Development
4. The State of Traffic Safety in Dallas
5. Focus Areas for the Vision Zero Action Plan
6. Draft Recommendations
7. Cost Implications
8. Next Steps
9. Discussion/Feedback



# Purpose



- Brief City Council on proposed recommendations for the Vision Zero Action Plan and solicit feedback.



# Background



## 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



# Background



## Introduction to Vision Zero

- A recognized strategy to eliminate traffic fatalities.
- Based on the belief that no loss of life is acceptable and that all traffic fatalities and severe injuries are preventable.
- 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**

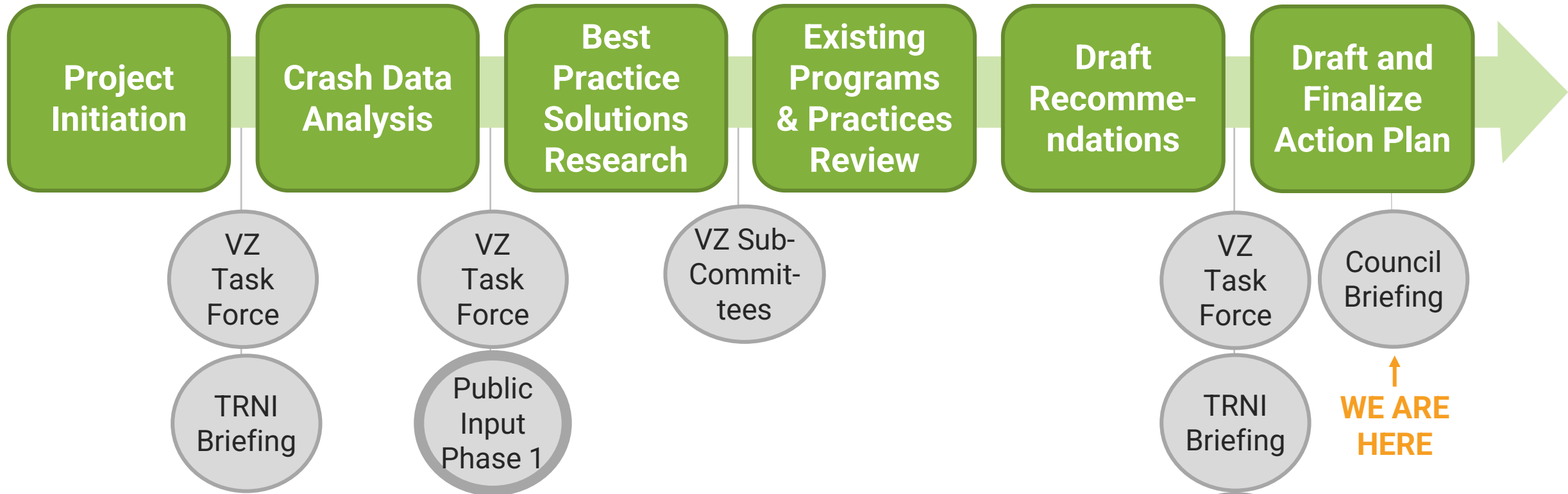
**SYSTEMS** approach

Saving lives is **NOT EXPENSIVE**



Photo courtesy: Vision Zero Network

# Vision Zero Action Plan Development



## 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 closed December 3<sup>rd</sup>.
- 921 survey responses.



# Vision Zero Action Plan Development



## Vision Zero Task Force

### City Departments:

- Transportation
- Public Works
- Police
- Fire-Rescue
- Data Analytics
- Budget Office

### External Agencies:

- Dallas County Sheriff's Office
- Dallas County Health and Human Services
- TxDOT
- NCTCOG

- Baylor University Medical Center
- Parkland Injury Prevention Center
- Children's Medical Center
- Mothers Against Drunk Driving
- AARP
- BikeDFW



# The State of Traffic Safety in Dallas



## Dallas has the second highest traffic fatality rate among the 15 most populous cities in the U.S.

(Traffic deaths per 100,000 people; 5-year average rate from 2015-2019)

1. Jacksonville, FL	15.79	9. Los Angeles, CA	6.71
<b>2. Dallas, TX</b>	<b>14.11</b>	10. San Diego, CA	6.34
3. Phoenix, AZ	13.71	11. Philadelphia, PA	6.09
4. Fort Worth, TX	10.84	12. San Jose, CA	6.00
5. San Antonio, TX	10.53	13. Chicago, IL	4.90
6. Houston, TX	10.07	14. San Francisco, CA	3.52
7. Austin, TX	9.08	15. New York, NY	2.56
8. Columbus, OH	7.02	National Rate	11.22

A traffic fatality is  
1.27 times more  
likely to occur in  
Dallas than in Fort  
Worth.



Source: National Highway Traffic Safety Administration, Annual Traffic Safety Facts – 2015, 2016, 2017, 2018, 2019.

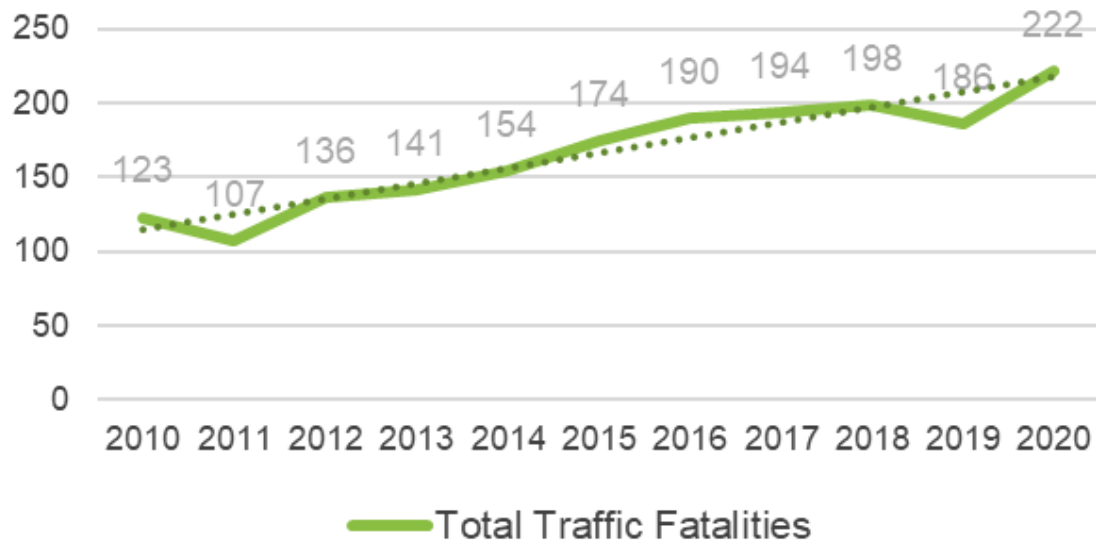


# The State of Traffic Safety in Dallas



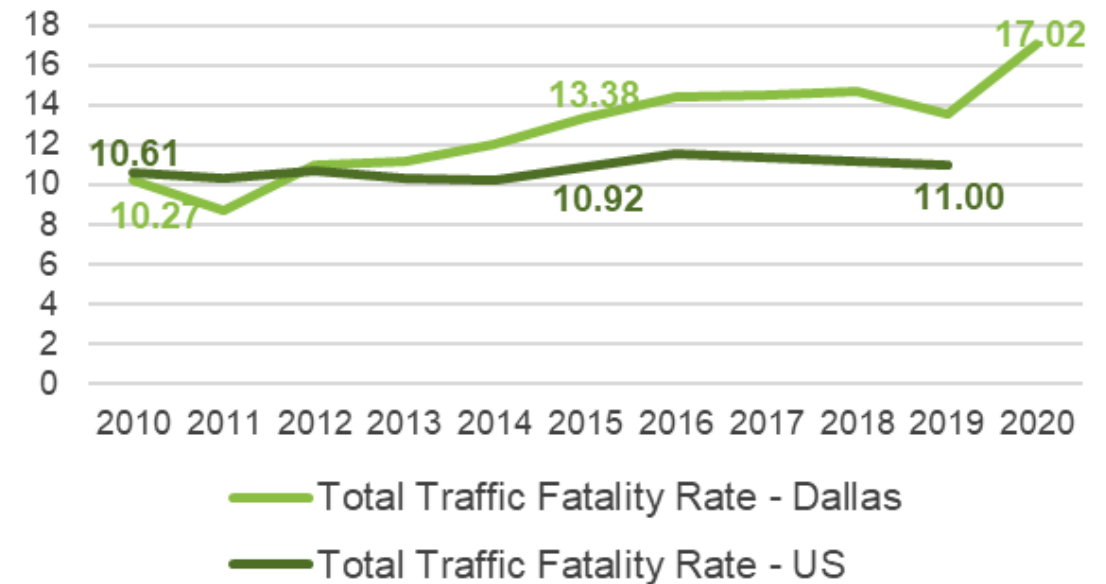
Traffic fatalities in Dallas have increased by 80% since 2010.

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



Even accounting for population increase, Dallas' fatality rate is increasing 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



# Focus Areas for the Action Plan



- *Focus Areas:* Factors and locations that account for the highest percentage of fatal and severe crashes in Dallas.
- *Why:* Provide a framework for the Vision Zero Action Plan. Should be addressed first to have the greatest impact on reaching Vision Zero.
- *How:* Identified through a crash data analysis and the first Vision Zero public survey, with additional input from the Vision Zero Task Force.

*Some of the Geographic Focus Areas are in the process of being addressed through various programs such as TxDOT's Highway Safety Improvement Program.*

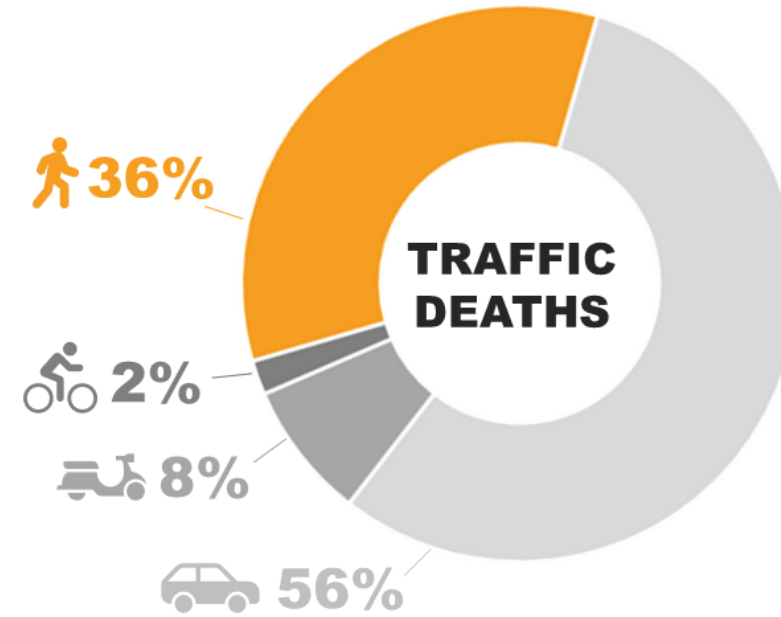
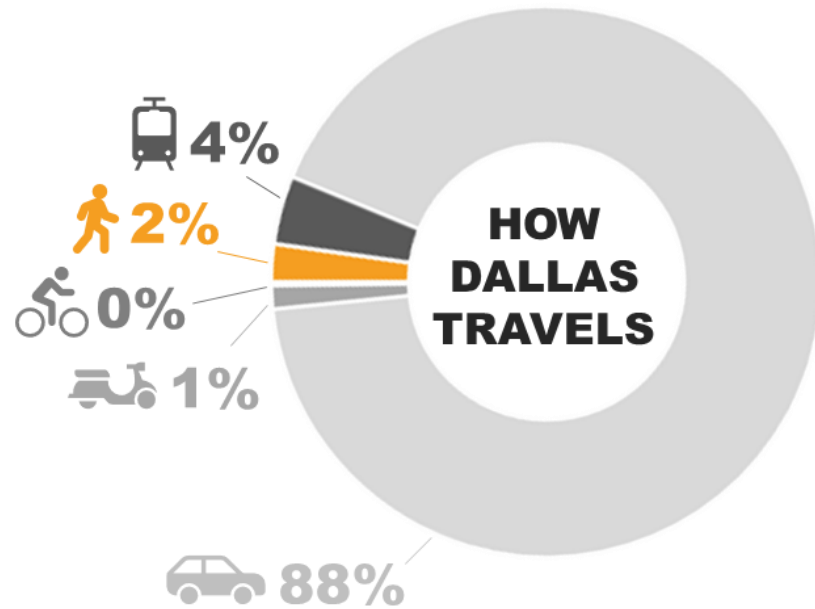


# Focus Areas for the Action Plan



## Topic Focus Areas

### 1. Pedestrian-Involved Crashes (36% of severe crashes)



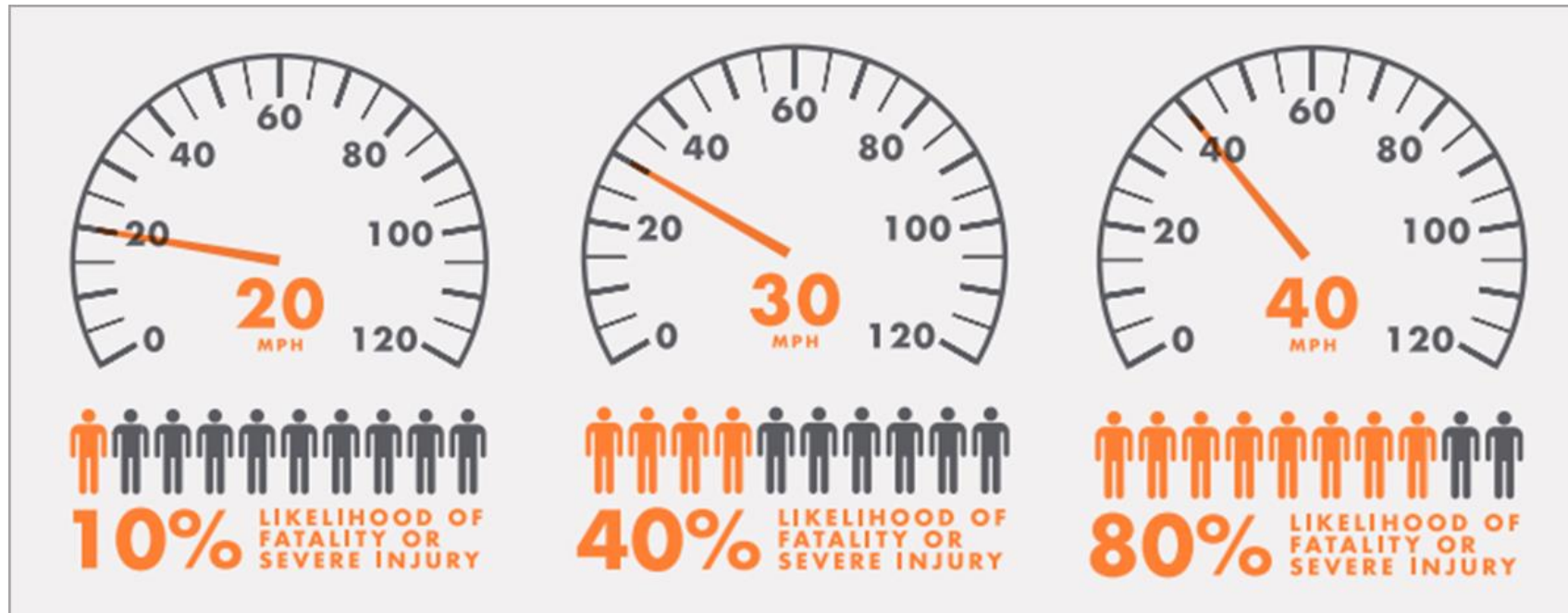
Source: 2019 ACS 5-Year Estimate; TxDOT, Crash Records Information System, 2019-2020

# Focus Areas for the Action Plan



## Topic Focus Areas

1. Pedestrian-Involved Crashes (36% of severe crashes)
2. Speeding/Unsafe Travel Speeds (19%)



Source: City of Portland



# Focus Areas for the Action Plan



## Topic Focus Areas

1. **Pedestrian-Involved Crashes** (36% of severe crashes)
2. **Speeding/Unsafe Travel Speeds** (19%)
3. **Under the Influence** (14%)
4. **Not Using Proper Restraints** (Seat Belt, Car Seat) (16%)
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)

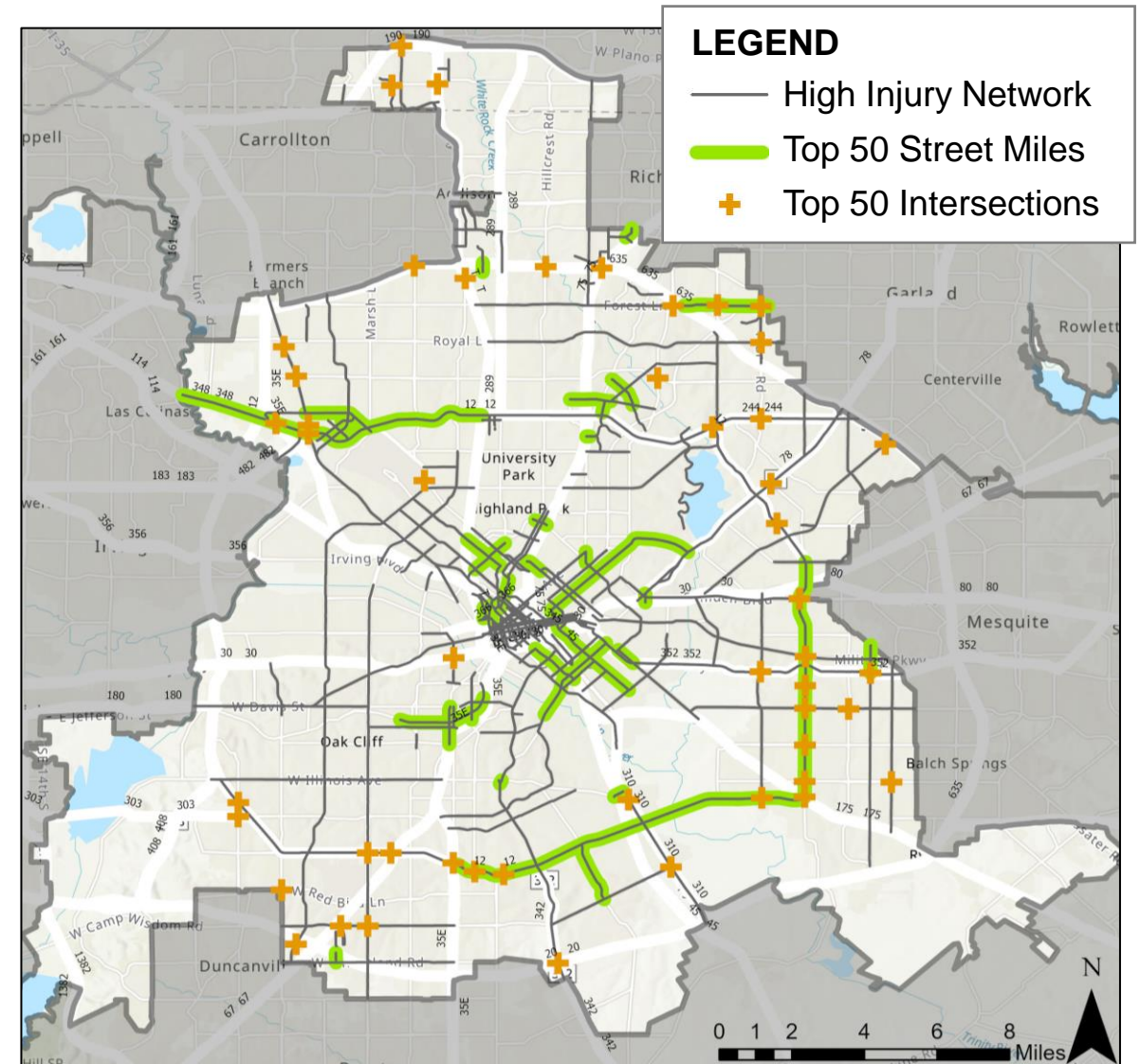


# Focus Areas for the Action Plan



## Geographic Focus Areas

- **High Injury Network (HIN):** streets where a disproportionate number of severe crashes have occurred.
- In Dallas, 8% of streets (non-freeways) account for 60% of severe crashes.
- Of the roadways that account for the remaining 40%:
  - 15% of severe crashes were on other streets (non-freeways)
  - 25% were on freeways

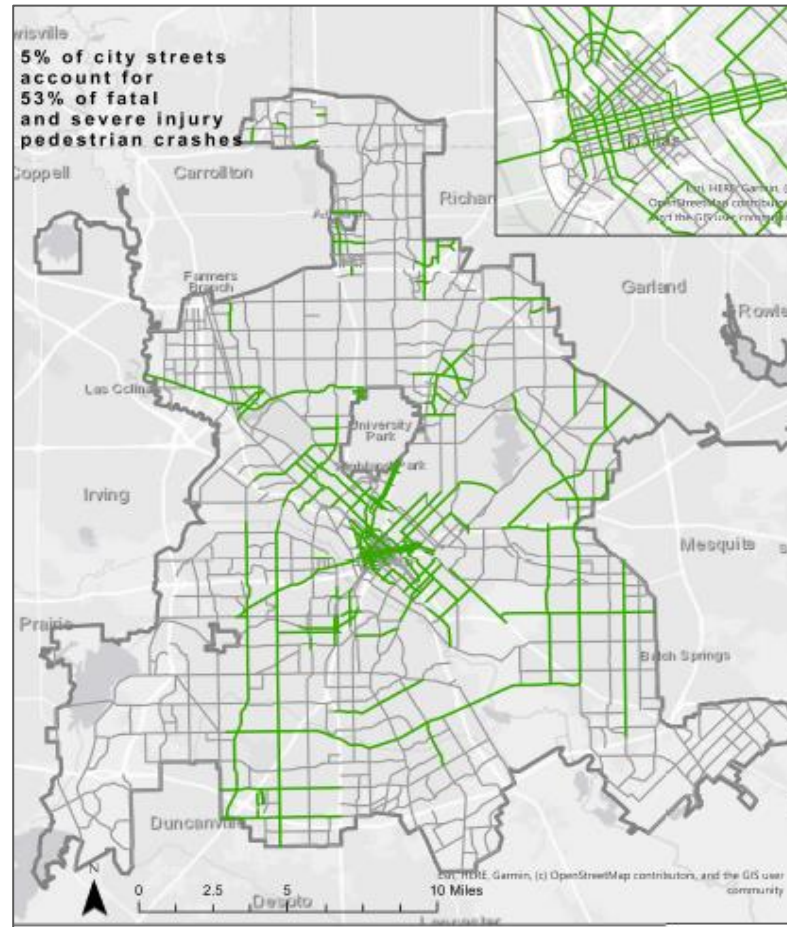


# Focus Areas for the Action Plan

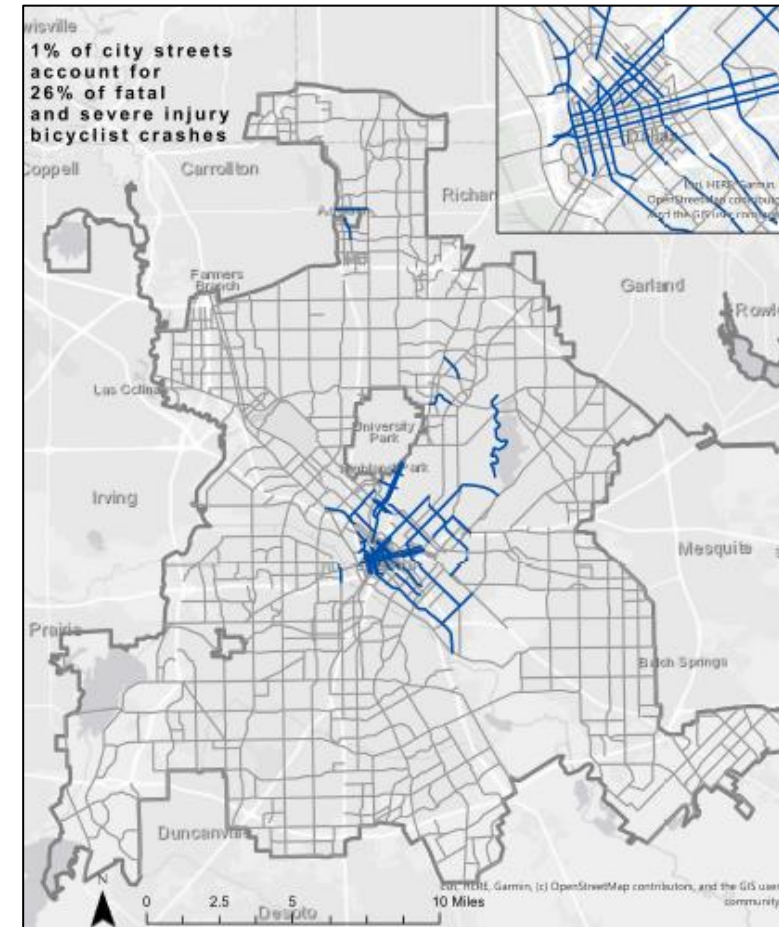


## Geographic Focus Areas

### Pedestrian High Injury Network



### Bicycle High Injury Network



# Recommendations



## Outline:

1. Overall Themes
2. Engineering
3. Enforcement
4. Education
5. Coordination & Legislation
6. Equity
7. Evaluation

Focused on 5-year timeframe. The Action Plan should be re-evaluated and updated after 5 years.





# Recommendations



## Overall Themes

- ✓ Work across departments and agencies and take a comprehensive approach to improving safety using the 5 Es.
- ✓ Use data to determine priorities. Direct engineering, enforcement, and education resources to high injury locations.
- ✓ 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



## Things we are already doing:

- Adding backplates with reflective borders to traffic signal heads
- Implementing complete streets projects
- Implementing the priorities in the Sidewalk Master Plan
- Updating the existing Bike Plan
- Seeking funding through TxDOT's HSIP calls for projects



Source: Christopher Connelly, KERA



# Recommendations: Engineering



## Lower-Cost, Quick-Build Improvements



Signal Backplates with Reflective Borders



Appropriate Speed Limits for All Road Users\*



Leading Pedestrian Interval



Yellow Change Interval Adjustment



Lighting\*



Crosswalk Visibility Enhancements\*



Road Diets – Temporary or With Striping\*



Rectangular Rapid Flashing Beacons\*



Bike Lane Striping

## Lower-Cost Capital Improvements



Raised Crosswalks on Local & Collector Roads\*



Medians and Pedestrian Refuge Islands\*



Sidewalks & Walkways\*

\*Dependent on resource availability

## Major Capital Improvements



Traffic Signal



Pedestrian Hybrid Beacon



Left- and Right-Turn Lanes



Corridor Access Management



Roundabouts



Road Diets (Road Reconfiguration)



# Recommendations: Engineering



## Department of Transportation

	Action Item	Target	Focus Areas
1	<b>Conduct engineering safety evaluations</b> for streets on the High Injury Network (HIN).	Avg. 5 corridors on the HIN/year	All
2	<b>Implement lower-cost, quick-build Vision Zero safety improvements.</b>	Avg. 5 corridors on the HIN and 15 intersections/year	All
3	<b>Establish a pipeline of capital projects and seek funding.</b>	Ongoing	All
4	<b>Increase speed data collection and analysis.</b>	Ongoing	Speeding
5	<b>Conduct a citywide evaluation of speed limits and recommend changes to City Council.</b>	Complete by end of 2023	Speeding
6	<b>Implement speed humps/cushions or raised crosswalks</b> on local residential streets, distributed equitably based on need.	4 locations/year	Speeding, Pedestrians
7	<b>Install new or improved pedestrian crossings</b> at locations identified by data as having pedestrian safety issues.	3 locations/year	Pedestrians



# Recommendations: Engineering



## Department of Transportation (continued)

	Action Item	Target	Focus Areas
8	<b>Continue to enhance maintenance of street markings.</b>	Restripe 33%/year	All
9	<b>Coordinate with TxDOT</b> on making safety improvements along state roadways. Seek funding from external sources.	Ongoing	All
10	<b>Promote safe, active transportation around schools.</b>	3 SRTS plans/year	Pedestrians
11	<b>Adopt new policies, procedures, and standards.</b> <ol style="list-style-type: none"> <li>Setting Speed Limits: recommend standard method that supplements TMUTCD guidance; consider various factors as recommended by FHWA.</li> <li>Speed Limit Signs: supplement TMUTCD guidance in creating standards for the placement and spacing of signs.</li> <li>Mid-block Pedestrian Crossing Criteria: supplement the TMUTCD guidance on when to implement new crossings and what types of improvements to provide based on context.</li> <li>Update the 2011 City of Dallas Traffic Barricade Manual.</li> <li>Update City signal/streetlight standards.</li> </ol>	Complete by end of 2023	Speeding, Pedestrians



# Recommendations: Engineering



## Department of Public Works

	Action Item	Target	Focus Areas
1	<b>Implement major Vision Zero capital safety projects.</b>	10 projects by 2026	All
2	<b>Fund and implement priority sidewalks in the Sidewalk Master Plan.</b>	In accordance with goals in adopted plan	Pedestrians
3	<b>Adopt new policies, procedures, and standards.</b> <ul style="list-style-type: none"><li>a. Revise the Street Design Manual to prioritize mitigating and reducing severe injury crashes throughout the design process.</li><li>b. Add a toolbox in the Street Design Manual of proven safety treatments that should be considered as part of private and public projects.</li><li>c. Re-evaluate driveway standards (number and spacing).</li><li>d. Create standard construction and marking details for pedestrian refuge islands at mid-block and intersection locations, to increase the use of this proven countermeasure.</li></ul>	Complete by end of 2023	All



# Recommendations: Engineering



## City Manager's Office

	Action Item	Target	Focus Areas
1	<b>Clarify the duties of the City Engineer and the City Traffic Engineer in the City Code</b> , when it comes to responsibility for and authority over conducting multi-modal safety evaluations, evaluating and recommending changes to speed limits, approving traffic and speed control measures, approving driveway connections to streets, and making recommendations to City Council on proposals for major changes to street operations.	Complete by end of 2022	All



# Recommendations: Enforcement



## Things we are already doing:

- DPD has a dedicated traffic enforcement squad within DPD made up of 25-30 motorcycle officers.
- Court & Detention Services has a diversion program to provide alternatives to traffic fines.





# Recommendations: Enforcement



## Dallas Police Department

	Action Item	Target	Focus Areas
1	<b>DPD Traffic Unit and specialized Patrol Units will</b> elevate the enforcement of the most dangerous driving behaviors including at high injury locations, as determined through Vision Zero analysis.	2022	All
2	<b>Conduct high-visibility enforcement by DPD Traffic Unit and specialized Patrol Units</b> along HIN corridors.	6 HIN corridors per quarter	All
3	<b>Evaluate Texas STEP grant funding options to merge with Vision Zero.</b>	FY 2022-2023	Speeding
4	<b>Provide consistent levels of enforcement</b> across all DPD Divisions, as feasible.	Ongoing	All
5	<b>Conduct education prior to intensified enforcement</b> (e.g., using variable message signs and speed feedback trailers).	Ongoing	All
6	<b>Work with Courts to create graduated penalties for repeat offenders</b> who engage in dangerous driving behavior.	2023	All



# Recommendations: Enforcement



## Dallas Police Department

	Action Item	Target	Focus Areas
7	<b>Address challenges to successfully enforcing speed limits.</b> a. Provide officer training on SEC. 28-43 of the Dallas City Code. b. Continue coordinating with Department of Transportation and Courts.	2023	Speeding
8	<b>Address challenges to enforcing Failure to Yield to Pedestrians violations.</b> Provide officers with training on SB 1055.	2022	Pedestrians
9	<b>Increase officer training on immediate and advanced crash investigation.</b>	Ongoing	All
10	<b>Practice what we preach.</b> Incorporate Vision Zero materials and safe driving behavior training in cadet officer safety training.	2023	All
11	<b>Expand and make permanent DPD's Driving While Intoxicated squad</b> as the Department's staffing increases.	2023	Under the Influence
12	<b>Convene monthly meetings between DPD, City of Dallas Prosecutors, and Chief City Administrative Judge</b> (and his/ her judges) to discuss fair and equitable enforcement practices.	Ongoing	All



# Recommendations: Education



## Things we are already doing:

- DPD Youth Outreach, Car Seat Safety Inspections, Safety Information, Safety & Health Fairs
- DDOT participation in outreach programs to schools and events

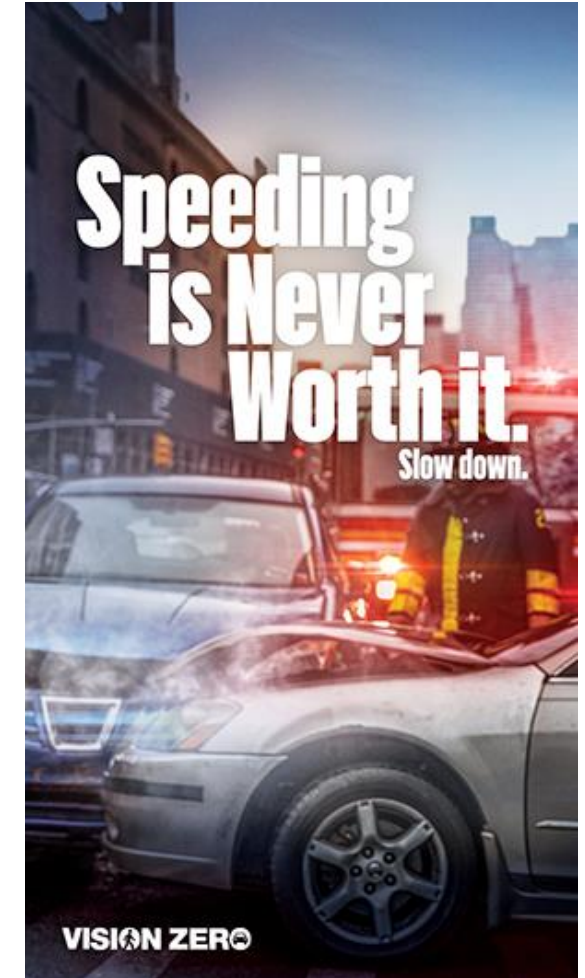


# Recommendations: Education



## Communications, Outreach & Marketing

	Action Item	Target	Focus Areas
1	<b>Align all traffic safety education and outreach efforts in the city under the Vision Zero umbrella.</b> Create a branded toolkit to ensure consistency across education and outreach efforts.	2022	All
2	<b>Develop and implement a safety education campaign</b> aimed at reducing speeding, failure-to-yield, and drunk and distracted driving.	2023	All
3	<b>Increase awareness about the new state law SB 1055, “Stop for Pedestrians.”</b>	2022	Pedestrians
4	<b>Increase Vision Zero awareness</b> using City-owned and controlled channels.	Ongoing	All
5	<b>Work with school districts to implement traffic safety education in schools.</b>	2026	All



# Recommendations: Legislation & Coordination



## Office of Government Affairs

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

## Department of Transportation

	Action Item	Target	Focus Areas
1	Convene regular meetings of the Vision Zero Task Force to guide the initiation and monitor the implementation of the Action Plan through 2025. Additional meetings that are recommended on a monthly basis.	4 meetings/year	All
2	Convene regular meetings between DDOT and DPD to review fatality reports.	4 meetings/year	All



# Recommendations: Evaluation



## Office of Data Analytics & Business Intelligence

	Action Item	Target	Focus Areas
1	<b>Publish an annual Vision Zero progress report</b> and/or create a dashboard to track progress and update at least annually.	2023, 2024, 2025, 2026	All
2	<b>Continue quarterly fatal and severe crash pattern data evaluation.</b>	Ongoing	All
3	<b>Compare hospital data and police crash reports</b> to determine if under-counting of low-income or minority populations is occurring in the police report data.	2023, 2024, 2025, 2026	All
4	<b>Create an online, interactive map of the HIN and safety improvement projects.</b>	2022	All
5	<b>Update the High-Injury Network using 2017-2021 crash data.</b>	2023	All



# Recommendations: Evaluation



## Department of Transportation

	Action Item	Target	Focus Areas
1	Develop metrics for evaluating safety projects and conduct before and after studies to assess their effectiveness.	2022 and 2023	All

## City Manager's Office

	Action Item	Target	Focus Areas
1	Add Vision Zero traffic safety performance measures to Dallas 365 and Annual Budget performance measures for DPD and DDOT.	2022	All



# Recommendations: Evaluation



## Evaluation Measures:

1. Annual number of fatal and severe crashes, on average, over the past five years. Change from the 2015-2019 five-year average
2. Number of annual traffic deaths, severe injuries, fatal crashes, and severe injury crashes on non-limited access roads, by mode and race/ethnicity.
3. Number of locations on the High Injury Network that have received Vision Zero safety treatments.
4. Miles of new sidewalk.
5. Number and percentage of traffic citations and warnings given for the most dangerous driving behaviors (speeding, failure-to-yield to pedestrians, running red lights, driving under the influence, distracted driving).
6. Number of streets on the HIN that received High Visibility Enforcement.
7. Awareness of Vision Zero.
8. Number of schools receiving transportation safety education.





# Cost Implications of Recommendations



- Annual Cost:
  - 3.5 FTE for Engineering
  - \$750,000 for low-cost, quick-build improvements (including \$100,000 for pedestrian crossing enhancements)
  - \$100,000 to increase speed data collection and analysis
- Additional Costs in FY 2023:
  - Funding for study of speed limits citywide
  - Funding for consultant to develop safety education campaign
- Additional Costs in Future Fiscal Years:
  - Estimate \$30 million will be needed as part of future bond



# Next Steps



- Finalize Vision Zero Action Plan.
- City Council adoption of the Vision Zero Action Plan in Spring 2022.



# Discussion/Feedback



- General questions/comments/feedback





**City of Dallas**

# **Vision Zero Action Plan**

**Dallas City Council  
December 15, 2021**

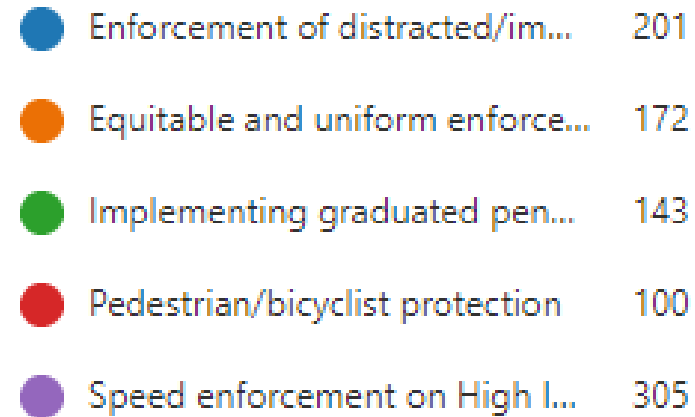
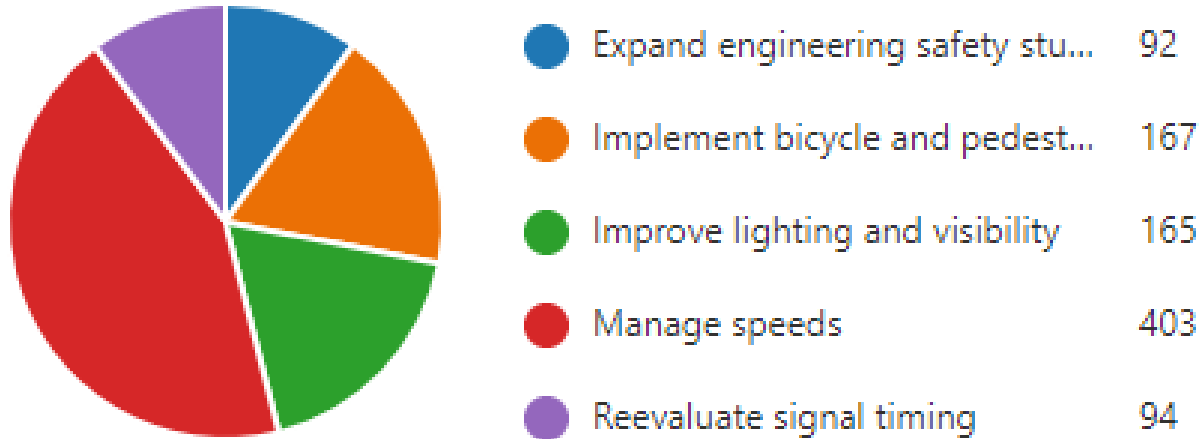
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# Public Input: Survey #2



With regards to making physical improvements to roadways, what should the city's top priority be to improve safety?



With regards to enforcement, what should the city's top priority be?

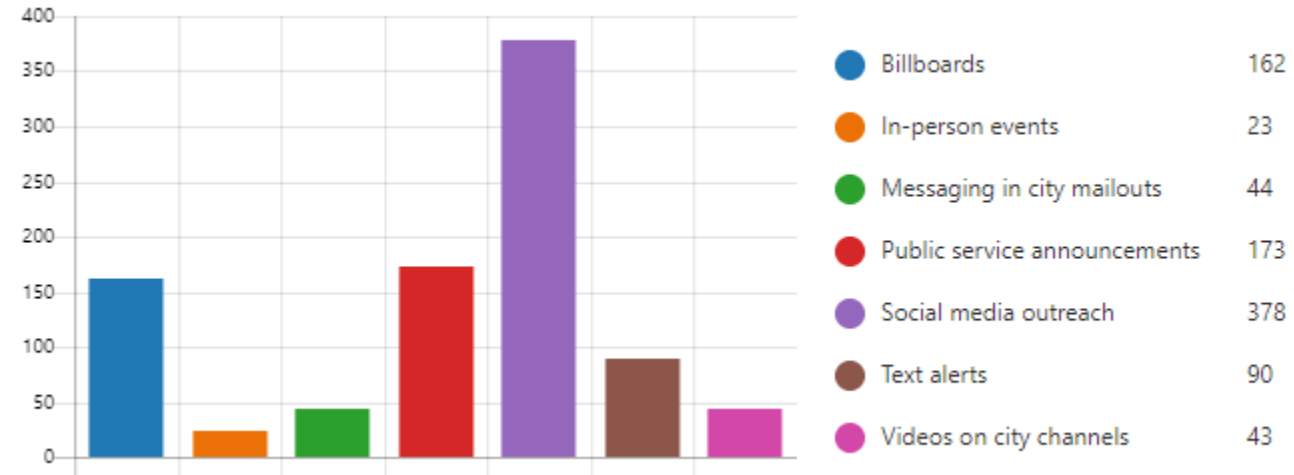
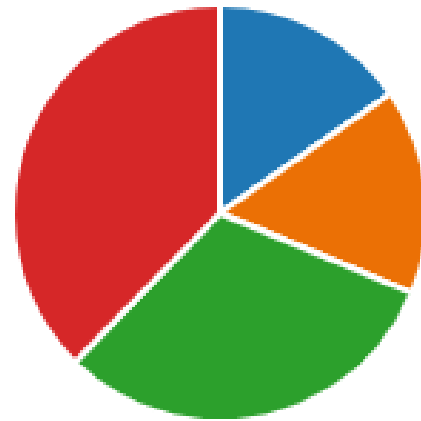


# Public Input: Survey #2



With regards to education and outreach, what should the city's top priority be?

- Conduct education prior to en... 141
- Education in schools 147
- Implement safety education c... 286
- Increase Vision Zero awareness 347



What do you think is the most effective way to increase awareness of Vision Zero and traffic safety?



# Background



Fatality Types By Year

