

Vision Zero Dallas Public Meeting

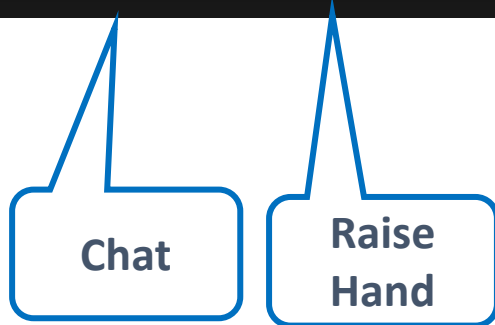
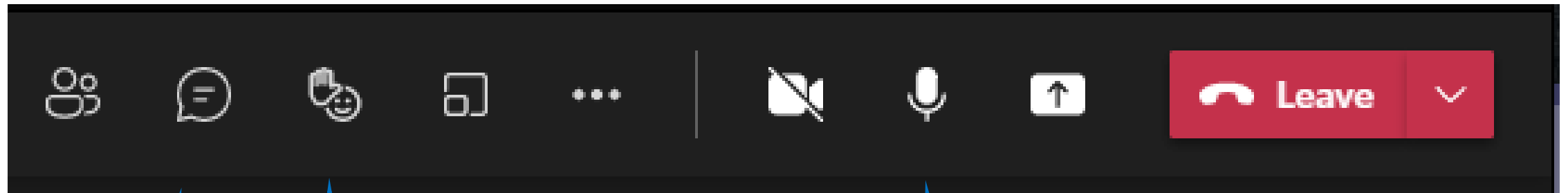
November 16, 2021



VISION ZERO

PLEASE MUTE YOUR MICROPHONE

There will be a Q&A period and opportunity to comment at the end of the presentation. In the meantime, you can use the chat box to type your questions or comments in the chat box.



Comments not received during this meeting may be submitted through the survey at <https://dallascityhall.com/visionzero>.

Presentation and recording will be posted to the website.

Meeting Agenda

1. Introduction to Vision Zero and Vision Zero Action Plan
2. State of Traffic Safety in Dallas
Break and Panel Discussion
3. Focus Areas for the Vision Zero Action Plan
Break and Panel Discussion
4. Draft Recommendations
5. Q&A and Discussion

1-Introduction

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



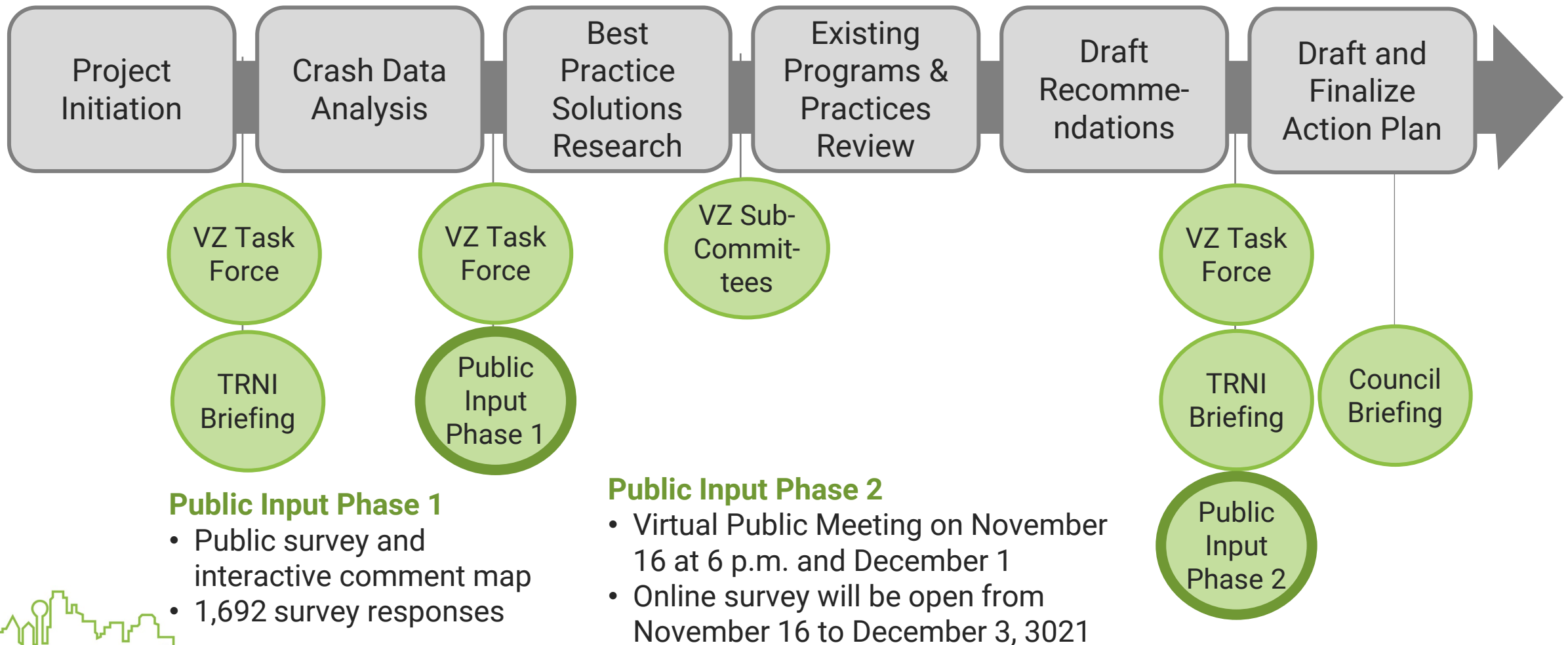
1-Introduction

City Council Vision Zero Resolution (2019)

- 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

1-Introduction

Vision Zero Action Plan Development



1-Introduction

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



2-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 |
| 2. Dallas, TX | 14.11 | 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.

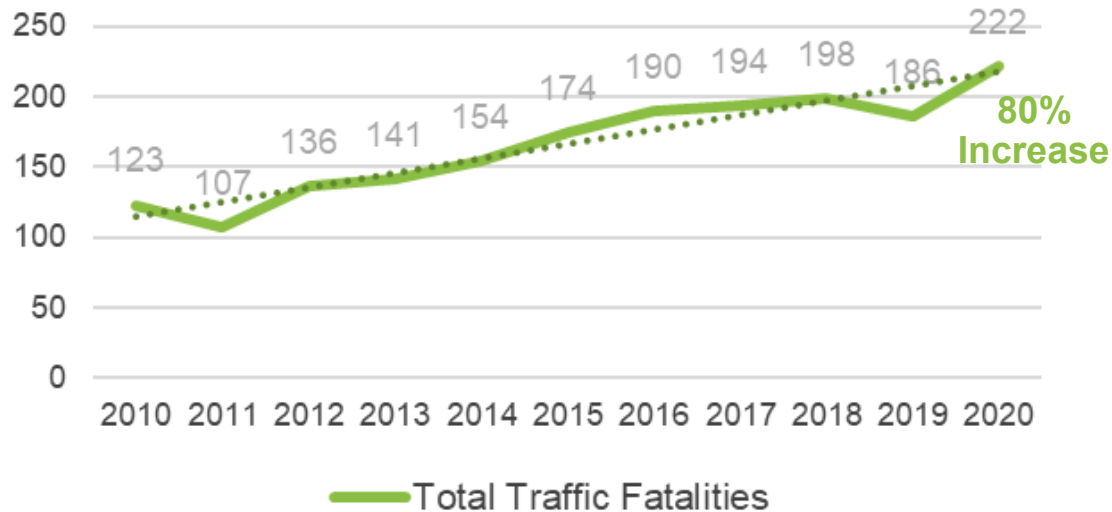


Source: National Highway Traffic Safety Administration, Annual Traffic Safety Facts – 2015, 2016, 2017, 2018, 2019.

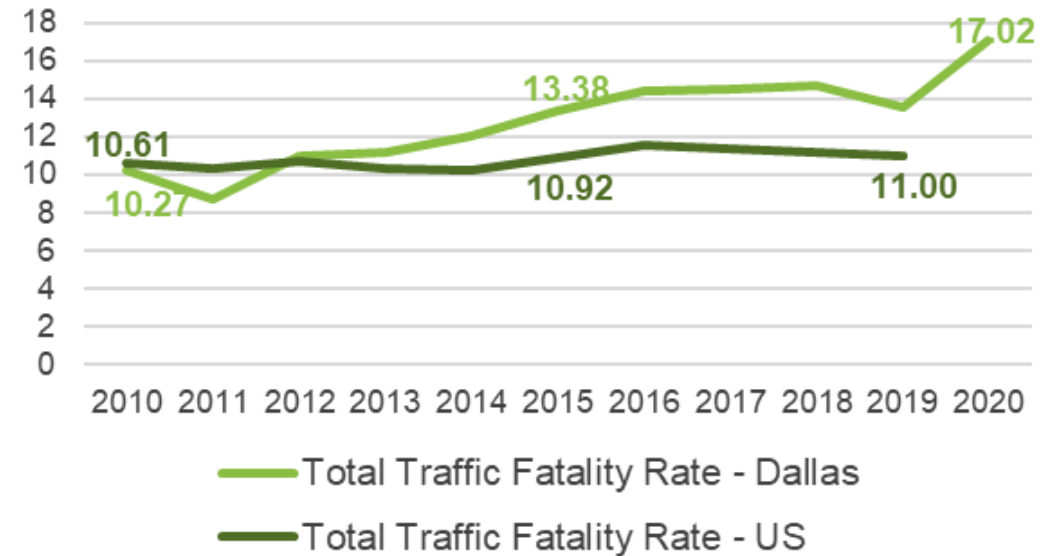
2-State of Traffic Safety in Dallas

Accounting for population increase, Dallas' traffic fatality rate has increased, while the national rate has remained relatively flat.

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



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

Break and Panel Discussion

3-Focus Areas for the Action Plan

- Focus Areas are those factors (Topic Focus Areas) and locations (Geographic Focus Areas) that account for the highest percentage of fatal and severe crashes in Dallas.
- Identified through a crash data analysis and the first Vision Zero public survey (summer 2021), with additional input from the Vision Zero Task Force.
- Provides the framework for the Vision Zero Action Plan.
- Some of the Geographic Focus Areas are in the process of being addressed through various programs such as TxDOT's HSIP Program.

3-Focus Areas for the Action Plan

Topic Focus Areas

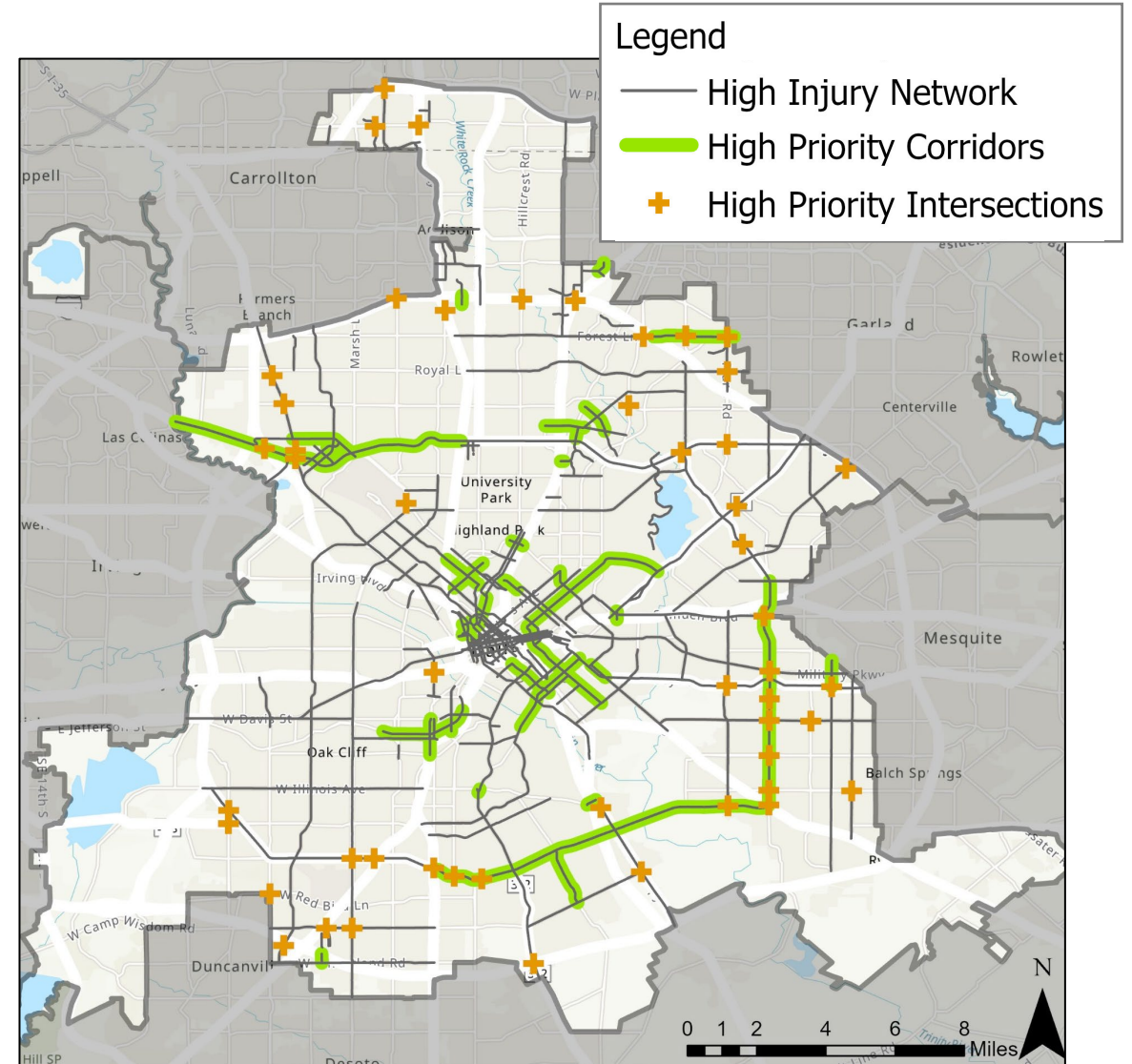
Factors that account for the highest percentage of fatal and severe crashes in Dallas:

1. **Pedestrian-Involved Crashes** (36% of crashes)
2. **Speeding/Unsafe Travel Speeds** (19% of crashes)
3. **Left-Turn Crashes** (10% of crashes)
4. **Red Light Running** (10% of crashes)
5. **Under the Influence** (14% of crashes)
6. **Not Using Proper Restraints** (Seat Belt, Car Seat) (16% of crashes)
7. **Distracted Driving** (only 5% in crash data, but a top priority in the survey)

3-Focus Areas for the Action Plan

Geographic Focus Areas

- **High Injury Network (HIN):** streets where a disproportionate number of severe crashes have occurred. (Does not include freeways.)
- In Dallas, the HIN is the 8% of streets that account for 60% of severe crashes.
- High Priority locations on the HIN provide an initial starting point for the first two years of the program.



3-Focus Areas for the Action Plan

Geographic Focus Areas – Systemic Improvements

- Severe crashes often seem to happen randomly. But the circumstances in which they occur and contributing factors are fairly predictable.
- Hot spot analyses (what was used to create High Injury Network) helps us prioritize locations where severe crashes have occurred *in the past*.
- Systemic safety analysis identifies locations that should be addressed system-wide, using low-cost improvements, to prevent crashes *in the future*.

3-Focus Areas for the Action Plan

Geographic Focus Areas – Systemic Improvements

Step 1: Select Focus Crash Type
(E.g., Left-Turn Crashes)

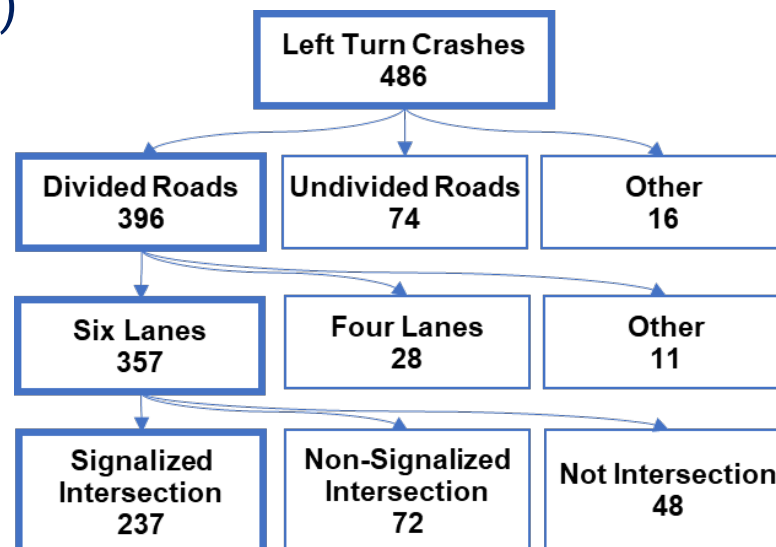
Step 2: Select Focus Facilities
(E.g., signalized intersections on
6-lane roads)

Step 3: Identify Risk Factors
(E.g., traffic volumes, left-turn phasing,
presence of signal backplate, lighting
presence, speed limit)

Step 4: Select Candidate
Locations that Meet Criteria

Step 5: Select Countermeasures

Step 6: Prioritize Projects



Break and Panel Discussion

4-Draft Recommendations

Overall Themes

- Work across departments and agencies and take a comprehensive approach to improving safety using Engineering, Enforcement, Education, Evaluation, and Equity.
- Use data to determine priorities.
- Direct engineering, enforcement, education, and evaluation resources to high injury and fatal crash hotspot locations.
- Manage speeds to safe levels, as determined through engineering studies that incorporate local conditions.
- Create a culture of safety within the city and the public at large.

4-Draft Recommendations: Engineering

Things We Are Already Doing

- Adding backplates with retroreflective borders to traffic signal heads.
- Increased funding for pavement markings to refresh markings every 3 years.
- Converting street lights to LED.
- Implementing complete streets projects
- Implementing the priorities in the Sidewalk Master Plan.
- Seeking funding through TxDOT's Highway Safety Improvement Program (HSIP) to upgrade traffic signals at high crash locations.



4-Draft Recommendations: **Engineering**

Draft Recommendations

1. Conduct engineering safety evaluations for an average of ten miles of high priority streets on the High Injury Network (HIN) annually, with the goal of addressing the top 50 miles on the HIN in five years.
2. Implement low-cost, high-impact safety improvements at 50 intersections and corridors on the HIN over 5 years.
3. Establish a pipeline of capital projects and seek funding. Starting in 2023, strive to implement an average of five major safety engineering projects annually.

4-Draft Recommendations: **Engineering**

Low-Cost Improvement Examples



Backplates with Reflective Borders



Lighting



Medians and Pedestrian Refuge Islands in Urban and Suburban Areas



Leading Pedestrian Interval



Yellow Change Intervals

Capital Improvement Examples



Pedestrian Hybrid Beacons



Walkways



Corridor Access Management



Roundabouts



Left- and Right-Turn Lanes at Two-Way Stop-Controlled Intersections



Road Diets (Roadway Reconfiguration)



Source: FHWA, *Proven Safety Countermeasures*.

4-Draft Recommendations: Engineering

Draft Recommendations

4. Adopt new policies, procedures, and standards.

- Revise the Street Design Manual to focus on prioritizing safety, in particular mitigating and reducing severe injury crashes throughout the design process.
- Add a safety toolbox in the Street Design Manual with treatments that should be considered, and when they are most appropriate.
- Re-evaluate standards for the number and spacing of driveways.
- Supplement TMUTCD guidance for setting speed limits to consider not only prevailing speeds (85th percentile) but also other factors (e.g., crash history, driveway density, presence of pedestrians) as recommended by FHWA. Consider using the USLIMITS2 methodology– a FHWA Proven Safety Countermeasure.
- Adopt standards for traffic signal changes to improve pedestrian safety: when to implement Leading Pedestrian Intervals, providing protected left-turn phases, extending crossing times, setting default to “Walk.”
- Supplement the TMUTCD guidance on the establishment of Mid-block Pedestrian Crossing Criteria with guidance on when to implement a new mid-block crossing and what types of improvements should accompany it based on the context.
- Supplement TMUTCD guidance for the placement and spacing of speed limit signs.
- Ensure all temporary construction plans are signed and sealed by an engineer licensed by the state of Texas.

4-Draft Recommendations: Engineering

Draft Recommendations

5. Increase speed data collection and analysis. Conduct a citywide review of existing speed limits; recommend changes by the end of 2024.
6. Implement speed humps/cushions or raised crosswalks on local residential streets. Ensure locations are distributed equitably across the city based on need.
7. Fund and implement priority sidewalks and protected bicycle facilities in the Sidewalk Master Plan and Dallas Bike Plan.
8. Install new or improved pedestrian crossings at locations identified by data as having pedestrian safety issues.
9. Continue to enhance maintenance of street markings.
10. Coordinate with TxDOT on making corridor safety improvements along state roadways. Seek funding from external sources to make improvements along state roadways.
11. Implement Safe Routes to School improvements.

4-Draft Recommendations: Enforcement

Things We Are Already Doing

- DPD has a dedicated traffic enforcement squad within DPD made up of 25-30 motorcycle officers.
- DPD actively seeks to ensure enforcement does not overburden minority populations.
- Courts & Detention Services has a diversion program to provide alternatives to traffic fines.



4-Draft Recommendations: Enforcement

Draft Recommendations

1. Conduct High-Visibility Enforcement along HIN corridors each quarter, targeting the most dangerous driving behaviors.
 - Determine enforcement priorities, based on a data-driven approach.
2. Establish a speed enforcement program, with monthly ongoing speed enforcement activities rotating through HIN corridors.
3. Adjust DPD Division enforcement plans to prioritize the enforcement of the most dangerous driving behaviors and high crash locations.
4. Provide consistent levels of enforcement across all DPD Divisions.
5. Work with Courts to create graduated penalties for repeat offenders who engage in dangerous driving behavior.

4-Draft Recommendations: Enforcement

Draft Recommendations

6. Address challenges to speed enforcement:
 - a. Provide patrol and traffic enforcement officers with additional training on SEC. 28-43 of the Dallas City Code.
 - b. Continue coordinating with the Department of Transportation and Courts on challenges with prosecuting drivers who speed.
 - c. Convene reoccurring discussions between DPD, City of Dallas Prosecutors, the Administrative City Judge (and his/her judges), and the Department of Transportation focused on fair and equitable enforcement, and standards for fair prosecution among other topics.

4-Draft Recommendations: **Enforcement**

Draft Recommendations

7. Address challenges to enforcing Failure to Yield to Pedestrians and Bicyclists violations. Provide patrol and traffic enforcement officers with training on SB 1055.
8. Provide training for officers on immediate and advanced crash investigation.
9. Incorporate Vision Zero materials and safe driving behavior training in cadet officer safety training. Practice what we preach.
10. Expand and make permanent DPD's Driving While Intoxicated (DWI) squad.

4-Draft Recommendations: Education

Draft Recommendations

1. Align all traffic safety education and outreach efforts in Dallas under the Vision Zero umbrella. Create a branded toolkit to ensure consistency across Vision Zero materials and messaging, and to answer frequently asked questions.
2. Convene interdisciplinary meetings to facilitate coordinated and strategic internal and external outreach and education.
3. Develop and implement a safety education campaign in coordination with community partners, aimed at reducing speeding, failure-to-yield, and other forms of reckless driving.
4. Increase awareness about the new state law SB 1055, “Stop for Pedestrians,” using City-owned channels, and variable message signs near high-injury pedestrian areas.

4-Draft Recommendations: Education

Draft Recommendations

5. Implement walking, bicycling, and traffic safety education in schools.
6. Increase brand recognition and awareness of city accomplishments using City-owned and controlled channels.
7. Develop Vision Zero branded signage to be installed with Vision Zero infrastructure projects during construction.
8. Prior to intensified enforcement of dangerous behaviors on HIN streets, conduct education: place variable message signs and speed feedback trailers, etc.
9. Conduct brand recognition surveys to gauge public understanding of Vision Zero mission and progress (year 3 and year 5).



4-Draft Recommendations: **Coordination & Legislation**

Draft Recommendations

- 1. Coordination:** 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, or as needed:
 - Meetings between DPD and the City of Dallas Prosecutors and Chief City Administrative Judge (and his/ her judges), focused on fair and equitable enforcement and standards for fair prosecution among other topics.
 - Meetings with DPD and the Department of Transportation to review fatality reports, citation and speed data.
- 2. Legislation:** Work with other cities in Texas to effectuate lowering speed limits for residential streets to 25mph.

4-Draft Recommendations: Evaluation

Draft Recommendations

1. Create online, interactive map of crashes, the HIN, and safety improvement projects.
2. Publish an annual Vision Zero progress report.
3. Continue quarterly fatal and severe crash pattern data evaluation.
4. Compare hospital data and police crash reports to determine if under-counting of certain populations is occurring in the police report data.
5. Develop metrics for evaluating safety projects and conduct before and after studies to assess their effectiveness.
6. Add Vision Zero traffic safety performance measures to Dallas 365 and Annual Budget performance measures for DPD and DDOT.

4-Draft Recommendations: Evaluation

Draft Recommendations

7. Evaluation Metrics to be Tracked:

- a. Annual five-year average number of fatal and severe crashes over the past five years. Change from the 2015-2019 five-year average.
- b. Number of annual traffic deaths, crashes, and severe injuries by mode and race/ ethnicity.
- c. Number of safety improvements implemented citywide.
- d. Miles of roadway and number of intersections on the High Injury Network that have received new safety improvements.
- e. Miles of new sidewalk and new or enhanced bikeways.
- f. Number and percentage of traffic stops for the most dangerous driving behaviors, and by DPD Division.
- g. Number of streets on the HIN that received High Visibility Enforcement of the most dangerous driving behaviors.
- h. Awareness of Vision Zero
- i. Number of schools receiving transportation safety education

4-Draft Recommendations: Equity

Things we are already doing:

- Implementation of the city adopted *ConnectDallas* that covers the guiding principles inclusive of safety and equity
- Collection of crash data

Draft Recommendations:

1. Compare hospital data, police crash reports and other data source to ensure proper capturing of demographics data
2. Integrate equity into the prioritization of countermeasures on HIN
3. Ensure enforcement is equitable and doesn't overburden minority populations.

Questions/Comments

Please use the chat box to type your questions or raise your hand if you would like to ask a question or speak.

Use the QR code or visit dallascityhall.com/visionzero to take the survey and provide feedback on the recommendations to help shape the Vision Zero Action Plan. The survey will be open from November 16, 2021 through December 3, 2021.

