

# VISION ZERO ACTION PLAN



PAGE INTENTIONALLY LEFT BLANK



MAYOR  
ERIC JOHNSON

Safety is the number one responsibility of every level of government. Without safety, we cannot expect our residents to thrive.

And safety is not only about preventing crime in our neighborhoods. It is also about allowing people to walk, bike, drive, and move around safely throughout Dallas.

Traffic safety has not always been treated as a priority, unfortunately. The data shows that despite the major advances over the years in vehicle safety and technology, the rate of traffic deaths in Dallas has been steadily increasing during the past two decades.

Frankly, this is a tragedy – one that has not received the attention it deserves. Far too many lives and livelihoods have been forever altered by these awful incidents and accidents.

Action is needed now. That is why the Dallas City Council and I have responded to these alarming trends by setting ambitious goals: zero traffic fatalities and a 50% reduction in severe injuries by 2030.

However, this plan, which we call Vision Zero, is much more than just a goal. It is a strategic and collaboratively designed roadmap to a safer, more prosperous Dallas. Our plan includes input from nearly every city department, including the Department of Transportation and the Dallas Police Department. This plan also outlines steps we can take to improve safety for all modes of transportation in Dallas.

Achieving our goals will not be easy. But this work is imperative. Safety must come first in Dallas. We must ensure that our residents are able to safely get to school, go to work, run errands, visit friends and family, and travel to restaurants, events, and entertainment. That is what is at stake: the lives, livelihoods, health, and well-being of our residents.

We understand our challenges and opportunities clearly. And through our Vision Zero plan, we will make Dallas a safer, more livable, and more vibrant city for years to come.

Sincerely,



CITY MANAGER  
T.C. BROADNAX

I am pleased to present the City's first Vision Zero Action Plan to address and prevent traffic fatalities and severe injuries on Dallas streets. I want to thank the Mayor and City Council for their leadership and guidance in calling for the development of the plan and setting an audacious goal of ZERO traffic fatalities and a 50% reduction in severe injuries by 2030. I also want to thank the Vision Zero Task Force for their tireless efforts to ensure the plan incorporates feedback and input from all Dallas residents.

The ability to travel safely- to work, school, or errands- without worrying about suffering injuries or a fatality, is an important component of a city's quality of life. And despite major advances made to vehicle safety and technology, the traffic death rate in Dallas has steadily increased over the past 20 years. Many people don't think twice about speeding. But speeding by just 5 miles per hour (mph) can have fatal consequences, particularly when there are pedestrians nearby.

It is going to take the combined efforts of the City, our external partners, residents, and visitors to create a culture shift to keep everyone safe on Dallas streets. This is an audacious and ambitious goal, that I believe we can meet and achieve together as One Dallas.

In the Spirit of Excellence,



# ACKNOWLEDGEMENTS

The Dallas Vision Zero Action Plan is a result of a two-year analysis, planning, and engagement process. This document is the product of a collaborative planning effort that involved City staff, Council members, the Vision Zero task force, community leaders, and a public process that involved hundreds of Dallas residents. The following groups contributed significantly to the effort throughout the course of the process:

## DALLAS MAYOR AND CITY COUNCIL

Eric Johnson, Mayor  
Chad West, Mayor Pro Tem, District 1  
Jesse Moreno, District 2, Transportation and Infrastructure Committee  
Casey Thomas, II, District 3  
Carolyn King Arnold, District 4  
Jaime Resendez, Deputy Mayor Pro Tem, District 5  
Omar Narvaez, District 6, Transportation and Infrastructure Committee Chair  
Adam Bazaldua, District 7, Transportation and Infrastructure Committee  
Tennell Atkins, District 8, Transportation and Infrastructure Committee Vice Chair  
Paula Blackmon, District 9  
Adam McGough, District 10  
Jaynie Schultz, District 11, Transportation and Infrastructure Committee  
Cara Mendelsohn, District 12, Transportation and Infrastructure Committee  
Gay Donnell Willis, District 13, Transportation and Infrastructure Committee  
Paul E. Ridley, District 14

## PROJECT TEAM

Ghassan Khankarli, Director, Department of Transportation, City of Dallas  
Kathryn Rush, Chief Planner, Department of Transportation, City of Dallas  
Wayne Powell, Planner II, Department of Transportation, City of Dallas  
Hortencia Rubalcava, Outreach Specialist II, Department of Transportation, City of Dallas  
Tim Jeffcoat, Traffic Accident Analyst, Data Analytics & Business Intelligence, City of Dallas

## VISION ZERO TASK FORCE

Chris Turner Noteware, Public Works (formerly), City of Dallas  
Lonzo Anderson, Dallas Police Department  
Albert Martinez, Dallas Police Department  
Will Slack, Dallas Fire Rescue  
Heather Murphy, Data Analytics & Business Intelligence, City of Dallas  
Suzanne Zieman, Budget Office, City of Dallas  
Raymond Williams, Dallas County Sherriff's Department  
Woldu Ameneshoa, Dallas County Health & Human Services  
Sonya Landrum, North Central Texas Council of Governments  
Jeffrey Bush, Texas Department of Transportation  
Bryant Shaw, Dallas Independent School District  
Emma Dugas, Mothers Against Drunk Driving  
Susan Williams, AARP  
Heather McNair, BikeDFW  
Courtney Edwards, Parkland Health & Hospital System  
Mary McCoy, Parkland Health & Hospital System  
Karen Mynar, Baylor University Medical Center  
Marisa Abbe, Children's Medical Center Dallas

## OTHER PARTNERS AND SUB-COMMITTEE PARTICIPANTS

Joseph Marchione, Department of Transportation, City of Dallas  
Ali Hatefi, Public Works, City of Dallas  
Jonathan Blanchard, Dallas Police Department  
Matthew Finley, Dallas Police Department  
Kellie Renfro, Dallas Police Department  
Preston Robinson, Judiciary, Court & Detention Services, City of Dallas  
Cheryl Williams, Judiciary, Court & Detention Services, City of Dallas  
Tonya Goffney, Judiciary, Court & Detention Services, City of Dallas  
Rodney Patten, Prosecutors, Court & Detention Services, City of Dallas  
Catherine Cuellar, Communications, Outreach & Marketing, City of Dallas  
Steve Ratke, Federal Highway Administration  
Millie Hayes, Federal Highway Administration





# OUR PLEDGE

We pledge that the safety of the people on public roads is a top priority and we will work to eliminate traffic deaths and severe injuries caused by preventable crashes.



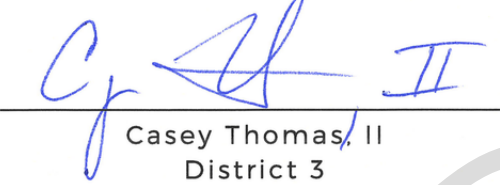
Eric Johnson  
Mayor



Chad West  
Mayor Pro Tem  
District 1



Jesse Moreno  
District 2



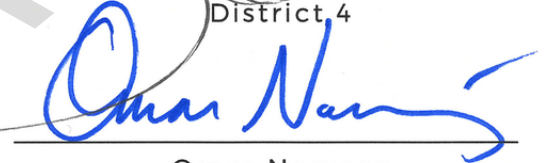
Casey Thomas, II  
District 3



Carolyn King Arnold  
District 4



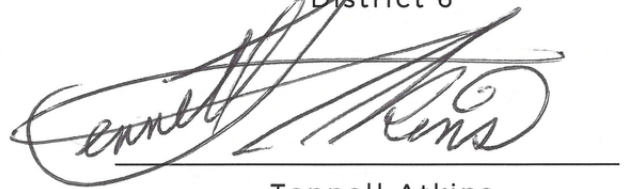
Jaime Resendez  
Deputy Mayor Pro Tem  
District 5



Omar Narvaez  
District 6



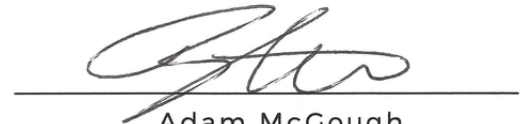
Adam Bazaldua  
District 7



Tennell Atkins  
District 8



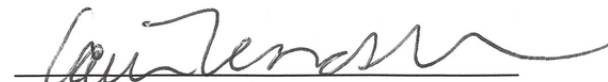
Paula Blackmon  
District 9



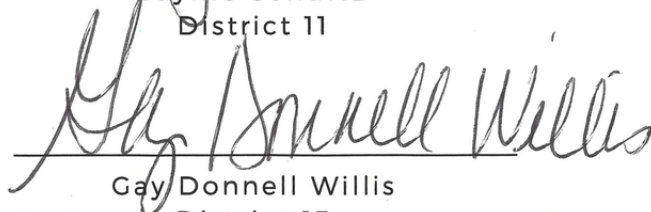
Adam McGough  
District 10



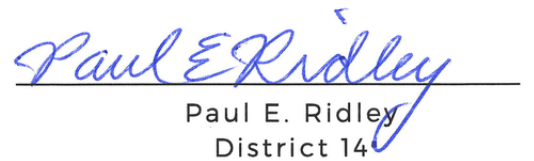
Jaynie Schultz  
District 11



Cara Mendelsohn  
District 12



Gay Donnell Willis  
District 13



Paul E. Ridley  
District 14

PAGE INTENTIONALLY LEFT BLANK



# CONTENTS

- Message from Mayor and City Manager..... 1
- Acknowledgements..... 2
- Pledge..... 3
- Introduction..... 5
  - About Vision Zero..... 6
  - Safe System Approach..... 6
  - Collision Trends..... 7
- Focus Areas..... 9
  - Methodology..... 9
  - Public Input..... 9
  - Task Force..... 10
  - Crash Data Analysis..... 11
- Focus Areas..... 12
  - Factors..... 12
  - Geographic Locations..... 15
  - High Injury Network Map..... 16
- Taking Action..... 19
  - Overall Themes..... 20
  - Engineering..... 21
  - Enforcement..... 23
  - Education..... 24
  - Legislation and Coordination... 26
  - Evaluation..... 26
- Conclusion..... 28
- Appendix..... 30





In December 2019, the Dallas City Council committed the City to a goal of ZERO traffic fatalities and a 50% reduction in severe injuries by 2030. The Vision Zero resolution directed the City Manager to convene a Vision Zero Task Force that would collaborate with City departments on the development of a Vision Zero Action Plan, and have City departments participate in Vision Zero Action Plan development, implementation, and evaluation.

This Action Plan lays out the strategy for how the City will advance this Vision Zero goal over the next five years. The Action Plan and its recommendations are based upon a wide-ranging analysis of data as well as public input. The recommendations are derived from verified best practices from literature, other governmental organizations, the City's own data analysis, and public feedback. The following sections will cover the basics of Vision Zero and its importance, an analysis of Dallas' crash data and Vision Zero focus areas, and a full list of recommendations to make Dallas' streets safer for all users.

# ABOUT VISION ZERO

## What is Vision Zero?



Adapted from a graphic created by Vision Zero Network

Incidents resulting in major injuries or fatalities are often viewed as unfortunate but unavoidable side effects of our transportation system, but the Vision Zero approach views serious and fatal incidents/crashes as preventable. The traditional approach to roadway safety is centered around an assumption of perfect and predictable behavior from all roadway users. The Vision Zero approach, however, calls for a system that accommodates and mitigates human error. Vision Zero is not about preventing all crashes, it is about preventing fatal and severe crashes.

## SAFE SYSTEM APPROACH

The Safe System Approach recognizes the interdependence of the safe system components: Safe Roads, Safe Speeds, Safe Road Users and Safe Vehicles, and the actions that can be taken to achieve continuous improvements across these components. The goal of this approach is to prevent all collisions and to assure that if collisions do occur, road users will not be seriously injured. While road users must always try to interact safely, the Safe System Approach emphasizes that the transportation system must be designed to accommodate human vulnerability and error. The idea of the Safe Systems Approach is to accept the fact that mistakes will always be made on the road, placing more responsibility on the system designers than on individual road users. This means that system designers must identify and address the causes of severe crashes through data analysis and innovative design solutions.





Dallas has the second highest traffic fatality rate among the 15 most populous U.S. cities, and the highest among major Texas cities on average from 2015 to 2019. <sup>a</sup>

## COLLISION TRENDS

**614**

The number of people killed in traffic crashes on local, non-access-controlled roads in Dallas from 2015 to 2019<sup>b,c</sup>

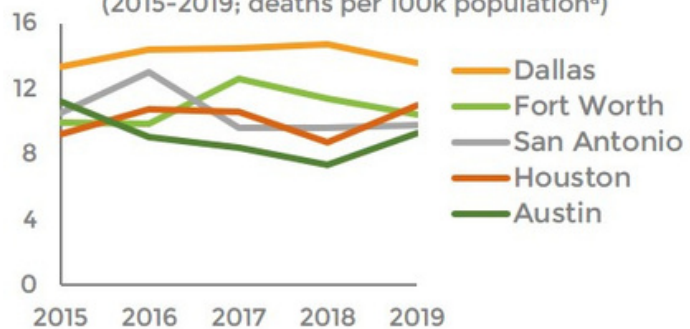
The number of deaths on Dallas roads increased

**49%**

from 2010 to 2019<sup>a</sup>

### Traffic Fatality Rates of Top Texas Cities

(2015-2019; deaths per 100k population<sup>a</sup>)



a) Source: National Highway Traffic Safety Administration, Traffic Safety Facts Annual Reports, Washington, DC: U.S. Department of Transportation.

b) Source: Texas Department of Transportation, Crash Records Information System, 2015-2019 data.

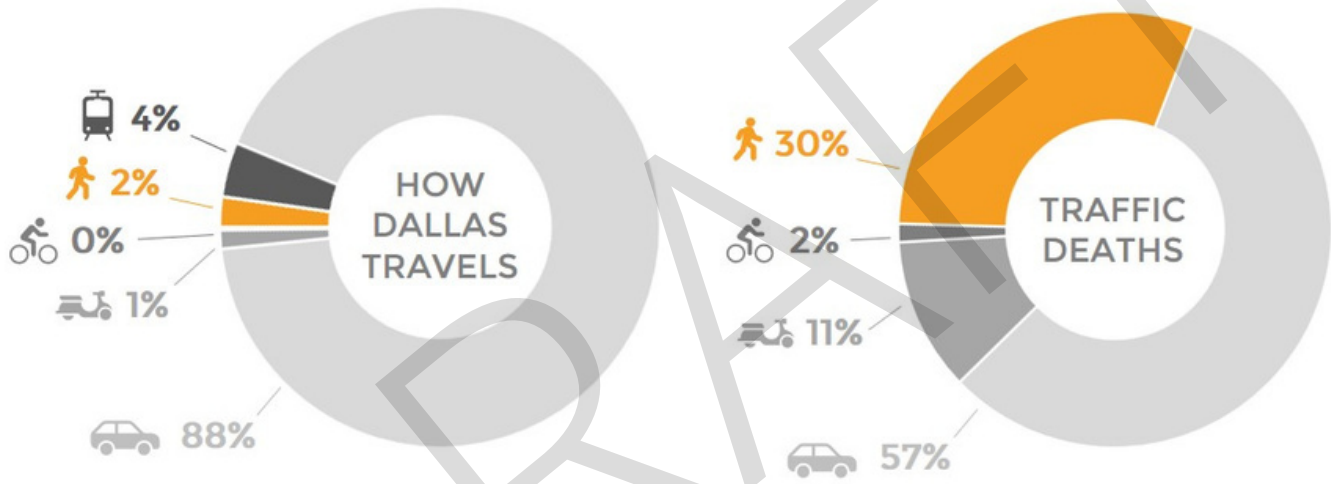
c) "Non-Access-Controlled Roads" are roads that provide access to private properties, such as local, collector, and arterial roads, intersections, frontage roads, and state roads that provide access to private properties (e.g., Buckner Blvd., Ledbetter Dr., and Grand/SH78). It does not include the access-controlled main lanes of highways (e.g., US 75, IH-35E, Dallas North Tollway).

\*Crash data for 2020 and 2021 was excluded from the analysis conducted for this Action Plan to avoid the potential for skewed data from the impact the COVID-19 pandemic had on travel patterns and volumes. For reference, however, the number of fatalities in 2020 and 2021 were higher than in the preceding five years.



Vision Zero is also imperative to meeting the City's climate action goals and improving general quality of life. While only 2% of Dallasites walk to work, pedestrians account for 30% of traffic deaths. Increasing the safety of our streets will be critical to enticing more people to walk and bicycle for transportation and recreation.

### 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







## **METHODOLOGY**

Foundational to Vision Zero is the use of crash data analyses and community input to determine traffic safety priorities. The following sections detail the inputs that were used to determine the focus areas and discusses the focus areas for the Vision Zero Action Plan. The focus areas are those topics and geographic locations that should be targeted and prioritized to have the greatest impact on reaching the Vision Zero goal.

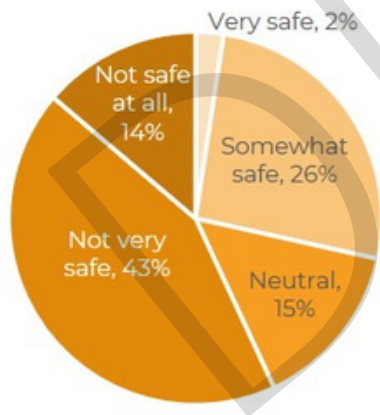
### ***PUBLIC INPUT***

Two rounds of public engagement with two community surveys were conducted in the summer and fall of 2021 and were made available in English and Spanish. Notification of the input opportunities was disseminated through mailing lists, public events, media outreach, and through the City of Dallas website.

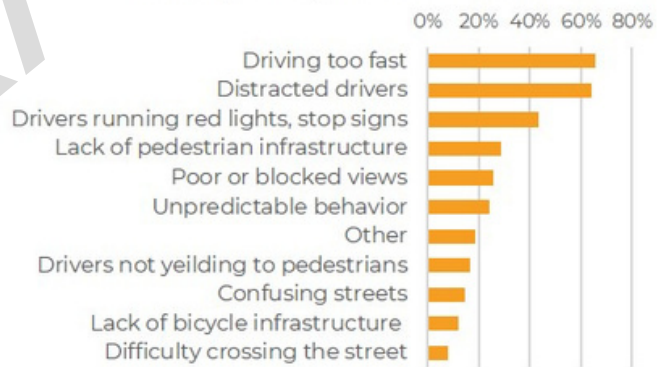
The surveys asked the public about the general state of traffic safety in Dallas, the greatest causes of severe crashes, what the focus areas should be for the Vision Zero Action Plan, and to identify specific locations of concern on an interactive map. In total, 1,692 responses were received from the first community survey and 923 responses from the second survey.

Findings from the surveys included that the majority of people said they do not feel safe traveling in Dallas, and the top three perceived challenges to safe travel are people driving too fast, distracted drivers, and drivers running red lights or stop signs. There was overwhelming support for lowering speed limits on residential streets. When it comes to Engineering and Enforcement efforts, residents said the City’s top priority should be lowering and managing speeds, and for Education efforts it should be increasing Vision Zero awareness. The complete summary of survey responses can be found in the Appendix.

How safe do you think it is to travel on Dallas streets?



What are the top 3 challenges to moving safely around Dallas?



## TASK FORCE

A Vision Zero Task Force was convened to inform and guide the development and implementation of the Vision Zero Action Plan. The Task Force includes representatives from departments and agencies with a role or stake in improving traffic safety as well as representatives from outside stakeholder groups. Subcommittees for engineering, enforcement, and education held meetings at key points throughout the development of the Action Plan. Topic-specific meetings were also held to help guide the development of engineering, enforcement, and education recommendations.



## CRASH DATA ANALYSIS

Our data-driven approach starts with crash reports filed by law enforcement agencies operating in Dallas at the scene of a collision. Following national best practices, the crash data analysis for this Action Plan focused on traffic crashes, including crashes involving pedestrians and bicyclists, that occurred in the five years from 2015 to 2019 on non-access-controlled roads in Dallas and that resulted in a fatal or severe injury, hereafter collectively referred to as “severe crashes”. Law enforcement agencies submit these crash reports to the Texas Department of Transportation (TxDOT), where the data is cleaned and made available through TxDOT’s Crash Records Information System.

Crash data from 2020 and 2021 was excluded from the analysis to avoid the change in travel patterns from the COVID-19 pandemic skewing the data. However, the totals from these years have been provided for reference. Compared to the 2015-2019 five-year average, fatalities on non-access-controlled roads were higher in 2020 and 2021.

As a result of the crash data analysis, we know that most crashes occur on a small number of arterial streets, that certain types of streets have higher crash rates, and we know what factors are most likely to lead to a crash being life-threatening. This data allows us to better target our engineering, enforcement, and education efforts.

**Dallas Severe Crashes by Year**

		2015	2016	2017	2018	2019	15-19 Avg	2020	2021
<b>Fatal Crashes</b>	Access-Controlled Highways	55	59	65	86	56	64	60	83
	Non-Access-Controlled Roads	102	122	118	109	118	114	148	131
	<b>Total</b>	<b>157</b>	<b>181</b>	<b>183</b>	<b>195</b>	<b>174</b>	<b>178</b>	<b>208</b>	<b>214</b>
<b>Severe Injury Crashes</b>	Access-Controlled Highways	163	245	229	199	210	209	191	295
	Non-Access-Controlled Roads	617	714	704	687	710	686	641	804
	<b>Total</b>	<b>780</b>	<b>959</b>	<b>933</b>	<b>886</b>	<b>920</b>	<b>896</b>	<b>832</b>	<b>1099</b>
<b>Total Severe Crashes</b>		<b>937</b>	<b>1140</b>	<b>1116</b>	<b>1081</b>	<b>1094</b>	<b>1074</b>	<b>1040</b>	<b>1313</b>

# FOCUS AREAS

Focus Areas are those factors and locations that account for the highest percentage of severe crashes in Dallas and should be the focus of traffic safety efforts to have the greatest impact on meeting the Vision Zero goal. They were identified through the crash data analysis and public surveys, with additional input from the Vision Zero Task Force.

## FACTORS

Severe crashes are often caused by multiple contributing factors. The following factors were present in the highest percentage of severe crashes or were identified as a priority by the public.



**PEDESTRIANS - PRESENT IN 30% OF SEVERE CRASH REPORTS**



**SPEEDING OR UNSAFE TRAVEL SPEEDS - PRESENT IN 27% OF SEVERE CRASH REPORTS**

Speeding is one of the most important factors in determining the severity of a crash. The higher the speed, the more likely a crash will occur and the more severe it will be. This is especially true for crashes involving pedestrians and cyclists. A pedestrian hit by a vehicle going 30 mph is twice as likely to die as one hit by a vehicle going 25 mph. Injury severity also increases when there is greater mass difference between the vehicles and when vulnerable road users (pedestrians, bicyclists, motorcyclists) are involved.



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



**NOT USING PROPER RESTRAINTS (SEAT BELT, CAR SEAT) - PRESENT IN 16% OF SEVERE CRASH REPORTS**

When drivers or passengers fail to wear a seat belt, the likelihood that they will be killed or severely injured if involved in a traffic collision increases from less than 1% to over 10%.



**UNDER THE INFLUENCE OF DRUGS OR ALCOHOL - PRESENT IN 14% OF SEVERE CRASH REPORTS**



**LEFT-TURN FAILURE TO YIELD - PRESENT IN 10% OF SEVERE CRASH REPORTS**



**RED LIGHT RUNNING - PRESENT IN 10% OF SEVERE CRASH REPORTS**



**DISTRACTED DRIVING - PRESENT IN ONLY 5% OF SEVERE CRASH REPORTS, BUT WAS A TOP PRIORITY IN THE SURVEY**

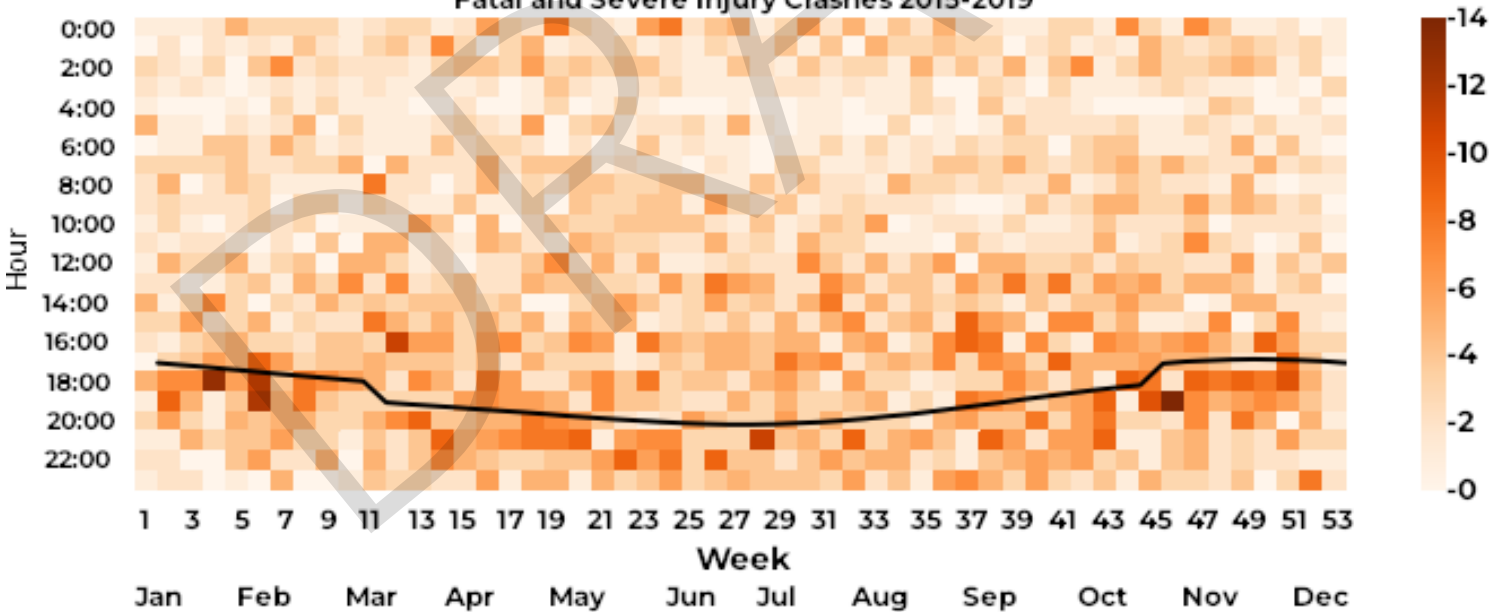
Reasons for distracted driving being present in a small number of severe crash reports include that drivers may be reluctant to admit fault and police investigators are not always able to discern the extent to which driver distraction is a contributing factor in a crash. Nevertheless, distracted driving is known to lead to fatal car crashes. A review of national crash data by the National Highway Traffic Safety Administration found that in 2012, distraction was a factor in 10% of all fatal motor vehicle crashes and 18% of all crashes causing injury (NHTSA, April 2014). Drivers who text behind the wheel are eight times as likely to be in a crash or near crash as drivers who are not texting (Drews et. al, 2009). Respondents to the Vision Zero survey felt that distracted driving should be a top priority for reducing severe crashes.



Additionally, it was determined through the crash data analysis that incidents of severe crashes spike in the three hours just after sunset, as well as in the late fall and early spring. The percentage of severe crashes that occur during daylight hours versus at night is nearly evenly split, as is the percentage that occur at intersections versus mid-block. Detailed findings from the crash data analysis can be found in the Dallas Vision Zero Crash Data Analysis presentation (Dallas Department of Transportation, 2022).

# Sunset Heat Map

Fatal and Severe Injury Crashes 2015-2019



Black line is sunset in Dallas in 2020.  
 Access-Controlled-Highways are not included in this analysis.  
 The darker the cell, the more Fatal/Severe crashes during that week/hour.  
 Data created 4/12/2022

## GEOGRAPHIC LOCATIONS

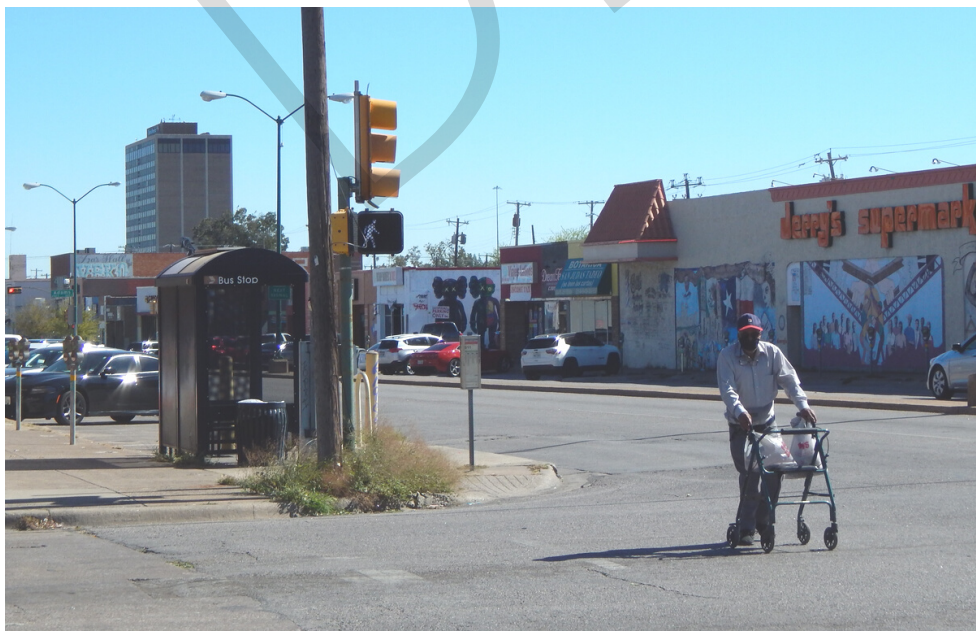
In addition to the general crash type focus areas, the crash data analysis process took into account the physical locations of severe crashes. Identifying geographic focus areas allows for efficient project prioritization by identifying the most dangerous streets and intersections in the city. Additionally, considering location, geography, and demographics is key in insuring equity in the Vision Zero process.

### High Injury Network

The High Injury Network (HIN) is composed of the streets that account for the highest percentage of fatal and severe crashes. It identifies the 7% of roads that account for 62% of severe crashes, and is the composite of the motor vehicle, pedestrian, and bicycle high crash networks.

### Equity Focus Areas

The overall themes for Vision Zero dictate that both traffic crash data and equity data be used to identify and prioritize investment. “Equity Focus Areas” were identified by using the draft Capital Improvement Equity Tool that was developed by the City of Dallas Office of Equity and consists of four equally weighted criteria:



- Race:  $\geq 70\%$  of people are non-white
- Transportation Access:  $\geq 5\%$  use public transportation
- Socio-Economic Status:  $> 24\%$  live in poverty
- Social Vulnerability: High

Those census tracts that meet all four criteria have been identified as Equity Focus Areas for the purpose of this plan.




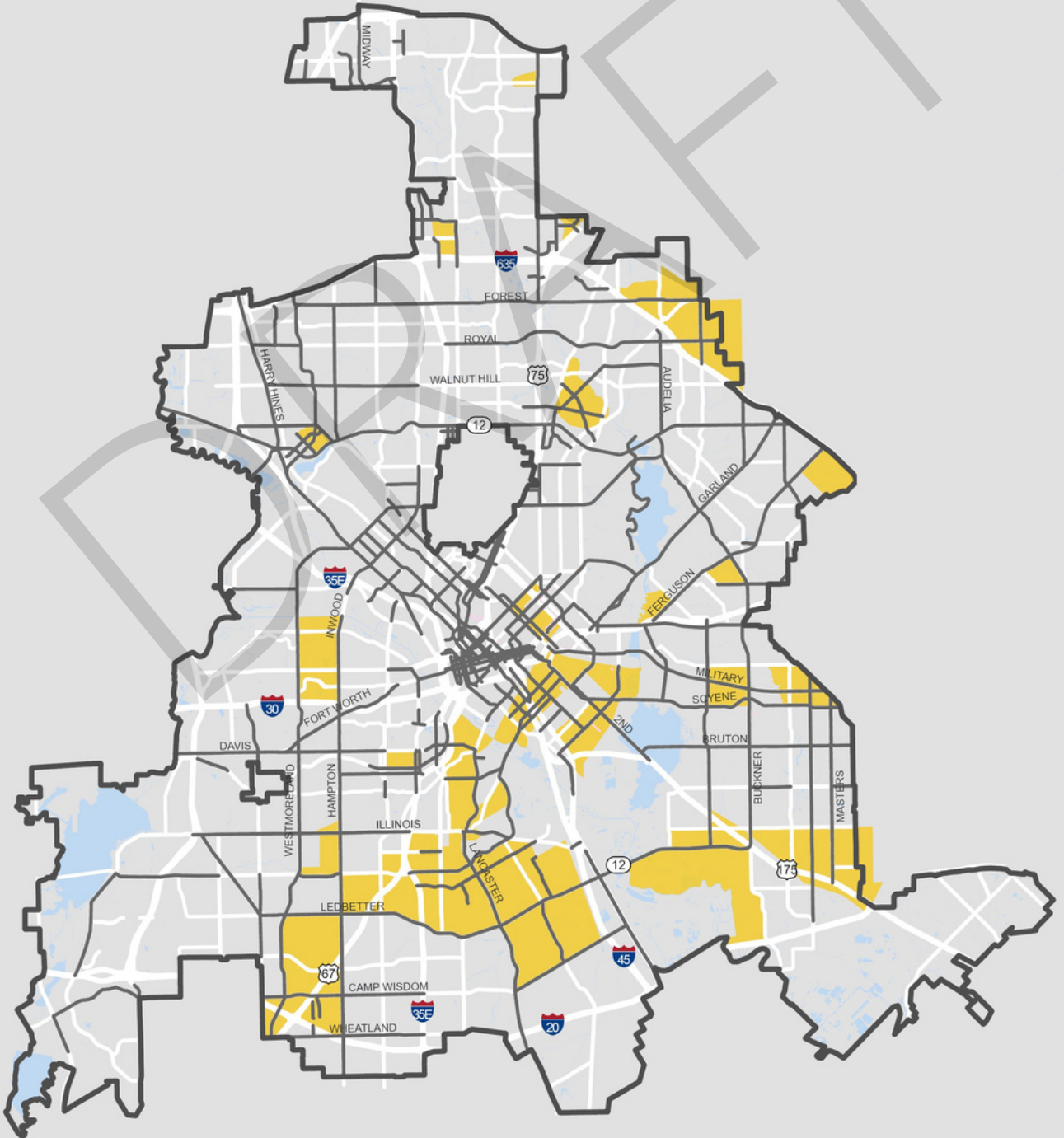
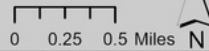
# High Injury Network

All Modes

The High Injury Network is a compilation of the top streets for fatal and severe motor vehicle, pedestrian, and bicycle crashes. It shows the 7% of streets on which 62% of severe crashes occur.

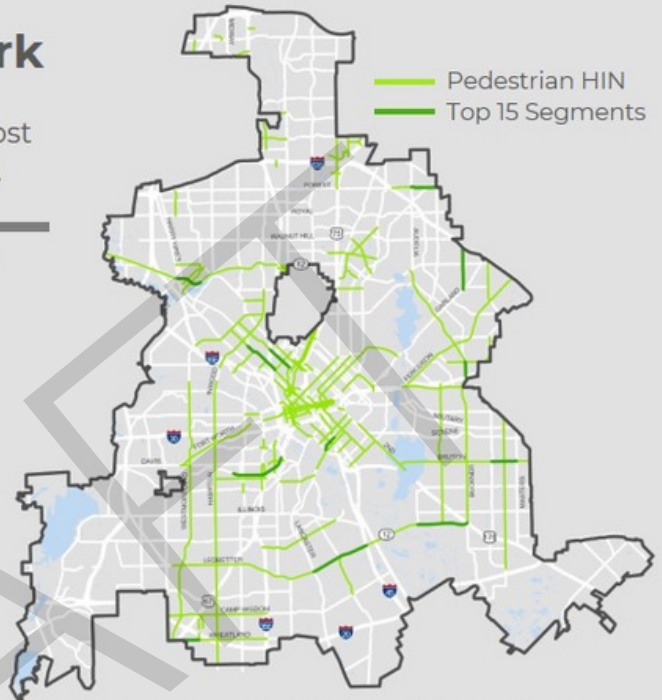
 Equity Focus Areas

 High Injury Network



## Pedestrian High Injury Network

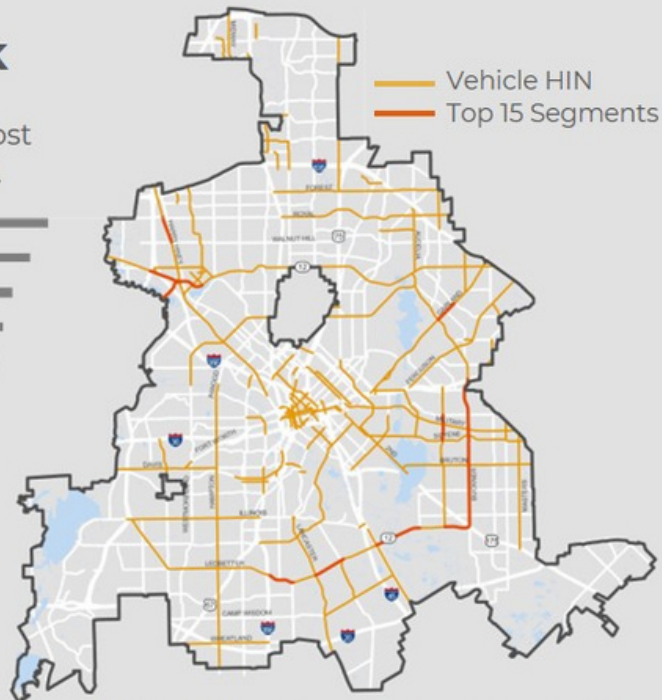
Top 15 roadway segments on which people were most likely to be killed or seriously injured while driving.



The Pedestrian High Injury Network shows the 4% of streets on which 59% of severe pedestrian crashes occurred.

## Vehicle High Injury Network

Top 15 roadway segments on which people were most likely to be killed or seriously injured while driving.



The Vehicle High Injury Network shows the 4% of streets on which 59% of severe crashes occurred that only involved motor vehicles.









The recommendations in this plan are based on public input and the crash data analysis. The intent is to provide a solid base of action items that Dallas and its partners can use to improve roadway safety.

While each recommendation and action item might be handled by a different City department, coordination between departments will be critical to ensure that each recommendation is carried out in an effective manner.

This section will outline the recommendations and organize them in terms of which category they fall into and which City department will be responsible for their implementation.

## OVERALL THEMES

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





# 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
8	<b>Continue to enhance maintenance of street markings.</b>	Restripe 33%/year	All
9	<b>Coordinate with the Texas Department of Transportation</b> on making safety improvements along state roadways.	Ongoing	All
10	<b>Promote safe, active transportation around schools.</b>	Improvements around 3 schools/year	Pedestrians
11	<b>Adopt new policies, procedures, and standards.</b> <ul style="list-style-type: none"> <li>a. Setting Speed Limits: recommend standard method that supplements guidance in the Texas Manual on Uniform Traffic Control Devices (TMUTCD); consider various factors as recommended by the Federal Highway Administration (FHWA).</li> <li>b. Speed Limit Signs: supplement TMUTCD guidance in creating standards for the placement and spacing of signs.</li> <li>c. 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>d. Construction Zones: Update the 2011 City of Dallas Traffic Barricade Manual.</li> <li>e. Street Lighting: Update the City's streetlight design guidelines and standards.</li> </ul>	Complete by end of 2023	Speeding, Pedestrians



# ENGINEERING (CONTINUED)

## DEPARTMENT OF PUBLIC WORKS

	Action Item	Target	Focus Areas
1	<b>Implement major Vision Zero capital safety projects.</b>	10 projects by 2027	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> <ol style="list-style-type: none"> <li>Revise the Street Design Manual to prioritize mitigating and reducing severe injury crashes throughout the design process.</li> <li>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>Re-evaluate driveway standards (number and spacing).</li> <li>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> </ol>	Complete by end of 2023	All

## 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

# 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
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 the Courts department.	2023	Speeding
8	<b>Address challenges to enforcing Failure to Yield to Pedestrians violations.</b> Provide officers with training on new state law SB 1055, "Stop for Pedestrians."	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

# EDUCATION

## OFFICE OF COMMUNICATION, 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

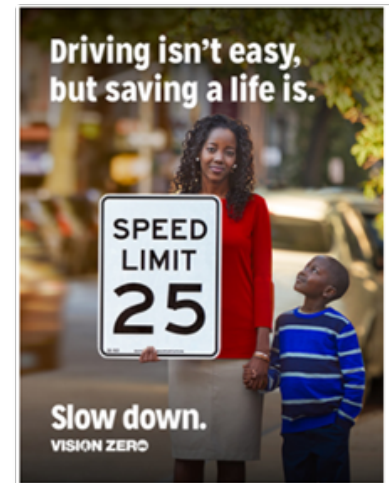
Based on an extensive literature review, best practices for Vision Zero and traffic safety education and messaging include:

- Avoid asking for perfect behavior from people walking, such as wearing bright clothing if walking at night, as this will likely not protect them in the situations in which fatal and severe crashes are most likely to occur (i.e. where vehicles are traveling at high speeds).
- Focus messaging on drivers and driver behavior.
- Avoid campaigns that are directive, that say things like 'Slow down,' Instead, connect the action you want someone to take with consequences or data that are meaningful, and they can identify with.
- In a media saturated society where distractions abound, shocking messages and visuals can help cut through the noise.



## EDUCATION (CONTINUED)

- Use data to determine priority education topics, such as the seven topic focus areas in this Vision Zero Action Plan.
- Use data to determine who to target, and how, where, and when to target them. The High Injury Network tells us where severe crashes are most likely to occur. As far as when: severe crashes in Dallas, as in other cities, tend to spike in early spring and late fall. When budgets are limited, boosting traffic safety messaging during this time of year can be most effective, with smaller campaigns to provide continuity throughout the year.



SOURCE: NEW YORK CITY



SOURCE: CITY OF PHILADELPHIA

# LEGISLATION AND 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.	4 meetings/year	All
2	Convene regular meetings between the Department of Transportation and Dallas Police Department to review reports for severe crashes.	4 meetings/year	All

# EVALUATION

## OFFICE OF DATA ANALYTICS & BUSINESS INTELLIGENCE

	Action Item	Target	Focus Areas
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	All
2	Continue quarterly fatal and severe crash pattern data evaluation.	Ongoing	All
3	Compare hospital data and police crash reports to determine if under-counting of low-income or minority populations is occurring in the police report data.	2026	All

# EVALUATION (CONTINUED)

## 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
2	Create an online, interactive map of the HIN and safety improvement projects.	2022	All
3	Update the High-Injury Network using 2017-2021 crash data.	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 the Dallas Police Department and Department of Transportation.	2022	All

The following are recommended evaluation measures that can be used to track our progress toward Vision Zero:

- The annual number of fatal and severe crashes, on average, over the previous five years (i.e. the five year rolling average).
- The number of annual traffic deaths, severe injuries, fatal crashes, and severe injury crashes on controlled access roads and the travel mode and race/ethnicity of those involved.
- The number of locations on the High-Injury Network that have received Vision Zero safety treatments.
- The number of new miles of sidewalk installed in the city.
- The 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.
- The level of awareness of Vision Zero among the public.
- The number of schools receiving transportation safety education.





In December 2019, Dallas City Council committed the City to a goal of zero traffic fatalities and a 50% reduction in severe injuries by 2030. This action plan lays out the steps that the city and community must take to work toward that goal. By taking a data-driven approach with a focus on equity, Vision Zero programs and improvements can be directed to where they are needed most in order to have the greatest impact.

At the heart of Vision Zero is the principle that traffic deaths and serious injuries are unacceptable and, most importantly, preventable. Cities around the globe have seen success in their respective Vision Zero initiatives, but truly reaching ZERO will require the participation and engagement of the entire Dallas community.

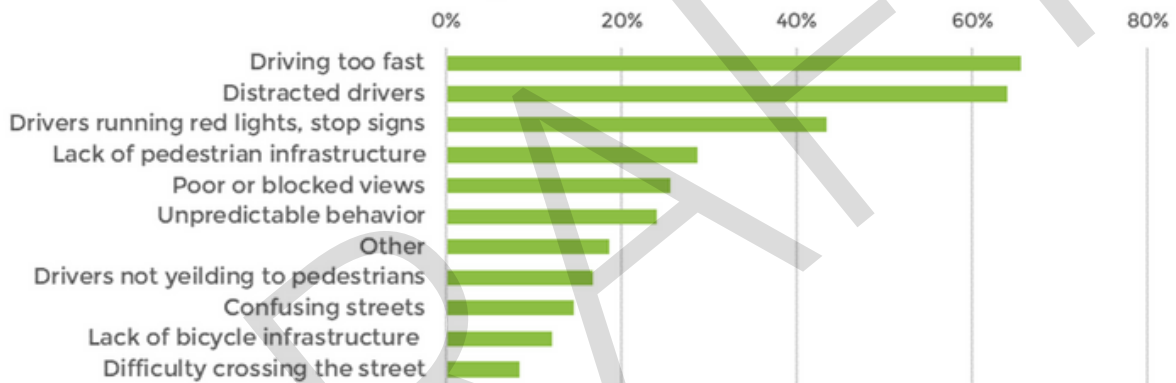
# APPENDIX

## PUBLIC ENGAGEMENT SURVEY RESPONSES

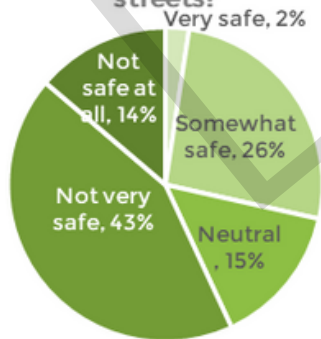
### SURVEY #1

The first online survey was open from June 9 through August 16 2021. The purpose was to get input from a wide variety of Dallas residents in order to better understand real and perceived safety issues in the city. In total, 1,692 responses were received to the survey.

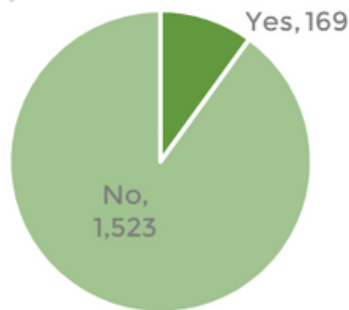
Q1. What are the top challenges to moving safely around Dallas?



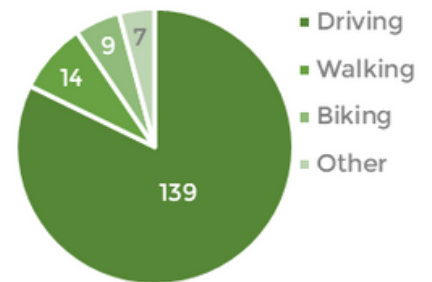
Q2. How safe do you think it is to travel on Dallas streets?



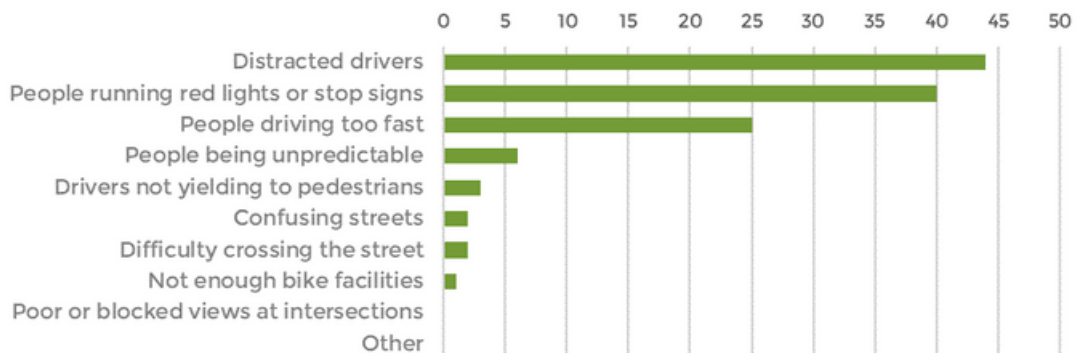
Q3. Have you been seriously injured in a traffic collision in Dallas?



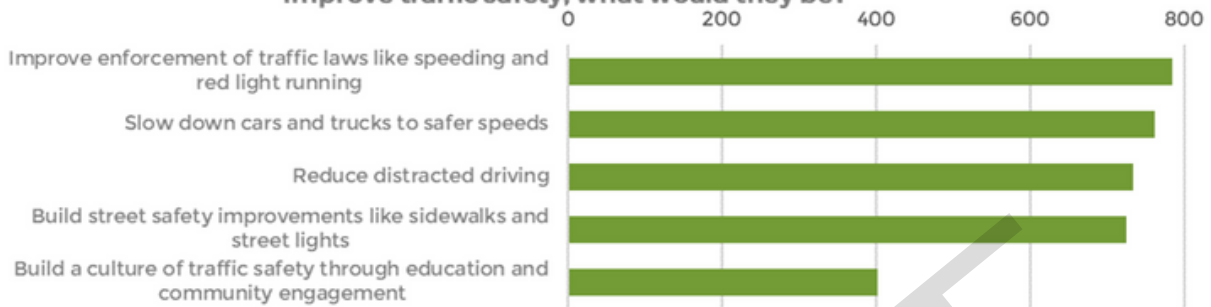
Q4. Were you walking, biking, or driving?



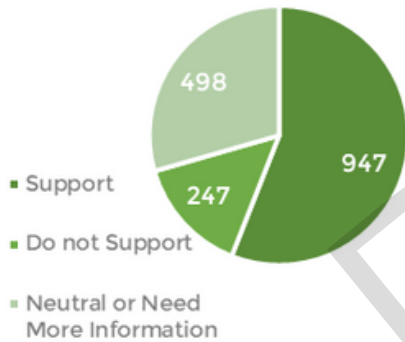
Q5. What primary factor contributed to the crash?



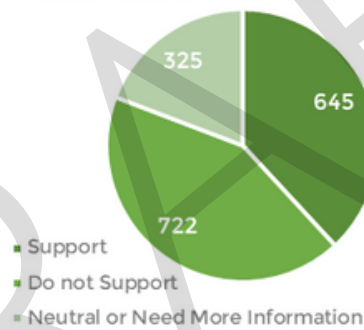
**Q6. If you could choose two areas that the City should focus on to improve traffic safety, what would they be?**



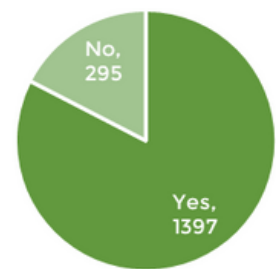
**Q7.1. Do you support lowering speed limits on residential streets?**



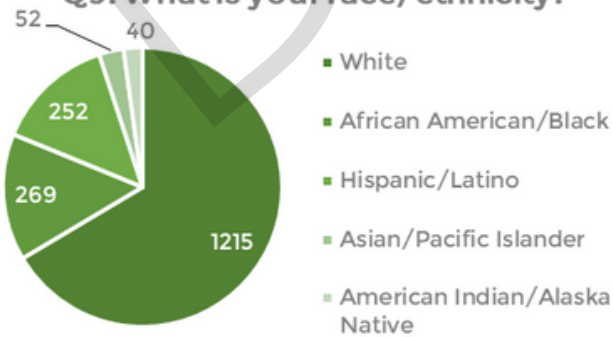
**Q7.2. Do you support red light cameras and automated enforcement?**



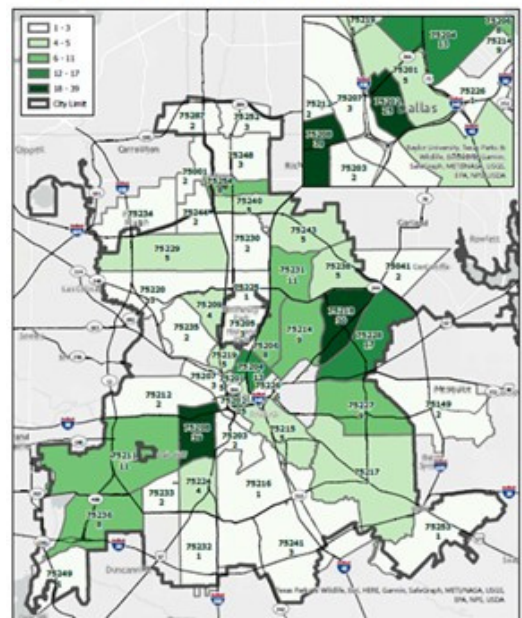
**Q8. Do you live in the City of Dallas?**



**Q9. What is your race/ethnicity?**



**Q10. What is your zip code?**

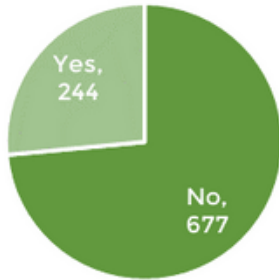




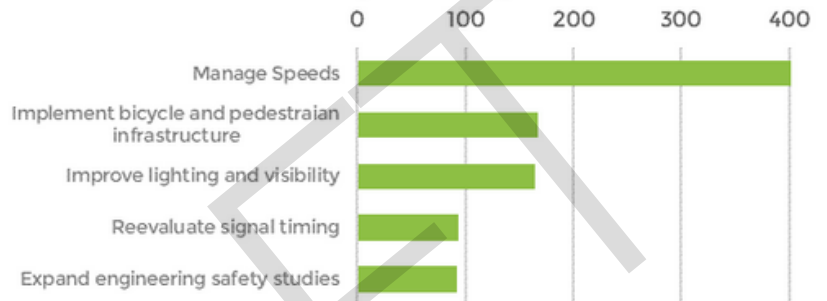
# SURVEY #2

The second online survey was open from November 15 through December 6 2021. The purpose was to solicit feedback on what should be prioritized in the VZAP and review potential recommendations. In total, 921 responses were collected.

**Q1. Did you attend the public meeting, watch the meeting recording, or view the presentation?**



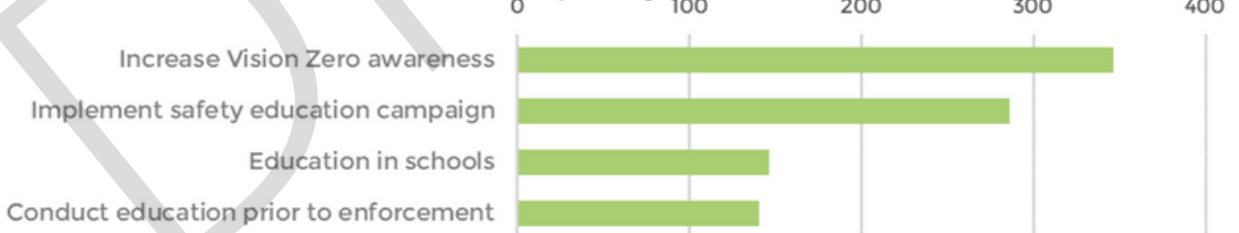
**Q2. With regards to making physical improvements to roadways, what should the city's top priority be to improve safety?**



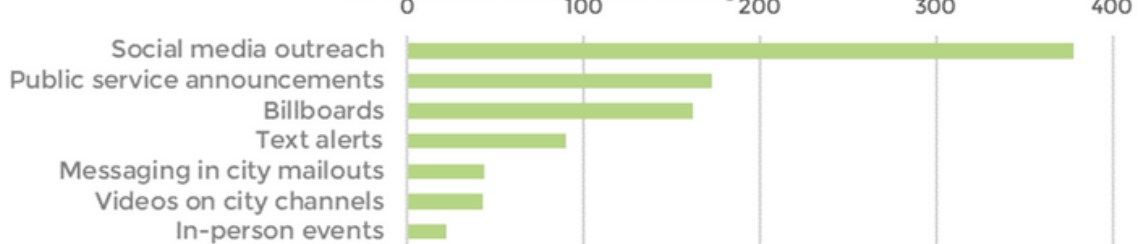
**Q3. With regards to enforcement, what should the city's top priority be?**



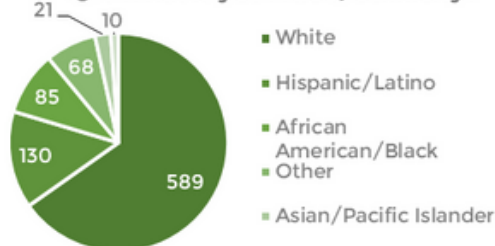
**Q4. With regards to education and outreach, what should the city's top priority be?**



**Q5. What do you think is the most effective way to increase awareness of Vision Zero and traffic safety?**



**Q6. What is your race/ethnicity?**



PAGE INTENTIONALLY LEFT BLANK

# VISION ZERO ACTION PLAN 2022

CITY OF DALLAS