



# Getting To Zero

Josh Peterman, PE, RSP<sub>1</sub>

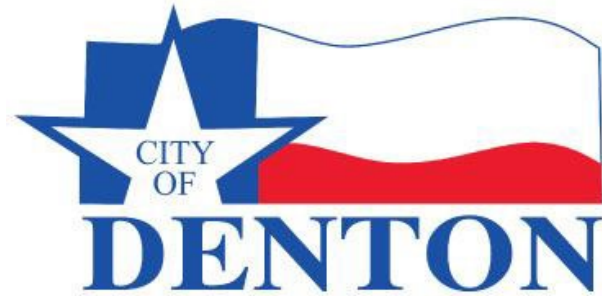
FEHR  PEERS

GETTING TO ZERO

# Denton, TX

## KEY POINTS

- 01 THE SET-UP
- 02 PRIORITIZING SAFETY
- 03 STARTING DOWN THE PATH TO ZERO
- 04 KEY ELEMENTS
- 05 TODAY & TOMORROW



GETTING TO ZERO

# Partnership

01

02

03



**BURGESS & NIPLE**

FEHR  PEERS

GETTING TO ZERO

# Laying the Groundwork

## Mobility Plan

Prioritize Safe Travel	Deliver an effective network for travel	Facilitate Alternative Travel Opportunities	Leverage Innovation
<ul style="list-style-type: none"><li>• Establish a Vision Zero Action Plan(Goal 1)</li><li>• Utilize “Complete Streets” approach when improving Denton Streets(Goal 7)</li><li>• Acknowledge vulnerability</li></ul>	<ul style="list-style-type: none"><li>• Identify transportation needs that are supportive of existing and future land use (Goal 5)</li><li>• Prioritize Transit and transportation alternatives to reduce demand for existing transportation resources(Goal 4)</li><li>• Encourage development of regional transportation network that addresses regional mobility needs for all modes of travel (Goal 3)</li><li>• Maintain a State of Good Repair on Denton Streets(Goal 2)</li><li>• Fund critical transportation infrastructure(Goal 6)</li></ul>	<ul style="list-style-type: none"><li>• Prioritize travel needs of pedestrians, cyclists and transit users in every project(Goal 8 &amp; 9)</li><li>• Provide comfortable and low-stress opportunities to walk and bike</li></ul>	<ul style="list-style-type: none"><li>• Improve operations using Innovative Transportation Solutions(Goal 2)</li><li>• Utilize Transportation Demand Management Strategies to reduce demand for existing transportation resources(Goal 4)</li></ul>
1	2	3	4

GETTING TO ZERO

# Laying the Groundwork

2019 Intro to  
Vision Zero

**VISION ZERO TEXAS**

**WE CAN END  
TRAFFIC DEATHS  
IN TEXAS**



GETTING TO ZERO

# Laying the Groundwork

Key Hires





# Laying the Groundwork

## Mobility Plan

### GOALS

# 1

## Safety first : Develop and Implement Vision Zero Plan for Denton

### Objective 1A: Safety is the number one priority for the planning, design and maintenance of all transportation infrastructure.

**Strategy 1.1:** Denton's highest priority is protection of human life over other aspects involved in the planning, design and operation of Denton's Transportation Network

**Strategy 1.2:** Design, evaluate, operate and enforce for safe speeds

**Strategy 1.3:** Institutionalize a culture that prioritizes safety for all modes of transportation within the City of Denton

**Strategy 1.4:** Acknowledge vulnerability of non-auto users and enhance safety through planning, design, evaluation and operation of all transportation infrastructure

**Strategy 1.5:** Minimize the potential for conflicts into the built environment

**Strategy 1.6:** Integrate safe design principles into the built environment

**Strategy 1.7:** Improve the ability of all transportation users to see and be seen

**Strategy 1.8:** Minimize the safety risks of highways and arterials by managing speed

### Objective 1B: Promote safe behaviors

**Strategy 1.9:** Strategically implement education and enforcement initiatives around the top contributing factors of serious injury and fatal crashes

### Objective 1C: Prioritize funding for safety improvements

**Strategy 1.10:** Identify and allocate annual funding for safety improvements within the City  
**Strategy 1.11:** Pursue and secure local, state and federal funding for implementing safety improvements at intersections and corridors throughout the City

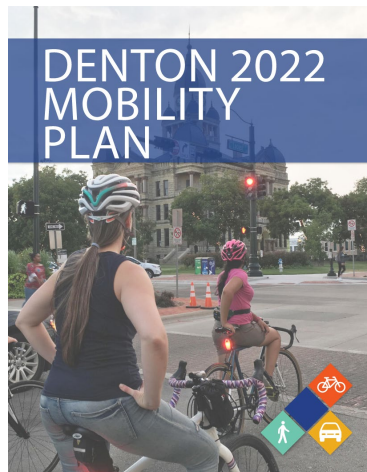
**Strategy 1.12:** Prioritize funding for capital improvement projects that include safety improvements

A low-angle, close-up shot of a person's legs and feet as they walk across a zebra crossing. The person is wearing dark trousers and dark shoes with light-colored soles. The zebra crossing consists of alternating light and dark horizontal stripes. The text "How To Start" is overlaid in a black serif font on the left side of the image. The lighting is bright, creating strong shadows on the pavement.

How To Start



# Context



Mobility Plan



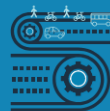
Vision Zero



Not budgeted

# Start with Information: Self Assessment

Benchmarking  
the City vs. 10  
Core Elements  
of Vision Zero



## CORE ELEMENTS FOR VISION ZERO COMMUNITIES

### Leadership and Commitment

#### 1. Public, High-Level, and Ongoing Commitment.

The Mayor and key elected officials and leaders within public agencies, including transportation, public health, and police, commit to a goal of eliminating traffic fatalities and serious injuries within a specific timeframe. Leadership across these agencies consistently engages in prioritizing safety via a collaborative working group and other resource-sharing efforts.

**2. Authentic Engagement.** Meaningful and accessible community engagement toward Vision Zero strategy and implementation is employed, with a focus on equity.

**3. Strategic Planning.** A Vision Zero Action Plan is developed, approved, and used to guide work. The Plan includes explicit goals and measurable strategies with clear timelines, and it identifies responsible stakeholders.

**4. Project Delivery.** Decision-makers and system designers advance projects and policies for safe, equitable multi-modal travel by securing funding and implementing projects, prioritizing roadways with the most pressing safety issues.

### Equity and Engagement

Elevating equity and meaningful community engagement, particularly in low-income communities and communities of color, should be a priority in all stages of Vision Zero work.

### Safe Roadways and Safe Speeds

**5. Complete Streets for All.** Complete Streets concepts are integrated into communitywide plans and implemented through projects to encourage a safe, well-connected transportation network for people using all modes of transportation. This prioritizes safe travel of people over expeditious travel of motor vehicles.

**6. Context-Appropriate Speeds.** Travel speeds are set and managed to achieve safe conditions for the specific roadway context and to protect all roadway users, particularly those most at risk in crashes. Proven speed management policies and practices are prioritized to reach this goal.

### Data-driven Approach, Transparency, and Accountability

**7. Equity-Focused Analysis and Programs.** Commitment is made to an equitable approach and outcomes, including prioritizing engagement and investments in traditionally under-served communities and adopting equitable traffic enforcement practices.

**8. Proactive, Systemic Planning.** A proactive, systems-based approach to safety is used to identify and address top risk factors and mitigate potential crashes and crash severity.

**9. Responsive, Hot Spot Planning.** A map of the community's fatal and serious injury crash locations is developed, regularly updated, and used to guide priority actions and funding.

**10. Comprehensive Evaluation and Adjustments.** Routine evaluation of the performance of all safety interventions is made public and shared with decision makers to inform priorities, budgets, and updates to the Vision Zero Action Plan.

To learn more about the Vision Zero Core Elements, see the Vision Zero Network's full [Vision Zero Core Elements](#) document, which includes further details and links to examples and related resources. In addition, the [Vision Zero Network website](#) and [ITE Safety Resources Toolbox](#) offer useful information on Vision Zero principles, recommended practices, and analysis strategies.

# Self-Assessment: Expected Outcome

## Self-Exploration

- Commitment
- Consistency
- Challenges
- Alignment with best practices

## Clarify & Prioritize Goals

- Leadership emphasis
- Design/Engineering
- Data Stewardship
- Equity Emphasis
- Systemic/Proactive Planning

## Action Planning

- Key opportunities and actions

# Methodology

## Workflow / Schedule

- March 2022: Kickoff & ID Stakeholders
- April – June 2022: Webinar, Survey and Interviews
- July – September 2022: Benchmarking & Workshops
- October 2022: Action Plan



# Survey

## Design

- Approx. 60 People
- 33 Questions
- 24 Responses

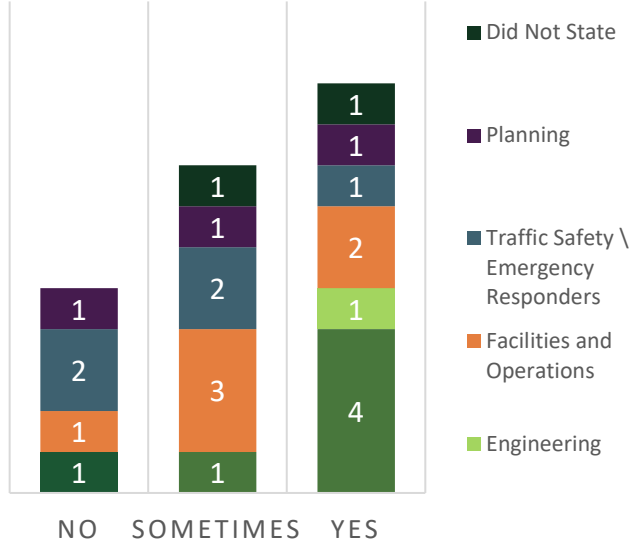


- Leadership and Commitment
  - Public, High-Level and Ongoing Commitment
  - Authentic Engagement
  - Strategic Planning
  - Project Delivery
- Safe Roads and Safe Speeds
  - Complete Streets for all
  - Context appropriate Speeds
- Data Drive Approach, Transparency and Accountability
  - Equity Focused Analysis and Programs
  - Proactive, Systemic Planning
  - Responsive Hot Spot Planning
  - Comprehensive Evaluation and Adjustment

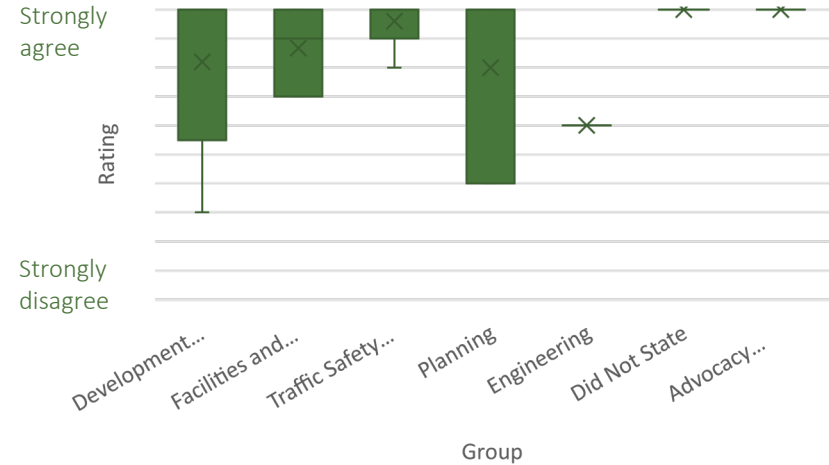


# Responses Survey

**Q1. Do you feel that street design in Denton prioritizes safety over speed?**

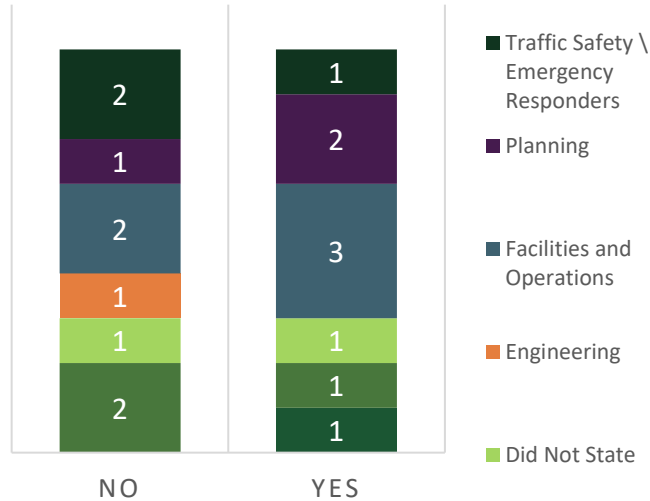


**Q8. Human life should always take priority over moving vehicles faster.**

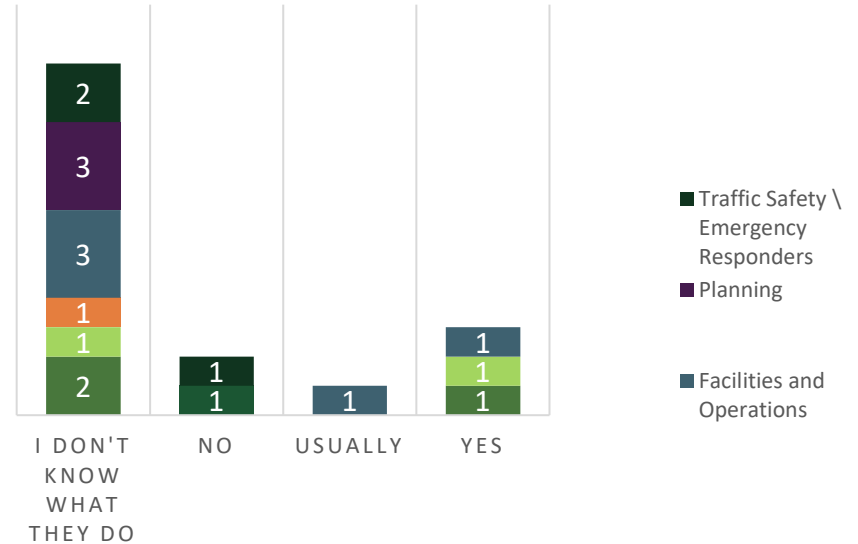


# Responses Survey

## Q16. Are you aware that Denton has a Traffic Safety Commission?



## Q17. Do you find the Traffic Safety Commission to be an effective avenue for addressing safety in Denton?



GETTING TO ZERO

# Initial Benchmarking

Benchmark	Not a Current Practice	Occasional Practice	Institutionalized Practice	Need Additional Information	
Key elected officials & leaders have made a public commitment to the goal of eliminating traffic fatalities & serious injuries within a specific timeframe.		✓			Some committed, but not institutionalized.
Key elected officials are consistently engaged in prioritizing safety via collaborative efforts.		✓			Survey response Q12 and Q14 indicate that elected officials are generally supportive of safety efforts, but Q19 indicates that they might not be consistently engaged.
Key stakeholders have made a clear, public statement in support of Vision Zero efforts and timeline.	✓				City staff & some stakeholders are supportive, but no formal VZ commitment (yet).
The stakeholder group is representative of the community at large.		✓			No VZ stakeholder group currently. Advocates not a significant element of current stakeholder group. But safety is council and TSC priority.
An interdepartmental safety working group regularly coordinates with leadership to discuss progress.		✓			Traffic Safety Commission meets; they are not well known internally or externally.

GETTING TO ZERO

# Interviews (We are here)

## Focus

- Clarify surprising survey outcomes
- Fill in blanks





## Workshops

- Dive deeper into outcomes, understand City priorities



## Final Benchmarking

- Where is room for improvement?
- Prioritize



## Action Plan

- Formalize priorities



# Team

Pritam Deshmukh

[pritam.deshmukh@cityofdenton.com](mailto:pritam.deshmukh@cityofdenton.com)

Nathan George

[nathan.George@cityofdenton.com](mailto:nathan.George@cityofdenton.com)

Josh Peterman

[j.peterman@fehrrandpeers.com](mailto:j.peterman@fehrrandpeers.com)

Nicole Waldheim

[nicole.waldheim@burgessniple.com](mailto:nicole.waldheim@burgessniple.com)



## CORE ELEMENTS FOR VISION ZERO COMMUNITIES

### Leadership and Commitment

#### 1. Public, High-Level, and Ongoing Commitment.

The Mayor and key elected officials and leaders within public agencies, including transportation, public health, and police, commit to a goal of eliminating traffic fatalities and serious injuries within a specific timeframe. Leadership across these agencies consistently engages in prioritizing safety via a collaborative working group and other resource-sharing efforts.

**2. Authentic Engagement.** Meaningful and accessible community engagement toward Vision Zero strategy and implementation is employed, with a focus on equity.

**3. Strategic Planning.** A Vision Zero Action Plan is developed, approved, and used to guide work. The Plan includes explicit goals and measurable strategies with clear timelines, and it identifies responsible stakeholders.

**4. Project Delivery.** Decision-makers and system designers advance projects and policies for safe, equitable multi-modal travel by securing funding and implementing projects, prioritizing roadways with the most pressing safety issues.

### Equity and Engagement

Elevating equity and meaningful community engagement, particularly in low-income communities and communities of color, should be a priority in all stages of Vision Zero work.

### Safe Roadways and Safe Speeds

**5. Complete Streets for All.** Complete Streets concepts are integrated into communitywide plans and implemented through projects to encourage a safe, well-connected transportation network for people using all modes of transportation. This prioritizes safe travel of people over expeditious travel of motor vehicles.

**6. Context-Appropriate Speeds.** Travel speeds are set and managed to achieve safe conditions for the specific roadway context and to protect all roadway users, particularly those most at risk in crashes. Proven speed management policies and practices are prioritized to reach this goal.

### Data-driven Approach, Transparency, and Accountability

**7. Equity-Focused Analysis and Programs.** Commitment is made to an equitable approach and outcomes, including prioritizing engagement and investments in traditionally under-served communities and adopting equitable traffic enforcement practices.

**8. Proactive, Systemic Planning.** A proactive, systems-based approach to safety is used to identify and address top risk factors and mitigate potential crashes and crash severity.

**9. Responsive, Hot Spot Planning.** A map of the community's fatal and serious injury crash locations is developed, regularly updated, and used to guide priority actions and funding.

**10. Comprehensive Evaluation and Adjustments.** Routine evaluation of the performance of all safety interventions is made public and shared with decision makers to inform priorities, budgets, and updates to the Vision Zero Action Plan.

To learn more about the Vision Zero Core Elements, see the Vision Zero Network's full [Vision Zero Core Elements](#) document, which includes further details and links to examples and related resources. In addition, the [Vision Zero Network website](#) and [ITE Safety Resources Toolbox](#) offer useful information on Vision Zero principles, recommended practices, and analysis strategies.