DENVER VISION ZERO PROGRAM
2018 ANNUAL REPORT

VISION ZERO
NO MORE TRAFFIC DEATHS
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Acronyms & Definitions

CDOT  Colorado Department of Transportation
DDPHE  Denver Department of Public Health & Environment
DPD  Denver Police Department
DPW  Department of Public Works
DPS  Denver Public Schools
DUI  Driving Under the Influence
DUID  Driving Under the Influence of Drugs
FARS  Fatality Analysis Reporting System
NHTSA  National Highway Traffic Safety Administration

Communities of Concern  Areas that have low income and education levels, high concentrations of seniors, low rates of vehicle ownership, high obesity rates, and high numbers of schools and community centers.

Denver Vision Zero  The City and County of Denver’s program to eliminate traffic deaths and serious injuries by 2030.

Denver Vision Zero Coalition  A group of community organizations in Denver that formed in January 2016 to support the City and County of Denver’s adoption of Vision Zero and the goal of zero traffic fatalities or serious injuries.

High Injury Network  A network that represents the corridors in Denver with the highest number of fatal and injury crashes.
Vision Zero is the City and County of Denver’s program to eliminate traffic deaths and serious injuries by 2030.

**2018 BY THE NUMBERS**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Numbers/Details</th>
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<tr>
<td><strong>Intersections redesigned</strong></td>
<td>13</td>
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<tr>
<td><strong>Miles of new bike lanes</strong></td>
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<tr>
<td><strong>DPD citations in school zones</strong></td>
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<td><strong>Photo enforcement citations</strong></td>
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<td><strong>City-led Vision Zero-related outreach events</strong></td>
<td>26</td>
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<tr>
<td><strong>New staff members dedicated to Vision Zero</strong></td>
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<tr>
<td><strong>Smart City intersection improvements</strong></td>
<td>3</td>
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<tr>
<td><strong>Optimal improvements implemented at intersections</strong></td>
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<td><strong>Upgraded pedestrian crossings at locations</strong></td>
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<tr>
<td><strong>New curb ramps installed</strong></td>
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<td><strong>Million for sidewalk construction</strong></td>
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<tr>
<td><strong>DUI/DUID arrests</strong></td>
<td>1,881</td>
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<tr>
<td><strong>Outreach events</strong></td>
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</table>

- **Smart City intersection improvements**: 3
- **Optimal improvements implemented at intersections**: 43
- **Upgraded pedestrian crossings at locations**: 4
- **New curb ramps installed**: 1,975
- **Miles of new sidewalks**: 6
- **Million for sidewalk construction**: $49
- **DUI/DUID arrests**: 1,881
- **Outreach events**: 12

**26** city-led Vision Zero-related community outreach events

- **25** bicycle education events at 12 different schools
- **1** Vision Zero Community Forum

**Hired 4 new staff members dedicated to Vision Zero**

**Operational improvements implemented at intersections**: 43

- **13** intersections redesigned to increase safety
- **19** miles of new bike lanes
- **DPD issued 8,465 citations in school zones**
- **202,376 photo enforcement citations**
- **26** city-led Vision Zero-related community outreach events
- **25** bicycle education events at 12 different schools
- **1** Vision Zero Community Forum
- **1,881 DUI/DUID arrests**
- **12** outreach events led by the Denver Vision Zero Coalition

**3** Smart City intersection improvements
Introduction

What is Vision Zero?

Vision Zero is the City and County of Denver’s program to eliminate traffic deaths and serious injuries by 2030. This report details progress made during Denver Vision Zero’s first year.

In its first year, Denver Vision Zero focused on launching efforts and laying the foundation for longer-term progress towards Denver’s commitment to Vision Zero. A lot was accomplished this year—from the installation of over 20 miles of bike lanes and the hiring of four dedicated Vision Zero staff members, to the numerous outreach events that began to educate our community and institutionalize a culture of safety. However, 58 lives were lost to traffic crashes this year, which is an increase from 2017 and shows how much work is left to be done. The City and its partner agencies are committed to implementing the Denver Vision Zero Action Plan to work towards safer streets and the goal to end traffic fatalities in Denver.

Action Plan

In 2017, the City and County of Denver released its Denver Vision Zero Action Plan, which charts progress over the next five years toward Denver’s commitment to eliminate traffic deaths and serious injuries by 2030. Foundational to the action plan is the priority of human life and the recognition that speed is a fundamental factor in crash severity. The Action Plan relies on collaboration among City departments and external partner agencies, in recognition that such a complex problem requires a multi-pronged approach that goes beyond “business as usual.” The Action Plan hones in on Denver’s most dangerous streets and most vulnerable users by identifying a High Injury Network and Communities of Concern which, in combination, provide focus for Denver Vision Zero efforts. The Action Plan includes five themes to guide the work towards creating safer streets:

1. Enhance city processes and collaboration
2. Build safe streets for everyone
3. Create safe speeds
4. Promote a culture of safety
5. Improve data and be transparent

Within each theme, concrete short- and medium-term actions provide a roadmap for partner agencies and stakeholders.
2018 Crash Statistics

Denver Transportation Fatalities by Year
DPD vs. NHTSA-CDOT FARS

A FARS fatality is defined as a person who dies within 30 days of a crash on a US public road involving a vehicle with an engine, the death being the result of the crash. The Denver Police Department (DPD) totals shown includes every fatality investigated by DPD. Some of these fatalities do not meet the FARS criteria, and are thus not included in the NHTSA - CDOT FARS totals shown.

How Denver Commutes

Traffic Deaths in 2018

Source: American Community Survey 5-Year Estimates, U.S. Census Bureau, 2017
2018 Fatal Crashes: Top Contributing Factors

An ongoing speed study that looks at locations on the High Injury Network found that on average, **26% of people driving were speeding**. Eleven percent of people driving were found to be exceeding the speed limit by 5 or more miles per hour. In 2016, CDOT found that **speeding contributed to 41% of traffic fatalities** in Denver.

In 2018, there were **57 fatal crashes**, resulting in **59 fatalities**.
2018 Major Activities

Processes and Collaboration

Hired Dedicated Vision Zero Staff
In October, Rolf Eisinger joined the Department of Public Works (DPW) as the Vision Zero Project Manager. In this role, Rolf will coordinate Vision Zero efforts, track progress, and oversee implementation of Vision Zero projects. DPW also hired a Safe Routes to School planner and a dedicated Vision Zero engineer, and the Department of Public Health and Environment (DDPHE) hired a Safe Routes to School Coordinator. In addition, the Denver Police Department (DPD) hired a data analyst in their Traffic Operations Section to ensure crash data integrity. These new staff members will play a key role in continuing to institutionalize Vision Zero throughout City processes.

Convened Vision Zero Working Groups
Three working groups, Processes & Data, Speed & Street Design, and Culture of Safety convened this year. These working groups provide expertise and guidance on actions within each theme of the action plan and are comprised of staff from multiple City and County of Denver agencies, as well as stakeholders from external agencies, advocacy, and community groups.

Federal Boulevard Safety Study
To address dangerous conditions along Federal Boulevard, which in 2017 had a fatality rate 20 times higher than other urban Colorado streets, CDOT led the development of a safety study. Informed by a detailed crash analysis, the study recommended safety enhancements including the installation of medians, enhanced pedestrian crossings, enhanced lighting, and signal changes. These projects are expected to be constructed in 2019.

Speed and Street Design
DPW completed a number of infrastructure, operational, and other changes in 2018, including:

- Intersection and street geometric changes with proven safety benefits
- Traffic signal changes with proven safety benefits
- New bicycle lanes and sidewalks
- New mid-block pedestrian crossings
- Additional speed feedback signs in school zones (with Denver Police Department support)

Finally, DPW developed a Multimodal Safety Toolbox that includes a number of spot treatments to manage and slow neighborhood traffic.

In response to a fatal pedestrian crash in 2017, Albrook Drive east of Peoria Street was reconfigured in December 2018 to improve safety for pedestrians and motorists. The number of travel lanes was reduced to slow motorist speeds and pedestrian safety was enhanced with the addition of flashing beacons and a pedestrian refuge island.
2018 Major Activities

Culture of Safety

Updated Public Messaging
DPD updated its public messaging to reflect Vision Zero principles and multiple modes of travel. Working with the Denver Vision Zero Coalition, its traffic safety brochures were revised to include Vision Zero branding and tips on how to drive safely, ride a bicycle safely, and how drivers and pedestrians can be safer together. DPD has distributed the brochures at numerous public events.

Safe Routes to School Travel Plans
During 2017 and 2018, DDPHE piloted and created travel plans for nine schools. During 2018, five schools received a Traffic Safety Assessment, which involves an on-site review of the travel environment around a school and includes the school staff, Denver Public Schools (DPS) Transportation, DPS Safety, DPW, DPD, DDPHE, and others. The Traffic Safety Assessment looks for immediate, mid-term, and long-range solutions to the school’s unique travel challenges.

DPD created new Vision Zero educational materials, which were handed out with warnings to drivers exhibiting unsafe driving behaviors.
Community Outreach

Vision Zero Community Program

In 2018, DDPHE, in partnership with WalkDenver and DPW, launched the Vision Zero Community Program. The program offers community members an opportunity to design a project to increase Vision Zero awareness and promote safer streets in their neighborhood. In December 2018, seven projects were selected out of 26 submissions. These projects focus on everything from data collection and tactical urbanism pop-ups to a Vision Zero Art Festival, and will take place in seven neighborhoods throughout Denver, primarily along the High Injury Network. The projects will be implemented by summer of 2019.

Vision Zero Community Forum

During May 2018, Denver hosted a Vision Zero Community Forum that was attended by over 100 participants. The goal of the Community Forum was twofold: first, to gain an understanding of approaches that other cities have used to increase the culture of safety in partnership with the community, and second, to increase the knowledge of some of the current efforts underway in Denver to advance Vision Zero. The morning guest panel included San Francisco Department of Public Health, Walk San Francisco, Los Angeles Great Streets Program, Los Angeles Thai Community Development Center, and Austin Public Works.

The Federal Boulevard Photovoice Project was on display during the forum. This project engaged 17 residents who live, work, and/or play near Federal Boulevard to take photos of things that they love and make them feel safe in their community, as well as things that make them feel unsafe. Photo credit (from left to right, below): Father Joseph Dang, Rex Lai, Rex Lai, Monica Villalobos, Carson Reed.

Numerous other outreach events and initiatives were held in 2018, including:

City-led efforts:

- Two CDOT Vision Zero Education Grants Received, focused on teen driving and booster seat education
- Federal Boulevard Photovoice Project (see above)

Vision Zero Coalition-led efforts:

- Testified in opposition to automated enforcement limitations
- Neighborhood Walk Audits
- Vision Zero Utility Box Art
- Ride & Walk of Silence
- “Over the Colfax Clover” pop-up event
- Safe Streets Rally
- Pop-Up Traffic Calming Demonstrations
- Vision Zero Themed Mural
- Community Art Project
- Artistic Yard Sign distribution
2018 Action Plan Progress

<table>
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<tr>
<th>In Progress</th>
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<tr>
<td><strong>Enhance Processes and Collaboration</strong></td>
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<td><strong>Create Safe Speeds</strong></td>
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</tr>
<tr>
<td><strong>Promote a Culture of Safety</strong></td>
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<td>2</td>
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<tr>
<td><strong>Improve Data and Be Transparent</strong></td>
<td>9</td>
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Vision Zero: Moving Forward

There is a lot more work to be done as we continue on the path towards eliminating traffic fatalities in Denver. Moving forward, the City and County of Denver and its partners are committed to making Denver’s streets safer for everyone, because crashes are not accidents, and with the right actions and commitment, they are preventable.

Next year, the City and its partners will focus on:

**Engineering/Capital Investments**

- Make more improvements and investments on High-Injury Network corridors
- Continue to build out the pedestrian network and the enhanced bikeway network
- Upgrade street lighting along corridors to improve visibility
- Increase the number of dedicated left turn arrows where current traffic signal equipment will allow

**Enforcement**

- Prioritize enforcement against dangerous moving violations
- Work to reduce speeds, which will include completion of a citywide speed limit evaluation, enhanced speed management, and implementation of engineering countermeasures

**Education**

- Partner with students at CU Denver to launch a “Community Voices” project, which will create four videos that promote safe travel behavior and reflect the voices and ideas of our community members
- Implement Safe Routes to School programs in Greater Park Hill, Montbello, and Southwest Denver

**Policy**

- Implement policy changes for right-of-way construction permitting to reduce the impact on those who walk and ride bikes – these changes will aim to increase the use of pedestrian canopies and reduce the total amount of right-of-way closed during a construction project.
- Continue to institutionalize Vision Zero within City and State processes
- Develop Complete Street Design Guidelines to ensure city streets prioritize safe and convenient access for those who walk, bike, drive, and take transit.