

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

13 intersections redesigned to increase safety



19 miles of new bike lanes



DPD issued **8,465** citations in school zones



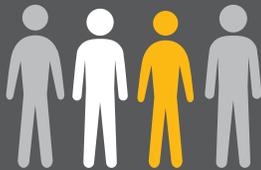
202,376 photo enforcement citations



26 city-led Vision Zero-related community outreach events

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

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



3 Smart City intersection improvements



Operational improvements **43** implemented at intersections



Upgraded pedestrian crossings at **4** locations



1,975 new curb ramps installed



6 miles of new sidewalks

\$49 million for sidewalk construction



1,881 DUI/DUID arrests



12 outreach events led by the Denver Vision Zero Coalition



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.



35th Avenue and Julian Street (installed August 2018)



19th Avenue and Sherman Street (installed May 2018)

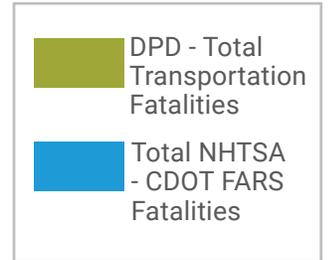
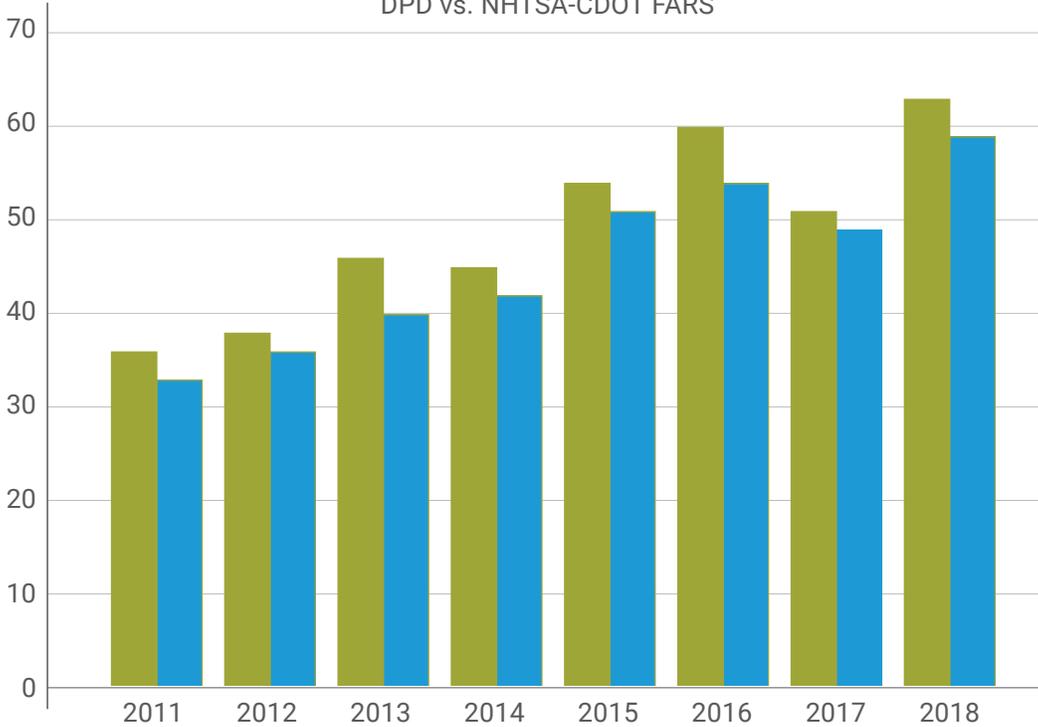


East Colfax (installed April 2018). Photo credit: Denver Vision Zero Coalition

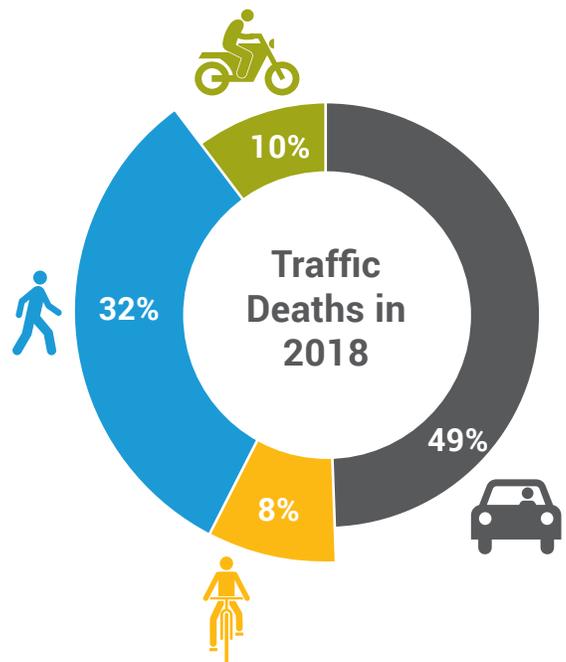
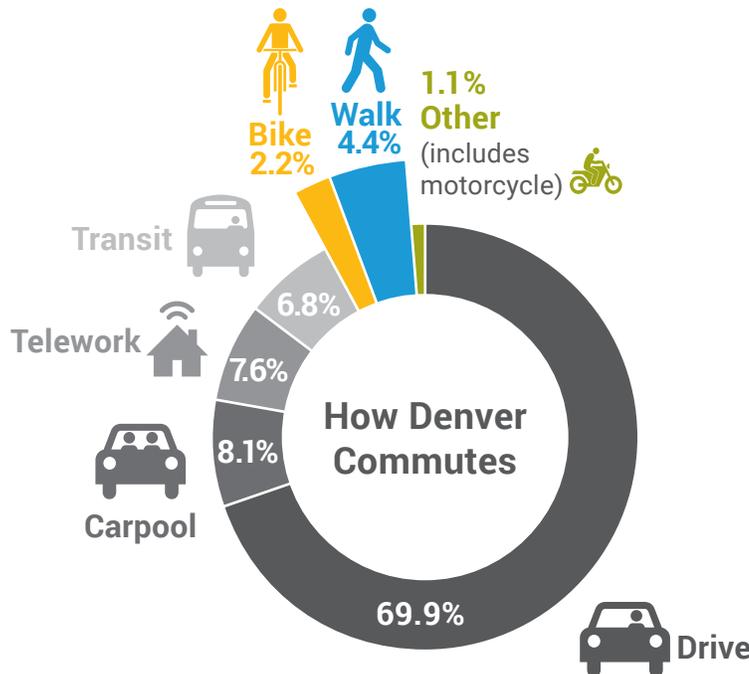
2018 Crash Statistics

Denver Transportation Fatalities by Year

DPD vs. NHTSA-CDOT FARS



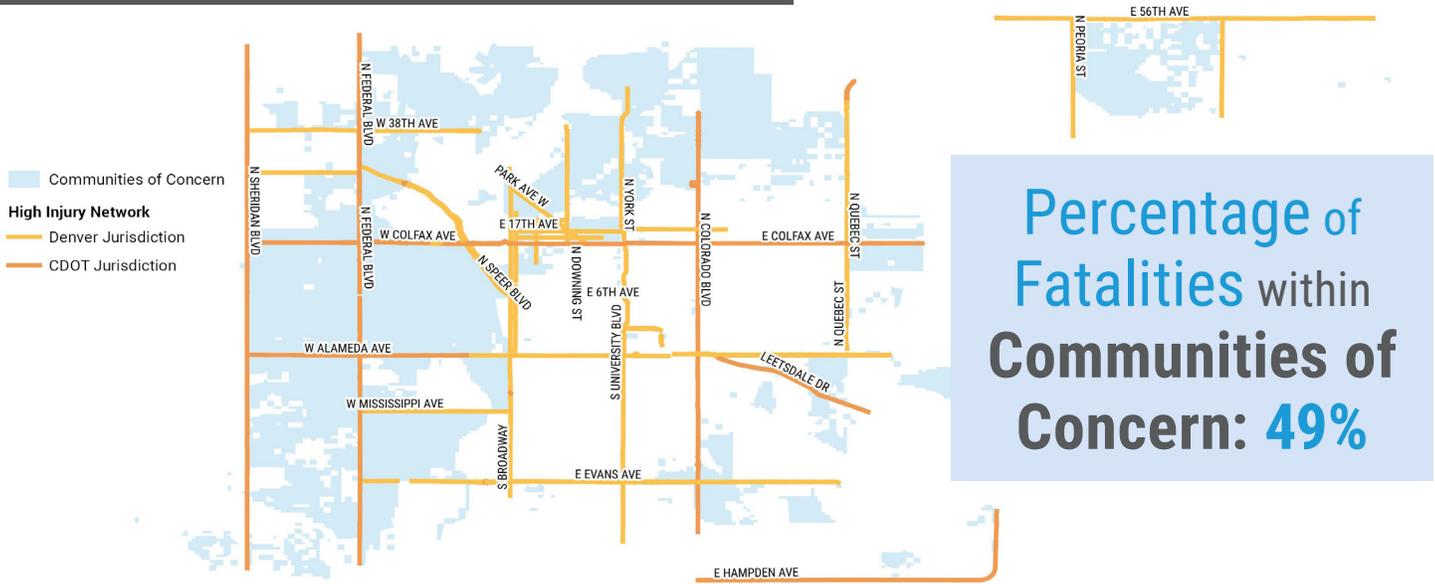
A FARS fatality is defined as a person who dies within 30 days of a crash on a US public road involving a vehicle with an engine, the death being the result of the crash. The Denver Police Department (DPD) totals shown includes every fatality investigated by DPD. Some of these fatalities do not meet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



Source: American Community Survey 5-Year Estimates, U.S. Census Bureau, 2017

Percentage of Fatalities on the High Injury Network: 32%

2018

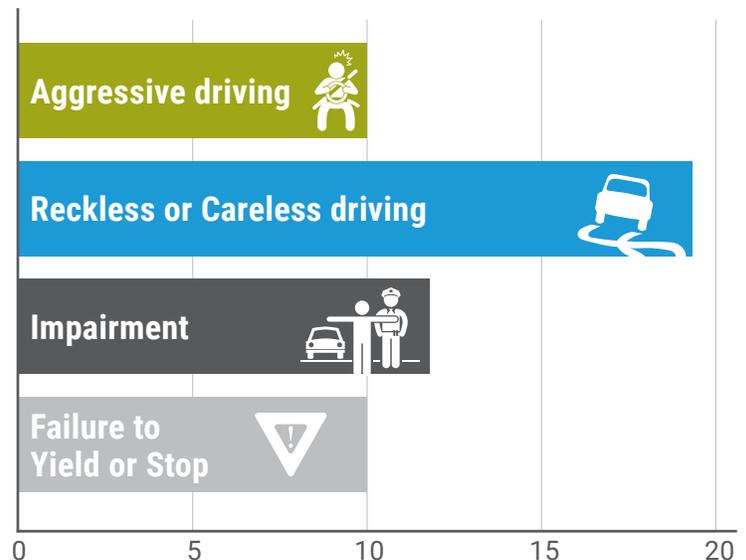


2018 Fatal Crashes: Top Contributing Factors



Speeding

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.

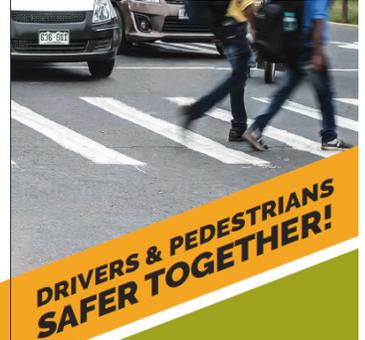
Safe Routes to School Travel Plans

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.

You have the right to be safe on streets and sidewalks – no matter where you go or how you get there.

Do your part to help support the Denver Vision Zero Action Plan – a five-year plan to achieve zero traffic deaths and serious injuries by 2030. Part of the international Vision Zero program, this proven, data-driven approach creates a powerful, life-changing partnership between city and state agencies, drivers, bicyclists and pedestrians to ensure safe and healthy travel for all.

Our goal: Zero traffic-related deaths and serious injuries by 2030.



DRIVERS & PEDESTRIANS SAFER TOGETHER!

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RIDE SAFE



Tips for better bicycling

- **Same rights, same laws.** A bike is a vehicle, just like a car. Obey stop signs, traffic signs and lights.
- **Sidewalks are for pedestrians.** Riding on sidewalks gives drivers entering the roadway less time to see you.
- **Look, signal and announce yourself** – before making turns and passing pedestrians and bicyclists.
- **Ride with the traffic.** Cars do not expect riders coming from the wrong direction, especially when turning.
- **See and be seen.** Do not assume drivers can see you. Use proper lights and reflectors for visibility.
- **Be alert.** Use your eyes and ears to be aware of traffic, road hazards and parked cars.

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DRIVE SAFE



Be an aware driver

- **It is illegal in the State of Colorado** to text, email or surf the web while driving a motor vehicle.
- **Turn off your phone** or put it out of sight. Navigation should be programmed prior to driving.
- **Be ready for driving, don't be distracted** by seats, mirrors, climate controls, clothing, etc.
- **Secure everything** – children, pets, positions. Multitasking takes your attention away from the road.
- **Slow down, and be prepared to stop** when turning/entering a crosswalk or school zone.
- **Always look at cross traffic** to ensure they've stopped at their red light or stop sign.

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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

	In Progress	Completed	Future
Enhance Processes and Collaboration	7	1	6
Build Safe Streets for Everyone	3	6	3
Create Safe Speeds	3	0	5
Promote a Culture of Safety	13	2	5
Improve Data and Be Transparent	9	1	3

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.