

VISION ZERO



DENTON
ACTION PLAN



City of Denton Vision Zero Task
Force Meeting #1 Sign-In Sheet



VISION ZERO TASK FORCE MEETING #1

Training Room 1, 2 and 3 | Denton Development Services Building
9 – 11 AM



A background image showing a city street scene. In the foreground, a white bicycle lane symbol is painted on the asphalt. To the left, a person is riding a bicycle. In the background, a group of people is walking on a crosswalk. The image is overlaid with a semi-transparent blue filter.

AGENDA

1. City Leadership Remarks
 2. Introductions & Icebreaker
 3. Vision Zero Overview
 4. Vision Zero Assessment
 5. Denton Safety Trends
 6. Project Overview
- Break
7. SWOT Analysis
 8. Mission Statement Exercise
 9. Next Steps

Project Management Team

CITY OF DENTON

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Deputy Director of Development Services

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Deputy Project Manager

JEFF WHITACRE

QAQC Manager

INTRODUCTIONS & ICEBREAKER

Ice Breaker: What does a safer road network mean to you?

Task Force

City Staff

Other Public Agencies

Other Private Entities

City Residents





VISION ZERO OVERVIEW

WHAT IS VISION ZERO?

TRADITIONAL APPROACH

- Traffic deaths are **INEVITABLE**
- **PERFECT** human behavior
- Prevent **COLLISIONS**
- **INDIVIDUAL** responsibility
- Saving lives is **EXPENSIVE**

VISION ZERO APPROACH

- Traffic deaths are **PREVENTABLE**
- Integrate **HUMAN FAILING** in approach
- Prevent **FATAL & SEVERE CRASHES**
- **SYSTEMS** approach
- Saving lives is **NOT EXPENSIVE**



WHY VISION ZERO?



Reduce traffic fatalities and injuries



Enhanced quality of life



Equity



Economic Benefits



Sustainable and smart urban planning



SAFE SYSTEM APPROACH



Safe road users



Safe vehicles



Safe roads



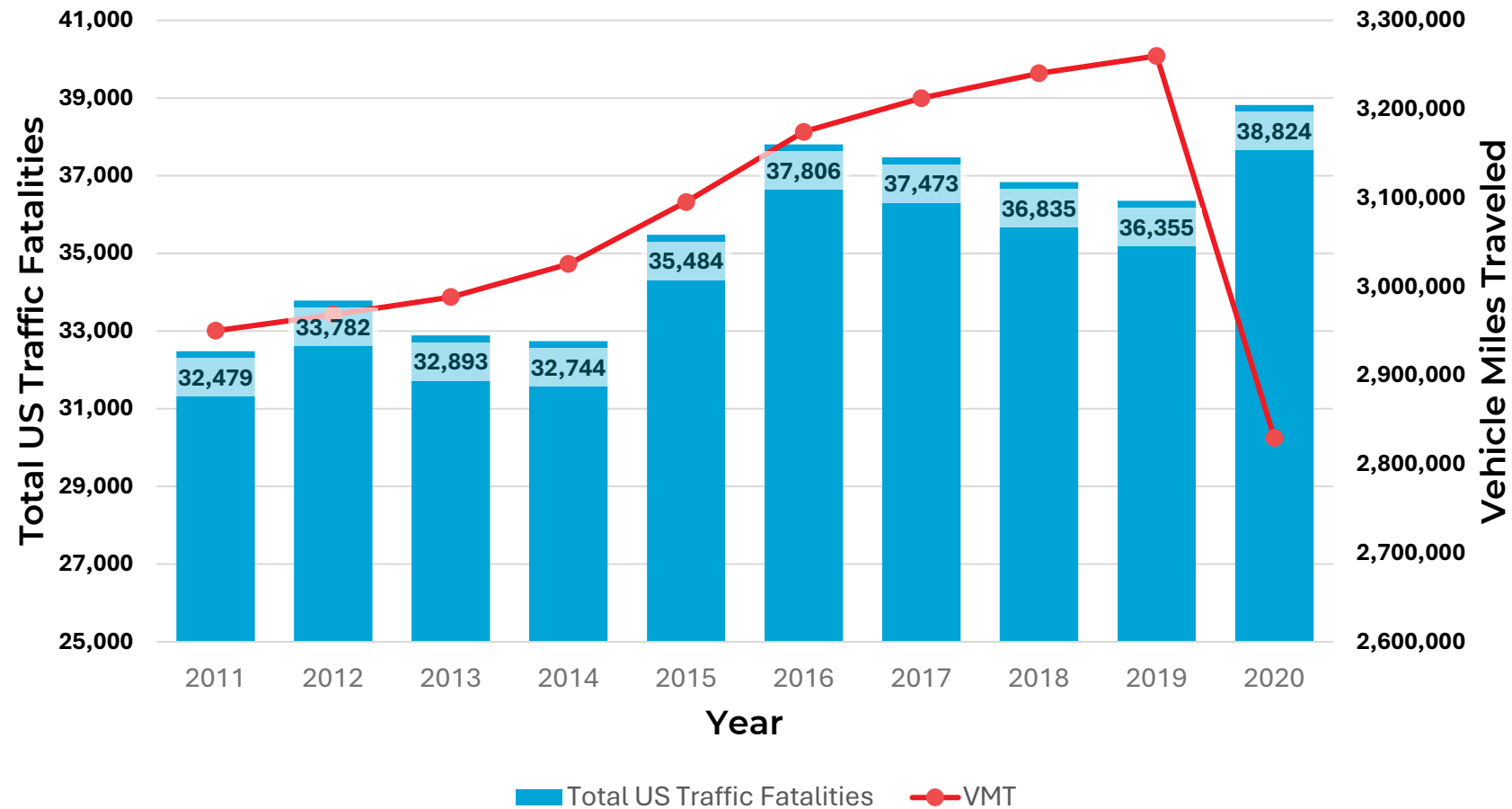
Post-crash care



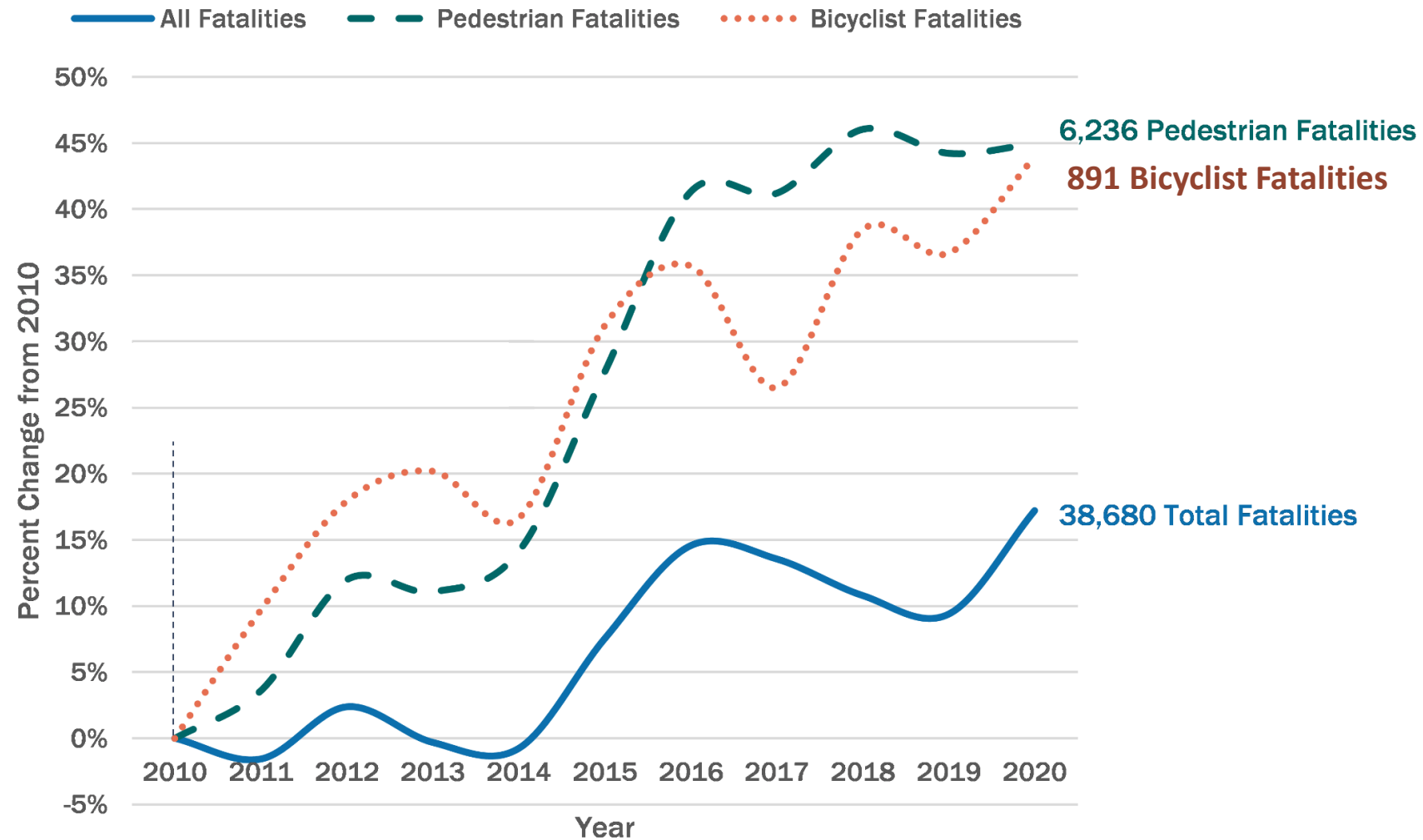
Safe speeds

THOUSANDS
OF LIVES
ARE LOST
EACH YEAR

Total US Traffic Fatalities and VMT (2011-2020)



BICYCLISTS AND PEDESTRIANS ARE AT HIGHER RISK





**VISON ZERO ASSESSMENT: PART I
(DENTON VZA, 2022)**

DENTON VZA 2022: STAKEHOLDERS

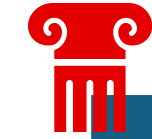


Leadership & Commitment

Nearly 80 stakeholders were invited to participate in three engagement sessions for assessment; an introductory Webinar, a Survey, and a Workshop. :

- City of Denton
- Denton Fire Department
- Denton Police Department
- Denton Economic Development Partnership Board
- Denton Independent School District
- Denton Main Street Association
- Denton Chamber of Commerce
- Denton County
- Denton County Sheriff's Office
- Texas Department of Transportation
- Texas Health Presbyterian Hospital Denton
- Medical City Denton
- Our Daily Bread
- North Central Texas College
- North Central Texas Council of Governments
- Texas Woman's University
- University of North Texas
- REACH of Denton
- Bike Denton

DENTON VZA 2022: PILLARS & ACTION ITEMS



Three Pillars

- Leadership Commitment
- Safe Roads/Speeds
- Data Driven Approach, Transparency, and Accountability



Action Item Development Methodology

- Stakeholder Input
- Denton Safety Practices
- Benchmark Effort and Findings



Action Items

- Project Delivery
- Strategic Planning
- Authentic Engagement
- Public, High-Level and Ongoing Commitment
- Complete Streets for All
- Context-Appropriate Speeds
- Equity-Focused Analysis and Programs
- Proactive, Systematic Planning
- Comprehensive Evaluation and Adjustments



DENTON SAFETY TRENDS

CRASH SEVERITY STATISTICS

From 2019-2023, Denton experienced **2,037** fatal, severe, and minor injury crashes (13.1% of all crashes in the City).

74 Fatalities

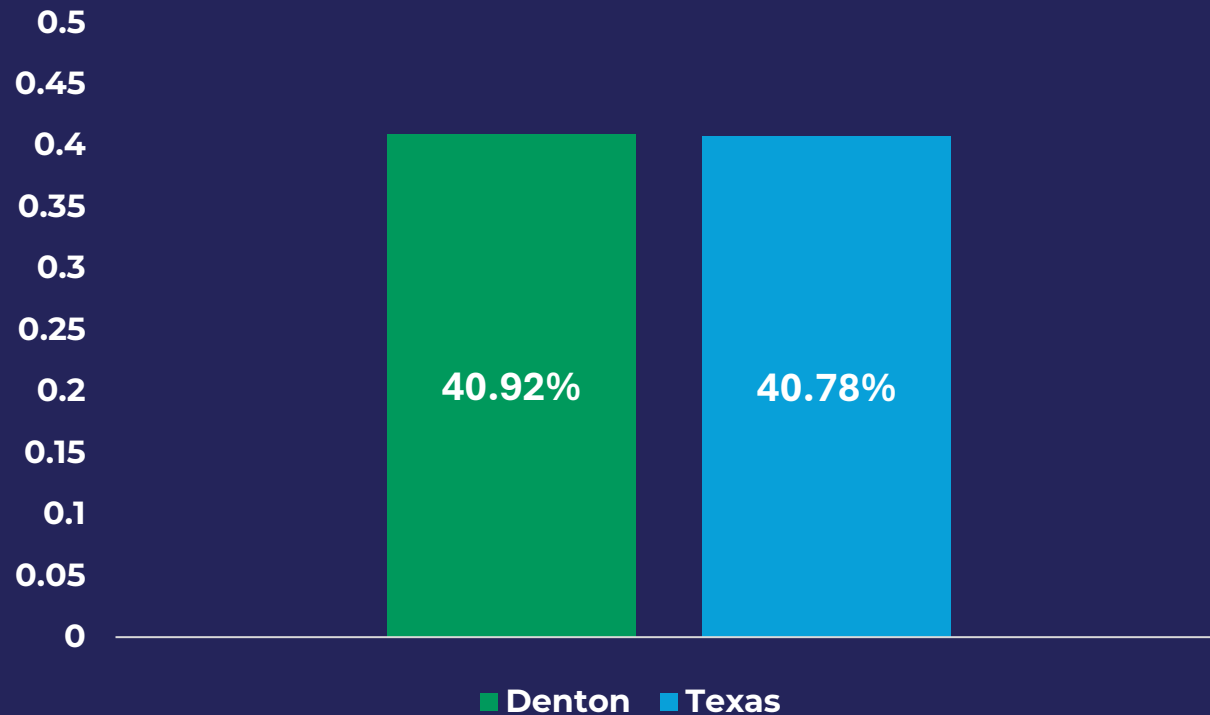
354 Severe Injuries

From 2020-2021, Denton experienced a **24.8% increase** in total crashes.



Transportation Disadvantaged Census Tracts

Percent Population in Transportation Disadvantaged Census Tracts



41.2 % of all fatal crashes occurred in Transportation Disadvantaged Census Tracts

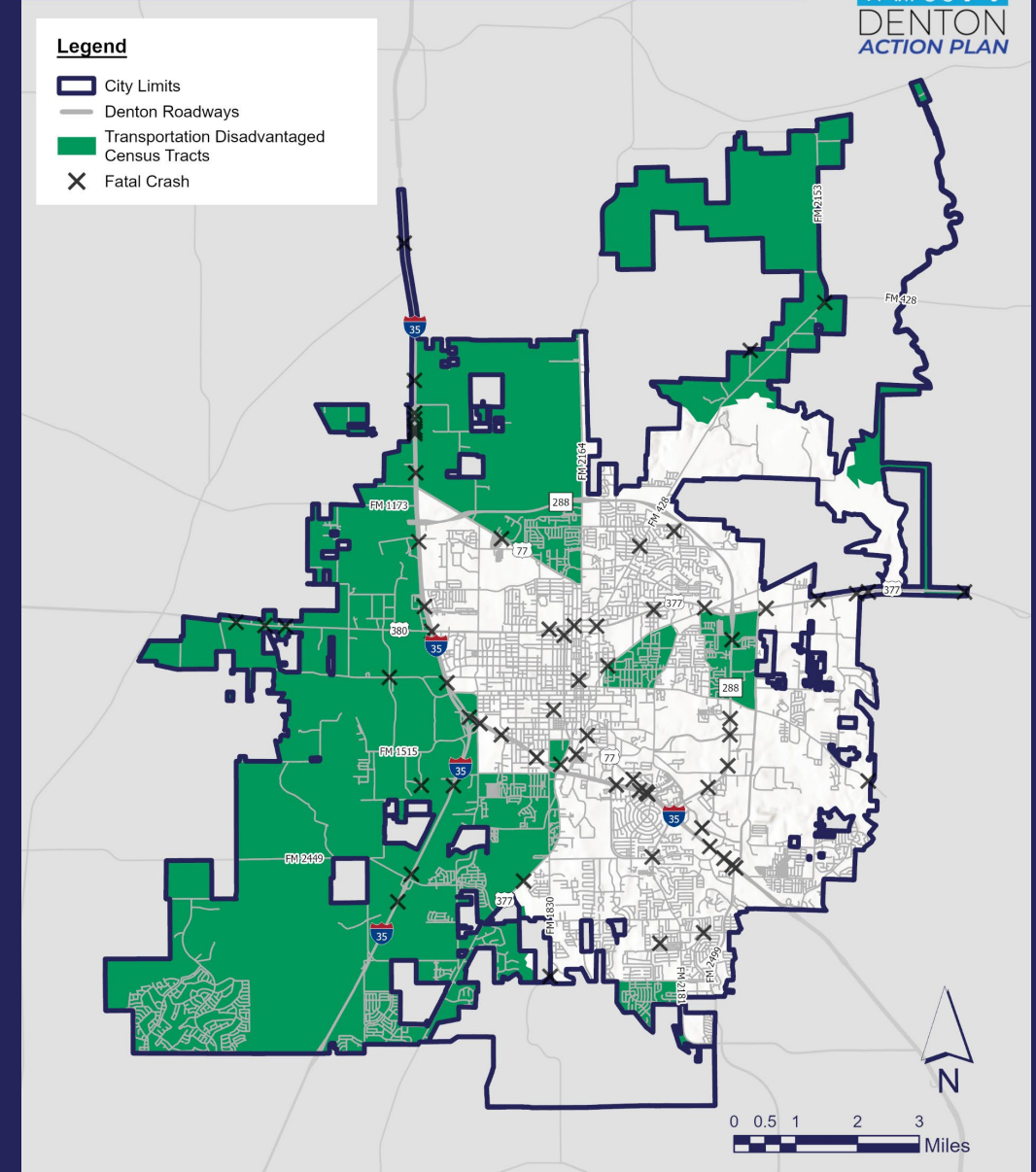
Transportation Disadvantaged Census Tracts

Source: City of Denton, CRIS (2019 - 2023), USDOT ETC



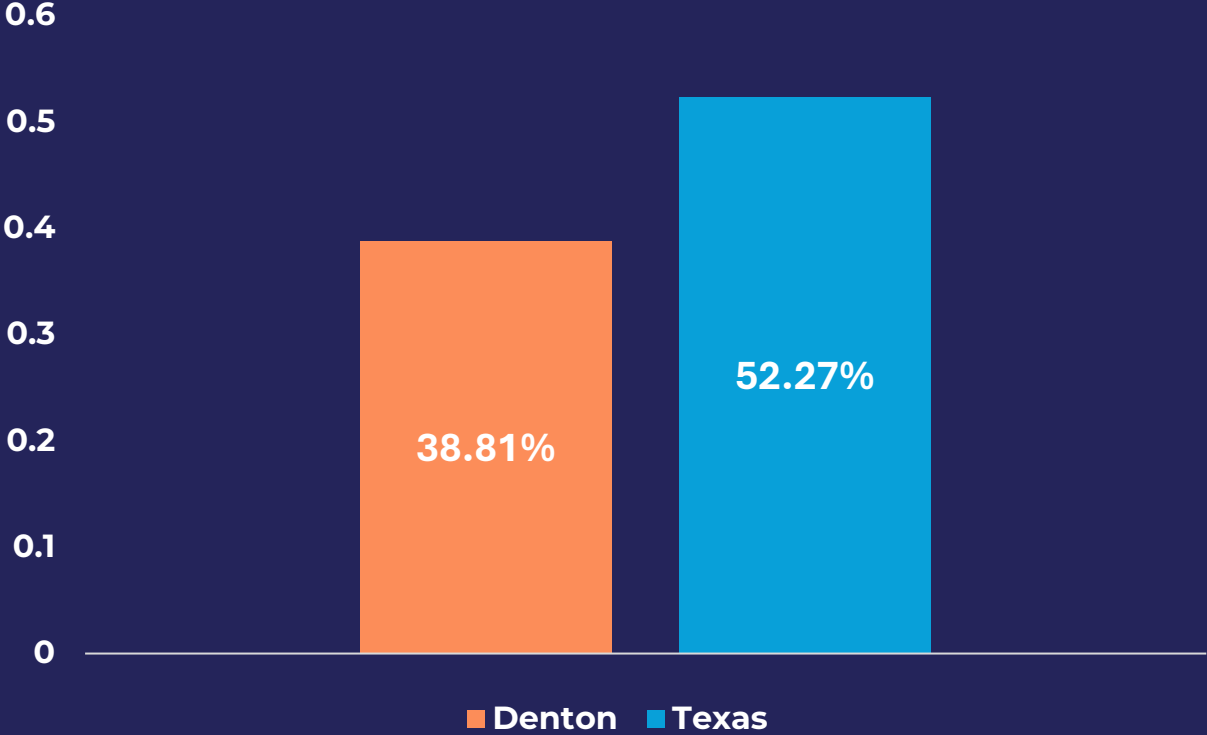
Legend

- City Limits
- Denton Roadways
- Transportation Disadvantaged Census Tracts
- Fatal Crash



Majority Minority Areas and Super Majority Areas

Percent Minority Population



16.2% of all fatal crashes occurred in Majority Minority Areas

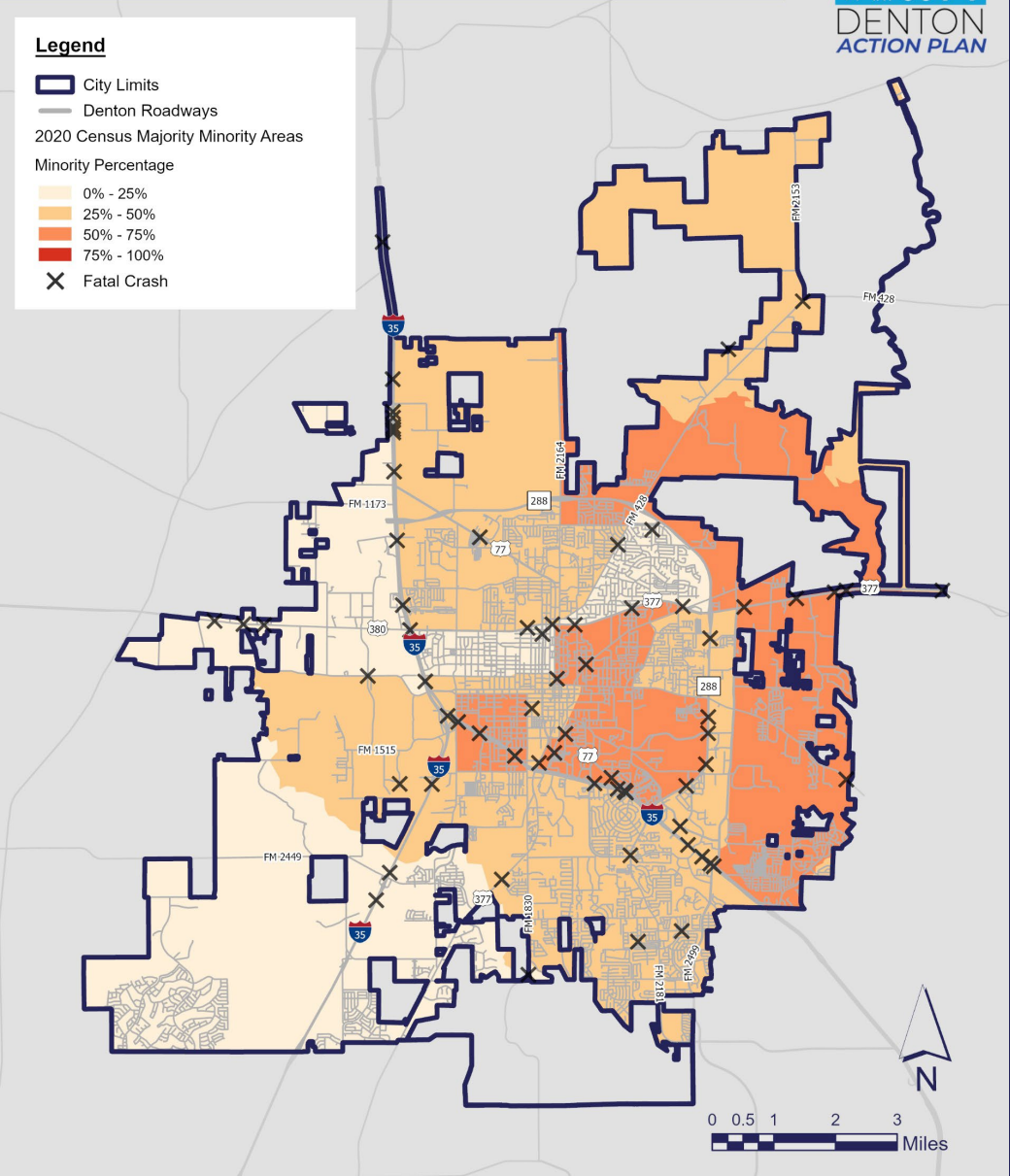
2020 Census Majority Minority Areas (MMAs) and Super MMAs

Source: City of Denton, CRIS (2019 - 2023), Social Vulnerability Index (CDC, Census Bureau)



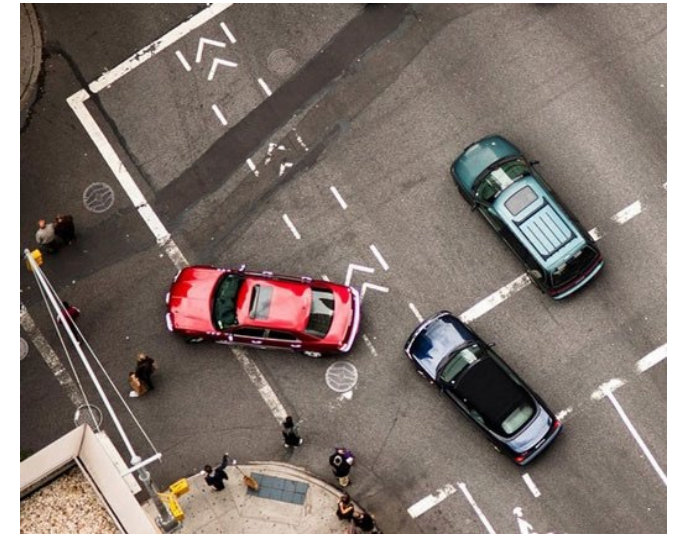
Legend

- City Limits
- Denton Roadways
- 2020 Census Majority Minority Areas
- Minority Percentage
 - 0% - 25%
 - 25% - 50%
 - 50% - 75%
 - 75% - 100%
- Fatal Crash



WHY DO CRASHES HAPPEN?

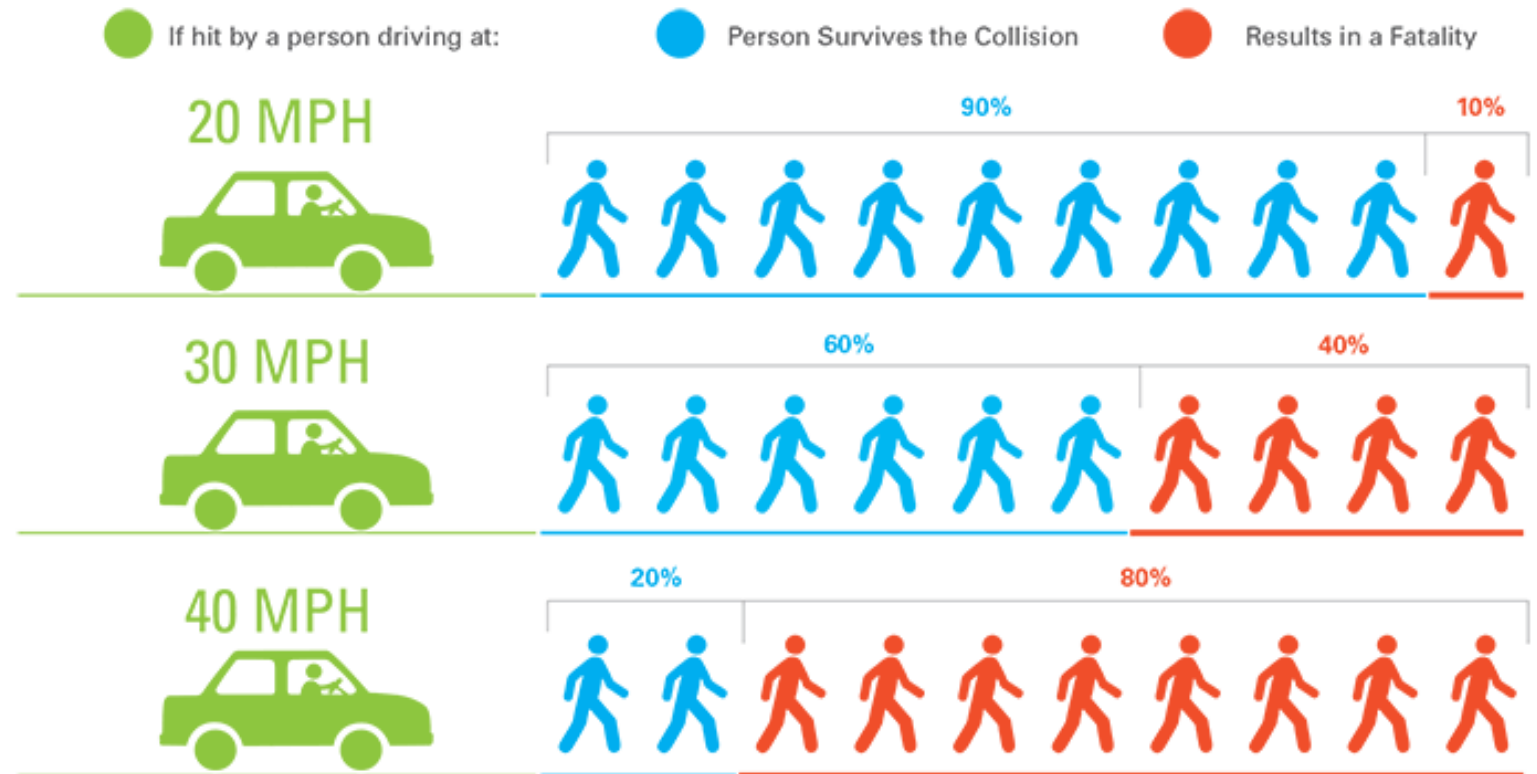
Collisions typically occur at the intersection of human errors and points of conflict, exacerbated by variations in speed.



WHAT MAKES CRASHES FATAL?

SPEED

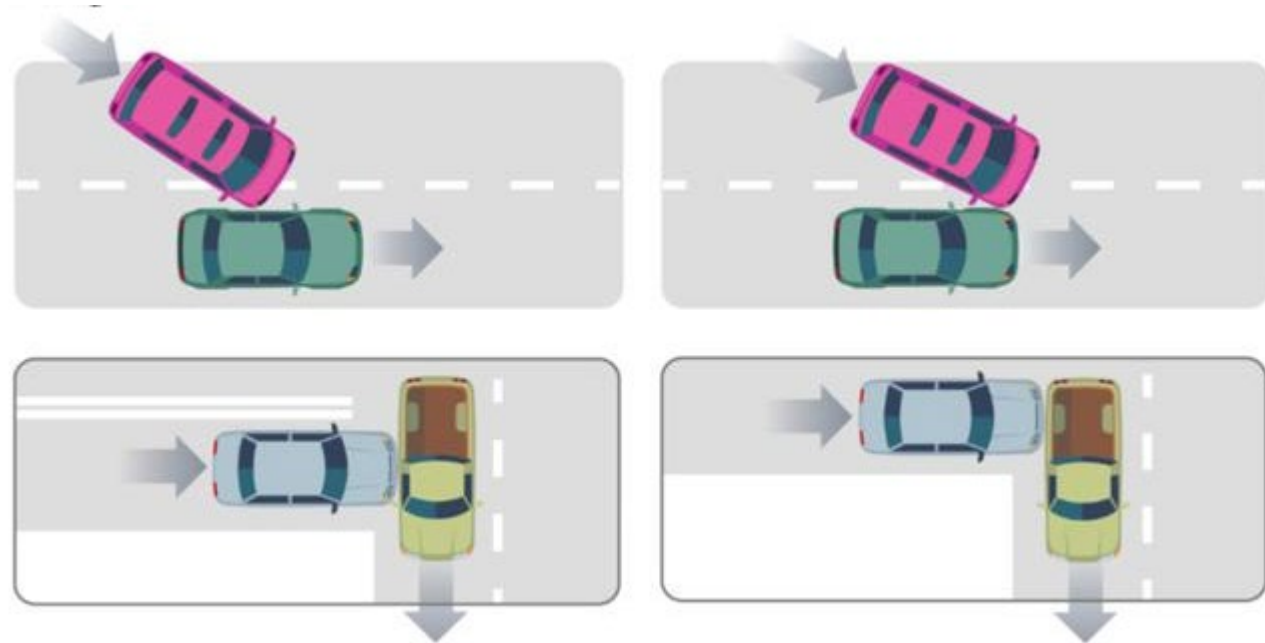
36.8% of fatal crashes listed speed as a contributing factor



WHAT MAKES CRASHES FATAL?

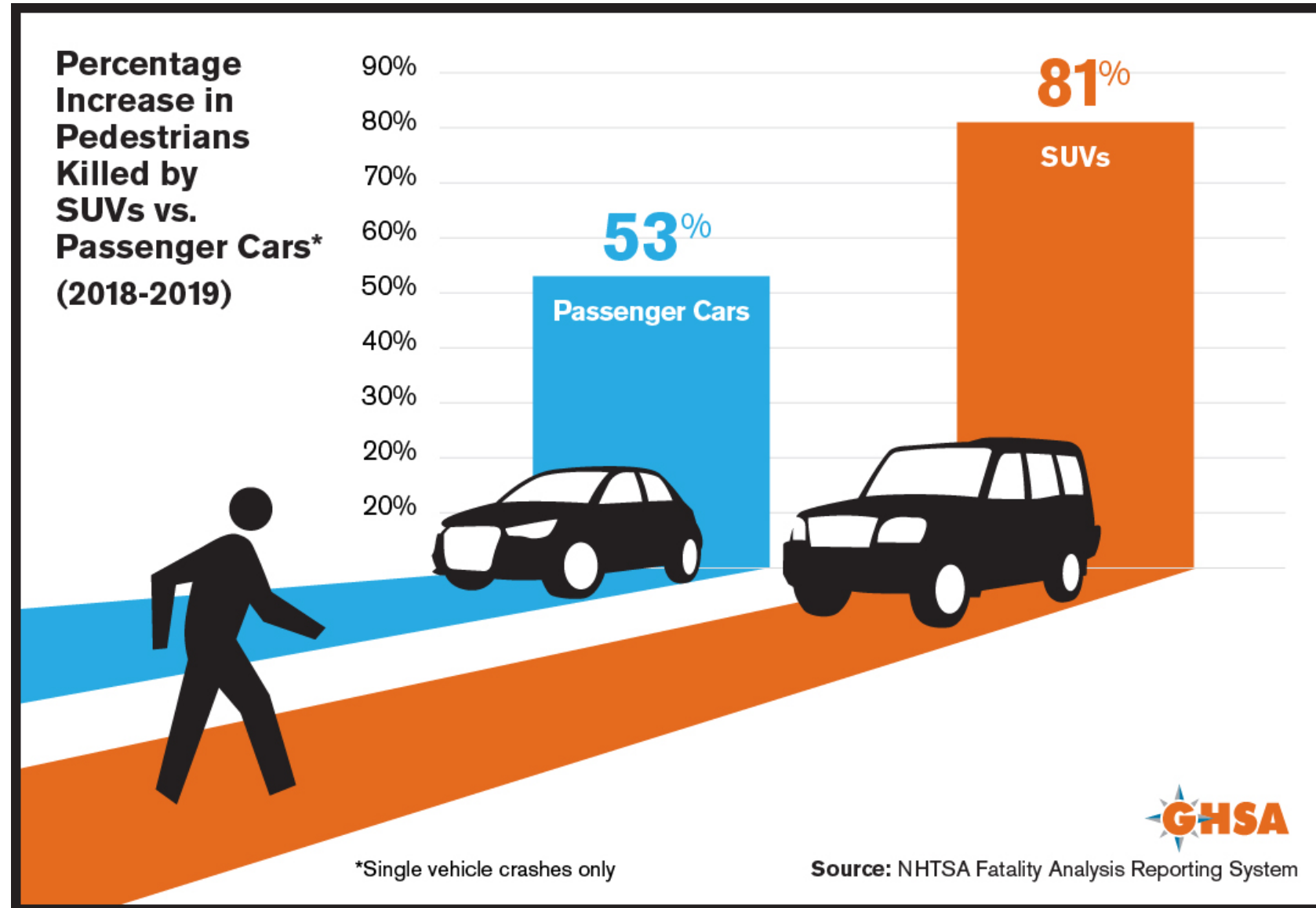
ANGLES

38.2% of fatal crashes result from lane departures and angles



WHAT MAKES CRASHES FATAL?

VEHICLE SIZE



TOP CONTRIBUTING FACTORS FOR FATALITIES IN DENTON



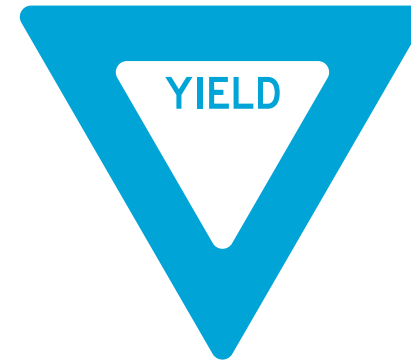
Speeding

36.8%



Failed to Drive in a Single Lane

23.5%



Pedestrians Failed to Yield to Vehicle

16.2%

HOW DO WE FIX IT?

Safe Systems = Safe Mobility



System Planners & Policy Makers

Responsible for prioritizing safety in designs, policies



If road users make mistakes

Designs & policies analyzed for safety improvements



Individual Road Users

Responsible for following rules

THE CITY'S EFFORTS TO DATE

- Denton Vision Zero
- Safe-Passing Ordinance
- Bike & Walk Denton – Pedestrian and Cyclist Safety Audit
- Bike Texas Advocacy Group
- League of American Bicyclists Advocacy Group
- Texas Department of Transportation Bicycle Program
- National Highway Traffic Safety Administration Bicycle and Pedestrian Program





PROJECT OVERVIEW

VISION ZERO ACTION PLAN (VZAP)

Vision Zero Task Force



Leadership
Commitment & Goal
Setting



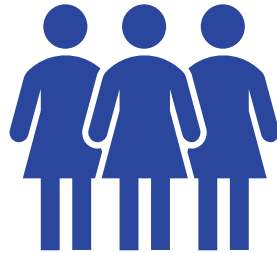
Planning Structure



Comprehensive
Safety Analysis



Engagement &
Collaboration



Equity
Considerations



Policy & Process
Changes



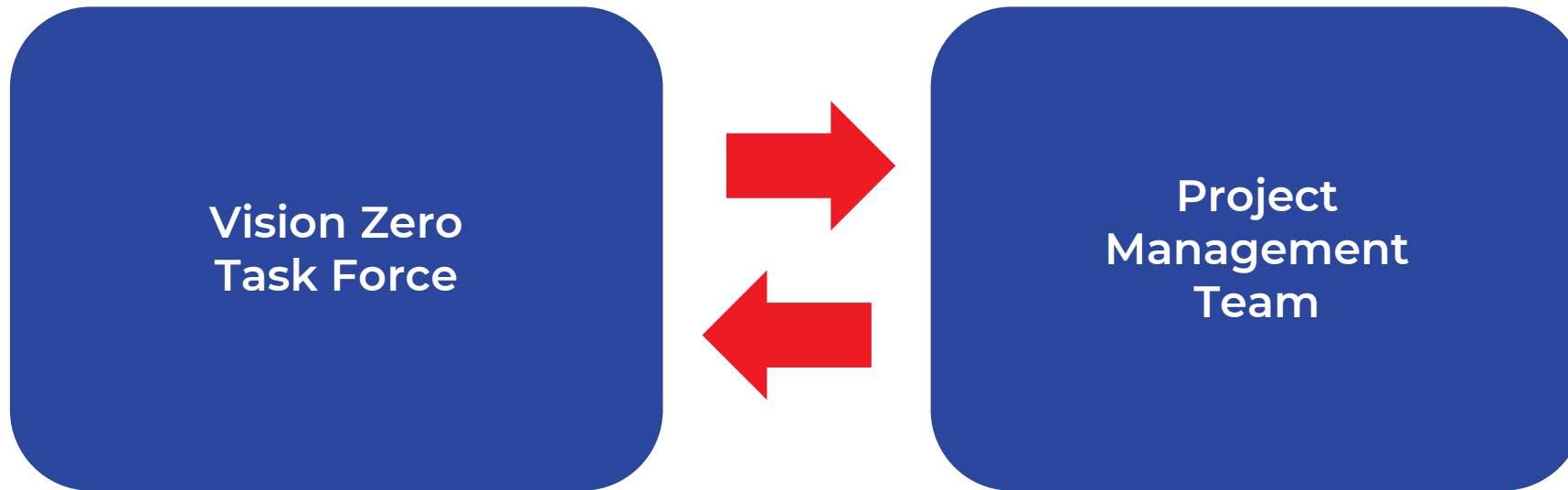
Strategy & Project
Selections



Progress &
Transparency

WHAT IS THE VISION ZERO TASK FORCE?

Step 1. Develop the Plan



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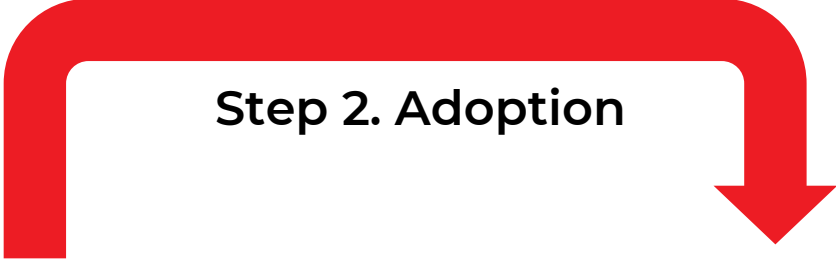


WHAT IS THE VISION ZERO TASK FORCE?

Step 1. Develop the Plan



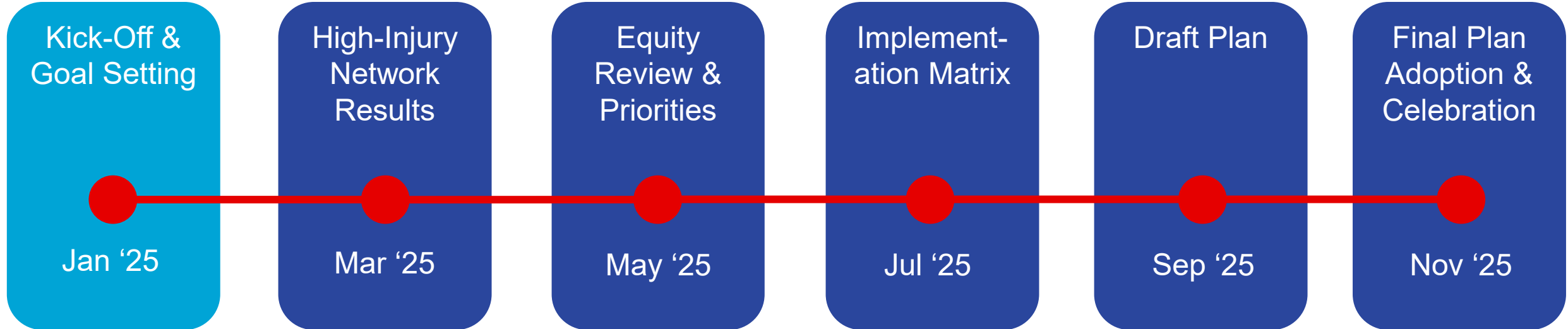
Step 2. Adoption



Step 3. Implementation



VISION ZERO TASK FORCE MEETING TIMELINE



PROJECT OUTCOMES



Comprehensive Safety Analysis



Engagement & Collaboration

A High-Injury Network (HIN) is a network of roads, intersections, or other transportation infrastructure, that has a higher-than-average rate of crashes resulting in injuries or fatalities:

High-Injury Network

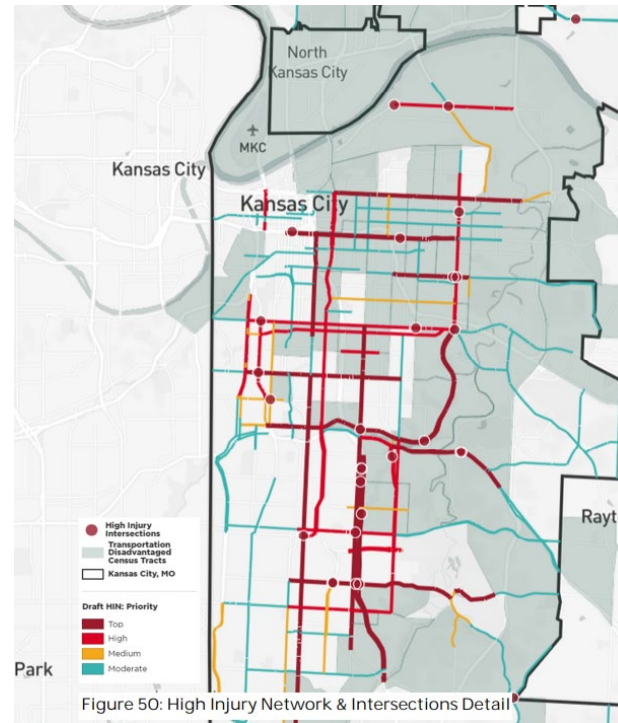
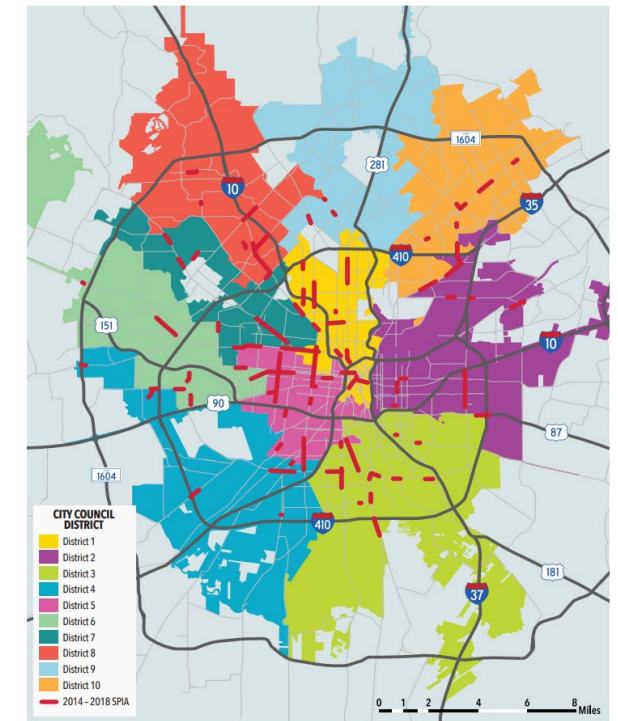


Figure 50: High Injury Network & Intersections Detail

Kansas City HIN



San Antonio HIN

PROJECT OUTCOMES



Policy & Process Changes



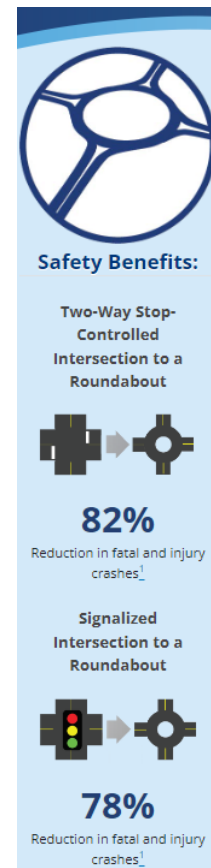
Strategy & Project Selections

Strategies

Countermeasures

Strategy Examples

- Establish a neighborhood traffic calming program
- Update design standards to address deficiencies that may contribute to roadway/lane departure crashes
- Create a Safe Routes to School Partnership Program
- Develop a campaign strategy to remind drivers to use safe driving behaviors at intersections



QUESTIONS ABOUT THE VISION ZERO ACTION PLAN?



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BREAK



SWOT ANALYSIS

VISION ZERO ACTION PLAN POLICY FRAMEWORK



VISION ZERO ACTION PLAN POLICY FRAMEWORK

Strengths

Weaknesses

Opportunities

Threats

When thinking about roadway safety in Denton, what strengths, weaknesses, opportunities, and threats do we recognize?



MISSION STATEMENT EXERCISE

EXAMPLE MISSION STATEMENTS



A mission statement for a VZAP should articulate the plan’s **core purpose, values, and aspirations** while capturing its essence and inspiring stakeholders to align their efforts with its **overarching goals**.



“Eliminating deaths on Midland’s roads by building complete streets, engaging the community, and innovating safer solutions to protect all users.”



“All people deserve to live without the devastating effects of severe injuries and fatal crashes on our region’s roads. The ACOG Regional Safety Action Plan aims to foster a culture of safety through policy, education, and infrastructure, creating a safer road network for everyone.”

MISSION STATEMENT

PART 1

- Split into groups

Develop a draft mission statement using the SWOT analysis as inspiration

- A mission statement should reflect:
 - What is done?
 - Why should it be done?

PART 2

- What are the common themes?
- Present your group's mission statement

**VISION ZERO
ACTION PLAN
POLICY
FRAMEWORK**



VISION ZERO TARGETS

TxDOT

- 50% Reduction by 2035
- 100% by 2050

Austin, TX Vision Zero Targets

- Zero deaths and serious injuries by 2025.

Kansas City, MO Vision Zero Targets

- Eliminating traffic deaths and serious injuries by 2030.

Charlotte, NC Vision Zero Targets

- Reduce crashes and eliminate traffic-related deaths and severe injuries by 2030.

Denton Vision Zero Targets?

- Recommendation of 50% by 2035 and 100% by 2050
- Which approach do you prefer?



NEXT STEPS

HOMEWORK

- Review Mission Statement via survey
- Start thinking of high crash locations (Safety)

NEXT STEPS

Question: Does the 3rd Wednesday of these months from 9-11 AM work?

March 5 2025

- **VZTF Meeting #2:** Safety Analysis (High-Injury Network)

May 14 2025

- **VZTF Meeting #3:** Equity Review & Priority Considerations

July 16 2025

- **VZTF Meeting #4:** Implementation Matrix

September 17 2025

- **VZTF Meeting #5:** Draft Recommendations

November 19 2025

- **VZTF Meeting #6:** VZAP Final Plan & Recognition of the VZTF

VISION ZERO



DENTON ACTION PLAN

THANK YOU

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