



**City of Dallas**

# **Progress on Vision Zero Action Plan Development**

**Transportation and  
Infrastructure Committee  
June 8, 2021**

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# Purpose



Brief the Transportation and Infrastructure Committee on the progress to date with developing the Vision Zero Action Plan.



# Presentation Overview



- What is Vision Zero?
- 2019 City Council Vision Zero Resolution
- Vision Zero Action Plan: Scope of Work
- Progress To-Date:
  - Crash Data Analysis
  - Task Force
  - Public Engagement
- Next Steps



# What is Vision Zero?



- A recognized strategy to eliminate traffic fatalities.
- Based on the belief that no loss of life is acceptable and that all traffic fatalities and severe injuries are preventable.
- 5 Es approach: Engineering, Enforcement, Education, Evaluation, Equity.

## TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

**PERFECT** human behavior

Prevent **COLLISIONS**

**INDIVIDUAL** responsibility

Saving lives is **EXPENSIVE**

VS

## VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

**SYSTEMS** approach

Saving lives is **NOT EXPENSIVE**



Photo courtesy: Vision Zero Network

# 2019 City Council Vision Zero Resolution



- Committed the City to a goal of **ZERO traffic fatalities** and a **50% reduction in severe injuries** by 2030.
- Directed the City Manager to:
  - Develop a **Vision Zero Action Plan** by December 2021
  - Convene a **Vision Zero Task Force** that will collaborate with city departments on the development of a Vision Zero Action Plan
  - Direct city departments to participate in Vision Zero Acton Plan development, implementation, and evaluation



# Vision Zero Action Plan (VZAP): Scope of Work



A VZAP is a course of action for how the City will meet the Vision Zero goal. It is being developed with only internal staff resources.

- 1. Public and stakeholder engagement:** Vision Zero Task Force, public survey, etc.
- 2. Crash data analysis** and identification of focus areas
- 3. Review of best practices** (engineering, enforcement, education, evaluation, equity)
- 4. Assessment of existing policies, programs, practices**
- 5. Formulate strategies, policies, and implementation plan**
- 6. Finalize Vision Zero Action Plan**



# Progress To Date: Crash Data Analysis



Vision Zero is a data-driven approach. Step 1 is the crash data analysis.

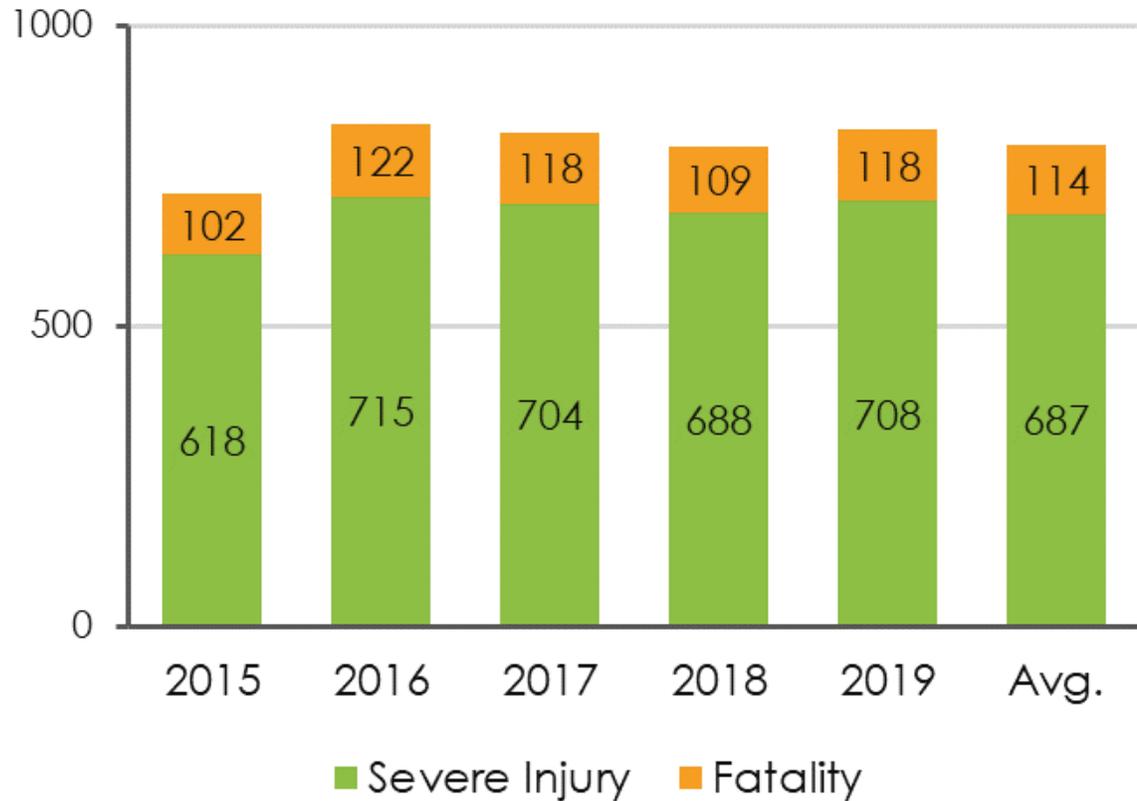
- Completed by the Office of Data Analytics & Business Intelligence, and the Department of Transportation.
- Focus on fatal and severe injury crashes, from 2015-2019, on non-limited access roadways (e.g., non-freeways).
- Intended to answer questions such as:
  - Are severe crashes more likely to occur in certain locations? At certain times of day?
  - What are the leading contributing factors?
  - Where are severe crashes likely to occur based on the characteristics of the built environment?



# Progress To Date: Crash Data Analysis (cont.)



## Number of Fatal and Severe Injury Crashes in Dallas



Dallas has the second highest traffic fatality rate among the 15 largest cities in the U.S. (2015-2018 average)

#1	Jacksonville	15.66
#2	<b>Dallas</b>	<b>14.25</b>
#3	Phoenix	14.09
#4	<b>Fort Worth</b>	<b>10.94</b>
#5	<b>San Antonio</b>	<b>10.72</b>
#6	<b>Houston</b>	<b>9.83</b>
#7	<b>Austin</b>	<b>9.03</b>
#8	Columbus	6.72
#9	Los Angeles	6.71
#10	San Diego	6.38
#11	Philadelphia	6.19
#12	San Jose	5.56
#13	Chicago	4.81
#14	San Francisco	3.29
#15	New York	2.56

Sources: NHTSA,  
<https://demographics.Texas.gov/Data/TPEPP/Estimates/>



# Progress To Date: Crash Data Analysis (cont.)

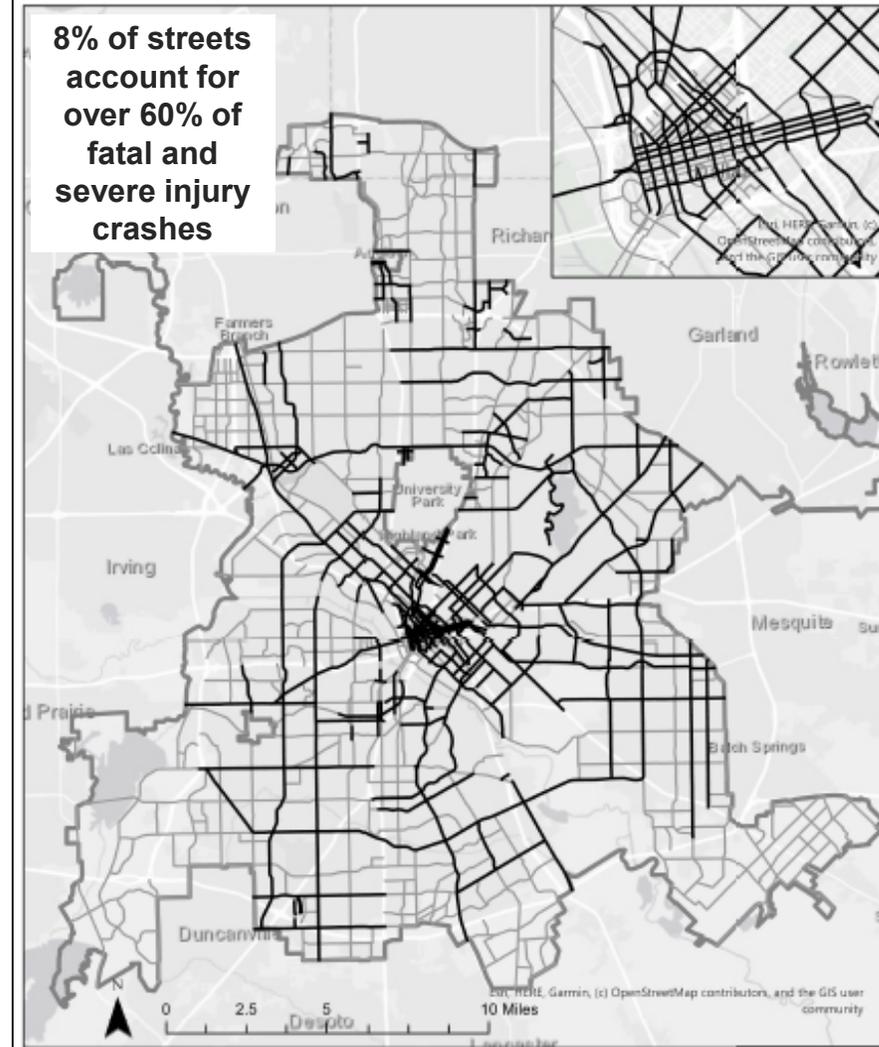


**Where are fatal and severe injury crashes most likely to occur?**

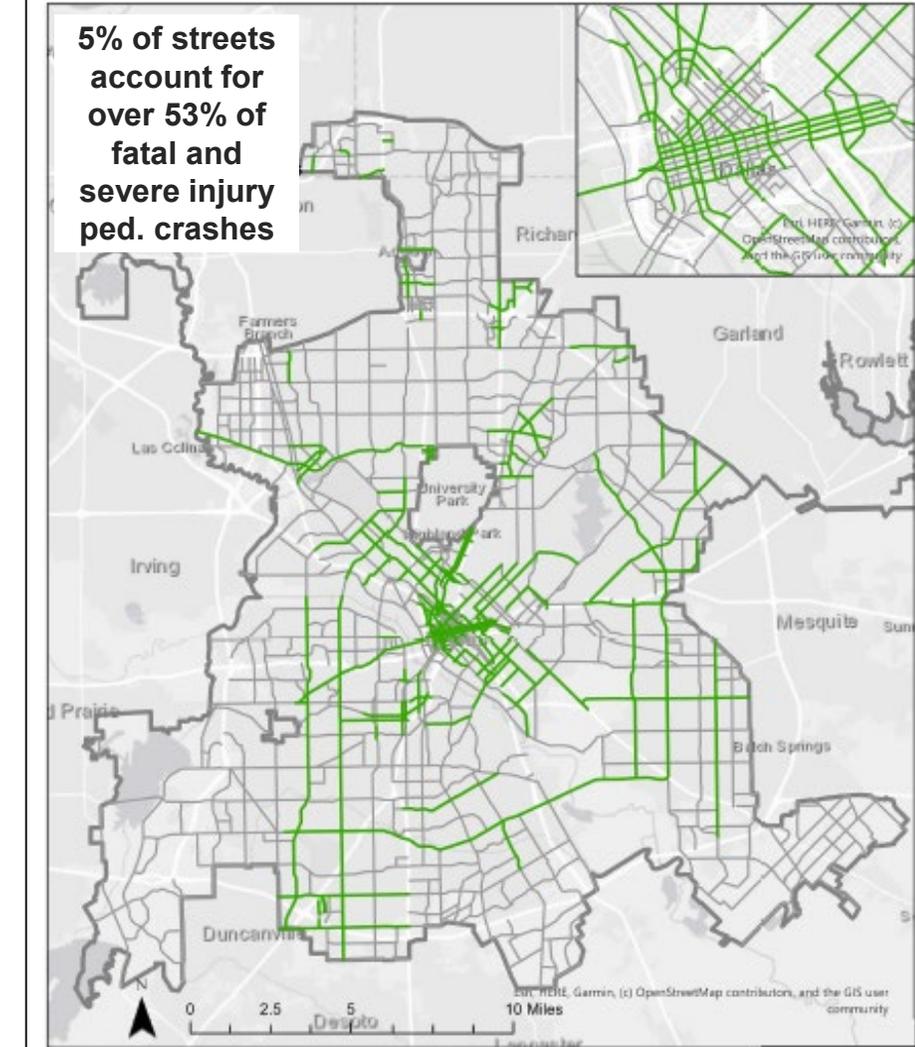
The High Injury Network identifies streets where high numbers of people have been killed or severely injured.

Will be used to prioritize safe streets projects, education, and enforcement.

**All Modes High Injury Network (Draft)**



**Pedestrian High Injury Network (Draft)**

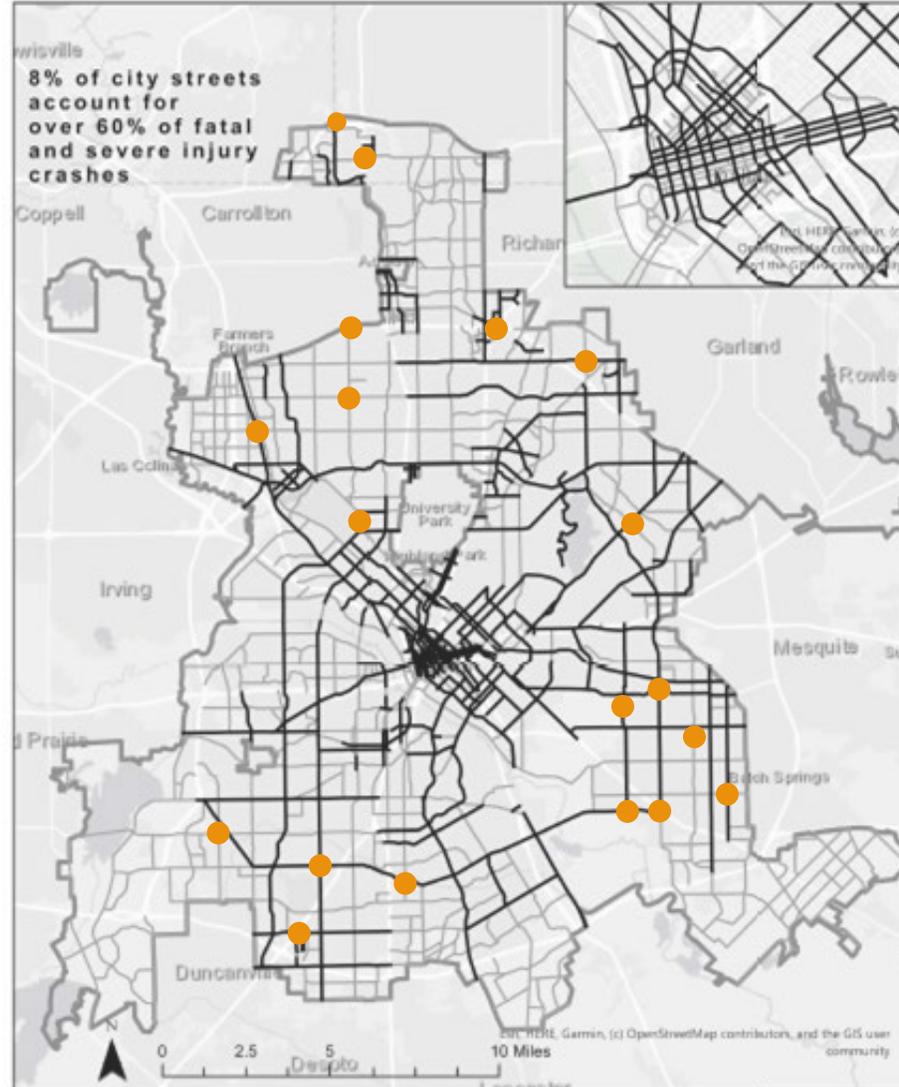


# Progress To Date: Crash Data Analysis (cont.)



**Where are fatal and severe injury crashes most likely to occur?**

High Injury Intersections:  
Top 20 intersections with the most fatal and severe injury crashes.



*We are Making Progress:*

*All of these intersections but one have received funding for signal improvements. For 16 of them, the Department of Transportation applied for and was awarded funding through the state HSIP grant program.*

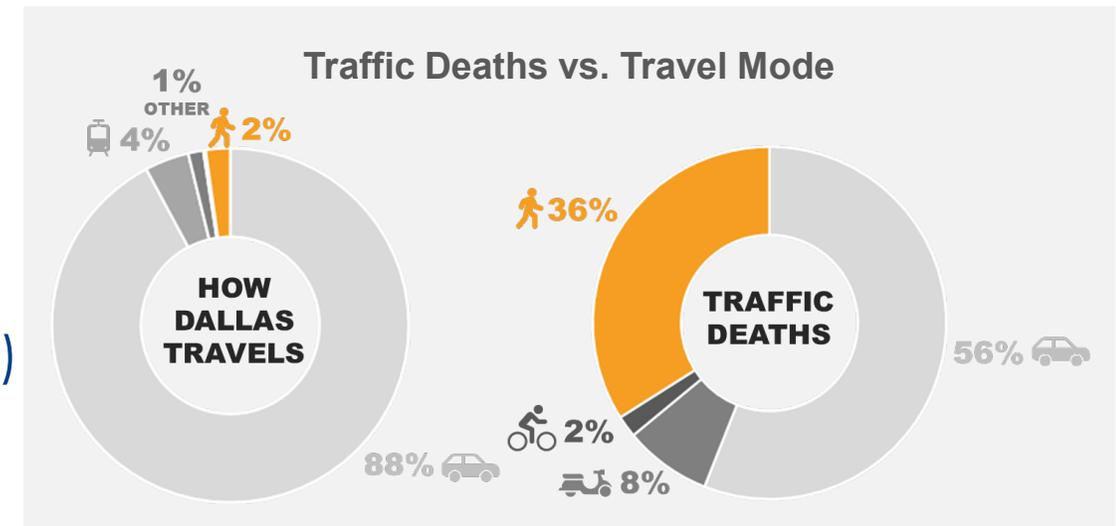


# Progress To Date: Crash Data Analysis (cont.)



Below are some of the findings from the crash data analysis:

- Pedestrians make up a disproportionate number of traffic fatalities.
- 51% of fatal and severe crashes occurred on Principal Arterial streets.
- Fatal and severe injury crashes occur more frequently during the sunset hours of 6:00 p.m. to 9:00 p.m.
- Top contributing crash factors:
  - Speed related (14%)
  - Under the influence (14%)
  - Failure to drive in a single lane (12%)
  - Pedestrian failure to yield to vehicles (11%)
  - Failure to yield when turning left (10%)



# Progress To Date: Vision Zero Task Force



- Role of the Task Force: inform and guide the development and implementation of the Vision Zero Action Plan.
- We project that the first Task Force meeting will be held in June.
- In line with best practices from other cities, the Task Force will include representatives from the following departments and agencies, each with a role or stake in improving traffic safety.

## **City Departments:**

Transportation  
Public Works  
Police  
Data Analytics  
Communications  
City Manager's Office  
Budget Office

## **External Agencies:**

Baylor University Medical Center  
Parkland Injury Prevention Center  
Mothers Against Drunk Driving  
AARP  
BikeDFW  
Dallas County Health Dept.

Dallas ISD  
NCTCOG  
TxDOT



# Progress To Date: Public Engagement



- The Office of Communications, Outreach, & Marketing created a Vision Zero Dallas logo and style guide.
- A website, survey and interactive comment map were launched in early May.
- Staff will send appropriate links and social media graphics to MCC as they become available.



# Next Steps



- Project Schedule
  - Finalize the plan's focus areas/topics (June-July)
  - Review of best practices (July)
  - Assessment of existing policies, programs, practices (August)
  - Formulate strategies, policies, and implementation plan (September-October)
  - Draft Vision Zero Action Plan (November)





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