

# Memorandum



CITY OF DALLAS

DATE September 19, 2022

TO Honorable Members of the Transportation and Infrastructure Committee: Omar Narvaez (Chair), Tennell Atkins (Vice Chair), Adam Bazaldua, Cara Mendelsohn, Jesse Moreno, Jaynie Schultz, Gay Donnell Willis

SUBJECT **Department of Transportation Interactive Vision Zero Dashboard**

The Office of Data Analytics and Business Intelligence (DBI) partnered with the Department of Transportation to develop a new interactive Vision Zero Crash Data dashboard tool that provides transparency and accountability by giving the public a high-level overview of traffic crashes resulting in fatalities and severe injuries in the City of Dallas. This dashboard is a monitoring tool used to show the changes in fatal and severe injury crashes in the City of Dallas over time.

## **Background**

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. It is an internationally recognized strategy relating to automobile users, pedestrians, and bicyclists. In 2019, the Dallas City Council adopted a Vision Zero goal of zero deaths and a 50% reduction in severe injuries for all road users by 2030.

The Vision Zero Action Plan which lays out the action items City Departments will take over the next 5 years to make progress towards the Vision Zero goal was approved and adopted by City Council on June 8, 2022. "Evaluation" action items in the plan include creating a dashboard to track progress and continuing quarterly fatal and severe crash data evaluation. Performance measures that were recommended in the plan include:

- The annual number of fatal and severe crashes, on average, over the previous five years (i.e., the five-year rolling average).
- The number of annual fatal crashes and severe injury crashes on non-controlled-access roads, and the travel mode and race/ethnicity of those involved.

## **Interactive Dashboard**

This monitoring dashboard tool displays the current metrics across the top with dynamic visuals below that show fatal and severe injury trends over time. This tool shows the number of fatal and severe injury crashes this year compared to the same time last year. It also shows time periods when these crashes are occurring, including the time and day of week. The dashboard also captures the top factors in each crash, such as speeding or distracted driving.

To help users navigate the Dashboard, DBI will publish a complementary story page, that will provide information on navigating the dashboard and using its interactive features.

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We are soliciting any feedback that the Transportation and Infrastructure Committee may have about the dashboard as we prepare to launch this product in the coming weeks. Please direct your feedback to me. We hope to have all feedback by September 23, 2022. Should you have any questions or concerns, please contact me.



**Dr. Brita Andercheck**  
**Chief Data Officer**

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney  
Mark Swann, City Auditor  
Billieae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizer Tolbert, Deputy City Manager  
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager  
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Dr. Robert Perez, Assistant City Manager  
Carl Simpson, Assistant City Manager  
Jack Ireland, Chief Financial Officer  
Genesis D. Gavino, Chief of Staff to the City Manager  
Directors and Assistant Directors