

Vision Zero Action Plan, 2019-21

ELIMINATE CRASHES RESULTING IN SERIOUS INJURIES AND FATALITIES (OBJECTIVE #1)

Vision Zero goes beyond the traditional means of traffic engineering and employs both a location-specific and Safe Systems approach that is targeted, responsive, and proactive. The action items below identify the primary severe crash types and efforts to eliminate these crash types by 2030, including pedestrian, bicycle, left-turn, speed, and impaired-related focus areas.

Action	4 E's	Timeframe	Partners*	Performance Metric(s)
1. Implement specific countermeasures at high crash locations (peds, bikes, vehicles)		Ongoing	Transportation, PD	% of intersections addressed on an annual basis Target: 45 intersections with specific mitigation identified for implementation
2. Continue to pursue federal funding for and construct Highway Safety Improvement Program projects		Ongoing	Transportation	# of projects funded and completed Target: 3 projects per funding cycle
3. Proactively implement new signal timing practices at identified intersections to improve pedestrian, bicyclist, and driver safety (e.g., pedestrian head-start/leading pedestrian interval (LPI), no right turn on red (to develop standard), and left turn phasing)		Ongoing	Transportation	% of intersections addressed on an annual basis Target: 50 intersections identified for changes in left turn phasing. 20 intersections identified for pedestrian head-start/leading pedestrian interval (LPI)
4. Always employ proven effective, safe, and innovative intersection and corridor designs to improve safety for all modes (e.g., protected bike lanes/intersections and quick-build solutions)		Ongoing	Transportation	# of projects funded and constructed featuring innovative design aspects on an annual basis
5. Continue and enhance pedestrian, bicyclist, and driver safety education outreach on types of severe injury crashes through existing and future multimedia campaigns and include topics on dangerous effects of speeding, impaired, and distracted travel		Ongoing	Transportation	# of people reached through outreach events and social media engagement on an annual basis
6. Update the city's Design and Construction Standards and Pedestrian Crossing Treatment Guidelines to reflect best practices to improve safety		2019-20	Transportation, PD	Revised standards and guidelines
7. Proactively install green pavement markings in advance and through select intersections to improve bicycle safety		Ongoing	Transportation	# of intersections mitigated on an annual basis
8. Install signing and markings to mitigate crashes involving bicyclists and pedestrians on multi-use path system		2019	Transportation	# of locations of signing and markings installed along multi-use path network on an annual basis




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Objective #1 Continues >

OBJECTIVE #1 / continued








Action	4 E's	Timeframe	Partners*	Performance Metric(s)
9. Improve routine facility maintenance for all modes, particularly pedestrians and bicycles, such as crosswalks and bike lanes		Ongoing	Transportation, COMM	# of complaints reduced on an annual basis from 2018 baseline
10. Require Bicycle Friendly Driver education to drivers of city, county, and Via fleet vehicles		2019-20		# of classes provided and # of participants attended on an annual basis
11. Identify and enforce specific unsafe travel behaviors at problem locations		Ongoing	Transportation, PD	# of warnings and citations on an annual basis
12. Develop and Implement Speed Management Plan/Program to decrease travel speeds on arterial roadways (e.g., Summer Workshop w/FHWA, CDOT, Boulder, Denver, and Fort Collins)		2019 – 21	Transportation, PD, VZCP	# of collectors and arterials addressed on an annual basis
13. Replace existing identified signed school zones with school zone flashing beacon displays		2019 – plan 2020-21 – implement	Transportation, PD	# of school zones identified % of school zones modified # of citations and warnings issued in school zones on an annual basis
14. Strategically deploy photo radar van along high-speed corridors		Ongoing	Transportation, PD	# of locations, # of citations on an annual basis Reduction in number of speeding vehicles
15. Expand the number of red-light camera locations		Ongoing	Transportation, PD	# of locations identified % of locations implemented on an annual basis
16. Cross-promote “safe ride home” programs with CU Boulder and local establishments that serve alcohol while implementing policies for ride hailing services to not block travel lanes (Curbside Management Plan)		Ongoing	Transportation, CU	# of people reached through outreach events and social media engagement
17. Increase patrols and enforcement along corridors that experience impaired-related crashes.		2019	Transportation, PD	Location and # of issued summons on an annual basis
18. PD to dedicate one staff and patrol car to enforcing DUI-related offenses Thursday through Saturday from 7:00 p.m. – 5:00 a.m.		2019	PD	Overall # of DUI arrests on an annual basis

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REDUCE OTHER TYPES OF CRASHES (OBJECTIVE #2)

In addition to eliminating severe injury crashes, we strive to also reduce other types of common crashes, including distracted driving, age-related, rear-ends, motorcycles, parked vehicles, and fixed object related crashes.

Action	4 E's	Timeframe	Partners*	Performance Metric(s)
19. Support state legislation to improve travel safety , including the Vulnerable User Law, lower BAC (DUI) levels, unmanned speed camera installations, red-light-camera operations, and propose local "hands free mobile device" ordinance	  	Ongoing	CAO, CMO	# of state and local ordinance proposed and passed annually
20. Deliver enforcement campaigns aimed at reducing distracted driving	 	Ongoing	Transportation, PD, COMM	# of citations on an annual basis
21. Implement school safety programs (SRTS) and identify projects and funding to improve walk/bike infrastructure near schools and explore driver's education requirement for high school students	 	Ongoing	Transportation, BVSD	# of people reached through outreach events and social media engagement # of projects funded for construction
22. Review and address school bus stop operations relative to child safety with BVSD	 	Ongoing	Transportation, BVSD	# of modifications performed on an annual basis
23. Provide travel safety education to 18- to 24-year-olds in conjunction with CU Boulder		Ongoing	Transportation, COMM, CU	# of people reached through outreach events and social media engagement on an annual basis
24. Work with Senior Centers/housing developments and children of aging adults to provide senior travel safety education		Ongoing	Transportation, VZCP	# of people reached through outreach events and social media engagement on an annual basis
25. Continue implementation of Neighborhood Speed Management Program, including a potential reduction of vehicle speeds to 20 mph	    	Ongoing	Transportation, PD, COMM,	# of streets graduated from NSMP Reduced # of speeding vehicles
26. Examine, refine, and implement right-turn bypass signing and marking standards		2020	Transportation	# of bypass intersections modified in 2020-21
27. Provide education and enforcement campaign related to motorcycle travel	 	Ongoing	Transportation, COMM, PD	# of people reached through outreach events and social media engagement
28. Provide education regarding other types of crashes and avoidance techniques for all modes, including vehicular cycling techniques (e.g., taking the lane)		Ongoing	Transportation, COMM	# of people reached through outreach events and social media engagement



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IMPROVE TRAVEL COMFORT AND SECURITY (OBJECTIVE #3)

In addition to eliminating severe injury crashes, we strive to also reduce other types of common crashes, including distracted driving, age-related, rear-ends, motorcycles, parked vehicles, and fixed object related crashes.

Action	4 E's	Timeframe	Partners*	Performance Metric(s)
29. Implement Low-Stress Walk and Bike Network Plan, including a potential reduction of 20 mph vehicle speeds on Neighborhood GreenStreets while utilizing innovative, quick-build techniques to achieve lower traffic stress levels	   	Ongoing	Transportation	# of corridors/miles Low-Stress Routes installed on an annual basis (e.g., protected bike lanes, buffered bike lanes, and neighborhood greenways)
30. Implement longer pedestrian crossing count-down times at select intersections identified as high-stress by community members	 	Ongoing	Transportation	# of intersections reviewed and modified on an annual basis
31. Assist community members with route planning guidance to access and navigate Boulder's existing low-stress network		Ongoing	Transportation, VZCP	# of engaged community members through one-on-one contact, special events and website visits
32. Develop and implement cycling and walking groups to encourage children to walk and/or bike to school		2019	Transportation, BVSD	# of organized groups
33. Develop and implement a plan for multi-use path lighting at underpasses and key intersections	  	Ongoing	Transportation, VZCP	# of maintained underpasses on an annual basis
34. Conduct path patrols on bicycle by PD and stewards of Shared Paths Boulder		Ongoing	Transportation, PD, VZCP	# of path stewards and patrols on an annual basis



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ENHANCE AWARENESS OF AND COMMUNITY ENGAGEMENT WITH VISION ZERO (OBJECTIVE #4)

Prioritizing and growing a robust Vision Zero program requires ongoing monitoring and continuous refinement to city processes, strategic partnerships, community engagement, and resource investment.

Action	4 E's	Timeframe	Partners*	Performance Metric(s)
35. Bolster social media engagement with proactive information on travel safety and recent actions; and respond in a timely manner to concerned community members	 	2019	Transportation, COMM, TAB	# of posts, responses, and impressions on an annual basis
36. Conduct before and after questionnaire of community understanding and awareness of Vision Zero	 	2019 – baseline data	Transportation, COMM	Questionnaire released, # of respondents + results
37. Research, develop, implement, and evaluate new, effective methods to reach target audiences (e.g., surveys, focus groups, testimonials)	 	2019-20	Transportation, COMM, CU	Results from focus groups and other research methods
38. Install signing highlighting Vision Zero logo at site of capital improvement projects		Ongoing	Transportation	# of project locations that include reference to Vision Zero
39. Expand Vision Zero Community Partnership and encourage district attorney participation to explore diversion programs and higher fines associated with careless driving infractions		2019	Transportation, PD, DA, BC	# of members/participation on an annual basis # of and type of new safety initiatives involving stakeholders
40. Continue participation and contribution in the national Vision Zero Cities Network and share new ideas and approaches with community leaders		Ongoing	Transportation	Contribute to best practices research and participate regularly in webinars
41. Encourage and support leaders of nearby communities, Boulder County, and the Denver Regional Council of Governments to adopt Vision Zero plans	 	Ongoing	Transportation, TAB, CC	# of additional municipalities, plus Boulder County to adopt Vision Zero
42. Host a regional/Front Range Vision Zero Summit		2020-21	Transportation, COMM, VZCP, TAB	Held in 2021
43. Explore an increase in transportation funding for Vision Zero administration, projects, and programs through TMP update	 	Ongoing	Transportation, CMO, TAB, CC	Annual amount dedicated to administration/projects/programs
44. Pursue additional resources through grants and partnerships to develop and fund new projects and programs		Ongoing	Transportation, COMM	# of grants and additional \$ amounts secured on an annual basis
45. Develop cost-sharing opportunities with community partners, such as CU Boulder and Boulder County, to improve travel safety through projects and programs.	 	Ongoing	Transportation, BC, BVSD, CU, VZCP	# of \$'s contributed by community partners on an annual basis



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IMPROVE DATA AND BE TRANSPARENT (OBJECTIVE #5)

We collect, analyze, and use data to prevent crashes and improve overall safety. Vision Zero holds the City of Boulder and its partners accountable for its commitment. By providing clear, straightforward data in a timely manner, community members will understand how and where crashes occur and how also to prevent them from happening. Good data also allows us to tell a compelling story to the public.

Action	4 E's	Timeframe	Partners*	Performance Metric(s)
46. Continue to refine and improve accuracy in crash documentation		Ongoing	Transportation, PD	Refined crash data
47. Cross-reference police crash data with area hospital and first responder data to check for discrepancies		Ongoing	Transportation, PD, BC, VZCP	# of discrepancies discovered on an annual basis
48. Track Vision Zero Action Plan implementation and post quarterly updates to Boulder Measures Dashboard	  	Ongoing	Transportation, IT, TAB, CC, VZCP	Quarterly updates performed to Boulder Measures Dashboard
49. Provide quarterly progress reports to Vision Zero Community Partnership, TAB, City Council	 	Ongoing	Transportation, TAB, CC, VZCP	Quarterly updates provided and Transportation Report on Progress (2020)
50. Conduct evaluation studies to measure effectiveness of VZ treatments and capital improvement projects	  	Ongoing	Transportation	Specific performance measures determined on a per project basis



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Partners Key:

City of Boulder

Transportation = Public Works-Transportation (Capital Projects, GO Boulder, Transportation Maintenance, Transportation Operations)

CMO = City Manager's Office

CAO = City Attorney's Office

COMM = Communications

DA = District Attorney's Office

IT = Information Technology

PD = Police Department

CC = City Council

TAB = Transportation Advisory Board

Other Organizations

BC = Boulder County, including Public Health, Transportation, and Sherriff's Office

BVSD = Boulder Valley School District

CU = University of Colorado

CDOT = Colorado Department of Transportation

VZCP = Vision Zero Community Partnership, additional members: Community Cycles, Cyclists 4 Community, Shared Paths Boulder, Boulder Walks, Boulder Transportation Connections, Chamber of Commerce, Boulder Community Health