



### ELIMINATE SEVERE INJURY COLLISIONS (GOAL #1)























Vision Zero goes beyond the traditional means of traffic engineering and employs a safe systems approach that is both responsive and proactive. Through crash analysis, we identify high crash locations and determine crash countermeasures to eliminate severe crash types. The areas below identify the major focus areas where severe crashes are occurring and what we are doing to eliminate them.

Action	4 E's*	Timeframe	Partners**	Performance Metric(s)
<b>Address high severe injury locations</b>				
1. Implement <b>specific countermeasures</b> at high crash locations (peds, bikes, vehicles)		Ongoing	Transportation, PD	Target: <b>45 intersections</b> with specific mitigation identified for implementation. <u>Examples:</u> 28 <sup>th</sup> and Jay; Broadway and Table Mesa changes in left turn phasing. 13 <sup>th</sup> and Pine; Folsom and Pine – additional green pavement markings. Broadway and North – 7 second LPI, Broadway and Baseline – 3 second LPI  % of intersections addressed
2. Create a <b>severe crash review team</b> to address severe crashes		Ongoing	Transportation, CMO, COMM, PD	Response team deployed
3. Vision Zero capital improvement projects (Highway Safety Improvement Program)		2019	Transportation	3 projects to be constructed in 2019 – Colorado/Regent; Baseline/29 <sup>th</sup> ; Broadway/Rayleigh
<b>Address pedestrian-related crashes</b>				
4. Proactively implement <b>new signal timing practices</b> at identified intersections to improve pedestrian safety, example, pedestrian head start (LPI)		Ongoing	Transportation	Target: <b>50 intersections</b> identified for changes in left turn phasing. <b>20 intersections</b> identified for pedestrian head start (LPI) – with about half implemented already.  % of intersections addressed
5. Provide <b>pedestrian/motorist education</b> on common types of crashes that involve		Ongoing	Transportation	# of classes & participants

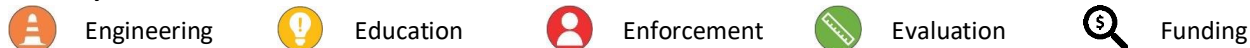
**\*4 E's Key:**

- Engineering
- Education
- Enforcement
- Evaluation
- Funding















**\*\*Partners Key at end of document**

Action	4 E's*	Timeframe	Partners**	Performance Metric(s)
pedestrians, including Heads Up Boulder and Lighten Up Boulder programs				# of people reached through outreach events and social media engagement # of lights distributed
6. Review and <b>refine Pedestrian Crossing Treatment Guidelines</b>	 	2019-20	Transportation, PD	Revised guideline and improvements to # crosswalks
<b>Address bicycle-related crashes</b>				
7. Develop a plan to proactively install <b>green pavement markings</b> in advance and through select intersections	 	2019-20	Transportation	# of intersections identified % of intersections addressed
8. Continuously <b>improve routine maintenance practices</b> for bicycle and pedestrian facilities, including multi-use paths	  	Ongoing	Transportation, COMM	Maintenance practices refined and # of complaints reduced from 2018 (baseline)
9. Proactively implement <b>new signal timing practices</b> at identified intersections to improve bicycle safety	  	2019	Transportation	Target: # of intersections identified % of intersections addressed
10. Provide <b>bicyclist/motorist education on common types of crashes</b> (e.g., Bicycle-Friendly Driver, Lighten Up Boulder and Heads Up Boulder programs) (Educ)	  	Ongoing	Transportation	# of class participants # of people reached through outreach events and social media engagement # of lights distributed
11. Coordinate and develop a plan with PD to <b>identify specific behaviors and locations</b> that compromise bicycle safety and enforce	 	Ongoing	Transportation, PD	# of warnings and citations
<b>Address speed-related crashes (Speed Management is critical. Speed is a major influential factor in crash severity along arterial roads)</b>				
12. Develop <b>Speed Management Plan/Program</b> for arterial roadways	   	2019 – research 2020-21 and beyond – plan and implement	Transportation, PD, VZCP	Speed Management Plan Developed # of collectors and arterials addressed
13. Replace <b>remaining identified school zones</b> (signing) with flashing beacons	  	2019 – plan 2020-21 – implement	Transportation, PD	# of school zones identified % of school zones modified






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Action	4 E's*	Timeframe	Partners**	Performance Metric(s)
14. Develop and disseminate <b>outreach regarding the dangers associated with speeding</b> for both cyclists and drivers	 	Ongoing	Transportation, COMM, VZCP	# of people reached through outreach events and social media engagement
15. Continue coordination with Police Department (PD) to <b>strategically deploy traditional and photo radar van resources</b>		Ongoing	Transportation, PD	# of locations Reduction in number of speeding vehicles
16. Continue expansion of <b>red-light camera</b> locations		2019-20	Transportation, PD	Target: # of locations identified % of locations implemented
<b>Address impairment-related crashes (Prevention, Intervention, Communications and Outreach)</b>				
17. Develop and <b>cross-promote alternative transportation option programs</b> with CU Boulder, TNC's (Uber/Lyft) and local establishments (that serve alcohol)	  	Ongoing	Transportation, CU	# of people reached through outreach events and social media engagement
18. Coordinate with PD to increase <b>patrols and enforcement</b> near impaired crash locations		2019	Transportation, PD	Location of issued summons
19. PD will dedicate <b>one staff and patrol car to enforcing DUI related offenses</b> Thursday through Saturday from 7:00pm – 5:00am		2019	PD	Overall # of annual DUI arrests
20. Co-promote <b>CDOT alcohol and marijuana awareness social media campaigns</b>	 	Ongoing	Transportation, COMM, PD, CDOT	# of people reached through outreach events and social media engagement
<b>Address left-turn-related crashes</b>				
21. Proactively implement <b>new signal timing practices</b> at identified intersections to reduce left turn related crashes		2019-20	Transportation	# of pedestrian, bicycle and vehicles (speeding) crashes at select intersections
22. Provide <b>pedestrian/bicyclist/motorist education/enforcement</b> on left-turn crash avoidance	 	2019-20	Transportation, COMM,	# of pedestrian, bicycle and vehicles (speeding) crashes at select intersections # of people reached through outreach events and social media engagement and enforcement















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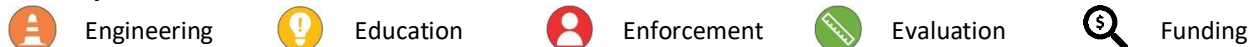
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## REDUCE OTHER CRASH TYPES (GOAL #2)





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

Action	4 E's*	Timeframe	Partners**	Performance Metric(s)
<b>Address distracted driving crashes</b>				
23. Track and support <b>legislation</b> that would restrict mobile phone use while driving	 	Ongoing	CAO, CMO	Legislation proposed, status and result
24. Continue <b>enforcement of distracted driving offenses</b>		Ongoing	Transportation, PD, BC	Baseline citations year 1, compare year 2-3
25. Develop and deliver <b>education and enforcement campaigns aimed at reducing distracted driving</b>	 	Ongoing	Transportation, COMM	# of people reached through outreach events and social media engagement
<b>Address age-related crashes</b>				
26. Coordinate <b>Safe Routes to School program</b> with BVSD and incorporate findings from Safe Streets report into education and encouragement programming		Ongoing	Transportation, BVSD	# of people reached through outreach events and social media engagement
27. Continue coordination with BVSD to <b>address bus stop operations</b> relative to child safety	 	Ongoing	Transportation, BVSD	Review practices and educational outreach Perform refinements as needed
28. Continue close coordination with CU Boulder to <b>address 18-24-year-old travel safety</b>		Ongoing	Transportation, COMM, CU	# of people reached through outreach events and social media engagement
29. Work with Senior Centers/housing developments and children of aging adults to <b>address senior safety</b> on roads and paths		Ongoing	Transportation, VZCP	# of people reached through outreach events and social media engagement
<b>Address other common crashes (rear-end, motorcycle, parked vehicles, fixed object)</b>				
30. Continue <b>Neighborhood Speed Management program</b> to advance implementation on residential and collector streets	   	Ongoing	Transportation, PD, COMM,	# of streets graduated from NSMP Reduced # of speeding vehicles

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Action	4 E's*	Timeframe	Partners**	Performance Metric(s)
31. Examine and <b>refine right-turn bypass</b> signing and marking and implement		2020	Transportation	# of bypass intersections modified
32. Provide education and enforcement related to <b>motorcycle travel</b>	 	Ongoing	Transportation, COMM, PD	# of people reached through outreach events and social media engagement
33. Provide education regarding <b>other types of crashes and avoidance techniques</b>		Ongoing	Transportation, COMM	# of people reached through outreach events and social media engagement

### IMPROVE TRAVEL COMFORT AND SECURITY (GOAL #3)





Traffic safety means more to our community than just crashes. Whether traveling along Boulder’s streets or along multi-use paths, Vision Zero also means addressing perceived safety, travel comfort (separation from traffic) and security. We know that these factors influence a person’s decision of whether to walk or bike.

Action	4 E's*	Timeframe	Partners**	Performance Metric(s)
<b>Improve comfort</b>				
34. Continue development and implementation of <b>Low-Stress Walk and Bike Network Plan</b>	  	Ongoing	Transportation	# of miles installed annually of Low-Stress Routes, including multi-use paths, protected bike lanes, buffered bike lanes and neighborhood greenways (neighborhood bikeways)
35. Through Way of the Path program, <b>install signing and markings</b> to reflect path courtesy, etiquette and user right of way at path junctions	  	2019	Transportation	# of locations of signing and markings installed along multi-use path network
36. Assist community members with <b>route planning guidance</b> to access and navigate Boulder’s existing low-stress network		Ongoing	Transportation, VZCP	# of engaged community members through one of one contact, special events and website visits
37. Develop and implement <b>cycling and walking groups</b> to encourage children to walk and/or bike to school		2019	Transportation, BVSD	# of organized groups

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Action	4 E's*	Timeframe	Partners**	Performance Metric(s)
<b>Improve security</b>				
38. Conduct routine <b>monitoring of underpass lighting</b> throughout multi-use path network	 	Ongoing	Transportation, VZCP	# of maintained underpasses
39. Through Way of the Path program, coordinate with PD and Shared Paths Boulder organization to conduct <b>path patrols on bicycle</b>		Ongoing	Transportation, PD, VZCP	# of path stewards and patrols
40. Monitor and when necessary remove <b>debris left by transient population along multi-use path network.</b>		Ongoing	Transportation, VZCP	# of debris clean-ups

**ENHANCE VISION ZERO PROGRAM AND COMMUNITY ENGAGEMENT**








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)
<b>Promote Vision Zero and culture of safety</b>				
41. Continue and <b>refine social media campaigns</b> with information on Vision Zero, rules of road, travel safety, testimonials		2019	Transportation, COMM, TAB	# of posts # of likes/impressions
42. Conduct <b>before and after questionnaire</b> of community understanding and awareness of Vision Zero	 	2019 – baseline data	Transportation, COMM	Questionnaire released, # of respondents
43. Research, develop, implement, and evaluate <b>new, effective methods to reach target audiences</b> (e.g., surveys, focus groups, testimonials)	 	2019-20	Transportation, COMM, CU	Results from focus groups and other research methods
44. Install <b>signing</b> highlighting Vision Zero at site of <b>capital improvement projects</b>		Ongoing	Transportation	Signing installed at project locations
45. Continue/enhance <b>Heads Up, Lighten Up, Way of the Path programming</b>	 		Transportation, PD	# of one-on-one contacts and social media interactions

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Action	4 E's*	Timeframe	Partners**	Performance Metric(s)
<b>Strengthen strategic alliances/partnerships</b>				
46. Continue <b>Vision Zero Community Partnership</b> and look to expand membership		2019	Transportation, PD	# of meetings per year # of members/participation
47. Continue participation and contribution in the national <b>Vision Zero Cities Network</b>		Ongoing	Transportation	Contribute to best practices research and participate regularly in webinars
48. Encourage and support leaders of <b>nearby communities and Boulder County</b> to adopt/embrace Vision Zero		Ongoing	Transportation, TAB, CC	# of additional municipalities, plus Boulder County to adopt Vision Zero
49. Host a <b>regional/Front Range Vision Zero Summit</b>		2020	Transportation, COMM, VZCP, TAB	Held in 2020
<b>Sustain and increase Vision Zero funding</b>				
50. Explore an increase in <b>transportation funding</b> for Vision Zero projects, programs and staffing through TMP update		Ongoing	Transportation, CMO, TAB, CC	Annual amount dedicated to projects/programs
51. Pursue additional resources through <b>grants and partnerships</b> to develop and fund new projects and programs		2019	Transportation, COMM	# of grants and additional \$ amounts secured
52. Coordinate with community partners, such as CU Boulder and Boulder County, to <b>share program and project costs</b>		Ongoing	Transportation; BC, BVSD, CU, VZCP	# of \$'s contributed by community partners

### IMPROVE DATA AND BE TRANSPARENT

We use 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)
<b>Monitor and report on progress</b>				
53. Continue to refine and improve <b>accuracy in crash documentation</b>		Ongoing	Transportation, PD	Refined crash data

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Action	4 E's*	Timeframe	Partners**	Performance Metric(s)
54. Track Vision Zero Action Plan implementation and post quarterly updates to <b>Boulder Measures Dashboard</b>	 	Ongoing	Transportation, IT, TAB, CC, VZCP	Regular updates to Boulder Measures Dashboard
55. Provide <b>quarterly progress reports</b> to Vision Zero Community Partnership, TAB, City Council	 	Ongoing	Transportation, TAB, CC, VZCP	Quarterly updates Transportation Report on Progress (2020)
<b>Evaluate effectiveness of implementation</b>				
56. Conduct <b>evaluation studies</b> 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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Transportation = PW-Transportation (Capital Projects, GO Boulder, Transportation Maintenance, Transportation Operations)

City departments: CMO = City Manager’s Office; CAO = City Attorney’s Office; COMM = Communications; IT = Information Technology; PD = Police Department; CC = City Council; TAB = Transportation Advisory Board

Other organizations: BC = Boulder County; 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

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