

**CITY OF EL PASO, TEXAS  
AGENDA ITEM  
DEPARTMENT HEAD'S SUMMARY FORM**

AGENDA DATE: June 6, 2023  
PUBLIC HEARING DATE: N/A

CONTACT PERSON(S) NAME AND PHONE NUMBER: Joaquin Rodriguez, 915-268-5148

DISTRICT(S) AFFECTED: City-wide

STRATEGIC GOAL: Goal 7 - Enhance and Sustain El Paso's Infrastructure Network

SUBGOAL: N/A

**SUBJECT:**

Discussion and action on the City of El Paso Vision Zero Safety Action Plan

**BACKGROUND / DISCUSSION:**

The City of El Paso has engaged a consultant to aid in the development of a comprehensive Vision Zero Safety Action Plan. A resolution and the final plan are presented and recommended for adoption.

**PRIOR COUNCIL ACTION:**

City Council Contract Award (Unanimous): April 26, 2022  
Vision Zero Resolution: September 13, 2022

**AMOUNT AND SOURCE OF FUNDING:**

N/A


HAVE ALL AFFECTED DEPARTMENTS BEEN NOTIFIED?  YES  NO

PRIMARY DEPARTMENT: CID - Planning  
SECONDARY DEPARTMENT: SAM

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\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**DEPARTMENT HEAD:**



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Yvette Hernandez P.E.

## **RESOLUTION**

**WHEREAS**, on April 26, 2022, the El Paso City Council approved a Professional Services Agreement with a consultant to assist the City in implementing its Vision Zero Action Plan.

**WHEREAS**, the City Council of the City of El Paso, at its regular public meeting on September 9, 2022, unanimously adopted a resolution endorsing the Vision Zero goal of eliminating traffic deaths and serious injuries on City of El Paso streets, with an emphasis on protecting the most vulnerable users of our transportation systems.

**WHEREAS**, the Vision Zero Task Force, comprised of external stakeholders and representatives from relevant City Departments has worked collaboratively over the past eight months to develop and refine the El Paso Vision Zero Action Plan based on extensive public engagement and data driven analysis of crash data.

**WHEREAS**, the El Paso Vision Zero Action Plan identifies specific strategies designed to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all.

**WHEREAS**, the El Paso Vision Zero Action Plan adopts the following guiding principles based on the Federal Highway Administration Safe System Approach as the guiding paradigm to address roadway safety:

- Death and serious injuries are unacceptable.
- Everyone deserves to be safe.
- Humans make mistakes.
- Humans are vulnerable.
- Responsibility is shared.
- Safety is proactive.
- Redundancy is crucial.

**WHEREAS**, the El Paso Vision Zero Action Plan identifies a High Injury Network comprised of the street segments and intersections within the City of El Paso street network with the highest frequency of serious injuries and fatalities and makes recommendations for prioritizing improvements along this Network.

**NOW, THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:**

1. That the El Paso Vision Zero Action Plan as attached be adopted as the comprehensive safety action plan for the City of El Paso;
2. That the City Manager be authorized to begin implementation of the Vision Zero Action Plan in a manner generally consistent with the strategy, policy, and project recommendations contained within the Plan;

3. That adoption of the Vision Zero Action Plan shall not commit the City of El Paso to specific funding levels or implementation strategies, but shall provide guidance for the City’s vision for ending traffic fatalities and serious injuries on El Paso streets.

**APPROVED** this \_\_\_\_\_ day of \_\_\_\_\_, 2023

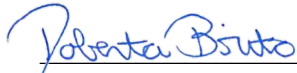
**CITY OF EL PASO:**

\_\_\_\_\_  
Oscar Leeser, Mayor

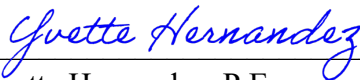
**ATTEST:**

\_\_\_\_\_  
Laura D. Prine  
City Clerk

**APPROVED AS TO FORM:**

  
\_\_\_\_\_  
Roberta Brito  
Assistant City Attorney

**APPROVED AS TO CONTENT:**

  
\_\_\_\_\_  
Yvette Hernandez, P.E.  
City Engineer



# VISION ZERO

EL PASO ★ ONE VISION FOR SAFE STREETS

# Action Plan

June 2023 | DRAFT



## A Message from Mayor Leeser

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El Paso's transportation network is more than a system of roads—it is the social and economic fabric of our community that allows us to connect with one another. Our roadway network provides access to jobs and opportunities, schools, and recreation, and we use it to perform nearly every part of our daily lives. Given this reality, our transportation system must be safe for all El Pasoans regardless of how they travel around our community. Making our roads safer, and eliminating the preventable loss of life from traffic crashes, is a priority for El Paso.

In September of 2022, the El Paso City Council adopted a resolution acknowledging that we all have a role to play in achieving a vision of safe streets, and calling for the elimination of fatalities and serious injuries on our city's roadways. This resolution was an important milestone for our community, and our first step in becoming a Vision Zero city. With this resolution, we joined a coalition of cities in Texas, and across the country, in an effort to systematically and intentionally prioritize safety for all roadway users. This important work involves a variety of approaches, including educating El Pasoans on the importance of safety on our roads and looking out for each other, designing and

maintaining streets that influence driver behaviors, and making our streets safe for all our residents, whether they walk, bike, roll, or take transit.

I'm proud to share the draft Vision Zero Action Plan, and I want to thank everyone who had a role in its development. This action plan tells the story of where crashes are occurring and who is bearing the greatest burden, provides strategies to shift the way we design our roadways to make them safer for all ways of travel, and identifies opportunities to leverage resources across departments and partner organizations for maximum impact. This action plan is a culture shift toward a future where we can proactively prevent the loss of life.

El Pasoans deserve to feel safe on their streets. City leadership is committed to making our roads safe for all residents and visitors. Each and every resident of El Paso plays an important role in helping to achieve a future where everyone can safely travel on our roadways. This work will continue to make El Paso a great place to live, work, and play.

A handwritten signature in black ink that reads "O. Leeser".

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**MAYOR OSCAR LEESER**

# Our Commitment

We pledge to incorporate the Vision Zero Action Plan guiding principles, strategies, and priorities into everything our departments do in order to reach zero traffic deaths and severe injuries by 2050.

Tommy Gonzalez

CITY MANAGER

Cary Westin

INTERIM CITY  
MANAGER

Tracey Jerome

SENIOR DEPUTY  
CITY MANAGER

Mario D'Agostino

DEPUTY CITY  
MANAGER

Dionne Mack

DEPUTY CITY  
MANAGER

Yvette  
Hernandez, PE

CITY ENGINEER

Ellen Smyth

CHIEF TRANSIT AND  
FIELD OPERATIONS  
OFFICER

Sam Rodriguez

CHIEF OPERATIONS  
OFFICER

Robert Cortinas

CHIEF FINANCIAL  
OFFICER, DEPUTY  
CITY MANAGER

Peter Pacillas

INTERIM  
POLICE CHIEF



## One Traffic Death Is Too Many

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Every traffic-related death or life-altering injury is more than a statistic. It is a tragic loss to the El Paso community, whether it's the unimaginable loss of someone's friend or loved one, or the long-lasting impact of a serious injury.

**This action plan is dedicated to all the family, friends, and neighbors impacted by a traffic death or severe injury while traveling on El Paso streets.**

MAP 1

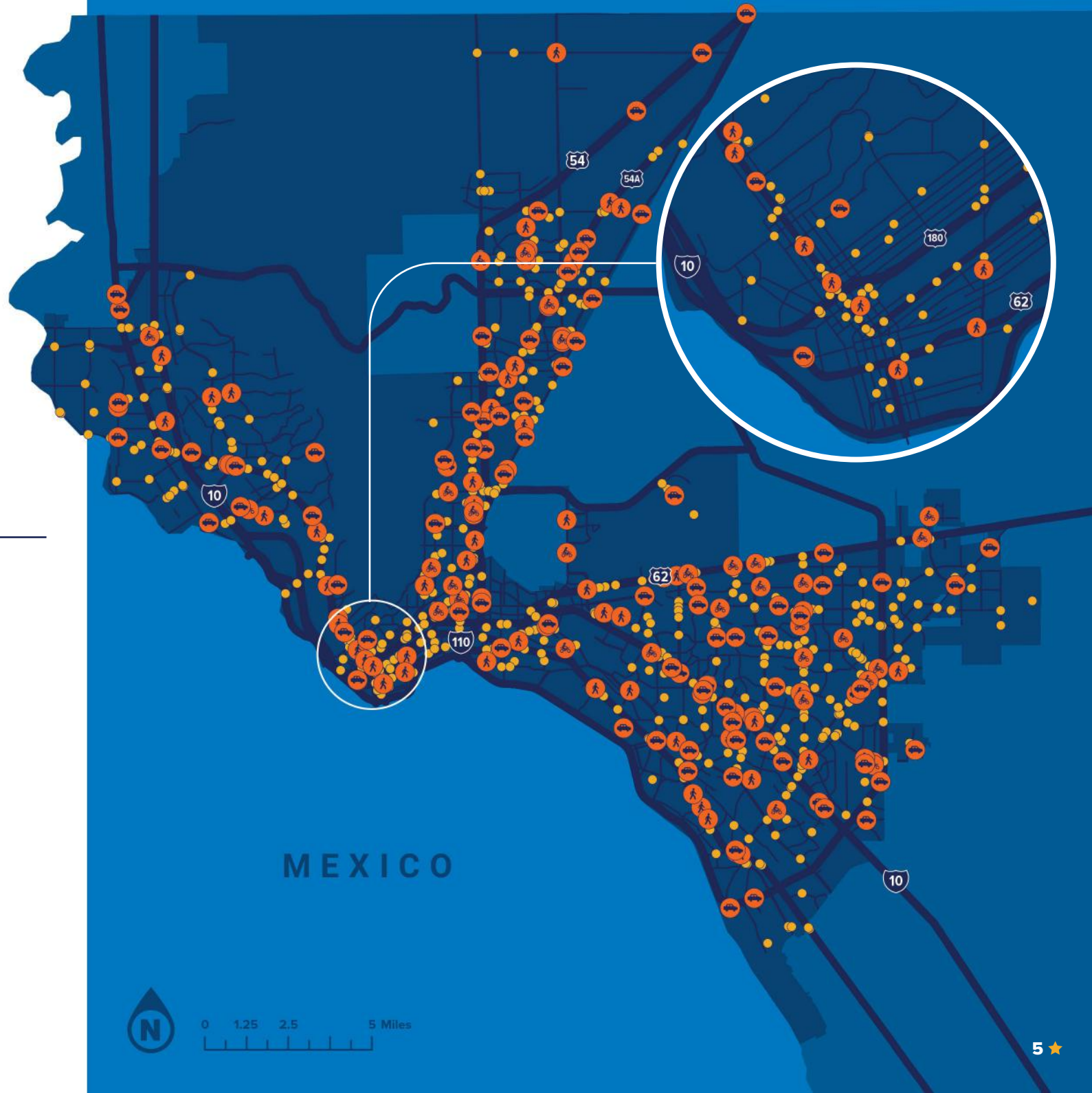
# KSI Crashes 2017–2021

Killed or Seriously Injured (KSI) crashes represent the most serious types of crashes on our roadways and are the key crashes Vision Zero wants to prevent and eliminate.

- Serious Injury
- Death
- Mode Type



From 2017 to 2022, El Paso had **262 fatal injuries** and **881 suspected serious injuries**.





# Our Call to Action

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## Together, we can achieve zero traffic deaths in El Paso.

The Vision Zero Action Plan is our roadmap to ensure El Paso streets are safe for people of all ages and abilities. The road ahead won't be easy, and it won't be quick, but we will stand firm in our resolve to improve safety and reach zero traffic deaths and severe injuries.

Through this action plan, we acknowledge that roadway safety is a significant issue impacting our community. Crash data helps us understand what is happening and guides actions that the City can take immediately to begin addressing these issues. Making our roads safer requires all to take a part. This action plan will help coordinate resources among organizations, agencies, and our community members toward a common goal of eliminating traffic deaths and serious injuries.

## How Is the Vision Zero Action Plan Organized?

### 1 Why Vision Zero? PG. 8

- ★ Definitions of key terms: *Vision Zero* and *Safe System Approach*
- ★ Impact of fatal and severe injury crashes in El Paso today
- ★ Timeline of progress toward Vision Zero in El Paso

### 2 Safety in El Paso Today PG. 14

- ★ Analysis of El Paso's crash data: what, who, how, and where crashes affect our communities
- ★ Who: Safety impacts for vulnerable users and vulnerable communities
- ★ Where: High injury networks and high injury intersections
- ★ Collaborating with TxDOT to reach Vision Zero

3

## Your Voice Matters! [PG. 28](#)

- ★ Purpose of the El Paso Vision Zero Task Force
- ★ Results of community survey about safety improvements in El Paso
- ★ Challenges El Pasoans face with the current transportation system, as well as their ideas for improving it

4

## Improving El Paso Streets [PG. 34](#)

- ★ Vision Zero success stories from other cities
- ★ Examples of safe streets in El Paso
- ★ El Paso's crash profiles and recommended countermeasures

5

## Reaching Zero Traffic Deaths [PG. 42](#)

- ★ Guiding principles for reaching zero traffic deaths in El Paso
- ★ This Action Plan's strategy, including recommendations for safe road users, safe vehicles, safe speeds, safe roads, and post-crash care

6

## Transparent Implementation [PG. 76](#)

- ★ The City of El Paso's commitment to transparency
- ★ Strategy for funding Vision Zero projects/actions
- ★ Priority actions and related performance measures to help track Vision Zero progress
- ★ Roles and responsibilities for achieving Vision Zero, including ways you can get involved

A

## Appendices

- ★ Appendix A: SS4A Eligibility
- ★ Appendix B: Community Engagement Summary
- ★ Appendix C: Policy + Programs Gap Assessment
- ★ Appendix D: Crash Profiles
- ★ Appendix E: Annual Progress Report Template
- ★ Appendix F: Countermeasure Toolkit



## CHAPTER ONE

# Why Vision Zero?

## What Is Vision Zero?

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Vision Zero is a fundamentally different way to approach street design and traffic safety. It is rooted in the belief that traffic deaths are not inevitable, they are preventable, and it is our responsibility to continuously strive for zero traffic deaths.

**Vision Zero means shifting our priorities from moving vehicles to moving people safely.**

“

### What El Pasoans Are Saying

*I've seen pedestrians nearly hit. Drivers are way too aggressive and careless when it comes to a pedestrian or cyclist. At least driving, I have a little bit of protection.*

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*I think we need to install more crosswalks—or just painting stripes on crosswalks as a reminder to drivers and pedestrians to use them/obey them—could be an easy and relatively low-cost fix.*

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*Too many people violate traffic laws! Running red lights and stop signs! Too many people speeding on the freeways and residential streets!*

# What Makes Vision Zero Different?

Vision Zero uses the **Safe System Approach**, which is different from how most communities, including El Paso, have planned, designed, and built roadways in the past. The Safe System Approach is a framework developed by the Federal Highway Administration (FHWA), both to prevent crashes from happening in the first place and to minimize the harm to those involved when crashes do occur. The Safe Systems Approach is built upon the idea that roadway fatalities and serious injuries are not inevitable, but are preventable. Decisions around how we build our community, how we design our streets, and our own driving behaviors all have significant impacts on making our roads safer.



## The Safe System Approach



### SAFE ROAD USERS

People living, working, or traveling in El Paso should be safe walking, biking, rolling, taking transit, or driving.



### SAFE VEHICLES

Promote vehicle designs and regulation that minimize crashes, reduce severity, and incorporate safety measures using the latest technology.



### SAFE SPEEDS

Slower travel speeds help save lives and reduce the risk of a life-altering injury or death.



### SAFE ROADS

Design roads so that human error does not result in the loss of human life.



### POST-CRASH CARE

When crashes do occur, reduce harm by providing rapid access to emergency medical care and analyzing data to support system improvements.

“

## What El Pasoans Are Saying

*It feels unsafe to walk and bike anywhere due to all the cars on the road and the poor infrastructure for anything other than cars. Bike lanes are unprotected, sidewalks are next to 40 mph streets, and sometimes there are neither bike lanes or sidewalks.*

# Why Does El Paso Need Vision Zero?

Vision Zero is a bold step for El Paso, and this Action Plan is in many ways the formation of an organized, methodical, and collective call to action. The grim statistics around crashes in El Paso, particularly pedestrian fatalities, highlight the importance of this work and the need for a paradigm shift in El Paso and the Borderland region.

## TOP SAFETY ISSUES ACCORDING TO EL PASOANS



1 Distracted Driving



2 Aggressive Driving



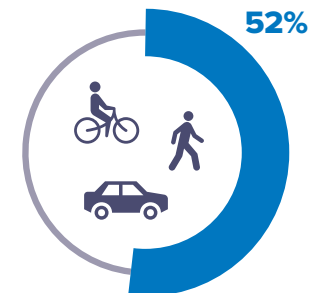
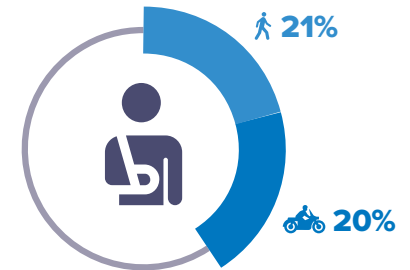
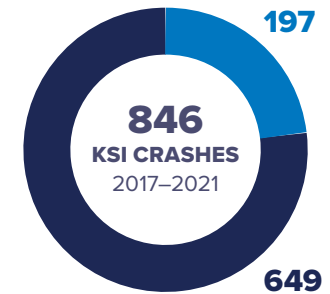
3 Ignoring Traffic Laws



4 High Vehicle Speeds

Between 2017 and 2021, **197 people were killed** on El Paso's roadways and **649 were seriously injured**. In fact, the latest available data identifies El Paso as the **18th most deadly metropolitan area**<sup>1</sup> in the United States for people walking, driving, or riding a bike.

- ▶ Approximately 4% of all injury collisions on local streets result in a fatality or severe injury (KSI crashes)
- ▶ **21%** of all KSI crashes involve people **walking**
- ▶ **20%** of all KSI crashes involve **motorcycles**
- ▶ **52%** of all KSI crashes occur in **disadvantaged areas** (as identified by USDOT)



<sup>1</sup> *Dangerous by Design* (2022); <https://smartgrowthamerica.org/dangerous-by-design/>

# How Do We Build Momentum?

Making progress on Vision Zero requires a **culture of safety** among people living, working, and traveling to El Paso.

The City has invested time and energy into plans and policies that support safer roads, including policies around collecting and using safety data, setting up partnerships

for comprehensive safety work, developing internal staff knowledge about safety best practices, developing Complete Streets guidance, and recognizing the urgency and equity needed around biking and walking safety. These actions, detailed in the timeline graphic below, have set the foundation for Vision Zero in El Paso.







## CHAPTER TWO

# Safety in El Paso Today

# What Is the Crash Data Telling Us?

Vision Zero is a data-driven process. To support the recommendations in this action plan, we evaluated 5 years of the most recently available El Paso crash data (2017–2021). This data supports what we are hearing from people who live and work in El Paso: it is dangerous to travel on city roads. Too many people are seriously injured or killed while walking, rolling, biking, driving, or using public transportation in El Paso.

## How We Evaluated the Data:



### WHAT

What does the data tell us overall, such as the total number of KSI (killed or seriously injured) crashes and annual trends?



### WHO

How do trends vary by mode? By demographics?



### HOW

What do we know about crash causes and contexts?



### WHERE

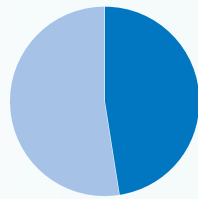
Which locations in the city experience the greatest number of severe crashes?



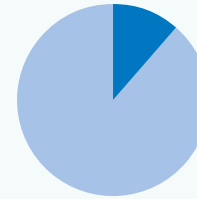
## DATA DASHBOARD

Transparent data is key to Vision Zero. A [publicly available data dashboard](#) provides everyone access to crash data and associated factors in El Paso. Linked on the City's website, use the dashboard to explore crash data and trends.

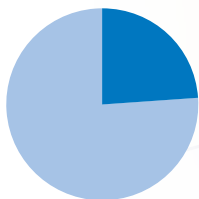
# El Paso Crash Trends



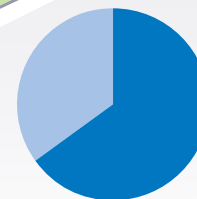
**47.5%** of KSI crashes are within **250 feet** of a transit stop



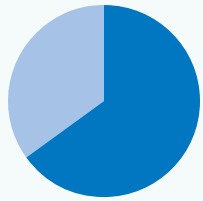
**11.5%** of crashes involve a **positive alcohol test**



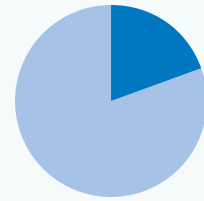
**24%** of bicycle and pedestrian KSI crashes are **hit and run**



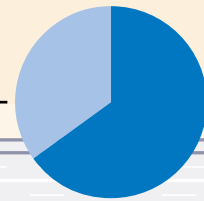
**65%** of KSI crashes occur on roads with **four or more lanes**



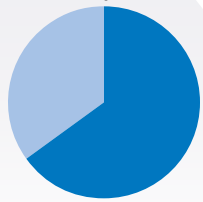
**73%** of fatal pedestrian crashes happen in **dark lighting conditions**



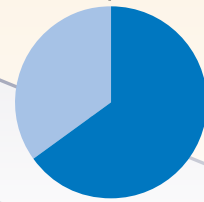
**20%** of KSI crashes involve a **motorcycle**



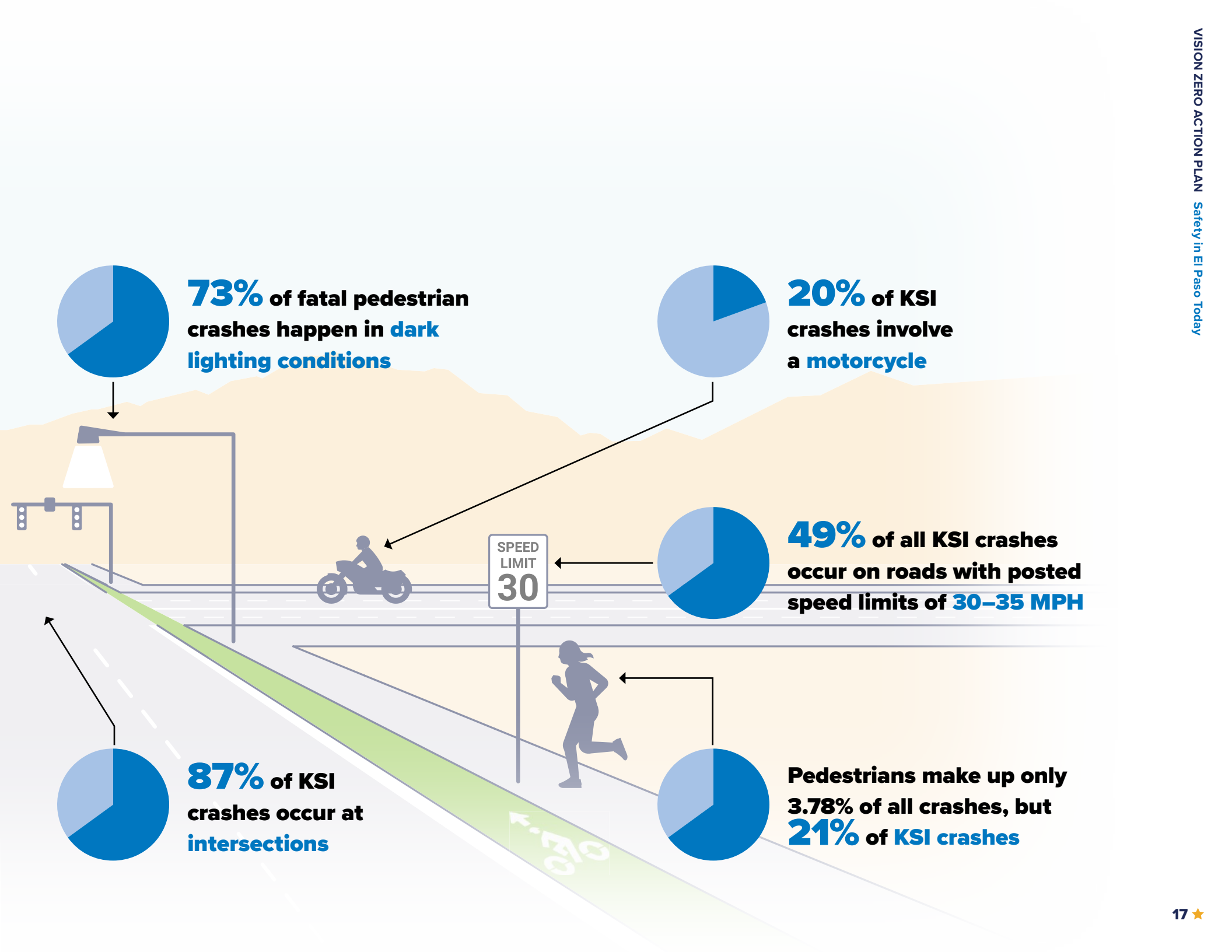
**49%** of all KSI crashes occur on roads with posted speed limits of **30-35 MPH**



**87%** of KSI crashes occur at **intersections**



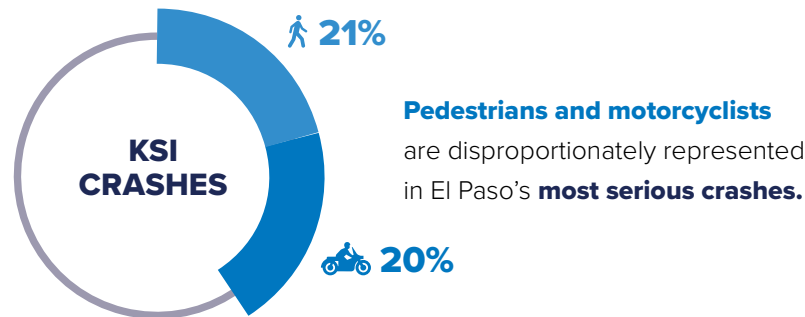
Pedestrians make up only **3.78%** of all crashes, but **21%** of KSI crashes



# Everyone Deserves to Be Safe

## Vulnerable Road Users Are Most at Risk

Roadway safety impacts everyone in El Paso, yet certain groups are particularly vulnerable to life-altering crashes. Vulnerable road users include youth and elders, physically disabled people, people using active transportation, and motorcyclists. Improvements must advance safety for all people, regardless of mode of travel or age.



**Pedestrians and motorcyclists** are disproportionately represented in El Paso's **most serious crashes**.

People aged **10 to 19 years old** are overrepresented in **bicycle and pedestrian crashes**, and **people aged 60 years and older** are overrepresented in **pedestrian crashes**.



**16% of bicycle and pedestrian KSI crashes** occurred **near schools**.

## Disadvantaged and Vulnerable Communities

This Vision Zero Action Plan renews the City's commitment to prioritizing safety investments in disadvantaged and vulnerable communities. These communities may have less transportation access, higher pollution exposure, and higher poverty rates—among many factors—than other areas.

Nearly 50% of all El Paso residents live in census tracts that the US Department of Transportation identifies as transportation disadvantaged; however, **these same census tracts account for 64% of the vehicle high injury network (HIN) and 73% of the bicycle/pedestrian HIN**. These census tracts also experience high rates of crashes:



**37% of KSI crashes** occur in **high poverty census tracts**.



**35% of KSI crashes** occur in areas with **limited motor vehicle access**.



## El Paso Vision Zero and Justice40

The current administration seeks to confront and address historic underinvestment in communities and **commits to allocating 40% of federal funding benefits** toward disadvantaged communities.

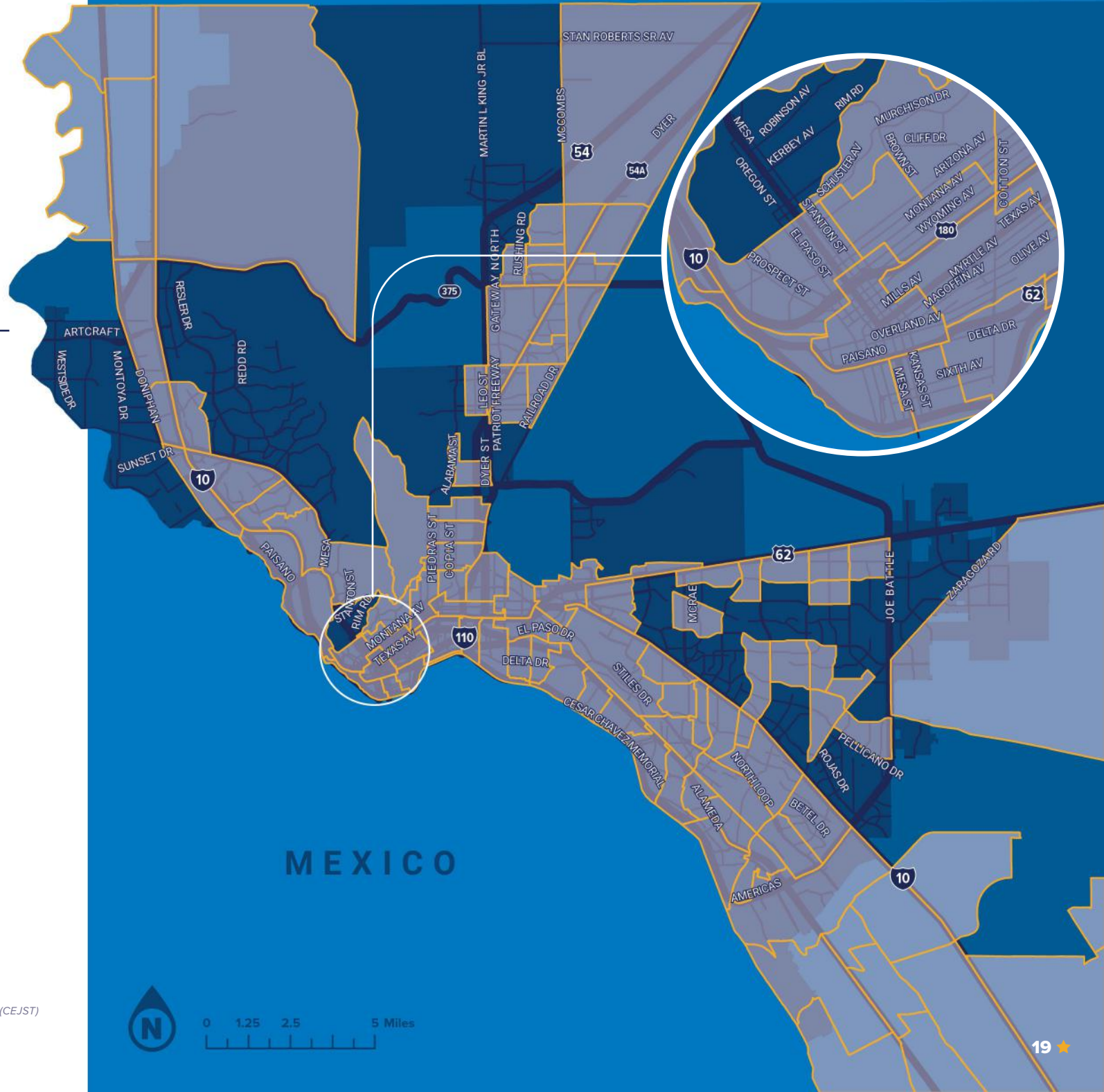
**MAP 2**  
**Disadvantaged Communities**

 Identified as Disadvantaged

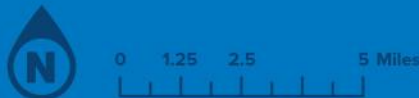
**45%** of El Pasoans live in **transportation disadvantaged** census tracts, where



**64%** of KSI crashes occur.



Source: The Climate and Economic Justice Screening Tool (CEJST)  
<https://screeningtool.geoplatform.gov/en/#3/33.47/-97.5>



# Where Is the Risk?

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In addition to understanding overall trends, it's important to know where the most severe crashes are occurring along City-maintained roadways. The results of this evaluation are **high injury networks (HINs)** and **high injury intersections**.

## High Injury Networks

HINs identify the roads in El Paso that have the greatest number of serious crashes. HINs represent a small percentage of the total roadway network but account for a large proportion of the most serious crashes; therefore, these roads represents opportunities where resources may have the greatest impact. To better understand trends based on how people travel, we identified two HINs—one related to motor vehicles and motorcycles, the second related to bicycles and pedestrians.

## High Injury Intersections

In El Paso, 87% of the most serious crashes occurred at or near an intersection. Intersections represent more complex travel patterns and include a wider range of factors that may contribute to a crash. High injury intersections include locations across the city and involve both state- and locally-controlled locations.



**INTERSTATE 10 AT GILES ROAD**

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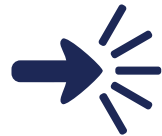
**SUN VALLEY DRIVE**

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## Typical Characteristics of Network Segment Crashes



Involves only **one roadway**.



Most common crash types include **head-on** or **rear-end** crashes.



Commonly involves **only one vehicle**, where the driver has hit an object like a tree, hit someone walking or biking, or the vehicle overturned.



**84%** of the Bicycle/Pedestrian HIN and **87%** of the Vehicle/Motorcycle HIN are on **arterial roadways**, or roadways designed to accommodate more people and longer travel distances.

## Typical Characteristics of Intersection Crashes



Involves **two or more roadways**.



Commonly involves a **turning movement**. Crashes tend to be angle, or sideswipe.



Many crashes involve **more than one vehicle**.



**92%** of local high injury intersections are **signalized**.



**MAP 3**  
**Vehicle HIN**

**Motor Vehicle  
High Injury Network**

**67%** of all fatal and serious injury crashes involving someone **driving or riding as a passenger** occur on



**7%** of El Paso's **local streets**



Take a closer look at this data at [elpasotexas.gov/visionzero](https://elpasotexas.gov/visionzero)

MAP 4

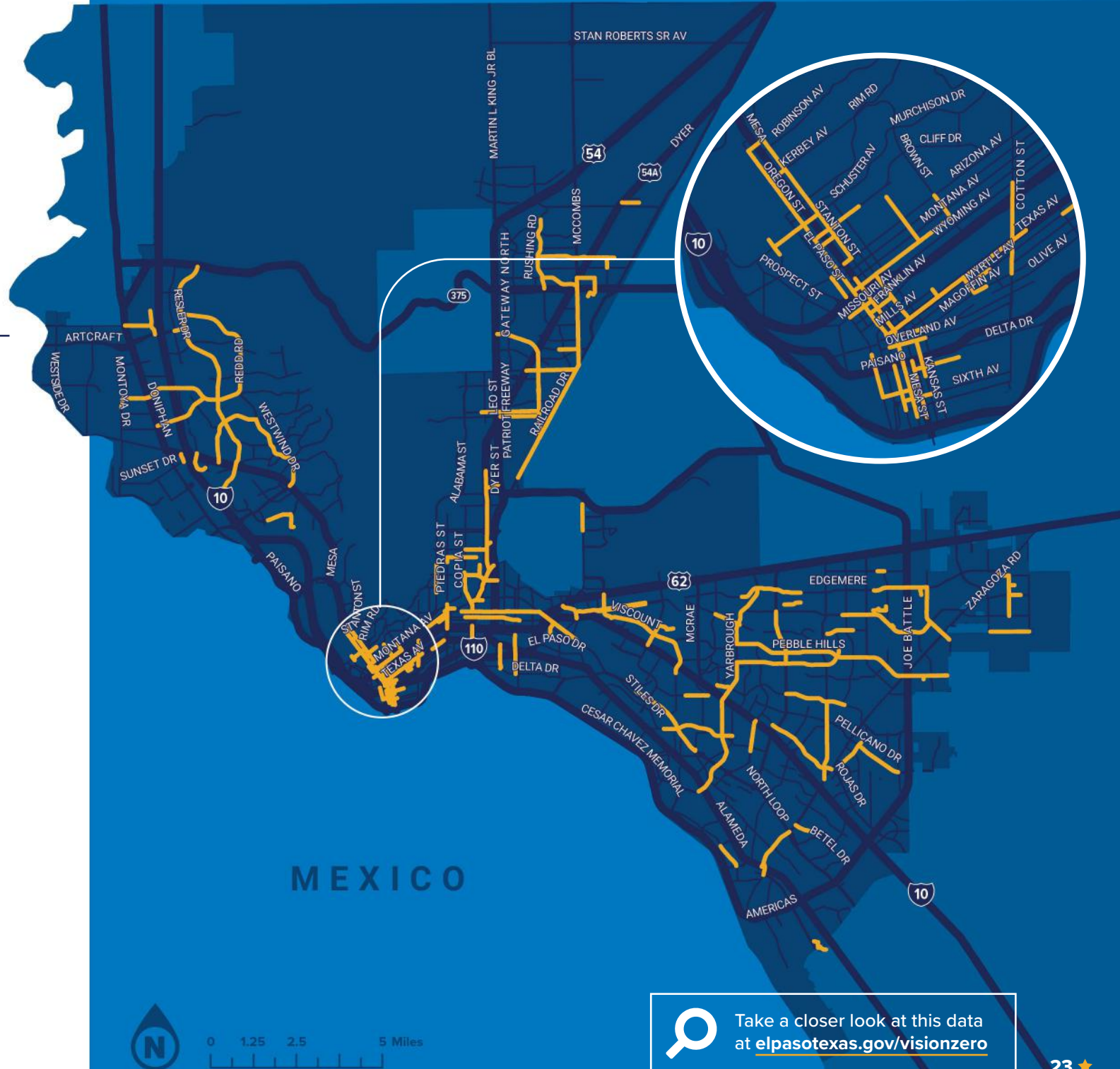
# Bicycle and Pedestrian HIN

— Bicycle/Pedestrian High Injury Network

**68%** of all fatal and serious injury crashes involving someone walking or biking occur on



**5%** of El Paso's local streets



Take a closer look at this data at [elpasotexas.gov/visionzero](https://elpasotexas.gov/visionzero)

MAP 5

# Motor Vehicle and Bicycle/Pedestrian HIN Overlap

— Motor Vehicle and Bicycle/Pedestrian High Injury Network



**78 miles of HIN** are on both the vehicle/motorcycle HIN and the bicycle/pedestrian HIN. **These areas are unsafe for all modes of travel.**

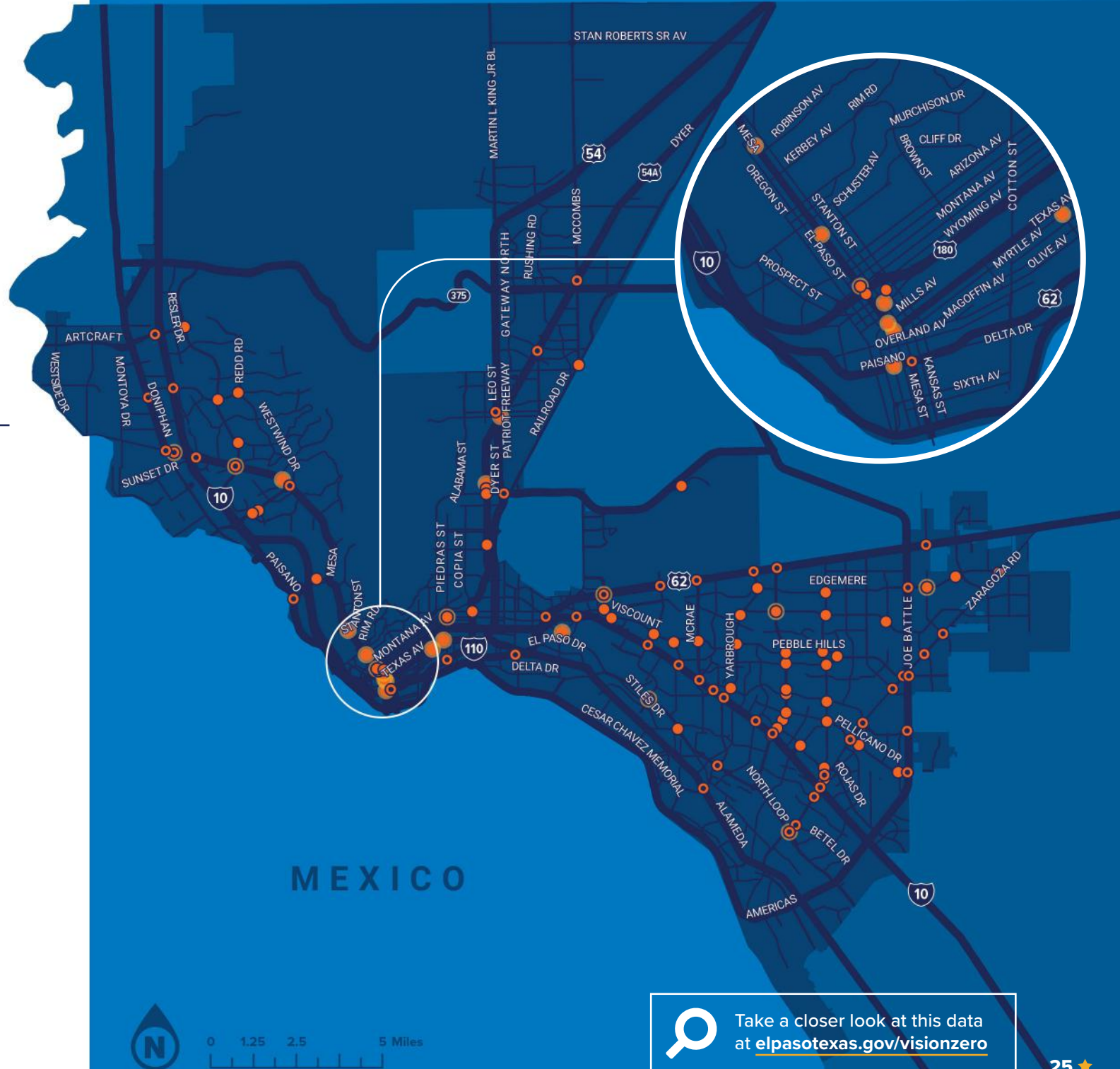


Take a closer look at this data at [elpasotexas.gov/visionzero](https://elpasotexas.gov/visionzero)

MAP 6

# High Injury Intersections

- State-maintained
- Local
- Most dangerous intersections for walking and biking



**87%** of KSI crashes occurred at an **intersection**.

Take a closer look at this data at [elpasotexas.gov/visionzero](https://elpasotexas.gov/visionzero)

## State-Controlled Roadways

The HINs only consider roadways that are owned or maintained by the City of El Paso; however, many El Pasoans rely on state roadways for their daily travel. In fact, more than 332 miles, or 11% of roadways within the City of El Paso are owned and maintained by the Texas Department of Transportation (TxDOT), including corridors like I-10, Dyer St., and Zaragoza Rd. Changes to these roadways are planned, funded, and implemented through a separate process that is managed by TxDOT.

**Over 40% of the most severe crashes in El Paso occurred on a state roadway, resulting in 371 deaths or serious injuries during the evaluation period.** While the City of El Paso does not have control over these corridors, continued coordination and collaboration among the City and TxDOT will be necessary to advance the City's Vision Zero commitment.

The map on the following page identifies the TxDOT intersections and roadways with the highest frequency of severe crashes. Chapter 6 includes additional details on coordination between City and TxDOT staff, to efficiently and effectively implement safety countermeasures on all roadways in El Paso.

### INTERSECTIONS WITH THE HIGHEST FREQUENCY OF SEVERE CRASHES

- 1 Joe Battle – Montwood**
- 2 Gateway West – Yarbrough**
- 3 Gateway West – McRae**
- 4 Mesa – Shadow Mountain – Sunland Park**
- 5 Montwood – Zaragoza**
- 6 Vista Del Sol – Zaragoza**
- 7 Gateway West – Lee Trevino**
- 8 Country Club – Doniphan – Mesa**
- 9 Crested Quail – Saul Kleinfeld – Zaragoza**
- 10 Diana – Dyer**

### ROADWAYS WITH THE HIGHEST FREQUENCY OF SEVERE CRASHES

- 1 Dyer St.**  
*Sun Valley Dr. – US 54*
- 2 Zaragoza Rd.**  
*Azogue Ave. – Don Haskins Dr.*
- 3 Mesa St.**  
*Alto Mesa Dr. – Doniphan Dr.*
- 4 Zaragoza Rd. / George Dieter Dr.**  
*North Loop Dr. – Zaragoza Rd.*
- 5 Gateway Blvd.**  
*Yarbrough Dr. – Hunger Blvd./  
Viscount Blvd.*
- 6 Montana Ave.**  
*Wedgewood Dr. – Hawkins Blvd.*
- 7 Montana Ave.**  
*Rich Beem Blvd. – Joe Battle Blvd.*
- 8 Mesa St.**  
*Mesita Dr. – Montana Ave.*
- 9 Mesa St.**  
*Confetti Dr. – Alto Mesa Dr.*
- 10 Paisano Dr.**  
*Cotton St. – Coldwell St.*

MAP 7

# Crashes on TxDOT Roadways

- High Crash Intersections
- High Crash Roads





## CHAPTER THREE

# Your Voice Matters!

# Vision Zero Task Force

We will rely on community engagement, communication, and collaboration to inform safety improvements in El Paso. To truly hear the voices of our communities, the City formed the El Paso Vision Zero Task Force to oversee the development of this action plan. The Task Force represents a strategic selection of voices in El Paso who collaborated throughout the planning process to ensure a strategic action plan, customized to El Paso's context.

**This Vision Zero Action Plan would not have been possible without the input and dedication of the following Vision Zero Task Force members.**

## CITY DEPARTMENTS

- ★ Capital Improvement Department
- ★ Department of Public Health
- ★ Department of Information Technology Services
- ★ El Paso Police Department
- ★ El Paso Metropolitan Planning Organization
- ★ International Bridges
- ★ Planning & Inspections
- ★ Streets & Maintenance
- ★ Sun Metro

## PARTNERS

- ★ American Heart Association
- ★ Texas Department of Transportation
- ★ El Paso Independent School District
- ★ Ysleta Independent School District
- ★ Socorro Independent School District
- ★ Medical Center of the Americas
- ★ El Paso Neighborhood Coalition
- ★ El Paso Hispanic Chamber of Commerce
- ★ El Paso Chamber of Commerce
- ★ El Paso Community Foundation
- ★ El Paso Downtown Management District
- ★ Farm & City
- ★ Vision Zero Texas
- ★ Fort Bliss Directorate of Public Works
- ★ Paso del Norte Health Foundation
- ★ AT&T
- ★ Project Vida
- ★ Action for Healthy Kids
- ★ VeloPaso
- ★ Camino Real Regional Mobility Authority
- ★ Moms on Board



# Listening to the Voice of the Community



Vision Zero uses data to understand the problem, identify solutions, and evaluate progress. Crash reports and other quantifiable metrics are a significant piece of this data, but it also includes community feedback and conversations. El Pasoans provided important feedback and engaged in conversations about Vision Zero through a variety of community engagement events.



**300+**  
individual  
Vision Zero pledges



**983**  
online survey  
responses



**111**  
in-person survey  
responses



**250+**  
stakeholders engaged



**500+**  
people engaged



**3**  
neighborhood events



**7**  
community events



**58%** of respondents feel comfortable **driving** in El Paso



**40%** feel comfortable **walking**, and **82.5%** want to make walking safer



**16%** feel comfortable **biking**, and **70%** want to make biking safer



**70.5%** support **funding education programs** for driver safety and enhanced enforcement



**84.5%** support adding **complete street elements** such as lighting, street trees, public art, sidewalks, bikeways



**52.1%** support **removing traffic lanes or restricting on-street parking** in order to install complete street improvements



**84%** of survey respondents would **add time to their commute**



## What We Heard

Overwhelmingly, El Pasoans want safer ways to travel around their community. All across the City, we heard similar concerns and challenges.

### People do not feel safe while traveling in El Paso.

Driver behavior, such as speeding and aggressive driving, and roadway conditions, like dark road conditions and limited lighting, impact the safety and comfort of travel in the city.

### Deteriorating or missing infrastructure changes how people get around.

Limited sidewalks and safe crossing opportunities discourage many from walking, while the lack of roadway maintenance and faded striping make it more difficult to bike or drive.

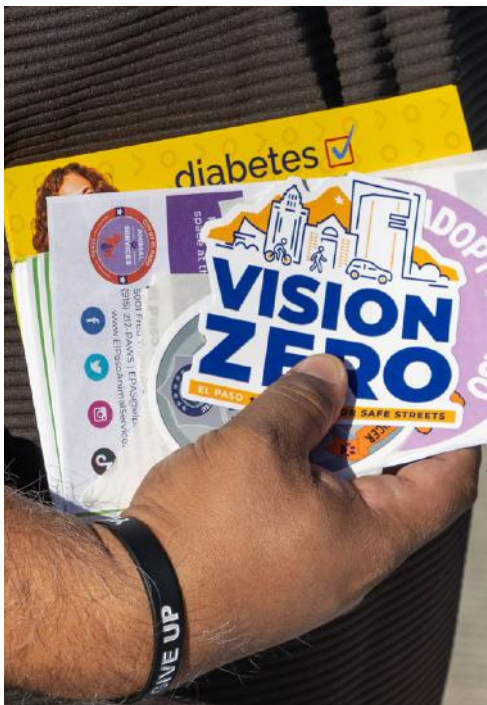
### Transportation safety challenges do not affect everyone the same way.

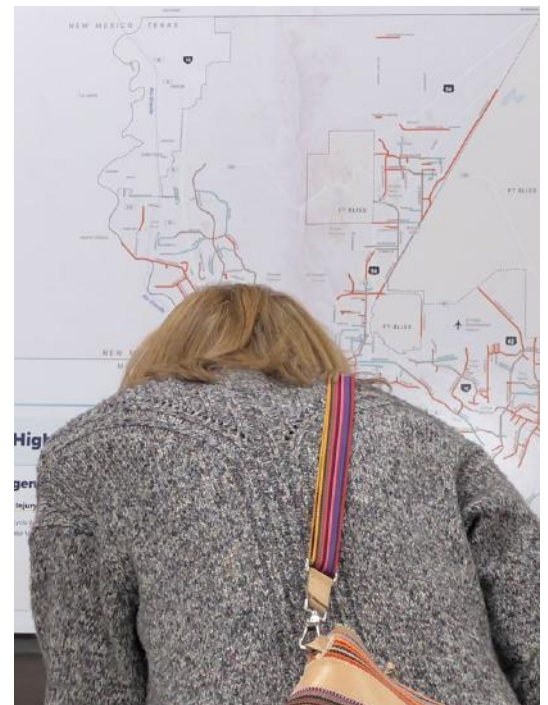
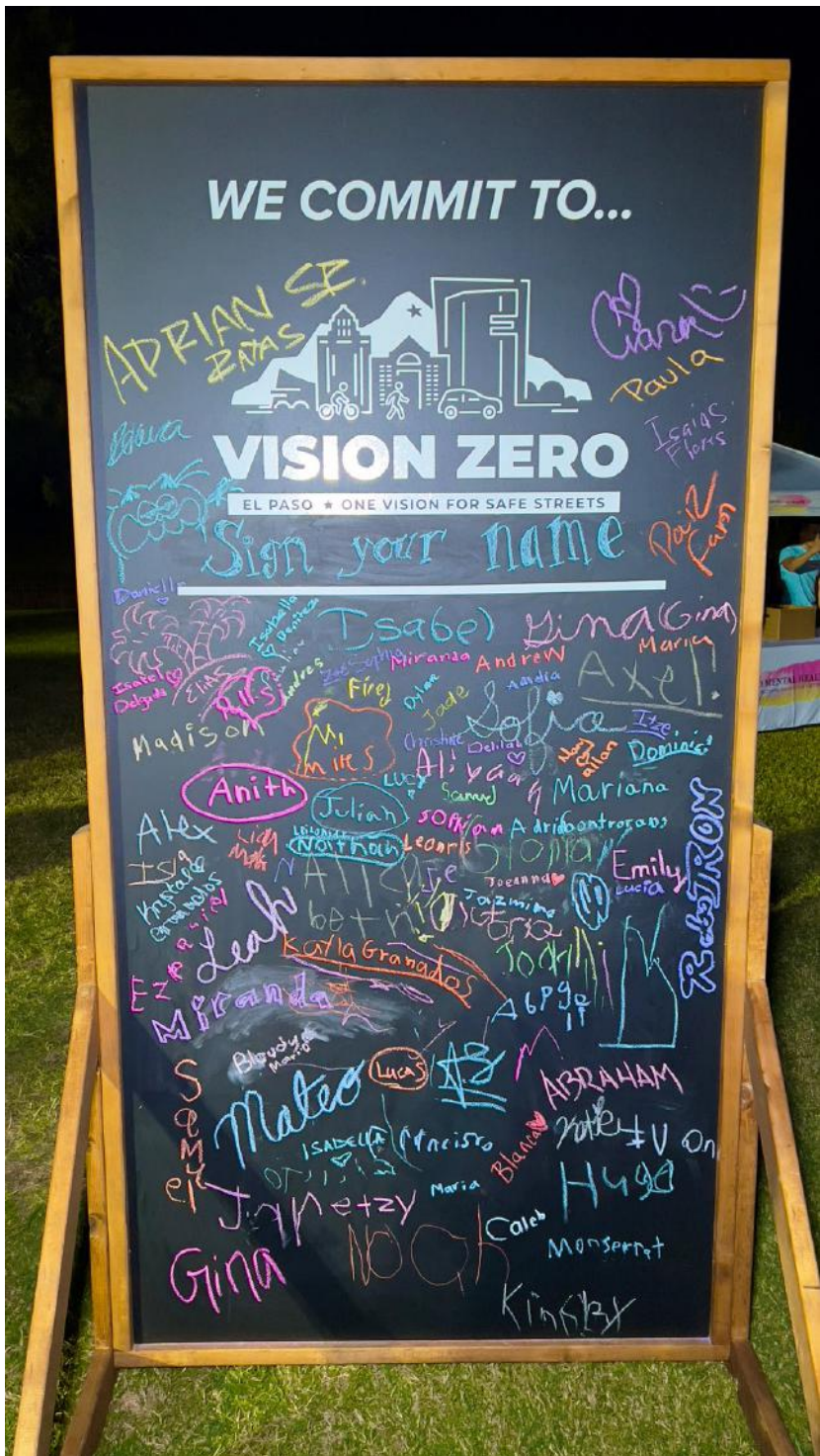
Safety concerns vary based on location in the city and the individuals involved. Safety for students traveling to and from school was commonly cited as a significant concern for many.

### However, there is interest in improving the transportation system.

In addition to willingness to add some time to their commute in exchange for a safe and comfortable experience, residents expressed support for the following actions:

- ★ Adding **complete streets elements**, like lighting, street trees, sidewalks, and bikeways
- ★ Making walking and biking safer to **improve mode choice**
- ★ Funding **education programs** for driver safety and enhanced enforcement
- ★ Reconfiguring roadways to **make space** for complete street elements







## CHAPTER FOUR

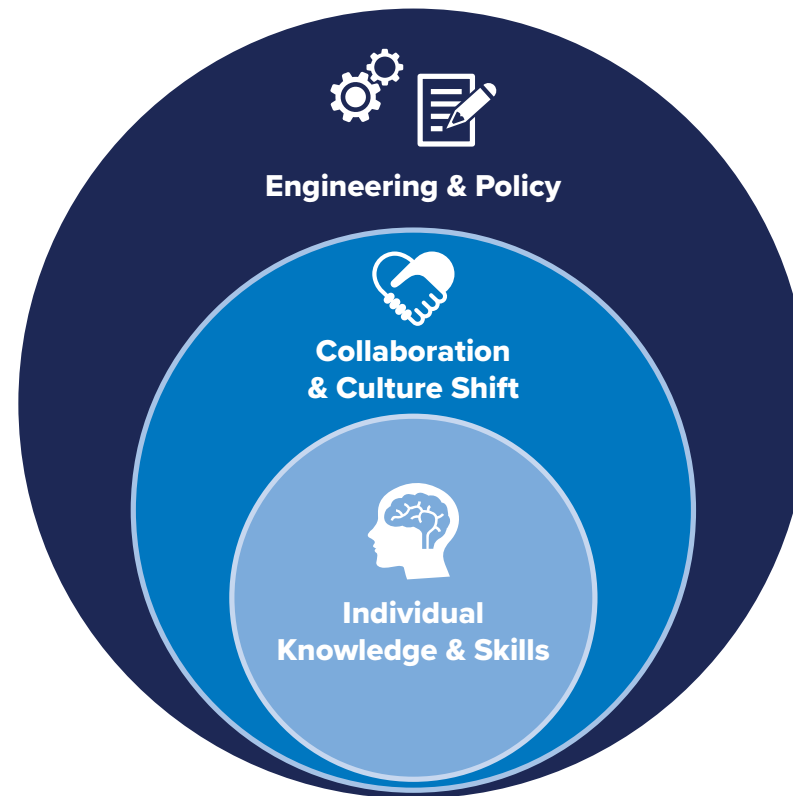
# Improving El Paso Streets

**Improving El Paso’s streets through physical changes and improved design standards is a vital piece of reaching zero traffic deaths and serious injuries.**

Crash data reveals trends and priority locations, and tells us more about which types of improvements are expected to have the greatest impact on transportation safety.

By evaluating the larger context of a crash, we can learn about the physical roadway characteristics associated with the crash, learn more about the possible behaviors that influenced the crash, and understand other factors, like land use or lighting, that may have been a factor. This information in turn informs recommendations, or countermeasures, that are known to improve safety based on these challenges.

**A SYSTEMS APPROACH TO SAFETY**



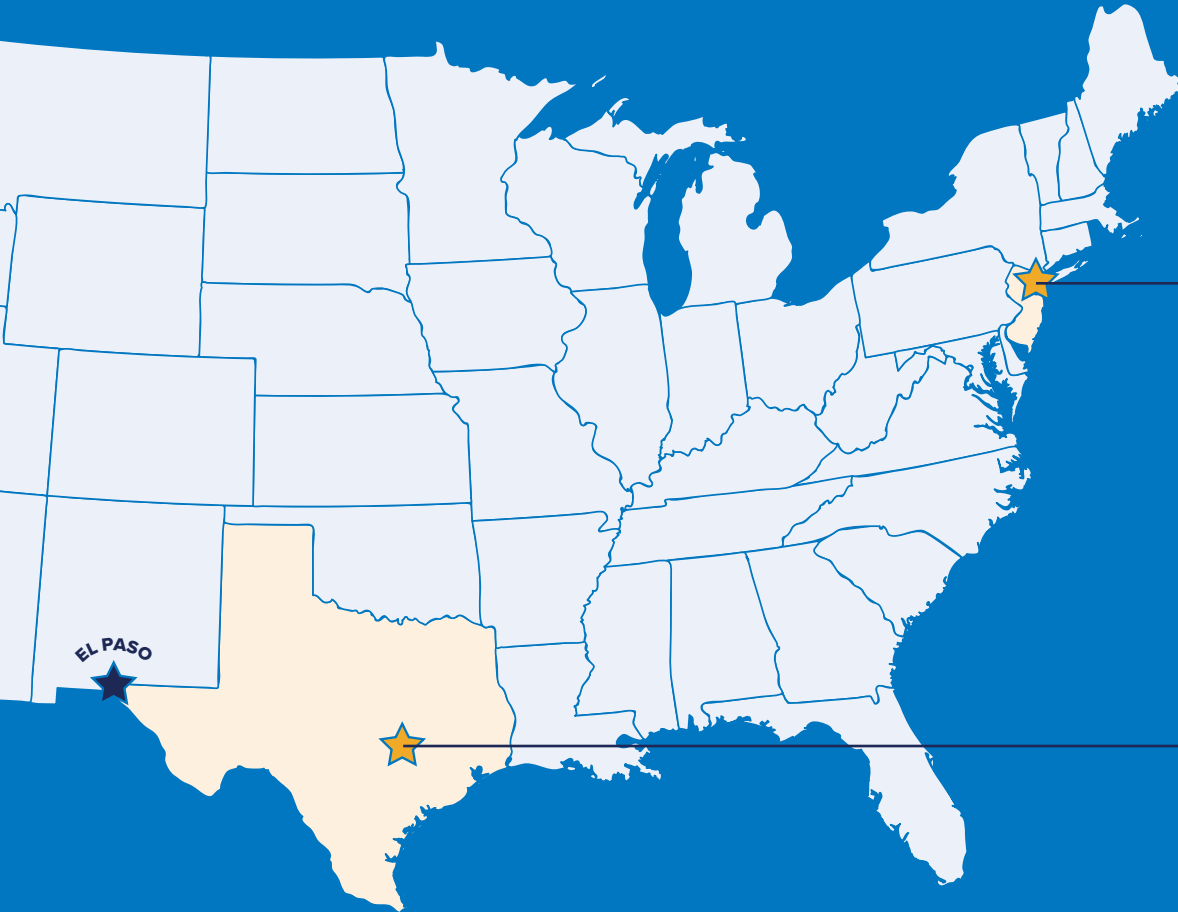
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**What El Pasoans Are Saying**

*It feels more easy to drive because El Paso is designed to drive. I wish there were more bike lanes and kids’ zones too.*

# Vision Zero Success Stories

Vision Zero is an important first step for El Paso. It's important to remember that progress towards zero deaths and serious injuries on our roads is achievable but requires collaboration and commitment by all El Pasoans. Here are just a few success stories that can help inspire and motivate our Vision Zero journey.



## Hoboken, New Jersey

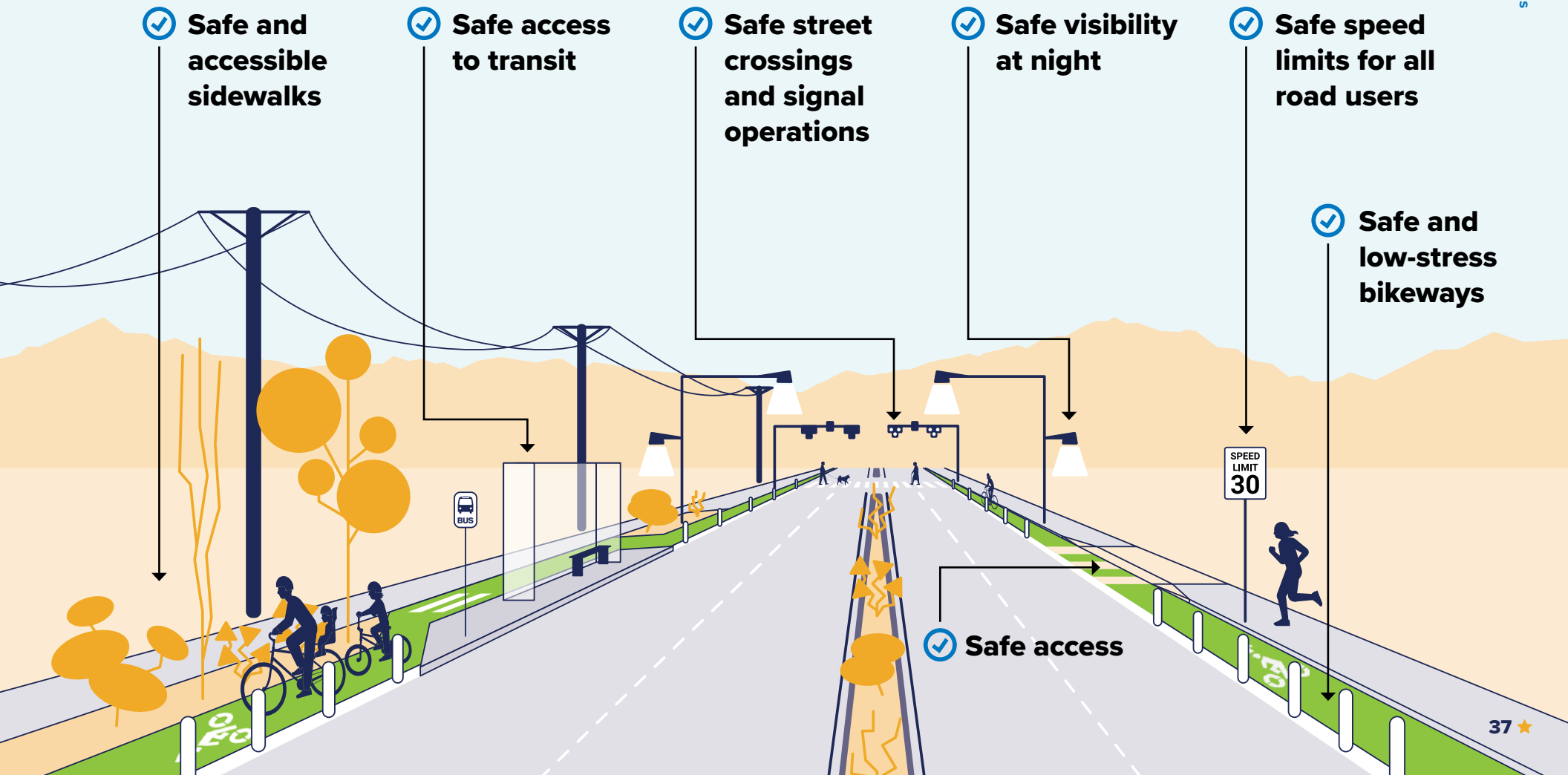
Hoboken is one of the few cities in the nation to achieve zero traffic deaths—and they've maintained this for four years in a row. Their success is largely due to rapid infrastructure implementation and policy. Between 2019 and 2022, the City installed 17 miles of bike lanes, 298 high-visibility crosswalks, and 30 curb extensions. They also implemented the policy of daylighting crosswalks by removing parking near the crossing. Finally, the citywide speed limit was reduced to 20 miles per hour.

## Austin, Texas

Austin takes a data-driven approach to target safety improvements where they are most needed. Between 2016 and 2021, Austin implemented 13 intersection improvements, and KSI crashes declined by 31% on these improved intersections. With implementation of engineering countermeasures, improved signage, and targeted enforcement, annual KSIs on the high injury network decreased by 17%.

# Anatomy of a Safe Street

Safe streets help keep all roadway users safe. However, not all safe streets will look the same. By responding to crash data and the context of local streets, El Paso can advance safety through improved street design.





# Celebrating El Paso's Successes

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**EL PASO STREET OVERHEAD LIGHTING & PEDESTRIAN ENHANCEMENTS**

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**PIEDRAS STREET ROAD DIET  
& QUICK BUILD**

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**ROBINSON AVENUE  
SHARED-USE PATH**

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**ROBINSON AVENUE BIKE BOULEVARD  
& TRAFFIC CALMING**

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## El Paso's Crash Profiles and Countermeasures

Based on crash characteristics and contextual factors, we identified the most pertinent crash trends as crash profiles. Crash profiles highlight specific conditions that account for a large share of fatal and serious injury crashes. The following table presents the crash profiles identified for El Paso, along with countermeasures that have been shown to reduce these types of crashes. Additional details for each crash profile is included in Appendix D. The combination of crash profiles and countermeasures will directly inform recommended projects to help the City advance the Vision Zero commitment.





CRASH PROFILE	# OF KSI CRASHES	POTENTIAL COUNTERMEASURES
 <p>Pedestrian traffic deaths at nighttime near areas with high pedestrian activity</p>	67	<ul style="list-style-type: none"> <li>• Improved lighting</li> <li>• High-visibility crosswalks</li> <li>• Enhanced signing and pavement markings</li> <li>• Leading pedestrian intervals</li> <li>• Medians and pedestrian refuge islands</li> <li>• Corridor access management</li> <li>• Turning restrictions</li> <li>• Implementing Safe Routes to School program</li> </ul>
<p>Pedestrian traffic deaths at nighttime near transit stops</p>	62	<ul style="list-style-type: none"> <li>• Walkways</li> <li>• Traffic control at midblock locations (e.g., pedestrian hybrid beacons, rectangular rapid flashing beacons)</li> <li>• Lighting at pedestrian scale</li> <li>• Seating and shelter</li> <li>• Bus stop locations</li> <li>• Crossings</li> <li>• Curb bulb outs</li> </ul>
<p>Pedestrian traffic deaths at unsignalized intersections</p>	51	<ul style="list-style-type: none"> <li>• High-friction surface treatment</li> <li>• Curb radius reduction</li> <li>• Sight distance improvements</li> <li>• Advance yield or STOP markings and signs</li> <li>• Raised median with marked crosswalks</li> <li>• Speed tables/humps/cushions</li> <li>• Evaluating stop sign warrants</li> </ul>
<p>Alcohol-related pedestrian traffic deaths</p>	24	<ul style="list-style-type: none"> <li>• Road safety audit</li> <li>• Publicized sobriety checkpoints</li> <li>• Mass-media campaigns</li> </ul>



## CRASH PROFILE

## # OF KSI CRASHES

## POTENTIAL COUNTERMEASURES


CRASH PROFILE	# OF KSI CRASHES	POTENTIAL COUNTERMEASURES
 <p>Cyclist traffic deaths</p>	<b>17</b>	<ul style="list-style-type: none"> <li>• Bicycle lanes/low-stress bikeway facilities</li> <li>• Wayfinding signs</li> <li>• Driveway improvements</li> <li>• Parking treatments</li> <li>• Lighting</li> </ul>
<p>Motorcyclist traffic deaths at nighttime</p>	<b>53</b>	<ul style="list-style-type: none"> <li>• Backplates with retroreflective borders</li> <li>• Lighting</li> </ul>
 <p>Left-turn related motorcyclist traffic deaths</p>	<b>36</b>	<ul style="list-style-type: none"> <li>• High-friction road surface</li> </ul> <p>SIGNALIZED INTERSECTIONS:</p> <ul style="list-style-type: none"> <li>• Protected left-turning movements</li> <li>• Reduced left-turn conflict intersections</li> </ul> <p>UNSIGNALIZED INTERSECTIONS:</p> <ul style="list-style-type: none"> <li>• Sight distance improvements</li> </ul>
<p>Motorcyclist deaths related to impact with other objects on the roadway or departing the roadway</p>	<b>37</b>	<ul style="list-style-type: none"> <li>• Longitudinal rumble strips and stripes</li> <li>• Median barriers</li> <li>• Universal motorcycle helmet use laws</li> <li>• Safety edge</li> <li>• Sight distance improvements</li> </ul>



**CRASH PROFILE**

**# OF KSI CRASHES**

**POTENTIAL COUNTERMEASURES**

	<p>Speeding-related vehicular traffic deaths on arterials</p>	<p><b>61</b></p>	<ul style="list-style-type: none"> <li>• Appropriate speed limits for all road users</li> <li>• Speed feedback signs</li> <li>• Yellow change intervals</li> <li>• Lane narrowing</li> <li>• Road diets (roadway configuration)</li> <li>• Enforcement</li> <li>• Education and encouragement</li> </ul>
	<p>Fatal vehicular angle crashes at unsignalized intersections</p>	<p><b>78</b></p>	<ul style="list-style-type: none"> <li>• Road diets (roadway configuration)</li> <li>• Roundabouts</li> <li>• Sight distance improvements</li> <li>• Lighting</li> </ul>

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**What El Pasoans Are Saying**

*I am constantly tailgated when I drive the speed limit in residential areas, even in school zones.*

*I have clocked many a car in my neighborhood on Gato Road going 60 mph.*



**CHAPTER FIVE**

# **Reaching Zero Traffic Deaths**

## Our Guiding Principles

The following guiding principles were developed using FHWA Safe System language as well as input from City staff and the El Paso Vision Zero Task Force. These guiding principles introduce a paradigm shift in how we think about safety on El Paso streets.

### “ What El Pasoans Are Saying

*There are lots of accessibility barriers. The roads are narrow and not suitable for biking.*



#### **Death and severe injuries are unacceptable.**

El Paso will prioritize actions that eliminate crashes that result in a severe injury or death.



#### **Everyone deserves to be safe.**

Actions and strategies must prioritize vulnerable communities who are disproportionately affected by traffic deaths and serious injuries.



#### **Humans make mistakes.**

We know humans make mistakes, but one mistake should not end a life. Design of our streets should anticipate these risks and minimize harm.



#### **Humans are vulnerable.**

The impact of heavy, fast-moving vehicles is often too much for our bodies. El Paso's streets should prioritize human life and community health.



#### **Responsibility is shared.**

Everyone who lives in, works in, and visits El Paso shares responsibility for the safety of our streets. This includes the government, advocates, the vehicle industry, and all members of the public.



#### **Safety is proactive.**

Creating safe streets requires that we identify and mitigate risks proactively. Using data to identify dangerous conditions, we can create safer streets before a crash occurs.



#### **Redundancy is critical.**

Much like how humans make mistakes, it's inevitable that parts of the system will fail. Under Vision Zero, when one part fails, the other parts must still protect people.

# Action Plan Strategy

To promote holistic solutions for transportation safety challenges and organize recommended strategies, this action plan's recommendations are organized under the five categories of a Safe System Approach:

 **Safe Road Users**

 **Safe Vehicles**

 **Safe Speeds**

 **Safe Roads**

 **Post-Crash Care**

Recommendations are not exclusive to one category; however, each topic contributes to the overall goal of reducing deaths and serious injuries across El Paso's transportation system.

## How to Read the Recommendations

### Safe System Category

Safe Road Users, Safe Vehicles, Safe Speeds, Safe Roads, Post-Crash Care

### Action Item

More detailed direction for the key steps needed to achieve the strategy.

### Strategy

Broad recommendation directly related to systemic safety analysis, crash profiles, community concerns, or policy/program gap assessment.

### Role and Responsibility

Who should lead and what partners are critical to success?

### Performance Target

Ways that the City will monitor implementation and provide transparent communication on progress.

### Timeline

When the action should take place.

### Implementation Needs

Identifies if the action item will require funding, additional staff capacity, relationship building with external partners, or policy legislation in order to advance.

### Rationale for Recommendations

Identifies which part of the planning process directly informed recommendation development.

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs			Rationale for Recommendations		
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding
<b>STRATEGY 1: Prioritize disadvantaged communities and people who have fewer mobility choices</b>										
<b>A-1a.</b> Develop a vulnerable area framework to support multi-site transportation planning and investments.	Short	City of El Paso - Capitol Improvement Department		Implement a system-wide process and tool to prioritize and evaluate aspects of transportation projects, particularly safety improvements, in disadvantaged communities.	\$	👤	📝			★
<b>A-1b.</b> Develop a vulnerable area index that accounts for socioeconomic factors linked to traffic safety risks to prioritize transportation investments.	Mid	City of El Paso - Streets and Maintenance	City of El Paso - Economic Development	Work with planning partners across the City to develop a vulnerable area index that accounts for socioeconomic factors linked to traffic safety. Use that index to prioritize safety investments in disadvantaged communities across the city, including countermeasures tied to specific socioeconomic factors.	\$	👤				★





## Safe Road Users

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**People living, working, or traveling in El Paso should be safe walking, biking, rolling, taking transit, or driving.**

The Safe System Approach is focused on the safety of all road users. This is an important component of many strategies listed in this action plan, even those outside the Safe Road Users category. Recommendations for safe road users include public education campaigns around traffic safety and establishing a Safe Routes to School program.








































# A: Safe Road Users
























Address the safety of all road users, including those who walk, bike, roll, take transit, or drive.




















Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations			
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment
<b>STRATEGY 1: Prioritize disadvantaged communities and people who have fewer mobility choices</b>												
<b>A-1a.</b> Develop a citywide equity framework to guide and evaluate transportation planning and investments.	Short	City of El Paso - Capital Improvement Department	City of El Paso - Community and Human Development	Implement a system-wide process and tool to prioritize and evaluate impacts of transportation projects, particularly safety improvements, in disadvantaged communities.								
<b>A-1b.</b> Develop a vulnerable area index that accounts for socioeconomic factors linked to traffic safety, and use it to prioritize traffic safety investments.	Mid	City of El Paso - Streets and Maintenance	City of El Paso - Economic Development	Work with planning partners across the City to develop a vulnerable area index that accounts for socioeconomic factors linked to traffic safety. Use that index to prioritize safety investments in disadvantaged communities across the city; including countermeasures tied to specific socioeconomic factors.								
























Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations				
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback
<b>A-1c.</b> Develop a PSA campaign focused on drivers to increase safety for pedestrians over the age of 60.	▶▶▶ Mid	City of El Paso - Community and Human Development	City of El Paso - Public Health; AARP	Partner with community organizations focused on senior livability and pair with Vision Zero crash data to identify locations and topics relevant for senior pedestrian safety.	💰	👥	🤝					★	
<b>A-1d.</b> Establish consistent urban design elements to clearly designate areas with high pedestrian activity. Consistent, pedestrian-focused elements such as shade, public art, and enhanced pedestrian space will signal pedestrian priority near activity centers and transit stops.	▶▶▶ Mid	City of El Paso - Capital Improvement Department	City of El Paso - Public Health, Public Transportation; Sun Metro	Partner with community organizations focused on transit accessibility and pair with Vision Zero crash data to identify locations and crash types relevant for improving safety around transit stops and activity centers. Work with artists from the community to install public art at areas with high pedestrian activity.	💰	👥	🤝						
<b>A-1e.</b> Update City development regulations to prioritize pedestrian infrastructure improvements near medical facilities.	▶▶▶ Mid	City of El Paso - Capital Improvement Department		Adopt city development regulation update.	💰	👥							
<b>STRATEGY 2: Engage people living in disadvantaged communities in transportation planning</b>													
<b>A-2a.</b> Develop an equitable engagement strategy specific to traffic safety related matters; the strategy should be consistent with the equity framework established in A-1a.	▶▶▶ Short	City of El Paso - Planning and Inspections	City of El Paso - Communications	Identify national examples of equitable engagement strategies with a focus on Vision Zero peer cities. Develop a communications plan to outline how equitable engagement should be implemented.		👥	🤝					★	

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations				
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback
<b>A-2b.</b> Develop engagement metrics to monitor performance.	 Short	City of El Paso - Community and Human Development		Identify engagement metrics in conjunction with equitable engagement strategies to establish goals and thresholds for evaluations.									
<b>A-2c.</b> Establish a process of community design review for Vision Zero projects in disadvantaged communities.	 Mid	City of El Paso - Capital Improvement Department	City of El Paso - Public Information Officer	As a part of the public engagement process for safety projects, incorporate community design review that gives residents buy-in in the final design, and also introduces residents to Vision Zero principles and the role of community in Vision Zero.									
<b>A-2d.</b> Establish a Vision Zero Community Committee to help oversee decision-making for safety projects, develop relationships, and build trust with community leaders in disadvantaged communities.	 Long	City of El Paso - Capital Improvement Department	El Paso Mobility Advisory Committee	Establish a line of communication with community leaders by formalizing a Vision Zero Community Committee. The committee should meet quarterly, be paid for their time, evaluate progress towards implementation of the Vision Zero Action Plan, leverage their communication channels, and discuss safety concerns.									
<b>STRATEGY 3: Expand the Safe Routes to School Program</b>													
<b>A-3a.</b> Hire an El Paso Safe Routes to School (SRTS) coordinator.	 Short	City of El Paso - Capital Improvement Department	El Paso Independent School District	Identify and expand SRTS policies and coordination and hire a dedicated El Paso SRTS coordinator.									



Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations				
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback
<b>A-3b.</b> Develop a Safe Routes to School Plan, including an audit of the schools that have the highest crash rates within their school zone. Develop safety recommendations including both quick build opportunities and long-term improvements.	 Short	City of El Paso - Capital Improvement Department	El Paso, Ysleta, and Socorro Independent School Districts	Identify the schools located within disadvantaged communities that have the highest crash rates and the highest number of existing students who walk or bike to school. Conduct a road safety audit of each school zone to identify and implement improvements.									
<b>A-3c.</b> Expand the Love Your Block grant program's geographic reach and increase awareness of the program to implement pop-up safety and placemaking initiatives, particularly near schools.	 Short	City of El Paso - Community and Human Development		Increased awareness of the Love Your Block grant program and number of grants awarded.									
<b>A-3d.</b> Using the results of school zone road safety audits, apply for Transportation Alternatives funding through the El Paso MPO to implement safety improvements at high priority schools.	 Mid	City of El Paso - Streets and Maintenance		Apply for TA funding to support implementation of high priority school zones improvements.									
<b>A-3e.</b> Develop suggested route maps for each school to identify preferred walking and biking routes; these maps will support communication with school communities and can guide prioritization of capital investment.	 Mid	City of El Paso	El Paso Independent School District	Develop suggested route maps in coordination with school zone road safety audits; prioritize schools with the highest crash rates to be completed first.									
<b>A-3f.</b> Develop and implement safe walking and biking curriculum for elementary and middle school students.	 Long	El Paso Heart Association	City of El Paso - Public Health	Identify SRTS curriculum best practices and work with partners to integrate SRTS principles into curriculum.									

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations				
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback
<b>A-3g.</b> Develop targeted engagement for middle and high school students and families in traffic safety through the Safe Routes to School program, with a focus on empowering youth leadership to promote safe transportation in their own school communities, prioritizing Communities of Concern.	 Long	El Paso Heart Association	City of El Paso - Public Health; El Paso Independent School District	Identify SRTS curriculum best practices and work with partners to integrate SRTS principles into curriculum.									
<b>STRATEGY 4: Educate all roadway users</b>													
<b>A-4a.</b> Develop a Vision Zero education campaign communication plan and strategy.	 Short	City of El Paso - Capital Improvement Department	TxDOT, El Paso County, El Paso MPO, El Paso Community & Human Development and Planning Departments, public health partners	Work with partners to identify targeted education needs and develop a communication strategy to roll out a targeted campaign to educate all roadway users.									
<b>A-4b.</b> Provide clear Vision Zero branding and education/education messaging along the High Injury Network and/or at high crash intersections to increase awareness among travelers.	 Short	City of El Paso - Streets and Maintenance		Develop signage and install along roadways that comprise the HIN.									
<b>A-4c.</b> Conduct traffic safety communication/ education campaigns targeting specific behaviors identified in the crash analysis along the HIN, including safety for and around motorcyclists.	 Short	El Paso Police Department		Develop targeted campaign messaging and target the HIN for specific media promotion.									

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations			
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment
<b>A-4d.</b> Ensure that all education materials are multilingual and consider cultural differences.	 Short	City of El Paso - Communications		Develop culturally sensitive multilingual education materials.								
<b>A-4e.</b> Collaborate with external partners (i.e. TxDOT, State of New Mexico, Mexico, etc.) to execute combined safety campaigns that have clear messaging, respond to crash data trends, and communicate Vision Zero goals.	 Short	El Paso Police Department, City of El Paso - Communications	TxDOT, El Paso Police Department	Identify existing education campaigns that align with Vision Zero findings and develop consistent messaging.								
<b>A-4f.</b> Utilize the data dashboard to provide bi-annual progress updates on Vision Zero safety implementation.	 Short	City of El Paso - Capital Improvement Department	City of El Paso - Communications	In semi-annual updates for the public, summarize progress made on Vision Zero initiatives through funds invested, projects installed, and eventually resulting crash numbers.								
<b>A-4g.</b> Assign a City staff member to join the Texas Statewide Motorcycle Safety Coalition and bring back best practices in programs, regulations and safety opportunities.	 Short	City of El Paso - Capital Improvement Department	El Paso Police Department	Attend quarterly TMSC meetings and annual Texas Statewide Motorcycle Safety Forum. Use expertise to help with citywide education efforts and potentially infrastructure design resources.								
<b>A-4h.</b> Incorporate Vision Zero content into the recurring Neighborhood Leadership Academy programming for helping creating more informed residents.	 Short	City of El Paso Community and Human Development		Create a brief curriculum on Vision Zero in El Paso - including what Vision Zero is, how the Action Plan aims to address traffic fatalities and severe injuries, and how residents can get involved.								

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations					
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback	
<b>A-4i.</b> Develop a workshop for media professionals on how to best communicate about traffic crashes and roadway safety.	 Mid		City of El Paso - Communications	Align recommended media language around crashes with City and state safety campaigns. Develop a workshop as well as informational one-pagers with Vision Zero principles, for culturally relevant media outlets across the City.										
<b>A-4j.</b> Target education efforts in areas with recent infrastructure improvements along the HIN.	 Mid	City of El Paso - Streets and Maintenance	City of El Paso - Communications	As infrastructure investments are made along the HIN, provide education and outreach to nearby residents to highlight the benefits of Vision Zero.										
<b>A-4k.</b> Partner with the University of Texas El Paso to establish first year programming on traffic safety and Vision Zero principles.	 Mid	University of Texas El Paso	City of El Paso - Communications	Work with UTEP campus transportation and student life offices to develop traffic safety information for all incoming first years.										
<b>A-4l.</b> Establish a program led by the City or the Police Department to promote safe biking through educational campaigns and providing safety equipment such as lights, helmets, etc. to the community.	 Mid	City of El Paso, El Paso Police Department	Velo Paso	Deploy safety education campaign and measure the number of people reached, the number of events and number of safety collateral distributed.										
<b>STRATEGY 5: Reduce high instance of substance-involved crashes</b>														
<b>A-5a.</b> Work with local businesses to offer flexible/overnight parking around bars and entertainment venues to help impaired drivers feel comfortable leaving their car behind.	 Short	City of El Paso - Public Health	Business owners/ associations	Partner with local businesses to identify safe parking locations around the City, focusing geographic distribution on DUI concentrations.										



Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations					
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback	
<b>A-5b.</b> Encourage the use of transit during holidays and to festivals and large community events by providing proactive messaging on transit availability, route identification, and fare purchasing.	 Short	City of El Paso - Planning and Inspections	Sun Metro	Identify the days with highest rates of DUI infractions and crashes to offer free or subsidized transit fares, partnering with a private sponsor (such as a beverage company) to offer safe rides home.										
<b>A-5c.</b> Implement a citywide education campaign to address impairment.	 Mid	City of El Paso - Communications	Public health partners, El Paso Police Department	Work with partners in public health and law enforcement to create a citywide education campaign.										
<b>A-5d.</b> Work with driver-for-hire services (including taxi cabs, transportation network companies and other private companies), transit providers and bar owners to develop a targeted DUI program in hotspots linked to DUI citations.	 Mid	City of El Paso - Public Health	Rideshare companies, transit providers, business owners/ associations	Focusing on DUI hotspots identified in the Vision Zero crash analysis, identify foundation funding to develop a targeted DUI reduction campaign.										
<b>A-5e.</b> Work with Sun Metro, and community organizations and event sponsors, to provide discounted transit and ride share trips during holidays, festivals, and events.	 Long	City of El Paso - Planning and Inspections	Sun Metro	Implement a fare discount program and track ridership and awareness.										



## Safe Vehicles

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**Vehicle technologies are always evolving to improve safety for everyone on the road.**

The City of El Paso and partners across the region can help to promote vehicle designs and regulations that minimize crashes, reduce severity, and incorporate safety measures using the latest technology. Safe vehicle recommendations include incorporating safety devices in the City's vehicle fleet and partnering with Sun Metro to improve technology on buses.



# B: Safe Vehicles

Promote vehicles that are designed and regulated to minimize the occurrence and severity of crashes using safety measures that incorporate the latest technology.

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations				
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback
<b>STRATEGY 1: Improve safety technology on publicly owned vehicle fleets</b>													
<b>B-1a.</b> Work to equip all City, University of Texas El Paso, El Paso Independent School District, and public institution fleet vehicles with safety related devices, designs, and technology that record dangerous driving behaviors.	▶▶▶ Mid	City of El Paso - Capital Improvement Department	University of Texas at El Paso, El Paso Independent School District	Retrofit all existing vehicles with safety monitoring technology in the next five years.	💰	👥	🤝	✍️				★	
<b>B-1b.</b> Work with Sun Metro to install safety monitoring technology on current transit vehicles and implement new transit vehicle engineering principles (such as rear-of-vehicle chevrons, right-side illumination during turns, and lane departure technology) to reduce collisions with new transit vehicles.	▶▶▶ Mid	Sun Metro		Ensure that all future additions to the transit fleet are equipped with the most up-to-date vehicle safety components. Retrofit all existing vehicles with safety monitoring technology in the next five years.	💰	👥	🤝	✍️				★	
<b>STRATEGY 2: Advance autonomous/safe driving vehicle technology</b>													
<b>B-2a.</b> Partner with technology companies and UTEP to advance autonomous/safe driving vehicle technology around El Paso.	▶▶▶ Mid	City of El Paso - Capital Improvement Department	University of Texas at El Paso, Technology Companies	Number of corporate partnerships developed.		👥	🤝					★	



## Safe Speeds

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**High-speed crashes are devastating for everyone involved.**

Reducing travel speeds can help to save lives by reducing impact forces, providing additional time for drivers to react, and improving visibility for all road users. When vehicles move more slowly, the risk of a life-altering injury or death goes down. Example safe speed recommendations include policy changes, like updating speed limits, as well as infrastructure programs, like expanding traffic calming for neighborhood streets.




















# C: Safe Speeds

Set speed limits, design roadways for safer speeds, and implement policies that decrease speed in order to save lives and reduce the likelihood of a life altering injury.


Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations				
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback
<b>STRATEGY 1: Reduce speed through design</b>													
<b>C-1a.</b> Update the traffic calming program and design toolkit for local roadways and neighborhood streets to prioritize the HIN and include safety countermeasures.	 Mid	City of El Paso - City Engineer	City of El Paso - Capital Improvement Department	<ol style="list-style-type: none"> <li>Identify and evaluate national best practices for traffic calming programs with a focus on peer Vision Zero cities.</li> <li>Update the traffic calming program and policy with a greater focus on proactive improvements.</li> <li>Look for overlap with the Neighborhood Improvement Program and opportunities to align traffic calming requests.</li> </ol>						★	★	★	★

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations					
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback	
<b>C-1b.</b> Adjust signal timing to allow for more pedestrian crossing time and encourage driving at lowered speed limits (See strategy 3).	 Mid	City of El Paso - Streets and Maintenance	TxDOT	Prioritize corridors on the HIN that encourage high speeds, including corridors involved in crash profiles with speed concerns.						★	★	★	★	★
<b>C-1c.</b> As part of the Design Standards Update in Safe Roads Strategy 2, integrate design best practices for speed control.	 Mid	City of El Paso - Streets and Maintenance	City of El Paso - Planning & Inspections	Develop context-sensitive design guidance and standards. Update & adopt design standards. Incorporate into Plan El Paso.						★	★	★	★	★
<b>C-1d.</b> Identify and implement car-free zones and/or pedestrian priority zones in downtown.	 Long	City of El Paso - Capital Improvement Department		<ol style="list-style-type: none"> <li>Examine opportunities and challenges associated with implementation, including transportation vehicle conflicts and curb management techniques (drop off zones).</li> <li>Explore a temporary car-free zone and pedestrian priority zone along a HIN street.</li> <li>Establish an approach/ policy to identify car-free zones in downtown.</li> </ol>							★		★	

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations				
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback
<b>STRATEGY 2: Improve traffic enforcement</b>													
<b>C-2a.</b> Continue identifying strategies for enforcement that respect the concerns of the community.	 Short	El Paso Police Department		<p>1. Continue working with the community to understand key concerns and develop a more context-appropriate approach to enforcement, such as automated enforcement and sliding scale fines.</p> <p>2. Examine existing enforcement policies and remove outdated guidance for biking and walking infractions that have been known to result in biased application in other cities.</p>									
<b>C-2b.</b> Increase the use of speed feedback signs along HIN corridors and ensure accuracy and maintenance of signage.	 Short	City of El Paso - Capital Improvement Department	City of El Paso - Streets and Maintenance	Prioritize corridors on the HIN that encourage high speeds, including corridors involved in crash profiles with speed concerns.									
<b>C-2c.</b> Identify alternatives to fines for minor traffic infractions.	 Mid	El Paso Police Department		Examine diversion programs in peer cities that focus on education over punishment. Establish policies to replace fines with community service, driver education, or workforce development programs.									

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations				
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback
<b>STRATEGY 3: Update speed limit policies</b>													
<b>C-3a.</b> Lower speed limits along commercial corridors that are overrepresented in Vision Zero crash profiles, as well as those with a high potential for crossing conflicts.	▶▶▶ Mid	City of El Paso - Streets and Maintenance	TxDOT	Work with citywide Vision Zero and other safety partners to draft proposed policy language for adoption by City Council. Install updated speed limit signage.		👥	🤝	✍️	★	★	★	★	★
<b>C-3b.</b> Adopt speed limit ordinance to reduce speeds on local streets to 20mph and begin TxDOT approval process for speed reduction.	▶▶▶ Mid	City of El Paso - Streets and Maintenance	City of El Paso - Planning & Inspections; TxDOT	Work with citywide Vision Zero and other safety partners to draft proposed policy language for adoption by City Council. Work with TxDOT to review and approve proposed changes. Update the El Paso Metropolitan Transportation Plan.	💰	👥	🤝	✍️	★	★	★	★	★
<b>C-3c.</b> Support legislative changes that permit local speed control over speed limits below the statewide prima facie limit.	▶▶▶ Mid	City of El Paso - City Manager's Office	TxDOT	Work with statewide partners to support current state legislation efforts to allow local control over speed limits.		👥	🤝	✍️	★	★	★	★	★
<b>C-3d.</b> Expand implementation of school speed zones to all schools within the city.	▶▶▶ Mid	City of El Paso - Streets and Maintenance		Work with citywide Vision Zero and other safety partners to draft proposed policy language for adoption by City Council. Install updated speed limit signage.		👥	🤝	✍️		★	★	★	★
<b>C-3e.</b> Expand existing City ordinance to implement speed zones around parks across the city.	▶▶▶ Mid	City of El Paso - Streets and Maintenance		Work with citywide Vision Zero and other safety partners to draft proposed policy language for adoption by City Council. Install updated speed limit signage.		👥	🤝	✍️					★



Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations					
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback	
<b>C-3f.</b> Lower speed limits along major arterials by moving away from the 85th percentile rule and instead setting target speeds.	 Long	City of El Paso - Streets and Maintenance	TxDOT	<ol style="list-style-type: none"> <li>1. Identify HIN locations where speeding was a contributing cause and lower speed limits by implementing quick treatments such as temporary message signs with lower posted speed limits.</li> <li>2. Identify national best practices of successful approaches to non-85th percentile posted speed limits.</li> <li>3. Solidify system-wide approach to adopting a non-85th percentile posted speed limit policy by context.</li> <li>4. Implement non-85th percentile posted speed limits.</li> </ol>										



## Safe Roads

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**Humans are not perfect, and roadways should be designed with that in mind.**

Designing and retrofiting roadways to accommodate human mistakes can reduce the risk of severe crashes when crashes inevitably occur. Recommendations for safe roads include prioritizing improvements at locations along the HIN and creating separate spaces for different road users.














































# D: Safe Roads











**Design streets so that a human error does not result in the loss of human life. Examples of Safety Concerns include unsafe pedestrian crossings, walking/biking too close to traffic, people driving too fast, and dark streets. Examples of potential solutions include physically separating people traveling at different speeds, providing dedicated space for different users, and alerting users to hazards.**

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations			
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment
<b>STRATEGY 1: Prioritize safety improvements on high injury streets and intersections</b>												
<b>D-1a.</b> Prioritize and implement safety treatments along the High Injury Network (HIN). Improvements should respond to the crash data and could include improved illumination, pedestrian crossing enhancements, intersection treatments, signal timing adjustments, or streetscape elements such as bulb outs, medians, bikeways, etc., to slow traffic.	 Short	City of El Paso - Streets and Maintenance; City of El Paso - Capital Improvement		Short-term: Implement safety treatments on the HIN as part of ongoing programmed projects.  Medium-term: Identify funding + implement HIN safety treatments.								

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations				
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback
<p><b>D-1b.</b> Implement safety improvements at High Injury Intersections. Improvements should respond to collision data and could include curb bulb outs, extended medians and pedestrian refuge areas, intersection geometry realignment, bicycle detection, etc. In addition, evaluate and integrate bike and pedestrian operational improvements such as Leading Pedestrian Intervals, longer pedestrian phases, dedicated pedestrian phases if needed (downtown), No Right Turn On Red, and protected left turn phases.</p>	 Short	City of El Paso - Streets and Maintenance; City of El Paso - Capital Improvement		<p>Short-term: Implement safety treatments at High Injury Intersections as part of ongoing programmed projects.</p> <p>Medium-term: Identify funding + implement safety improvements at High Injury Intersections.</p>									
<p><b>D-1c.</b> Improve safe access to transit by auditing bus stops along high frequency transit routes with high pedestrian crash rates to identify both quick-build strategies and long-term improvements needed.</p>	 Short	Sun Metro	City of El Paso - Streets and Maintenance	<p>Short-term: Identify the top 25 bus stops with the highest ridership and pedestrian crash rates; Evaluate the top 25 bus stop locations to identify challenges and safety trends.</p> <p>Medium-term: Implement improvements at the top 25 bus stops including bus stop relocations, enhanced pedestrian crossings, improved lighting, etc.</p>									















Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations				
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback
<b>D-1d.</b> Prioritize implementation of sidewalk and bikeway improvements along the HIN.	 Short	City of El Paso - Streets and Maintenance; City of El Paso - Capital Improvement		Implement bikeway and sidewalk improvements along the HIN.									
<b>D-1e.</b> Diversify funding sources for long-term funding availability and maximize efficient use of existing funding opportunities.	 Mid	City of El Paso - Capital Improvement		Short-term: Identify existing funding sources where safety improvements can be carved out and prioritized for use along the HIN.  Medium-term: Dedicate new funding streams to fund Vision Zero projects.									
<b>D-1f.</b> Dedicate maintenance funding to prioritize the HIN for improvements as a part of ongoing maintenance activities, such as roadway re-striping, sidewalk repair, and increased street sweeping	 Mid	City of El Paso - Streets and Maintenance	TxDOT	Short-term: Identify ways to implement safety improvements in conjunction with maintenance projects.  Medium-term: Implement maintenance improvements along the HIN, prioritizing sidewalk repair and bikeway sweeping.									
<b>D-1g.</b> Establish a new reconstruction and resurfacing prioritization process that goes beyond PCI to include safety considerations. Build off of lessons learned from previous efforts to broaden this approach (PCI Plus), such as improving internal communications around the process.	 Mid	City of El Paso - Streets and Maintenance		Short-term: Outline a transparent, data driven prioritization approach with greater weight for safety considerations.  Medium-term: Work with internal City departments, focusing on communication, to develop a process for implementation.									

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations				
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback
<b>D-1h.</b> Add staff capacity specifically for implementing safety work, such as a Vision Zero Coordinator.	 Mid	City of El Paso - Streets and Maintenance; City of El Paso - Capital Improvement		Hire at least one FTE staff to coordinate safety efforts between departments and be a liaison for citywide safety efforts. Add additional staff capacity as specific department needs are identified.									
<b>D-1i.</b> Work with Sun Metro to identify bus stop relocations in cases where pedestrians crossing midblock have resulted in crashes.	 Long	Sun Metro	City of El Paso - Streets and Maintenance	Prioritize bus stop locations for relocation, and secure funding to support the top tier of relocations.									
<b>STRATEGY 2: Update roadway design standards and expedite implementation to prioritize safety</b>													
<b>D-2a.</b> Adopt a Vision Zero Quick Build Policy in order to streamline and expedite project delivery.	 Short	City of El Paso - Capital Improvement		Short-term: Examine State Law and City code changes needed and adopt policy legislation.  Medium-term: Create a Quick Build Implementation Guide aligning with the new policy, and share widely with partners who may have an interest in demonstration projects and quick build opportunities; Implement demonstration and pilot projects at HIN locations and gather public feedback.									
<b>D-2b.</b> Adopt a pedestrian crossing policy with standard operating procedures for safer pedestrian crossings.	 Short	City of El Paso - Capital Improvement		Review current policies and standards on pedestrian crossing warrants and treatments and adopt new policy.									

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations					
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback	
<b>D-2c.</b> Update roadway design standards and traffic operations procedures to create flexibility and encourage innovation.	 Mid	City of El Paso - Capital Improvement Department		<p>Short-term: Test short-term strategies and action items for incorporation into the flexible design standards.</p> <p>Medium-term: Develop context-sensitive design guidance and standards, tying safety impacts to the design standards.</p> <p>Long-term: Update and adopt design standards.</p>						★	★	★	★	
<b>D-2d.</b> Develop guidance around construction detours and temporary disruptions to the transportation network to prioritize safety for people walking and biking. This may include supporting temporary changes to the street, such as creating a pathway in place of on-street parking for the duration of the project.	 Mid	City of El Paso - Streets and Maintenance; City of El Paso - Planning and Inspections	TxDOT	<p>Short-term: Develop preferred guidance for temporary disruptions.</p> <p>Medium-term: Work with TxDOT and City maintenance staff to establish a process and procure materials for implementation.</p>								★	★	
<b>D-2e.</b> Implement an internal training program for design and engineering staff to stay current on best practices in Complete Streets and Vision Zero countermeasures.	 Mid	City of El Paso - Capital Improvement		<p>Short-term: Dependent on other action items to develop guidelines.</p> <p>Medium-term: Establish recurring training times to dive deep on elements of roadway design.</p>						★		★	★	

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations				
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback
<b>D-2f.</b> Evaluate tradeoffs of lane eliminations and removal of on-street parking. Use results to implement road diets based on right-of-way and land use context.	▶▶▶ Long	City of El Paso - Capital Improvement Department	City of El Paso - Streets and Maintenance	<p>Short-term: Evaluate different lane elimination scenarios through demonstration &amp; pilot projects.</p> <p>Medium-term: Develop context-sensitive policy for implementation of road diets based on crash data and updated design guidelines.</p> <p>Long-term: Implement road diets based on adopted policy and updated design standards.</p>		👥	🤝			★		★	
<b>STRATEGY 3: Continue implementing street and pedestrian scale lighting</b>													
<b>D-3a.</b> Develop a strategy to update light fixtures with high quality light sources (i.e., LEDs), while minimizing dark sky impacts.	▶▶▶ Mid	City of El Paso - Streets and Maintenance		<p>Short-term: Evaluate enhanced/ more sustainable lighting options for system-wide application.</p> <p>Medium-term: Establish a maintenance schedule to implement enhanced lighting at locations in need of repair, prioritizing HIN locations and areas in multiple bicycle and pedestrian crash profiles.</p>	💰	👥			★	★		★	★
<b>D-3b.</b> Integrate pedestrian-scale lighting that provides visibility for bicyclists and pedestrians. Consider innovative treatments, such as solar panel crossing enhancements.	▶▶▶ Long	City of El Paso - Streets and Maintenance		<p>Medium-term: As part of the evaluation of street lighting standards, integrate pedestrian-scale lighting, especially at HIN locations and land use generators of high bike/ped activity; Utilize pilot strategies to implement pedestrian-scale lighting at key HIN locations.</p> <p>Long-term: Implement pedestrian scale lighting at a system-wide level.</p>	💰	👥			★	★			★



Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations					
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback	
<b>D-3c.</b> Revisit lighting standards and ordinances to allow for more frequent and luminous street lighting	 Long	City of El Paso - Streets and Maintenance		Develop a strategy for implementing enhanced lighting for new lighting installations across the transportation system.										
<b>STRATEGY 4: Improve coordination around safety in project prioritization, funding and maintenance</b>														
<b>D-4a.</b> Convene quarterly meetings with partner agencies to coordinate on federal, state, regional, and local funding opportunities.	 Short	City of El Paso - Capital Improvement	City of El Paso - Streets and Maintenance	Identify partners involved in relevant safety funding opportunities and set up recurring meetings.										
<b>D-4b.</b> Convene quarterly meetings with internal City departments to coordinate on federal, state, regional, and local funding opportunities.	 Short	City of El Paso - Capital Improvement	City of El Paso - Streets and Maintenance	Identify partners involved in relevant safety funding opportunities and set up recurring meetings.										
<b>D-4c.</b> Prioritize safety criteria in federal, state, regional, and local funding decision-making processes.	 Mid	City of El Paso - Capital Improvement	City of El Paso - Streets and Maintenance	Short-term: Identify decision-making processes where safety can play a larger role in prioritization.  Medium-term: Use the HIN and Vision Zero data to increase transparency and improve data driven decision-making.										



## Post-Crash Care

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**When crashes do occur, first responders need quick access to the scene.**





















After a crash, the City and partners have a duty to analyze data from the crash to better understand safety challenges and support system improvements. Recommendations to improve post-crash care can focus on data reporting and documentation, including gaining data around near-miss incidents.



# E: Post-Crash Care

**Prioritize data collection to enable first responders to quickly locate crashes, stabilize injuries, and expedite access to emergency medical care.**

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations			
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment
<b>STRATEGY 1: Explore opportunities for enhanced data collection, organization, and use</b>												
<b>E-1a.</b> Improve gaps in current crash data collection and transparency, in coordination with El Paso PD and TxDOT.	▶▶▶ Short	El Paso PD	TxDOT	Form regular meetings between agencies to discuss data consistency and establish goals.		👥	🤝				★	
<b>E-1b.</b> Update protocol for crash data reporting and documentation consistency.	▶▶▶ Short	El Paso PD		Examine ways to update the police report for traffic crashes and conduct police officer training to ensure consistency.		👥		✍️			★	
<b>E-1c.</b> Explore ways to collect data on near misses and unreported traffic related injuries.	▶▶▶ Short	City of El Paso - Streets and Maintenance; City of El Paso - Capital Improvement Department	City of El Paso - Office of Emergency Management; University of Texas at El Paso	Collaborate with Open Data vendors or pursue the feasibility of using public fleet vehicles or existing traffic cameras to collect near miss data. Identify methods to coordinate collision data with near miss data.	💰	👥	🤝					★

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations					
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback	
<b>E-1d.</b> Maintain the Vision Zero Data Dashboard for increased transparency of crash data and findings.	 Short	City of El Paso - Capital Improvement Department		Identify who is responsible for maintaining the data dashboard and conduct frequent updates and improvements. Include a performance tracking section to report on regular progress in key metrics.										
<b>E-1e.</b> Improve the way crash data is used in project decision-making for the priority HIN segments.	 Short	City of El Paso - Streets and Maintenance; City of El Paso - Capital Improvement Department	University of Texas at El Paso	Identify all City programs that utilize crash data and integrate crash data into prioritization efforts.										
<b>E-1f.</b> Leverage emerging big data sources and data collection innovation.	 Mid	City of El Paso - Capital Improvement Department		Identify the value added of utilizing/partnering with big data sources on a consistent-long-term basis, including tracking safety-related data such as near misses and for multimodal analysis purposes.										
<b>E-1g.</b> Update and expand the systemic safety analysis annually and as additional data metrics are available.	 Mid	City of El Paso - Capital Improvement Department		Update systemic safety analysis and identify additional metrics to include as data collection is improved.										
<b>E-1h.</b> Explore ways to incorporate and expand proxy data sources such as hospital records.	 Long	City of El Paso - Public Health		Work with local hospitals, the Department of Health, and universities to identify crash-related patient records that can be shared on a regular basis.										

Action Item	Timeline <i>Short, Mid, Long</i>	Lead Agency	Supporting Partners	Performance Target	Implementation Needs				Rationale for Recommendations					
					Funding	Staff Capacity	Relationship Building	Legislation	Crash Profiles	Systemic Analysis Finding	HIN	Policy Assessment	Public Feedback	
<b>E-1i.</b> Conduct bicycle and pedestrian counts to understand crash rates and areas of exposure, as well as assist in project prioritization.	▶▶▶ Long	City of El Paso - Streets and Maintenance		Identify key locations for conducting counts based on bicycle and pedestrian crash profiles, the HIN, and they City's planned bike network. Establish a recurring count program to collect year-over-year data.	💰	👥							★	
<b>STRATEGY 2: Ensure multi-agency coordination</b>														
<b>E-2a.</b> Enhance quarterly fatality meetings with TxDOT and other roadway safety partners by integrating Vision Zero considerations.	▶▶▶ Short	City of El Paso - Streets and Maintenance	TxDOT	Include a Vision Zero lens to crash assessments, including whether the location is on the HIN or fits a crash profile; whether there are already improvements identified or potential to expedite improvements at the location; what are appropriate countermeasures to consider at this location; etc...		👥	🤝		★	★	★	★		
<b>E-2b.</b> Deploy a multi-agency fatal rapid response team to all fatal crash locations to evaluate the site for safety enhancements.	▶▶▶ Short	City of El Paso - Office of Emergency Management	El Paso Police Department; Streets and Maintenance; TxDOT	Identify relevant agency partners (from Quarterly Fatality Meetings) and establish a set of criteria for site evaluation.		👥	🤝						★	
<b>E-2c.</b> Work with TxDOT to include motorcycle safety as an emphasis area in the statewide Strategic Highway Safety Plan.	▶▶▶ Mid	TxDOT	City of El Paso - Streets and Maintenance; El Paso MPO	Confirm motorcycle safety as a dedicated emphasis area.		👥	🤝		★	★			★	
<b>E-2d.</b> Coordinate with TxDOT HSIP process to leverage resources and gain efficiencies on proactive deployment of strategies and crash trends' tracking.	▶▶▶ Mid	TxDOT	City of El Paso - Streets and Maintenance	Track the number of HSIP projects implemented in El Paso.		👥	🤝		★	★				





## CHAPTER SIX

# Transparent Implementation

*This chapter describes how El Paso will advance the Vision Zero Action Plan to make streets safer for everyone.*

# Achieving Vision Zero

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This Vision Zero Action Plan is El Paso's commitment to policy and cultural change that will eliminate traffic deaths from our city's roadways. Achieving this goal will require a concerted effort by all El Pasoans and our community leaders.

A cornerstone of Vision Zero is transparency, and that begins with a clear understanding of our top priorities and projects. This part of the Action Plan provides an overview of the immediate priorities and actions to begin the Vision Zero process. It also identifies key infrastructure projects targeted at some of El Paso's most dangerous roadways.

## Implementation Tools

Vision Zero implementation will rely upon a number of different strategies. Luckily, the city has a number of tools in its implementation toolbox that can be leveraged. The following implementation strategies are the cornerstone for the priority actions and projects described in this chapter.

## QUICK BUILD PROJECTS

These projects can be implemented at a more rapid pace and at a lower cost. They typically include spot improvements such as signalization (lead pedestrian interval countdown signals, rectangular rapid flashing beacons) and intersection enhancements such as curb extensions, high-visibility marked crosswalks, etc. These may also be applied to any portion of El Paso's roadway; however, they will be focused on locations where they will have a more immediate positive impact on safety based on their associated crash modification factors.

## CAPITAL PROJECTS

These are typically larger projects that require advanced design, engagement, coordination and permitting. These take longer to complete than quick-build projects and have higher price tags associated with them. Common examples include mid-block pedestrian crossings, intersection improvements, traffic calming, lighting improvements, transit access improvements and more. These can occur on any portion of El Paso's roadways.

## POLICY ACTIONS

These are actions city council and staff can take to make institutional improvements which reprioritize city processes and resources to promote safe streets. They typically require significant staff time and/or dedicated funding for programs. Examples include decisions on speed limits, roadway design standards, land use decisions, and enforcement strategies.

## COMMUNITY EDUCATION

Vision Zero's success also involves a cultural shift around our own driving behaviors. This begins with collective awareness around the severity of traffic deaths on our roads. Safety campaigns, neighborhood events, and building community around the issue of safety support policy and infrastructure efforts.



# Our Priority Actions

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Achieving Vision Zero's goal of eliminating death and serious injuries from El Paso's roadways requires dedication and commitment from city departments, outside partners, and all El Pasoans.

The previous chapter outlined policy and program recommendations that will incrementally guide a cultural shift towards safer roads. But, each journey must begin with a few important first steps, and priority actions have been developed to outline the immediate steps El Paso can take to begin its Vision Zero journey.

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## What El Pasoans Are Saying

*There are no bike lanes. You are safer driving a car because there is no space for bikes. And the roads are very dark in some areas where it would be dangerous to walk in the late evening.*

The success of these priority actions depends on the collaboration and determination of everyone in El Paso, including city staff and officials, law enforcement, community and neighborhood groups, advocates, school districts, and residents. These actions provide transparency for action and should be updated regularly.

**We all play an important role in eliminating traffic deaths on our roads. Priority actions are our first steps on the Vision Zero journey and will help guide where we begin and how we leverage important resources.**

# Top 10 Actions



**Apply for Safe Streets for All Implementation Funding.**



**Appoint a permanent Vision Zero Task Force.**



**Identify/Hire a Vision Zero coordinator tasked with overseeing Vision Zero implementation.**



**Hire a Safe Routes to School Coordinator and develop a Safe Routes to School Program.**



**Collaborate with TxDOT to begin addressing top safety areas identified within the Action Plan.**



**Update the Street Design Guidelines focusing on vulnerable roadway user safety.**



**Create a Quick Build Toolkit.**



**Expand the Neighborhood Traffic Calming and “Love Your Block” programs.**



**Launch a Vision Zero safety campaign focusing on key safety issues identified by the Action Plan.**



**Prepare the first annual Vision Zero Progress Report and update the Dashboard to track progress and provide transparency.**

## MAP 8 Priority Projects

### Quick Build ⚡

#### Alabama St.

Nashville Ave. – Copper Ave.

#### El Paso St.

6th Ave. – San Antonio St.

#### Rushing Rd.

Round Rock Dr. –  
Woodrow Bean Transmountain Dr.

#### Sun Valley Rd.

Rushing Rd. – Terminus

#### Texas Ave.

Oregon St. – Cotton St.

#### Titanic Ave.

Dyer St. – Diana Dr.

#### Tobin Pl.

Alameda Ave – Paisano Dr. – Delta Dr.

#### Wyoming Ave.

Cambell St. – Brown St.

#### Yandell Dr.

Rosewood St. – North Piedras St.

### Signature ✨

#### Yarbrough Dr.

Cinecue Wy. – Vista Del Sol Dr.



0 1.25 2.5 5 Miles



# Safety Countermeasure Toolbox

Proven safety countermeasures can be a powerful tool in accelerating safety goals. Rapid wins in safety benefits can boost public support and further momentum in the plan. Countermeasures can be implemented through different delivery, material and installation methods which allows them to be installed as a quick build or more permanent solution.

In this section, countermeasures are broken down into operational and design safety improvements. They are intended to serve as a menu of options that El Paso can tap into to reduce and ultimately eliminate severe crashes. A systematic, widespread application of these improvements is recommended to create a consistent and system-wide safer environment. Keep in mind that this is not an exhaustive list but rather it represents the recommended improvements that best address the specific needs of El Paso.

## Operational Safety Countermeasures

- ★ **Leading Pedestrian Interval (LPI)** ①
- ★ Pedestrian Phasing and Cycle Lengths
- ★ Coordinated Signal Timing
- ★ Transportation Systems Management & Operations (TSM&O)
- ★ No Right Turn on Red (RTOR) Signs
- ★ **Rectangular Rapid Flashing Beacon (RRFB)** ②
- ★ **Variable Speed Limit (VSL) Signs** ③



## Design Safety Countermeasures

- ★ **Curb Extensions** 4
- ★ Truck Aprons
- ★ **Signalized Pedestrian Crossings** 5
- ★ Protected Left Turning Movements
- ★ **Mini Medians, Medians and Pedestrian Refuge Islands** 6
- ★ **Raised Crosswalks** 7
- ★ Lighting
- ★ **Roundabouts** 8
- ★ **“Multimodal” Speed Limits** 9



# Our Funding Strategy

There are a variety of ways that El Paso will implement Vision Zero objectives. Some funding will come from the City itself. But, there are many grant funding opportunities that the city can leverage for implementation, including funding from the Metropolitan Planning Organization, the State of Texas, and the Federal Government. These are just a few of the funding sources that can help El Paso in its Vision Zero journey.

## Federal Funding Opportunities



### SAFE STREETS AND ROADS FOR ALL (SS4A)

- ★ Most recent Notice of Funding opportunity: **March 30, 2023**
- ★ TxDOT letter of support due date: **June 23, 2023**
- ★ Upcoming application deadline: **July 10, 2023**

This competitive grant program invests in projects that place an emphasis on improving safety for people walking, biking, and moving outside of cars. The grant can be applied for on an annual basis. The grant funds both Planning and Demonstration, and Implementation grants.

## SS4A

The United States Department of Transportation (USDOT) launched the Safe Streets For All (SS4A) program in 2022 which provides unprecedented funding to improve safety on our nation's roadways through 2027.



**El Paso's Vision Zero Action Plan, and its data-driven process, makes El Paso eligible to apply for implementation funding from the SS4A program.**

The top priority projects listed on page 80 were identified through a data-driven process that also included considerations around equity, project readiness, and economic competitiveness. These are all key components of the SS4A program.

El Paso's first SS4A application should be grounded around the reality that vulnerable users and disadvantaged residents have borne a disproportionate share of traffic crashes and fatalities in our community. Key programs and projects that can begin El Paso's Vision Zero Journey include Safe Routes to School, Vision Zero Safety Campaigns, implementation of the Intersection Safety Improvement Program, Quick Build implementation, and signature projects.

## State Funding Opportunities



### HIGHWAY SAFETY IMPROVEMENT PROGRAM (HSIP)

Because in Texas, injuries and deaths of people walking, biking or using assistive devices exceed 15% of the state's total traffic injuries and fatalities, the state must dedicate at least 15% of their HSIP dollars towards proven strategies to make those people safer. Only projects included in the Strategic Highway Safety Plan are eligible for HSIP funds.

### TRAFFIC SAFETY GRANTS

Traffic Safety Grants are funded by the National Highway Traffic Safety Administration (NHTSA) and administered through TxDOT. Requests for proposals start in November each year and end in early January of the following year.

### TRANSPORTATION ALTERNATIVES PROGRAM (TAP)

Historically, TxDOT has announced a call for projects every other year. The fiscal year 2023 TAP call for projects was recently announced in December of 2022 and applications are currently under evaluation by TxDOT. This call for projects will fund projects with funds from FY 2022 through FY 2025. El Paso is eligible for the "Any area" suballocation of TAP funds, which in FY 2023 was \$201 million. El Paso is eligible to apply for the following project categories, Large Scale Active Transportation Infrastructure, Active Transportation Network Enhancements, and Active Transportation Non-Infrastructure.

## El Paso MPO Funding Opportunities



### TRANSPORTATION ALTERNATIVES PROGRAM

In 2022, the El Paso MPO released a call for projects for FY 2024-2025. Applications were due October 24th, 2022. A total of \$6.25 million of funds were available. The City of El Paso is eligible to apply for TAP funds from both TxDOT and the El Paso MPO, however applications cannot be simultaneous.

### TRANSPORTATION IMPROVEMENT PROGRAM

In the Transportation Improvement Program (TIP), the ELMPO identifies the transportation projects and strategies from the Metropolitan Transportation Plan (MTP) that it plans to undertake over the next four years. All projects receiving federal funding must be in the TIP. The TIP is the region's way of allocating its limited transportation resources among the various capital and operating needs of the area, based on a clear set of short-term transportation priorities. The tip covers a four-year period of investment. Historically, the TIP is updated every other year. The most recent TIP covered years 2023-2026.



## Local Funding Opportunities



### COMMUNITY PROGRESS BOND 2022

Voters recently approved a bond proposition for \$237M in funding for various transportation projects and initiatives across the City. As these projects are designed and developed the guiding principles of Vision Zero should be incorporated and prioritized in accordance with the guidance and recommendations from this plan.

### INTERSECTION SAFETY IMPROVEMENT PROGRAM (ISIP)

Since 2021, the City has worked in close partnership with The University of Texas at El Paso to identify high priority intersections based on crash frequency. Continued funding for ISIP should be leveraged as matching dollars when possible for safety related grant opportunities.

### NEIGHBORHOOD TRAFFIC MANAGEMENT PROGRAM (NTMP)

The City's NTMP is a request-based program for safety interventions on local roadways. Funding for this program should be prioritized along the high injury network and within neighborhoods adjacent to high injury network roadways. Additionally, request-based programs should be realigned to prioritize projects through an equity lens using the tools used in this action plan or by developing a transportation specific equity atlas for the City of El Paso



# What Does Transparency Look Like?

Maintaining transparency is a core element of Vision Zero. Years of worsening crash rates have eroded the public's trust in the systems and agencies that plan and implement transportation infrastructure. It is clear that El Pasoans want to see change. To build trust, it is critical to match the recommendations presented in this action plan with swift action to implement safety projects.

## Our Commitment to Transparency

- ★ Communicate specific agencies involved in Vision Zero efforts and their roles and responsibilities
- ★ Show how and where Vision Zero funding is being allocated
- ★ Provide timely updates to the public on progress toward Vision Zero goals and strategies
- ★ Maintain publicly available and accessible crash data
- ★ Document and demonstrate the role of public input in Vision Zero planning and programming
- ★ Institutionalize an oversight committee, such as through a permanent Vision Zero Task Force

### TRACK OUR PROGRESS!

We intend to do our best to stay accountable and transparent with our progress toward zero traffic deaths and severe injuries. We will issue an annual progress report that details our implementation progress. A template for the progress report can be found in Appendix E.

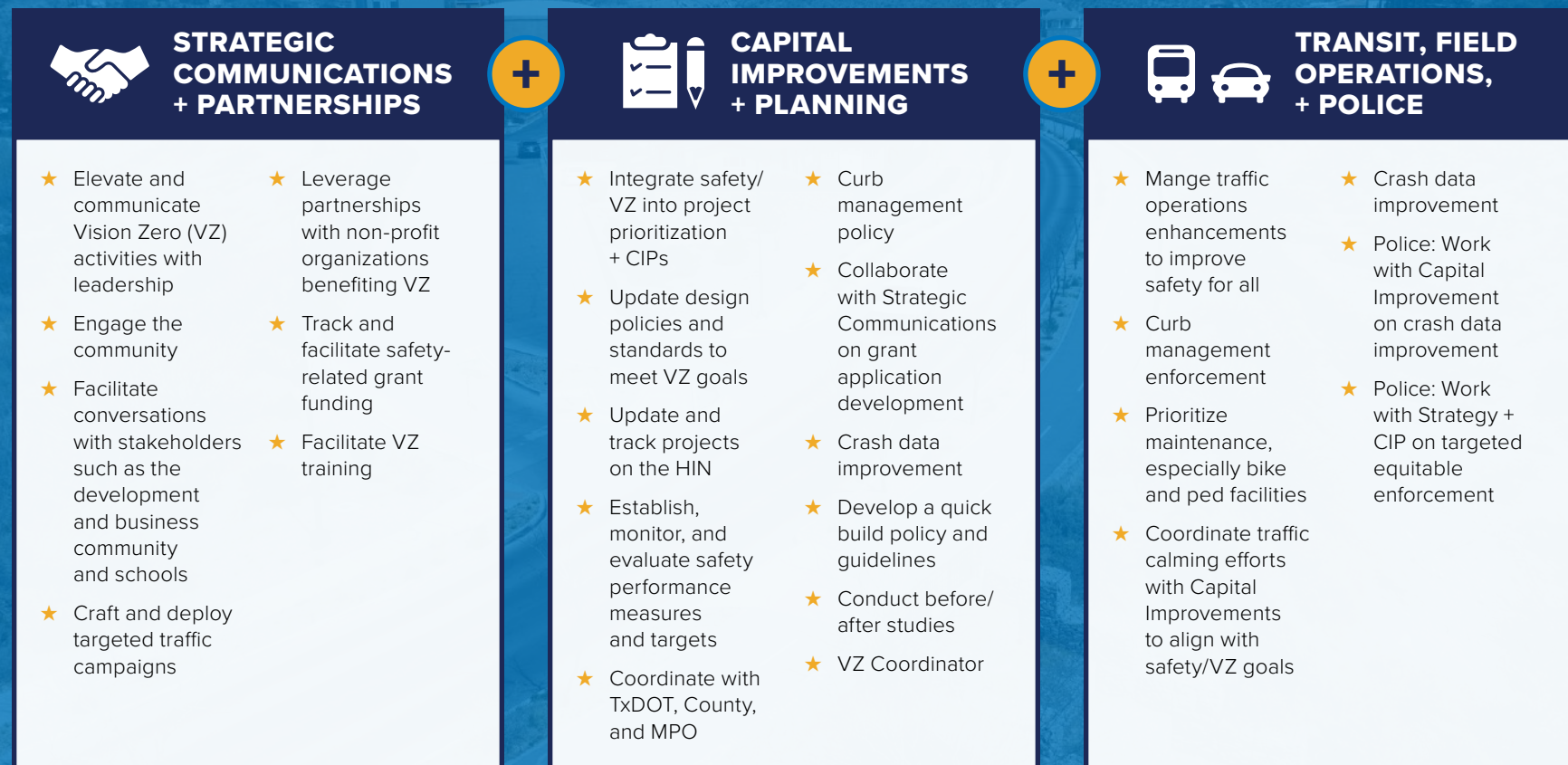
### EXPLORE EL PASO CRASH DATA!

You can access the same crash data that decision makers are using to inform their actions with the El Paso Vision Zero online dashboard.

**Use this online dashboard** to learn about crash trends in El Paso. The database will be updated as new data becomes available, so keep an eye out for updates on the city's progress toward eliminating traffic deaths and injuries.

# Working Together

To implement the ambitious strategies outlined in this action plan, everyone has a role to play. This cannot be done in a silo. Open and clear collaboration and communication is essential to build effective partnerships and set expectations for accountability across departments. The graphic below highlights different roles and responsibilities critical to the successful implementation of this Action Plan.



# What Can You Do?

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Join us in pledging to commit to streets that are safe, accessible, and shared by everyone by using safe driving speeds, minimizing distractions, and driving without impairment.

## I pledge to...

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*Drive safely for our children*



*Stop for pedestrians*



*Not text and drive*



*Respect the speed limit*



*Be safe behind the wheel*



*Slow down*



*Bike safely*



*Spread the word about Vision Zero*



# VISION ZERO

EL PASO ★ ONE VISION FOR SAFE STREETS