

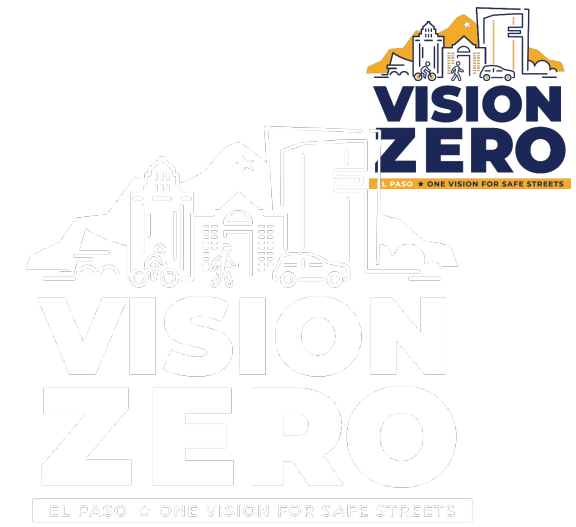


City Council Update  
February 27, 2023





# COEP Strategic Plan

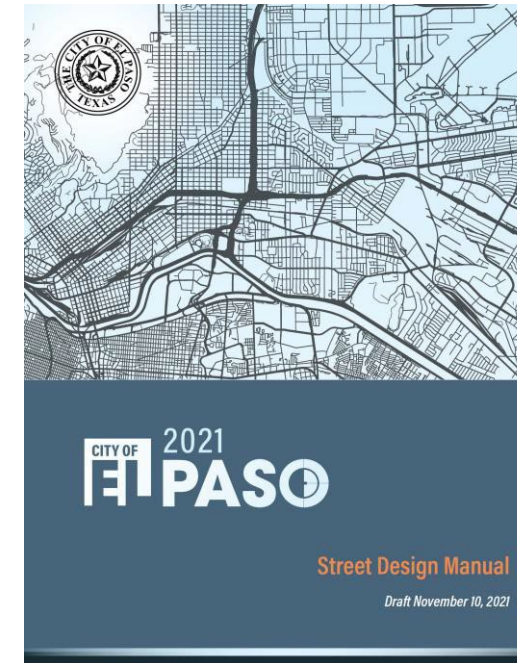
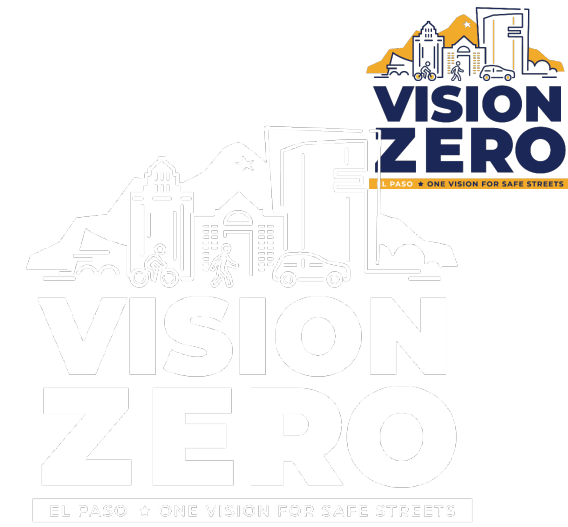
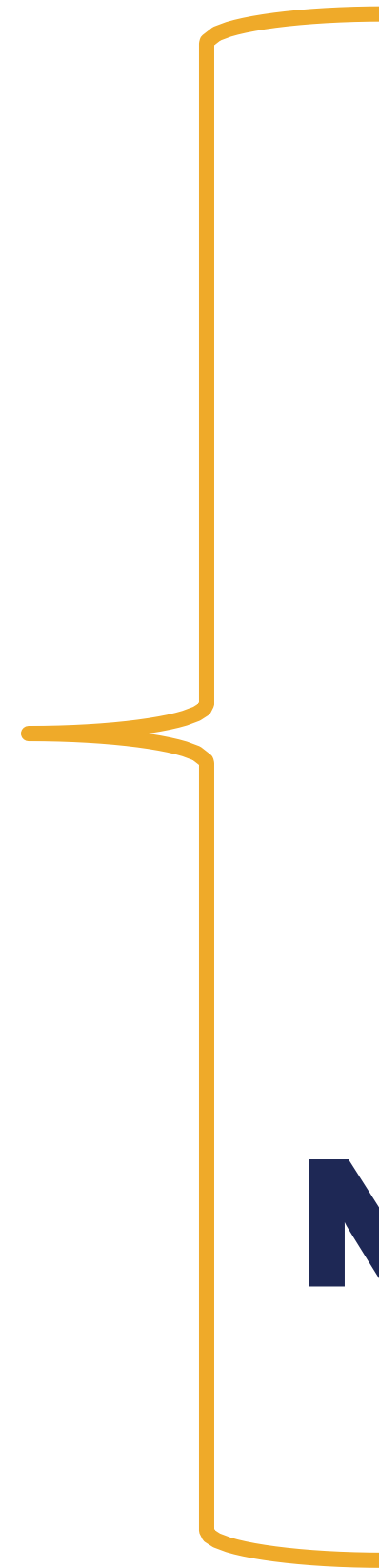


**Goal 2: Set the Standard for  
A Safe & Secure City**

**Goal 7: Enhance & Sustain El  
Paso's Infrastructure  
Network**

**Goal 8: Nurture & Promote a  
Healthy, Sustainable  
Community**





**NTMP**



**ISIP**

# COEP Actions for Safer Streets



## Enforcement and Education

- HQ Traffic: Motors & High-Performance Vehicle Unit (HPVU)
  - 5 officers in 2021, 5 more in 2022
- EPPD Public Educational Awareness Campaigns:

## Intersection Safety Improvement Program

- Focuses on intersections with high # of crashes
  - Tier 1 – Re-Striping/Signage/Signals - \$447,622
  - Tier 2 – Enhanced Striping/Signal Flashers/Mast Arms - \$762,000
  - Tier 3 – Complete Streets - \$2,941,000 (unfunded)

## Vision Zero examines the type of collisions for a proactive approach

- Focuses on intersections and segments.
- Includes education, outreach, engagement and awareness.



# Overview

- What is Vision Zero?
- Engagement Update
- Technical Update
- What's Next?







From 2017 to 2022,  
El Paso had

**262 FATAL INJURIES**

and **881 SUSPECTED  
SERIOUS INJURIES.**

**\$11.8M PER FATALITY**

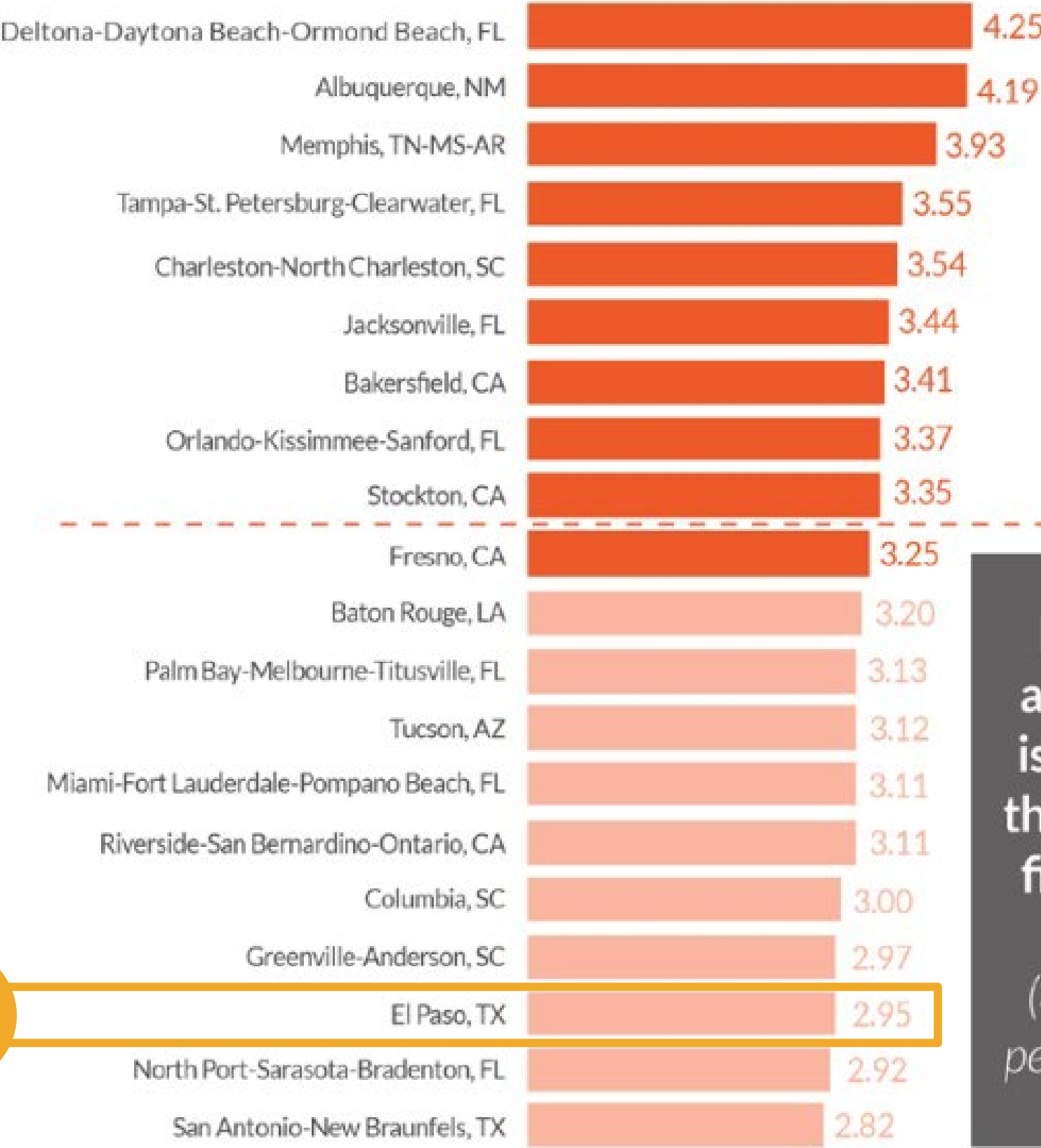
**\$564K PER SERIOUS INJURY**

**\$3.59 BILLION**

\* FHWA Monetized KABCO Injury Classifications Scale



# The ninth most deadly metro in 2022 would have topped this list five years ago



Every metro above this line is more deadly than the #1 rate five years ago.

(3.28 per 100k people, 2011-15)

18<sup>th</sup>

2016-2020 average yearly deaths per 100k people





# Our Charge

The El Paso City Council unanimously approved a Vision Zero resolution that sets an aggressive goal to eliminate all traffic deaths and serious injuries and rethink street design to protect the most vulnerable road users.



**VISION ZERO**  
EL PASO ★ ONE VISION FOR SAFE STREETS

**YOU'RE INVITED!**

Join us to launch **Vision Zero El Paso**, an initiative to prevent fatal and severe crashes. Learn about the program and how to take the Vision Zero pledge.

**VISION ZERO LAUNCH WITH FAMILY FRIENDLY ACTIVITIES!**

**SAT, SEPTEMBER 17, 2022**  
**STARTS AT 10:00AM**

**Tom Lea Upper Park**  
900 Rim Road, El Paso, Texas, 79902





# The Vision Zero Approach



Humanize traffic deaths



Build consensus



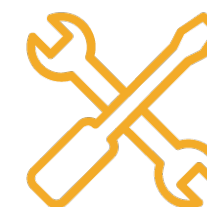
Set feasible,  
time-constrained  
goals



Build upon  
current efforts



Gather live input  
& test solutions



Develop  
implementation  
toolkit

# Project Scope



## LISTEN TO EL PASOANS

Gather a broad range of community input on roadway safety and behaviors, especially the needs of vulnerable users.



## IDENTIFY HIGH CRASH CORRIDORS

Locate the roadway segments with the most severe and fatal injury crashes.



## UNDERSTAND CRASH FACTORS

Understand which factors contribute to crashes in El Paso – especially severe and fatal crashes.



## RECOMMEND COUNTER- MEASURES

Identify a set of tools that El Paso can use to improve safety across the transportation network.



## PREPARE FOR FUNDING OPPORTUNITIES

Set El Paso up for future funding opportunities to implement safety countermeasures.



# Project Phases

## Project Timeline

 = Community Engagement

WE  
ARE  
HERE





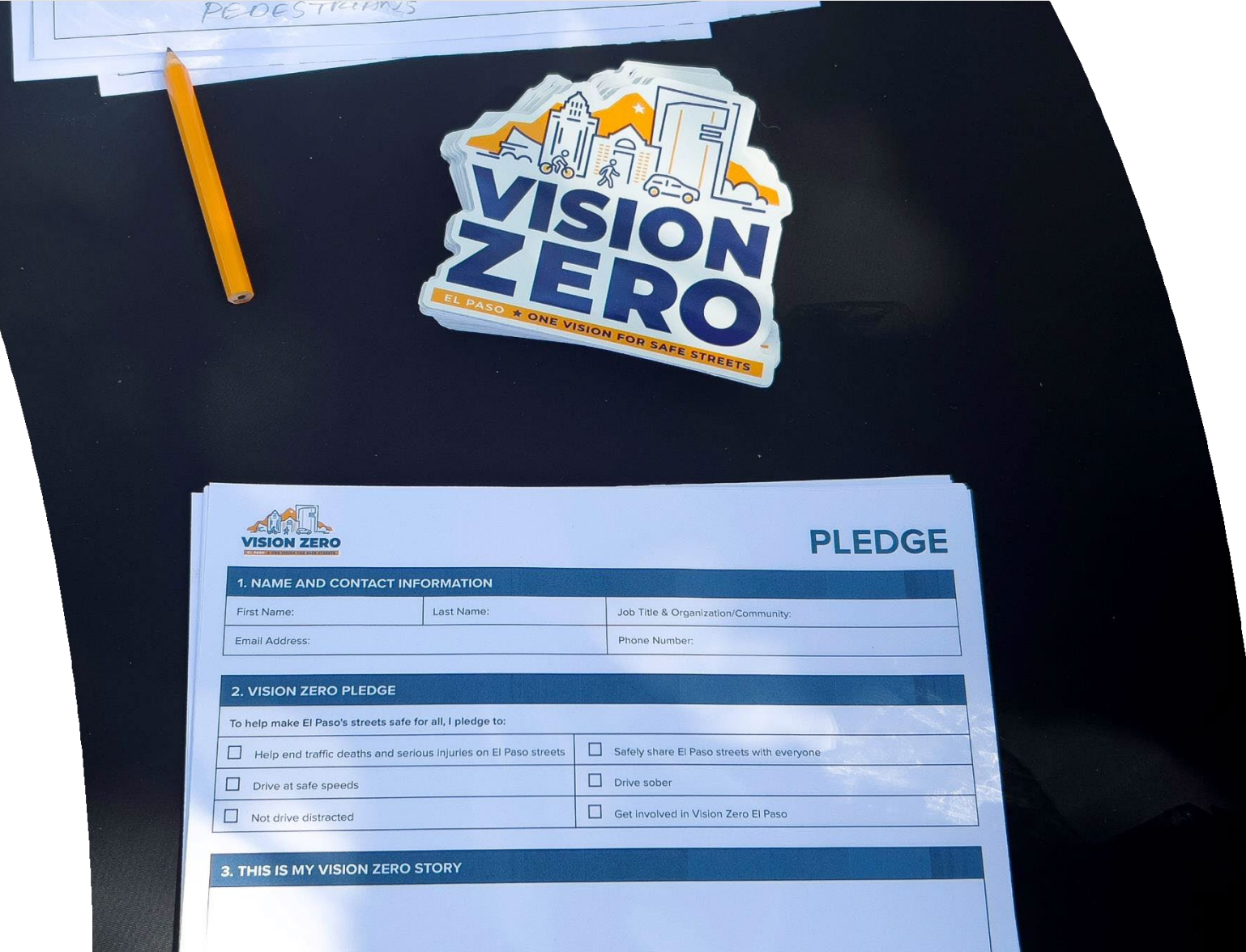
# Outreach Update





# Vision Zero Launch

- Vision Zero El Paso kicked off on Sept. 17, 2022, at Tom Lea Upper Park.
- D1 & D7 Reps
- Rim Area NA
- Neighborhood Coalition
- VeloPaso





# Glow in the Park

- Glow in the Park was held on Oct. 21 at the Memorial Park Reserve.
- Overall, we received **75 pledges** during the 2-hour event.
- [Video of Event](#)





# Love Your Heart Walk

- Sunday, Feb. 5, 2023.
- El Pasoans and their four-legged friends learned more about the initiative and took our survey.
- Overall, we received more than 100 surveys during the 3-hour event.
- [Video of Event](#)





# Community Open House

- December 8<sup>th</sup>, 2022 at El Paso Community College Transmountain Campus
- Overview of High Injury Network, Roadway Safety Concerns, Safe Systems Approach
- EPISD, Ft Bliss, Area Residents





# Community Survey

- [www.VisionZeroEP.com](http://www.VisionZeroEP.com)
- Online Survey launched December 16<sup>th</sup> and will close February 17<sup>th</sup>
- Over 1,000 responses
- Intercept Surveys in The Mission
- Top Traffic Safety Concerns
  - **Distracted Driving**
  - **Aggressive Driving**
  - **Ignoring Traffic Laws**
  - **High Vehicle Speeds**



## El Paso Vision Zero Action Plan Public Survey

Vision Zero is El Paso's shared goal to eliminate roadway injuries and fatalities. Together, we can protect everyone, from our pedestrians to our passengers! The launch of Vision Zero in El Paso, with the development of a Vision Zero Action Plan, signifies the city's commitment to urgently address the crisis of traffic crashes.





# Upcoming Events

## Univision Health Fair

Saturday, March 18 @ Bassett Center

## 2023 El Paso Neighborhoods USA Conference

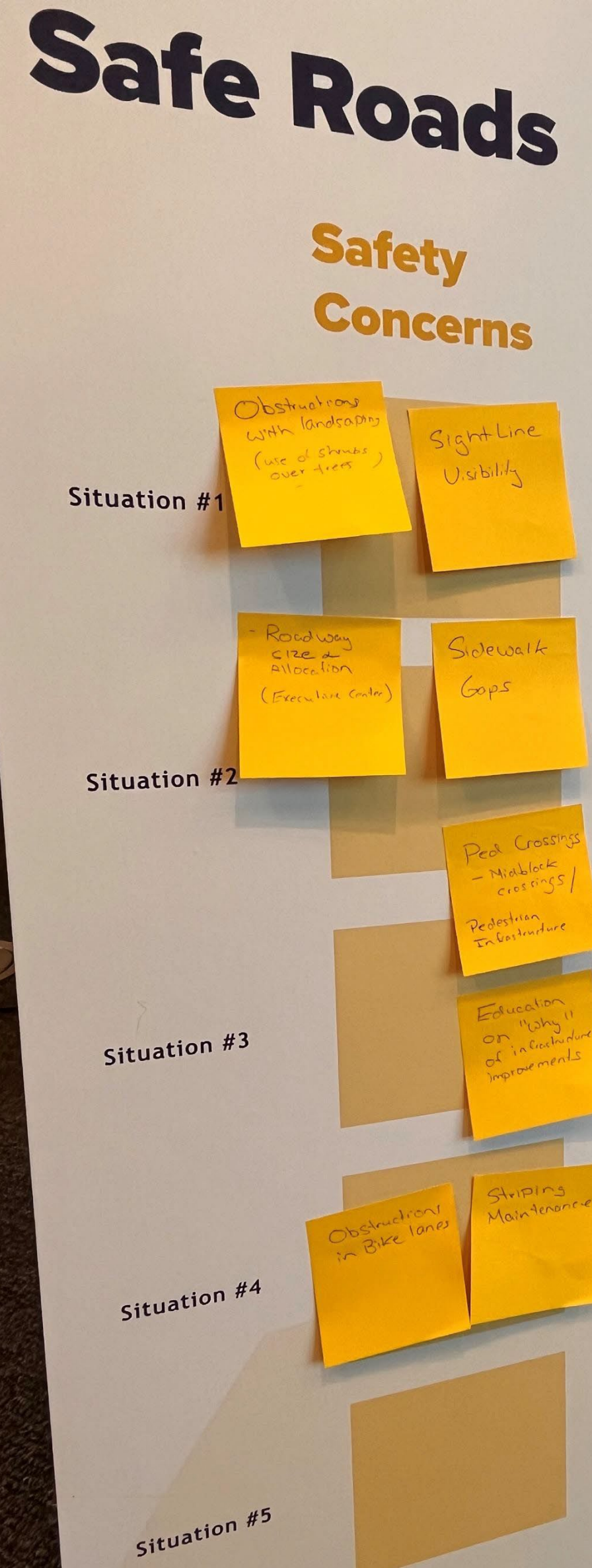
May 24- 27 @ El Paso Convention Center





# Vision Zero Task Force

- Meeting #1: October 4<sup>th</sup>
- Meeting #2: December 8<sup>th</sup>
- Meeting #3: February 7<sup>th</sup>
- *Meeting #4: March 7<sup>th</sup>*
- *Meeting #5: May 2<sup>nd</sup>*





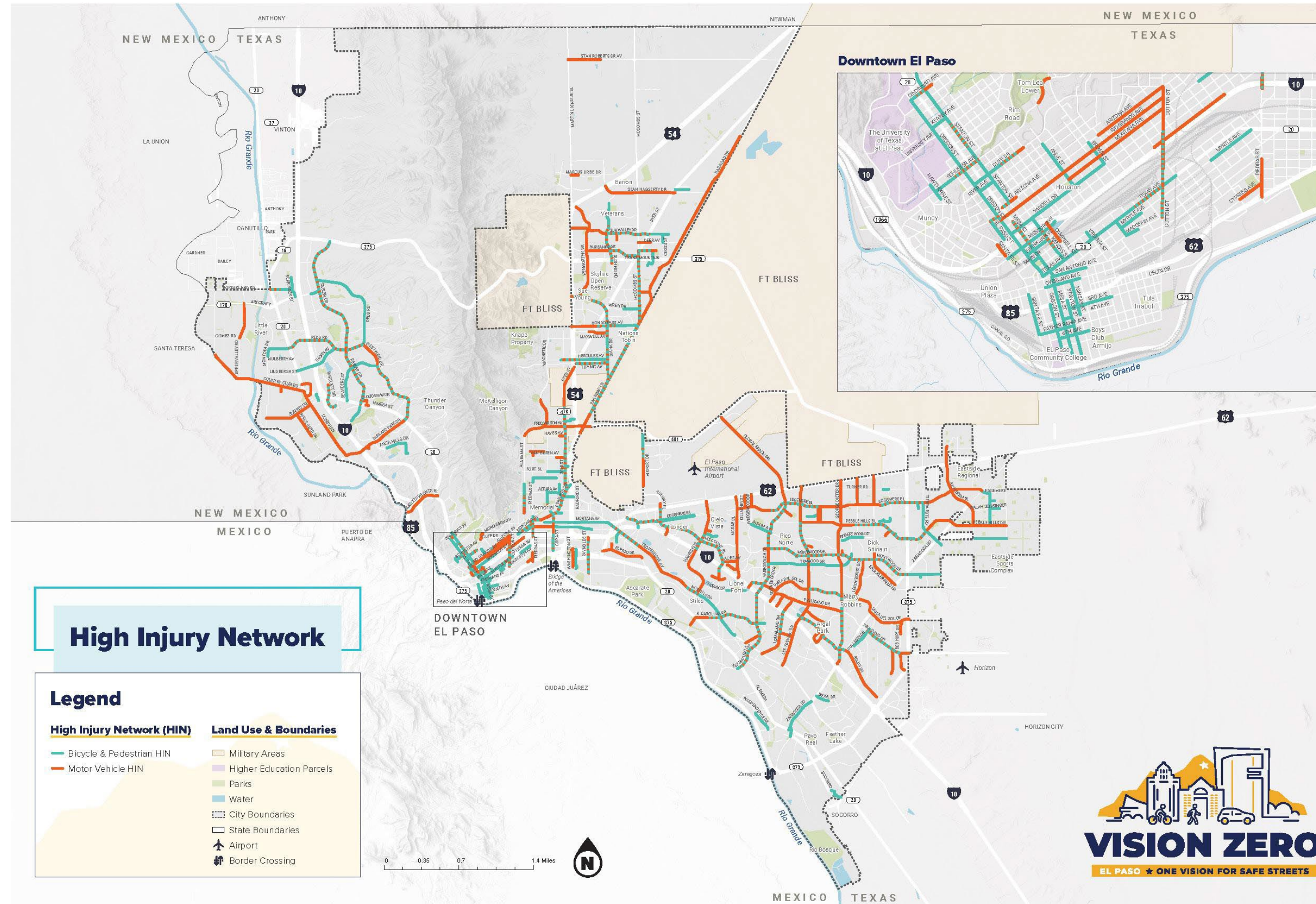
# Technical Updates





# High Injury Network

- **Vehicle HIN:**
  - **67%** of fatal and severe collisions occur on just **7%** of El Paso street network
- **Bike/Pedestrian HIN:**
  - **68%** of fatal and severe collisions occur on just **5%** of El Paso street network
- Significant overlap between both networks → high priority locations





# Crash Profiles

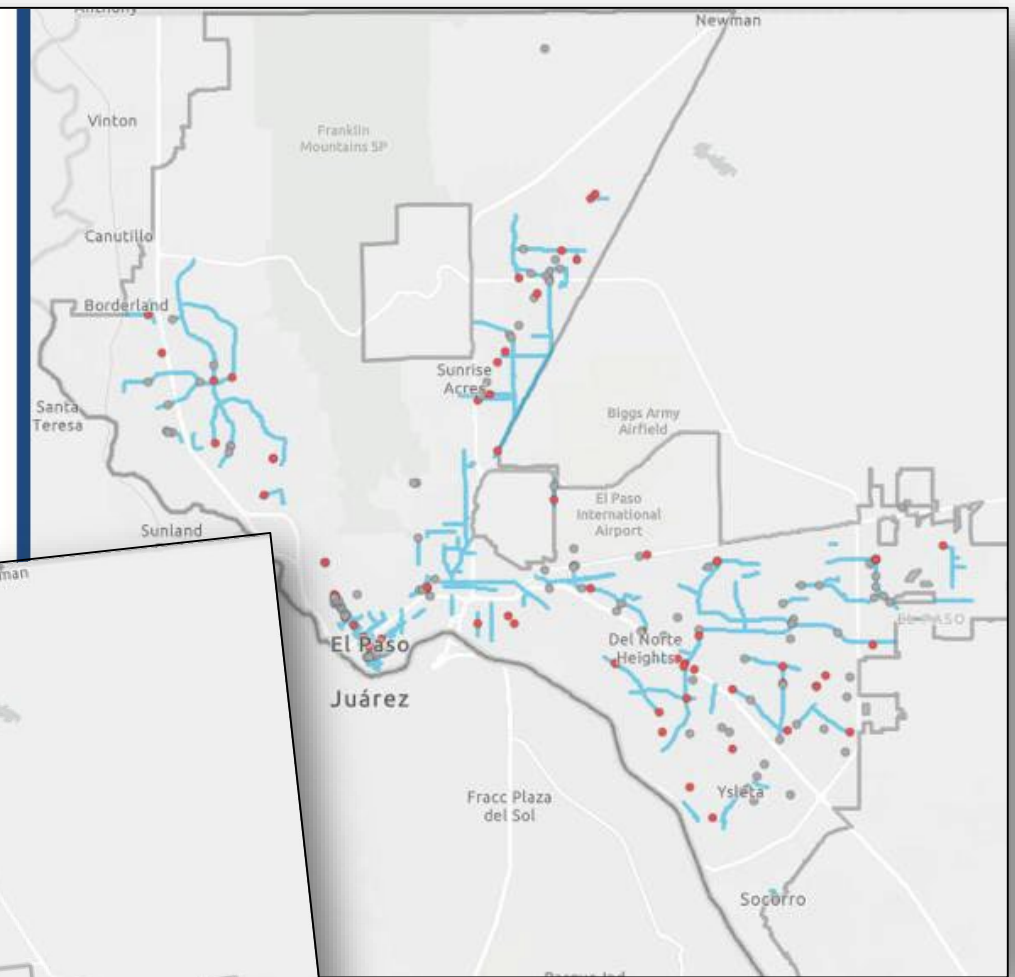
- Ten Draft Profiles
- Combination of Mode, Collision Factor, and Contextual Factors
- Countermeasure Identification
- Proactive Action

## Profile 1

Mode: **Pedestrian**

Collision factor: **Dark Conditions**

Contextual factor: **Pedestrian Activity Center**



## Profile 2

Mode: **Pedestrian**

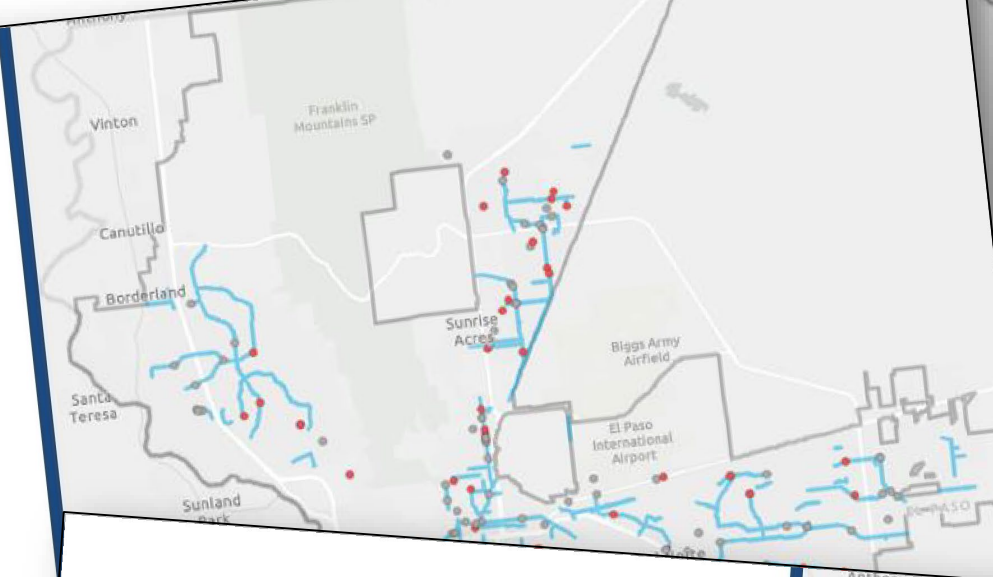
Collision factor: **Dark Conditions**

Contextual factor: **Near Transit Stop**

Injury Collisions: **184**

KSI Collisions: **62**

Accounts for **34%** of pedestrian KSI



## Profile 9

Mode: **Vehicle**

Collision Factor: **Failed to Control Speed**

Contextual factor: **Hard Acceleration Incidents**

Injury Collisions: **2,809**

KSI Collisions: **83**

Accounts for **17%** of vehicle KSI



41

48



# Data Dashboard

[www.elpasotexas.gov/visionzero](http://www.elpasotexas.gov/visionzero)



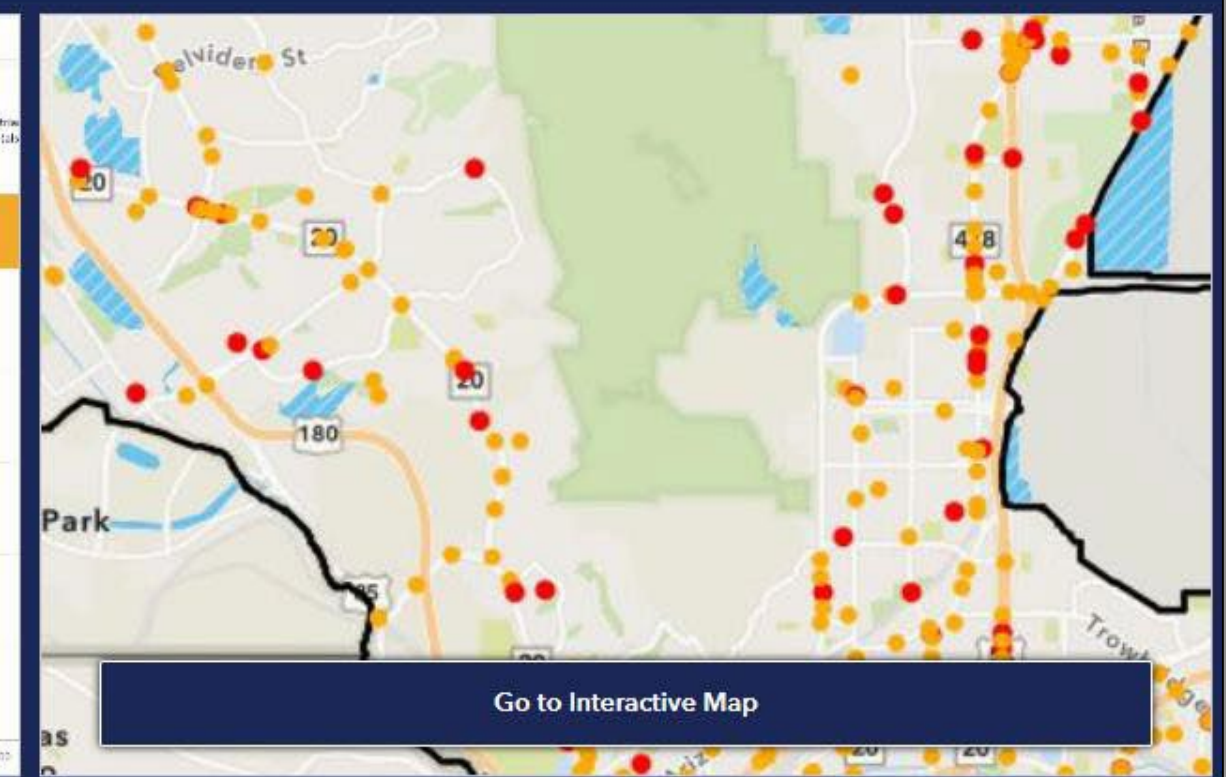
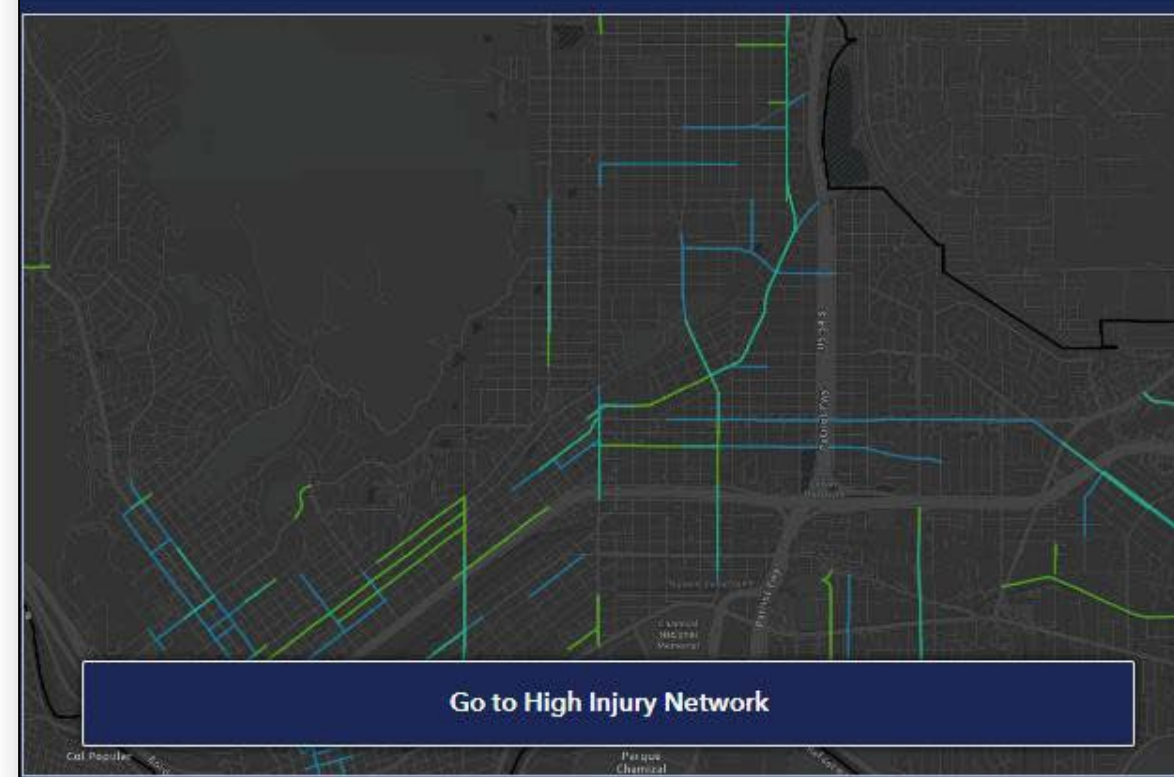
Welcome to the El Paso Vision Zero online dashboard. Use this tool to explore and visualize crash trends and locations within the city using data between 2017 and 2021. The interactive cards below provide three ways to explore the data. Hover over the card of interest to see more information and click the "Go to" button.

This dashboard was developed as a component of the Vision Zero program in El Paso. Vision Zero is a collection of tools, policies, strategies, and infrastructure aimed at eliminating all roadway traffic deaths and injuries.

30% of fatal and severe injury collisions in El Paso occur on state-maintained streets. The remaining 70% occur on local streets managed by the City of El Paso. The information shown on this page highlights the key trends seen in collisions occurring on local streets.

For the best performance please use a laptop or desktop computer to view the dashboard.

To learn more about Vision Zero, please visit the [project website](#).





# Recommendation Framework

- Developing Structure and Draft Recommendations

A: SAFE ROAD USERS <i>Address the safety of all road users, including those who walk, bike, roll, drive, ride transit, and travel by other modes.</i>		Timeline (Short, Mid, Long)	Lead Agency	Supporting Partners	Performance Target	Implementation Needs			
						Funding	Staff Capacity	Relationship Building	Legislation
STRATEGY 1: Prioritize vulnerable areas and people who have less mobility choices									
STRATEGY 2: Engage people living in vulnerable areas in transportation planning									
Action Items	A-2a. Develop an equitable engagement strategy specific to traffic safety related matters	Short			Identify national examples or equitable engagement strategies with a focus on Vision Zero peer cities. Develop a communications plan to outline how to identify engagement metrics in conjunction with equitable engagement strategies to establish goals and thresholds for evaluations		X	X	
	A-2b. Develop engagement metrics to monitor performance	Short			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, and evaluate progress towards implementation of the Vision Zero Action Plan, leverage their communication channels, and discuss safety concerns		X		
	A-2c. Establish a Vision Zero Community Committee to help oversee decision-making for safety projects, develop relationships, and build trust with community leaders in highly vulnerable areas	Mid-Long					X	X	
STRATEGY 3: Expand the Safe Routes to School Program									
Action Items	A-3a. Hire an El Paso Safe Routes to School (SRTS) coordinator	Short			Identify and expand SRTS policies and coordination and hire dedicated Nashville SRTS coordinator	X	X	X	
	A-3b. Conduct an audit of the schools that have the highest collision rates within their school zone and develop safety recommendations, including both quick build opportunities and long-term improvements	Short			Identify the schools located within vulnerable areas that have the highest collision 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	X	X		
	A-3c. Develop safe walking and biking curriculum for elementary and middle school students	Mid-Long			Identify SRTS curriculum best practices and work with partners to integrate SRTS principles into curriculum		X	X	
	A-3d. Advocate for a change in state law to require driver education in Texas and integrate traffic safety into the curriculum	Long			Working with partners and stakeholders, develop safety curriculum and draft proposed legislation		X	X	X
STRATEGY 4: Educate all roadway users									
Items	A-4a. Develop a Vision Zero education campaign communication plan and strategy	Short-Mid			Work with partners to identify targeted education needs	X	X	X	
	A-4b. Conduct traffic safety communication/education campaigns targeting specific behaviors identified in the collision analysis along the HIN	Short-Mid			Develop targeted campaign messaging and target the HIN for specific media promotion	X	X	X	
	A-4c. Ensure education materials are multilingual and consider cultural differences	Short			Consistently develop culturally sensitive multilingual		X		



# Next Steps

- Refine & Finalize Crash Profiles (February)
- Draft policy recommendations and strategies (February – April)
- Draft Action Plan (May / June)
- Priority project conceptual design (May – September)
- Continue raising community awareness.
  - Partnerships w/ MPO





# Let's Discuss!



**What are your  
questions about the  
Vision Zero process and  
project process to date?**







# Thank you!