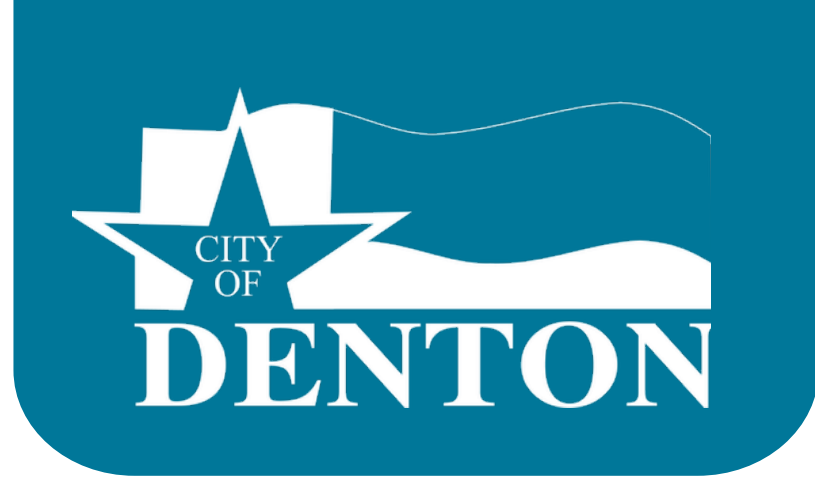


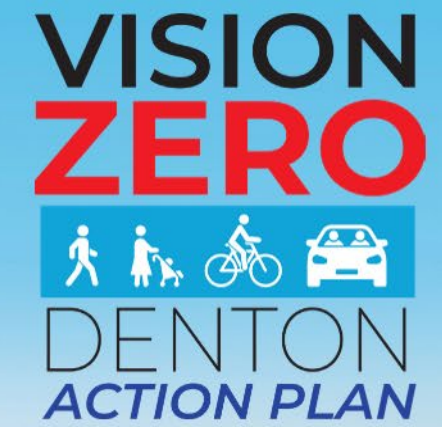


Denton Vision Zero Action Plan

A Data-Driven Strategy to Eliminate Fatalities & Severe Injuries by 2050

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Senior Transportation Planner, Road Safety Project Manager



Vision Zero



Reduce traffic fatalities and injuries

Promotes improved road design, traffic engineering, and community engagement



Enhanced quality of life

Fosters pedestrian-friendly environments, promoting active transportation, and reducing traffic stress



Economic benefits

Lowers healthcare costs, reduced property damage, and increased productivity and commercial spending



Sustainable and smart urban planning

Encourages sustainable transportation choices such as walking, cycling, and public transit, reducing dependency on single-occupancy vehicles

“Our mission is to create a safe, accessible, and sustainable multimodal future for all Denton road users. Through data, community engagement, and innovation, we aim to eliminate fatalities and serious injuries, ensuring a network that protects and serves everyone.”

Source: Denton Vision Zero Action Plan Final Report



50%

Reduction in Fatalities & Severe Injuries by 2035

Interim target aligned with TxDOT Strategic Goals

0

Fatalities & Serious Injuries by 2050

Full Vision Zero Target

Why Vision Zero in Denton?

A safety framework for a growing, multimodal city

Growth Dynamics

Changing travel patterns and increasing transportation demand.

Crash Severity

Fatal and serious-injury crashes require a different level of response.

Vulnerable Road users

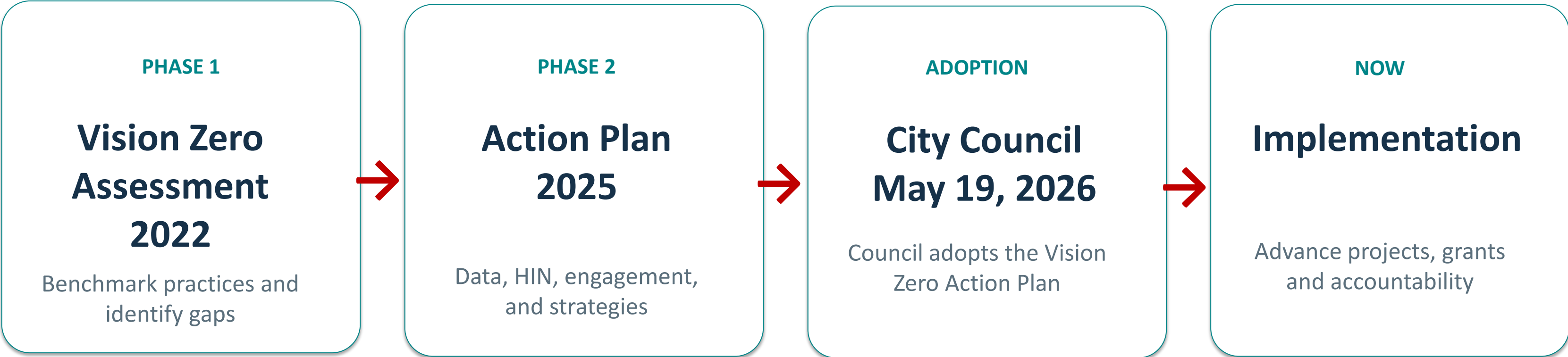
Walking and bicycling safety must be addressed as part of the network.

Systematic change

Shift from reacting to crashes toward systematically reducing risk.

Denton's Vision Zero Journey

Assessment → Action Plan → Implementation



The Safe System Approach

Design the transportation system so mistakes do not become tragedies



Safe Users

Addressing user behavior and human tolerance limits.



Safe Speeds

Managing physical crash impact forces proactively.



Safe Roads

Designing self-enforcing street infrastructure.



Safe Vehicles

Leveraging vehicle crash-avoidance technology.

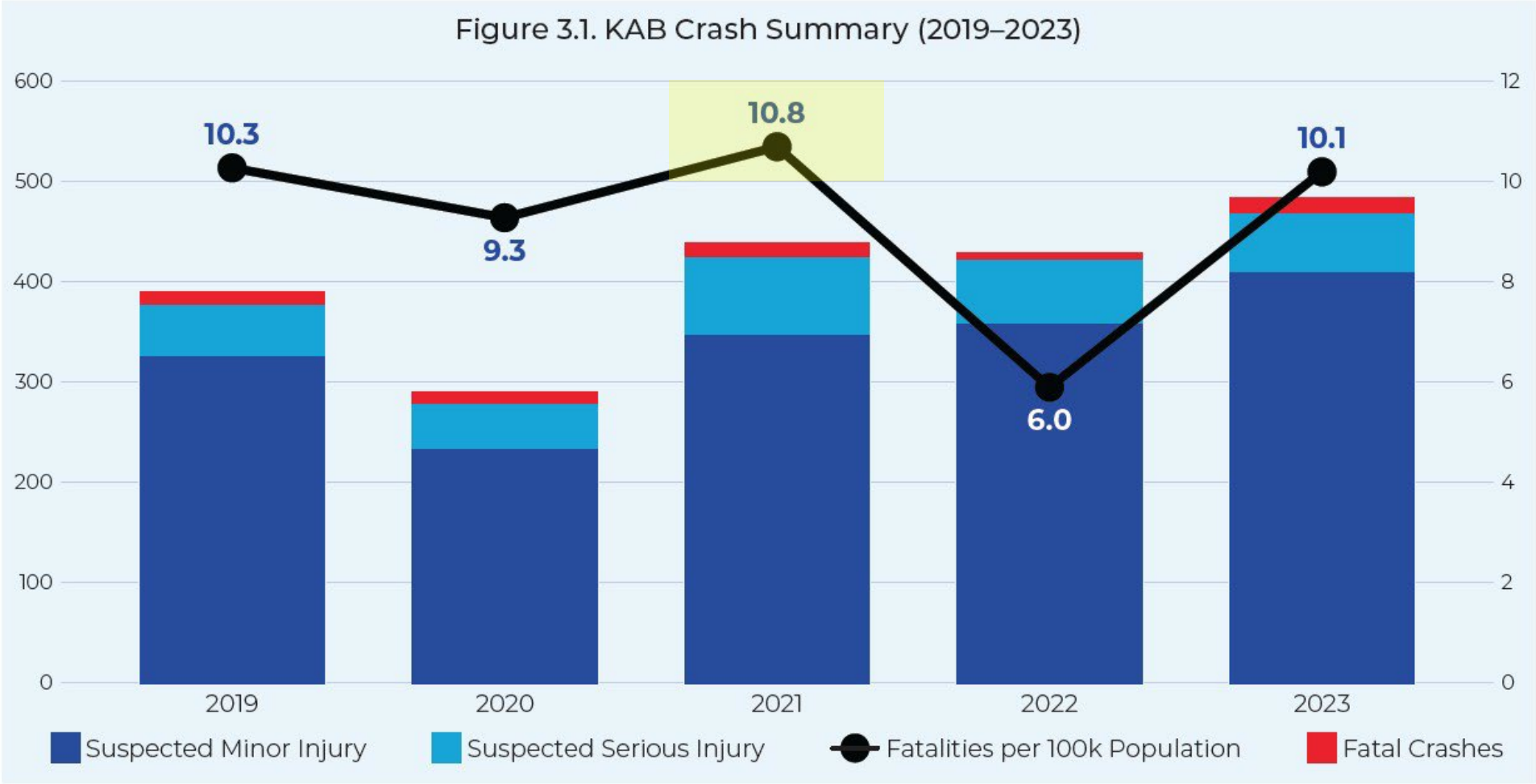


Post-Crash Care

Optimizing emergency response speed and care.

Crash Analysis

- Crash data was collected from 2019-2023
- Total crashes: 15,575
- Total fatal crashes: 68
- Crashes peaked in 2019 with 3,742 total crashes
- Number of fatalities per 100k population reached a period high in 2021 of 10.8
- While the overall crash frequency has decreased in recent years, KAB crash severity has increased



Year	K – Fatal Injury		A – Suspected Serious Injury		B – Suspected Minor Injury		Grand Total
2019	14	0.4%	52	1.4%	325	8.7%	2,742
2020	13	0.5%	46	1.7%	233	8.7%	2,683
2021	16	0.5%	78	2.3%	346	10.3%	3,349
2022	9	0.3%	64	2.2%	357	12.3%	2,911
2023	16	0.6%	59	2.0%	409	14.2%	2,890
Total	68	0.4%	299	1.9%	1,670	10.7%	15,575



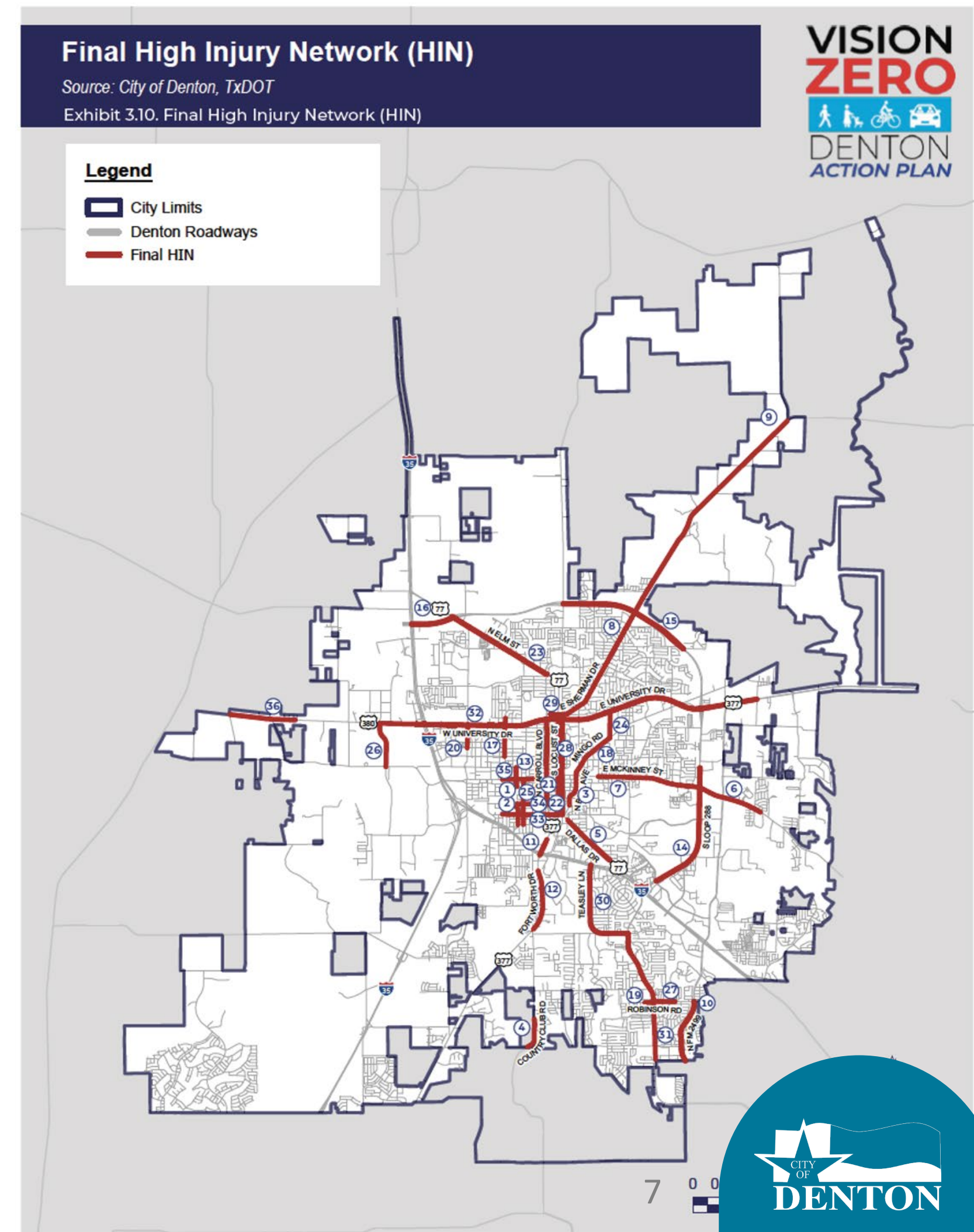
High Injury Network

- Concentrates attention on severe-crash locations
- Creates a common basis for corridor screening
- Supports field reviews and countermeasure selection
- Connects safety priorities to CIP and grant opportunities

9.4% of the total road network.

66.9% of fatal, severe injury, and Possible Injury Crashes.

67% of Fatal Crashes.



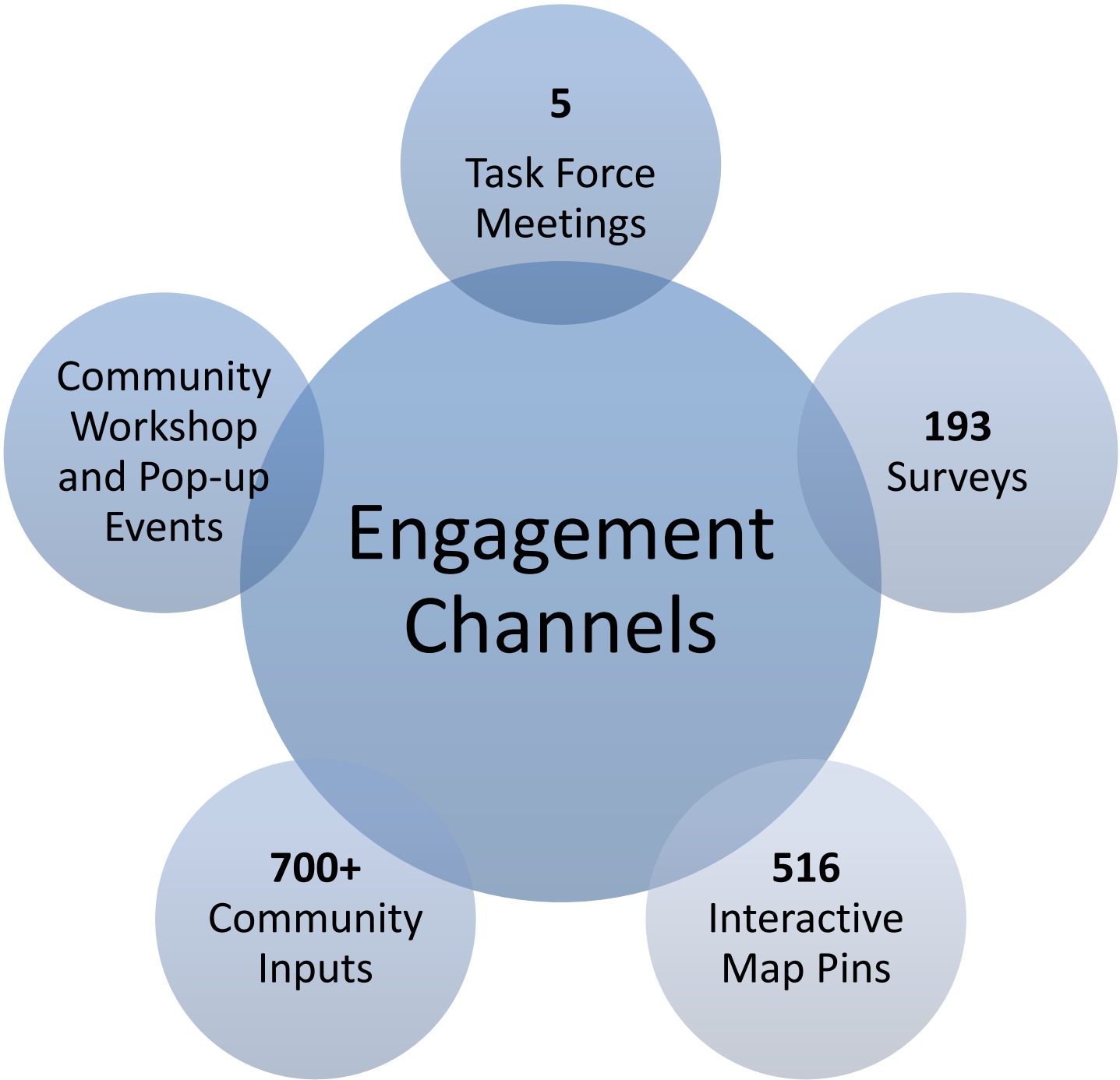
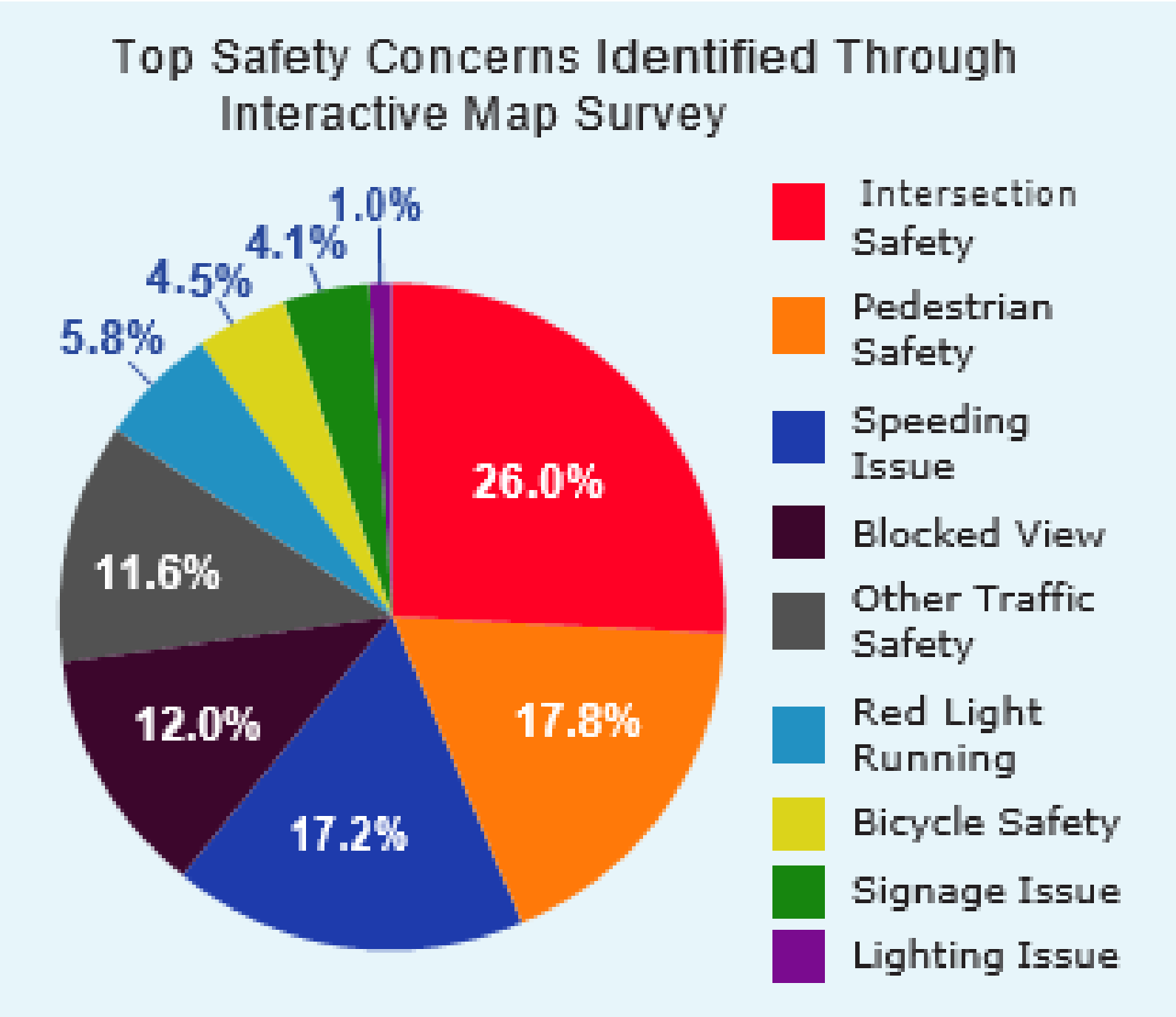
Study Corridors

- Six road segments within the High-Injury Network (HIN) were chosen as study corridors.
- These selections were made with **feedback** from City Staff and the VZTF.
- Together, the corridors cover 10 miles of roadway and recorded 298 KAB crashes.

Limits					Crashes					
Study Corridor	Origin	Ending	Length (Mi.)	Functional Class	K	A	B	Total KABs	Peak Volume	Peak Critical Crash Rate
W University Dr	N Bonnie Brae	Old North Rd	3.7	Primary Arterial	4	22	107	133	31,453	3.13
N Carroll Blvd	380	W Highland St	1.5	Primary Arterial	1	3	53	39	28,998	3.23
E Sherman Dr	N Bell Ave	E Windsor Dr	0.7		0	0	0	0	0	0.00
Dallas Dr	Johnson	Rio Grande	1	Primary Arterial	2	3	26	31	26,716	3.16
Malone St	380	Panhandle	0.7	Collector	0	2	8	10	30,979	2.81
E McKinney	Audra	Loop 288	2.1	Primary Arterial	0	6	27	33	33,667	3.37
Totals			10.06		7	39	252	298		

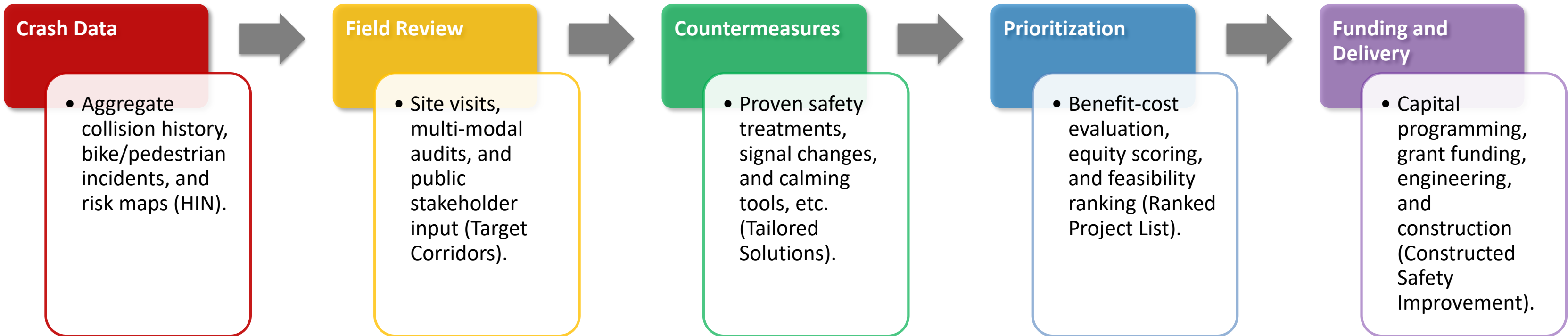
Community Engagement

Pair technical analysis with lived experience



From Data to Action

A repeatable project-development pipeline



Thank You!

Access to the City of Denton Vision Zero
Action Plan (Hyperlink):

[Denton Vision Zero Action Plan](#)

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