

Sustainable Denver Summit 2015

Multi-Entity Commitment to Action

The objective of the Sustainable Denver Summit is to create and announce Commitments to Action. A commitment is a new, specific, and measurable action that will help Denver achieve one or more of the City's 2020 Sustainability Goals. To make a Multi-Entity Commitment, please fill out the form below and return to the Office of Sustainability by emailing Jerry Tinianow at Jerry.Tinianow@DenverGov.org or delivering in person at the Sustainable Denver Summit on December 3rd at the University of Denver. More information can be found at <https://www.denvergov.org/content/denvergov/en/office-of-sustainability/summit.html>.

Commitment by (include all partners):

WalkDenver, BikeDenver, Mayor's Bicycle Advisory Committee, Inter-Neighborhood Cooperation (INC)

Commitment Name:

Vision Zero Coalition

2020 Goal(s) Impacted:

Mobility - Provide mobility options (transit, car-pooling, biking, walking) that reduce commuting travel in Denver done in single-occupant vehicles to no more than 60% of all trips.

Land Use - Move Denver's Walk Friendly rating to Platinum from Gold.

Estimated Accomplishment Date:

Summer 2016 (coalition launch)

Estimated Contribution to Achieving Goal(s):

Streets that are safe for pedestrians and bicyclists will encourage more people to choose these modes for commuting (and other trips).

Pedestrian injuries and fatalities, as well as efforts to increase pedestrian safety through engineering, enforcement and education are all considered in the Walk Friendly Community Assessment.

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Describe in 2-3 sentences your Commitment to Action. (word limit: 100)

The partners will establish a community-based Vision Zero Coalition. Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. The Coalition will help inform and advocate for the swift, complete and equitable implementation of Vision Zero projects and policies in order to end all traffic deaths and serious injuries in Denver.

What activities will your group undertake to address this issue?

(In this section, we want to understand how your commitment is SPECIFIC and attainable. Define your goals, outline your planned activities, discuss how they will be carried out, and include a timeline for these activities.) (word limit: 250)

The Coalition will support the City's formal adoption of Vision Zero with a focus on funding and implementation of the "five E's" to fix the most dangerous streets in Denver where the lion's share of pedestrian and bicycle crashes occur:

- **Engineering:** Fix the known dangerous locations where people are being injured on our streets - many of which are state highways, and therefore require collaboration with CDOT - by delivering on-the-ground improvements quickly.
- **Enforcement:** Ensure transparent and data-driven enforcement of traffic laws by the Denver Police Department, with a focus on the most dangerous behaviors, problematic locations and at-fault road users.
- **Education:** Invest in practical "how-to" training and education programs for all road users, targeting the most important safety practices and the most lethal traffic behaviors, and raise awareness of the moral impetus for Vision Zero - traffic crashes that result in injuries and fatalities are predictable and therefore preventable, even when road users make mistakes.
- **Encouragement:** Through continuous messaging and incentives create a strong community culture of safety, cooperation and watching out for the well-being of all who share the road.
- **Evaluation and Planning:** Collect the appropriate data and develop a regular and timely evaluation and reporting cycle for all road incidents to support continuous improvement of the strategies outlined above.

To work toward this goal, the Coalition will convene on a regular basis and develop an annual work plan. Specific activities may include the following:

- Research on best practices from other cities that have adopted Vision Zero
- Adoption of a policy platform
- Creation of a dashboard to evaluate progress toward Vision Zero
- Media events
- Collaboration with City staff and consultants that will be developing a Vision Zero action plan
- Assistance with meaningful community engagement

How is this different from what your group has done before or is already doing? (In this section, we want to make sure your commitment is NEW. Each commitment must be a new project or an expansion of an existing project. (word limit: 150)

No organization in Denver is currently working on Vision Zero in a formal capacity.

How will your group gauge and determine your commitment's success? (In this section, we want to know how your commitment is MEASURABLE. Identify specific data and results you will measure and report.) (word limit: 150)

Short term measures of success include the number of organizations that have formally signed on to the Vision Zero Coalition, convenings of Coalition members, and the completion of an annual work plan.

Medium term measures of success include the City's allocation of funding for and implementation of Vision Zero policies and projects.

Long term measures of success include a reduction in traffic deaths and serious injuries, and an increase in pedestrian and bicycle commuting mode shares.