



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Department of Development Services

ICM: Cassey Ogden

DATE: May 19, 2026

SUBJECT

Consider adoption of an ordinance of the City of Denton, Texas, adopting the City of Denton Vision Zero Action Plan, providing a severability clause, and providing an effective date. (Vision Zero Action Plan, Sahar Esfandyari)

BACKGROUND

Vision Zero is a safety strategy that aims to eliminate traffic-related fatalities and serious injuries while promoting safe, healthy, and equitable mobility for all roadway users. The approach prioritizes safe roadway design, enforcement, education, and community engagement to reduce the risk and severity of crashes. Pioneered in Europe, Vision Zero reframes traffic deaths and serious injuries as preventable outcomes rather than unavoidable consequences of the transportation system.

Unlike traditional safety approaches that emphasize individual responsibility and perfect user behavior, Vision Zero acknowledges that human error is inevitable and focuses on designing transportation systems that reduce the severity of crashes. Through a comprehensive, system-based approach to safety, Vision Zero seeks to enhance quality of life, support public health, and improve community mobility. While the goal of eliminating traffic-related fatalities and serious injuries is ambitious, each reduction represents meaningful progress and delivers lasting benefits to the community.

The Denton Vision Zero Plan includes a collaborative effort between 2022 to 2026.

Phase 1: Vision Zero Assessment

During Phase 1, the City of Denton conducted a comprehensive assessment of existing safety-related programs across municipal departments to identify opportunities for alignment with the Vision Zero framework. The City engaged nearly 80 stakeholders from multiple agencies and organizations through a webinar, a survey, and a facilitated workshop. This assessment established a shared understanding of current conditions, clarified safety priorities, and laid a foundation for coordinated action, enabling the City to advance safety initiatives in subsequent phases efficiently.

Phase 2: Vision Zero Action Plan

In Phase 2, the City developed the Vision Zero Action Plan through public engagement and data-driven analysis. The City analyzed crash data and developed a High Injury Network to identify priority locations and contributing factors. The City gathered input from the Vision Zero Task Force and community members through meetings, an open house, surveys, and an interactive map. This input informed the selection of evidence-based countermeasures and the alignment of action items with the Safe System Approach. This phase established a framework to support more detailed projects and corridor analysis in the next phase.

SAFETY AND CRASH ANALYSIS

Between 2019 and 2023, the City of Denton experienced 15,575 reported crashes, including 68 fatal crashes. Total crashes peaked in 2019 (3,742) and fell sharply in 2020 (2,683) reflecting reduced travel during the COVID-19 (2,683). Despite this high volume, 2019 recorded one of the lower proportions of fatal, suspected serious injury, and suspected minor injury crashes compared to subsequent years. Activity rebounded in 2021 (3,349) and declined by 2022 (2,911) and 2023 (2,890).

As shown in the Table below, the proportion of fatal crashes, suspected serious injury crashes, and suspected minor injury crashes increased over time. Although total crash counts declined after 2019, the share of KAB crashes rose each year, indicating a growing concentration of more severe outcomes. Suspected minor injury crashes increased consistently, and suspected serious injury crashes peaked in 2021 before remaining elevated relative to earlier years.

YEAR	K – FATAL INJURY		A – SUSPECTED SERIOUS INJURY		B – SUSPECTED MINOR INJURY		GRAND TOTAL
2019	14	0.4%	52	1.4%	325	8.7%	3,742
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

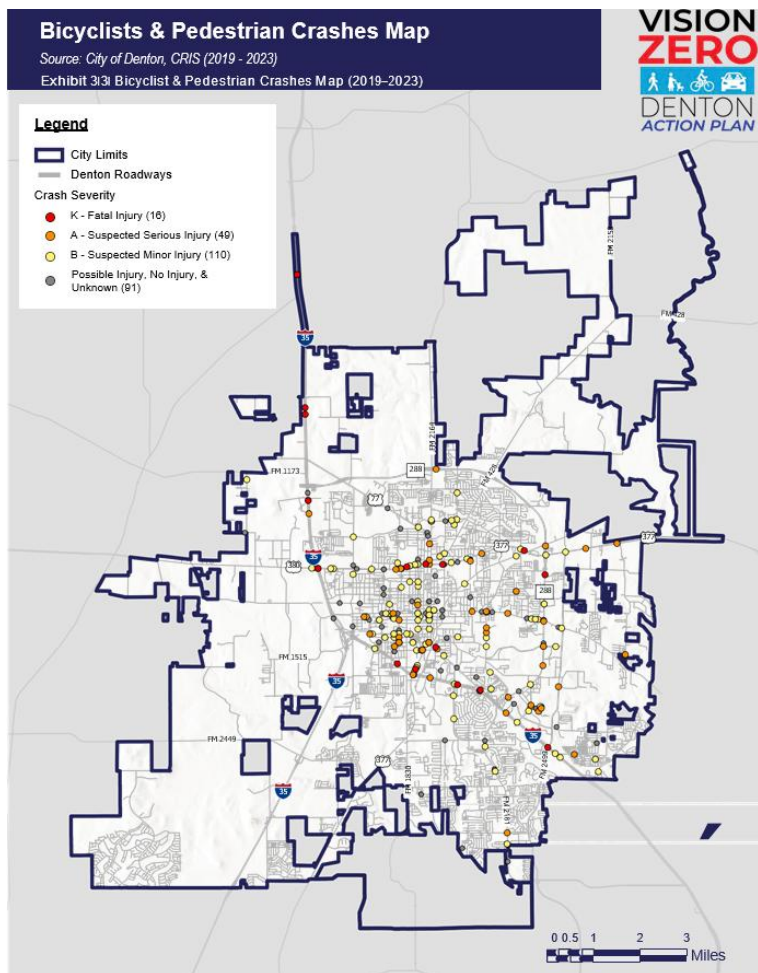
Vulnerable Road Users

Bicyclists and pedestrians are the most vulnerable road users according to the crash data from CRIS data set.

Between 2019 to 2023, bicyclists had 113 crashes, with 65 KABs (~58%); whereas, in 2023, ~74% of bicyclist crashes resulted in KAB injuries. Also, pedestrians had 153 crashes between 2019 and 2023, with 110 KAB outcomes (~72% of pedestrian crashes). In 2023, ~78% of pedestrian crashes resulted in KAB injuries; total pedestrian crashes increased from 20 in 2020) to 37 in 2023.

The Vision Zero Action Plan also covers crash analyses of unlit or poor lighting, distracted driving, impaired or drunk driving, lane departures, and speed-related crashes. The crash analysis, combined with the Critical Crash rate Calculation, resulted in a High Injury Network (HIN).

The High-Injury Network (HIN) is characterized by the identification of specific segments or intersections within the City of Denton with a disproportionately high number of traffic fatalities, serious injuries, or minor injuries. Combining the quantitative CCRR screening with structured qualitative review, the City and the Vision Zero Task Force delineated a High Injury Network that captures a disproportionate share of severe harm in a relatively small share of roadway mileage. The intent of the network is to prioritize targeted transportation safety improvements. The final HIN for the Denton VZAP encompassed just 9.4%



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 WindsorDr	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 St	Audra	Loop 288	2.1	Primary Arterial	0	6	27	33	33,667	3.37
Totals			10.06		7	39	252	298		

Systemic Countermeasures

The systemic countermeasure toolbox presents a comprehensive set of strategies designed to address common traffic safety concerns across a range of roadway contexts. The toolbox provides the City with flexible options to improve safety performance and support consistent application of proven safety treatments throughout the transportation system. Each countermeasure included in the toolbox is associated with a Crash Modification Factor (CMF). A CMF represents the expected change in crash frequency resulting from the implementation of a specific countermeasure. These values are sourced from the Crash Modification Factors Clearinghouse, a national resource that compiles and evaluates safety research, supporting the use of reliable data to inform safety decision-making.

COUNTERMEASURES	CMF
Raised Medians and Pedestrian Refuge Island	0.29
Rectangular Rapid Flashing Beacons (RRFB)	0.31
Bike Lanes	0.435
Roadway Reconfiguration	0.53
Curb Extensions	0.58
Roundabout	0.59
Sidewalks	0.598
Lane Designation Markings and Signs	0.8
Improving Signing and Visibility at Signals	0.81
Mid-Block Crosswalk	0.82
High Contrast Lane Markings	0.84
Retro-Reflective Backplates	0.85
Dynamic Speed Feedback Signs	0.95
Wider Edge Lines	0.97

Source: Crash Modification Factors Clearinghouse

Implementation Program

The Implementation Program offers a 5–10 year roadmap grounded in the Safe System Approach and supported by the mission and guiding principles established by the Vision Zero Task Force. Actions are designed to be achievable, scalable, and adaptable as Denton grows and conditions evolve. The recommended actions are intended to realize the vision established by the community throughout this process. For every strategy, each action provides an estimated timeframe for implementation. The estimate timeframe for implementation allows for better decision making and allocation of funding to complete the action plan strategies and actions in a timely manner.

The Action Matrix for implementation includes:

- Action description
- Emphasis area(s)
- Timeframe
- Responsible partners
- Funding pathway

These components make the Implementation Program transparent, trackable, and easy to integrate into departmental work plans. The full Matrix includes 43 actions, organized by pillar and aligned with the Mission Statement. Each action is designed to:

- Reduce severe crash risk
- Improve multimodal safety
- Advance behavioral, operational, and engineering solutions
- Build toward a citywide culture of safety

Next Steps

Phase II of the Vision Zero Action Plan marks a significant milestone in advancing strategies to eliminate traffic-related fatalities and severe injuries, fostering a safer community for all. Phase II laid the groundwork by identifying high-injury networks, addressing systemic roadway safety issues, and fostering meaningful community engagement to guide the development of action-oriented recommendations. These recommendations are intended to provide high-level guidance. The City should undertake a more detailed analysis to build upon the work completed in Phase II and refine these into more specific, actionable strategies. The following items are recommended to further advance the goals of the Vision Zero Plan.

- Public Engagement
 - Additional VZTF Meetings
 - Additional Pop Ups & Public Workshops
- Additional Comprehensive Safety Analysis
 - Interactive Dashboard for Transparency
 - Target Countermeasures
- Corridor Selected Target Measures
 - Additional Preliminary Intersection Design
- Evaluation of Design Standards

The recommended items will offer an exciting opportunity to build on the foundation established in Phase II, advancing targeted improvements, deepening public involvement, and further aligning Denton with its Vision Zero goal of eliminating traffic fatalities by 2050.

PUBLIC ENGAGEMENT

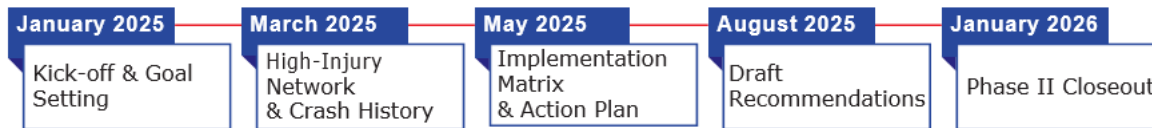
Meaningful community feedback is central to developing an effective Vision Zero plan. Input from residents and stakeholders helps the planning process identify safety concerns, understand lived experiences, and ensure the Plan responds to community needs. Providing clear, accessible opportunities for the public to share concerns and perspectives also builds trust and strengthens project support, thereby facilitating the effective and efficient implementation of safety recommendations. Feedback collected through the engagement process forms the foundation for the Vision Zero Plan's goals, priorities, and recommended actions. The Public Engagement for the Denton Vision Zero Action Plan included the following opportunities for participation:

- Vision Zero Task Force (VZTF)
- Public Pop-ups
- Public Workshops
- Public Hearings

- Online Engagement

Task Force

The Vision Zero Task Force served as the primary guiding body throughout the planning process, playing a central role in shaping and advancing the Vision Zero Action Plan. The task force provided strategic direction, reviewed key plan elements, and offered ongoing feedback to support informed decision-making and shared ownership of the plan. The Vision Zero Task Force comprised City staff from multiple departments, along with local, regional, and state partners, including representatives from Denton County and the Texas Department of Transportation. (TxDOT) Task Force meetings occurred on the following milestones:



Vision

During the first Vision Zero Task Force meeting, members collaboratively developed a draft mission statement informed by the SWOT analysis results. Through discussion and refinement, the task force finalized the mission statement during the subsequent meetings. The adopted mission statement reflects the City of Denton’s values and priorities and serves as a foundation for the Vision Zero Action Plan.

“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.”

Pop Up Event

The Explorium’s Touch A Truck pop-up event, held at the Collins Athletic Complex on May 10, 2025, was a key public engagement opportunity for the Denton Vision Zero Action Plan. Touch A Truck is a community-wide event that brings together public and private organizations to showcase a variety of vehicles, attracting residents from across Denton County. Based on the prior year’s attendance of approximately 2,300 visitors, the event provided a highly effective venue for increasing awareness of the Vision Zero initiative. The pop-up gave community members an opportunity to learn about the plan’s goals, strategies, and anticipated outcomes in an accessible, informal setting.

Community Workshop

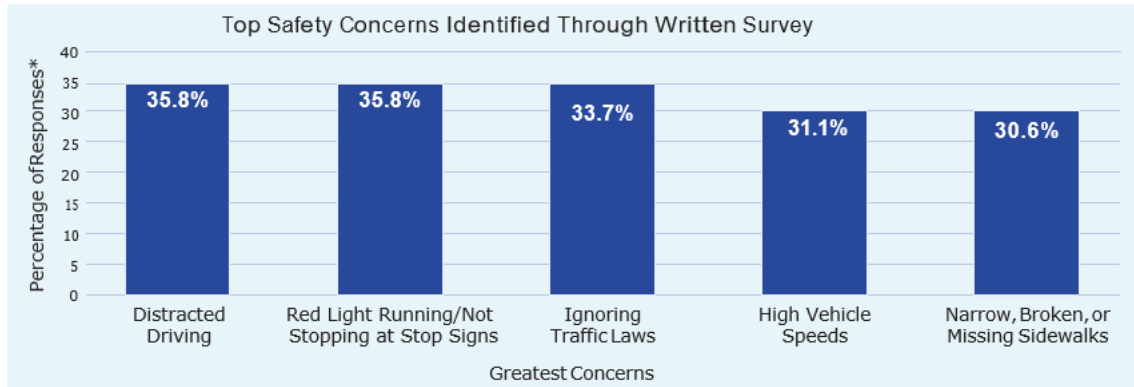
The community workshop, held at the Denton Civic Center on July 24, 2025, drew approximately 30 participants. Attendees provided feedback on safety countermeasures and identified emphasis areas that reflected community priorities. Participant input also informed the development of action items aligned with emphasis areas and the Six Es of Safety, some of which were incorporated into the action matrix presented in Chapter 5 of the report. In addition to providing feedback, participants had the opportunity to learn more about the project through direct interaction with the project team.

Online Engagement

To expand outreach and provide an additional engagement channel beyond in-person events, the project launched its website. The website provided foundational information on the project’s purpose and process, offering opportunities for public input through an interactive map survey and a written survey. Overall, the responses collected throughout the engagement process reflect the community’s strong interest in a safer, more connected, and pedestrian-friendly City. Addressing issues through strategic traffic calming measures, enhanced visibility, and increased enforcement could improve safety and mobility for all.

Written Survey

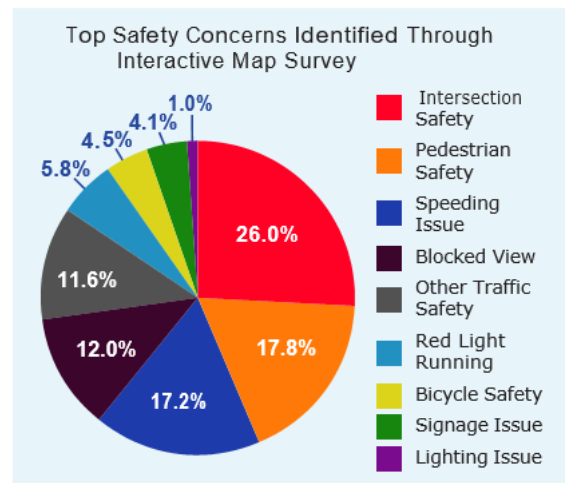
The written survey was administered via the project website from May 15 to September 18, 2025, to collect information on respondents' demographics, travel behavior, and roadway safety concerns. The survey comprised 36 questions and received 193 responses. Results indicate that most responding households reported either no regular work commute or a commute time of 10 to 20 minutes. The largest age range among respondents was 30-44 years old. Approximately 94% of respondents reported that all household members have access to either a personal vehicle or public transportation. Additionally, participants identified red light running, distracted driving, and disregard for traffic laws as the most significant roadway safety concerns. The table below shows the greatest concerns received through the written survey.



*Percentages are of people who included these in their top 3 concerns.

Interactive Map Survey

Residents and stakeholders provided feedback on existing roadway safety conditions through an interactive map survey on the [Denton Vision Zero Action Plan engagement page](#). This engagement tool enabled website visitors to identify specific locations throughout the City and assign each location to one of nine predefined comment categories, including speeding concerns, visibility limitations, and intersection safety. After selecting a location and topic, respondents could submit detailed comments describing safety concerns, potential solutions, or ideas. This approach enabled participants to provide location-specific feedback that reflects on-the-ground experiences. The map survey results identified several key insights.



Promotions

The City of Denton ensured that the Vision Zero Action Plan remained highly visible and accessible throughout the engagement process by promoting the project across multiple platforms. The City posted project information on the official City website and on a dedicated project website hosted by the City. The project website provided centralized access to plan materials and was regularly updated to reflect project milestones and progress. The City also utilized Discuss Denton, an online engagement forum, to share project updates and invite public participation. Additionally, the City promoted the interactive map, online survey, and engagement events across its social media channels to reach a broad audience. A City-produced promotional video highlighting the community workshop and online survey achieved more than 100,000 views across all platforms, demonstrating strong public interest and effective outreach.

Key Themes of Engagement

- **Pedestrian Safety And Walkable Street Design**

Public engagement demonstrated strong support for streets that prioritize pedestrian safety and comfort. Participants consistently emphasized the importance of continuous sidewalks, high-visibility pedestrian crossings, and improved lighting to increase visibility, reduce conflicts, and create more walkable environments.

- **Speed Management, Driver Behavior, And Enforcement**

Speeding, running red lights, distracted driving, and general noncompliance with traffic laws emerged as the most significant safety concerns across engagement efforts. Participants supported traffic calming measures, lower operating speeds, and enhanced enforcement, particularly in residential neighborhoods and school zones. Respondents also emphasized the need for education and awareness initiatives to address unsafe driving behaviors and reinforce shared responsibility for roadway safety.

- **Intersection Safety, Visibility, And Access Management**

Participants frequently identified intersections with recurring safety issues, including limited visibility, obstructed sightlines, and excessive conflict points. Community members expressed support for treatments such as intersection daylighting, vegetation management, and enhanced signage and pavement markings to improve visibility and make safety improvements more noticeable and effective.

- **Multimodal Access**

Public feedback reflected strong support for expanding transportation options beyond driving, including safer bicycle facilities and improved transit and paratransit services. Many emphasized the importance of evaluating pedestrian and bicycle networks from the perspective of vulnerable users, including children, older adults, people with disabilities, and individuals without access to a vehicle.

BOARDS AND COMMISSIONS MEETINGS

With the endorsement of the implementation elements by the Advisory Group, the project team presented the report to Mobility Committee on April 29, 2026, to provide an overview of the conceptual plans, along with action matrix, providing board and committee members the opportunity to offer feedback and ask questions regarding the Plan. Overall, the committee were in favor of the plan. They provided some comments, including whether the plan offers a national comparison of crash data between the City of Denton and other cities. They also inquired about providing cost estimates for implementation of each countermeasure. Additionally, a committee member asked about the possibility of increasing the budget for implementing safety measures within the City, beyond solely relying on grants, to expedite implementation process. In response, staff noted that the report provided cost estimates for various countermeasures and that the City's budget includes \$2.5 million for Roadway Safety improvements.

OPTIONS

1. Approve
2. Approve with modifications
3. Deny
4. Postpone Item

RECOMMENDATION

Staff recommends **approval** of the Vision Zero Action Plan, as presented.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Draft Vision Zero Action Plan

Exhibit 3 - Draft Ordinance

Exhibit 4 – Presentation

Respectfully submitted:

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