VISION ZERO TASK FORCE

OCTOBER 2026



Vision Zero

The El Paso City Council adopted the Vision Zero Action Plan in June 2023, intending to reduce traffic deaths to zero through a Safe Systems Approach

- Safe Systems Approach is a framework developed by the Federal Highway Administration (FHWA), to prevent crashes from occurring and to minimize the harm to those involved
- Through infrastructure improvements, community collaboration, and design, the City of El Paso is working to make our roads safer for all users

The Safe Systems Approach is built upon the idea that roadway fatalities and serious injuries are not inevitable but are preventable.



CRASH NOT ACCIDENT

The word accident implies that a collision was unavoidable or the result of an “oops” moment, which can:

- Absolve drivers and agencies of responsibility
- Reinforce a “human error” mindset
- Downplay systemic causes

The word crash:

- Highlights preventability
- Promotes shared responsibility
- Supports equity - low-income communities are disproportionately represented in crash data; language that frames crashes as preventable can help push for targeted safety investments

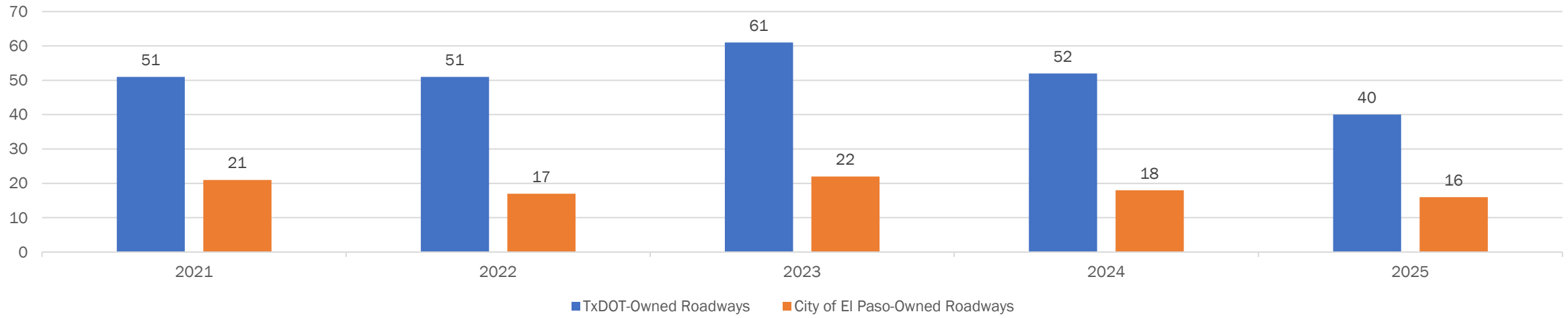
Language shapes perception; crashes are not random, unavoidable problems. The Vision Zero plan commits El Paso to using “crash” instead of “accident”

Fatality Overview

From 2020 to 2024, El Paso's pedestrian fatality rate fell to 2.33 deaths per 100,000 people

- Compared to the highs experienced during the 2015–19 period, that's a decline of .62 deaths per 100,000 people—more than a 20 percent
- Smart Growth America's 2026 edition of Dangerous by Design notes **El Paso as one of only 20 of the 101 largest metro areas that improved their pedestrian fatality rates**
- From 2023 - 2025, roadway fatalities declined 36.1%, compared to national decline of 10.5%
- From 2024 - 2025, roadway fatalities declined by almost 24.3%, compared to a national decline of 6.7%

There were 56 roadway fatalities in 2025



Data Matters

The High Injury Network consist of City-maintained local streets with the highest concentrations of injury crashes. The High Injury Network identifies areas where investment can have the highest impact in reducing serious crashes

- 5% of El Paso's local streets account for 68% of all fatal and serious injury crashes involving someone walking or biking.
- 1% of El Paso's local streets account for 67% of all fatal and serious injury crashes involving someone driving or riding as a passenger

Capital Improvement will update the Vision Zero Dashboard so all staff and residents have easy access to crash data, crash trends, and areas of concern



Increased Collaboration

Vision Zero is a multi-disciplinary approach that includes

- Enforcement efforts on speed, DUI, DWI, distracted driving
- Infrastructure and operational improvements that increase transportation safety
- Post Crash Care and Emergency Response
- Data & Analysis
- Education and Outreach
- Policy and Regulation
- Public Health & Community Partnerships
- Courts, Legal & Restorative Approaches
- Safe Roadway Users



Everyone in this room (and online) already works on Vision Zero, this initiative belongs to ALL OF US

EDUCATION & OUTREACH

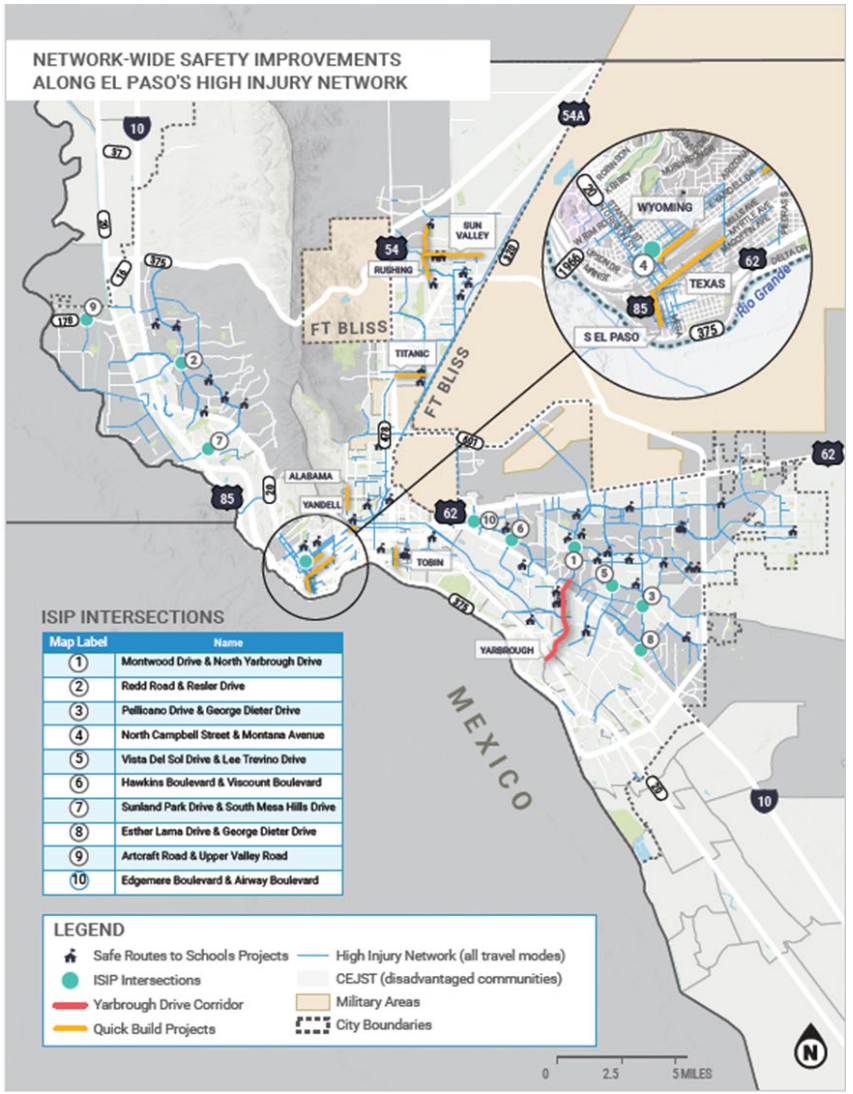


Safe Streets and Roads for All Grant

City of El Paso Awarded $12,375,082

- North Yarbrough Drive corridor to address right-angle, left-turn, and rear-end crashes; disregard for traffic signals; speeding; and driver inattention & intersection safety program **$6.98 Million**
- Launch Safe Routes to School Program **$1.4 Million**
- Vision Zero Education **$1,000,000**
- Vision Zero Quick Build Projects **$3 Million**

Agreement has been signed, restrictions <u>may</u> apply to standalone art, food, and swag items



Media and Print Campaigns - Baseline

Some funds will be used on social media campaign and printed materials for educators, business owners, residents, city outreach etc.

- Work with PIO & PD to develop unified social media campaign for Vision Zero
- Develop a safety pledge - pocket sized or a chalk board demonstration
- Develop printed materials or a “Partner Tool Kit” for different roadway users than can be used in schools, businesses, bars, and community engagement (Done in San Diego, Albuquerque, Los Angeles, Austin, San Antonio etc.)
- Develop photo opportunities for outreach and public advertisements

Campaigns will need support from the Business One Stop Shop, Public Affairs, Public Health, School Districts, Police Department, Municipal Court, Sun Metro, Parks and Rec. Etc.











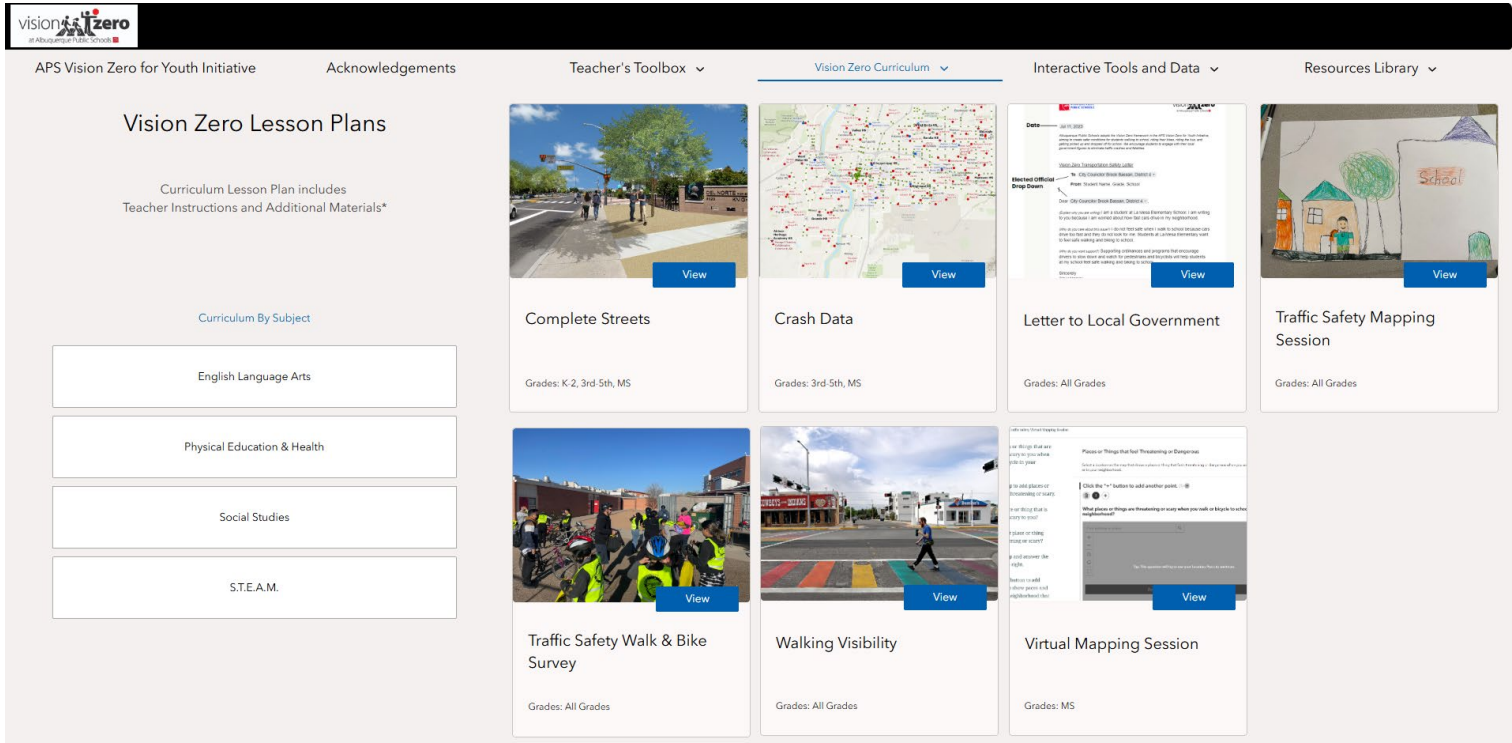


Case Study: Albuquerque

Vision Zero for Youth Initiative

- Teachers and school staff participated in a workshop to give feedback on drafted materials pertaining to the quality, usability, and relevancy of Traffic Safety Curriculum
- Albuquerque Public Schools (APS) conducted Traffic Safety Mapping Sessions and Walk Surveys to engage students in designing the pedestrian safety program
- APS created its own Vision Zero Task Force to guide the development of the APS Vision Zero for Youth Initiative

Should El Paso create a similar toolkit ?



Case Study: Vision Zero-Yard Signs

Yard signs have been used in other municipalities to:

- Show support for Vision Zero
- Encourage neighbors to be safer roadway users
- Increase awareness
- Notify the public of upcoming projects









Memorialization - Baseline

Some funds will go to a memorialization of some kind which could look like:

- Artistic memorialization's of local stories, capturing personal experiences related to traffic violence
- Public Murals, Art and/or monuments (may need to be part of SS4A construction activities)
- Dedication of a Shared Use Path or other public infrastructure
- Traveling exhibit between Parks and Rec centers
- Support for events already dedicated to memorialization

For grant reporting purposes memorialization MUST be tied to a greater educational or awareness effort

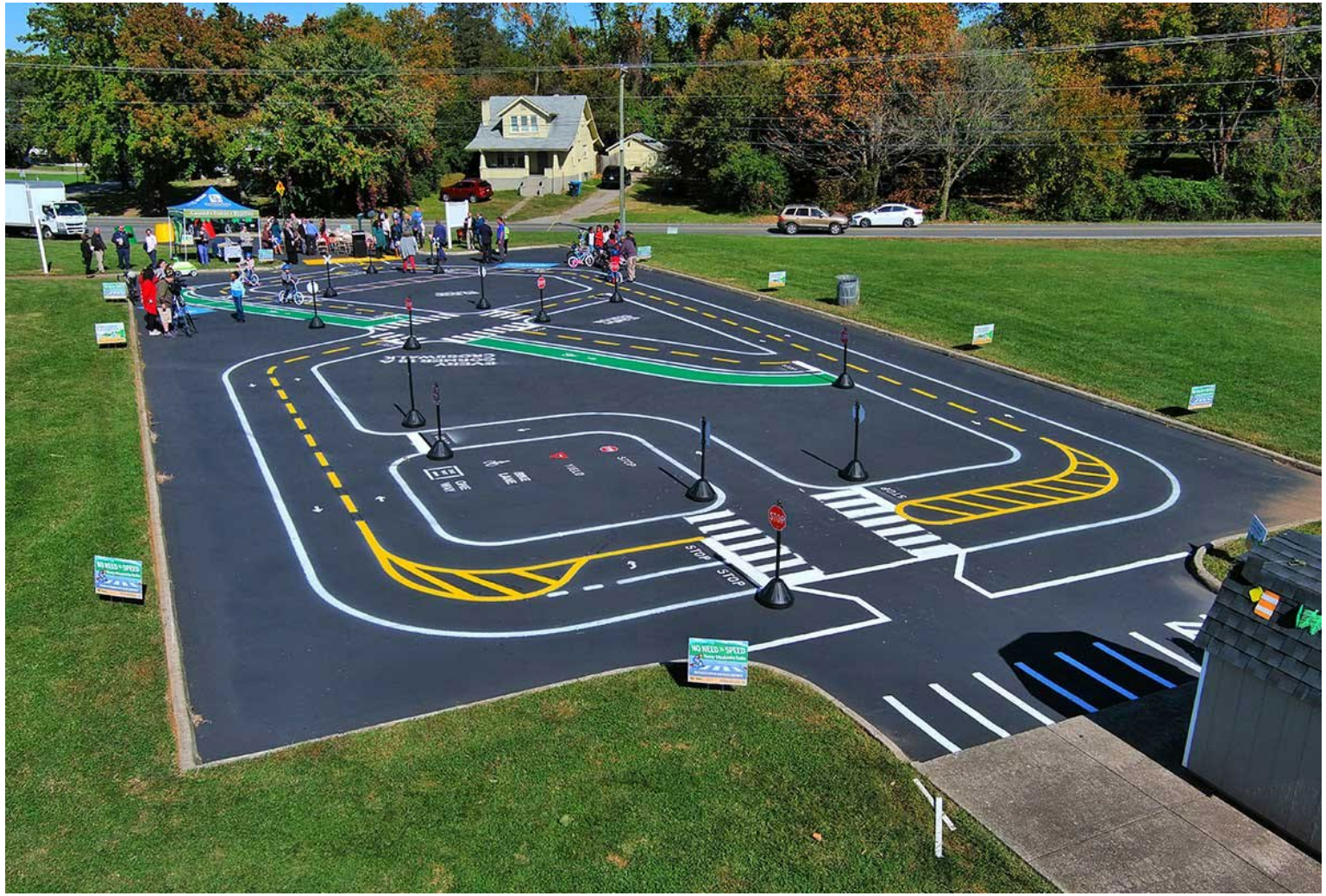
Safety City Park

Safety city's or traffic gardens are parks with buildings, paved streets, sidewalks, working traffic signals, and signs meant to educate children on pedestrian, vehicle, bicycle, and fire safety through play

- Opportunity to repurpose a closed school or vacant city owned real estate
- Can be done at different scales and costs, design can be done in house
- Local partners may donate play buildings or streets to have permanent advertising
- May remove barriers for schools and become a field trip destination
- Cities like Juarez, Las Crusus, Albuquerque, Lubbock, Frisco, all have invested in similar parks

Opportunity to foster a safer regional transportation culture and become a state leader in park innovation and children's transportation safety

Traffic Garden: Monterey County



Traffic Garden: Dayton KY



Traffic Garden: Cambridge MA



Safety City: Knoxville TN



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Case Study: Vision Zero Ambassadors

In Los Angeles community ambassadors are recruited to support engagement efforts in their community

- E.g., Partnership between LADOT, Los Angeles Rams, and State Farm.
- Each time LA Rams' Johnny Hekker punts during a game, it triggers a reminder to fans in the stadium and listening to Rams radio broadcast to drive safely.

Similar program may be initiated at no cost



Los Angeles Ram's punter Johnny Hekker, LA's first Vision Zero Hero Ambassador. (Los Angeles Department of Transportation)

Other Ideas and Questions

What ideas and / or organizations are we missing ?

- Mascot
- Uber Vouchers
- Bicycle Fleet for ISDs & outreach
- Supporting existing educators and programs

Please take our quick survey and let us know

1.What you think the priorities are ?

2.What organizations/ entities need to be involved? *Elaborate on any specific support or involvement an organization may offer*

3.What ideas or initiatives are we missing ? *Elaborate on any specifics you would like to see or proposed ideas*



PLEASE TAKE THE SURVEY BEFORE YOU GO



