

DENVER VITAL SIGNS

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ENSURING PEDESTRIAN SAFETY IN DENVER

VISION ZERO

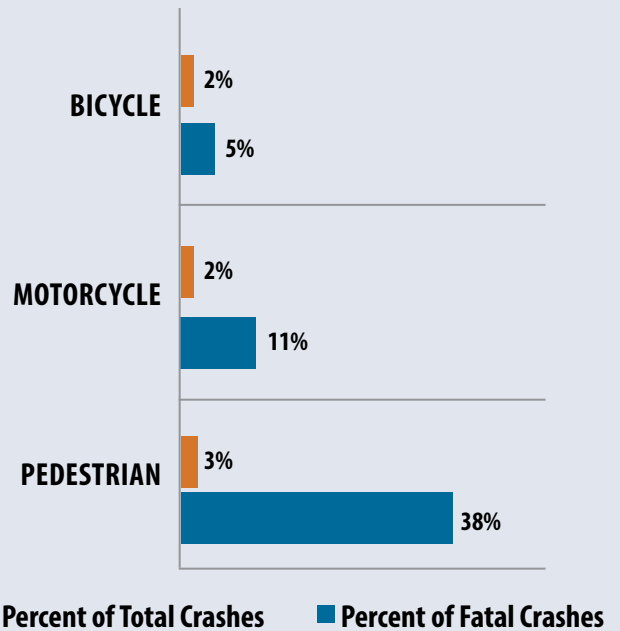
In 2016, Denver Mayor Michael B. Hancock announced the city's commitment to **Vision Zero** and eliminating all traffic-related deaths and serious injuries on Denver's roadways. "Transportation-related deaths are preventable," Mayor Hancock said, and "we commit to taking a bold approach to creating safer, better streets for people moving throughout our city."

In 2016, 61 people were killed in traffic deaths in Denver—the most since 2005. Everyone has the right to safely travel on our streets. Vision Zero is a proven, data-driven approach to reducing transportation-related injuries and saving lives.

Electronic health record data from the Denver Health Paramedic Division can help the city identify hazardous locations. According to Denver Paramedics there were more than 7,000 injuries in 2015. Traffic injuries account for approximately 31% of all paramedic encounters and 26% of all ambulance transports. Motor vehicle crashes are the most common type of traffic injury in Denver, but each year hundreds of pedestrians, bicyclists and motorcyclists are treated by Denver paramedics. In fact, pedestrians, bicycles, and motorcycles are disproportionately represented in injuries and fatalities when compared to the overall number of crashes.

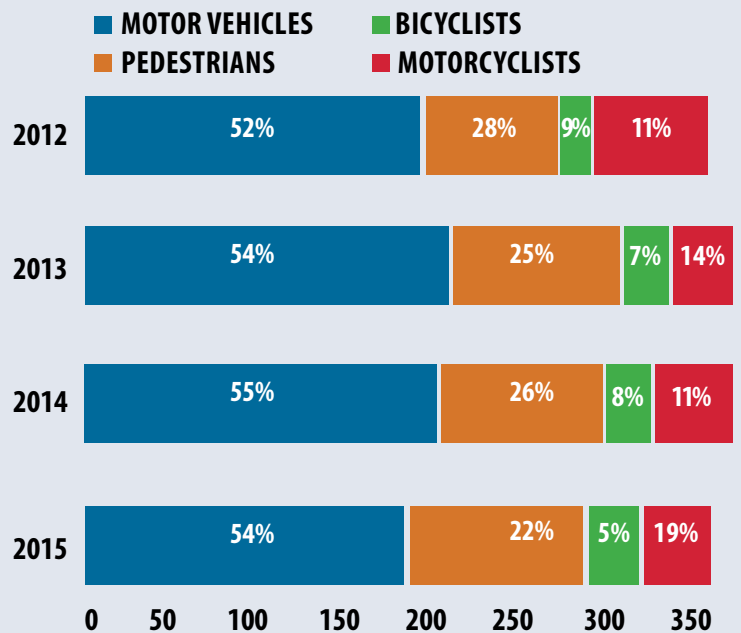
The top graphic shows that compared to total number of crashes, pedestrian crashes were the most fatal and the bottom graphic shows that almost half of all serious injuries were involved in crashes with transportation modes other than motor vehicles.

Denver Public Works, Crash data from 2011-2015



Analysis by Toole Design Group, 2017

Denver Emergency Services, Data dates: 9/1/2011 to 8/31/2016



Analysis by Denver Public Health, 2016



Why Speed Matters for Saving Lives



20
MPH



90% OF PEDESTRIANS SURVIVE THE COLLISION.



30
MPH



50% OF PEDESTRIANS SURVIVE THE COLLISION.



40
MPH



10% OF PEDESTRIANS SURVIVE THE COLLISION.

WHAT ARE WE DOING?

COMMUNITY ACTIVE LIVING COALITION

Assessments and Travel Plan for Schools

The **Community Active Living Coalition (CALC)** is a diverse community group whose mission is to promote healthy lifestyles and active transportation, collect data and community input to prioritize community needs, and advocate for health and equity in all policies throughout Denver. In 2015-2016, CALC collected data about walking, biking, and transit environments around more than 120 schools and recreation centers in Denver. Combining this data with the context of where kids live, we can prioritize safe streets and routes for kids to walk and bike to school and other destinations. In the 2016-2017 school year, CALC and Safe Routes to School are working with four elementary schools to develop Multi-Modal Travel Plans (six more schools are slotted for the 2017-2018 school year). The goal of these travel plans is to create lasting and community-driven policies to create safe environments for kids to walk and bike around school, including walking school buses, remote drop-offs, creative sidewalk art for wayfinding, and community partnerships.

CALC is administered by **Denver Environmental Health** in partnership with the PHD Youth team at **Denver Public Health** and WalkDenver.

WHAT CAN YOU DO?

- Take the Vision Zero **map-based survey** to weigh in.
- Watch your speed in school zones.
- Support and engage the community.
- Support and engage schools with lasting policies related to travel in one place (travel plans).
- Provide a link between the communities and the city government.

Words Matter: Drop the "A-word"

DON'T SAY:

Car Accident

(n): An unintentional or unfortunate event, a mishap



SAY INSTEAD:

Crash or Collision

(n): The act, or an instance, of crashing



WHY?

The word "accident" implies that these events are outside human influence or control, and that the fatalities or injuries that result are un-preventable.

In the 1960s, William Haddon, director of the National Highway Traffic Safety Administration (NHTSA), reasoned that the "A-word" enabled people to take too little responsibility for the decisions that lead to driving injuries. The top three causes for car crashes are distracted driving, speeding, and impaired driving -- all of these are deliberate choices.

Other words matter too: say "driver" instead of "car" or "truck."