

VISION ZERO UPDATE

City Council Meeting

July 21, 2025



City of
New Braunfels



WHAT IS VISION ZERO

ZERO TRAFFIC DEATHS AND SEVERE INJURIES AMONG ALL ROAD USERS.

- Goal of eliminating traffic fatalities and severe injuries among all road users
- A focus on how roadway design impacts safety outcomes for all road users
- Strategies:
 - Multidisciplinary and collaborative approach to improve traffic safety
 - Data-driven process to identify high crash locations and trends
 - Prioritize safety in design and policies
- TxDOT, San Antonio, Austin, and Seguin are also Vision Zero agencies



Source: FHWA.

Figure 2.

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behaviour

Prevent **COLLISIONS**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**

VS

WHAT IS THE STREET SAFETY ACTION PLAN?

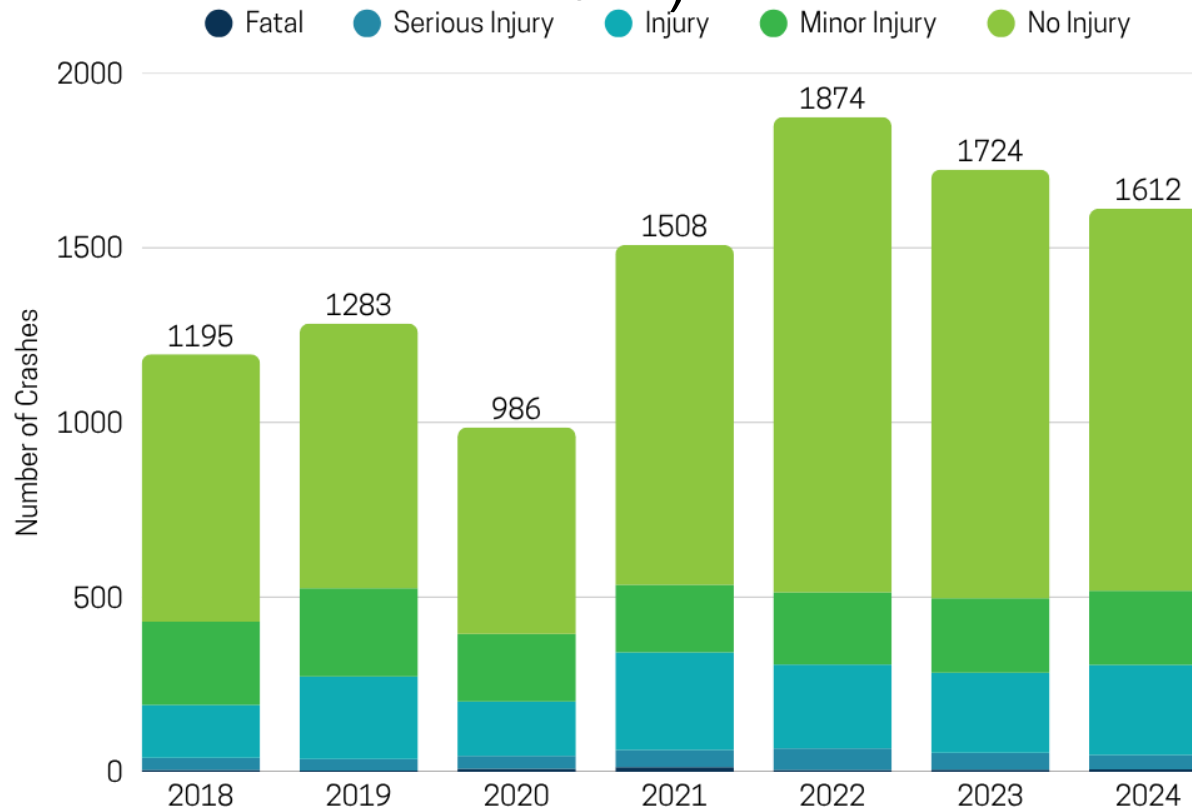
- **GOAL** – Zero fatalities by 2040
- Analysis of crash data to identify and address areas of concern
- Recommend projects
 - Funding opportunities
 - TxDOT coordination
 - ***Majority underway or complete***
- Policy recommendations to improve city guidelines and enforcement
- Defines progress metrics



CITY CRASH STATISTIC

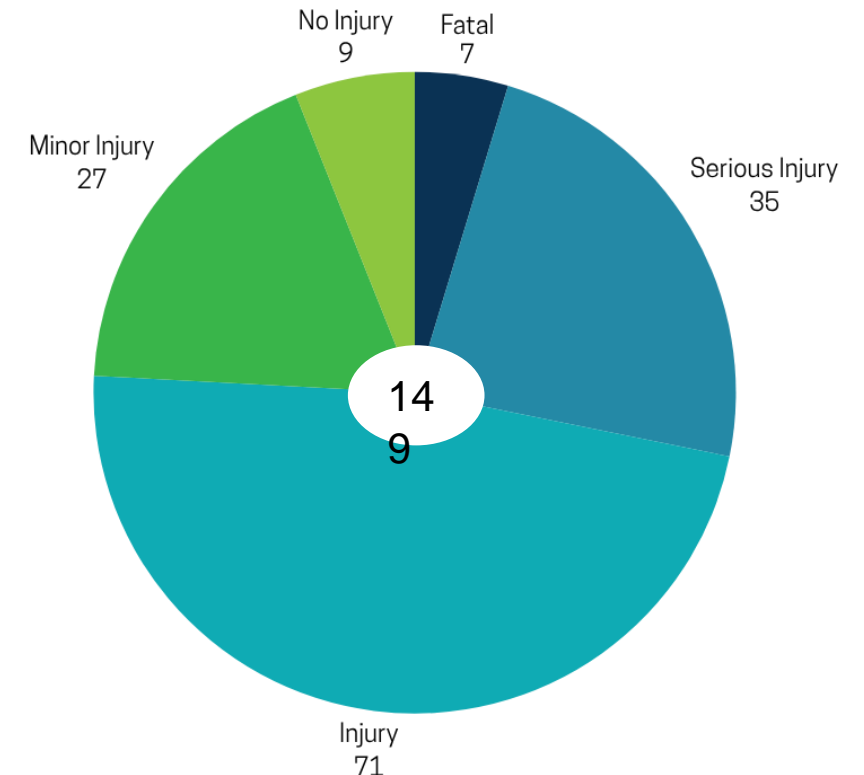
Speeding contributed to **30%** of all crashes between 2018 and 2024, and **35%** of the fatal crashes.

Total Crashes and Severity (2018-2024)



Source: TxDOT CRIS Data, 2018-2024

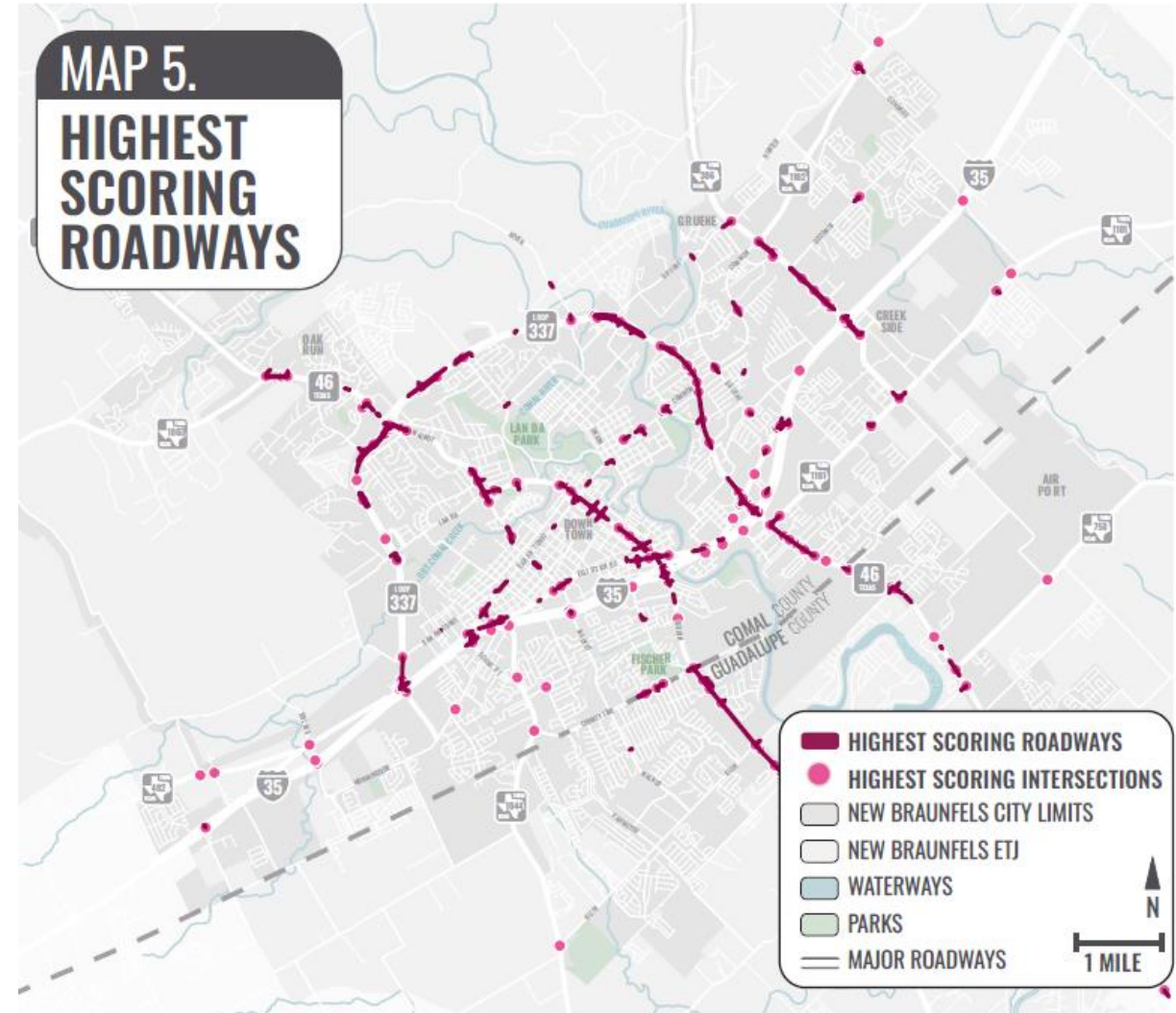
Total Crashes Involving Pedestrians and Severity (2018-2024)



Source: TxDOT CRIS Data (2018-2024)

CRASH INVENTORY ANALYSIS

- Created a weighted heat-map based on incidents within 5-year period
- Contributing factors analyzed:
 - Speed
 - Number of Lanes
 - Protective Medians
 - Turning Actions
 - At Intersections
 - Light Conditions
 - Crash Severity
 - Construction Zones
 - School Zones
 - Bike or Pedestrians



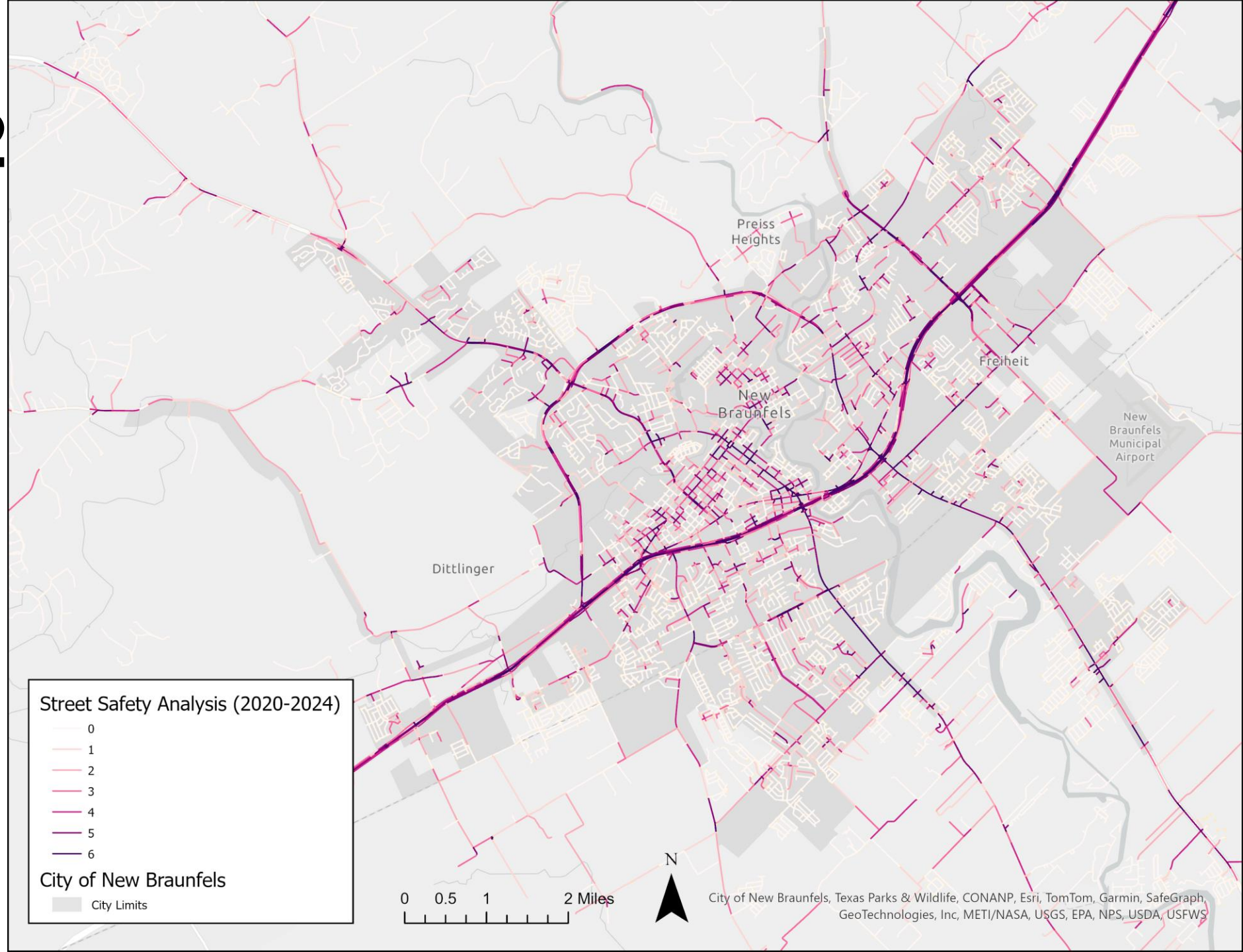
2018-2022

- Used to generate projects listed in the SSAP
- TxDOT Roadways
 - Loop 337
 - SH 46
 - IH 35
 - Downtown Plaza



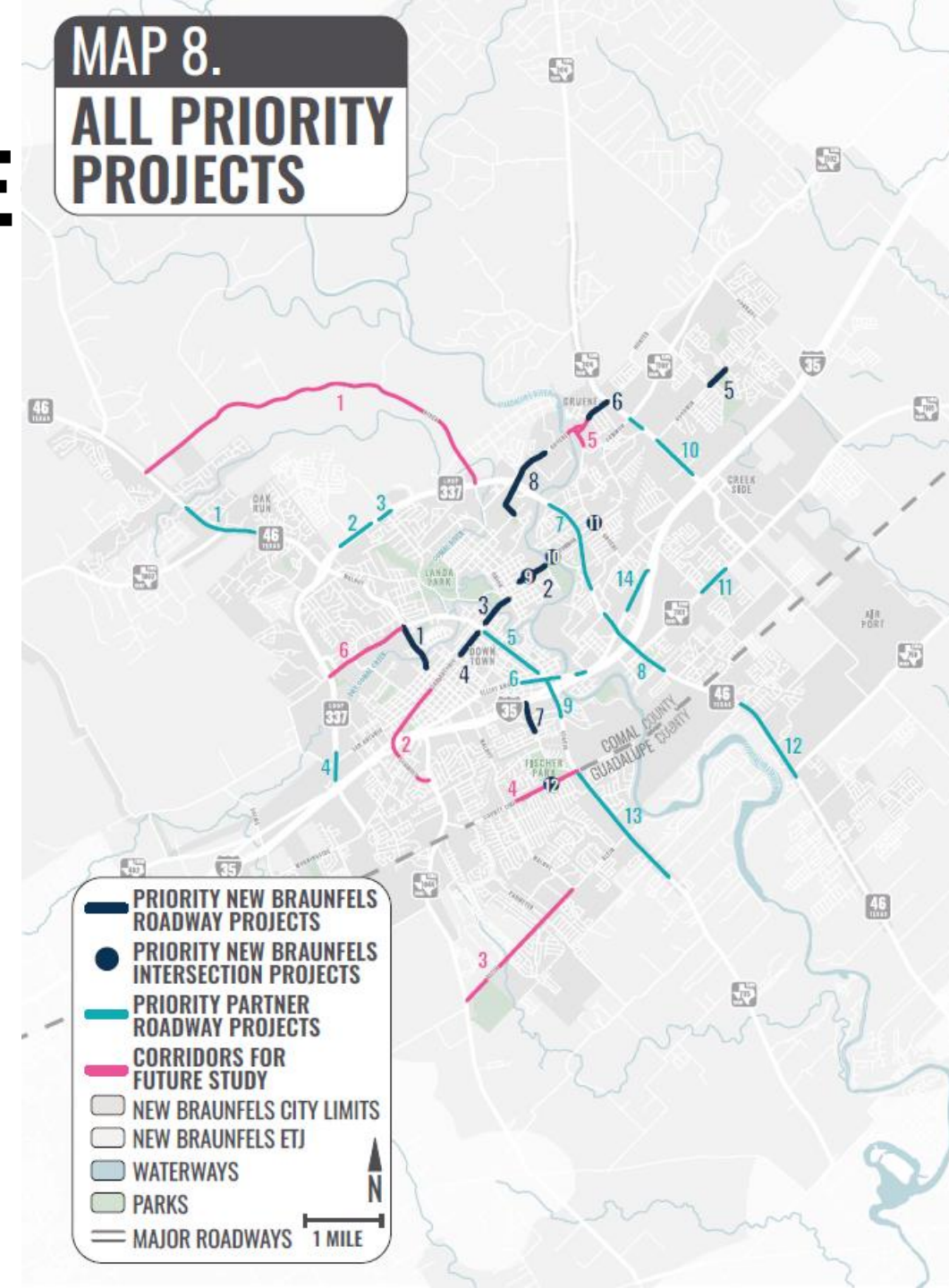
2020-202

- TxDOT Roadways continue to have safety concerns
- Incident counts are still high from the Covid spike, but local streets are seeing less incidents.



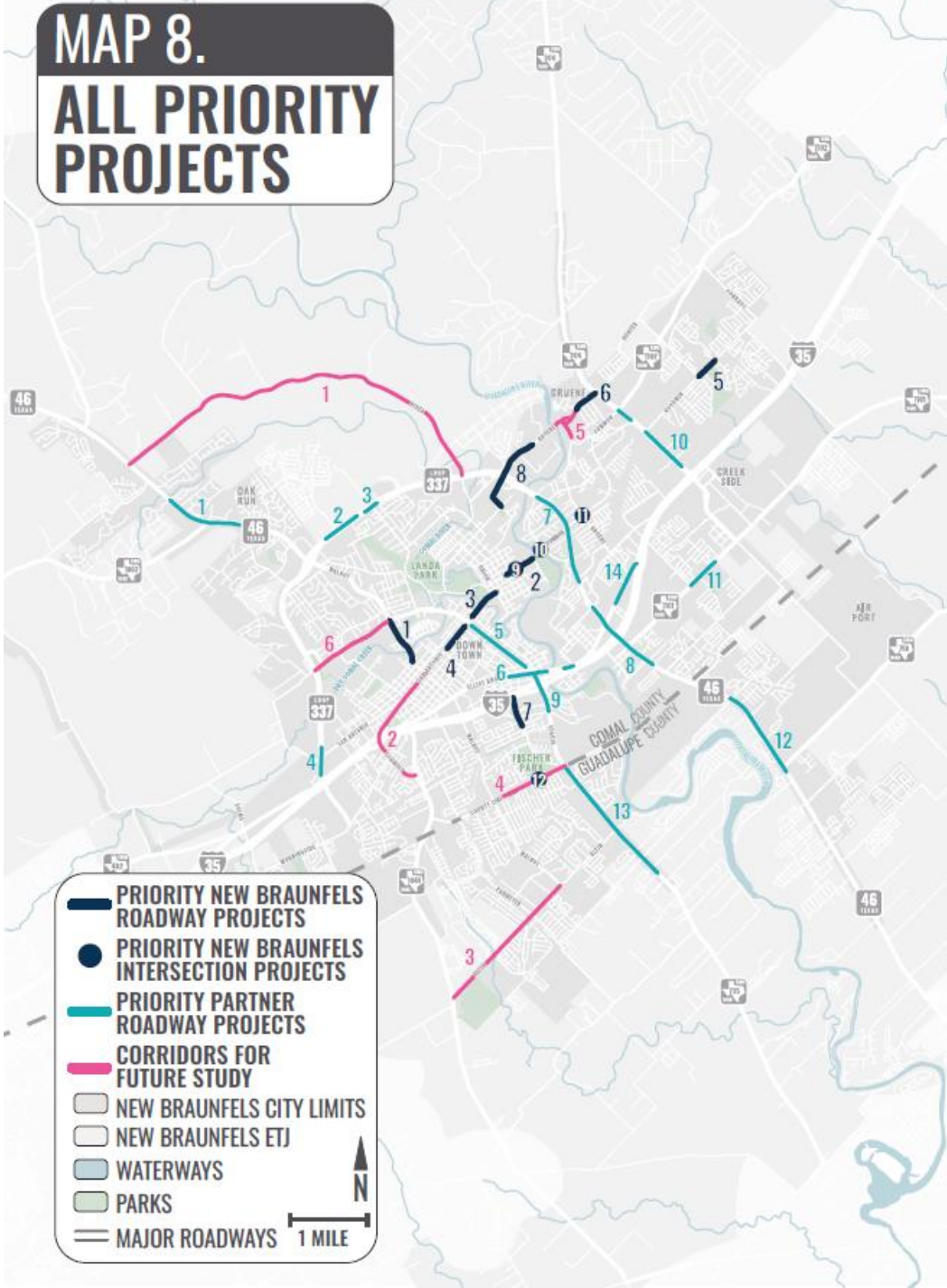
PRIORITY CITY PROJE

	Project Area	Progress
1	Walnut Ave (Landa St-Bridge St)	Traffic signal at Academy Ave
2	Common St (Central Ave-Union Ave)	In construction
3	San Antonio St (Comal Ave-Union Ave)	Planned and in construction
4	San Antonio St (Ferguson St-Main Plaza)	Completed and planned
5	Goodwin Ln (Orion Dr-Pader)	In construction
6	Hunter Rd (Rapids Rd-FM 306)	Planned
7	McQueeney Rd (IH 35-Melody Ln)	Completed
8	Gruene Rd (Torrey St-Ewelling Ln)	Segment planned
9	Common St at Grant Ave	In construction
10	Common St at Fair Ave	In construction
11	Common St at Gruene Rd	Planned
	Central Line Rd at Davis Crossing	Completed



CORRIDORS FOR FUTURE STUDY

	Project Area	Progress
1	River Road/ Hueco Springs Loop	Traffic signal at SH 46 in construction.
2	San Antonio Street/ Spur Street and Schmidt	San Antonio-Spur submitted for AAMPO Project Call. TxDOT has upcoming intersection project at IH 35 & Schmidt.
3	Klein Road	Roadway and signal improvements completed in 2024. New signal and ped/bike crossing at Klein Meadows in design by NBISD, construction 2026.
4	County Line Road	Intersection and pedestrian improvements through TxDOT FM 725 expansion and citywide pedestrian improvements.
5	Gruene Road	AAMPO funded ped/bike project, scheduled for construction in 2030.
6	Landa Street	Project planning by staff.



NEIGHBORHOOD TRAFFIC CALMING POLICY UPDATE

- Goals for update
 - Expand traffic calming toolkit
 - Objective evaluation criteria and process
 - Streamline approval and implementation process
 - Refine public outreach
 - Improve process to prioritize projects for funding
- Engineering with **Education** and **Enforcement**




UPDATED STREET DESIGN GUIDELINES

- **Land Development Ordinance Update – *In progress***
 - Design that encourages safe driving behavior
 - Site access and circulation that promotes safe maneuvers and consideration of pedestrians and bicyclists
 - Ensuring the pedestrian and bicycle network continues to grow and stay connected
- **New Braunfels Street Design**
 - Following the latest TxDOT Roadway Design Guide, including updated pedestrian and bicycle guidance
 - Allow NACTO Design Guides based on area context
 - Defining facilities and when they are required
 - Design flexibility to meet both city and development needs



CITY’S VISION ZERO WEBPAGE



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BUSINESS & DEVELOPMENT

CITY HALL

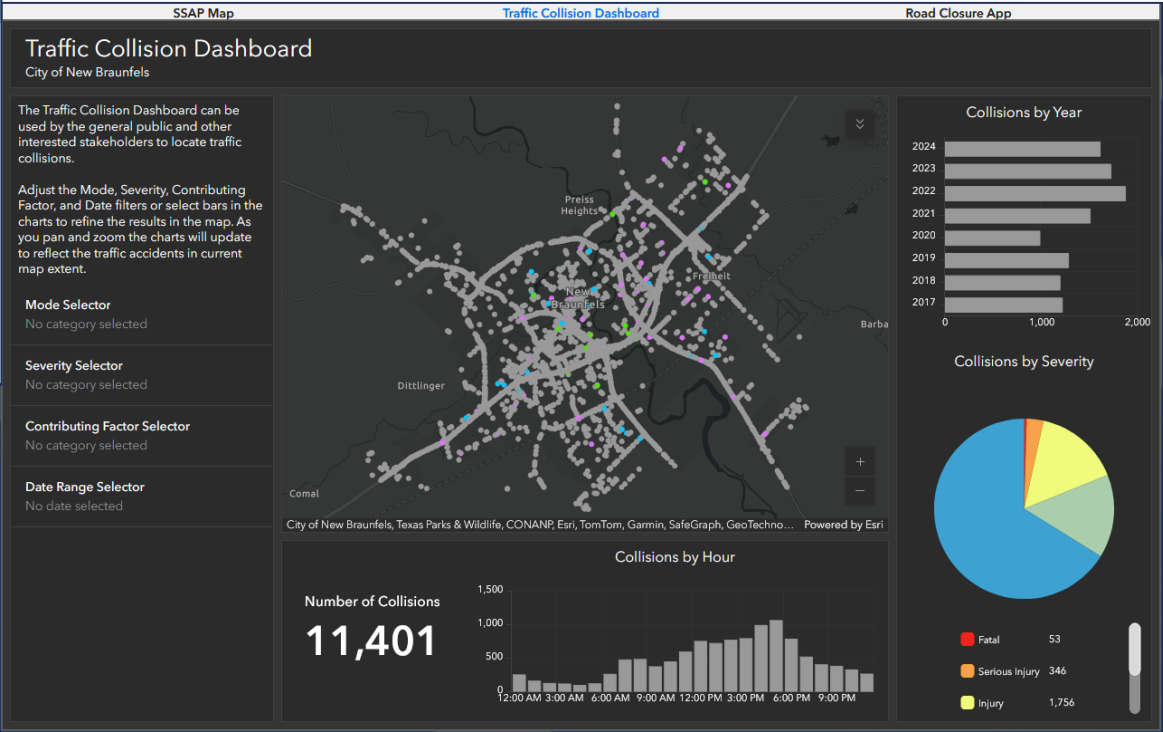
VISION ZERO



Vision Zero is the global movement to eliminate all traffic deaths and serious injuries through adopting safe street design, safety-focused transportation policy, and improved enforcement of traffic laws. More than 42,000 people die on American roads each year, and many thousands more are severely injured. These deaths and injuries are preventable. The Vision Zero approach seeks to create a transportation system where crashes never result in fatalities or serious injuries. In contrast, crashes resulting from human error cannot be eliminated. The traffic environment can be designed so that the force of any crash does not exceed the human body's tolerance. Vision Zero, therefore, rejects the traditional approach of traffic safety, which places responsibility for crashes on road users, and instead looks to roadway designers to create safer roads for all users. Learn more about [Vision Zero](#) from the U.S Department of Transportation.

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Vision Zero Website



NEXT STEPS



Finalizing policy and ordinance updates for traffic calming



Bicycle and Pedestrian Network Plan – In Progress



RIO microtransit service launch



Updating and reporting the city's crash statistics



Vision Zero webpage update

QUESTIONS?



City of
New Braunfels

