NEW BRAUNFELS STREET SAFETY ACTION PLAN

A blueprint to achieve zero roadway fatalities in the City of New Braunfels by 2040.
Between 2018 and 2022, there were

**38 FATAL CRASHES**

and

**216 SERIOUS INJURY CRASHES**

In New Braunfels and its Extra-Territorial Jurisdiction (ETJ)

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**What is Vision Zero?**

- The goal of zero traffic deaths and serious injuries.

**What is a Safe System Approach?**

- Traffic Deaths and Serious Injuries are Preventable through design.

**Why now?**

- Federal Safe Streets for All (SS4A) grants
COMMUNITY ENGAGEMENT

- Localizing Vision Zero
- Public and Stakeholders’ Meetings
- 5 Activity Stations – such as the “Wall of Options” giving New Braunfels residents a chance to show visually what would make them feel safer

- Editing the Plan Mission Statement:

NEW BRAUNFELS IS COMMITTED TO ELIMINATING TRAFFIC FATALITIES AND SEVERE INJURIES ON ALL OF ITS STREETS BY IMPROVING ROADWAY DESIGN, EXPANDING SAFE DRIVING ENFORCEMENT, AND SUPPORTING SAFE AND HEALTHY MOBILITY OPTIONS FOR ALL AGES AND ABILITIES.
**Methodology:**
- Data gathering
- Analysis and Community Feedback
- Validation
SAFE STREETS TOOLKIT

- Expand Traffic Calming measures currently available to community members.
- Streets and intersections can be redesigned to improve safety.
- Providing dedicated facilities reduces conflicts between different road users.
RECOMMENDATIONS

• Policy Goals:
  1. Safer Speeds
  2. Multimodal Streets
  3. Safe Street Behaviors

• Program Goals:
  1. An Informed public
  2. Streamlined Implementation
  3. Focused Enforcement

• Project Goals:
  1. Priority Implementations
  2. Continuous Evaluation
  3. Areas of Further Study
IMPLEMENTATION TASKS

1. Pursue lower speed limits on strategic corridors
2. Provide a framework for building multi-modal options
3. Protect multi-modal spaces
4. Inform and educate
5. Focused enforcement for traffic violations
6. Strategic partnerships

I PLEDGE TO ALWAYS:

- Yield to the most vulnerable road user
- Follow all traffic laws
- Always look for pedestrians
- Never obstruct a crosswalk
- Not drive distracted
- Not drive while impaired
- Drive slowly around schools and parks
- Remember that I can take someone’s life with my vehicle