

303 ARTWAY VISION ZERO TRAFFIC CALMING DEMONSTRATION

Final Report



ABOUT THE PROJECT

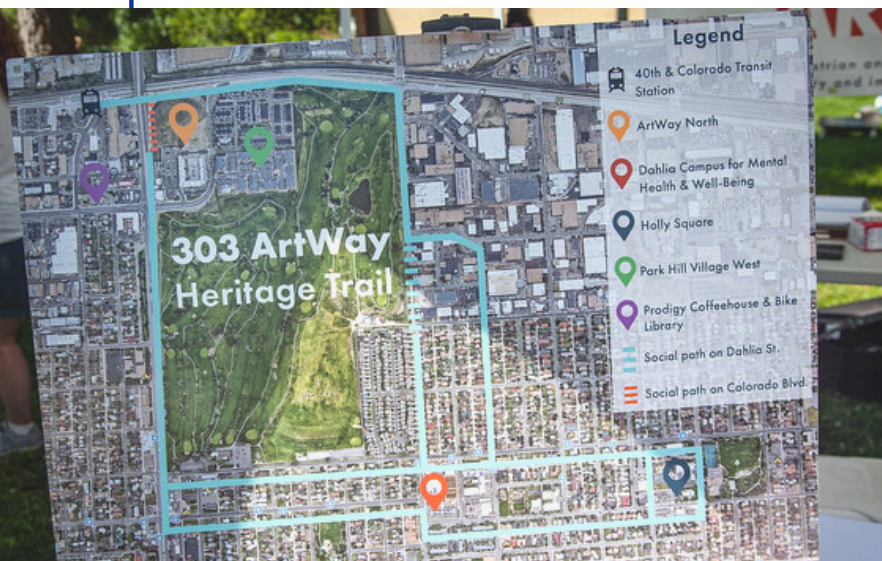
On August 3, 2019, WalkDenver teamed up with Urban Land Conservancy and Radian Inc to organize a pop-up event in Northeast Park Hill to temporarily display a safer intersection along the proposed 303 ArtWay Heritage Trail. Using a variety of low-cost materials, including colorfully painted tires, planters, and even a painted bike lane, community members were able to visualize a safer and calmer street. In alignment with ULC's mission to increase safety and mobility in the Northeast Park Hill community, the event took over the 35th Avenue and Holly Street intersection to demonstrate the impact that widened sidewalks, a sheltered bus stop, bike lanes and pedestrian crosswalks could have on the area. The pop-up also featured local food vendors, fun activities, and opportunities to help design the future Heritage Trail as well. The proposed path is a four-mile pedestrian and bike loop connecting the 40th and Colorado Transit Station to Holly Square. 303 ArtWay's three themes of Art, Health and Heritage originated from the community's collective desire for improved connectivity and increased cultural expression to highlight, preserve and expand upon the area's unique history. The vision for this project is to create a people-friendly path that encourages walking or bicycling activity, increases safety and celebrates the rich cultural heritage of the Northeast Park Hill community.

WHAT IS VISION ZERO?

Vision Zero is a transportation safety philosophy that was developed to eliminate traffic deaths and serious injuries in the transportation system. Everyone has the right to safely travel on our streets no matter where they are going or how they travel. That is why the City and County of Denver is committed to eliminating traffic deaths and serious injuries by 2030 through a Vision Zero program. Learn more at denvergov.org/visionzero.

WHAT IS TRAFFIC CALMING?

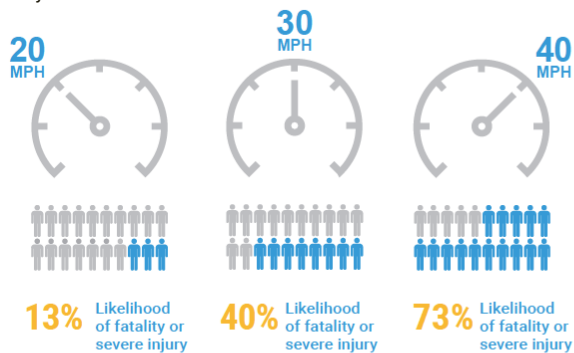
Traffic calming uses physical design and other measures to improve safety for all users of a street. Techniques can include curb extensions, reduced turning radii, bike lanes, and raised crosswalks. It aims to encourage safer, more responsible driving, reduce dangerous traffic speeds, and encourage the use of other modes of travel. Temporary demonstrations like this are used to test out potential design changes and gather community feedback.



Data Analysis

SPEED DATA RESULTS

Speed management is a critical component of Vision Zero because it is one of the most influential factors in crash severity and frequency. As shown in the image below from the City's Vision Zero Action Plan, driving just 10 mph slower can have a significant effect on safety.



Vehicle speed data was collected on 35th Ave both during the event and on a comparable Saturday to measure the effects of the pop-up. The average speed dropped from 25mph to just 14mph, indicating that traffic calming measures could have a significant impact on lowering speeds on residential streets.

The percent of drivers exceeding the speed limit dropped dramatically from...

35%
with the street
as-is to...



0%
during the
pop-up!




SURVEY RESULTS

During the pop-up demonstration, our volunteers surveyed people walking by about traffic safety in the neighborhood. 55% of respondents said they regularly walk in the area and 41% take transit regularly, so improvements to the pedestrian environment would go a long way.

Would you feel safer crossing or walking in the area if these treatments were installed?

 **91%**
said yes

Curb Extensions

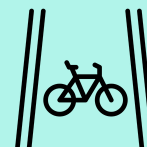
 **82%**
said yes

Crosswalks

Only 27% of respondents said they regularly bike in the neighborhood, with biking safety rated an average of 2.2 out of 5. Most cited safety around vehicles as their main concern that prevents them from biking. They agreed that better infrastructure, such as the proposed ArtWay trail, would make them more likely to bike around.

If protected bike lanes were installed...

Would you feel safer while biking?



Would you bike more often?

91% said yes to both!