

TASTY COLFAX VISION ZERO TRAFFIC CALMING DEMONSTRATION

Final Report

ABOUT THE PROJECT

On July 23, Capitol Hill United Neighborhoods, the Bluebird District, and WalkDenver co-hosted a temporary Vision Zero traffic calming demonstration event during the 11th Annual Tasty Colfax event. The Tasty Colfax is an annual restaurant and pub crawl through the eclectic business, entertainment, and arts districts on E Colfax Ave between York and Colorado Blvd. The extended block party fuses urban energy with small town community, and includes live music and fine art.

The Colfax & Madison intersection is home to an increasing number of popular restaurants, bars, and other neighborhood destinations and has seen a corresponding increase in pedestrian traffic in recent years. Anyone familiar with trying to navigate Colfax outside of a car knows how difficult and at times dangerous it can be. A lack of safe places to cross mean many people have to cross Colfax where there is no protection for anyone on foot or bike or go too far out of their way to reach a safer crossing point. With a Bus Rapid Transit project being planned for Colfax that would include adding more safe crossing locations, the pop-up traffic calming demonstration was a great opportunity to reimagine Colfax as a more people-friendly street in the future.



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?

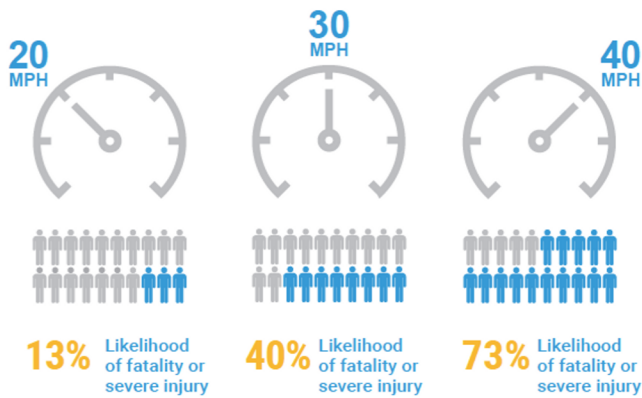
Traffic calming uses physical design and other measures to improve safety for all users of a street. Techniques can include curb extensions, reduced turning radii, bike lanes, and raised crosswalks. It aims to encourage safer, more responsible driving, reduce dangerous traffic speeds, and encourage the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



Data Analysis

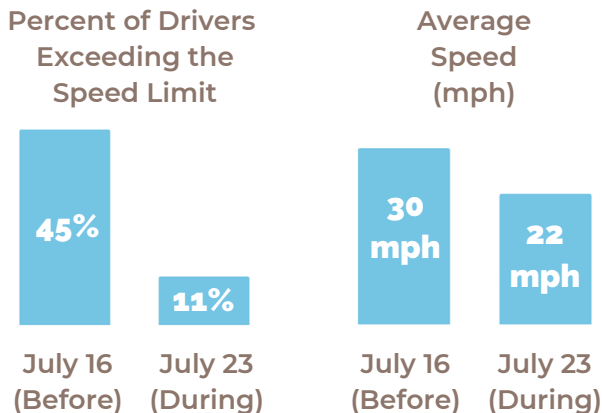
SPEED DATA RESULTS

Vehicle speed data was collected one week before and during the event to measure the effects of the pop-up. Speed management is a critical component of Vision Zero because it is one of the most influential factors in crash severity and frequency. Driving just 10 mph slower can have a significant effect on safety.



Source: *Impact Speed and a Pedestrian's Risk of Severe Injury or Death*, Brian Tefft, AAA Foundation for Traffic Safety, 2011

The speed limit along this stretch of Colfax is 30 mph but because it is a wide road with long distances between signalized intersections, the majority of drivers often speed down the historic street. The demonstration had a significant effect on vehicle speeds, reducing average speeds by 8 mph and the percentage of drivers traveling over the speed limit from nearly half to just over one-tenth.



SURVEY RESULTS

During the pop-up demonstration, our volunteers surveyed 90 Tasty Colfax attendees about traffic safety on the corridor. 88% of respondents said they regularly travel Colfax on foot - but with an average safety rating of 3.2 out of 5, it was clear that most respondents felt pedestrian safety and comfort on Colfax could be improved. Feedback about the pop-up pedestrian crossing, median, and curb extensions was overwhelmingly positive, so we asked if they would like to see these types improvements permanently installed:

Would you feel safer crossing or walking on Colfax if these treatments were installed?



92%
said yes



Signalized Crossings

80%
said yes



Curb Extensions

72%
said yes