

# YALE AVENUE VISION ZERO TRAFFIC CALMING DEMONSTRATION

## Final Report



## ABOUT THE PROJECT

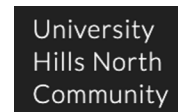
On July 27, the University Hills North Community, the University Hills Neighborhood Association, the U-Hills Plaza, Councilwoman Kendra Black, and WalkDenver co-hosted a temporary Vision Zero traffic calming demonstration event at Yale Avenue & S Clermont Drive in Southeast Denver. We set up a median down the center of Yale, curb extensions on Clermont, a sidewalk extension on the westbound side of Yale, and a pop-up bus shelter at the intersection. Our goal was to demonstrate some simple design changes that could improve walkability and connectivity in the area. This intersection is one of the few signalized crossings on Yale located in proximity to homes, transit, and local neighborhood destinations, including grocery stores, restaurants, shopping, and a library. But narrow sidewalks, unsafe vehicle speeds, and short crossing times often discourage residents from walking to nearby amenities. While there is no doubt that significant investments are needed on Yale to improve safety and accessibility, we decided to focus on some smaller, short-term traffic calming ideas that could be implemented at a quicker pace, such as curb extensions near the intersection and a median that could double as a pedestrian refuge.

## 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](https://denvergov.org/visionzero).

## WHAT IS TRAFFIC CALMING?

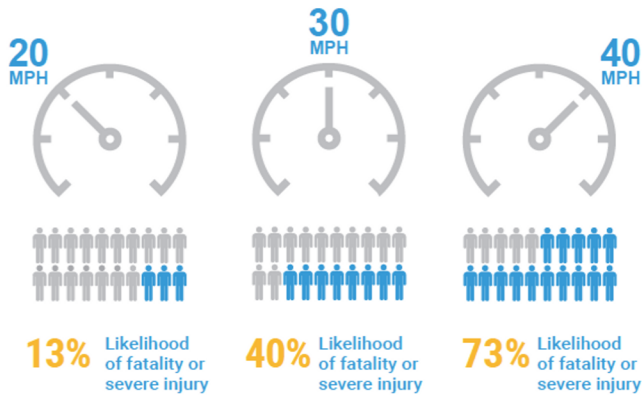
Traffic calming uses physical design and other measures to improve safety for all users of a street. Techniques can include curb extensions, reduced turning radii, bike lanes, and raised crosswalks. It aims to encourage safer, more responsible driving, reduce dangerous traffic speeds, and encourage the 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

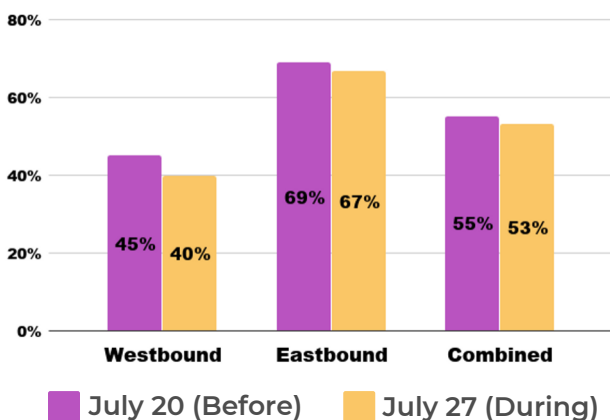
Vehicle speed data was collected one week before and during the event to measure the effects of the pop-up. Speed management is a critical component of Vision Zero because it is one of the most influential factors in crash severity and frequency. Driving just 10 mph slower can have a significant effect 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 Yale Ave is 30 mph but because it is a wide road with long distances between signalized intersections, the majority of drivers often speed through the area. While the overall average speed only dropped from 32 mph to 31 mph, the percent of drivers going over the speed limit still dropped, especially on the westbound side where there is a speed feedback sign that alerts drivers when they are speeding. The eastbound side of the street does not have a feedback sign and saw higher speeds overall.

### Percent of Drivers Exceeding the Speed Limit



## SURVEY RESULTS

During the pop-up demonstration, our volunteers surveyed people walking by about traffic safety on the corridor. 64% of respondents said they regularly travel Yale on foot - but with an average safety rating of 2.1 out of 5, it was clear that most respondents felt pedestrian safety and comfort on Yale could be improved. Feedback about the pop-up pedestrian crossing improvements, median, and curb extensions was overwhelmingly positive, so we asked if they would like to see these types improvements permanently installed:

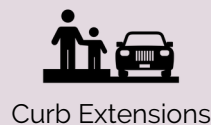
### Would you feel safer crossing or walking on Yale if these treatments were installed?



**99%**  
said yes



**93%**  
said yes



**93%**  
said yes