



## Vision Zero Webb Laredo Safety Action Plan

### Media Event

#### FUNDING PARTNERS





# VISION ZERO WEBB LAREDO SAFETY ACTION PLAN

## **New Plan Emerges for Improving Traffic Safety for all Road Users**

Webb County-City of Laredo Regional Mobility Authority Launches Vision Zero Safety Action Plan

*February 29, 2024 | Laredo, Texas* – The Webb County-City of Laredo Regional Mobility Authority (WC-CL RMA) Board of Directors lead by Chair, Jed Brown, in partnership with the U.S. Department of Transportation, City of Laredo Council Member Vanessa Perez, and the Texas Department of Transportation Laredo District Engineer Epigmenio “Epi” Gonzalez, P.E., publicly launched the Vision Zero Webb Laredo Safety Action plan and unveiled the goal of eliminating all traffic deaths and serious injuries by the year 2040.

This is made possible through a grant program from the U.S. Department of Transportation’s Safe Streets and Roads for All program allocation that was awarded to the WC-CL RMA in 2023. The \$1.6M award was the fourth largest amount in Texas for the development of an Action Plan. Laredo and Webb County benefit from the federal reinvestment monies through the WC-CL RMA’s partnership with the City of Laredo for the \$400,000 local funds dedicated towards the match for the grant.

The grant funded safety action plan development began in the Fall of 2023 and consists of:

1. Stakeholder committees: the Vision Zero Working Group and Safe Transportation Advisory Council. They include staff from the City of Laredo departments, the Laredo Webb County Area Metropolitan Planning Organization other public agencies, road users, advocacy groups and various stakeholders to provide feedback that will guide the plan ensuring it can be implemented.
2. Data Collection from City departments, federal resources, TxDOT, County, State agencies, school districts and other sources through the end of 2023.
3. Public Commitment to Zero Fatalities by 2040 – Official public kickoff today; WC-CL RMA adopted a resolution on Feb 14, 2024; others to follow.
4. Participate in National Bike Month activities to promote the plan’s creation in May 2024.
5. Identify local budgeting and federal implementation grant funds in Summer 2024.
6. Unveil safety measure implementation plan in October 2024.
7. Final plan submittal expected in December 2024.
8. Federal implementation grant application anticipated for Summer 2025.

The WC-CL RMA also invited the greater community to become involved by visiting the website, [visionzerowebblaredo.com](http://visionzerowebblaredo.com); engaging on social media; taking the Safety Pledge;

## FUNDING PARTNERS

[www.visionzerowebblaredo.com](http://www.visionzerowebblaredo.com) [info@visionzerowebblaredo.com](mailto:info@visionzerowebblaredo.com)





# VISION ZERO WEBB LAREDO SAFETY ACTION PLAN

and promoted the first in a series of surveys in English and Spanish. The surveys encourage public feedback to shape the recommendations that will be included in the plan.



[English](#)



[Spanish](#)

The final plan employs a practice proven in various countries around the world known as the Safe System Approach. The document is expected to consist of the data findings, programs, campaigns, implementation plans, and a financial strategy based on prioritized projects and programs identified by the stakeholders listed above.

Information on the plans' progress and data reports can be found at [visionzerowebblaredo.com](http://visionzerowebblaredo.com).

####

*The WC-CL RMA was established in 2014; its mission is to assist the establishment of a comprehensive transportation system to directly benefit the traveling public within Webb County and the City of Laredo through the development of additional transportation alternatives within the region.*

## FUNDING PARTNERS

[www.visionzerowebblaredo.com](http://www.visionzerowebblaredo.com) [info@visionzerowebblaredo.com](mailto:info@visionzerowebblaredo.com)



# Vision Zero Webb Laredo Safety Action Plan Background



## A \$2 million grant was awarded to the RMA to conduct a Safety Action Plan

- Through the U.S. Department of Transportation, the Safe Streets and Roads for All (SS4A) planning grant was awarded in February 2023, the fourth largest in the State of Texas.
- A \$2 million grant requires a \$400,000 local funding match to leverage the \$1.6 million in federal SS4A funding
- The WC-CL Regional Mobility Authority (RMA) and the City of Laredo have each committed to funding half the local match not to exceed \$200,000 each

## Work ahead of us in 2024

- Engage with the public and make people aware and provide valuable feedback on analysis and recommendations.
- Work with stakeholders to identify programs, campaigns, and partnerships needed as well as prioritizing projects

### In Partnership with:



# Vision Zero Webb Laredo Safety Action Plan



## FAQ- Frequently Asked Questions

### What is Vision Zero and the Safe System approach?

Vision Zero is a strategy to prevent roadway deaths and severe injuries, while ensuring safe, healthy, equitable mobility for all. Vision Zero is built on the Safe System approach to traffic safety. This is a human-centered approach that begins with the ethical belief that no one should be killed or seriously injured in traffic crashes. It recognizes that people (and machines) will inevitably make mistakes. The Safe System approach prioritizes safety for people, focusing on designing roadways and vehicles and setting speeds and related policies in ways that ensure those inevitable mistakes do not result in severe injuries or fatalities.\*

### Why does Laredo Webb County need a safety action plan?

In 2022, 119 people were killed or seriously injured on the streets of Webb County. A 20% jump from 2021. We're taking action because even one death on our streets is one too many. The Vision Zero Webb Laredo Safety Action Plan is the first step towards safer streets for everyone in our community.\*\*

### Who is promoting or sponsoring the Vision Zero Webb Laredo Safety Action Plan?

Webb County-City of Laredo Regional Mobility Authority, the City of Laredo and the U.S. Department of Transportation.

### Is it realistic to think we can actually achieve zero deaths and prevent more crashes?

Yes. According to the Vision Zero Network, a growing body of data, expert analysis and reliable projections, we have the tools and the know-how needed to reduce traffic fatalities by 75% in the next 30 years. A combination of policy changes, modernized road designs, and advanced technologies exist today and can be implemented to save lives. Reaching zero is possible with the following steps: driver assistance systems, alcohol detection systems, speed management strategies, roadway design improvements, shift to more transit, walking, and biking trips, improved emergency responses to crashes.\*

### How will the Vision Zero Webb Laredo Safety Action Plan work?

Across the country, a growing number of communities are committing to Vision Zero. Making progress toward this vital goal entails far more than just stating it, of course; communities must recognize and commit to a fundamental shift in how they think about and act on roadway safety. The Vision Zero Webb Laredo Safety Action Plan will identify sets of safety improvements and countermeasures based on a comprehensive data analysis. Factors considered in the study include the roadway network, bicycle and pedestrian counts, bus stop ridership and facilities, sidewalk inventory, ADA curb ramp and all crosswalk inventory, intersection location, lighting inventory, land uses, crash trends (behaviors, severity, and mode), high injury and fatal crash statistics, racial equity impact and socioeconomic information. Safety improvements will then be prioritized, and funding identified for implementation. It is then up to the collective authorities within the community to methodically build out and put into place the safety measures recommended in the Vision Zero Webb Laredo Safety Action Plan.

\*Information source: [www.visionzeronetwork.com](http://www.visionzeronetwork.com)

\*\*Data based on TxDOT Crash Records Information System





**VISION ZERO**  
**WEBB LAREDO**  
**SAFETY ACTION PLAN**

**LAST YEAR**  
**119 PEOPLE WERE**  
**KILLED OR SERIOUSLY**  
**INJURED ON STREETS IN**  
**OUR COUNTY.**

**A 20% JUMP FROM 2021.\***

**WE'RE TAKING ACTION BECAUSE**  
**EVEN ONE DEATH**  
**ON OUR STREETS**  
**IS ONE TOO MANY.**

The **Vision Zero Webb Laredo Safety Action Plan** is the first step towards safer streets for everyone in our community.

This plan is grounded in the Safe System Approach which aims to eliminate fatal and severe injuries by:

1. Anticipating human mistakes to prevent crashes before they occur.
2. Designing a transportation system that accommodates human vulnerabilities.

**THIS**  
**PLAN**  
**WILL BE:**



**Equitable**

It will address the disproportionate impacts of traffic fatalities on people, including those of color, low income households, older adults, and children.



**Data Driven**

Strategies in the plan will be built on actions that are proven to reduce fatal and severe injury crashes.



**Accountable**

The Plan will track and share progress with clear measures of success.

**FUNDING PARTNERS**



\*Data based on TXDOT Crash Records Information System



## Laredo, Webb County traffic crash data indicates alarming trends!

**43,826** crashes happened between 2018 and 2022.

ANALYSIS RESULTS  
**Vision Zero Webb Laredo Safety Action Plan**  
 CRASH DATA

AN INITIATIVE IN PARTNERSHIP WITH:



Webb County-City of Laredo Regional Mobility Authority



City of Laredo

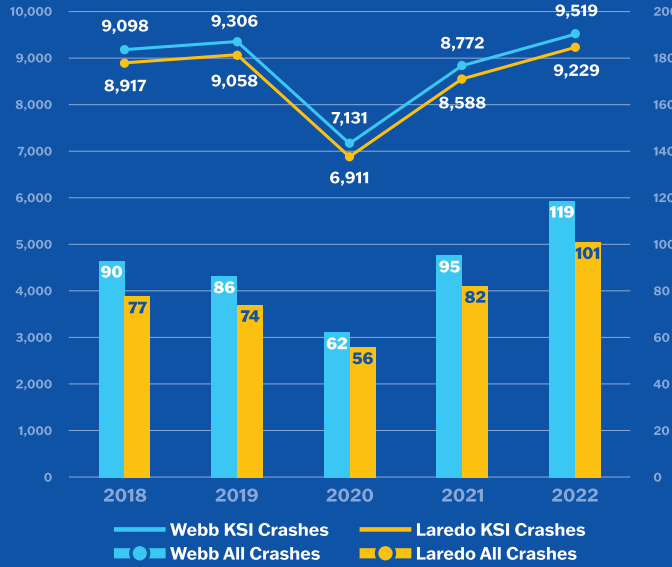


U.S. Department of Transportation Safe Streets and Roads for All Grant Program

956.477.0707

info@visionzerowebblaredo.com

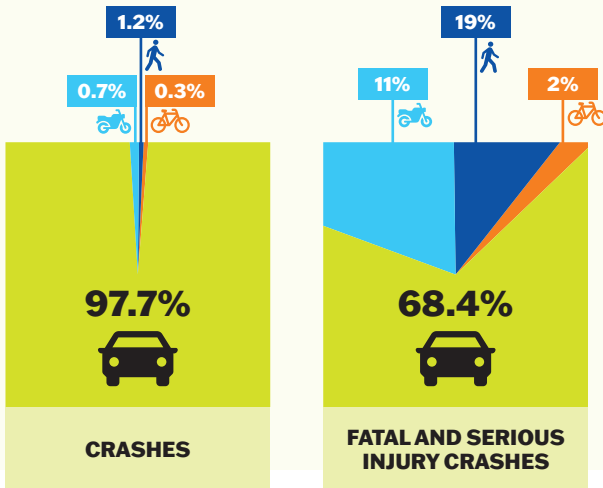
visionzerowebblaredo.com



**455** of them resulted in death and serious injuries.

**Crash numbers are trending up since 2020.**

## VULNERABLE ROAD USERS



Pedestrians, bicyclists, and motorcyclists are especially vulnerable to the impact of a crash.

In Webb County, vulnerable roadway users accounted for only 2% of all crashes but 32% of fatal and serious injury crashes.

## CHOICES OF CONSEQUENCE

Drivers make choices every time they get behind the wheel.

**Top factors** that contribute the most to serious crashes in Laredo, Webb County:



SPEEDING

DRUG AND ALCOHOL IMPAIRMENT

SEAT BELT USAGE