

**Safe Streets and Roads For All  
Interactive Session**

**Taller Interactivo de Calles y  
Caminos Seguros para Todos**



**April 23, 2024 | 23 abril 2024**

Welcome to our interactive session, brought to you by the Webb County City of Laredo Regional Mobility Authority, the City of Laredo and the U-S Department of Transportation

## What is the Safety Action Plan?

*¿Que es un Plan de Acción de Seguridad?*

- **Guide** to eliminating fatal and serious injury crashes on our streets
- **Recommendations** for projects, policies, and programs
- **Achieved** through the Safe System Approach

Source: FHWA Office of Safety



**ZERO IS OUR GOAL**  
A SAFE SYSTEM IS HOW WE GET THERE

The City of Laredo-Webb County Regional Mobility Authority was awarded a grant from the U.S. Department of Transportation to develop a Safety Action Plan. A development team is looking at crash data, risks that lead to crashes, socioeconomic inequities, economic impacts, and building a financial toolkit. The Plan will serve as a guide to ending fatal and serious injury crashes in our city and county, known by some as Vision Zero. It will establish actions with the intention of creating safe streets and roads for all.

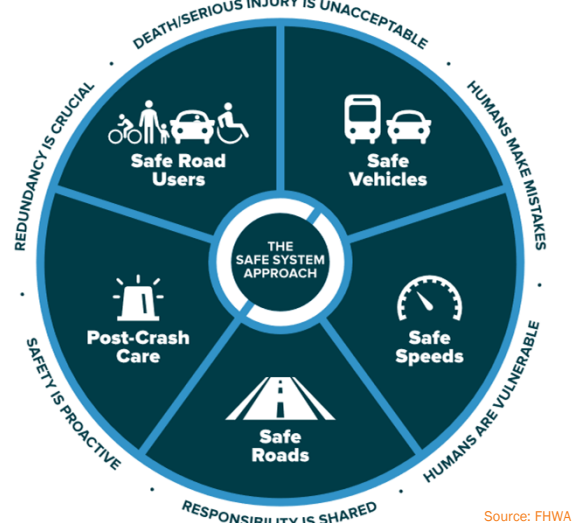
El plan tiene como objetivo brindar soluciones para reducir y eliminar choques que causan graves heridas y muertes utilizando el enfoque de Sistemas Seguros. El plan también identificará fuentes de fondos que se pueden utilizar para implementar las medidas de seguridad. Algunos conocen el concepto general como Vision Zero.

## The Safe System Approach

*El enfoque de Sistemas Seguros*

An approach to **eliminating fatal and serious injuries** for all road users by:

- Accounting for human mistakes
- Reducing speeds and impacts



Source: FHWA

The plan is aimed at providing solutions to reduce and eliminate crashes that cause serious injuries and deaths using the Safe Systems approach. The Safe System Approach accepts that people make mistakes, but traffic crashes should not be fatal.

## Webb & Laredo Safety Numbers

Números de seguridad vial de Webb y Laredo

# 119

**Killed or seriously injured  
(KSI) on Webb and Laredo  
roads in 2022**

Source: TxDOT CRIS

# ▲ 22.7%

**Increase in fatalities  
from 2021**

Source: TxDOT CRIS



Vision Zero is about saving lives. One-hundred and nineteen people were killed or seriously injured in crashes on our streets in 2022. One debilitating injury has a life-long effect. One death is one too many.

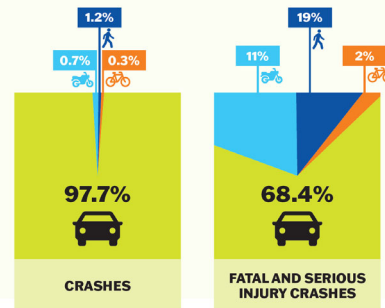
La idea es salvar vidas. Por qué queremos hacer esto? (pausa) Porque 119 personas murieron o resultaron gravemente heridas en nuestras calles sólo en 2022.

Una lesión debilitante tiene un efecto de por vida. Una muerte es demasiada.

## Safety Findings

### Conclusiones de Análisis sobre Seguridad Vial

- **People walking or bicycling** suffer too many KSI crashes
- Our top **safety risks** include:
  - Speeding
  - Impairment
  - Seat belt use



We can achieve Vision Zero by being proactive and reducing risks. People walking or bicycling are at higher risk. People driving impaired, not wearing seat belts, or speeding are the top factors in human behavior that lead to serious crashes.

El público peatonal, los ciclistas y motociclistas son grupos especialmente vulnerables al impacto de un choque.

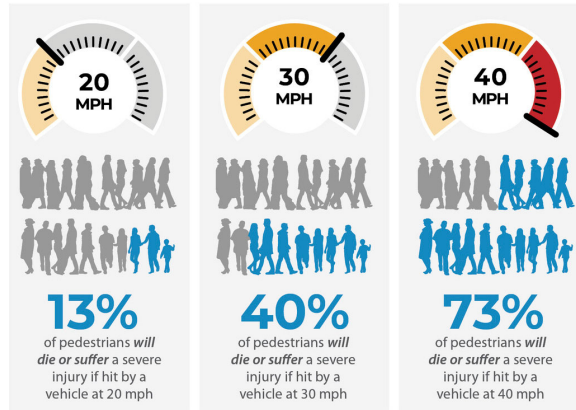
## Speed and Risk *Velocidad y riesgo*

**Speeds** and **Speeding** are particularly important and contribute to the *number* and *severity* of crashes



Vision Zero Webb Laredo Safety Action Plan

Risk to pedestrians increases as driver speed increases



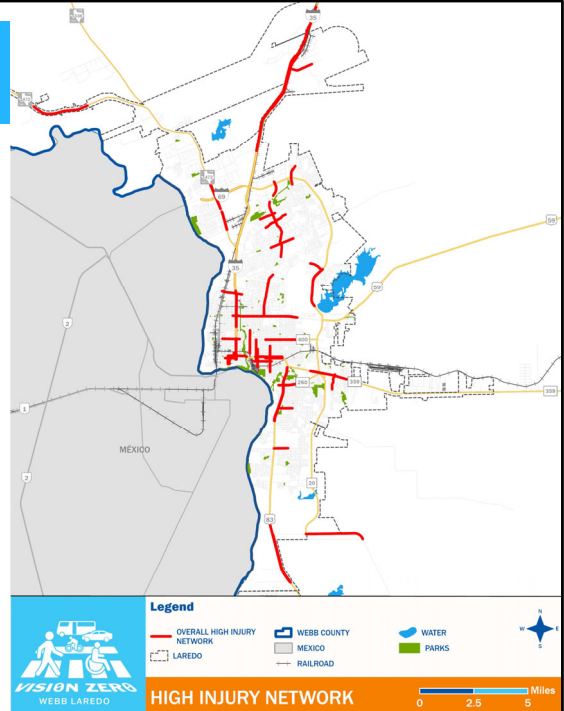
Source: Brian C. Tefft. 2013. AAA Foundation for Traffic Safety. Impact speed and a pedestrian's risk of severe injury or death.

Speeds and speeding is a particular problem. More speeding leads to more fatalities. Las velocidades y el exceso de velocidad son un problema particular: incluso unos pocos kilómetros por hora son mucho más peligrosos. Un mayor exceso de velocidad provoca más muertes.

## The High Injury Network Red de Alta Lesión

**A small number of streets  
contribute to more KSI crashes**

KSI Crashes on HIN	Roads on HIN
31%	5.78%



As we plan to reduce risks, we must understand where they occur. The High Injury Network are the roads that have been most dangerous in recent years based on documented crashes from 2018-2022. These road segments and intersections will be the priority for future improvements.

A medida que planificamos reducir los riesgos, debemos comprender dónde ocurren. La Red aquí son las carreteras que han sido más peligrosas en los últimos años según los choques documentados entre 2018 y 2022. Estos tramos e intersecciones viales serán la prioridad para futuras mejoras.

## Focus Areas for developing Actions

### Áreas de Enfoque para desarrollar Acciones

The plan has **focus areas** for safety and equity:

#### Speed management



#### Safe Access for Vulnerable Road Users



#### Older road users



#### Young road users



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As we make our streets safer, we must be mindful of the most vulnerable members of our community. The Plan has four focus areas for developing actions based on crashes and socioeconomic and transportation burdens including speeds, older road users, younger road users, and people traveling outside of a car.

Para que nuestras calles sean más seguras, debemos tomar en cuenta a los miembros más vulnerables de nuestra comunidad. El Plan tiene cuatro áreas de enfoque para desarrollar acciones basadas en accidentes y cargas socioeconómicas y de transporte, incluidas son las velocidades, los usuarios de la vía de mayor edad, los usuarios de la vía más jóvenes y las personas que viajan fuera de un automóvil.



## How can I get more involved?

*¿Cómo puedo involucrarme?*

Take the survey! Access it directly on [www.visionzerowebblaredo.com](http://www.visionzerowebblaredo.com)



**English**

[English Survey Link](#)



**Español**

[Link de Encuesta en Español](#)



Vision Zero Webb Laredo Safety Action Plan

Now that you have heard a little about Vision Zero, you may ask, “how can I help?” One way is to take our survey. Scan the QR code on the screen.

Te pido que respondes a nuestra encuesta: escanea el código en la pantalla. Está disponible en inglés y español. Queremos conocer sus experiencias viajando dentro Laredo y por todo el condado de Webb.

# Webb County-City of Laredo Regional Mobility Authority

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You can Visit our website – [vision zero webb laredo dot com](http://visionzerowebblaredo.com) and take the safety pledge.

Engage with the RMA's social media, via: Facebook, Instagram, X and LinkedIn

Puede visitar nuestro sitio web: [vision zero webb laredo punto com](http://visionzerowebblaredo.com) y asumir el compromiso de seguridad. Interactúe con las redes sociales de la RMA a través de: Facebook, Instagram, X y LinkedIn



You can search for our hashtag. . .Vision- the number zero – WebbLaredo, all together to find the social thread or like our pages, send us a Direct Message or give us a thumbs up. We'll be looking for ya. . .

Interactúe con las redes sociales de la RMA a través de el hashtag, o mandanos un mensaje directo o por medio de el “thumbs up”; lo esperamos!



Take care and stay safe out there. . . Cuidanse mucho!