

# TexITE Fall 2025 Conference

## Vision Zero

A) *Vision Zero Webb Laredo: Community Buy-In for Implementation*

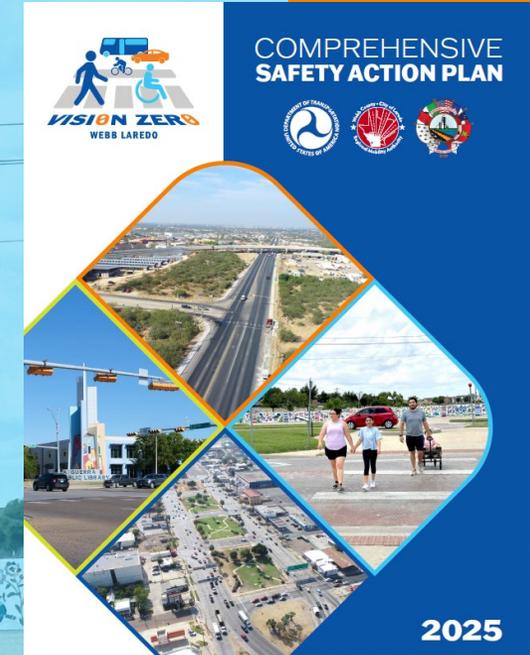
**LJA** Jason Rodriguez, AICP

B) *Identifying Safety Improvements in the High-Injury Network and Around Schools*

**TOOLE DESIGN** Nan Jiang, PhD, PE, PMP, RSP<sub>1</sub>

C) *Building Momentum and Moving Vision Zero Forward in Laredo*

**LJA** Blasita Lopez, CTE





***Vision Zero Webb Laredo***  
***Community Buy-In for Implementation***

*Jason Rodriguez, AICP*  
**LJA**

# Agenda



## Jason

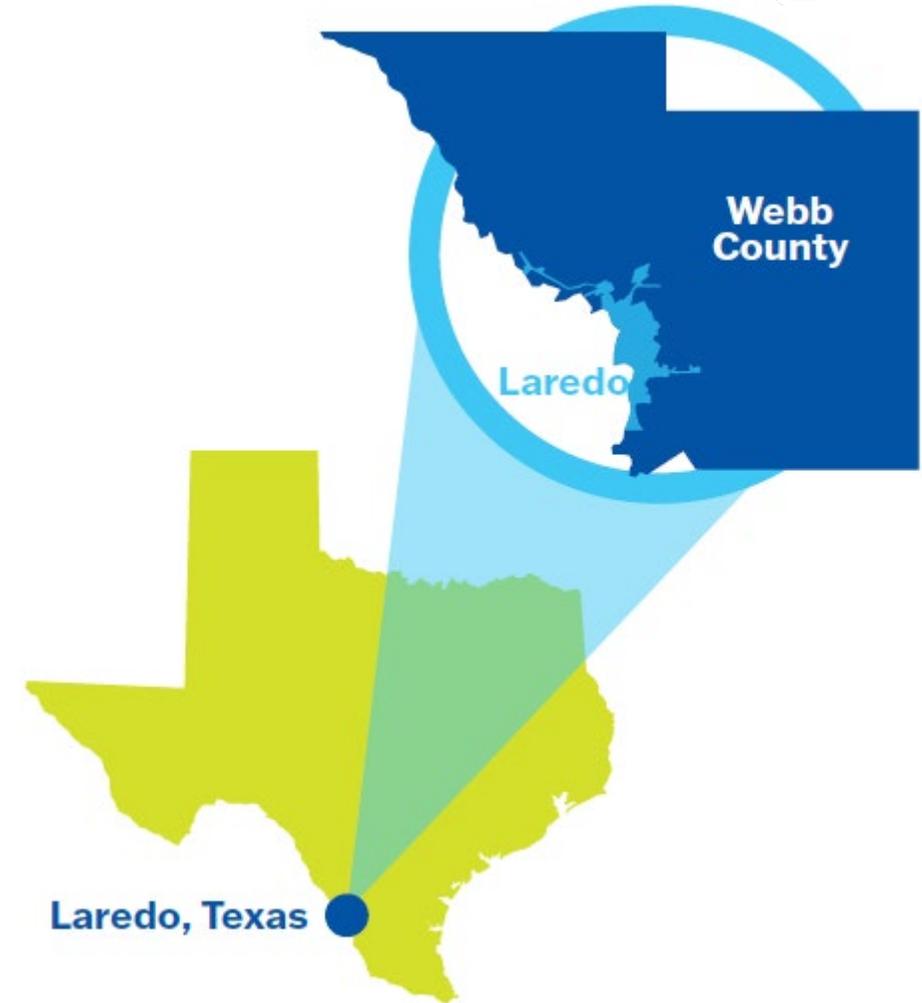
- Overview of Laredo, Texas
- What we did
- The people that developed this plan

## Nan

- Safety Analysis & Project Recommendations

## Blasita

- Building Momentum









Zaragoza St  
1104

Convent Ave  
200



ONE WAY



CASA  
DE  
CAMBIO  
DOLARES  
C\$ 16.50



DOLAR

Church's  
HOTEL

COMPRA  
11650  
VENTA  
11750







SOUTH EAST  
83 TEXAS 359  
Zapata  
Hebbronville

International Bridges to Mexico  
No 2 SOUTH No 1  
35 Downtown  
NEXT RIGHT

Victoria St 700

Victoria St 800

SPEED  
LIMIT  
35









USA  
SOUTHERN

WILLIAM HAYWARD FERRIS/LEUNG EXTERIOR PART

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80 86 8 80  
80 87 80

CP  
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CP  
650558  
115  
160000

RAIL CROSSING  
CROSSROAD

RAIL CROSSING  
CROSSROAD





RAILROAD  
CROSSING

ATTENTION  
When you see  
this sign, you  
must stop and  
look both ways  
before crossing.  
If you see a  
train, you must  
wait until it  
has passed.

TTX

SPEED  
LIMIT  
**40**



San Enrique



SPEED  
LIMIT  
**40**





SPEED  
LIMIT  
35

EL PASO 2063  
LEZCAND  
24

KCS  
30843

TEXAS  
SMZ-2092









Best Equipment  
Best Fuel Cost  
Best Overall Value  
TRUCKS.COM/AMT/USA

Rag  
transport

A





NO

LEASED TO

*Performance*  
Express, LLC



FIRE EXTINGUISHER INSIDE

XTRA  
XTRA  
10' 6"  
KITTEN  
KITTEN

VALERO

501-FD-7





W-E-B  
plus!

Y  
P

ROCKING P

B

W  
★

WALMART

Walmart

PNC BANK

TREL

jiffylube

WE ARE HERE FOR YOU  
OIL, LUBES & TIRE  
ROTATION & MORE

CAR WASH TWO

CAR WASH  
OIL & TIRE FREE

jiffylube





os

GREY

Gonzalez

UNIVERSITY

AHEAD

ONE WAY

AHEAD

Bonita

TEXAS  
TVN-1897

000  
4888  
NOW OPEN



A QUICK  
AUTO PARTS  
7220-1413

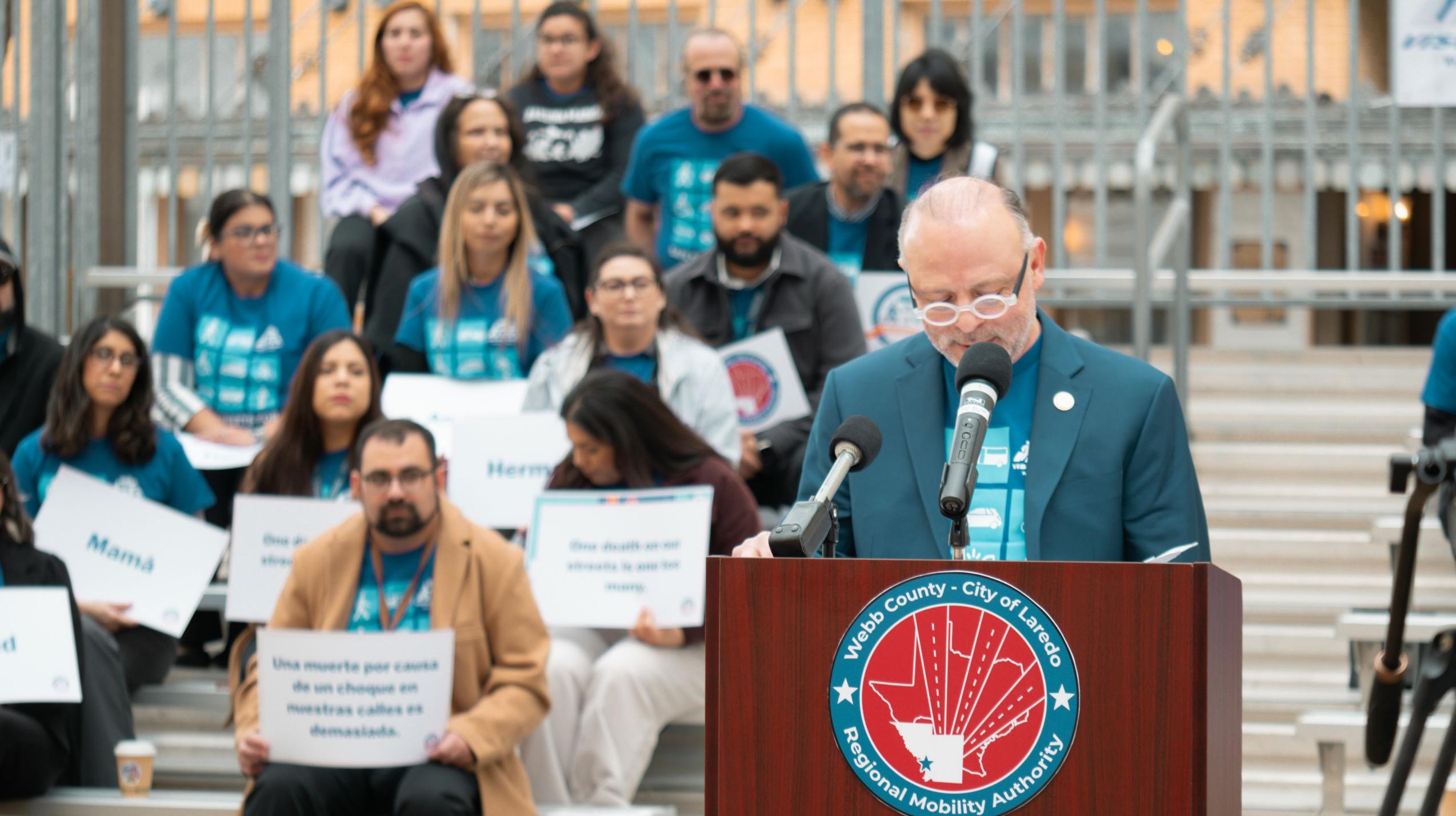
ROCA  
299-1283

94330



IN GOD  
WE  
TRUST  
103 BARRE

F. Rocha  
Mrs  
#7  
72  
NO



Una muerte por cuenta  
de un choque en  
nuestras calles es  
demasiada.

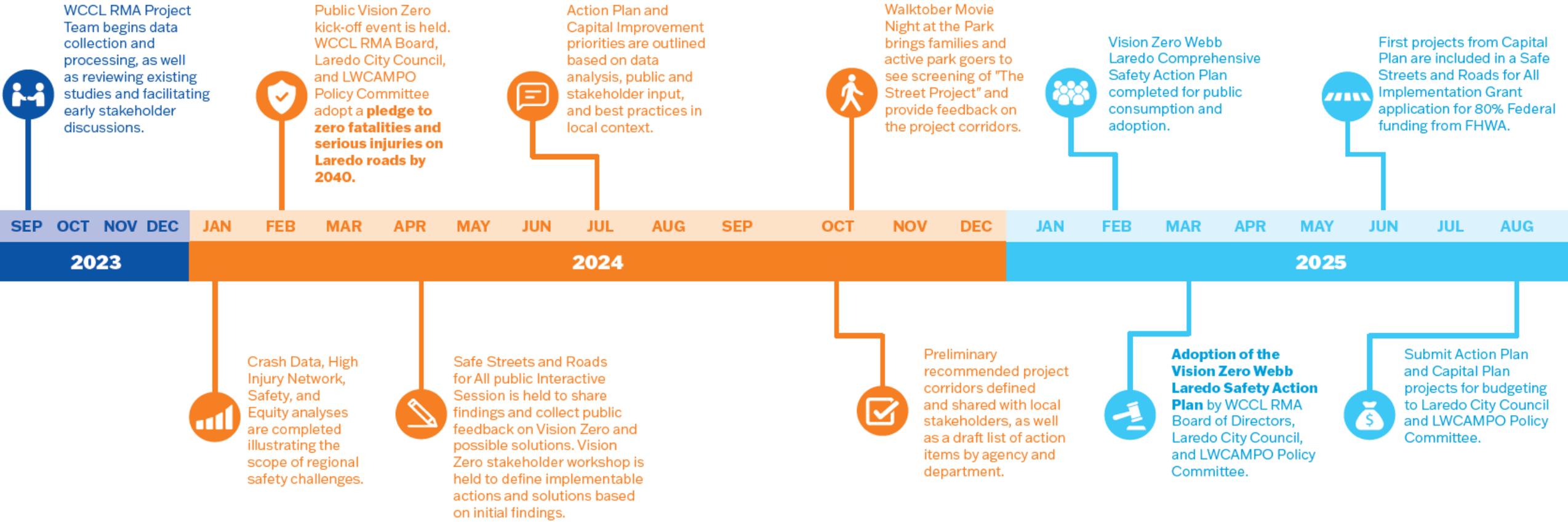
Una muerte por cuenta  
de un choque en  
nuestras calles es  
demasiada.

Mamá

Una muerte por cuenta  
de un choque en  
nuestras calles es  
demasiada.

Hermán





**What is Vision Zero? | ¿Que es Vision Zero?**

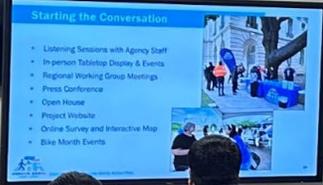
Vision Zero is a challenge to prevent roadway deaths and serious injuries, while continuing to provide safe, efficient mobility for all. Vision Zero targets the most vulnerable road users: pedestrians, bicyclists, and those in wheelchairs, strollers, and baby carriages.

**Project Schedule | Calendario del proyecto**



**Starting the Conversation**

- Listening Sessions with Agency Staff
- In-person Tabletop Display & Events
- Regional Working Group Meetings
- Press Conference
- Open House
- Project Website
- Online Survey and Interactive Map
- Bike Month Events



# Action Categories



## Establish a Program

Build a sustainable Vision Zero program through vision, commitment, leadership, and staff capacity.



## Work Together

Collaborate with partners to develop consistent approaches to implementing Vision Zero.



## Inform with Data

Plan for proactive, data-informed, comprehensive, and transparent strategies.



## Make Streets Safe

Develop projects that are strategic and multimodal throughout their lifecycle.



## Protect Everyone

Collaborate with the local community to foster a culture of safety, especially focused on equitable outcomes.

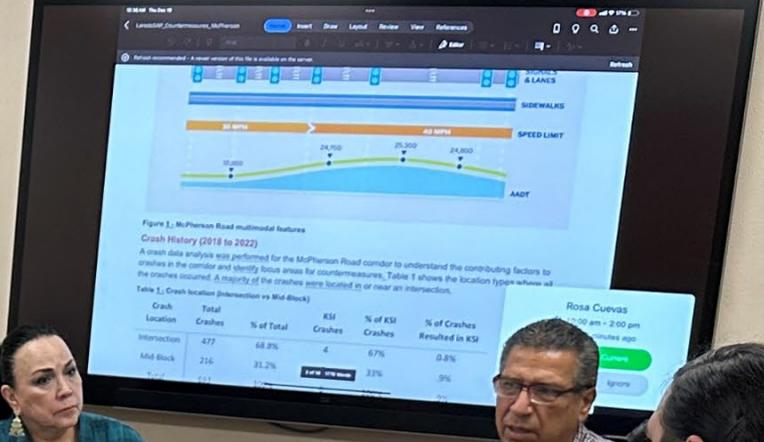
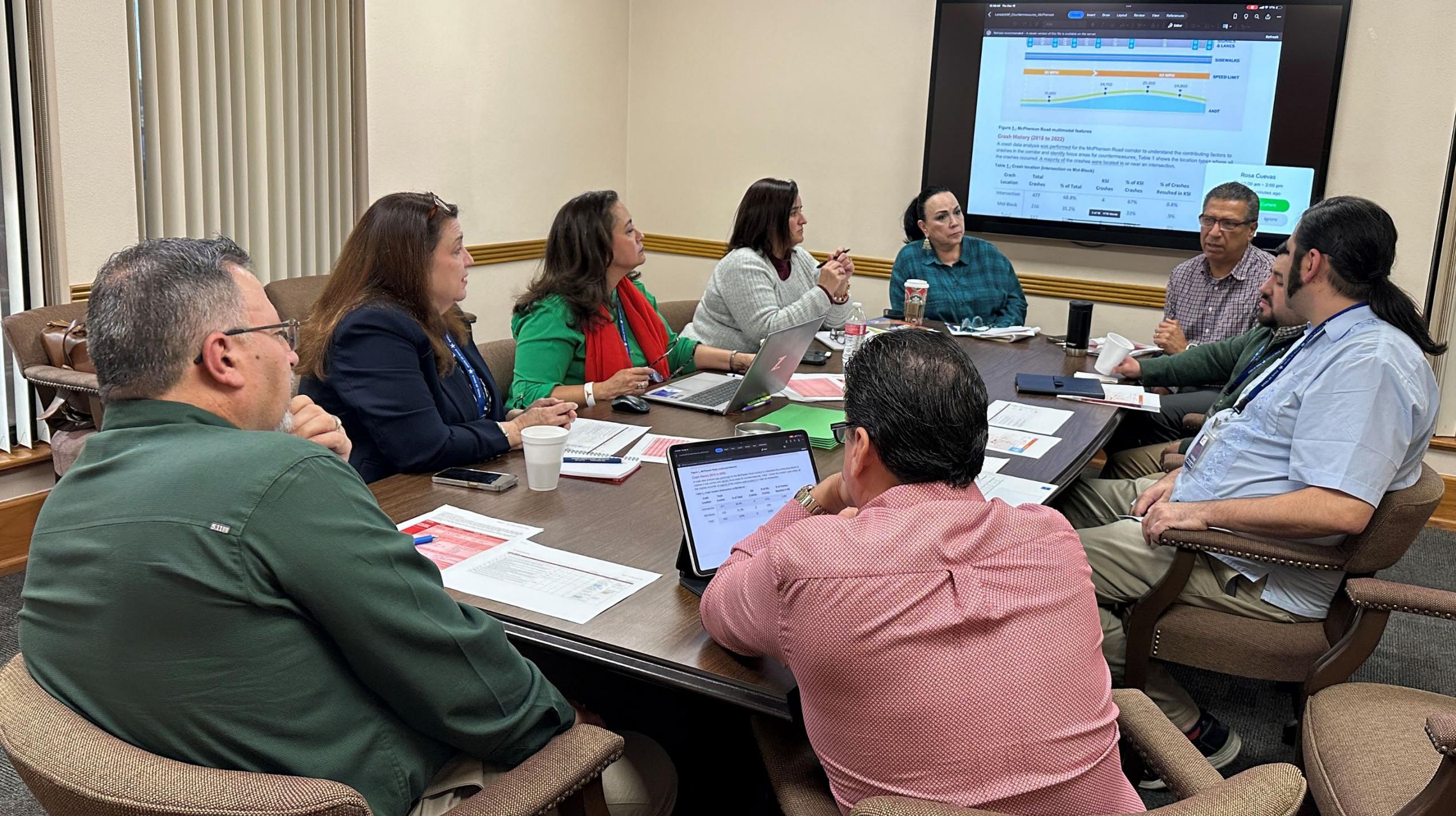


## Measure Progress

Monitor the Vision Zero program, measure progress, and adapt strategies if necessary.

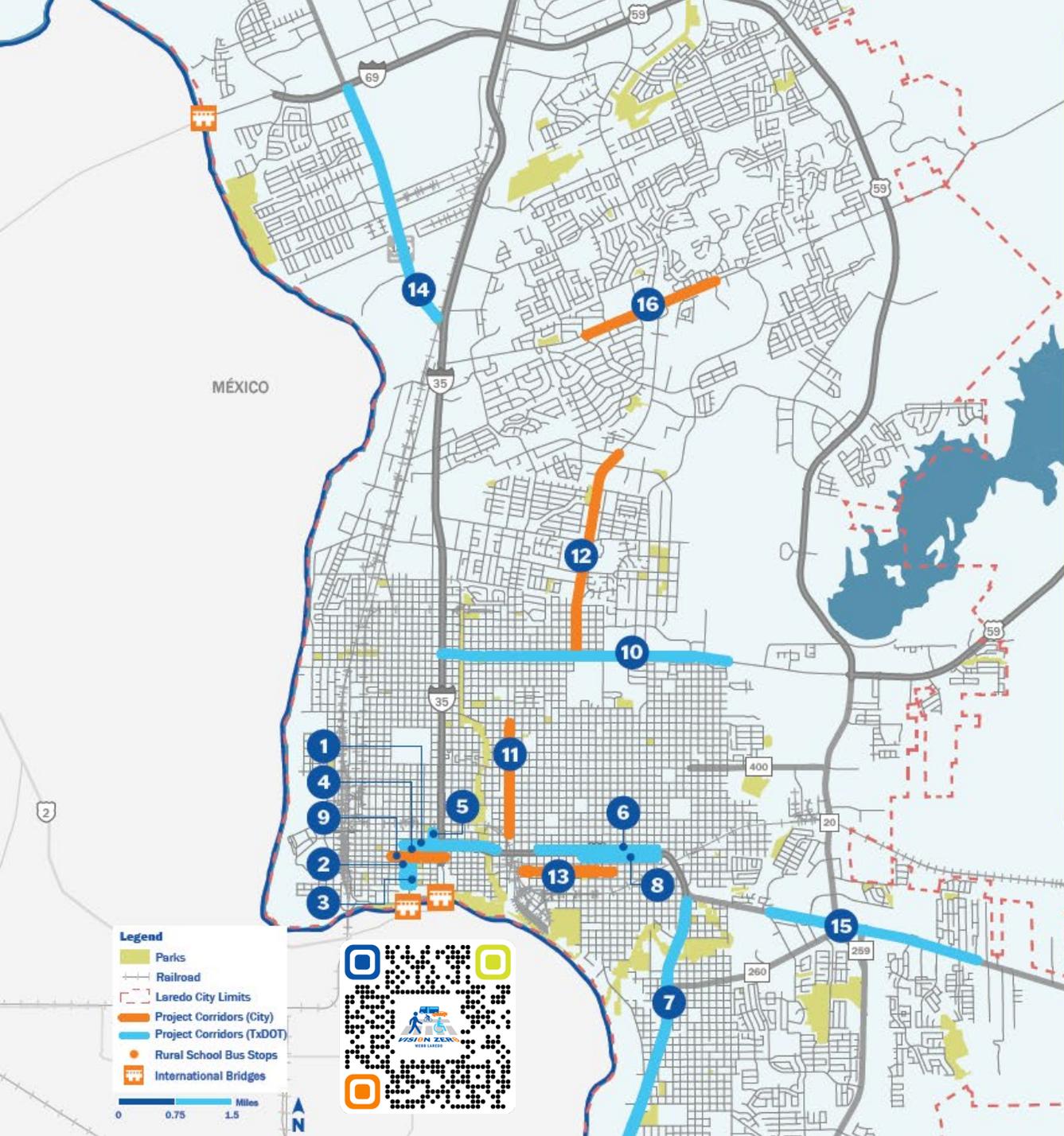






Crash Location	Total Crashes	% of Total	KSI Crashes	% of KSI Crashes	% of Crashes Resulted in KSI
Intersection	477	68.8%	4	6.7%	0.8%
Mid-Block	216	31.2%	57	23%	23%

Rosa Cuevas  
9:59 am - 2:00 pm  
Crashes app  
Ignore



## Our Capital Plan

The Capital Plan consists of 16 City of Laredo and TxDOT project corridors with short-, mid-, and long-term safety projects recommended for implementation. Additionally, a series of school bus shelters have been proposed in Colonias located just east of Laredo serviced by United Independent School District.

## Proven Safety Countermeasures

FHWA's Proven Safety Countermeasures include 28 strategies to reduce roadway fatalities and serious injuries, targeting key areas like speed management, intersections, and pedestrian safety. Examples include:



### Crosswalk Visibility Enhancements

High-visibility crosswalks and Intersection lighting can reduce pedestrian crashes up to 40%.



### Raised Median

Medians with marked crosswalks and pedestrian refuge islands can reduce pedestrian crashes up to 56%.



### Bicycle Lanes

Converting to separated bicycle lanes with barriers can reduce bicycle/vehicle crashes up to 53%.

## Capital Project Recommendations & Costs

1	Houston St.	\$920,710
2	Salinas Ave.	\$677,800
3	Convent Ave	\$323,200
4	Matamoros Ave.	\$328,500
5	San Bernardo Ave.	\$117,900
6	Guadalupe St.	\$2,140,110
7	Zapata Hwy.	\$2,963,180
8	Chihuahua St.	\$958,200
9	Farragut St.	\$415,200
10	Lloyd Bentsen Hwy.	\$5,302,600
11	Marcella Ave.	\$1,056,450
12	McPherson Rd.	\$6,326,600
13	Market St.	\$1,729,610
14	Mines Rd.	\$2,399,950
15	SH 359	\$4,658,100
16	Del Mar Blvd.	\$495,190
17	Rural School Bus Stops	\$2,500,000
<b>Total:</b>		<b>\$33,313,300</b>

### Legend

- Parks
- Railroad
- Laredo City Limits
- Project Corridors (City)
- Project Corridors (TxDOT)
- Rural School Bus Stops
- International Bridges

0 0.75 1.5 Miles



SAN CARLOS I  
SAN CARLOS II  
LAREDO RANCHETTES

PUEBLO NUEVO



LAREDO POLICE



City Council Meeting

Jose A. Val  
Assistant

SPEED  
LIMIT  
65

YOUR SPEED  
53



WRONG  
WAY

ONLY









# ***Identifying Safety Improvements in the High-Injury Network and around Schools***

*Nan Jlang, PhD, PE, PMP, RSP<sub>1</sub>*

**TOOLE**  
DESIGN

# Agenda



- **Identify Safety Needs**

*Assess and document key safety challenges*

- **Prioritize Project Locations**

*Rank and select high-priority locations for investment*

- **Recommend Countermeasures**

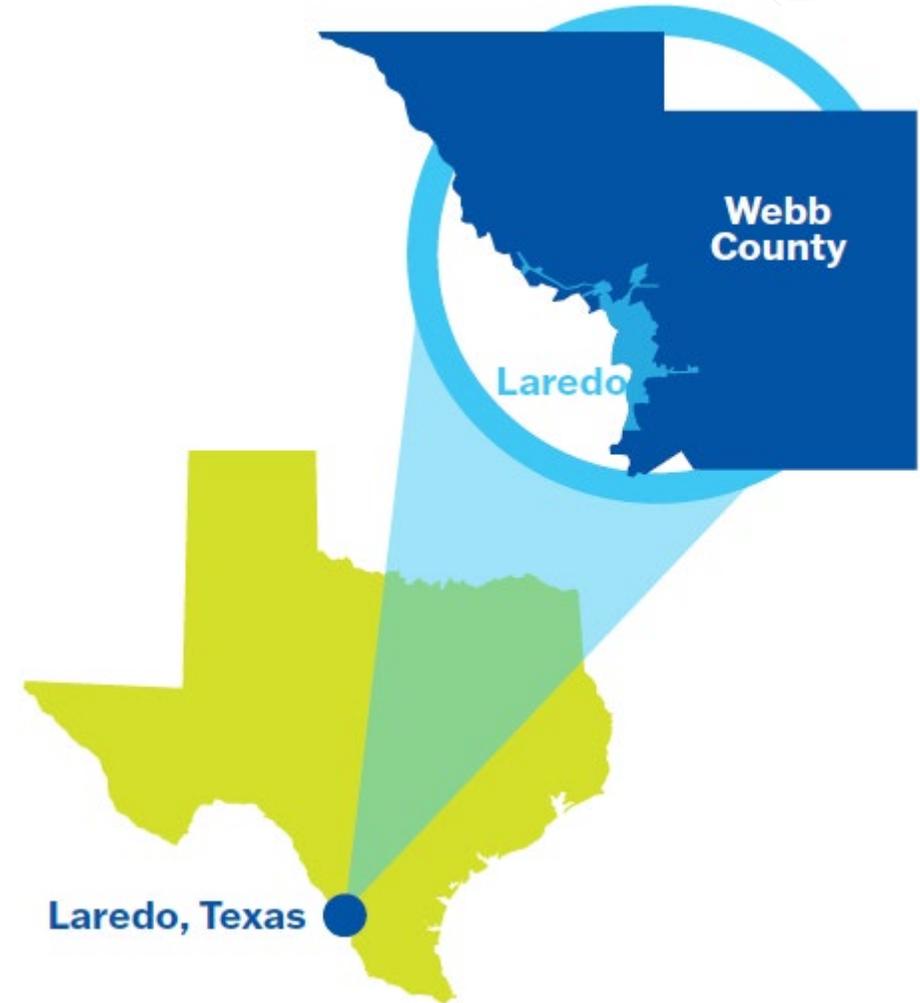
*Develop targeted strategies and solutions*

- **Safety Route to School Audits and Recommendations**

*Conduct Safe Routes to School walk audits with stakeholders*

- **Transportation Alternative Set-Aside Pilot Projects**

*Leverage Transportation Alternatives Set-Aside funding for pilot initiatives*





**Identify Safety Needs**

# Review of Plans and Policies



## Planning Documents:

- State
- Regional
- Local

## Policies and Ordinances:

- Elements that can increase mobility safety:
  - Sidewalks
  - Block sizes
  - Access management
  - Complete Streets
  - Traffic calming



# Crashes in Webb County

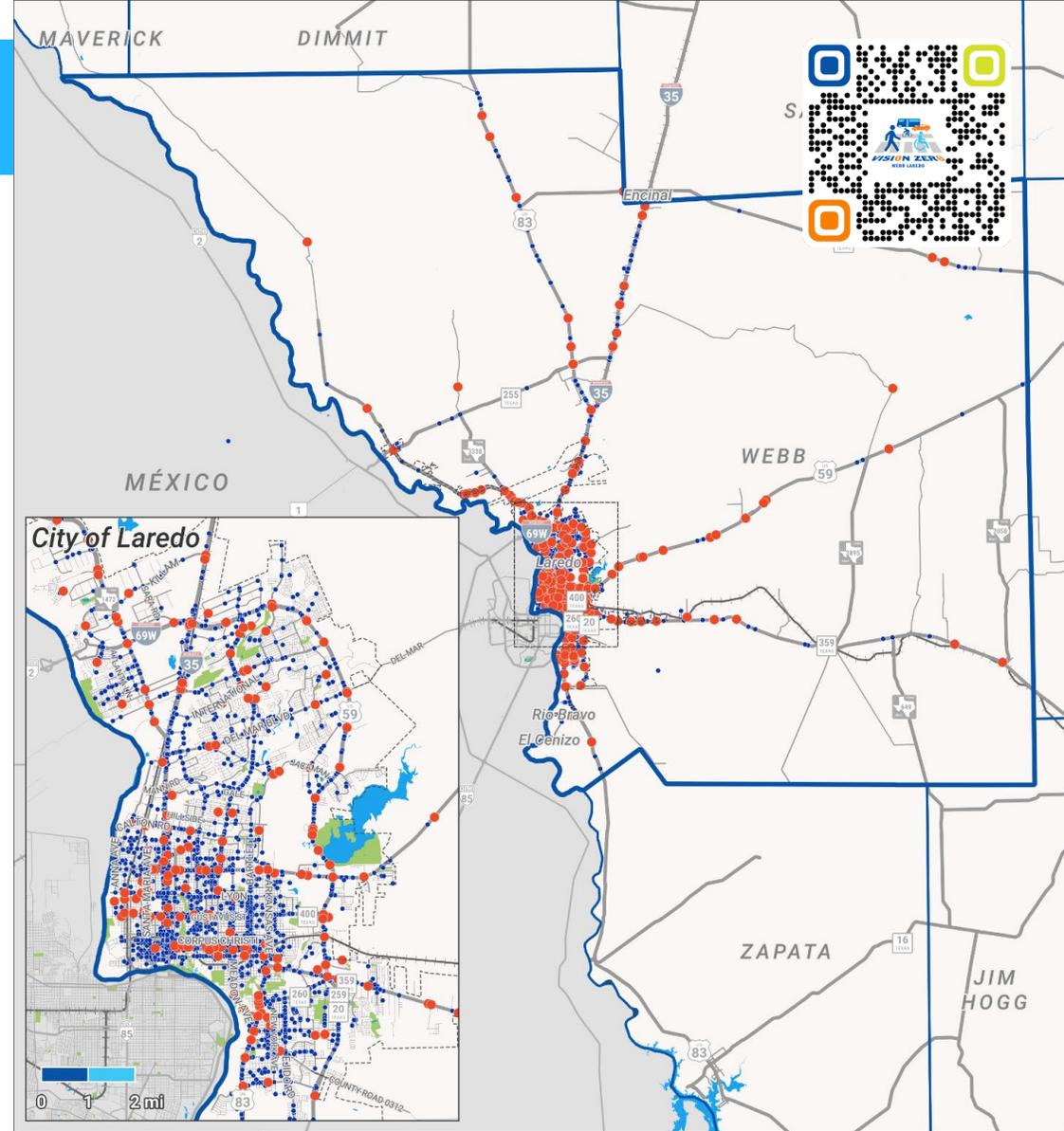
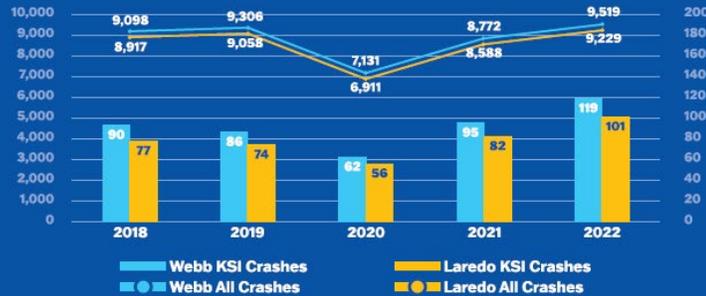
# 43,826

crashes happened between 2018 and 2022.

# 455

of them resulted in death and serious injuries, and the numbers are trending up since 2020.

Laredo, Webb County traffic crash data indicates alarming trends!



**VISION ZERO**  
WEBB LAREDO

**Legend**

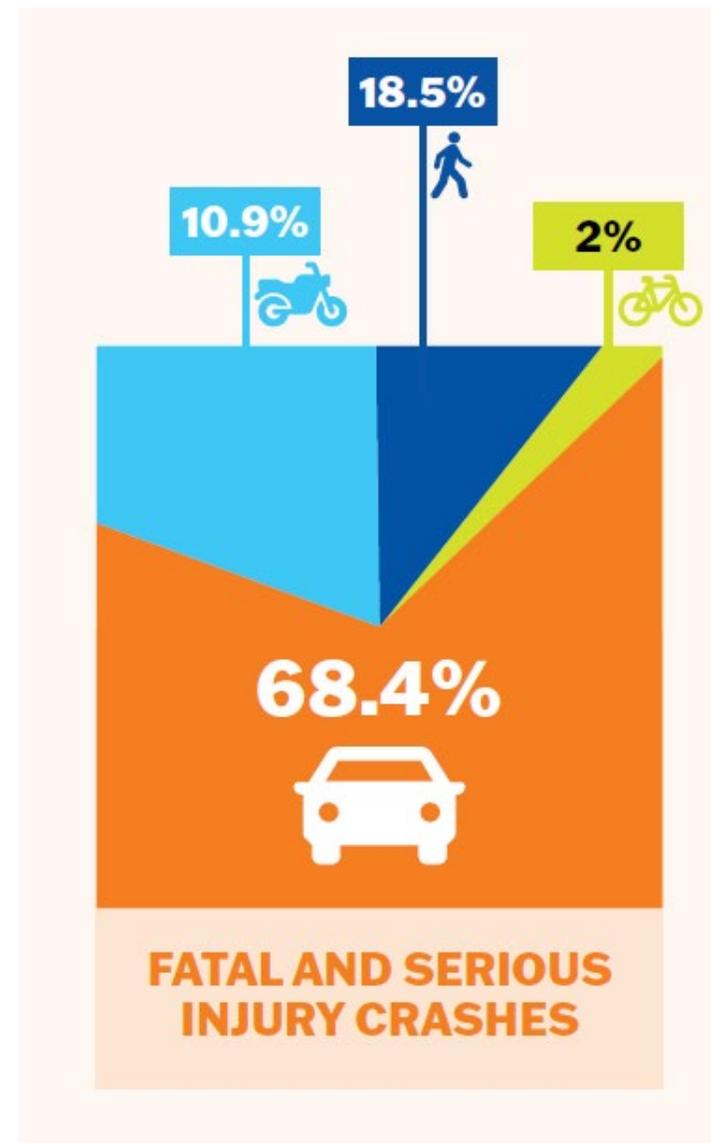
- Motor Vehicle Crashes (No PDO)
  - KSI Crash
  - Non-KSI Crash
- Texas Municipalities
- Texas Counties
- Parks
- Water

**CRASHES**



Vision Zero Webb Laredo Safety Action Plan

# Vulnerable Road Users



# Vulnerable Road Users



VRUs account for 2% of all crashes but result in 32% of all Fatal and Serious Injury crashes.



62.5% of VRU crashes occurred within 0.5 miles of a park.



Over 70% of VRU serious crashes occurred on roadways with more than 5,000 vehicles per day, speed limits of 40 mph or greater, and with three or more lanes.



70.8% of VRU crashes occurred within 0.25 miles of a transit stop.



59% of VRU crashes occurred within 0.5 miles of a school.



# Top Contributing Factors



**Speeding** or driving at an unsafe speed is the biggest factor resulting in fatal and serious injury crashes (a factor in 36.8% of serious crashes)



**Drug or Alcohol Impairment** was present in 9.7% of fatal and serious injury crashes. This factor was reported in 63.2% of Vulnerable Road User (VRU) fatal and serious injury crashes.



**Seat Belt Usage** reduces crash severity for vehicle occupants. However, in 23.1% of fatal or serious injury crashes, one or more person was not using a seat belt.

# Speed Changes Crash Severity



IF HIT BY A  
PERSON  
DRIVING AT...



20 MPH

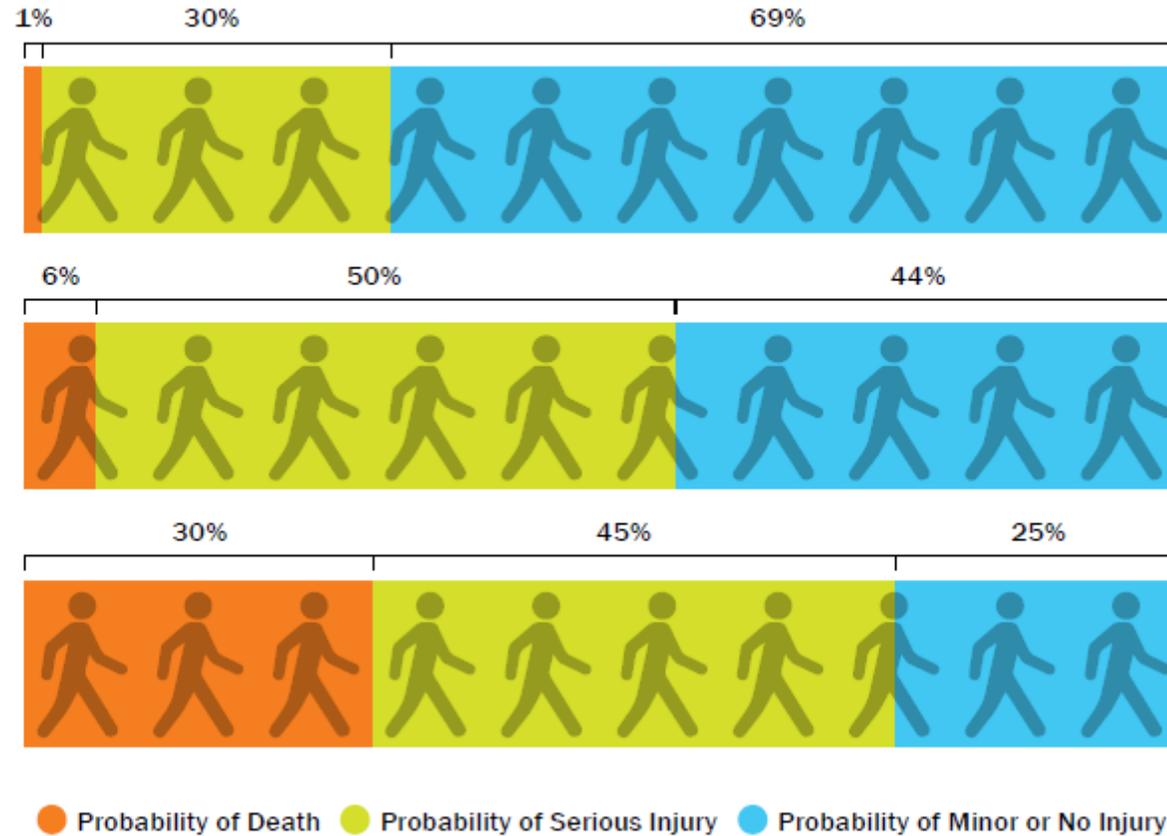


30 MPH



40 MPH

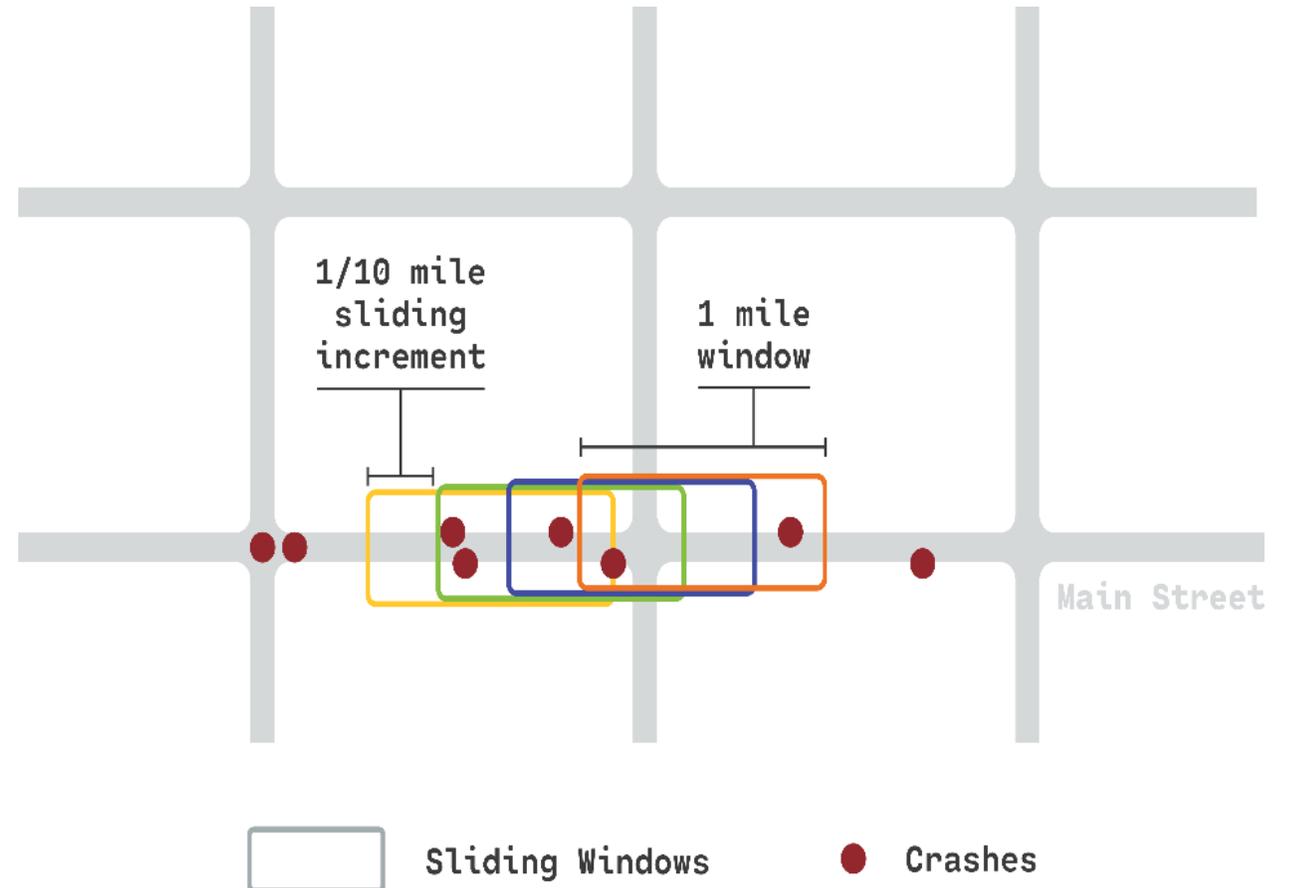
## PROBABILITY OF PEDESTRIAN DEATH/SERIOUS INJURY



# Developing the HIN



- Conducted sliding window analysis by mode to develop the HIN
- Applied context- and mode-specific thresholds to identify high-risk corridors



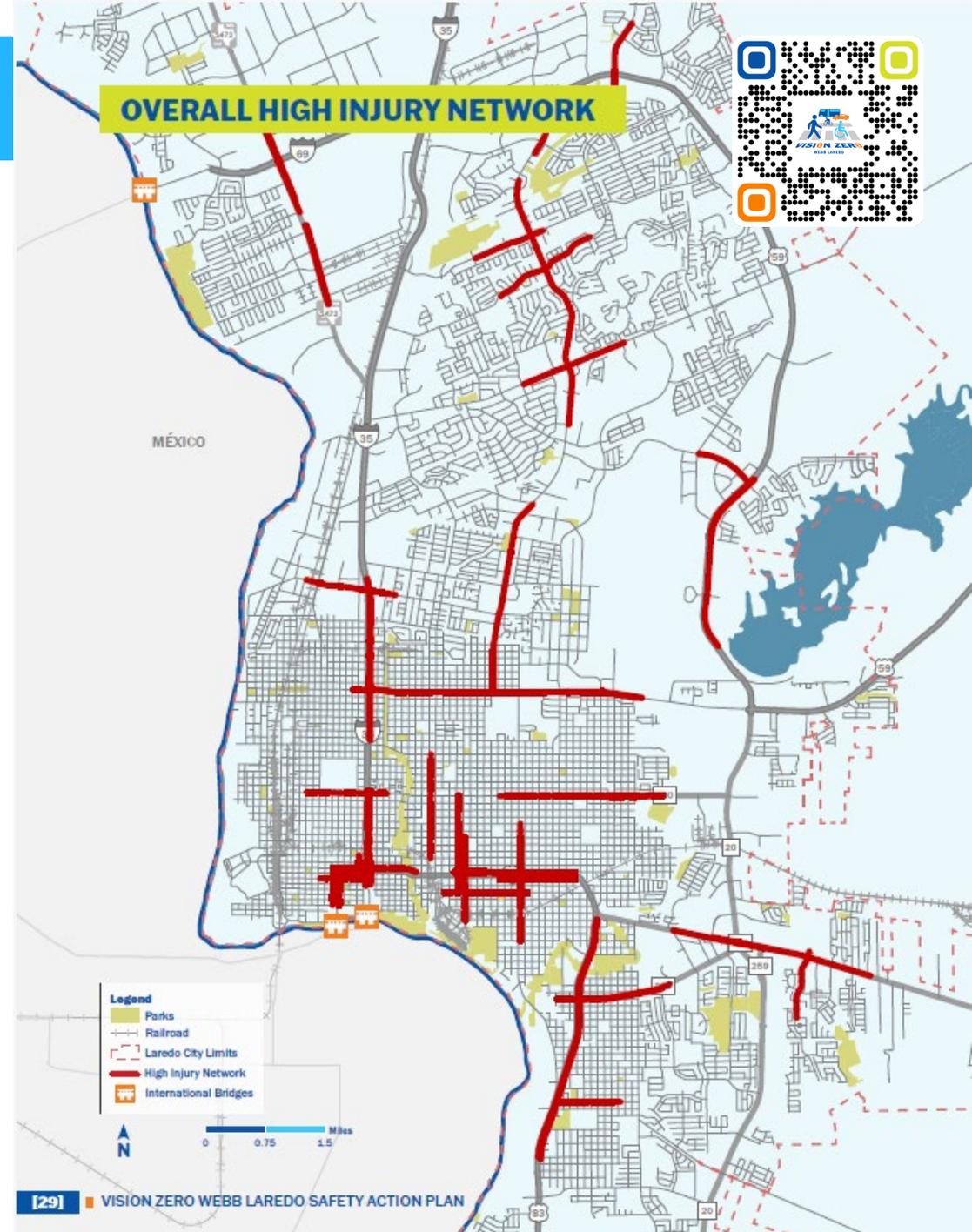
Created by Toole Design Group



# HIN Mapping

- Maps include:
  - Pedestrian HIN
  - Bicyclist HIN
  - Motorcycle HIN
  - Motor Vehicle HIN
  - Commercial Vehicle HIN
  - Overall HIN

**31%**  
of all Killed or Seriously Injured crashes occur on just  
**6%**  
of all roads in Webb County.



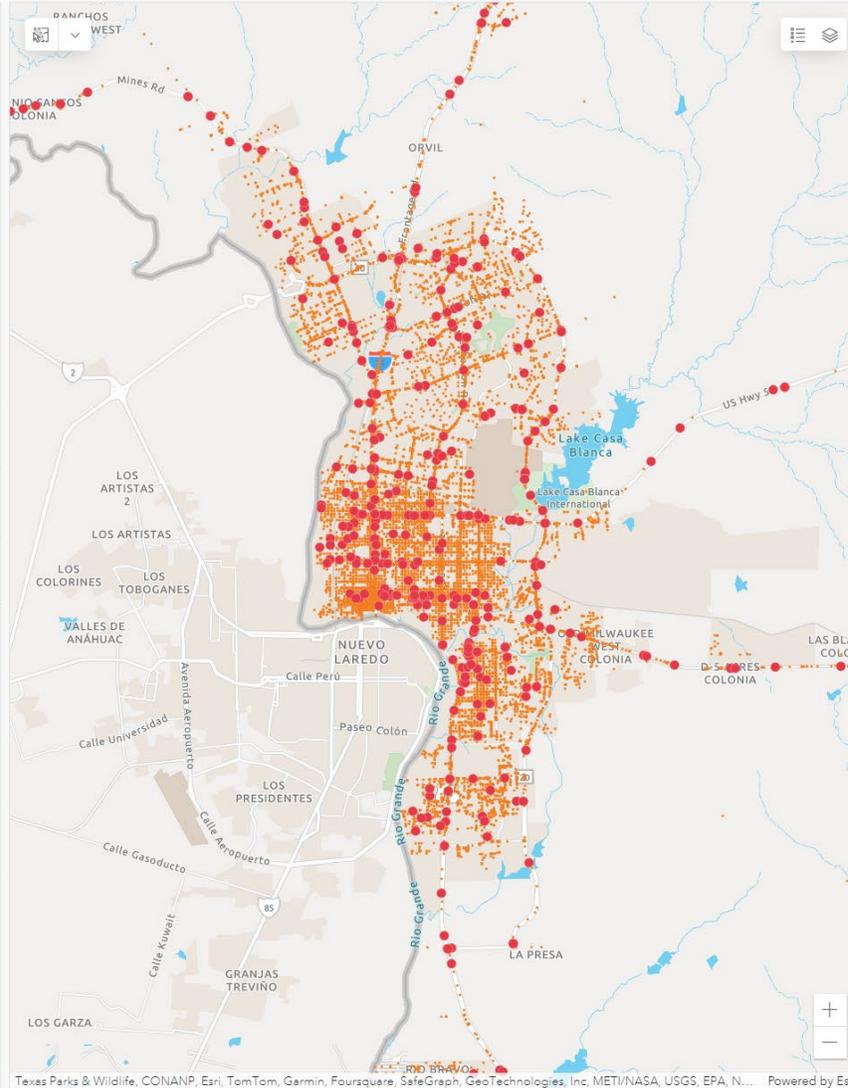
# Safety Analysis Dashboard



Welcome to the Vision Zero Webb Laredo Data Dashboard

Using this dashboard, you can visualize different trends and cross-sections in crash data across the County.

- Crash Year**  
No category selected
- Crash Mode**  
No category selected
- Crash Severity**  
No category selected
- Proximity to Schools**  
All Crashes
- Proximity to Transit**  
All Crashes
- Proximity to Parks**  
All Crashes
- First Harmful Event**  
No category selected
- Intersection Functional Class**  
All Classes

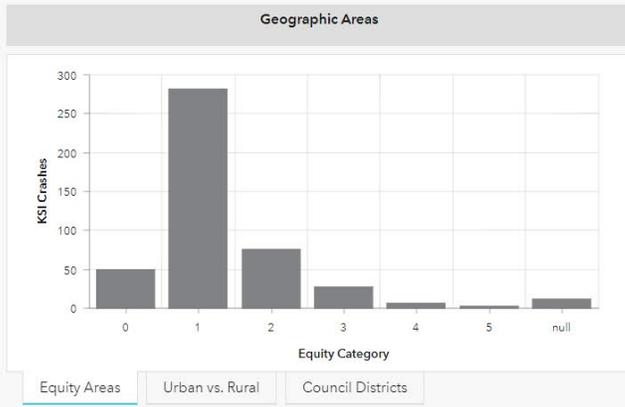
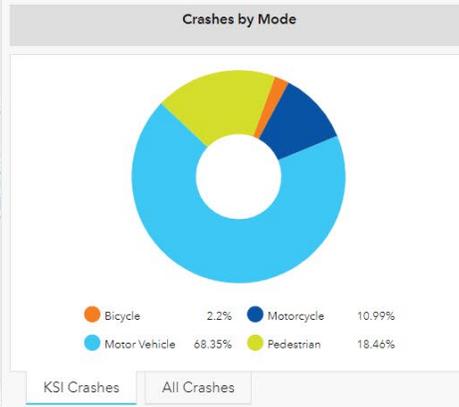
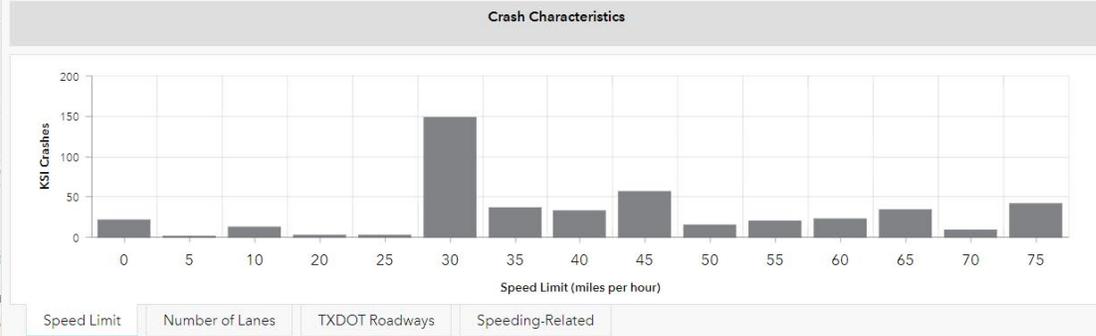
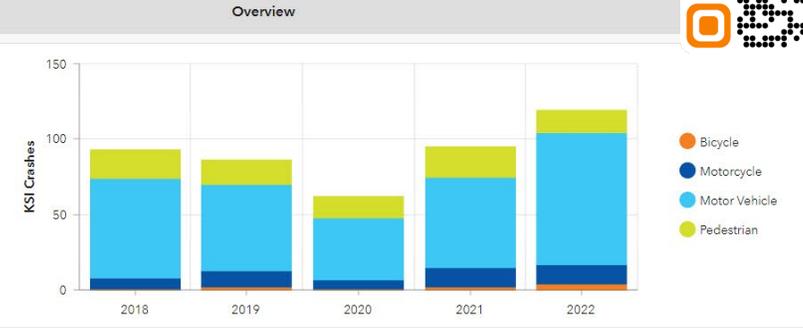


Fatal Crashes

110

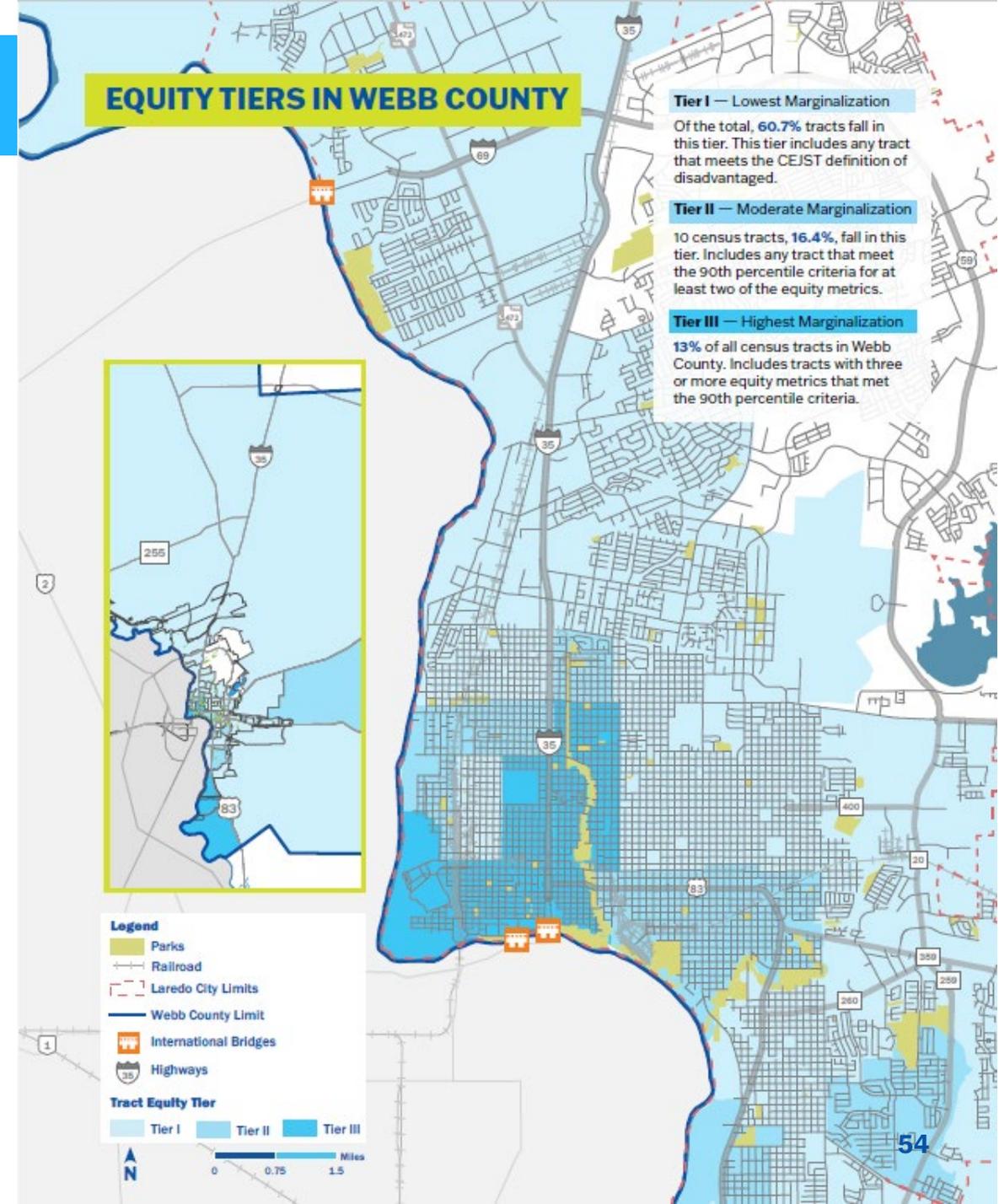
Severe Injury Crashes

345



# Communities with Higher Needs

- Linguistic Isolation
- Household Income
- Traffic Proximity
- Travel Barrier Score
- Zero-Car Households



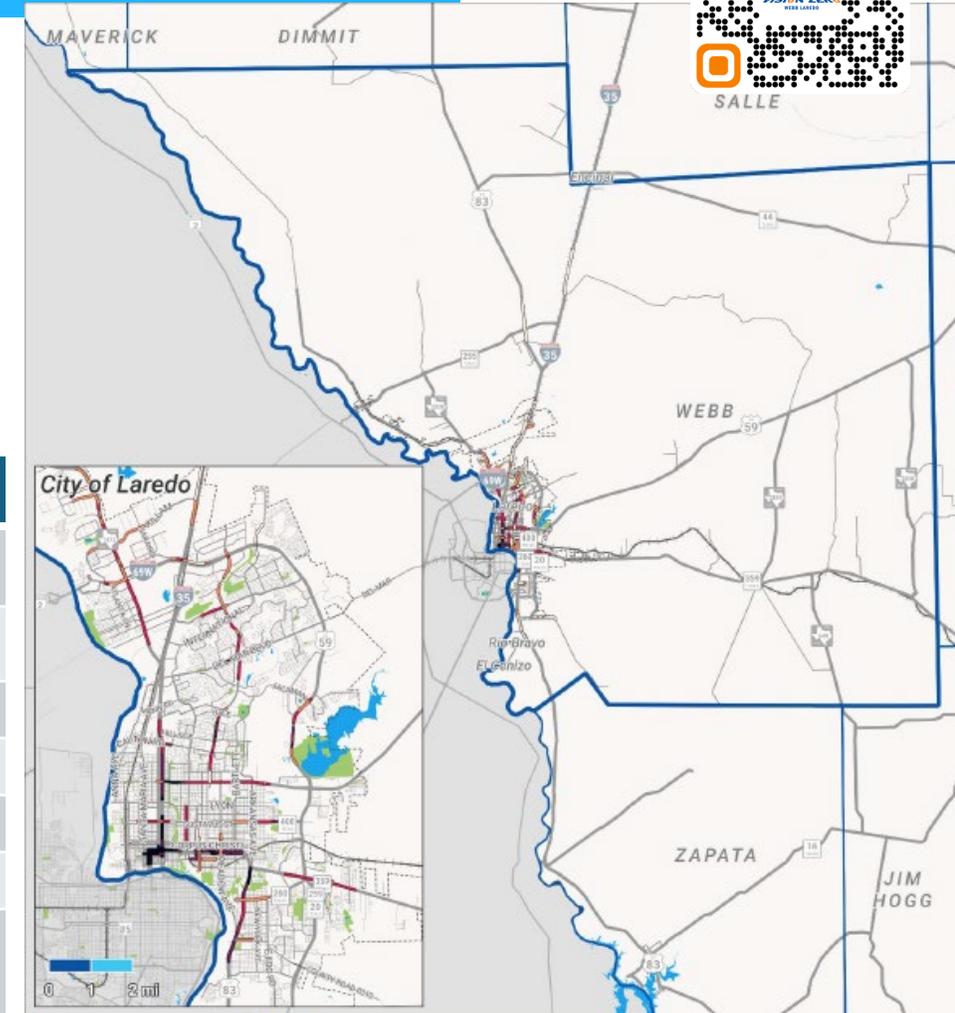


**Prioritize Project Locations**

# Project Prioritization

- Top locations, data driven plus proven safety solutions
- Coordinated with local and state / TxDOT projects

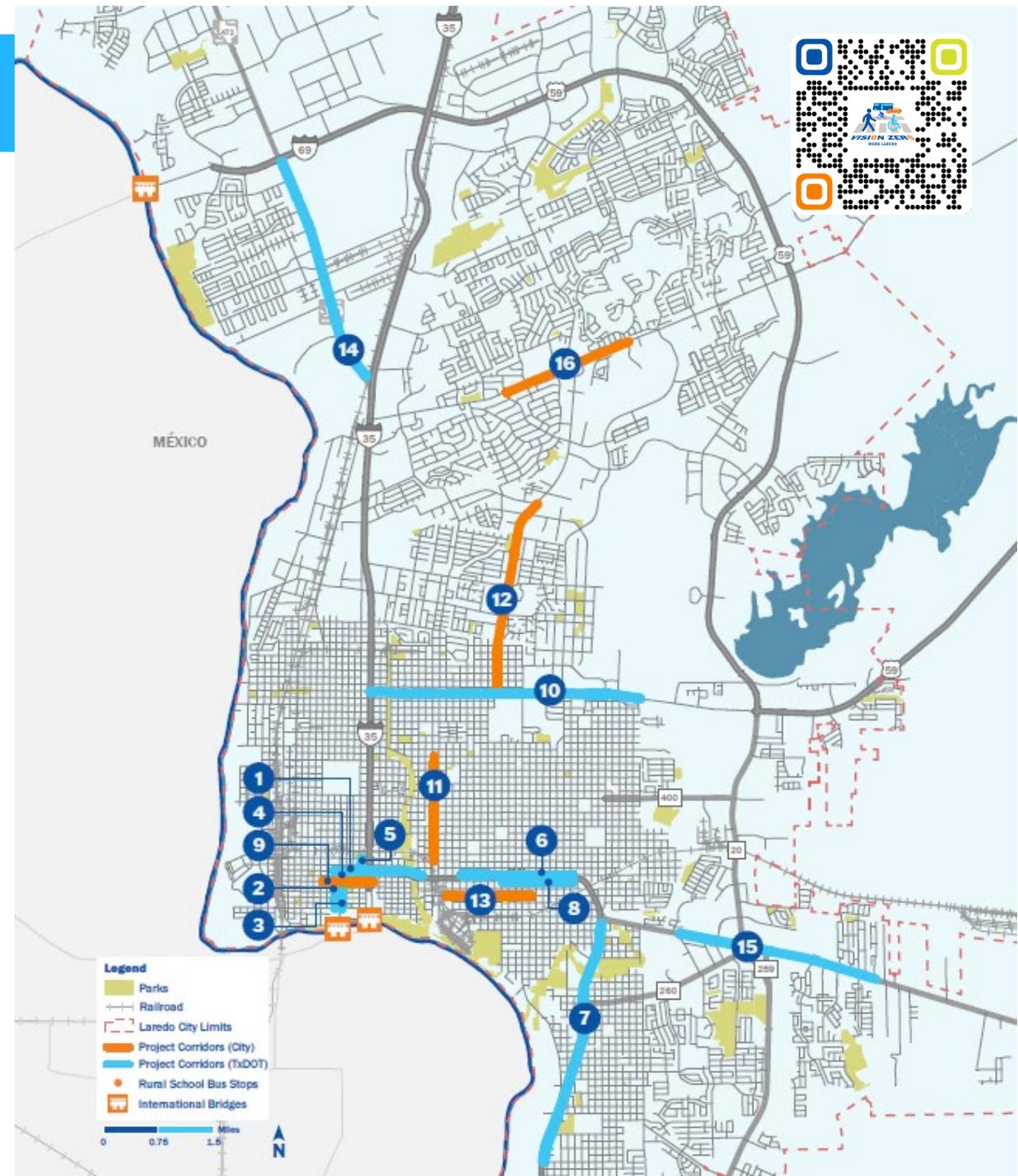
Category	Metric	Weight
Crash History and Roadway Characteristics	Segment located on HIN	20%
	High-risk roadway segments	15%
Land Use and Context	Destinations (schools and parks)	10%
	Population Density	10%
	Transit Stops	10%
Equity	Equity Focus Areas	15%
Public Input	Number of Unsafe Location Comments from the Public	20%



# Project Prioritization

## Capital Plan Corridors by Priority

- 1 Houston St.
- 2 Salinas Ave.
- 3 Convent Ave
- 4 Matamoros Ave.
- 5 San Bernardo Ave.
- 6 Guadalupe St.
- 7 Zapata Hwy.
- 8 Chihuahua St.
- 9 Farragut St.
- 10 Lloyd Bentsen Hwy.
- 11 Marcella Ave.
- 12 McPherson Rd.
- 13 Market St.
- 14 Mines Rd.
- 15 SH 359
- 16 Del Mar Blvd.
- 17 Rural School Bus Stops





**Recommend Countermeasures**

# Location Specific Recommendations



- Crash History
- Corridor Context
- Proven Safety Countermeasure

## Examples of Recommended Countermeasures



Backplates with Retroreflective Borders



Dedicated Left- and Right-Turn Lanes at Intersections



System Application of Multiple Low-Cost Countermeasures at Stop-Controlled Intersections



Variable Speed Limits



Road Reconfigurations



Appropriate Speed Limits for All Road Users



Yellow Change Intervals



Lighting



Rectangular Rapid Flashing Beacons (RRFB)

# Capital Plan

## LLOYD BENTSEN HIGHWAY (US 59 BUS)

FROM I-35 TO N EJIDO AVENUE (3.1 MILES)

TxDOT

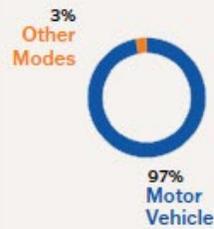
### CONTEXT

Lloyd Bentsen Highway, running west to east, functions as a principal arterial and is lined with residential properties as well as large and medium commercial developments. The roadway consists of four lanes with a two-way left turn lane.

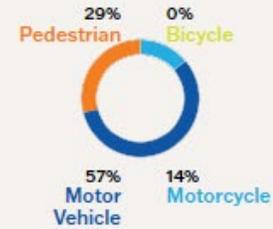
Total Crashes (2018-2022): **1212**

Fatal and Serious Injury: **14**

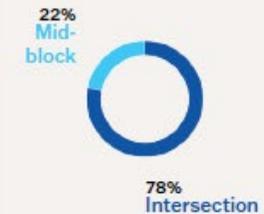
#### TOTAL CRASHES



#### KSI CRASHES



#### CRASH LOCATION



#### KEY CRASH TYPES



Straight or Same Direction crashes

#### KEY CONTRIBUTING FACTORS



Speeding



Failure to Yield



# Capital Plan



## LLOYD BENTSEN HIGHWAY (US 59 BUS)

FROM I-35 TO N EJIDO AVENUE (3.1 MILES)

TxDOT

### EQUITY SCORE

1.2

#### EQUITY FOCUS AREAS

VRUs, older adults, people with disabilities, speed

#### PROJECT BENEFITS

Reduces speed-related crashes, improves pedestrian safety, supports active transportation, enhances accessibility for VRUs, explicitly enhances accessibility for road users with disabilities

### TOTAL COST FOR RECOMMENDED PROJECTS:

\$5,302,600

LOCATION	SHORT TERM (0-2 YEARS)	MEDIUM TERM (2-5 YEARS)	LONG TERM (5+ YEARS)
SEGMENT	\$0	\$271,000	\$3,863,000
INTERSECTION	\$147,600	\$763,000	\$258,000
<b>TOTAL</b>	<b>\$147,600</b>	<b>\$1,034,000</b>	<b>\$4,121,000</b>

### CORRIDOR-WIDE RECOMMENDATIONS



Corridor Access Management



Medians and Pedestrian Refuge Islands



Leading Pedestrian Interval



# Systemic Recommendations



- **Proactive, not reactive** – address risks before crashes occur
- **System-wide focus** – improve the overall transportation network, not just crash sites
- **Pattern-based** – identify risks in infrastructure, user behavior, and environment
- **Broad application** – implement preventative measures across multiple locations
- **Safe System Approach alignment** – shift toward eliminating severe injuries and fatalities



	Crash Profile	% KSI (Total KSI)	Recommendations
Motorcycles	A) Motorcycle • roadways • ≥30 and ≤ 40mph	A) 72% of motorcycle KSI crashes (Total = 36 KSI)	<ul style="list-style-type: none"> <li>• High Friction Surface Treatment (HFST)</li> <li>• Install Wider Markings and Shoulder Rumble Strips with Resurfacing</li> <li>• Upgrade Narrow Unpaved Shoulders to Wide Paved Shoulders</li> </ul>
	B) Motorcycle • roadways • > 40mph	B) 28% of motorcycle KSI crashes (Total = 14 KSI)	
	C) Motorcycle • freeways/interstates	C) 10% of motorcycle KSI crashes (Total = 5 KSI)	
Pedestrians	Pedestrians • dark, not lighted conditions	23% of pedestrian KSI crashes (Total = 19 KSI)	<ul style="list-style-type: none"> <li>• Improved Street Lighting</li> </ul>
Pedestrians along Roadways	A) Pedestrians • along roadways • ≥30 and ≤ 40mph	A) 58% of pedestrian KSI crashes (Total = 49 KSI)	<ul style="list-style-type: none"> <li>• Corridor Access Management</li> <li>• Road Reconfiguration</li> <li>• Median Treatment for Ped/Bike Safety</li> <li>• Install Pedestrian Fencing</li> </ul>
	B) Pedestrians • along roadways • > 40 mph	B) 29% of pedestrian KSI crashes (Total = 24 KSI)	
	Pedestrians • along roadways • not on sidewalk • not in shoulder • ≥ 30mph	55% of pedestrian KSI crashes (Total = 46 KSI)	<ul style="list-style-type: none"> <li>• Sidewalk Installation</li> </ul>
Pedestrians	Pedestrians • along roadways • within 0.5 miles of a school or park	42% of pedestrian KSI crashes (Total = 35 (KSI))	<ul style="list-style-type: none"> <li>• Road Safety Audit Surrounding Schools, (and SRTS audits)</li> </ul>



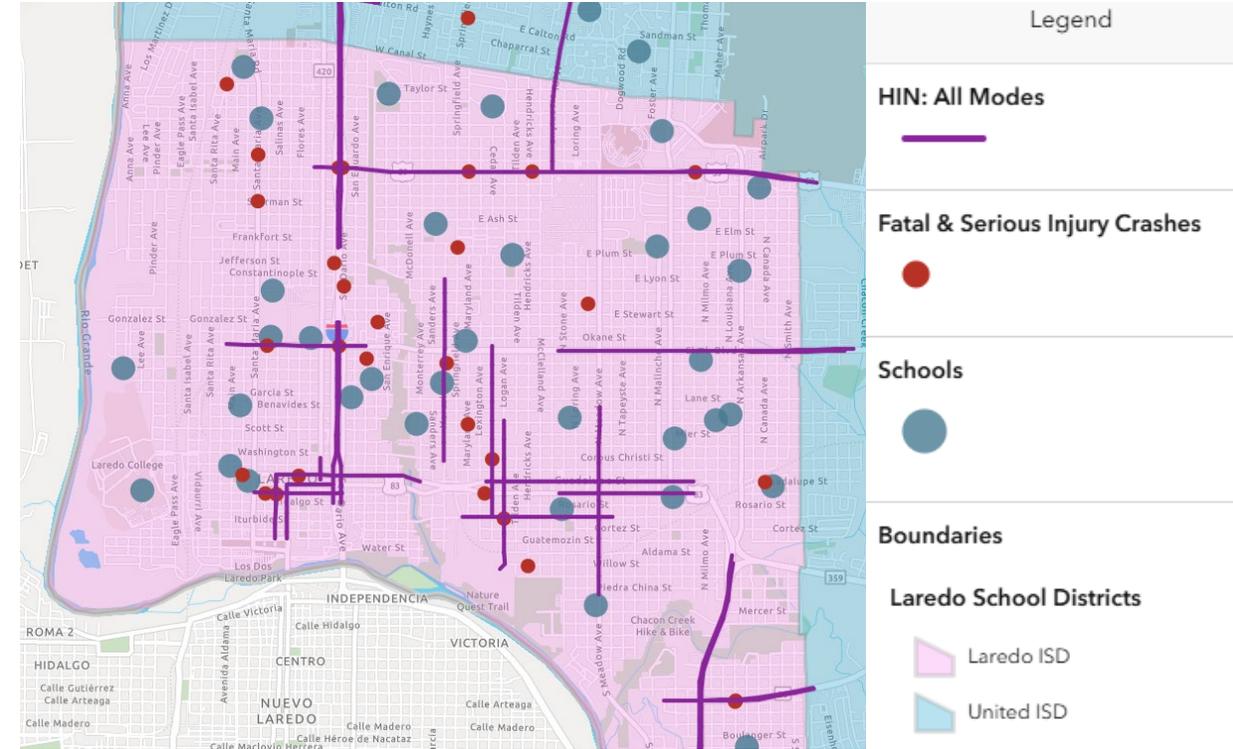


# Pilot SRTS Safety Audits

# Pilot Safe Routes to School (SRTS) Plan



- **Priority Strategy** – SRTS identified as key to achieving Vision Zero by 2040
- **Crash Proximity** – 59% of vulnerable road user crashes within ½ mile of schools
- **Pilot Audits** – six LISD schools audited in Spring 2025 to identify safety and access needs
- **Comprehensive Approach** – combines infrastructure, education, encouragement, and enforcement
- **Community Benefits** – improvements support students and broader neighborhoods

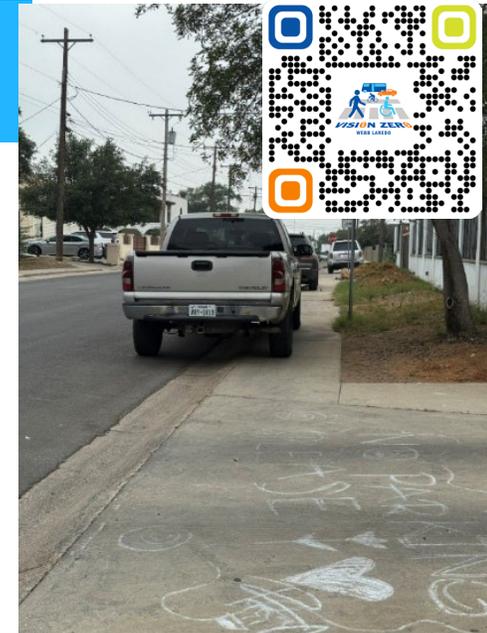


Vision Zero Webb Laredo Dashboard – fatal or serious pedestrian and bicycle injury crashes near schools in LISD



# SRTS Safety Audits

- **Mapping School Areas** – *1/4-mile radius mapped around each school to define likely walking/biking networks*
- **Principal Interviews** – *gathered insights on travel modes, arrival/dismissal, and key routes*
- **Focused Observations** – *assessed behaviors, crossings, and infrastructure at high-risk locations*
- **Crash Data Review** – *noted crash locations near schools for targeted assessment*
- **On-Site Audits** – *planners/engineers observed arrivals and conducted walk audits of key routes*



# SRTS Safety Audits

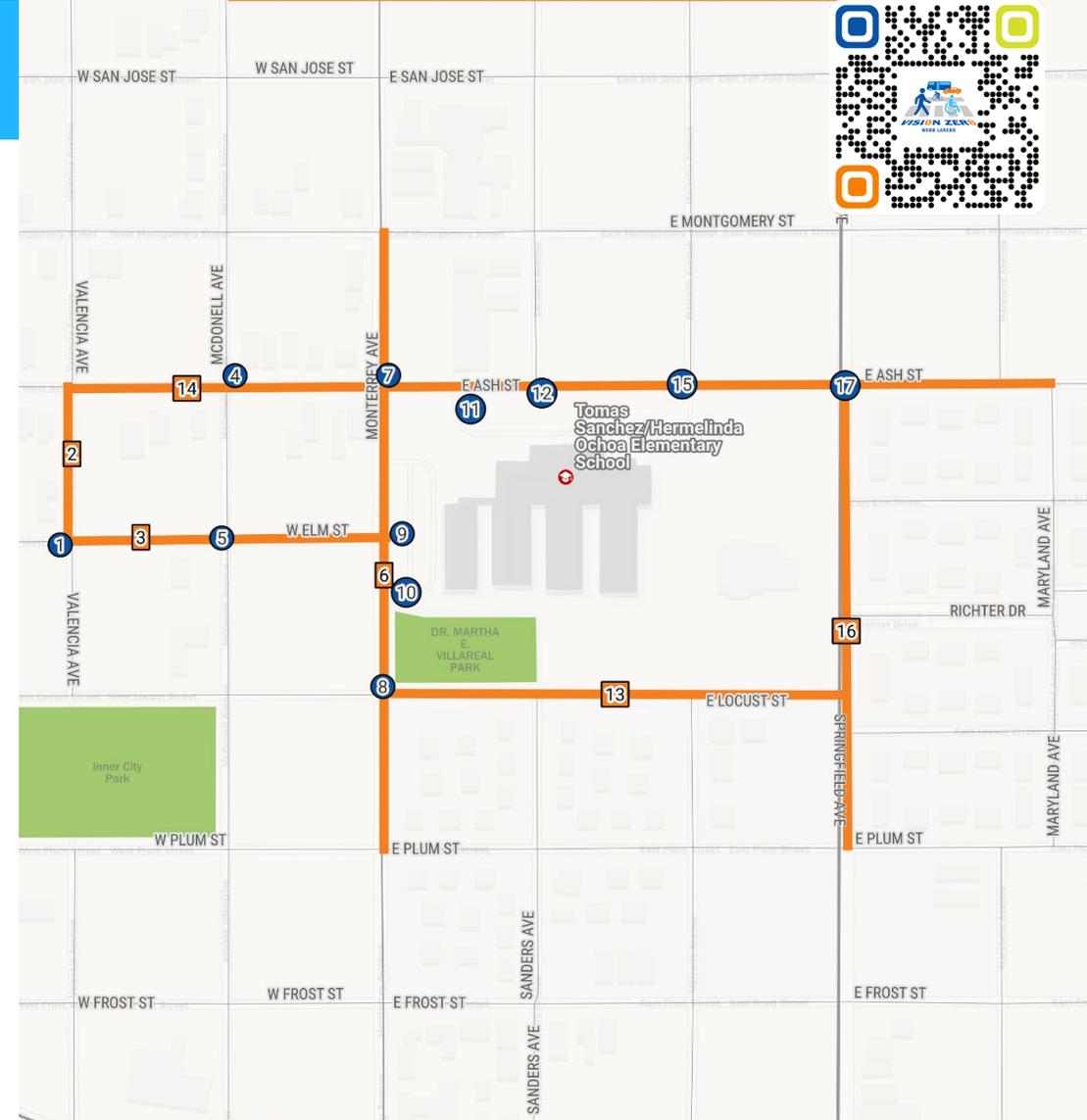


- **Youth-Centered Lens** – audits accounted for children’s unique abilities and vulnerabilities
- **School as Community Hub** – recognized schools as high-activity nodes with broader community value



# SRTS Recommendations

- **Data-Driven**
  - Principal input
  - Arrival observations
  - Walk audits
- **Focus on Critical Safety Needs for Children and Youth**
  - Provide dedicated walking and biking facilities
  - Simplify and improve visibility at street crossings
  - Promote slower, safer driving near schools



Legend  
— Linear Recommendation    • Point Recommendation





# TA Set-Aside Pilot Projects

# TA Set-Aside Grant Application



- Funded Through Laredo MPO TA Set-Aside Program
- Grounded in Pilot SRTS Studies and Findings
- Six Priority Project Locations Identified
- Project Elements Reflect Safe System Approach & National SRTS Best Practices
- Estimated Construction Costs Developed





***Building Momentum  
and Moving Vision Zero Forward in Laredo***

*Blasita Lopez, CTE*



## Public Engagement Outcomes by the Numbers



**3,500**  
Public comments  
across all platforms



**16**  
Partner-sponsored  
outreach events



**6**  
In person  
organic events



**22**  
Hybrid stakeholder  
& strategic partner  
meetings



**144**  
Survey promotion  
events



**688**  
Bilingual Survey  
Responses &  
Community Feedback

### DIGITAL OUTREACH STRATEGY

Main message: Paid digital marketing + strategic email campaigns led to strong engagement; A variety of paid digital marketing efforts were employed including an email broadcast that was sent twice during the final phase of outreach for Walktober: Pedestrian Safety Month providing links to the Crash Data Dashboard, social channels, and a community outreach form soliciting an opinion on the proposed prioritized safety project locations and the actions to inform the plan.



### DUAL-LANGUAGE, MULTI-CHANNEL APPROACH

Engagement success was driven by combining digital tools + in-person efforts + local partnerships.



# Uncommon Places for the Message, Action



- Laredo Health Department & Health Promotion Specialists
- School Districts in Laredo
  - a) Laredo ISD
  - b) United ISD
- Community Based Organizations
  - a) Zacate Creek Green District Coalition
- Laredo Webb County Area Metropolitan Planning Organization- Active Transportation Committee



# Questions?



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Vision Zero Webb Laredo Safety Action Plan