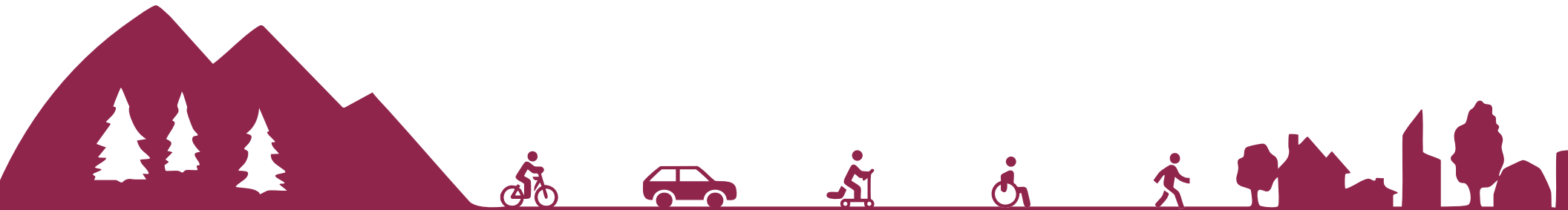




VISION ZERO ACTION PLAN

April 2025 Draft Executive Summary



PURPOSE OF THE PLAN

The **Superior Vision Zero Action Plan (VZAP)** is a data-driven, community-informed strategy designed to eliminate serious injury and fatal crashes on the Town of Superior's transportation system. Funded through the Safe Streets and Roads for All (SS4A) grant, this plan provides a clear framework for safety improvements that align with regional and state transportation goals.

Recognizing the need for a coordinated approach to road safety, the Town of Superior, Boulder County, and the City of Lafayette jointly applied for SS4A grant funding to develop individual VZAPs tailored to each community while maintaining a shared commitment to reducing severe crashes and improving multimodal safety. By working together, these partners are ensuring a cohesive regional strategy that prioritizes data-driven interventions, infrastructure improvements, and policy measures to make transportation safer for all.

The VZAP identifies key safety challenges and outlines targeted Strategies to create a safer, more connected, and multimodal transportation system.

UNDERSTANDING THE SAFETY CHALLENGES

Crash Trends & Risk Factors

A detailed safety analysis was conducted using 10 years of crash data (2013-2022) to identify trends and high-risk areas. Key findings include:

- 744 total crashes were reported, averaging 74 crashes per year.
- 1 fatal crash and 8 serious injury crashes occurred during this period.
- 55% of crashes occurred at intersections, with rear-end, broadside, and approach-turn crashes among the most common.
- Pedestrian and bicycle crashes, while less frequent, were disproportionately severe, representing 25% of injury crashes.

This analysis informed the development of the High-Injury Network (HIN), which identifies intersections with the highest concentration of serious and fatal crashes, and the High-Risk Network (HRN), which highlights road segments with risk factors associated with future severe crashes. These tools, known together as the Comprehensive Injury & Risk Network (CIRN) were used to prioritize safety projects where they will have the greatest impact.



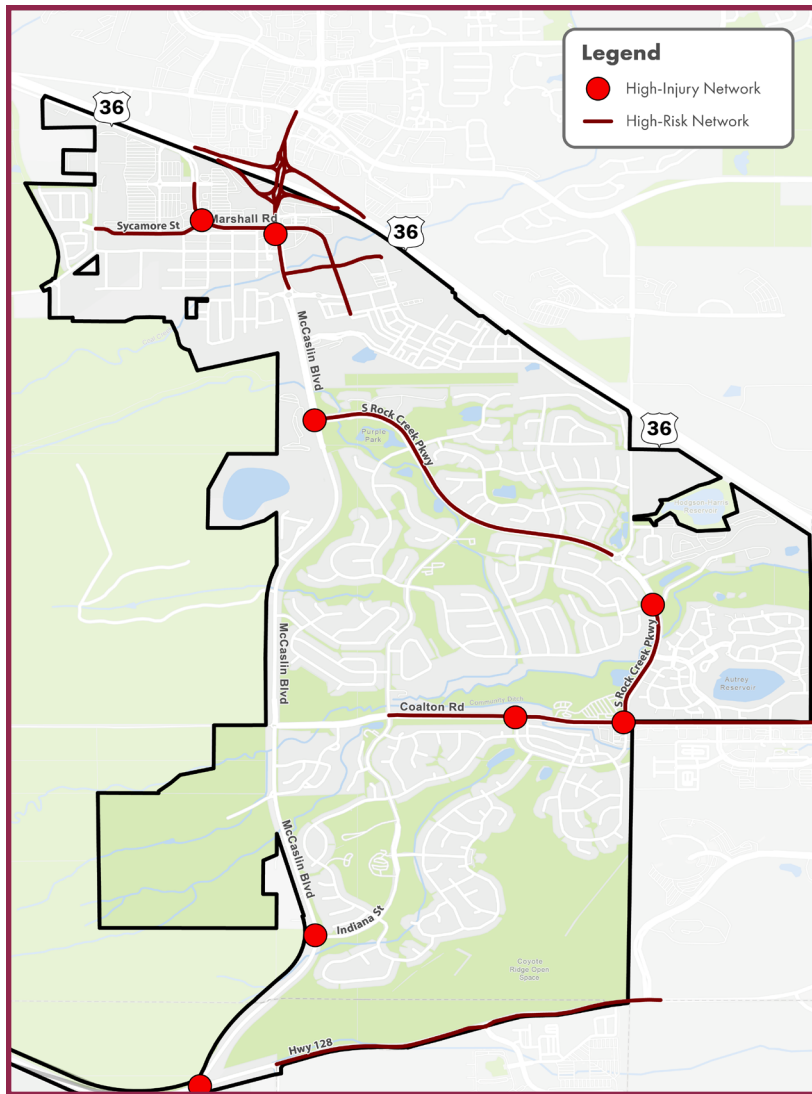


Figure 1. Comprehensive Injury & Risk Network

COMMUNITY-IDENTIFIED SAFETY CONCERNS

The VZAP was shaped by extensive public and stakeholder input through in-person events, online surveys, and targeted discussions. Key themes included:

- Concerns about speeding on McCaslin Boulevard and Rock Creek Parkway.
- Unsafe intersections and crossings, particularly at McCaslin & Marshall Road, Rock Creek Parkway & Coal Creek Drive, and Rock Creek Parkway & 88th Street.
- Desire for improved pedestrian and bicycle safety, including protected bike lanes and enhanced crosswalks.
- Challenges navigating roundabouts, leading to conflicts between drivers, pedestrians, and cyclists.
- Interest in increased enforcement of traffic laws, including red-light running and speeding violations.

This feedback was directly integrated into the plan, ensuring that proposed Strategies and Actions reflect community priorities.

SAFETY IMPLEMENTATION FOCUS AREAS

The plan is structured around three core focus areas of the Federal Highway Administration (FHWA) Safe Systems Approach to support Vision Zero – Safer Roads, Safer Speeds, and Safer People. In each focus area, a comprehensive set of Strategies and Actions are identified to reduce crash severity, enhance mobility, and improve road safety.

Strategy 1: Implement identified safety improvements on the Comprehensive Injury & Risk Network.

#	Action
SR1.1	Implement McCaslin Boulevard & Marshall Road improvements
SR1.2	Implement Rock Creek Parkway & Coalton Road improvements
SR1.3	Implement Rock Creek Parkway & Honey Creek/Coal Ridge improvements
SR1.4	Implement McCaslin Boulevard & Rock Creek Parkway improvements
SR1.5	Implement Sycamore Street & Marshall Road improvements
SR1.6	Improve the existing on-street bicycle facility at the US 36 interchange
SR1.7	Implement Rock Creek Circle & Coalton Road improvements
SR1.8	Implement McCaslin Boulevard & CO 128 improvements

*Note: Safer Roads Strategy 1 and 3 include recommendations for specific project locations. The detailed analysis and recommended improvements for each location can be found in **Appendix D**.*

SAFER ROADS

A focus on **Safer Roads** emphasizes the need for infrastructure that safely accommodates multiple modes across the entire transportation network.

Key Metrics:

- ↓ Decrease the number of fatal and injury crashes Town-wide.
- ↓ Decrease in number and rate of total crashes at intersections on the High-Injury Network.
- ↓ Decrease in number and rate of crashes involving people walking and biking Town-wide.



A SAFER ROADS

Strategy 2: Reduce risk factors on the transportation network.

#	Action
SR2.1	Implement safety improvements on the HRN to proactively prevent severe crashes
SR2.2	Ensure new road construction reduces and mitigates risk factors as practicable

Strategy 3: Upgrade pedestrian/bicycle crossing treatments at locations that were identified through the Systemic Crossing Analysis.

#	Action
SR3.1	Install crossing improvements at Rock Creek Parkway & Coal Creek Drive
SR3.2	Install crossing improvements at Rock Creek Parkway & Tyler Drive
SR3.3	Install crossing improvements at McCaslin Boulevard & Superior Plaza Way
SR3.4	Install crossing improvements at McCaslin Boulevard south of Discovery Parkway
SR3.5	Install crossing improvements on Indiana Street east of McCaslin Boulevard

Strategy 4: Determine signage standards for improved road user clarity.

#	Action
SR4.1	Identify standard signage for Rectangular Rapid Flashing Beacon (RRFB)* crossings to improve pedestrian and bicycle crossings and deploy Town-wide
SR4.2	Upgrade dual lane roundabout signage, lane markings, and visibility to improve safety and comfort for all users traveling through roundabouts

Note: Safer Roads Strategy 1 and 3 include recommendations for specific project locations. The detailed analysis and recommended improvements for each location can be found in **Appendix D**.

* Defined in **Chapter 4: Toolbox of Safety Countermeasures**.



A SAFER ROADS

Strategy 5: Enhance intersection operations and visibility where conditions have been or could be a crash factor.

#	Action
SR5.1	Restrict permissive left-turns at signalized intersections to reduce left-turn crashes where opposing left-turn lanes are misaligned and are creating a sight distance challenge for left-turning vehicles to see oncoming traffic
SR5.2	Implement protected left turns when a push button is pressed at high pedestrian conflict intersections to improve pedestrian safety and minimize conflicts between pedestrians and vehicles
SR5.3	Maintain vegetation in known areas where visibility is poor at intersections to confirm there is adequate sight distance
SR5.4	Maintain retroreflective backplates* to improve traffic signal head visibility
SR5.5	Update yellow and red clearance intervals* to reduce red-light running and rear-end crashes
SR5.6	Install traffic signal indications over each travel lane to improve traffic signal head visibility and meet current Manual on Uniform Traffic Control Devices (MUTCD) requirements
SR5.7	Replace “doghouse” style signal heads with 4-section flashing yellow arrows (FYAs) to meet current MUTCD requirements

Strategy 6: Enhance infrastructure for pedestrians and cyclists throughout the Town.

#	Action
SR6.1	Upgrade all pedestrian curb ramps to be Americans with Disabilities Act (ADA) compliant to improve pedestrian safety and accessibility
SR6.2	Reallocate road space to enhance bicycle and pedestrian safety and comfort and reduce vehicle speeds
SR6.3	Implement pedestrian and bicycle accessibility improvements in commercial areas to improve comfort and access to key destinations

* Defined in Chapter 4: Toolbox of Safety Countermeasures.



SAFER ROADS

Strategy 6 (cont.): Enhance infrastructure for pedestrians and cyclists throughout the Town.

#	Action
SR6.4	Implement protected bike lanes* to create safe and comfortable facilities for bicyclists that reduce conflict with vehicles
SR6.5	Implement locations for multi-use paths* to create safe and comfortable facilities for bicyclists that reduce conflict with vehicles
SR6.6	Complete missing sidewalk gaps throughout the Town to improve pedestrian connectivity
SR6.7	Implement pedestrian refuge islands* where feasible at multilane road crossings to shorten crossing distances and increase visibility
SR6.8	Reduce curb radii* and implement bulbouts* where feasible to reduce vehicle turning speeds, slow traffic, and improve pedestrian crossing safety
SR6.9	Install raised crossings* at channelized right turns to improve pedestrian and bicycle crossing visibility
SR6.10	Implement traffic signal improvements to signalized crossings such as installing a pedestrian push button in a pedestrian refuge island, implementing Leading Pedestrian Interval (LPI)*, and/or extending the pedestrian walk phase timing to improve pedestrian safety and comfort
SR6.11	Enhance bicycle and pedestrian scale wayfinding signage throughout Town and create branded signage for additional routes on existing paths to improve bicycle and pedestrian safety and comfort

* Defined in **Chapter 4: Toolbox of Safety Countermeasures**.





SAFER PEOPLE

A focus on **Safer People** sets the framework for education and awareness, fostering a community of shared responsibility among all road users.

Key Metrics:

- ↑ Increase in the number of safety education and engagement activities.
- ↑ Increase in percentage of trips that use walking, biking, or transit as the primary mode of travel.

Strategy 1: Raise community awareness of multimodal safety programs, policies, and treatments.

#	Action
SP1.1	Write and publish a quarterly multimodal article in the Sentinel newsletter paired with educational campaigns to educate and encourage the public about multimodal safety
SP1.2	Champion a Safe Routes to School (SRTS)* study for each school (BVSD) to improve pedestrian and bicycle safety, comfort, and access around schools



SAFER SPEEDS

A focus on **Safer Speeds** identifies measures to reduce excessive speeds, a key contributor to the severity of traffic crashes.

Key Metrics:

- ↓ Decreasing speeding on arterial and collector roads.
- ↓ Decreasing red-light running crashes at signalized intersections.

Strategy 1: Manage speeds effectively through engineering, education, and enforcement.

#	Action
SS1.1	Implement road diets on roads where analysis shows excess capacity to reduce vehicle speeds
SS1.2	Install safety cameras* at signalized intersections and arterial corridors to reduce red-light running and speeding
SS1.3	Publicize the traffic calming program and the process for submitting a request to educate the public about the existing program

* Defined in **Chapter 4: Toolbox of Safety Countermeasures**.



IMPLEMENTATION & NEXT STEPS

Achieving Vision Zero requires a combination of local, state, and federal funding sources to support safety improvements. The Town of Superior will actively seek grants and partnerships to fund projects, including:

- Safe Streets and Roads for All (SS4A) grant funding
- State and regional transportation safety programs
- Local capital improvement funding

A table of funding opportunities is included in **Appendix F** to guide future investment in safety projects.

Tracking the effectiveness of the VZAP is essential to ensuring that safety Strategies, projects, and policies are leading to measurable improvements in road safety. The Town of Superior will regularly evaluate whether implemented Actions are reducing crash risks, improving conditions for all road users, and addressing community concerns.

Evaluation efforts will include ongoing data collection, crash trend analysis, and public feedback to assess the impact of safety interventions. Regular reporting will help identify successes, challenges, and areas where adjustments may be needed to ensure continuous progress toward Vision Zero goals.

By committing to a structured monitoring process, the Town will be able to refine Strategies over time, prioritize high-impact projects, and align safety initiatives with evolving transportation needs.

CONCLUSION

The Superior VZAP provides a clear roadmap for eliminating serious and fatal crashes while improving transportation safety for all users. By prioritizing data-driven investments, engaging the community, and leveraging funding opportunities, the Town of Superior is taking proactive steps toward a safer, more accessible transportation system.

Through sustained implementation, monitoring, and funding Strategies, the Town will work toward its Vision Zero goals, ensuring that all road users—whether walking, biking, driving, or using any other mode—can travel safely in Superior.

