



Safer Streets for McAllen

# The McAllen Vision Zero Action Plan



AUGUST 2024



Image: Downtown McAllen





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# ACKNOWLEDGMENTS



## CITY COMMISSIONERS

Mayor: Javier Villalobos  
District 1 - Tony Aguirre  
District 2 - Joaquin "J.J." Zamora  
District 3 - Omar Quintanilla  
District 4 - Rodolfo "Rudy" Castillo  
District 5 - Victor "Seby" Haddad  
District 6 - Pepe Cabeza de Vaca

## TRAFFIC OPERATIONS STAFF

Eduardo Mendoza, Director of Engineering  
Marlen Garza, Asst. Director of Engineering  
Esteban Ramos, Traffic Designer  
Hebert Camacho, Traffic Designer  
Ingrid Lemus, Administrative Supervisor

## TRAFFIC COMMISSION

Fernando Salinas  
Jordan C. Lewis  
Nicole Aguirre  
Rick Guerra  
Efrain Molina  
Orlando J. Esquivel  
Jaime Enriquez  
Don Medina  
Pablo Damian Garcia  
Rene D. Garcia  
Nicholas Pardo  
Harry D. Urey  
Yliana Esparza  
Michael R. Sanchez

## CITY OF McALLEN DEPARTMENTS

Engineering  
Transit / Metro  
Police Department  
Fire Department  
City Manager's Office  
Parks and Recreation  
Strategic Planning  
McAllen 311

## AGENCIES, ORGANIZATIONS, AND COMMUNITY MEMBERS



metro

## CITY OF McALLEN RESIDENTS

## CONSULTANTS

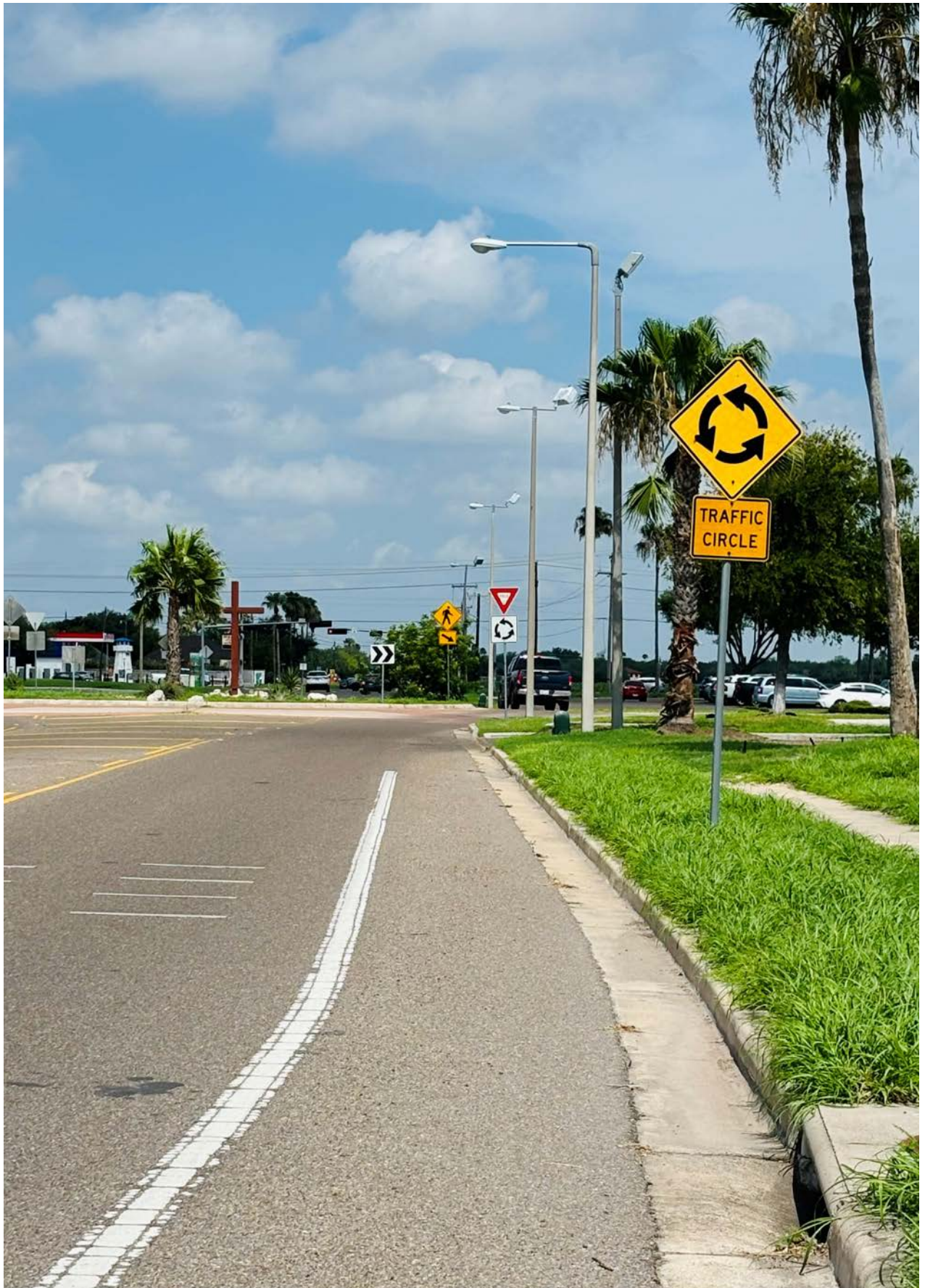


ARCHITECTURE. URBANISM. CITY MAKING





Image: Lark Traffic Circle





**RESOLUTION NO: 2024 - 43**

**A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF MCALLEN,  
TEXAS, ADOPTING THE MCALLEN VISION ZERO ACTION PLAN.**

**WHEREAS**, the City of McAllen is committed to providing a safe and healthy environment for all residents and visitors; and

**WHEREAS**, the Vision Zero initiative is a global movement aimed at eliminating traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all; and

**WHEREAS**, the City of McAllen recognizes the need for a comprehensive and data-driven approach to address traffic safety issues; and

**WHEREAS**, the McAllen Vision Zero Action Plan has been developed by the Traffic Operations Department through a comprehensive process including robust community engagement, to outline a strategic approach to improving road safety through engineering, enforcement, education, and engagement; and

**WHEREAS**, the McAllen Vision Zero Action Plan aligns with the City's goals of enhancing quality of life, promoting sustainable transportation options, and ensuring equitable access to safety measures for all residents;

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF  
THE CITY OF MCALLEN THAT:**

1. **Adoption of the Plan:** The City Commission of McAllen hereby adopts the McAllen Vision Zero Action Plan as the official policy for improving traffic safety within the city.
2. **Implementation:** The City Manager is directed to take all necessary steps to implement the McAllen Vision Zero Action Plan, including coordination with relevant City departments, stakeholders, and community groups.
3. **Funding:** The City Manager is authorized to pursue and allocate funding opportunities, including grants and other financial resources, to support the implementation of the McAllen Vision Zero Action Plan.
4. **Monitoring and Evaluation:** The City Manager shall ensure that progress towards the goals of the Vision Zero Action Plan is regularly monitored and reported to the City Commission. The City Manager shall also evaluate the effectiveness of the plan and recommend updates as necessary.

5. Public Engagement: The City Commission encourages ongoing community involvement and feedback in the implementation and assessment of the McAllen Vision Zero Action Plan to ensure its effectiveness and relevance to the needs of all residents.
6. Effective Date: This resolution shall take effect immediately upon its adoption.


**CONSIDERED, PASSED and APPROVED** this 26<sup>th</sup> day of August 2024 at a regular meeting of the Board of Commissioners of the City of McAllen, Texas at which a quorum was present and which was held in accordance with Chapter 551 of the Texas Government Code.

**SIGNED** on this the 28<sup>th</sup> day of August 2024.


**CITY OF MCALLEN, TEXAS**

Javier Villalobos, Mayor

Attest:

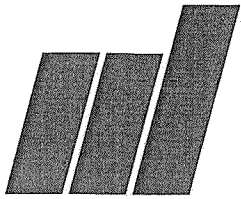
  
for Perla Lara, TRMC/CMC, CPM  
City Secretary

Approved as to Form:

  
for Issac J. Tawil  
City Attorney







**CITY OF  
McALLEN**

JAVIER VILLALOBOS, Mayor  
J. OMAR QUINTANILLA, Mayor Pro Tem and Commissioner District 3  
TONY AGUIRRE JR., Commissioner District 1  
JOAQUIN "J.J." ZAMORA, Commissioner District 2  
RODOLFO "RUDY" CASTILLO, Commissioner District 4  
VICTOR "SEBY" HADDAD, Commissioner District 5  
PEPE CABEZA DE VACA, Commissioner District 6

ROEL "ROY" RODRIGUEZ, P.E., City Manager

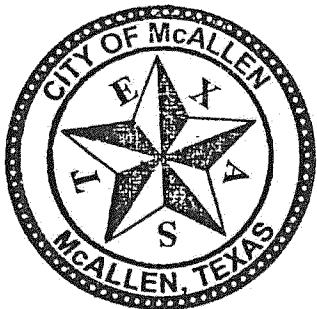
## CERTIFICATION


STATE OF TEXAS  
COUNTY OF HIDALGO  
CITY OF MCALLEN

I, Perla Lara, City Secretary of the City of McAllen, do hereby certify that the following is a true and correct copy of Resolution No. 2024-43 which was approved by the McAllen Board of Commissioners at the Regular Meeting held August 26, 2024.

IN WITNESS WHEREOF, I have hereunto subscribed my signature and impressed the official seal of the City of McAllen, Texas, this 30<sup>th</sup> day of August 2024.

SEAL



  
for Perla Lara, TRMC/CMC, CPM  
City Secretary

# GLOSSARY

The McAllen Vision Zero Action Plan is designed to be an informative document that the community can use to increase their knowledge and awareness of transportation safety issues and actions in the City. The glossary defines technical terms and concepts that appear in the Plan and are often used in transportation safety planning and engineering resources such as the Texas Strategic Highway Safety Plan 2022-2027, and the US Department of Transportation Federal Highway Administration Proven Safety Countermeasures website.

**Appropriate Speed Limits for All Road Users<sup>1</sup>** – A FHWA proven safety countermeasure that provides evidence that speed control is one of the most important methods for reducing fatalities and serious injuries and guidance on how states and local jurisdictions can set speed limits to reduce the significant risk drivers impose on themselves and vulnerable road users.

**Backplate (retroreflective)** – shields a traffic signal from background obstructions. Retroreflective backplates introduce contrast and reflect light at nighttime.

**Benefit-Cost Ratio (BCR)** – the outcome of a benefit-cost analysis, which is a systematic process for identifying, quantifying, and comparing expected benefits and costs of an investment.

**Big Data** – large, datasets, often collected perpetually from mobile or other connected devices.

**TxDOT** – the Texas Department of Transportation.

**Contextual Factor** – a factor possibly related to crashes, such as roadway data (e.g., number of lanes), intersection data (e.g., presence of a traffic signal), land use data (e.g., commercial areas), operations data (e.g., traffic volumes), or Big Data (e.g., operating speeds from connected vehicles).

**Countermeasure** – an engineering solution that can be implemented to correct a crash problem or mitigate the likelihood of a crash occurring.

**Crash Modification Factor (CMF)** – used to compute the expected number of crashes after implementing a countermeasure on a street or at an intersection.

**Crosswalk Visibility Enhancements<sup>2</sup>** – Three main crosswalk visibility enhancements help make crosswalks and the pedestrians, bicyclists, wheelchair and other mobility device users, and transit users using them more visible to drivers. These include high-visibility crosswalks, lighting, and signing and pavement markings. These enhancements can also assist users in deciding where to cross. Agencies can implement these features as standalone or combination enhancements to indicate the preferred location for users to cross.

**Cycle Length** – the time required for a complete sequence of traffic signal phases. Cycle lengths typically range between 80 and 150 seconds.

**Fatal Crash** – a crash where one or more people is killed.

**Fatal, or Serious Injury (FSI) Crash** – a crash resulting in a fatality (killed) or serious injury.

**High Injury Network (HIN)** – the Regional High Injury Network identifies the roadways with the highest number of fatal and severe injury crashes (also known as killed and severely injured crashes, or “KSI” crashes).

**High Visibility Crosswalks:** High-visibility crosswalks use patterns (i.e., bar pairs, continental, ladder) that are visible to both the driver and pedestrian from farther away compared to traditional transverse line crosswalks.

**Leading Pedestrian Interval<sup>3</sup>** – A leading pedestrian interval (LPI) gives pedestrians the opportunity to enter the crosswalk at an intersection 3-7 seconds before vehicles are given a green indication. Pedestrians can better establish their presence in the crosswalk before vehicles have priority to turn right or left.

**Level of Service of Safety** – a qualitative measure that reflects how a roadway segment or intersection is performing compared to other similar segments or intersections in terms of crash frequency and severity.

**McAllen Vision Zero Action Plan** – Safety Action Plan developed by to create safer streets for McAllen.



# GLOSSARY

**Major Intersection** – an intersection where the major street has multiple lanes in each direction.

**Pedestrian Hybrid Beacon<sup>4</sup>** – The pedestrian hybrid beacon (PHB) is a traffic control device designed to help pedestrians safely cross higher-speed roadways at midblock crossings and uncontrolled intersections.

**Protected Bike Lane** - an exclusive facility for bicyclists that is located within or directly adjacent to the roadway and that is physically separated from motor vehicle traffic with a vertical element

**Protected Intersection** – an at-grade intersection in which bicyclists and pedestrians are separated from cars. Vehicles turning right are separated from crossing bicyclists and pedestrians by a buffer, providing increased reaction times and visibility.

**Protected Left-Turn (or Right-Turn)** – consists of providing a separate phase for left-turning (or rightturning) traffic and allowing left-turns (or right-turns) to be made only on a green left arrow (or right arrow) signal indication, with no pedestrian movement or vehicular traffic conflicting with the turn.

**Right-Turn Slip Lane** – at signalized intersections, right turn lanes that bypass the traffic signal with a triangular shaped island.

**Risk Factor** – a contextual factor shown through statistical and spatial analysis to relate to crashes.

**Safe Streets and Roads for All (SSRA)<sup>5</sup>** – a federal, discretionary grant program providing \$5 billion in grants from 2022 through 2026 to prevent roadway deaths and serious injuries.

**Severe Crash** – a general term encompassing both fatal and serious injury crashes.

**Signal Head** – the portion of a traffic signal containing the red, yellow, and green lights.

**Systemic Safety** – an approach to safety involving widely implementing improvements based on high-risk roadway features correlated with specific severe crash types.

**Traffic Signal** – also known as a traffic light or stop light.

**Vulnerable Road Users (VRU)<sup>6</sup>** – Travelers on a roadway system who are at greater risk of fatality and serious injury in a crash with a motor vehicle due to less protection. Pedestrians, bicyclists and motorcyclists are the VRUs in the McAllen Vision Zero Plan.



Image: Main Street Intersection





# A CALL TO ACTION!

Between 2018 and 2023, **42 people died and another 227 were seriously injured** due to crashes on the streets of McAllen. With this data in mind, it is clear that one fatality is too many and changes need to take place to prevent serious injuries and deaths on McAllen's roads. **The McAllen Vision Vision Zero Safety Action Plan** in collaboration with the residents and local stakeholders, serves as a blueprint to reduce crashes that result in serious injuries and eliminate deaths by the Year 2040.

Utilizing a Safe System Approach, this Safety Action Plan outlines key strategies to be taken by local leaders to make the streets of McAllen safer for people walking, rolling, bicycling, driving motorcycles, and motor vehicles.

The  
time  
to act  
is now.



1

# VISION ZERO OVERVIEW



# PUBLIC COMMITMENT AND GOAL SETTING



A key starting point for the plan was the City leadership's commitment: to acknowledge transportation safety is an issue in McAllen, and to commit to implement the actions that are identified in the plan to achieve the goal of zero deaths on McAllen roadways by 2040. This commitment is also an important reflection of the Safe Systems Approach principles of Shared Responsibility and Proactive Planning.

## WHAT IS VISION ZERO ?

Vision Zero is an international initiative to end fatalities and serious injuries on the roads of our cities. In the United States, Vision Zero is an initiative supported by the Safe Streets for All program.

### SAFE SYSTEMS APPROACH

The Vision Zero process acknowledges that to achieve Zero Fatalities on our roads, a Safe Systems Approach should be employed. At the very foundation of this approach is a recognition that humans will make mistakes and crashes are inevitable; however, humans involved in any aspect of a crash should not have to die and ideally should be able to walk away from a crash without serious injuries.

In order to achieve Vision Zero a comprehensive strategy needs to be implemented using this Safe Systems Approach. According to the FHWA, this approach employs six principles:

1. Death/Serious Injury is Unacceptable
2. Humans Make Mistakes
3. Humans Are Vulnerable
4. Responsibility is Shared
5. Safety is Proactive
6. Redundancy is Crucial

**The ultimate goal of the McAllen Vision Zero Safety Action Plan is for elected officials, transportation experts, local and state governments, citizens, and everyone who drives on the streets of McAllen to work together and diligently to reduce and ultimately eliminate fatalities and serious injuries (FSI) from the streets of McAllen.**

**"VISION ZERO IS A STRATEGY TO ELIMINATE ALL TRAFFIC FATALITIES AND SEVERE INJURIES, WHILE INCREASING SAFE, HEALTHY, EQUITABLE MOBILITY FOR ALL."  
-VISION ZERO NETWORK**

## WHY VISION ZERO FOR MCALLEN?

The City of McAllen needs a Vision Zero plan to address the critical issue of transportation safety. With city leadership acknowledging the importance of this issue and committing to implement actions aimed at achieving zero deaths on McAllen roadways by 2040, the plan embodies the principles of Shared Responsibility and Proactive Planning central to the Safe Systems Approach. The alarming data on crashes in McAllen underscores the urgent need for a comprehensive strategy to enhance road safety and protect all residents. Implementing Vision Zero will not only aim to eliminate fatalities but also promote a culture of shared responsibility and proactive measures to ensure safer streets for everyone.

# QUICK FACTS

**BETWEEN 2018 AND 2023, APPROXIMATELY  
39,449 PEOPLE WERE INVOLVED IN A CRASH IN MCALLEN.**

**318 PEOPLE WERE INVOLVED IN A  
FATAL OR SERIOUS INJURY (FSI)**



**43 Pedestrians**



**9 On a bike**



**218 In a vehicle**



**47 On a motorcycle**



**1 By a freight**

Table 1: Who Is Involved in Crashes? (McAllen Roads 2018-2023)

Mode	All People in Crashes	FSI	% of People in Crashes with FSI
Pedestrian	380	43	11%
Bicycle	125	9	7%
Motor Vehicle	38,327	218	1%
Motorcycle	208	47	23%
Freight	409	1	>1%



# QUICK FACTS

## KEY TAKEAWAYS:

- People aged 20-44, 55-59, and 75-79 years were overrepresented in FSI crashes compared to their population share.
- Motorcycle, pedestrian, and bicycle crashes were more likely to be deadly.
- Male victims died in crashes at a higher rate than females and at a higher proportion compared to their population.
- Male motorcycle victims made up a significantly higher proportion of FSI crashes than female victims.
- 36% of FSI crashes happened between 3 p.m. and 9 p.m.
- Another 18% of FSI crashes happened between 12 a.m and 3 a.m.
- 83% of FSI crashes happened on streets with 30-45 MPH Speed Limits. 17% of FSI crashes happened on streets with 55+ MPH Speed Limits.
- All modes showed this pattern: As the speed limit increases, a crash has a higher chance of resulting in death or serious injury. Principal arterial streets were dangerous for all modes, but much more for non-motor vehicle crashes.

The data also shows there are major contributing factors causing the majority of these crashes and fatalities:



**Failure to control speed**



**Under the influence**

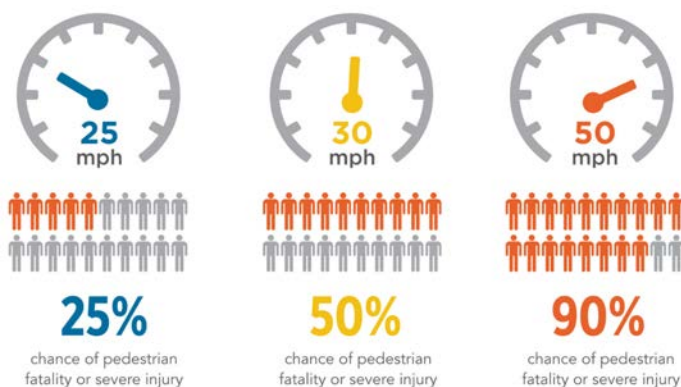


**Failure to drive in single lane**



**Disregarding stop and go signals**

Figure 1: Speed and Pedestrian Risk of FSI



Source: Tefft, Brian, "Impact speed and a pedestrian's risk of severe injury or death (Accident Prevention and Analysis, 2013).





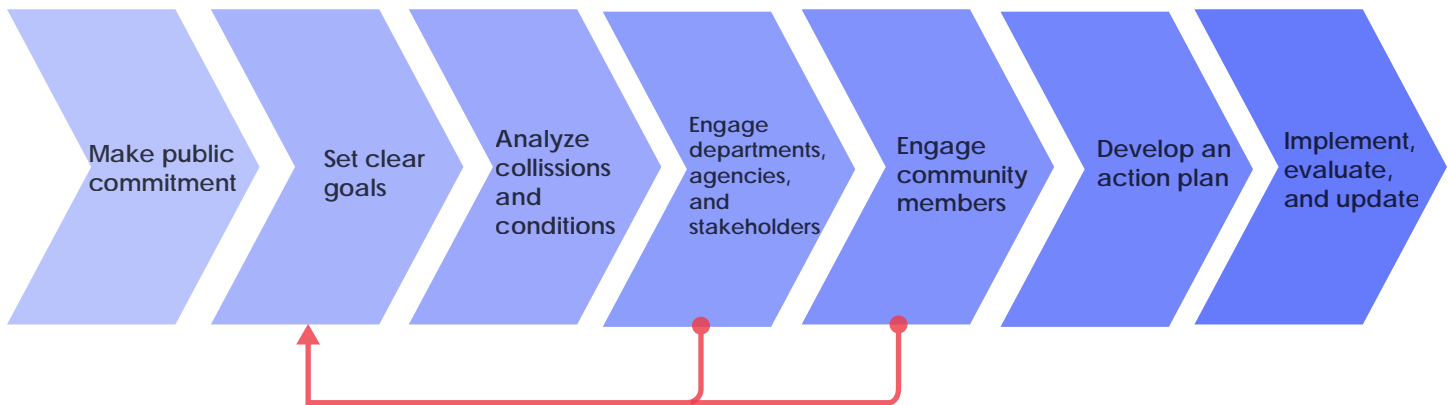
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# VISION ZERO COMMUNITY OUTREACH



# COMMUNITY ENGAGEMENT

Figure 2: Visual Graphic of Vision Zero Action Plan Development



## ENGAGEMENT

Developing the McAllen Vision Zero Plan was a collaborative and iterative process, involving several city departments, local, regional and state partners, and importantly, community members. These groups helped in the understanding of transportation safety risks in McAllen through small group meetings, community pop-ups and a community-wide survey. They also provided input on the proposed actions and potential projects to improve safety and reduce the risk of FSIs in McAllen. Lastly, the City departments, local, regional and state partners, and community members are committed to the implementation of solutions and monitoring the progress towards achieving the stated goals.

## HOW DID WE ENGAGE WITH THE MCALLEN COMMUNITY?

Through the month of March 2024, six pop-ups were held around the City of McAllen—one in each Commissioner’s District. The project team set up interactive and informational booths across McAllen to raise awareness about Vision Zero McAllen and to receive community feedback. Pop-ups were advertised online and in City buildings, by “popping-up” at places where community members frequently gather, the project was able to reach a wide audience.

At these pop-ups, community members engaged in discussions with City staff and present elected officials about traffic safety concerns. Further discussion was facilitated through a large printed map of McAllen, where participants could pinpoint areas they felt were

unsafe to travel, specifying the mode of transportation they used. The map activity helped bridge the digital divide and could be used regardless of literacy level. Locations such as farmers’ markets, public parks, community centers, the local mall, and the library were chosen to ensure diverse community representation.

The City-wide survey was a critical tool for receiving input from the community. This survey, along with the in-person feedback from pop-ups, helped the project gather insights from people across the community with varying backgrounds, interests, and priorities.

Through several meetings, the project team engaged with regional and local advocacy groups, private-sector stakeholders, City staff, and officials. Police and Fire departments, as well as first responders, also participated. During these meetings, the project team explained what Vision Zero means and introduced the Safe Systems Approach and its principles. They emphasized the shared responsibility for road safety and presented data from McAllen’s crashes. Attendees learned who is most impacted by FSI (fatally or seriously injured) crashes, as well as the reasons, locations, and times these crashes occur, based on the collected data. To facilitate discussion and encourage thoughtful input, the team used live polls to gather feedback on priorities for the plan and traffic safety concerns.

# COMMUNITY WIDE SURVEY



## WHO TOOK THE SURVEY?

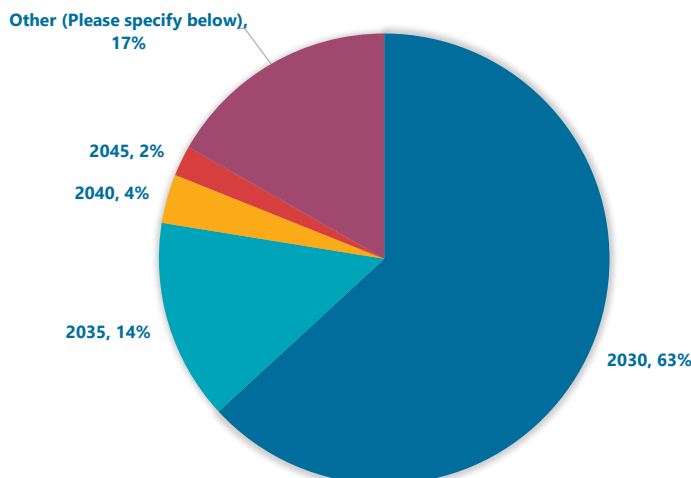
The survey had a total of 643 respondents, with about half opting not to answer the demographic questions. All age groups were represented except for those under 15, with the most represented being 35-44 years old (29%) and 26-34 years old (25%). A significant majority identified as Hispanic (86%) and White (76%). Slightly more respondents identified as male (52%) compared to female (47%), with 1% identifying as other.

## WHAT DID SURVEY RESPONDENTS SAY?

The survey showed that community members' top traffic safety concerns are: people driving while impaired, people driving while texting or looking at their phone, people driving too fast, and drivers not stopping for people walking in crosswalks.

Through the use of a digital mapping tool, the survey provided community members the opportunity to give feedback on specific areas of McAllen that are of concern specific to mode of transportation. Respondents mapped where they might have experienced a near-miss or unreported crash or where they might see a major safety concern or challenge.

Chart 1: Respondent Results to "When should McAllen reach the target of zero yearly traffic deaths?"



Survey results gave insight to how people in McAllen travel, with most respondents driving to get to work, school, or within their neighborhood. Notably, however, results showed that there is a significant increase in the number of people walking and biking when traveling within their neighborhoods.

When asked about Vision Zero Goals, most respondents (75%) believe that 0 deaths in McAllen is the acceptable target for yearly traffic related deaths. Most respondents (63%) feel that this goal should be achieved by the year 2030, with many "Other" responses expressing that the goal should be met as soon as possible, or that 0 is never an achievable goal. However, most respondents (75%) strongly agree that eliminating crashes that result in death or serious injury should be a priority for McAllen.

A majority of the respondents indicated 2030 as the year they would like the City of McAllen to eliminate fatalities and serious injuries. This shows that those responding to the survey understood the seriousness of this issue and want to see it resolved as soon as possible. However, this plan outlines 2040 as the year the City aims to achieve Vision Zero. While still indicating urgency, the year 2040 would allow more time for the City to implement the goals outlined in this plan.

**OVERALL, NEARLY ALL RESPONDENTS (85%) AGREED THAT THEY WOULD LIKE ALL ROAD USERS TO BE MORE RESPECTFUL, WHETHER ON FOOT, BIKE, BUS, DRIVING A VEHICLE, ETC.**



## RESPONDENT TRAFFIC SAFETY CONCERNS

- Most respondents (94%) agree that **people driving while texting or looking at phone** is a major concern, followed by **people driving while impaired**.
- 94% of respondents either strongly agree or agree that **road users need to be more respectful**, whether on foot, bike, bus, or driving a vehicle.
- About 52% of respondents **do not feel safe traveling** on McAllen Streets

Chart 2: Respondent Results to, Rate the degree to which you agree/disagree: "Eliminating crashes that result in fatal or serious injury should be a priority for McAllen."

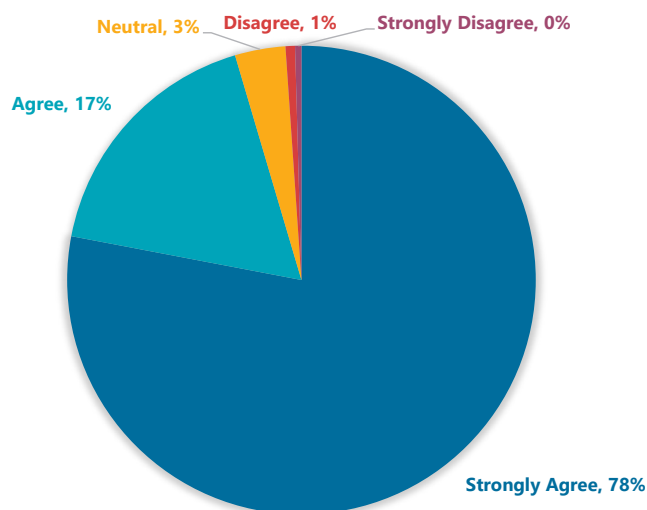


Figure 3: Respondent Results of Top Major Concerns

### Top Major Concerns



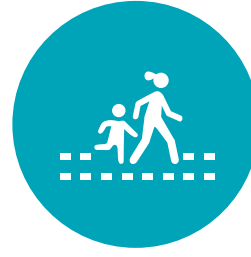
**People driving while impaired**



**People driving while texting or looking at phone**



**People driving too fast**



**Drivers not stopping for people walking in crosswalks**

# MCALLEN VISION ZERO TASK FORCE



To further enhance the project's ongoing success, the City Commission and City Staff have decided to utilize Traffic Commission as an advisory implementation board through a subcommittee.

By leveraging the collective strengths of an established and engaged City board with those of community advocates.

**Mission:** The subcommittee's mission is to actively support the City of McAllen's goal of zero deaths and serious injuries in traffic crashes by year 2040, as outlined in the City of McAllen Vision Zero Safety Action Plan. The Committee will pursue this mission through recommendations to the City Commission guided by the strategies, goals, and principles outlined in the plan.

The Vision Zero task force based on The Traffic Commission,boasts several key strengths that position it for success. Firstly, it is already established and can commence operations immediately. Furthermore, the task force benefits from the involvement of diverse members from the community, ensuring a wide range of perspectives and insights. The task force is characterized by its independence from special interests and its non-political nature, which allows it to focus solely on the community's needs and concerns.

Image: Champion Lakes Golf Course - Able City & Nelson Nygaard March Site Visit



Image: March 2024 Able City & Nelson Nygaard Site-Visit





Image: McAllen Public Library Pop-Up Event #1



Image: La Plaza Mall Pop-Up Event #2



Image: McAllen Public Library Stakeholder Meeting





Image: Main Street in McAllen



ROAD  
SHARE

3

# TRANSPORTATION SAFETY IN MCALLEN TODAY



# SYSTEMIC SAFETY ANALYSIS

A systemic safety analysis looks at historical traffic crash data and how a community is to understand the transportation safety risks that exist on the roadway system. For the McAllen Vision Zero Action Plan (VZAP), all police-reported crashes on surface roads (interstates are excluded) involving people driving cars, trucks and motorcycles, walking and riding bicycles from 2018-2023 in the Texas Department of Transportation's Crash Records Information System (C.R.I.S.) were analyzed. This determined who, what, where, when and why crashes happen. The analysis looked at all collisions but had a particular focus on fatal and serious injury crashes (FSI).

**Between 2018 and 2023, there were 39,480 victims of traffic crashes, with 42 resulting in death and 277 resulting in people with suspected serious injuries.**

## WHO IS INVOLVED IN FSI CRASHES?

- People walking, bicycling, or driving motorcycles are more likely to be killed or seriously injured in crashes. While crashes involving these modes of travel occur less frequently, 11% of pedestrians and 23% of people on motorcycles involved in crashes die or are seriously injured.
- In contrast, the majority of crashes are people driving vehicles colliding with other motor vehicles; however, only 1% of people in motor vehicle crashes die or are seriously injured.
- People between 20 and 44 years of age are the most disproportionately represented in FSI crashes compared to their McAllen population share.
- Males are disproportionately represented in FSI crashes compared to females and their McAllen population share. Notably, 13% of male FSI crashes involve motorcyclists

Chart 3: Fatal and Severe Crashes by Mode and Year 2018-2023

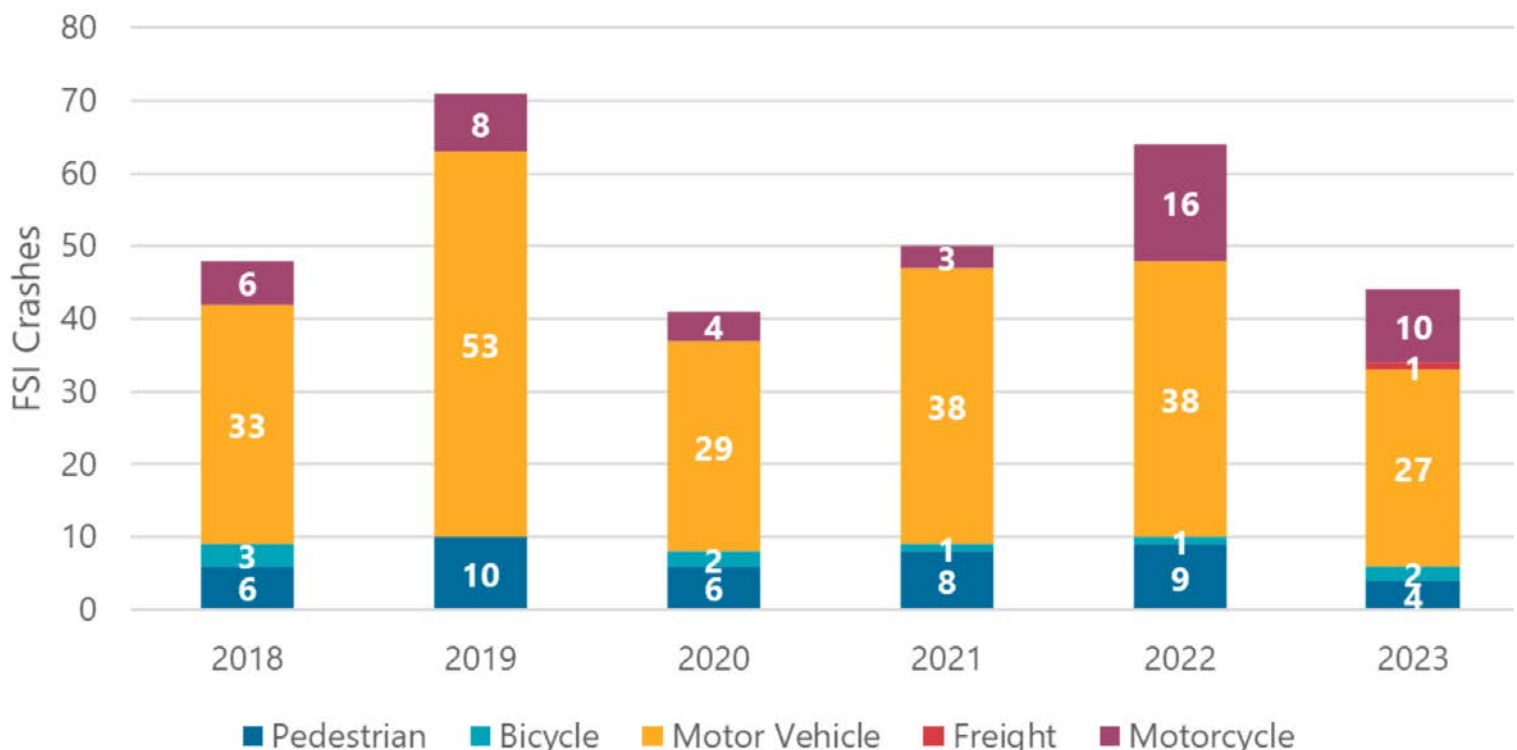


Chart 4: Fatal and Severe Crashes 2018-2023 by Age Group and Mode Compared to 2022 City of McAllen Population

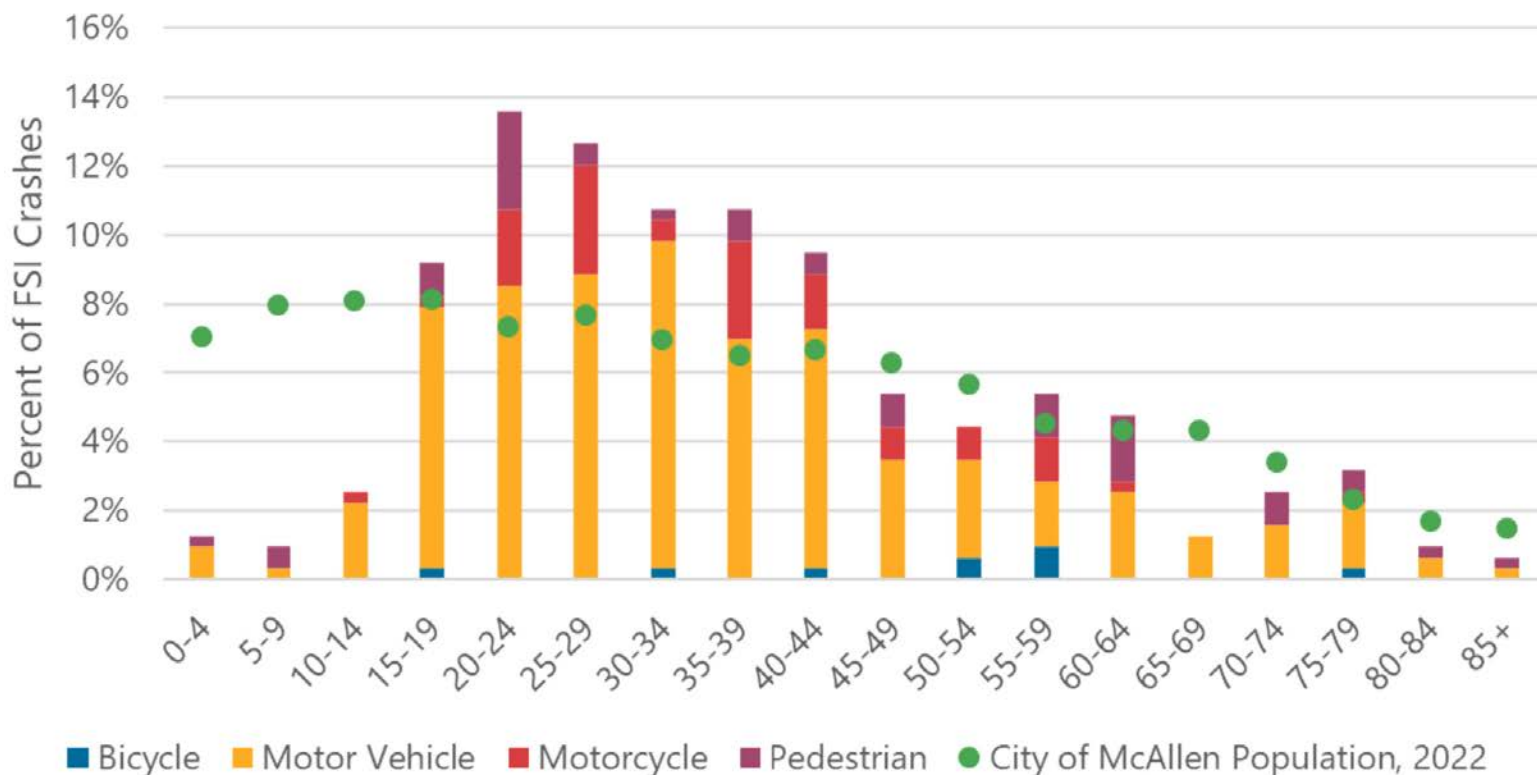


Chart 5: Fatal and Severe Crashes 2018-2023 by Sex and Mode Compared to 2022 City of McAllen Population

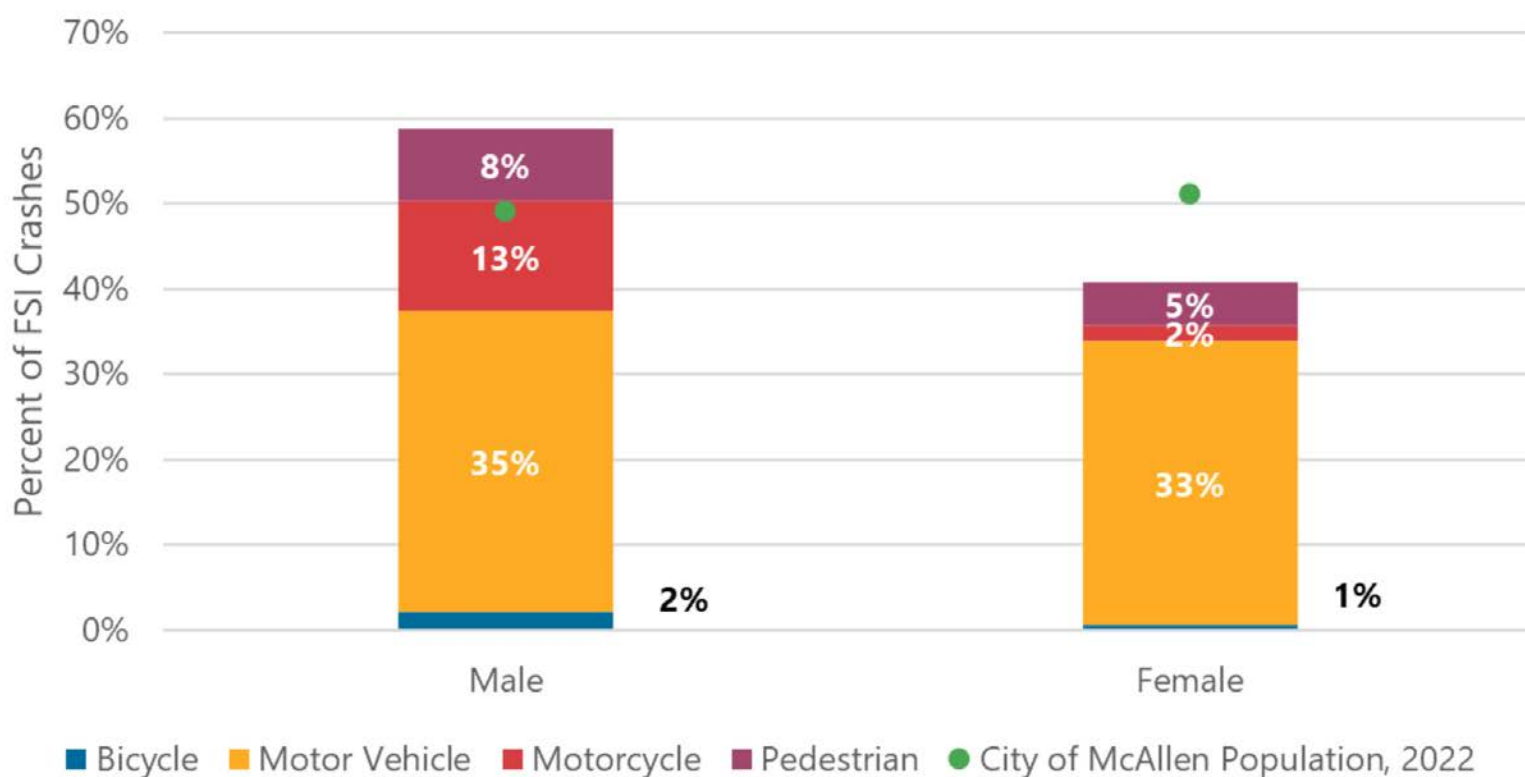




Chart 6: Fatal and Severe Crashes 2018-2023 by Race and Ethnicity and Mode Compared to 2022 City of McAllen Population

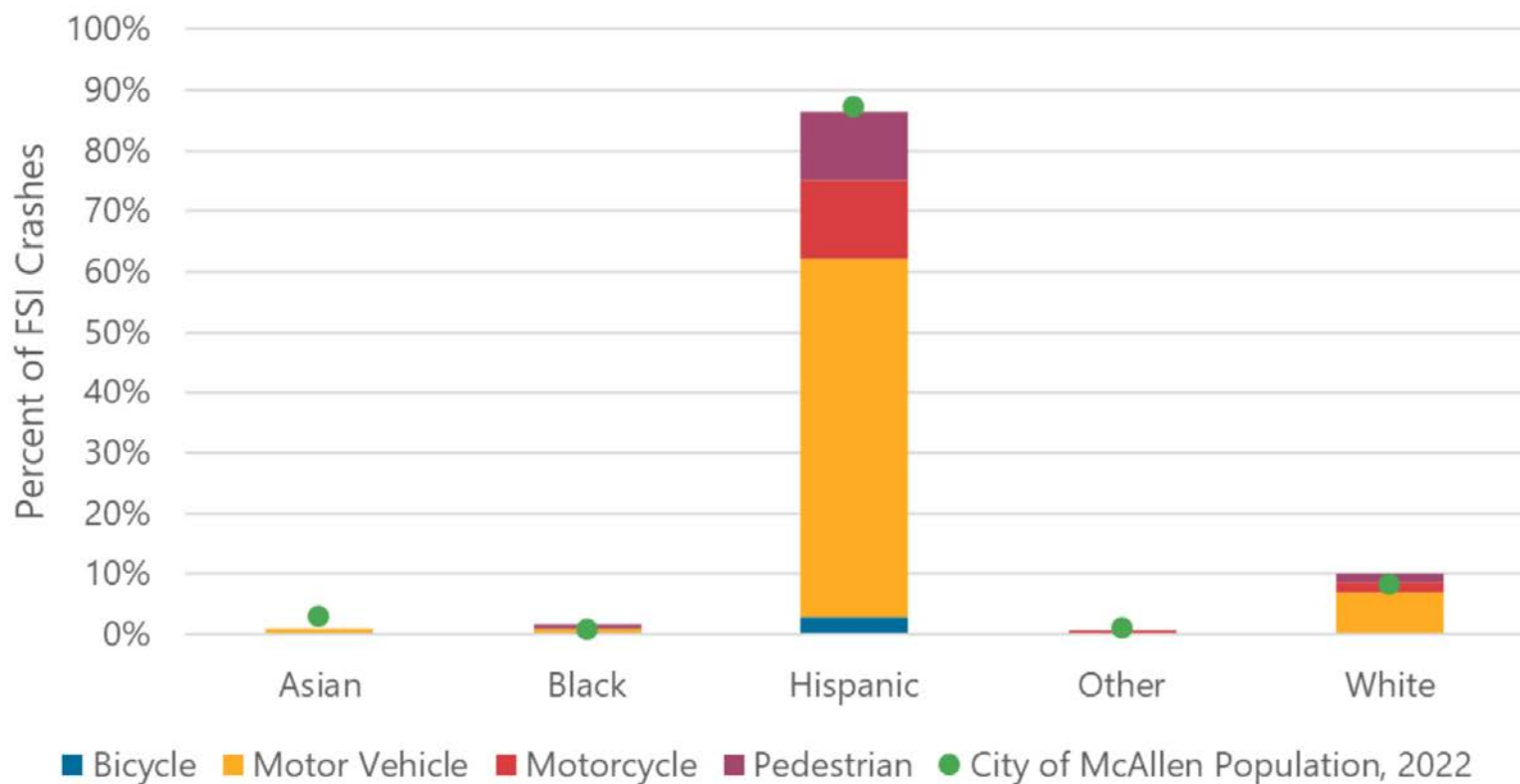


Image: Main Street & Houston Intersection



## WHEN AND WHERE DO FSI CRASHES OCCUR?

- Crash trends were relatively consistent between 2018 and 2023, with a slight reduction in 2020, likely due to overall reduction in traffic volumes and changes in travel behavior during the height of the COVID pandemic. FSI crashes were the highest in 2019 and 2022.
- More than half of all FSI crashes occurred at 3 time periods across the day: 3:00 to 6:00pm, 6:00 to 9:00pm and 12:00 to 3:00am. The highest number of FSI crashes occurred on Saturdays, with a high proportion of FSI crashes in the 12:00-3:00am time period occurring on weekends.
- While traffic safety is a community-wide issue, safety issues are not evenly distributed around the street network.
  - Principal arterial roads were dangerous for all modes but were much more dangerous for non-motor vehicle crashes, particularly for people walking and motorcyclists. This road type typically has higher travel speeds and traffic volumes.
  - FSI crashes involving people driving a motor vehicle and motorcycle occur almost equally at and outside of intersections, while FSI crashes involving people walking occur at a higher rate outside of intersections.

## WHY DO FSI CRASHES OCCUR?

- Failure to Control Speed was reported as a contributing factor in 29% of FSI crashes and 36% of all crashes.
- Drinking-related contributing factors, like Under Influence – Alcohol and Had Been Drinking are reported more frequently in FSI crashes compared to all crashes, as is Failed to Drive in Single Lane and Disregarding Stop and Go Signals.
- While daylight represented the largest percentage of lighting conditions on the road for all crashes, nighttime conditions are overrepresented in FSI crashes, particularly for pedestrian and freight crashes.

Chart 7: Percent Fatal and Severe Injury Crashes by Mode and Year 2018-2023

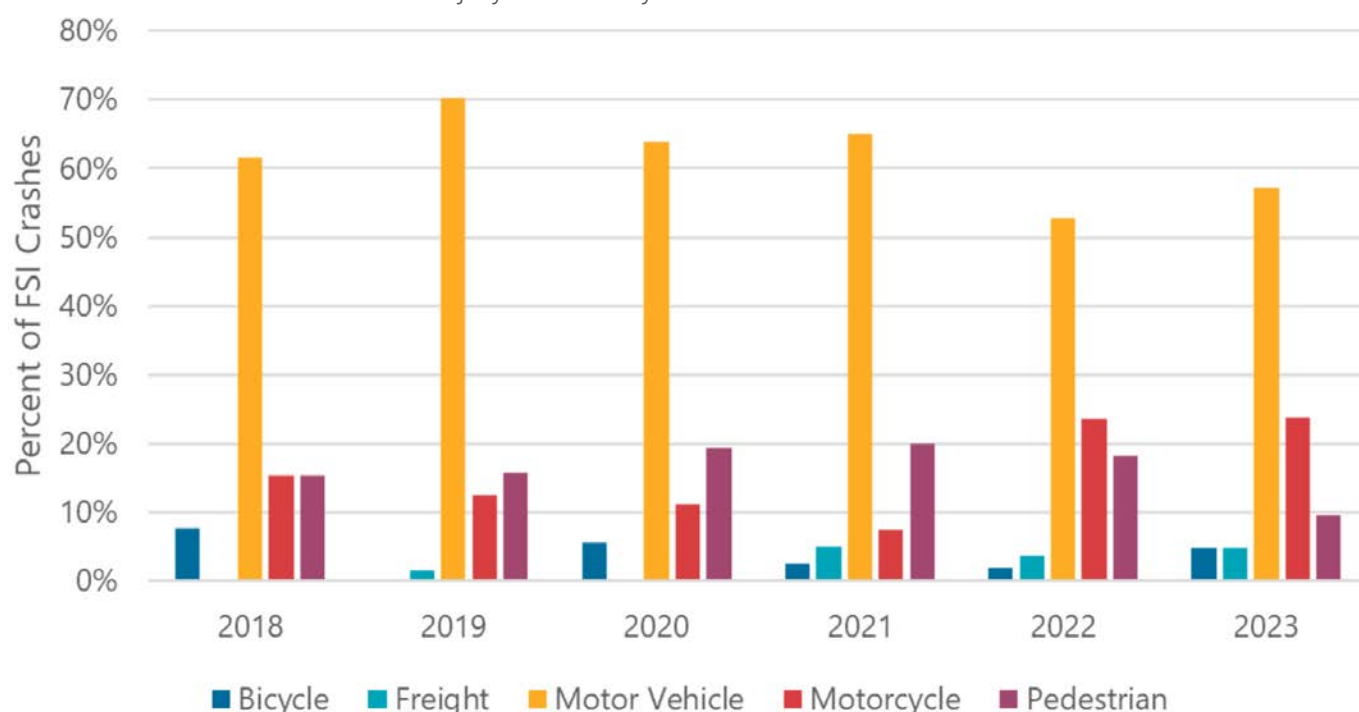




Table 2: All Crashes from 2018-2023 by Year and Severity

Severity	2018	2019	2020	2021	2022	2023
Total	2,403	2,475	1,793	2,170	2,436	2,610
Fatality	6	7	4	6	7	7
Suspected Serious Injury	33	57	32	34	48	35
Suspected Minor Injury	406	360	257	374	420	442
Possible Injury	1,198	1,230	796	917	897	966
No Injury	760	821	704	839	1,064	1,160

Table 3: Fatal and Severe Injury Crashes by Time of Day and Day of Week 2018-2023

Time of Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Grand Total
12 a.m. to 3 a.m.	7	2	8	2	9	10	12	50
3 a.m. to 6 a.m.	2	2	1	1	1	2	4	13
6 a.m. to 9 a.m.	3	4	5	1	3	3	6	25
9 a.m. to 12 p.m.	4	6	2	2	5	3	4	26
12 p.m. to 3 p.m.	5	6	2	5	5	9	1	33
3 p.m. to 6 p.m.	4	5	10	11	7	6	6	49
6 p.m. to 9 p.m.	8	5	7	6	7	13	3	49
9 p.m. to 12 a.m.	4	2	4	7	7	4	3	31
Grand Total	37	32	39	35	44	50	39	276

# COMMON FSI CRASHES

Along with the who, what, where, when and why of crashes, understanding the travel movements or behaviors of the people involved in crashes can help to identify crash types and potential countermeasures to reduce the frequency and severity of crashes. The diagrams that follow illustrate common crash types for FSI crashes involving people driving motor vehicles and motorcycles, riding bicycles or walking, and the number or deaths or serious injuries associated with the crash type.

## COMMON FSI CRASHES AT INTERSECTIONS

### **Driver Failure to Stop (automobile or motorcycle):**

The driver of one vehicle failed to stop and struck the driver of another vehicle entering the intersection from another direction.

**Left-Turn Involving a Pedestrian:** A pedestrian was crossing the street at the intersection in the crosswalk and was struck by the driver of a vehicle turning left.

### **Left-Turn Involving Vehicles (automobile or motorcycles):**

The driver of a vehicle turning left collided with the driver of a vehicle going straight through the intersection.

**Right-Turn Involving a Bicyclist:** The driver of a vehicle turning right struck a bicyclist traveling straight through the intersection.

Driver Failure to Stop



Right-Turn Involving a Bicyclist



Left-Turn Involving a Pedestrian





# COMMON FSI CRASHES

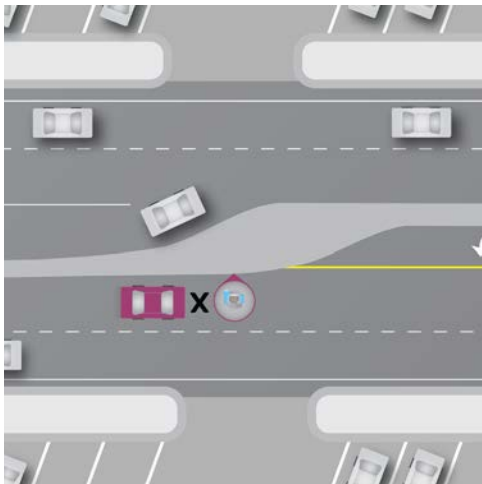
## COMMON FSI CRASHES ON CORRIDORS

**Pedestrian Mid-Block Crossings:** A pedestrian crossed the street away from an intersection and was struck by the driver of a vehicle in the roadway

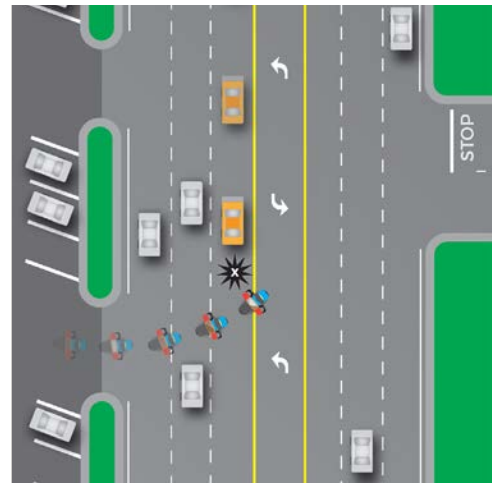
**Left-Turn from Driveway:** The driver of a motorcycle was struck by a vehicle in the travel lane while the motorcycle was attempting a left turn from a driveway.

**Driver Travel Lane Departure:** A driver of a vehicle traveling on the roadway in the same direction as the bicyclist left the travel lane and swerved into the bicyclist.

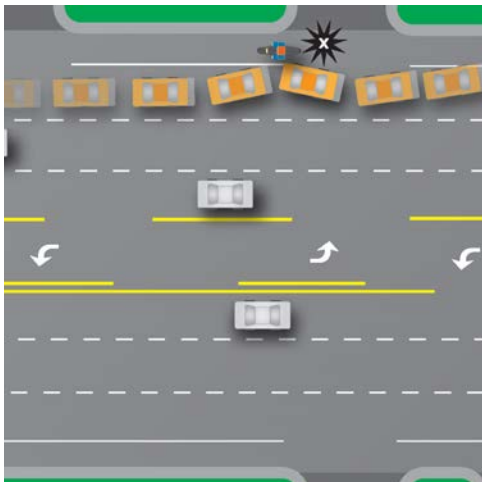
Pedestrian Mid-Block Crossings



Left-Turn from Driveway



Driver Travel Lane Departure



# POLICY AND PLAN REVIEW

A Safe Systems Approach builds a culture that prevents safety from becoming siloed. It informs priorities and decisions across departments, agencies, and focus areas. This helps strategies related to roadway design, vehicle regulations, human behavior, and reinforcement strategies be complementary and additive in terms of their safety benefits. The goal of the Safe Systems Approach is to modify how people, vehicles, transportation infrastructure, and emergency response operate to reduce the likelihood of crashes happening at all, and to reduce their severity when they do happen. To that end, local, regional and state-level transportation-related plans and policies were reviewed to understand how they may directly or indirectly influence transportation safety policy, planning and design in McAllen.

This review scanned existing plans and policies for:

- How they address each Safe System element
- How they consider equity
- How specific design and technical documents support or work against a Safe System approach

For documents that are intended to provide design and technical guidance, an additional set of questions was used to scan these documents through a Safe System lens. The table below provides a summary of questions by which the documents were reviewed.

Table 4: Review Framework and Questions

Review Framework	Questions
<b>Safe Roads</b>	<ul style="list-style-type: none"> <li>• Does the document acknowledge the importance of safe roads to reduce fatal and severe injury crashes?</li> <li>• Does it document lane widths?</li> <li>• Does it support separating uses in time and space?</li> <li>• Does it support increasing attentiveness and awareness</li> <li>• Does it support managing kinetic energy?</li> </ul>
<b>Safe Speeds</b>	<ul style="list-style-type: none"> <li>• Does the document acknowledge the importance of safe speeds to reduce fatal and severe injury crashes?</li> <li>• Does it document speed limits?</li> <li>• Does the document address how new speed limits are set?</li> </ul>
<b>Safe Vehicles</b>	<ul style="list-style-type: none"> <li>• Does the document acknowledge the importance of safe vehicles to reduce fatal and severe injury crashes?</li> </ul>
<b>Safe People</b>	<ul style="list-style-type: none"> <li>• Does the document acknowledge the importance of safe road users to reduce fatal and severe injury crashes, and does it speak to all road users?</li> <li>• Does the document address how law enforcement ensures safe road user activity?</li> </ul>
<b>Post-Crash Care</b>	<ul style="list-style-type: none"> <li>• Does the document acknowledge the importance of post-crash care?</li> <li>• Does the document define post-crash care practices?</li> </ul>
<b>Equity</b>	<ul style="list-style-type: none"> <li>• Does the plan address inequity and promote equitable outcomes across race, gender, and class?</li> </ul>
<b>Design &amp; Technical Documents</b>	<ul style="list-style-type: none"> <li>• Is there documentation on where and how to prioritize proven safety countermeasures?</li> <li>• Are there barriers that push against safe system principles?</li> <li>• Does the practice consider historic crash patterns?</li> <li>• Are vulnerable road users (pedestrians, cyclists, elderly, children) considered?</li> </ul>



The following matrix, Table 5, presents a simple overview of how each of the plans, policies and technical guidelines reviewed addresses the Safe System elements. To capture essential missing elements and opportunities for improvement, the matrix represents where there are gaps, where the safe system element is somewhat addressed, and where they are directly supported. Further recommendations are presented in the next chapter.






















-  Supports Safe System Element
-  Somewhat Supports Safe System Element
-  Safe System Element Not Directly Addressed

Table 5: Local, Regional and State-level Plans and Policies Reviewed

Local, Regional and State-level Plans and Policies Reviewed		Safe Roads	Safe Speeds	Safe Vehicles	Safe People	Equity
Local (City of McAllen)	Access Management Policy <sup>7</sup>					
	Speed Hump Installation Policy <sup>8</sup>					
	Traffic Impact Analysis Policy <sup>9</sup>					
	Signal Study Final Report <sup>10</sup>					
	Standard Design Guidance <sup>11</sup>					
	Code of Ordinances <sup>12</sup>					
	Envision McAllen 2024 <sup>13</sup>					
Regional (Rio Grande Valley Metropolitan Planning Organization)	Active Transportation Plan <sup>14</sup>					
State (Texas Department of Transportation)	Manual for Establishing Speed Zones <sup>15</sup>					
	Strategic Highway Safety Plan <sup>16</sup>					
	Pedestrian Safety Action Plan <sup>17</sup>					

# 4

## ACTION PLAN





## DEVELOP AN ACTION PLAN



The Vision Zero plan marks a commitment for McAllen to change the status quo by committing to build a culture of safety to reduce the probability that crashes lead to a fatality or serious injury. The data in the previous chapter tells the story of why this is necessary.

This chapter focuses on action:

- **Six Big Moves:** Policy and program changes that can make significant and immediate progress towards a safer McAllen
- **High Injury Network (HIN):** The corridors and intersections in McAllen of highest FSI rate or risk by travel mode, which provide a roadmap of locations to focus on for safety improvements
- **Project concepts:** Potential corridor and/or intersection projects on the HIN prioritized based on Safety, Access, and Equity criteria

## BIG MOVES

### ACTIONS TOWARDS VISION ZERO

The following are six big policy and program moves that can make significant and immediate progress towards a culture of safety in McAllen. These are also established goals that will be a priority for the Vision Zero Task Force. These recommendations seek to address critical barriers to safety within existing policies, create solutions for the most common causes of crashes in McAllen, and improve safety for vulnerable users.



#### 1. Acknowledge that crashes are not accidents.

Building a culture of safety in McAllen starts with using language that is aligned with the key principle of the safe system approach – crashes resulting in a fatality or serious injury are avoidable, not accidents. This language shift should start internally among City staff. All City guidance and policies that refer to “accidents” should be revised and updated with “crashes.” The City should also collaborate with local media to provide education on how to report on crashes including assigning agency in a crash and understanding the root causes of crashes.



#### 2. Review posted speed limits city-wide.

Transportation safety research clearly shows an association between vehicle speed and injury severity. State and federal planning documents such as the Texas Strategic Highway Safety Plan<sup>18</sup> and FHWA Proven Safety Countermeasures<sup>19</sup> note the importance of speed management as a tool to reduce the frequency and severity of crashes, particularly on roadways where vehicles and Vulnerable Road Users (VRUs) mix. Precedent exists in other Texas cities to revisit citywide speed limits. The City of Austin used the USLIMITS2<sup>20</sup> tool to evaluate and revise citywide speed limits to be more appropriate for all road users. Additionally, the Texas Administrative Code<sup>21</sup> contains language that allows for the evaluation of speed limits through speed studies and variations from the 85th percentile. City staff should leverage these resources and collaborate with TxDOT and RGVMPO on an evaluation of speed limits citywide.



### 3. Establish a Safe Routes to School program.

School-aged children are one of McAllen's most vulnerable users and deserve the ability to walk, ride, and play along the streets safely and comfortably. As a targeted strategy for improving safety citywide, McAllen should establish a Safe Routes to School program that provides direction for implementing lower speed limits based on state and federal guidelines, strategic enforcement and community-specific safety education, and proven safety countermeasures in school zones.

Two immediate actions could include:

- Collaboration with partners such as TxDOT, the Transportation Commission and City Council to establish school zones and reduce speeds to the level that is possible according to Texas Administrative Code<sup>22</sup> and to memorialize school zone speed management standards in city ordinance;
- Develop a school zone toolbox focused on speed management and pedestrian and bicyclist visibility may include flashing school zone signs, high visibility crosswalks, curb extensions, and pedestrian hybrid beacons.

The program should also include collaboration with McAllen Police Department and McAllen Independent School District Police Department to develop strategic enforcement in school zones and the development or expansion of a citywide crossing guard program to offer assistance and visibility to students and parents walking, biking and rolling to school.



### 4. Develop a demonstration pilot program for proven safety countermeasures.

A pilot program offers the opportunity to demonstrate safety improvements before fully committing to the infrastructure. The City should implement a demonstration pilot program for safety countermeasures not currently or commonly deployed in McAllen including lane diets (4 to 3-lane conversion), separated bicycle lanes, reduced curb radii/curb extensions, high visibility crosswalks, and leading pedestrian intervals. The pilot program will allow the City to gain public support for these safety improvements and demonstrate their effectiveness for improving safety while maintaining travel times. The program can also include implementing "quick-build" designs that are easily deployed and relatively inexpensive.



### 5. Review street design guidelines.

The City should develop and apply a street classification system considerate of the surrounding context, function, and the safety of all users. In addition, the street types should identify mode priorities (transit, pedestrian, bicycling, motor vehicles) to ensure a street network that supports the safety and comfort of all users while providing guidance for how to balance a street's right-of-way. This work does not have to start from scratch, but rather can build from the street types identified in Envision McAllen. Applying street types and the associated design guidance will also support McAllen's upcoming investment in Bus Rapid Transit by ensuring transit priority streets have dedicated right-of-way for transit-supportive design.

**Where Policy and Street Design Collide:** McAllen street guidance could consider revisions to the minimum distance between signalized intersections and implementing controlled midblock crossings to provide a shorter path of travel for people who walk. This is particularly important near transit stops, schools, and destinations such as grocery stores and shopping centers.



## 6. Establish Traffic Safety Interoperability Group

A core principle of the safe system approach is that safety is a shared responsibility. The City of McAllen should form a cross-agency working group with the primary purpose of implementing this Safety Action Plan and with explicit intent to work together to eliminate crashes resulting in a fatality or serious injury. Creating a Safe System in McAllen will take partnerships across City departments (including but not limited to Parks and Recreation, Planning, Public Works, Traffic Operations), McAllen Police Department, McAllen ISD, McAllen Health and Human Services, Metro McAllen, Emergency Medical Services, McAllen Fire Department, TxDOT, and Rio Grande Valley MPO. The Interoperability Group should meet on a regular basis (monthly or quarterly) to strengthen collaboration and integration of traffic safety across the city, evaluate progress towards McAllen's Vision Zero goals, progress priorities, and discuss challenges.

**Tying Plans to Action:** The City of McAllen Traffic Commission should institutionalize the HIN provided in this plan as the key locations of focus for safety considerations and reporting. The HIN would replace McAllen Police and Fire Department's existing top ten list of crash locations reported on a regular basis to the Traffic Commission.

Image: Welcome Mural in McAllen



# HIGH INJURY NETWORK

Identifying McAllen's HIN is one of the pillars of the Vision Zero Plan. The HIN includes intersections and street sections (corridors) that have met at least one of the following criteria:

- At least 2 crashes involving someone walking, biking, or on a motorcycle
- At least 1 FSI crash involving someone walking, biking, or on a motorcycle
- At least 2 FSI crashes involving a motor vehicle

The following maps present the HIN by travel mode, including a summary map of the HIN of Vulnerable Road Users (VRU) (crashes involving people walking, biking, and driving motorcycles).

Figure 4: Motor Vehicle HIN

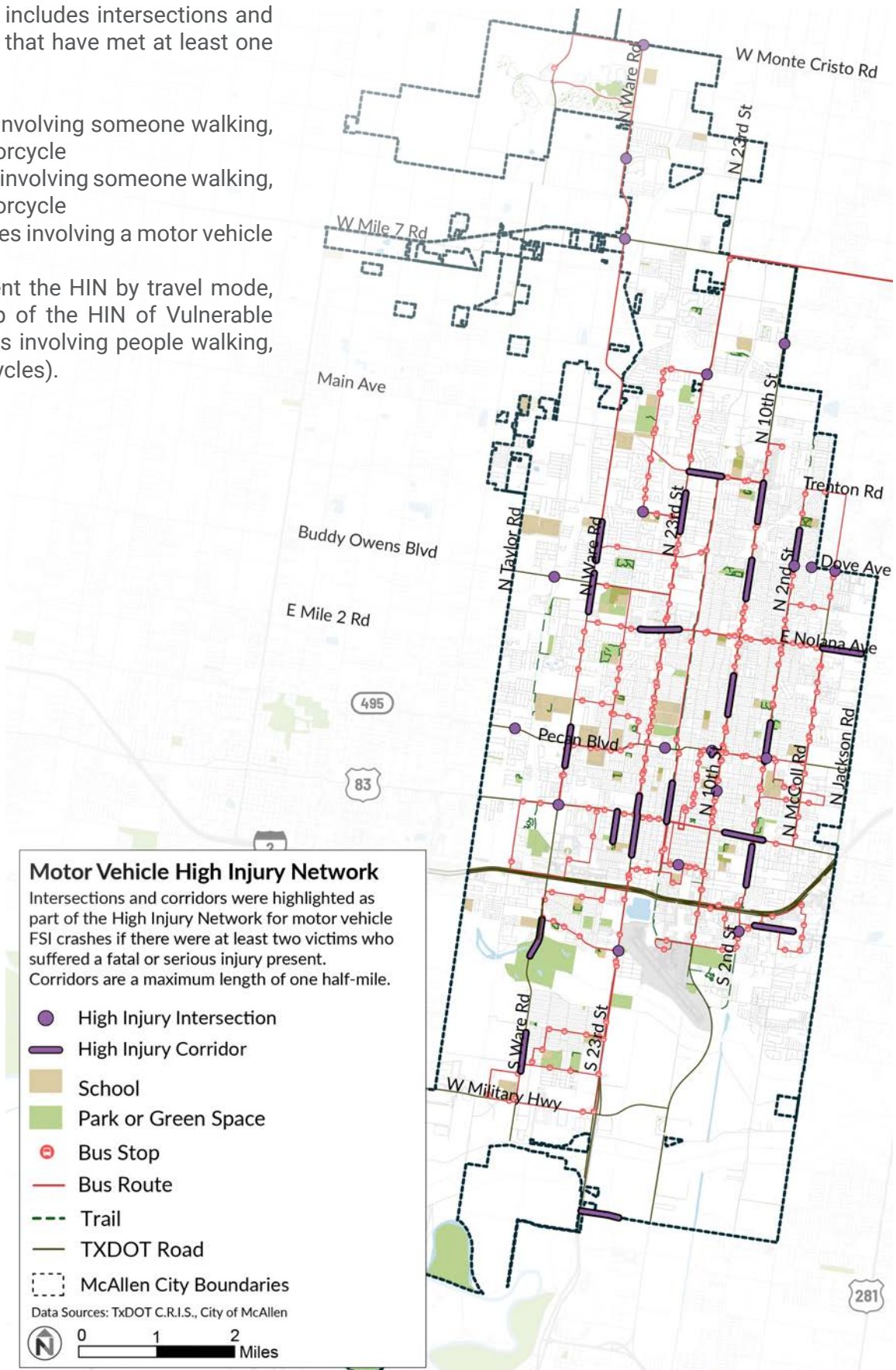




Figure 5: Motorcycle HIN

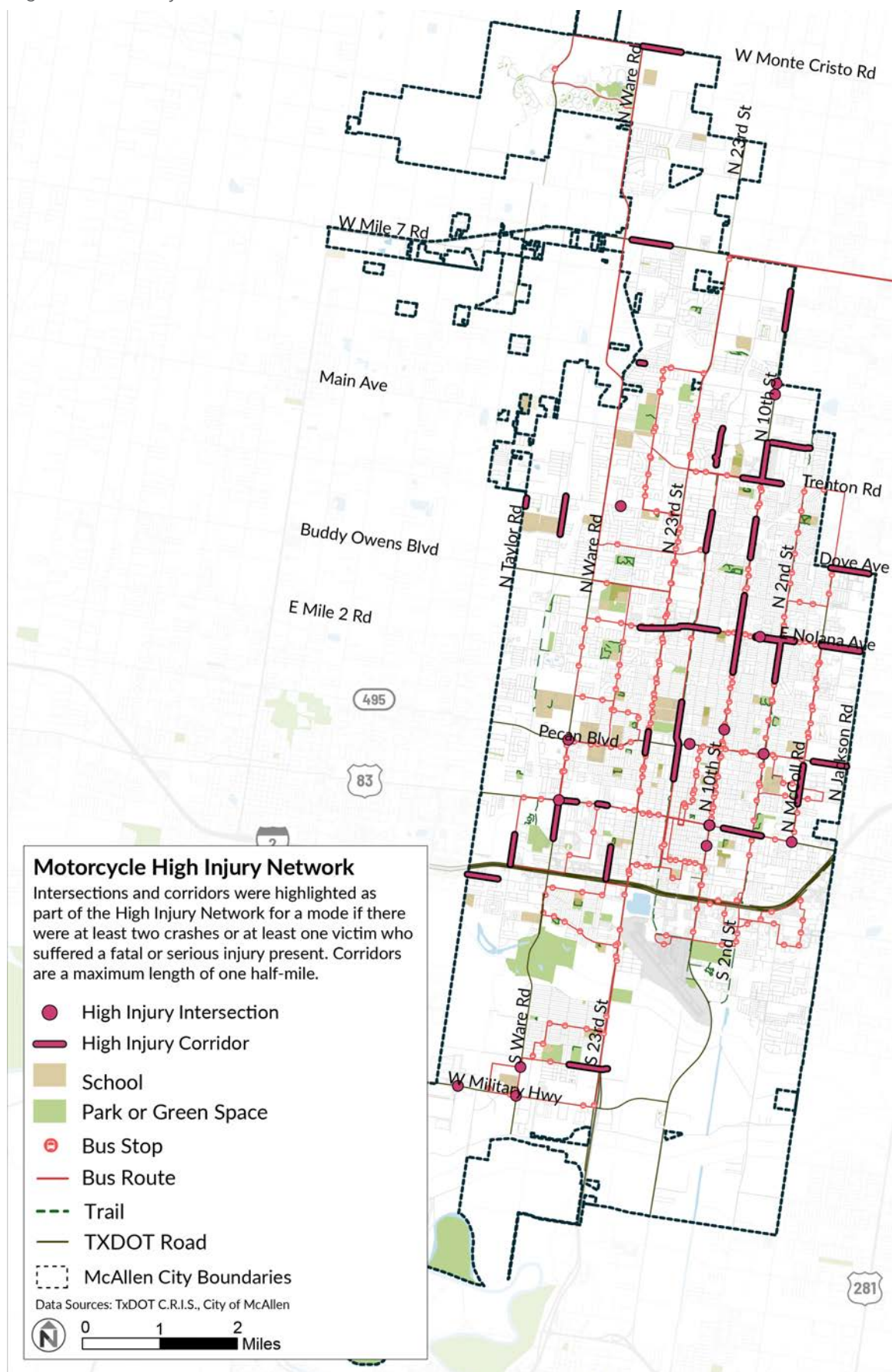


Figure 6: Pedestrian HIN

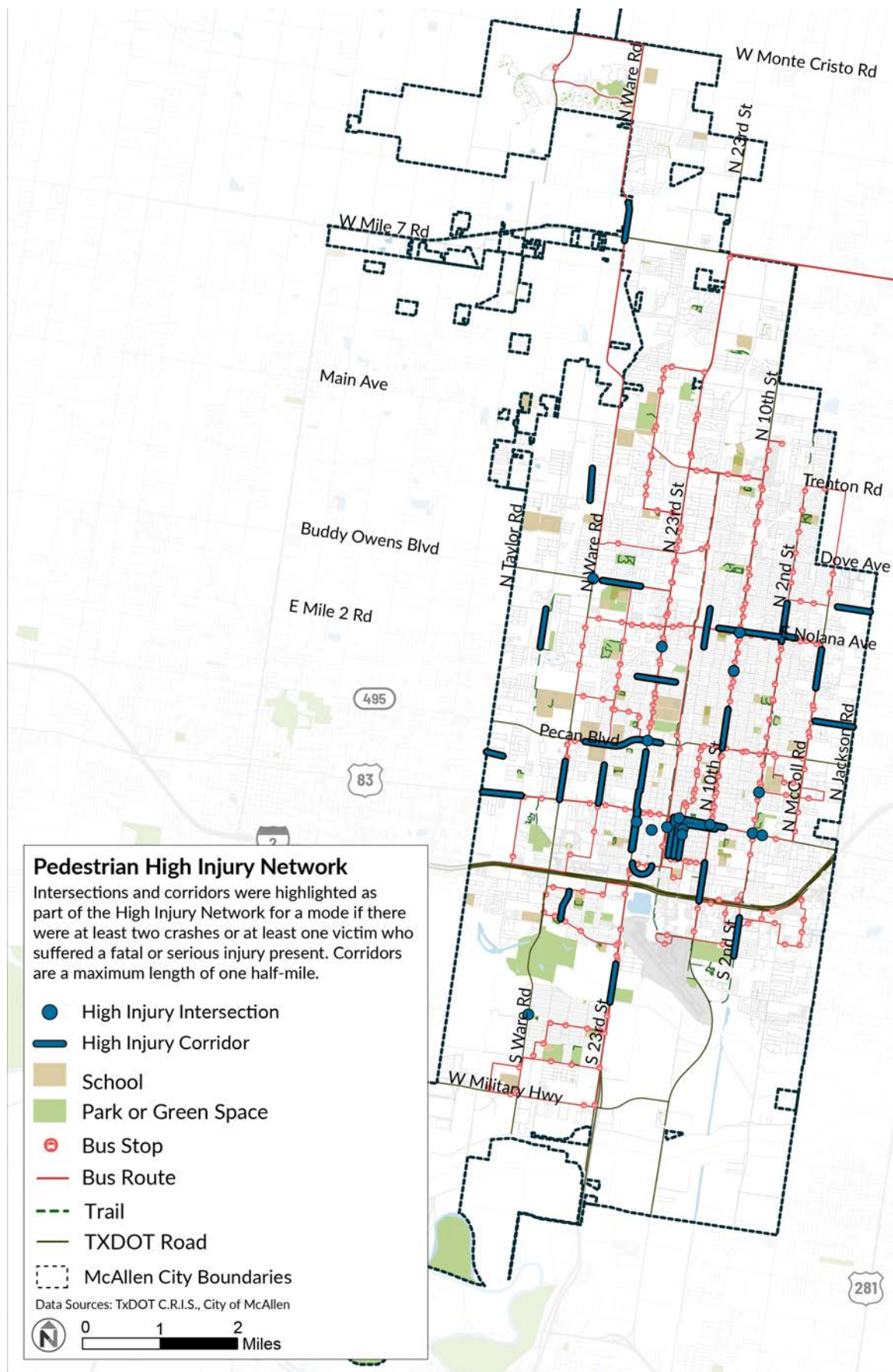




Figure 7: Bicycle HIN

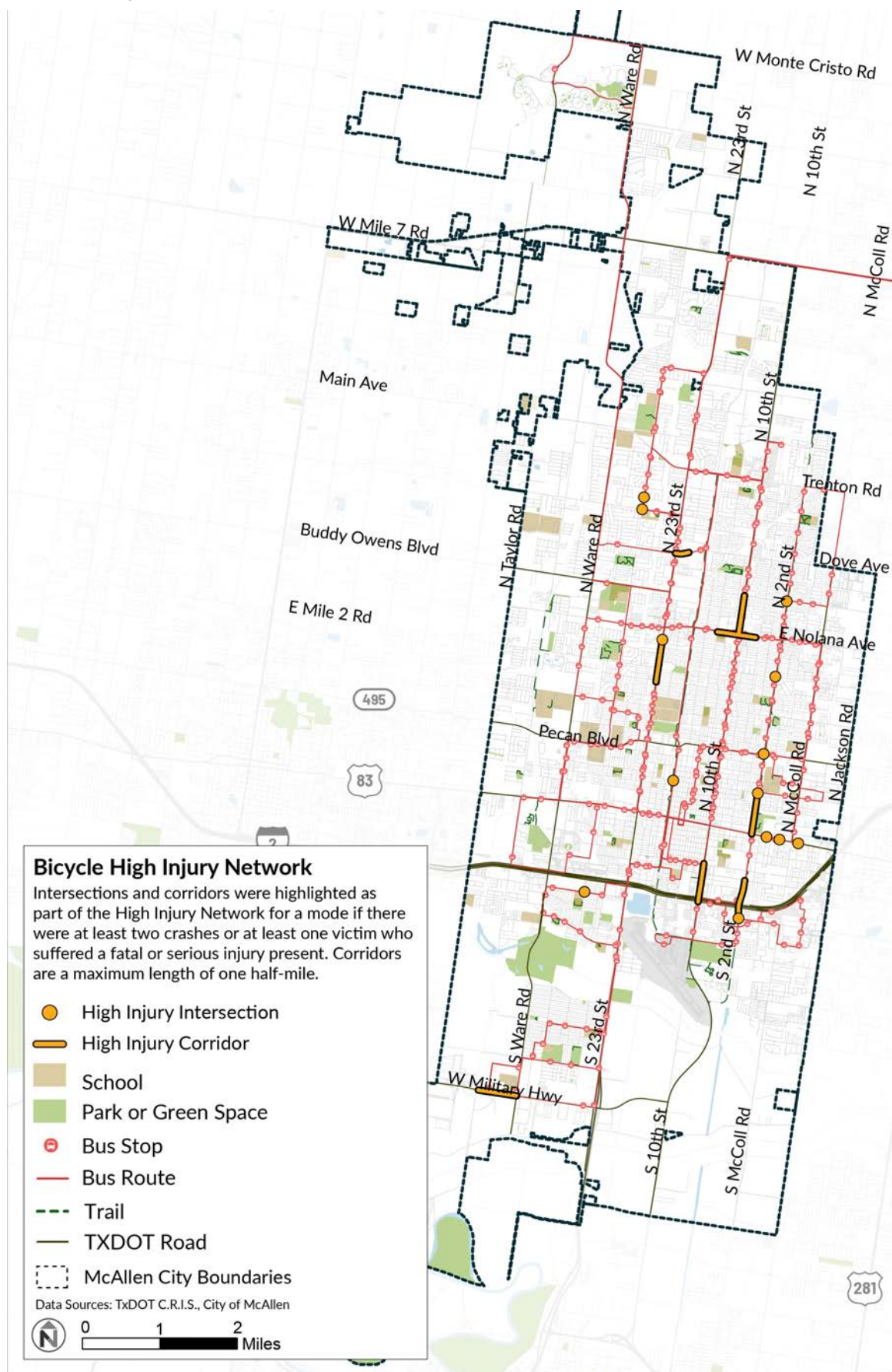
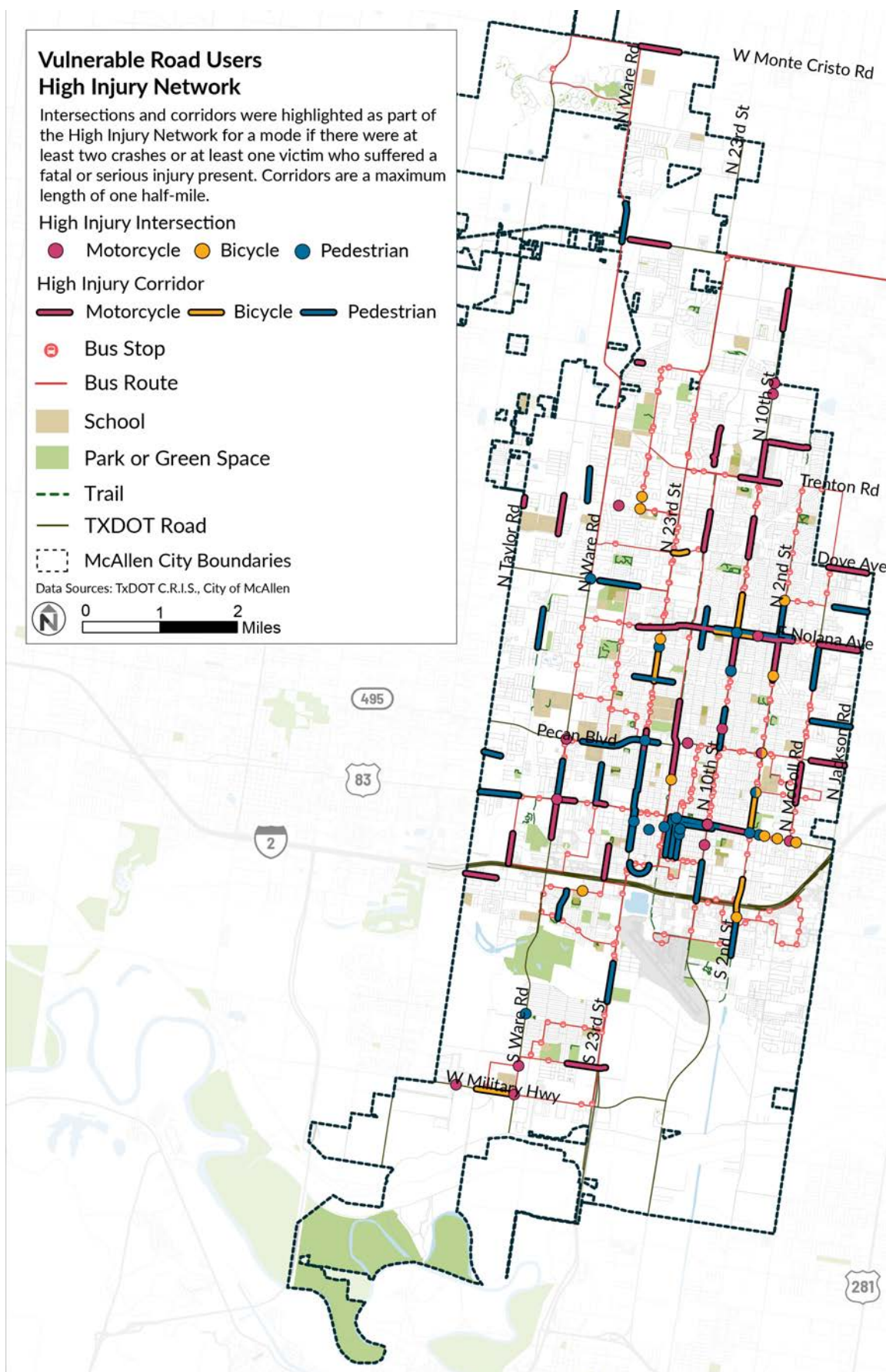


Figure 8: Vulnerable Road Users HIN





# MODERNIZING & IMPLEMENTING TRANSPORTATION SAFETY PROJECTS



Creating a process to prioritize the City of McAllen's transportation safety projects is important for resource planning, coordination with partners and seeking funding support. As a starting point for identifying projects, a corridor or intersection had to be part of the HIN to be considered in the scoring process. Next, eight scoring criteria were developed in three categories that represent priorities in the Vision Zero Action Plan: Safety, Access, and Equity.

Each of the eight criteria had a scoring range between 0 and 2 for a total possible score of 16. Table 6 describes each criterion, its scoring, and its data source. The highest scored priority intersections and are mapped in Figure 9, and the scores for these locations are outlined in Table 7 and Table 8.

Table 6: McAllen HIN Intersection and Corridor Prioritization Criteria

GOAL	CRITERIA	SCORING METRIC	SCORING	DATA SOURCE
SAFETY	FSI crashes	Density of FSI crashes per square mile within a quarter mile of a HIN centerline corridor or intersection	"2: High 1: Medium 0: Low (tertiles)"	CRIS, HIN
	Vulnerable Road Users (VRUs)	Density of all VRU crashes per square mile within a quarter mile of a HIN centerline corridor or intersection	"2: High 1: Medium 0: Low (tertiles)"	CRIS, HIN
	Public input on safety concerns	Density of aggregated public comments from engagement activities per square mile within a quarter mile of a HIN centerline corridor or intersection	"2: High 1: Medium 0: Low (tertiles)"	Maptionnaire, Pop-Ups, Stakeholder meetings
Maximum possible Safety score = 6				
ACCESS	Proximity to schools	Distance of HIN intersection or corridor to a school	2: Fronts a school 1: < ¼ mile walk to school 0: >¼ mile walk to school	City GIS, HIN
	Proximity to bus stop	Distance of HIN intersection or corridor to a bus stop	2: Adjacent to a bus stop 1: < ¼ mile walk to a bus stop 0: < ¼ mile walk to a bus stop	City GIS, HIN
	Proximity to parks & trails	Distance of HIN intersection or corridor to a park or trail	2: Fronts a park or trail 1: < 5 min walk to a park or trail 0: >5 min walk to a park or trail	City GIS, HIN
Maximum possible Access score = 6				
EQUITY	Zero vehicle households	Density of zero-vehicle households within a quarter mile of a HIN corridor or intersection	"2: High 1: Medium 0: Low (tertiles)"	ACS 5-year estimates
	Low-income households (LIHH) (at or below 150% Federal Poverty Level)	Density of LIHH per square mile within a quarter mile of a HIN corridor or intersection	"2: High 1: Medium 0: Low (tertiles)"	ACS 5-year estimates
Maximum possible Equity score = 4				
Maximum overall score = 16				

Figure 9: HIN High Priority

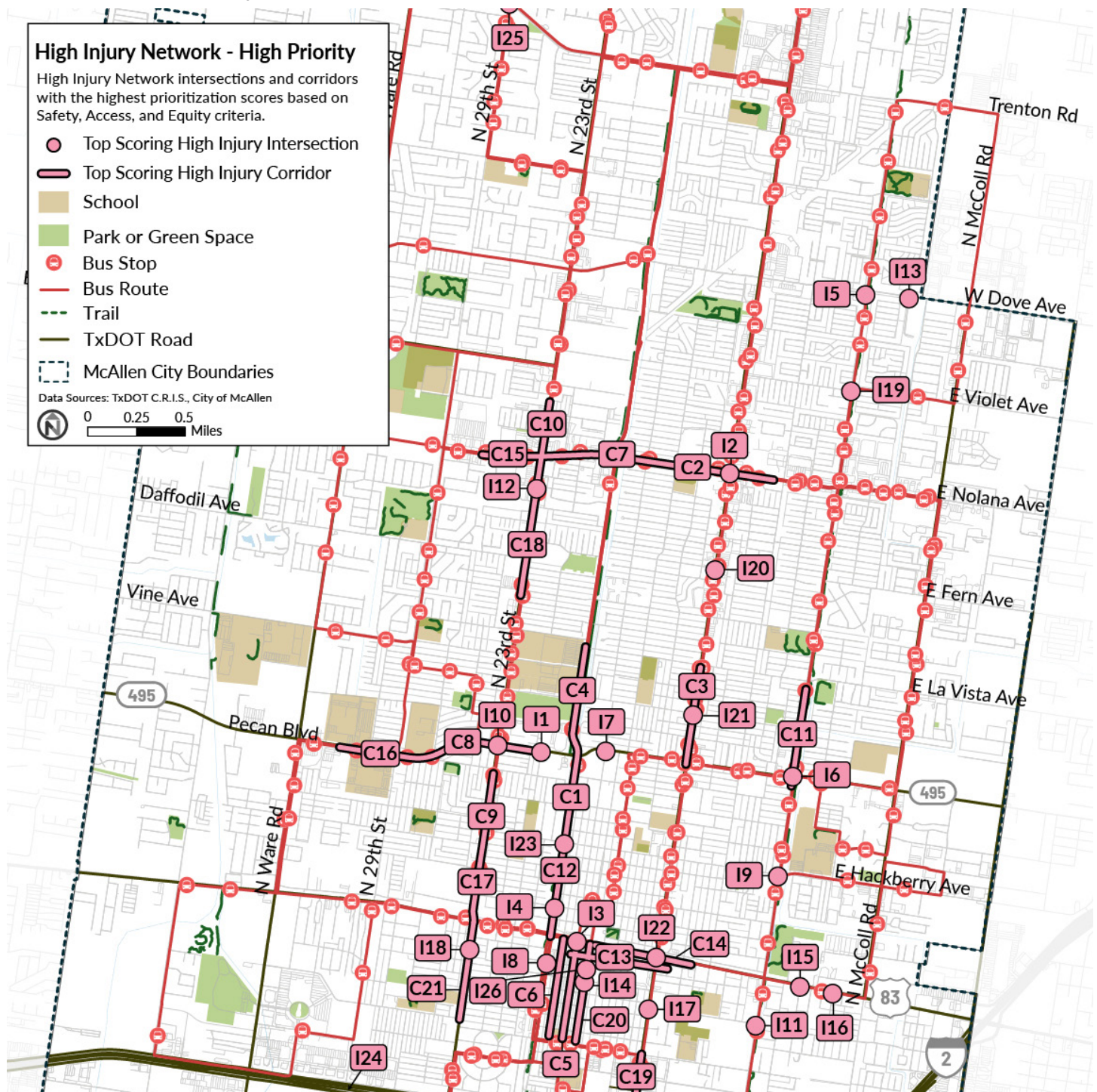




Table 7: Expanded priority HIN intersections and their prioritization score

Code	Intersection	Density Score	Access Score	Equity Score	Total Score
I1	Pecan Blvd & N 21st St	6	2	4	12
I2	Nolana Ave & N 10th St	5	3	4	12
I3	Hwy 83 & 16th St	6	2	4	12
I4	Cedar Ave & N Bicentennial Blvd	5	3	4	12
I5	Dove Ave & N 2nd St	4	3	4	11
I6	Pecan Blvd & N 2nd St	4	5	2	11
I7	Pecan Blvd & N 16th St	5	2	4	11
I8	Beaumont Ave & S Bicentennial Blvd	6	3	1	10
I9	Hackberry Ave & N 2nd St	2	4	4	10
I10	Pecan Blvd & N 23rd St	4	3	3	10
I11	Dallas Ave & S 2nd St	4	5	1	10
I12	Jonquil Ave & N 23rd St	6	2	2	10
I13	E Dove Ave & N Cynthia Ct	4	1	4	9
I14	Chicago Ave & S 15th St	6	1	2	9
I15	E Hwy 83 & S Peking St	4	2	3	9
I16	Hwy 83 & D Rose Ellen Blvd	3	1	4	8
I17	Dallas Ave & S 10th St	3	2	3	8
I18	Beaumont Ave & S 23rd St	5	2	1	8
I19	Violet Ave & N 2nd St	1	3	4	8
I20	Fern Ave & N 10th St	2	2	4	8
I21	Tamarack Ave & N 10th St	3	3	2	8
I22	Hwy 83 & 10th St	5	2	1	8
I23	Hackberry Ave & N Bicentennial Blvd	3	3	2	8
I24	Colbath Ave & S 29th St	2	5	2	8
I25	Trenton Rd & N 29th St	1	3	4	8
I26	Beaumont Ave & S 15th St	5	1	2	8

Table 8: Expanded priority HIN corridors and their prioritization score

Code	Corridor	Extent	Density Score	Access Score	Equity Score	Total Score
C1	N Bicentennial Blvd	W Hackberry Ave to Pecan Blvd	6	4	4	14
C2	Nolana Ave	N Main St to N 6th St	6	5	3	14
C3	N 10th St	Pecan Blvd to La Vista Ave	6	4	4	14
C4	N Bicentennial Blvd	N 18th St intersection to La Vista Ave	5	5	4	14
C5	S 16th St	Galveston Ave to Hwy 83	6	4	4	14
C6	S 17th St	Galveston Ave to Hwy 83	6	4	4	14
C7	Nolana Ave	N 21st St to N Main St	6	5	2	13
C8	Pecan Blvd	N 27th St to N 22nd St	5	4	4	13
C9	N 23rd St	Ebony Ave to W Maple Ave	5	4	4	13
C10	N 23rd St	W Iris Ave to Quamasia Ave	6	3	4	13
C11	N 2nd St	Orange St to W Walnut Ave	4	5	4	13
C12	N Bicentennial Blvd	Hwy 83 to W Hackberry Ave	6	3	4	13
C13	Austin Ave	S 16th St to S 9th St	6	3	4	13
C14	Hwy 83	Main St to S 7th St	6	3	3	12
C15	Nolana Ave	N 25th Ln to N 21st St	6	3	3	12
C16	Pecan Blvd	Main St to N 27th St	3	5	4	12
C17	N 23rd St	Ebony Ave to Hwy 83	5	3	4	12
C18	N 23rd St	W Iris Ave to Harvey St	5	3	4	12
C19	S 10th St	W Houston Ave to I-2	6	3	3	12
C20	S 15th St	Hwy 83 to W Houston Ave	6	3	3	12
C21	S 23rd St	Hwy 83 to Galveston Ave	4	4	4	12



# PRIORITIZED LOCATIONS BUNDLED INTO PROJECT CONCEPTS

Many of the prioritized HIN locations previously shared occur in close proximity to one another and /or share common characteristics, would warrant further study as coordinated safety improvements. The following project concepts describe the locations, crash history and types, roadway and land use characteristics, potential countermeasures to consider given those factors, and the next steps, including timeline and cost to implement. Note that all considerations related to potential improvements (countermeasures, next steps, costs, and timeline) will require further analysis.

## Cost to Implement (study through construction)

\$ = < \$250,000

\$\$ = \$250,000 - 500,000

\$\$\$ = > \$500,000 - \$1,000,000

\$\$\$\$ = > \$1,000,000 - \$5,000,000

\$\$\$\$\$ = > \$5,000,000

## Timeline to Implement

Short = 1-2 years

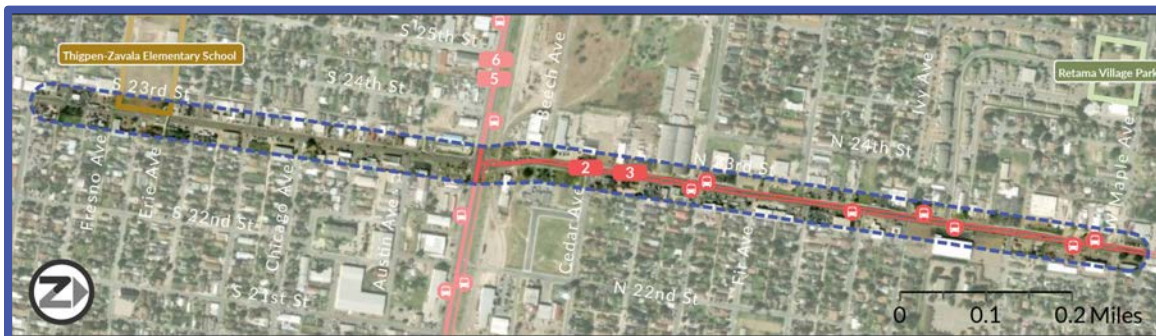
Medium = More than 2 years but less than 5 years

Long = More than 5 years

Image: Fireman's Park Pop-Up Event #5



## Project Bundle 1: 23rd St from Maple Ave to Galveston Ave



### Roadway and Land Use Characteristics



Local Street and  
Minor Arterial



30 mph



Thigpen-Zavala Elementary School  
Route 2, Route 3

The 23rd St corridor had 209 total crashes and 10 FSI crashes, 5 of which included a vulnerable road user. The following **crash types** were the most common along this corridor:

- Driver failing to yield right of way to pedestrian
- Driver failing to yield right of way turning left
- Driver failing to yield right of way at stop sign
- Driver failing to control speed
- Driver disregarding stop and go signal

**Potential countermeasures** may include road diet/roadway configuration (if current and future traffic is  $\leq 25,000$ ), including installation of curbs, gutters, and sidewalks on both sides of the street and corridor access management between Galveston and Austin, and from Beech to Maple. Additional countermeasures include setting appropriate speed limits for all road users, curb extensions at wider intersections, tightened curb radii at Hwy 83 and 23rd, leading pedestrian intervals, crosswalk visibility enhancements, signal timing (e.g., yellow change interval, walk speed for pedestrian phase at Hwy 83 and 23rd St), and backplates with retroreflective borders.

**Next Steps:** Approval and development of scope for corridor safety study

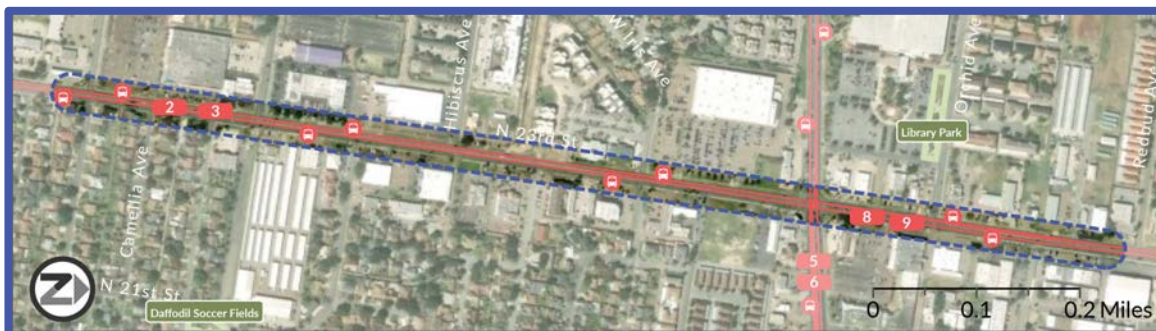
**Timeline:** Long

**Cost:** \$\$\$\$





## Project Bundle 2: 23rd St from Quamasia Ave to Harvey Dr



### Roadway and Land Use Characteristics



Minor Arterial and Principal Arterial



40 mph



Route 2, Route 3

The North 23rd St corridor had 188 total crashes and 5 FSI crashes, 2 of which included a vulnerable road user. The following **crash types** were the most common along this corridor:

- Driver failing to control speed
- Driver failing to yield right of way turning left
- Driver failing to yield right of way at stop sign

**Potential countermeasures** may include setting appropriate speed limits for all road users, curb extensions at wider intersections, tightened curb radii at Nolana Ave and 23rd St, leading pedestrian intervals, crosswalk visibility enhancements, signal timing (e.g., yellow change interval, walk speed for pedestrian phase), pedestrian refuge islands at Nolana Ave and 23rd St, and backplates with retroreflective borders.



**Next Steps:** Approval and development of scope for corridor safety study. Consider a phased approach with striping, signal timing, and signage occurring on a shorter timeline.

**Timeline:** Short to Medium

**Cost:** \$\$\$

## Project Bundle 3: Bicentennial Blvd from La Vista Ave to Hwy 83



### Roadway and Land Use Characteristics



High-Speed Arterial



45 mph, 40 mph,  
30 mph



McAllen High School  
Route 8, Route 9

The North Bicentennial Blvd corridor had 218 total crashes and 5 FSI crashes, 2 of which included a vulnerable road user. The following **crash types** were the most common along this corridor:

- Driver failing to control speed
- Driver failing to yield right of way turning left
- Driver failed to yield right of way at stop sign
- Driver disregarding signal
- Drunk driving incidents



**Potential countermeasures** may include setting appropriate speed limits for all road users, school speed zones, leading pedestrian intervals, crosswalk visibility enhancements (particularly near McAllen High School and Municipal Park, Pecan Blvd and Bicentennial Blvd, and Bicentennial Blvd and Hwy 83), Rectangular Rapid Flashing Beacons and/or Pedestrian Hybrid Beacons, curb extensions at wider intersections, tightened curb radii at Pecan Blvd and Bicentennial Blvd and Bicentennial Blvd and Hwy 83, and signal timing (e.g., yellow change interval, walk speed for pedestrian phase).

**Next Steps:** Approval and development of scope for corridor safety study. Consider a phased approach with striping, signal timing, and signage occurring on a shorter timeline.

**Timeline:** Short to Medium

**Cost:** \$\$\$



## Project Bundle 4: Pecan Blvd from South Texas College Campus to North 22nd St



### Roadway and Land Use Characteristics



Principal Arterial



35 mph



Abraham Lincoln Middle School  
South Texas College (STC)  
Route 5, Route 6

The Pecan Blvd corridor had 101 total crashes and 3 FSI crashes, 2 of which included a vulnerable road user. The following **crash types** were the most common along this corridor:

- Driver failing to yield right of way turning left at stop sign
- Driver failing to control speed
- Driver failing to yield right of way to pedestrian
- Driver disregarding signal



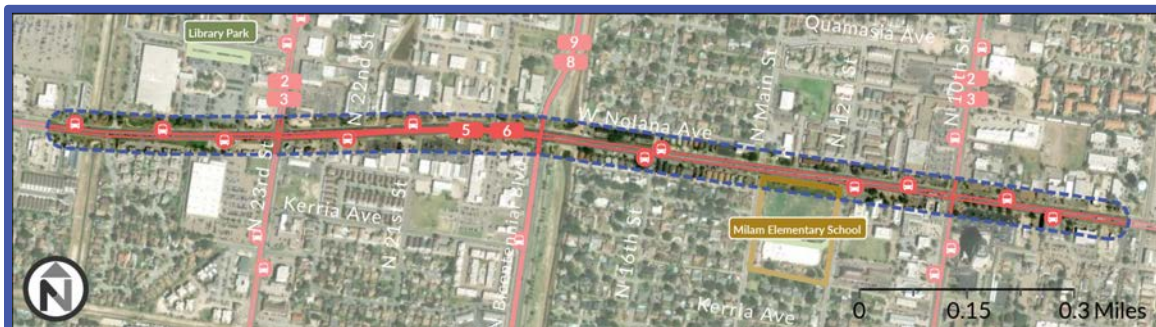
**Potential countermeasures** may include setting appropriate speed limits for all road users, school speed zones, leading pedestrian intervals, crosswalk visibility enhancements, Pedestrian Hybrid Beacons in areas of higher pedestrian traffic and noted desire lines outside the intersections, signal timing (e.g., yellow change interval, walk speed for pedestrian phase), pedestrian refuge islands at intersections along Pecan Blvd, particularly near Abraham Lincoln Middle School and STC, consideration of visibility, access, and safety enhancements near bus stops, reduced left turn conflict intersections near STC, and backplates with retroreflective borders.

**Next Steps:** Approval and development of scope for corridor safety study. Consider a phased approach with striping, signal timing, and signage occurring on a shorter timeline.

**Timeline:** Medium

**Cost:** \$\$\$\$-\$\$\$\$\$

## Project Bundle 5: Nolana Ave from North 25th Ln to North Main St



### Roadway and Land Use Characteristics



Principal Arterial



45 mph, 40 mph



Milam Elementary School  
Route 5, Route 6

The Nolana Ave corridor had 607 total crashes and 6 FSI crashes, 1 of which included a vulnerable road user. This corridor was one of note for having multiple crashes across all modes (motor vehicle, pedestrian, bicycle, freight, and motorcycle). The following **crash types** were the most common along this corridor:

- Driver failing to control speed
- Driver failing to yield right of way turning left
- Drunk driving incidents
- Driver failing to yield right of way at private drive
- Driver failing to yield right of way at stop sign

**Potential countermeasures** may include setting appropriate speed limits for all road users, school speed zones, leading pedestrian intervals, crosswalk visibility enhancements, Pedestrian Hybrid Beacons in areas of higher pedestrian traffic and noted desire lines outside the intersections, signal timing (e.g., yellow change interval, walk speed for pedestrian phase), pedestrian refuge islands at intersections along Nolana Ave, particularly at 23rd St, Bicentennial Blvd, and 10th St, corridor access management, particularly near intersections and residential parking on Nolana Ave between Bicentennial Blvd and 10th St, median on Nolana Ave, and backplates with retroreflective borders.

**Next Steps:** Approval and development of scope for corridor safety study. Consider a phased approach with striping, signal timing, and signage occurring on a shorter timeline.

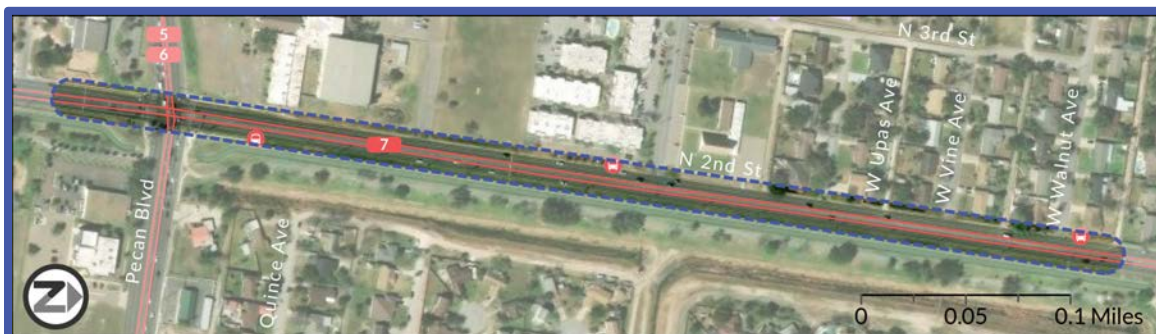
**Timeline:** Medium to Long

**Cost:** \$\$\$\$\$





## Project Bundle 6: 2nd St from Orange St to West Walnut Ave



### Roadway and Land Use Characteristics



Principal Arterial



45 mph, 40 mph



Route 7

The North 2nd St corridor had 104 total crashes and 10 FSI crashes, 2 of which included a vulnerable road user. The following **crash types** were the most common along this corridor:

- Driver failing to yield right of way turning left
- Driver failing to control speed
- Driver failing to control speed
- Driver failing to yield right of way turning left
- Drunk driving incidents



**Potential countermeasures** may include setting appropriate speed limits for all road users, leading pedestrian intervals, crosswalk visibility enhancements, Rectangular Rapid Flashing Beacons and/or Pedestrian Hybrid Beacons at North 2nd St and Tamarack Ave, with improved access to the hike/bike trail at that point, curb extensions at 2nd St and Pecan Blvd, a sidewalk on Pecan Blvd west of 2nd St, at minimum on the north side to connect to the existing sidewalk at North 3rd St, and backplates with retroreflective borders.

**Next Steps:** HSIP application for crossing improvements, speed study, and design considerations for installation of sidewalk and trail access.

**Timeline:** Short

**Cost:** \$\$\$

## Project Bundle 7: Hwy 83 from Main St to South 7th St/Austin Ave



### Roadway and Land Use Characteristics



Minor Arterial



40 mph, 35 mph



N/A

The Hwy 83 corridor had 196 total crashes, with an additional 18 crashes nearby on Austin Ave. Of those 196 crashes on Hwy 83, 6 were FSI crashes, 5 of which included a vulnerable road user. The following **crash types** were the most common along this corridor:

- Driver failing to control speed

**Potential countermeasures** may include setting appropriate speed limits for all road users, leading pedestrian intervals, crosswalk visibility enhancements, corridor access management, particularly near intersections, traffic calming on Austin Ave, a median on Hwy 83, and backplates with retroreflective borders.

**Next Steps:** Approval and development of scope for corridor safety study. Consider a phased approach with striping, signal timing, and signage occurring on a shorter timeline.

**Timeline:** Medium

**Cost:** \$\$\$\$





## Project Bundle 8: 10th St from West Houston Ave to I-2



### Roadway and Land Use Characteristics



Principal Arterial



45 mph, 40 mph



Route 4, Route 7

The South 10th St corridor had 161 total crashes and 3 FSI crashes, 2 of which included a vulnerable road user. The following **crash types** were the most common along this corridor:

- Driver failing to yield right of way at stop sign
- Driver disregarding stop and go signal
- Driver failing to yield right of way at private drive
- Driver failing to yield right of way turning left
- Driver failing to control speed

**Potential countermeasures** may include setting appropriate speed limits for all road users, school speed zones, leading pedestrian intervals, crosswalk visibility enhancements, roadway configuration/road diet between Dallas Ave and Galveston Ave to provide a center turn lane, corridor access management, particularly near intersections, sidewalk installation/improvements on 10th St, and backplates with retroreflective borders.

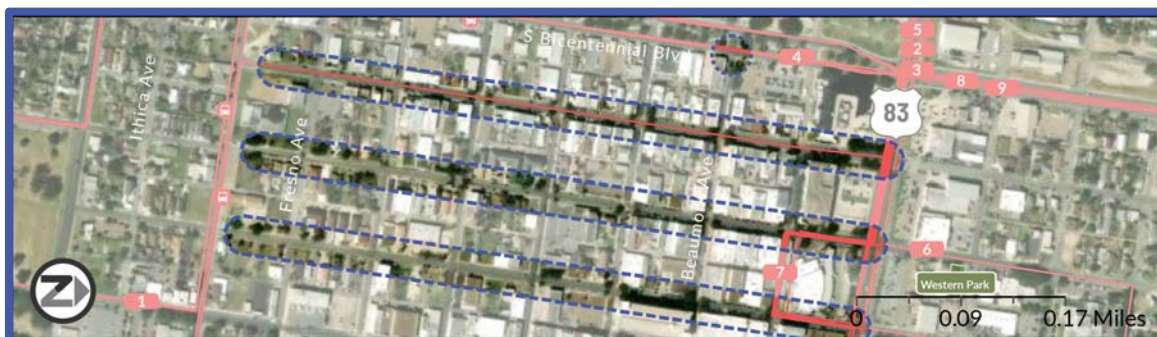
**Next Steps:** Approval and development of scope for corridor safety study. Consider a phased approach with striping, signal timing, and signage occurring on a shorter timeline.

**Timeline:** Medium

**Cost:** \$\$\$\$



## Project Bundle 9: Downtown (15th Street, 16th Street, and 17th Street from Galveston Ave to Hwy 83)



### Roadway and Land Use Characteristics



Local Street



30 mph



N/A

The Downtown corridors have 122 total crashes and 4 FSI crashes, all of which included a vulnerable road user. The following **crash types** were the most common along this corridor:

- Driver failing to yield right of way at stop sign
- Driver disregarding signal
- Pedestrian failing to yield right of way to vehicle
- Driver failing to control speed
- Driver driving at unsafe speed

**Potential countermeasures** may include setting appropriate speed limits for all road users (consider downtown district speed zone), crosswalk visibility enhancements, backplates with retroreflective borders, traffic calming, and pedestrian oriented lighting, particularly at intersections.

**Next Steps:** HSIP application for pedestrian safety improvements and restriping.

**Timeline:** Short

**Cost:** \$\$





## Project Bundle 10: Dove Ave Intersections (2nd Street and North Cynthia Ct)



### Roadway and Land Use Characteristics



Local Street, Principal Arterial, and High-Speed Arterial



45 mph, 40 mph



N/A

The Dove Ave intersections had 36 total crashes and 4 FSI crashes, none of which included a vulnerable road user. The following **crash types** were the most common along this corridor:

- Driver disregarding signal
- Driver failing to control speed
- Driver driving at unsafe speed

**Potential countermeasures** may include setting appropriate speed limits for all road users, leading pedestrian intervals, crosswalk visibility enhancements, tightened curb radii at Dove Ave and 2nd Street/North Col Rowe Blvd, sidewalk installation on south side of Dove Ave between 2nd Street and North Cynthia Ct, and backplates with retroreflective borders.

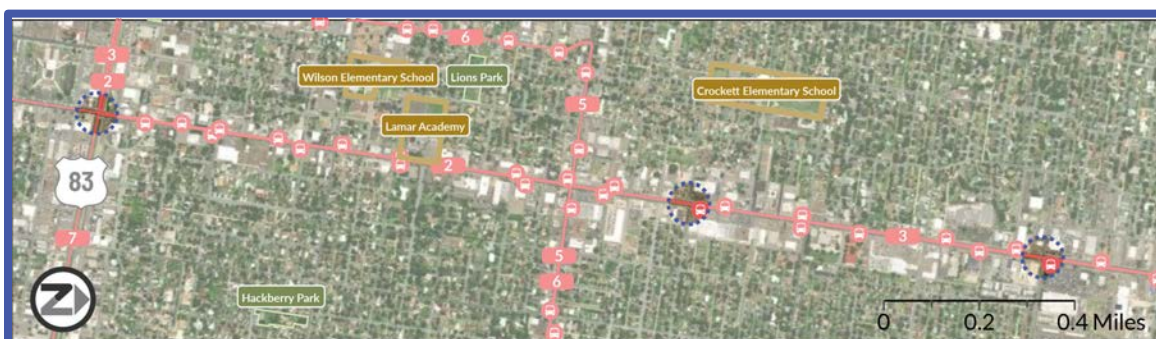
**Next Steps:** HSIP application for pedestrian safety improvements. Design considerations for installation of sidewalk and curb radii.

**Timeline:** Medium

**Cost:** \$\$\$



## Project Bundle 11: 10th Street Intersections (Fern Ave, Tamarack Ave, and Hwy 83)



### Roadway and Land Use Characteristics



Local Street and Minor Arterial



40 mph, 35 mph, and 30 mph



Route 2, Route 3

The 10th Street intersections had 73 total crashes and 4 FSI crashes, all of which included a vulnerable road user. The following **crash types** were the most common along this corridor:

- Driver disregarding stop and go signal
- Driver failing to control speed

**Potential countermeasures** may include setting appropriate speed limits for all road users, school speed zones, leading pedestrian intervals, crosswalk visibility enhancements, tightened curb radii and improved pedestrian experience at Ash Ave/Hwy 83 and 10th St (sidewalk, RR crossing, pedestrian area at signalized intersection corners), sidewalk and corridor access management, particularly near intersections, consider realignment of Fern Ave and 10th St intersection, and backplates with retroreflective borders.

**Next Steps:** Consider phased approach with HSIP application for pedestrian safety improvements occurring on a shorter timeline. More extensive design considerations on longer timeline.

**Timeline:** Medium

**Cost:** \$\$\$\$





Image: School Speed Limit Signage in McAllen



Image: Crosswalk in Downtown McAllen





Image: Main Street Bike Lanes

# 5 GOALS





# VISION ZERO GOALS FOR MCALLEN



Achieving Vision Zero in McAllen requires a comprehensive and multi-faceted approach to traffic safety. The outlined goals are essential components of this strategy, as they address the diverse and interconnected factors that contribute to traffic crashes and injuries. Each goal is designed to target specific barriers and enhance overall safety for all road users, particularly the most vulnerable.

## Language Shift to “Crashes”

**Goal:** Revise all City guidance and policies to replace the term “accidents” with “crashes” to align with the safe system approach.

**Action:** Collaborate with local media to educate on crash reporting, emphasizing root causes and agency in crashes.

## City-wide Speed Limit Review

**Goal:** Lower speed limits across McAllen where necessary to reduce crash frequency and severity.

**Action:** Conduct a citywide speed limit evaluation using tools like USLIMITS2 and collaborate with TxDOT and RGVMPO for implementation.

## Safe Routes to School Program

**Goal:** Ensure the safety of school-aged children traveling to and from school.

**Action:** Establish a program to consider lowering of speed limits in school zones, enhance enforcement, and improve pedestrian and bicyclist visibility.

## Demonstration Pilot Program for Safety Countermeasures

**Goal:** Test and validate the effectiveness of safety countermeasures before widespread implementation.

**Action:** Launch pilot projects for lane diets, separated bicycle lanes, curb extensions, high visibility crosswalks, and leading pedestrian intervals.

## Review Street Design Guidelines

**Goal:** Modernize safety for all road users through modification of street design guidelines.

**Action:** Develop and apply a street classification system that considers context, function, and mode priorities. Address long distances between signalized intersections and implement controlled mid-block crossings.

## Establish Traffic Safety Interoperability Group

**Goal:** Foster collaboration among city departments and agencies to achieve Vision Zero.

**Action:** Form a cross-agency working group to implement the Safety Action Plan, meet regularly to evaluate progress, and institutionalize the High Injury Network (HIN) for focused safety improvements.

## Enhanced Data Collection and Analysis

**Goal:** Improve the collection, analysis, and use of traffic safety data.

**Action:** Implement advanced data analytics tools and processes to monitor crash patterns, identify high-risk areas, and develop targeted interventions. Share data with the public to increase transparency and community engagement.

## Public Awareness and Education Campaigns

**Goal:** Increase public awareness and understanding of traffic safety principles.

**Action:** Launch citywide education campaigns focusing on safe driving behaviors, pedestrian and cyclist safety, and the importance of obeying traffic laws. Utilize various media channels and community events to reach diverse audiences.

## Enhanced Enforcement of Traffic Laws

**Goal:** Strengthen enforcement to deter dangerous driving behaviors.

**Action:** Increase the presence of law enforcement in high-risk areas, implement automated enforcement tools (e.g., speed cameras), and conduct regular enforcement campaigns targeting impaired driving, speeding, and distracted driving.

### **Improved Pedestrian and Bicycle Infrastructure**

**Goal:** Create a safer environment for pedestrians and cyclists.

**Action:** Expand and enhance the network of sidewalks, crosswalks, bike lanes, and trails. Implement traffic calming measures in residential areas and around schools, parks, and commercial districts.

### **Safe Mobility for Seniors and People with Disabilities**

**Goal:** Ensure that transportation infrastructure meets the needs of all users, including seniors and people with disabilities.

**Action:** Conduct accessibility audits and retrofit existing infrastructure to meet ADA standards. Implement features like curb cuts, accessible pedestrian signals, and dedicated parking spaces for people with disabilities.

### **Vision Zero Policy Adoption and Funding**

**Goal:** Institutionalize Vision Zero principles within city policies and secure dedicated funding.

**Action:** Adopt a formal Vision Zero policy through City Council. Establish a dedicated budget for traffic safety initiatives and seek funding opportunities through grants and partnerships.

### **Community Engagement and Involvement**

**Goal:** Engage the community in traffic safety efforts.

**Action:** Create a Vision Zero task force that includes community members, local businesses, schools, and advocacy groups. Host public forums and workshops to gather input and foster a sense of ownership and responsibility for traffic safety.

### **Integration with Public Health Initiatives**

**Goal:** Link traffic safety efforts with broader public health goals.

**Action:** Collaborate with public health agencies to address issues like active transportation, air quality, and the health impacts of traffic crashes. Promote walking and cycling as healthy, safe modes of transportation.

### **Safe Fleet Management**

**Goal:** Ensure that city-owned and operated vehicles adhere to the highest safety standards.

**Action:** Implement a comprehensive fleet safety program, including regular maintenance, driver training, and the use of safety technologies like collision avoidance systems.



Image: Bike Route Sign on Main Street in McAllen







# 6 IMPLEMENT, EVALUATE, AND UPDATE



# TRACKING PROGRESS

Developing a Vision Zero Action Plan (VZAP) is an important early step towards establishing a commitment to transportation safety in a community. However, implementing the Vision Zero Action Plan is the harder step and is critically important to bring about change. The City of McAllen is committed to the implementation of the Vision Zero Action Plan and the monitoring and evaluation of the plan’s progress.

Table 9, below, lists suggested questions to be asked for annual reporting on progress toward the City of McAllen’s Vision Zero Action Plan goals.

Table 9: Suggested Annual Reporting on Progress Toward The City of McAllen’s Vision Zero Action Plan Goals

SUGGESTED ANNUAL REPORTING ON PROGRESS TOWARD THE CITY OF MCALLEN’S VISION ZERO ACTION PLAN GOALS
What is the progress that has been made toward the adopted goal of zero roadway deaths by 2040?
What is the change in: 1) total crashes and 2) FSI crashes by mode on the HIN network corridors and intersections since adoption of the VZAP?
What is the change in 1) total crashes and 2) FSI crashes by mode on all McAllen roadways since adoption of the VZAP?
How has safety as a transportation priority been institutionalized in the City of McAllen?
What new programs, project recommendations, or policies have been implemented that fulfill the the Vision Zero goal by 2040?
How are local and regional partners collaborating and coordinating to improve transportation safety in McAllen?

# CONCLUSION



McAllen’s Vision Zero Action Plan represents McAllen’s unwavering commitment to creating a safer, more livable city for all residents and visitors. Through the comprehensive framework outlined in this document, the City has established a clear path to achieving our goal of eliminating traffic fatalities and serious injuries. By integrating community input and data-driven analysis, the City of McAllen has identified the key challenges and opportunities unique to its community. The Action Plan and Initiatives provide targeted strategies to address these challenges, while the defined goals set the stage for transformative change. The implementation, evaluation, and continuous updating of City efforts will ensure that the City remains adaptive and responsive to new insights and emerging needs. Together, the City can foster a culture of safety and shared responsibility, making McAllen a model of traffic safety and a City where everyone can move about confidently and securely.

One of the final steps in the development of the Vision Zero Action Plan is its adoption by city leaders. The Vision Zero Action Plan was adopted in August 2024, reinforcing the commitment of leadership to the goal of zero deaths by 2040 in McAllen. The adoption of the plan empowers staff and area partners to work together towards its implementation. The Plan includes specific recommendations on monitoring progress towards the stated goals and a timeline to review progress and update the plan with new goals and projects.

# ENDNOTES



## GLOSSARY

1 Federal Highway Administration, Appropriate Speed Limits for All Road Users  
<https://highways.dot.gov/safety/proven-safety-countermeasures/appropriate-speed-limits-all-road-users>

2 Federal Highway Administration, Crosswalk Visibility Enhancements  
<https://highways.dot.gov/safety/proven-safety-countermeasures/crosswalk-visibility-enhancements>

3 Federal Highway Administration, Leading Pedestrian Interval  
<https://highways.dot.gov/safety/proven-safety-countermeasures/leading-pedestrian-interval>

4 Federal Highway Administration, Pedestrian Hybrid Beacon  
<https://highways.dot.gov/safety/proven-safety-countermeasures/pedestrian-hybrid-beacons>

5 U.S. Department of Transportation, Safe Streets and Roads for All (SS4A) Grant Program  
<https://www.transportation.gov/grants/SS4A>

6 Texas Department of Transportation, Strategic Highway Safety Plan Website  
<https://www.texasshsp.com/emphasis-areas/vulnerable-road-users>

## CHAPTER 3 - POLICY AND PLAN REVIEW

7 City of McAllen, Access Management Policy  
<https://www.mcallen.net/docs/default-source/traffic-files/docs/access-management-policy.pdf?sfvrsn=2>

8 City of McAllen, Speed Hump Installation Policy  
<https://www.mcallen.net/docs/default-source/traffic-files/speed-hump-installation-policy.pdf?sfvrsn=4>

9 City of McAllen, Traffic Impact Analysis Policy  
<https://www.mcallen.net/departments/traffic/tia>

10 City of McAllen, Signal Study Final Report  
<https://www.mcallen.net/docs/default-source/traffic-files/signal-study-final-report.pdf?sfvrsn=4>

11 City of McAllen, Standard Design Guidance  
<https://www.mcallen.net/departments/engineering/design-guide>

12 City of McAllen, Code of Ordinances  
[https://library.municode.com/tx/mcallen/codes/code\\_of\\_ordinances?nodeId=COORMCTE](https://library.municode.com/tx/mcallen/codes/code_of_ordinances?nodeId=COORMCTE)

13 City of McAllen, Envision McAllen 2024  
<https://freese.mysocialpinpoint.com/mcallen-comprehensive-plan/documents/>

14 Rio Grande Valley Metropolitan Planning Organization, Active Transportation Plan, 2020  
<https://www.rgcmp.org/home/showpublisheddocument/278/637889887323930000>

15 Texas Department of Transportation, Manual for Establishing Speed Zones, 2015  
[https://onlinemanuals.txdot.gov/TxDOTOnlineManuals/txdotmanuals/szn/manual\\_notice.htm](https://onlinemanuals.txdot.gov/TxDOTOnlineManuals/txdotmanuals/szn/manual_notice.htm)

16 Texas Department of Transportation, Strategic Highway Safety Plan, 2022-2027  
<https://ftp.dot.state.tx.us/pub/txdot-info/library/pubs/gov/shsp.pdf>

17 Texas Department of Transportation, Pedestrian Safety Action Plan, 2023  
<https://ftp.txdot.gov/pub/txdot/ptn/psap/psap-statewide-summary.pdf>



# ENDNOTES

## CHAPTER 4 - ACTION PLAN

18 Texas Department of Transportation, Strategic Highway Safety Plan, 2022-2027

<https://ftp.dot.state.tx.us/pub/txdot-info/library/pubs/gov/shsp.pdf>

19 Federal Highway Administration, Proven Safety Countermeasures

<https://highways.dot.gov/safety/proven-safety-countermeasures>

20 Federal Highway Administration, USLIMITS2, A Tool to Aid Practitioners in Determining Appropriate Speed Limit Recommendations

<https://safety.fhwa.dot.gov/uslimits/>

21 Texas Secretary of State, Texas Administrative Code, §25.23, 2011

[https://texreg.sos.state.tx.us/public/readtac\\$ext.TacPage?sl=T&app=9&p\\_dir=F&p\\_rloc=153316&p\\_tloc=9998&p\\_ploc=1&pg=9&p\\_tac=&ti=43&pt=1&ch=25&rl=23](https://texreg.sos.state.tx.us/public/readtac$ext.TacPage?sl=T&app=9&p_dir=F&p_rloc=153316&p_tloc=9998&p_ploc=1&pg=9&p_tac=&ti=43&pt=1&ch=25&rl=23)

22 Texas Secretary of State, Texas Administrative Code, §25.23, 2011

[https://texreg.sos.state.tx.us/public/readtac\\$ext.TacPage?sl=T&app=9&p\\_dir=F&p\\_rloc=153316&p\\_tloc=9998&p\\_ploc=1&pg=9&p\\_tac=&ti=43&pt=1&ch=25&rl=23](https://texreg.sos.state.tx.us/public/readtac$ext.TacPage?sl=T&app=9&p_dir=F&p_rloc=153316&p_tloc=9998&p_ploc=1&pg=9&p_tac=&ti=43&pt=1&ch=25&rl=23)

