

# Comprehensive Safety Action Plan

Chamber of Commerce Economic Outlook Conference

Wednesday, January 28, 2026

Daniel Rudge, Executive Director, Bryan/College Station MPO

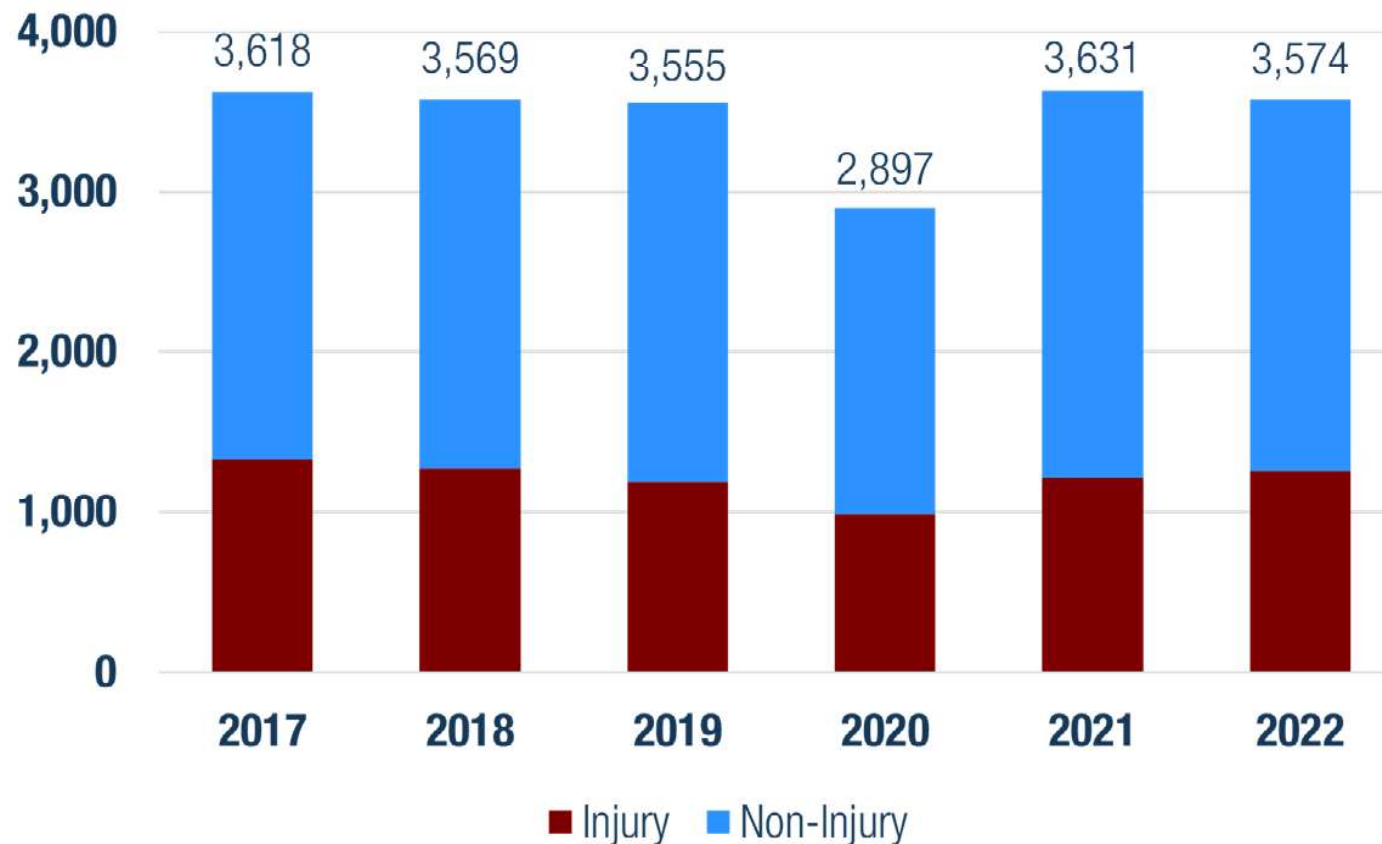


# Why Do We Focus on Safety?

- The reality is this: November 7, 2000 was the last deathless day on Texas roads. Every single day since then a mother, father, daughter or son has been lost to a Texas family in a traffic crash. We need to finally end the streak of daily deaths.
- Safety Target setting is in process statewide for CY 2026:
  - Number of Fatalities: 4,506
  - Number of Serious Injuries: 18,884
  - Total of Bike/Ped Fatalities and Serious Injury: 2,802
- Do you find these numbers acceptable?

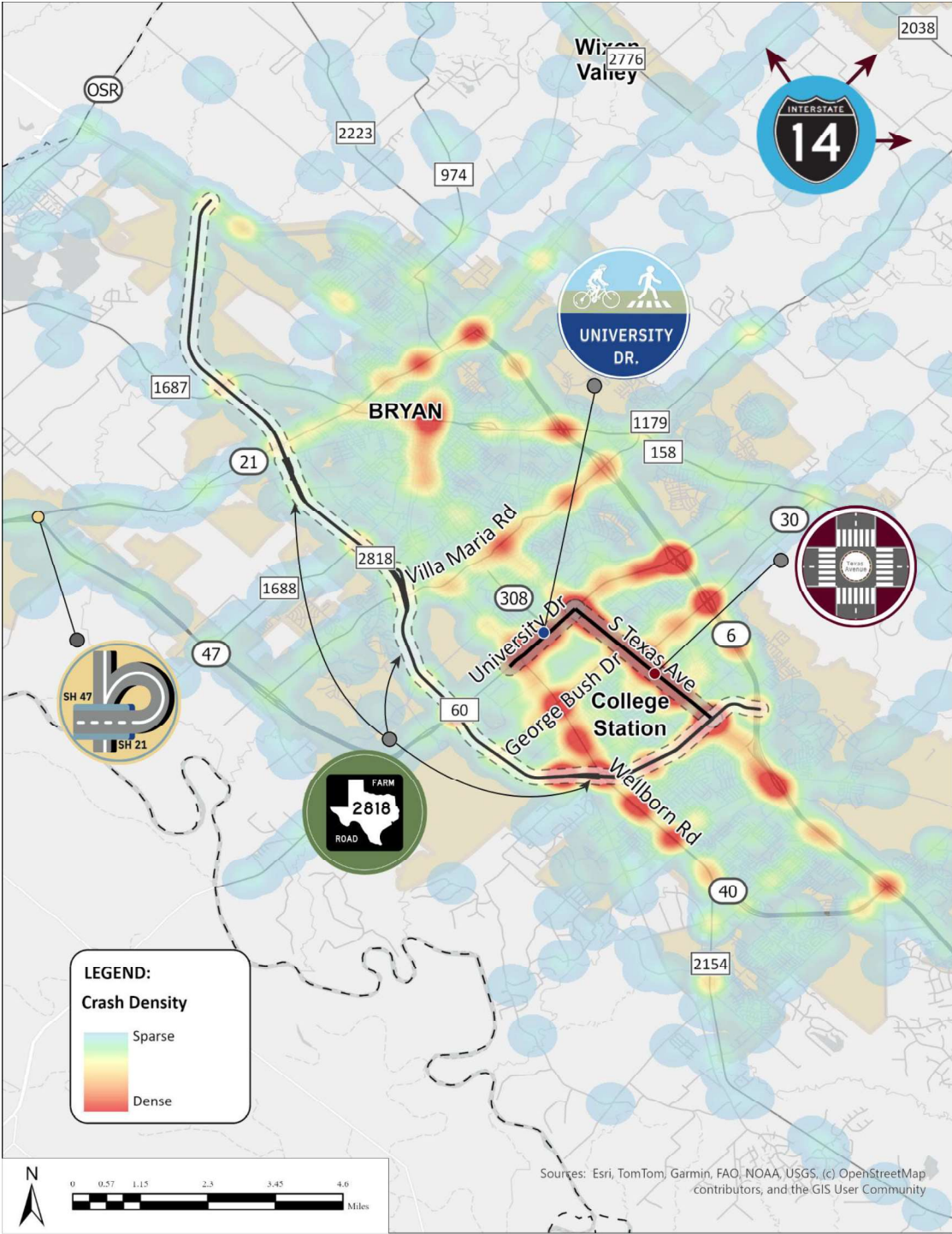
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- In Brazos County:

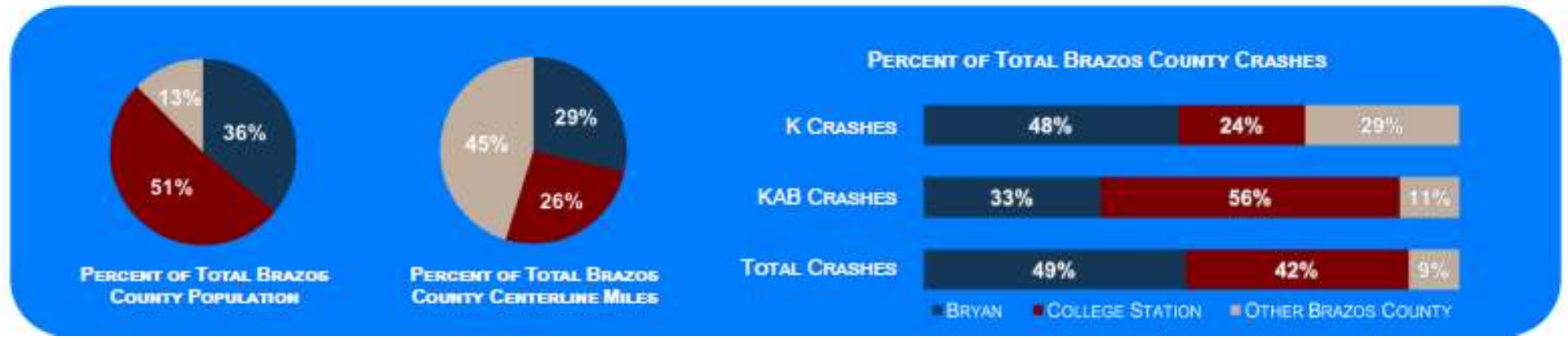
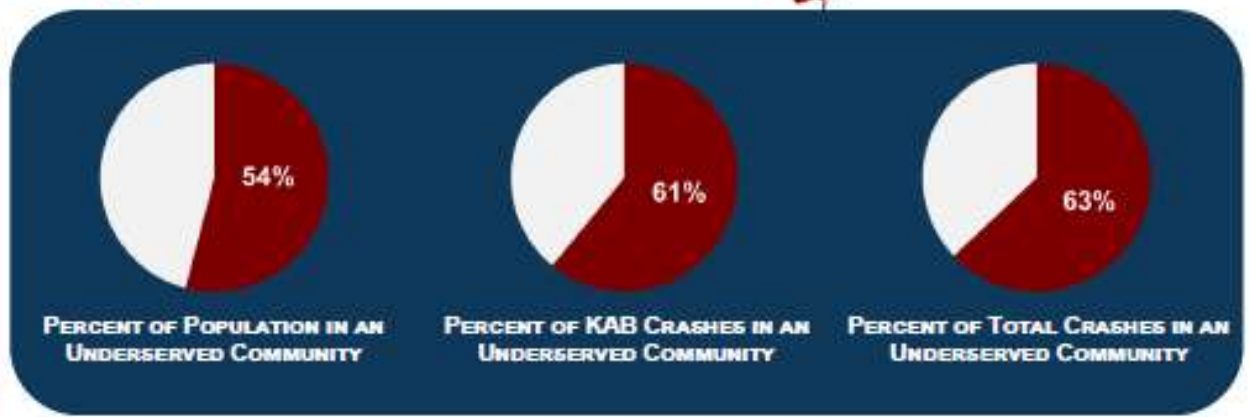
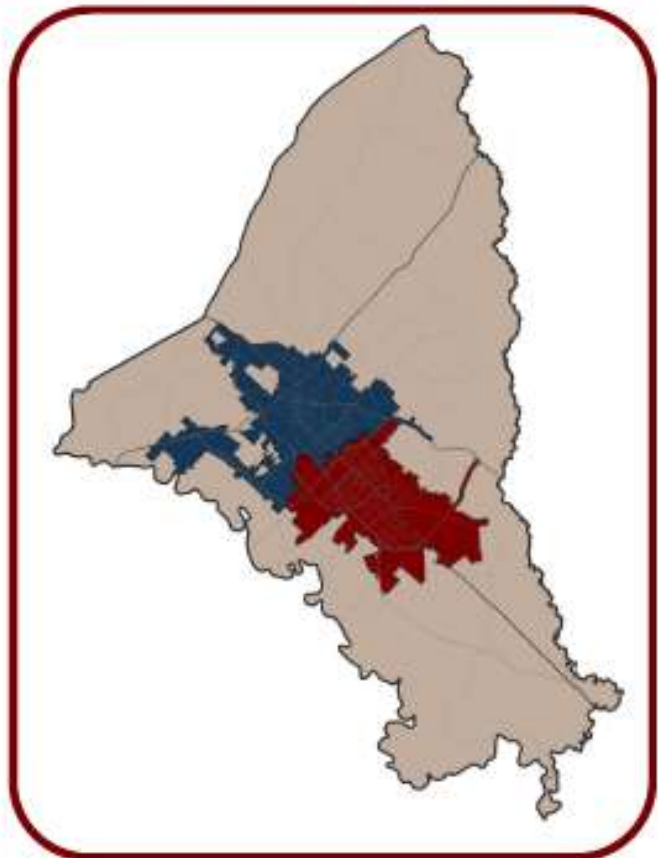


# Why Do We Focus on Safety?

- In Brazos County from 2017 -2022:
  - 20,000+ crashes
  - 101 fatal crashes
  - 524 severe injury crashes
  - 15% of fatal crashes were bike/ped
- About 11% of Brazos County roadways accounted for 71% of fatal and serious injury crashes and 82% of bike/ped crashes

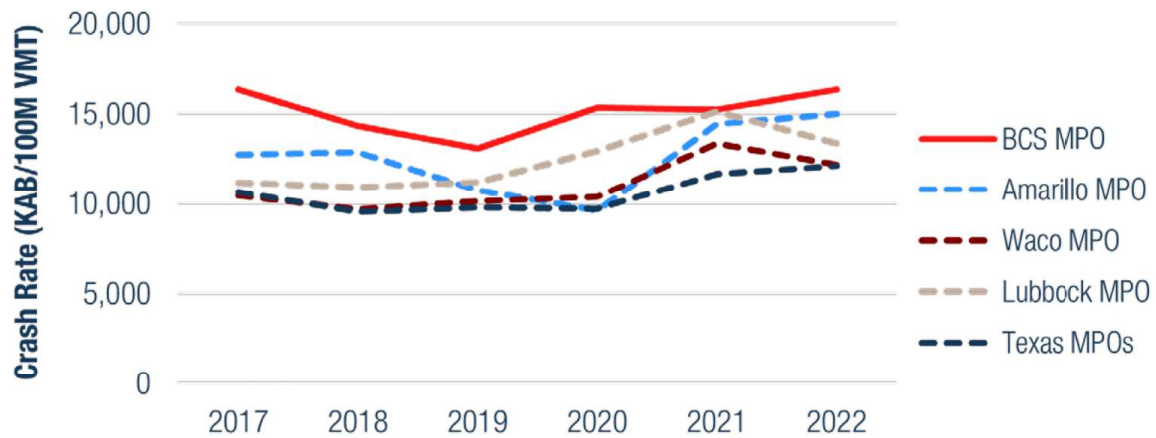


# All Brazos County



# Vision Zero

The Bryan-College Station Metropolitan Planning Organization (BCS MPO), Brazos County, City of Bryan, and City of College Station have committed to **zero deaths or serious injuries on their roads by 2035**.



Crash rates within Brazos County are above the statewide average and have been increasing since 2019.

The **Safe System Approach** aims to both prevent crashes from happening and minimize harm when they do.



# The Safe System Approach

## Traditional approach

Prevent crashes →

Improve human behavior →

Control speeding →

Individuals are responsible →

React based on crash history →

## Safe System approach

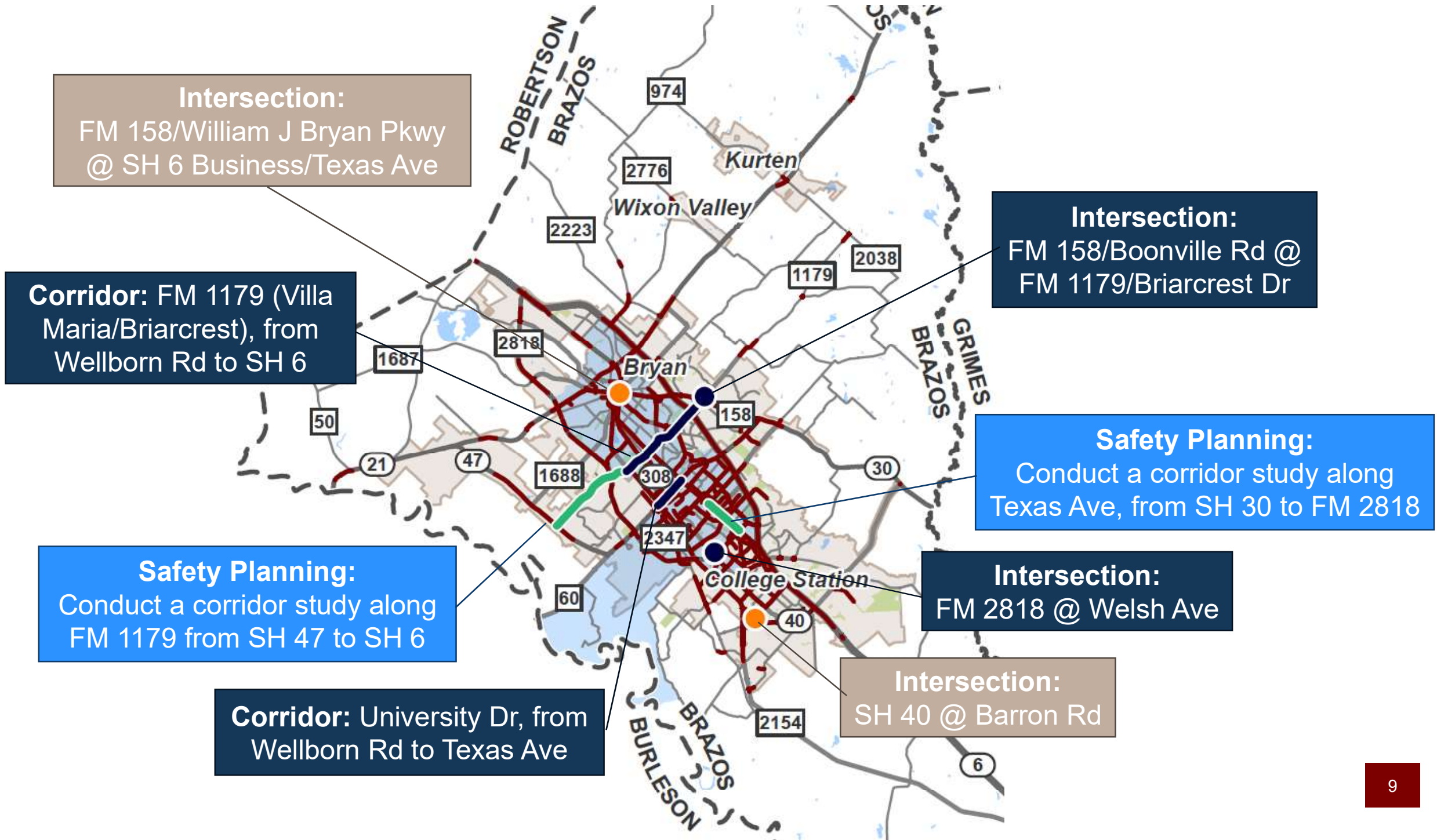
Prevent death and serious injuries

Design for human mistakes/limitations

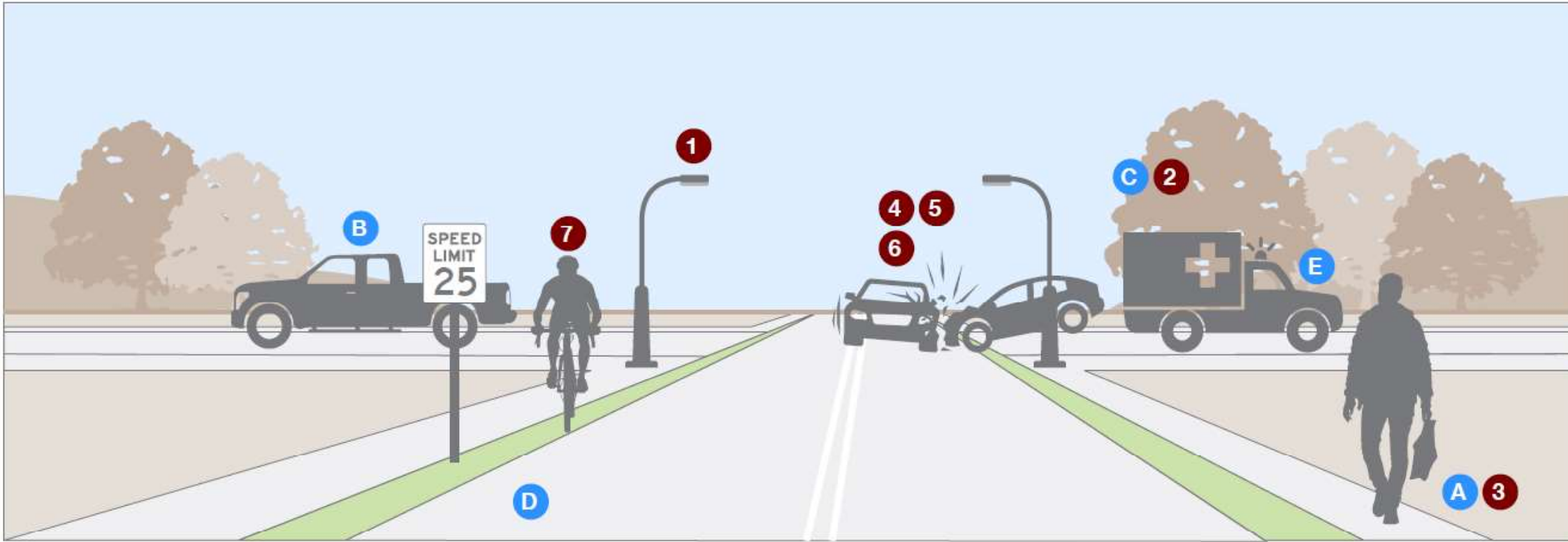
Reduce system kinetic energy

Share responsibility

Proactively identify and address risks



Pillar		2025-2026	2027-2029	2030+
Infrastructure	Corridor Projects	<p>Program funding for near-term corridor projects:</p> <ul style="list-style-type: none"> <li>+ FM 1179 (Villa Maria/Briarcrest), from Wellborn Rd to SH 6</li> <li>+ University Dr, from Wellborn Rd to Texas Ave</li> </ul>	<p><b>Positive Offset</b></p>	Construction of near-term corridor projects.
	Intersection Projects	<p>Secure funding for near-term intersection projects:</p> <ul style="list-style-type: none"> <li>+ FM 158/Boonville Rd @ FM 1179/ Briarcrest Dr</li> <li>+ FM 2818 @ Welsh Ave</li> </ul>		Construction of mid-term intersection projects.
	Systemic Projects	<p>Secure funding for near-term systemic projects:</p> <ul style="list-style-type: none"> <li>+ Roadway lighting</li> <li>+ Pedestrian-scale lighting</li> <li>+ Mid-block pedestrian crossing improvements</li> </ul>	<p>Construction of near-term systemic projects. Secure funding for mid-term systemic projects:</p> <ul style="list-style-type: none"> <li>+ Shared-use paths (10')</li> <li>+ Pedestrian/bicycle improvements at intersections (including LPI)</li> <li>+ Positive offset left-turn improvements</li> </ul>	Construction of mid-term systemic projects.
	Quick-Build Projects	<p>Pilot behavioral or operational programs:</p> <ul style="list-style-type: none"> <li>+ Open streets demonstration (e.g., such as the First Friday)</li> <li>+ Bus-stop engagements</li> </ul>	<p>Conduct engineering studies:</p> <ul style="list-style-type: none"> <li>+ Mid-block crossing treatments</li> <li>+ Dynamic/reversible lane control signs</li> </ul>	<p>Construct quick-build projects:</p> <ul style="list-style-type: none"> <li>+ Various paint and post projects</li> </ul>

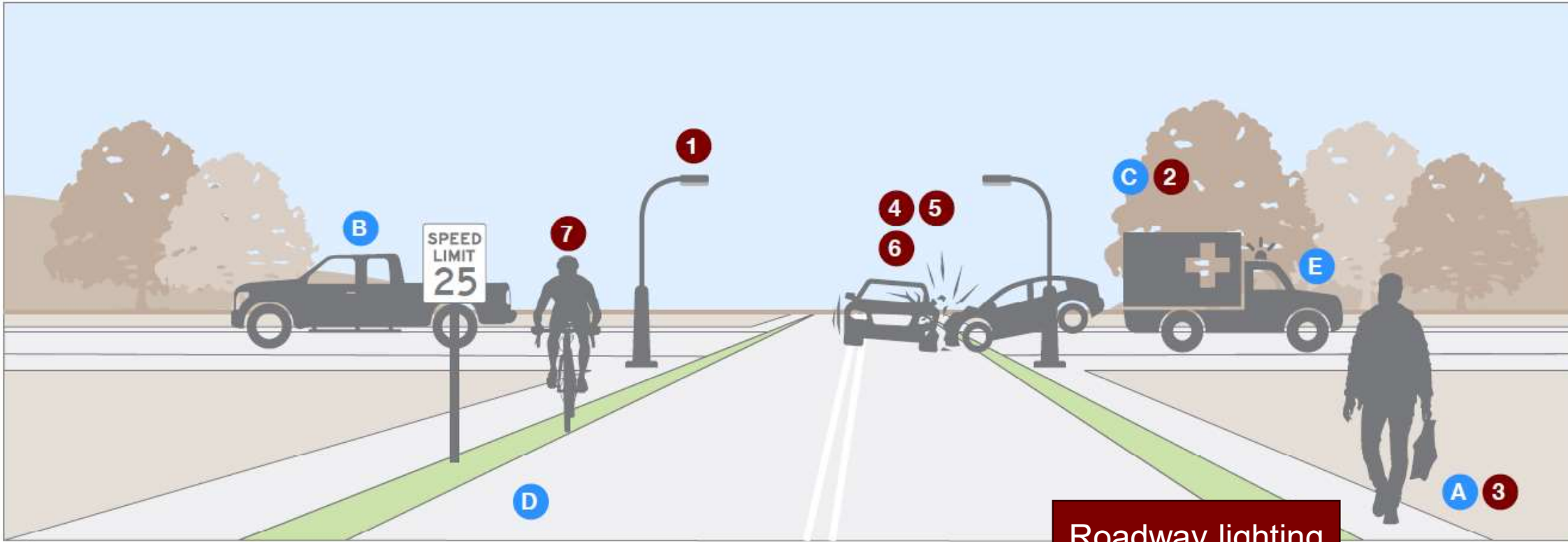


### Elements of a Safe System

- A** Safer People
- B** Safer Vehicles
- C** Safer Speeds
- D** Safer Roads
- E** Post-Crash Care

### Brazos County crash statistics

- 1** 52% of fatal crashes occur in **dark or underlit conditions**
- 2** 30% of crashes are attributed to **speeding**
- 3** **Pedestrians** are involved in only 1% of crashes, but make up **13% of fatal crashes**
- 4** 61% of fatal, severe, and minor injury (KAB) crashes occur at **intersections or driveways**
- 5** 49% of fatal crashes are as a result of **lane or roadway departure**
- 6** 37% of KAB crashes are as a result of **turning conflicts**
- 7** **Bicyclists** are involved in only 1% of crashes, but make up **3% of fatal crashes**



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Roadway lighting

Complete Streets design guide

Mid-block crossing treatments

Bicycle lanes and intersection treatments

High-crash intersections

Shoulder widening & Rumble strips

Access management standards

# Other Safety Programs

- Education
  - Enforcement
  - Emergency Response
  - Evaluation
- 
- For those in attendance, help us with the 5<sup>th</sup> E, Encouragement. You and your employees can make a difference!

# Other Safety Programs

- Please Be Seated (Child Safety)
- CarFit Program (Older Drivers)
- Court Partnership (Defendants Opt-In to Safety Training)
- School Programs
  - Art Contest (Elementary)
  - Essay Contest (Junior High)
  - Project Celebration (High School)
- Allie's Way (Distracted Driving)
- Watch UR BAC (Impaired Driving)