



# Memorandum

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Date: March 12, 2025

To: Honorable Mayor and Councilmembers

From: Zeida C. Sardiñas  
City Manager

Department: Carlos Arroyo  
Public Works Director

Subject: **City of Doral Launch of Vision Zero Initiative and Committing to Apply for Funding to Develop a Comprehensive Safety Action Plan**

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## **Introduction**

This memorandum provides the Public Works Department (PWD) recommendation for the Mayor and City Councilmembers to adopt a Vision Zero initiative as required by the Safe Streets and Roads for All (SS4A) discretionary grant application.

## **Background**

The City of Doral is committed to improving road safety, reducing traffic-related fatalities and injuries, and ensuring a transportation system that supports the well-being and economic prosperity of families and businesses. City staff respectfully request that the Mayor and the City Councilmembers launch the Vision Zero initiative, as it is a strategy aimed at eliminating all traffic fatalities and severe injuries. Additionally, City staff request that the Mayor and City Councilmembers commit to evaluating the possibility of applying for funding to develop a Comprehensive Safety Action Plan. This proactive approach would help identify key safety improvements and strategies to enhance roadway conditions. Importantly, this request carries no anticipated fiscal impact.

On December 2024, the Public Works Department issued a work order for EXP U.S. Services, Inc. (EXP) to develop a Safe Streets and Roads for All (SS4A) discretionary grant application. This

discretionary grant, if awarded to the City, will provide the necessary funding to develop a Comprehensive Safety Action Plan. This Comprehensive Safety Action Plan focuses on enhancing transportation safety and reducing traffic-related fatalities and injuries in line with Miami-Dade County's Vision Zero Plan. The scope associated with this work order includes preparing a grant narrative and conducting public engagement efforts that adhere to the guidelines outlined in the Safe Streets and Roads for All (SS4A) Grant Application. Notably, the SS4A program necessitates a 20% federal grant match from the City.

As part of the SS4A discretionary grant application, a Resolution from the City Mayor and Councilmembers is required adopting a Vision Zero Policy that aligns with the Florida Department of Transportation (FDOT) Target Zero initiative and embraces the Safe System Approach by launching a citywide road safety campaign. This initiative must set a clear goal: eliminating all traffic-related deaths and serious injuries in the City by the year 2040. By prioritizing safety today, the City can prevent future tragedies, enhance quality of life, and create a transportation system that safeguards every resident and visitor alike.

Policy 3.2.14 from the City of Doral's 2022 Comprehensive Plan states: "*On an annual basis, the Public Works Department will evaluate intersections with highest crash rates for possible redesign to increase vehicle, bicycle and pedestrian safety.*"<sup>1</sup> Similarly, Policy 3.2.15 asserts the City to "*develop an Action Plan to implement the 'Vision Safety' program in Doral*"<sup>2</sup>. However, despite these commitments, the City has yet to take formal steps to put these policies into action, resulting in a critical gap in road safety planning.

The City of Doral 2024 Transportation Master Plan highlights concerning trends in fatal and serious injury (FSI) crashes, underscoring a lack of sufficient safety measures for vulnerable road users<sup>3</sup>. The plan also acknowledges Vision Zero as a proven road safety strategy already being implemented by Miami-Dade County<sup>4</sup>, as part of the County's Vision Zero Framework. Without decisive action, the consequences could be severe—avoidable loss of life, economic strain, and a decline in quality of life. As a result, the Master Plan strongly emphasizes the urgent need for a Comprehensive Safety Action Plan to establish a strategic, data-driven approach to roadway safety<sup>5</sup>.

A comprehensive analysis at the municipal, county, metropolitan, state, and federal levels was conducted to assess the City of Doral road safety conditions. The 2024 Transportation Master Plan, which examined eight years of crash data (2016–2023), revealed alarming trends: while pedestrians and bicyclists accounted for only 1% of total crashes, they made up 19% of all fatal and serious injury (FSI) crashes. Moreover, crashes involving pedestrians and cyclists were 17 times more likely to result in severe injury or death than those involving only motor vehicles (8.7% vs. 0.5%<sup>6</sup>). At the county level, Miami-Dade County's Vision Zero Fact Sheet reports an

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<sup>1</sup> City of Doral, *2022 Comprehensive Plan* (Doral, FL: City of Doral, 2022), 35.

<sup>2</sup> *Ibid.*, 35.

<sup>3</sup> City of Doral, *2024 Transportation Master Plan* (Doral, FL: City of Doral, 2024), 40-45.

<sup>4</sup> *Ibid.*, 92-93.

<sup>5</sup> *Ibid.*, 148-149.

<sup>6</sup> *Ibid.*, 42-45.

average of six (6) weekly traffic fatalities, 31 weekly serious injuries, 20 annual bicycle fatalities, and 99 annual pedestrian fatalities.<sup>7</sup>

Similarly, the Florida Department of Transportation (FDOT) has identified pedestrians and bicyclists as the most vulnerable road users, accounting for 28% of all traffic fatalities statewide from 2019 to 2023<sup>8</sup>. National rankings further underscore the urgency of this issue. According to Smart Growth America's "*Dangerous by Design 2024*" and "*the State of the States*," the Miami-Fort Lauderdale-Pompano Beach metropolitan area ranks as the 14<sup>th</sup> most dangerous for pedestrians in the United States, while Florida is ranked as the second most dangerous state for pedestrian safety. These findings highlight a critical need for action to improve roadway conditions and protect vulnerable travelers<sup>9</sup>.

Given these alarming trends, the City of Doral must take a proactive stance on road safety. Vision Zero provides a proven framework for reducing traffic fatalities by emphasizing safer roadway design, data-driven policies, and community collaboration. Central to this approach is the Safe System philosophy, which acknowledges that human errors are inevitable and focuses on minimizing crash severity through smarter infrastructure, safer driving behaviors, and policies that protect the most vulnerable road users<sup>10</sup>. Moreover, Vision Zero aligns with FDOT's Target Zero initiative, which aims to eliminate all traffic-related deaths and serious injuries. This statewide effort integrates engineering, education, enforcement, and emergency response strategies to create a safer transportation system<sup>11</sup>.

By adopting Vision Zero Initiative, the City of Doral can take meaningful steps toward saving lives, reducing injuries, and fostering a safer, more accessible transportation network for all.

### **Fiscal Impact**

At this time there is no Fiscal Impact associated with the support of this initiative. Future projects will have a Fiscal Impact that will be presented at a later time when future items are submitted.

### **Strategic Plan Alignment**

This request follows the Public Safety initiative as it provides for the improvement of infrastructure for crash and accident mitigation.

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<sup>7</sup> Miami-Dade County, *Vision Zero Fact Sheet* (Miami, FL: Miami-Dade Department of Transportation and Public Works, 2023), [1]

<sup>8</sup> Florida Department of Transportation, *Vulnerable Road User Safety Assessment* (Tallahassee, FL: FDOT, 2023),

<sup>9</sup> *Ibid.*, <https://smartgrowthamerica.org/dangerous-by-design/state-of-the-states/>.

<sup>10</sup> Vision Zero Network, "Demystifying the Safe System Approach," accessed February 18, 2025, <https://visionzeronet.org/resources/demystifying-the-safe-system-approach/>.

<sup>11</sup> Florida Department of Transportation, *Target Zero Initiative*, accessed February 18, 2025, <https://www.fdot.gov/agencyresources/target-zero>.

**Recommendation**

The City Staff respectfully requests that the Mayor and City Councilmembers authorize the City Manager to adopt the Vision Zero Initiative as required by the Safe Streets and Roads for All (SS4A) discretionary grant application.