



DRAFT FOR DISCUSSION, NOT  
STATEMENT OF OFFICIAL CITY  
POLICY

**ROAD SAFETY**  
***VILLAGE OF THE HILLS CITY  
COUNCIL: 2/11/2025***

**REPORT TO MAYOR AND CITY COUNCIL BY  
MATT MARIETTA**

**Background:**

- Council discussed e-bikes and general road safety in January meeting
- Council member Marietta inquired about speed limits and signage
- Mayor and council asked for more information, research
- This presentation is a collaborative effort to advance road safety in the Village of the Hills with the intent to ensure our community remains a safe place for walking, biking, and for kids to enjoy the amenities and infrastructure



On June 9, 2020

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**“ATD will start installing 25 mph signs next year for neighborhood streets less than 36 feet wide and have front-facing residences. We have designed a custom sign which will incorporate a fluorescent yellow pattern to enhance noticeability. These signs will be placed at the entrances of neighborhoods indicating the speed limit on neighborhood streets is 25 mph unless otherwise posted. We will follow these installations by evaluating the need to reduce speed limits on neighborhood streets between 36 feet and 40 feet wide.”**

*-- City of Austin Memorandum to the City Council and Mayor dated October 2, 2020 from Engineering Director, Austin Transportation Department*

“Based on a comprehensive traffic engineering study, the City Traffic Engineer determined safe and prudent roadway speeds on a wide range of roadways in Austin. The speed limit strategy is outlined in three parts:

**•Neighborhood Streets** – streets that are approximately 36 feet or less in width and have primarily front-facing residential land uses will be posted at 25MPH. Some neighborhood streets wider than 36 feet will also have reduced posted speed limits.”

-- Current AustinTexas.gov website > Transportation and Public Works > Programs > Speed Management

**The Hills Drive is ~23-24 feet wide in various measured places and has 0 barrier/median between the road and walkway, or between lanes**

## WHY DOES THIS MATTER?

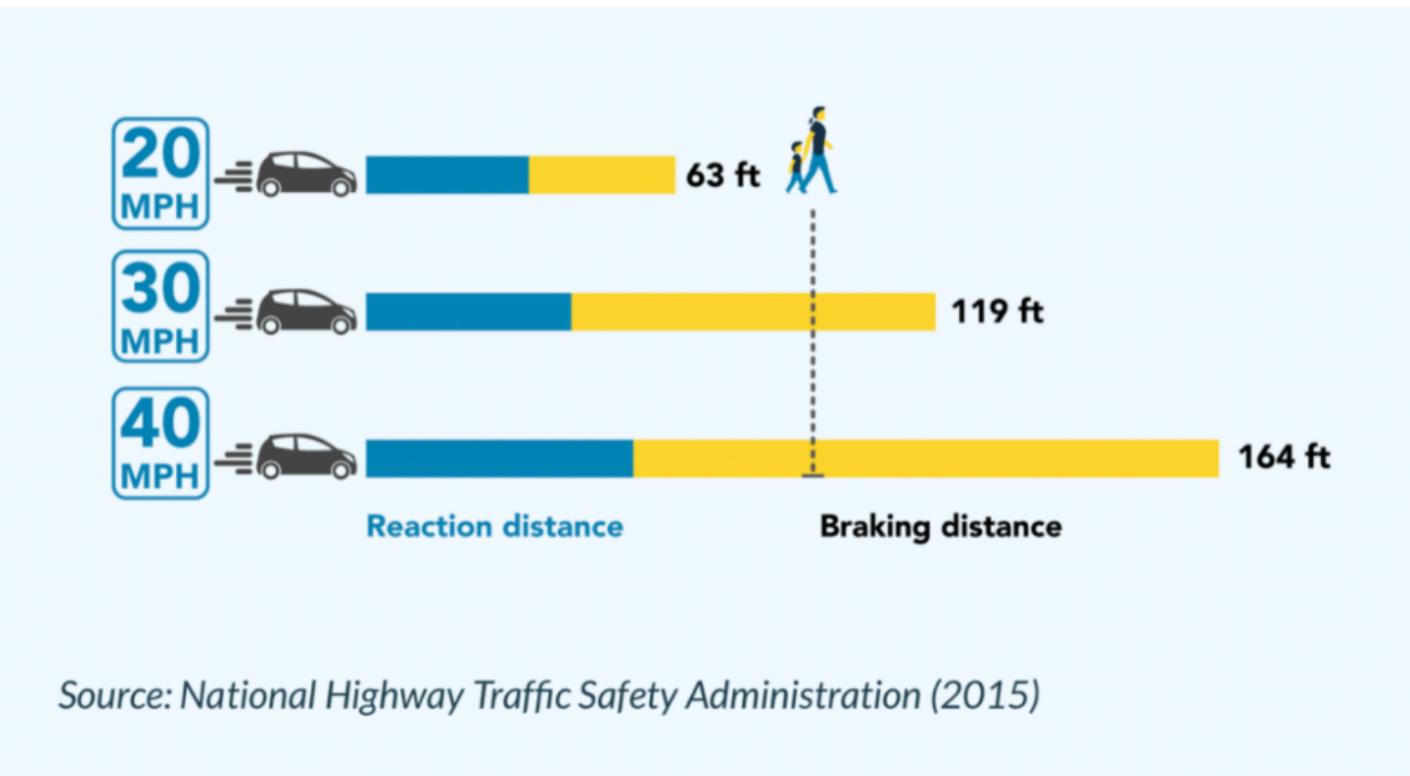
*Data implies:*

- *34 ft reaction time at 20 mph*
- *54 ft reaction time at 30 mph*

**Chart 1: Skid Distances**

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Vehicle Speed	Dry Asphalt Skid Distance	Wet Asphalt Skid Distance	Difference in Skid Distance
20 mph	29 Feet	51 Feet	22 Feet
30 mph	65 Feet	115 Feet	50 Feet
40 mph	117 Feet	205 Feet	88 Feet
50 mph	183 Feet	320 Feet	137 Feet
60 mph	263 Feet	461 Feet	198 Feet



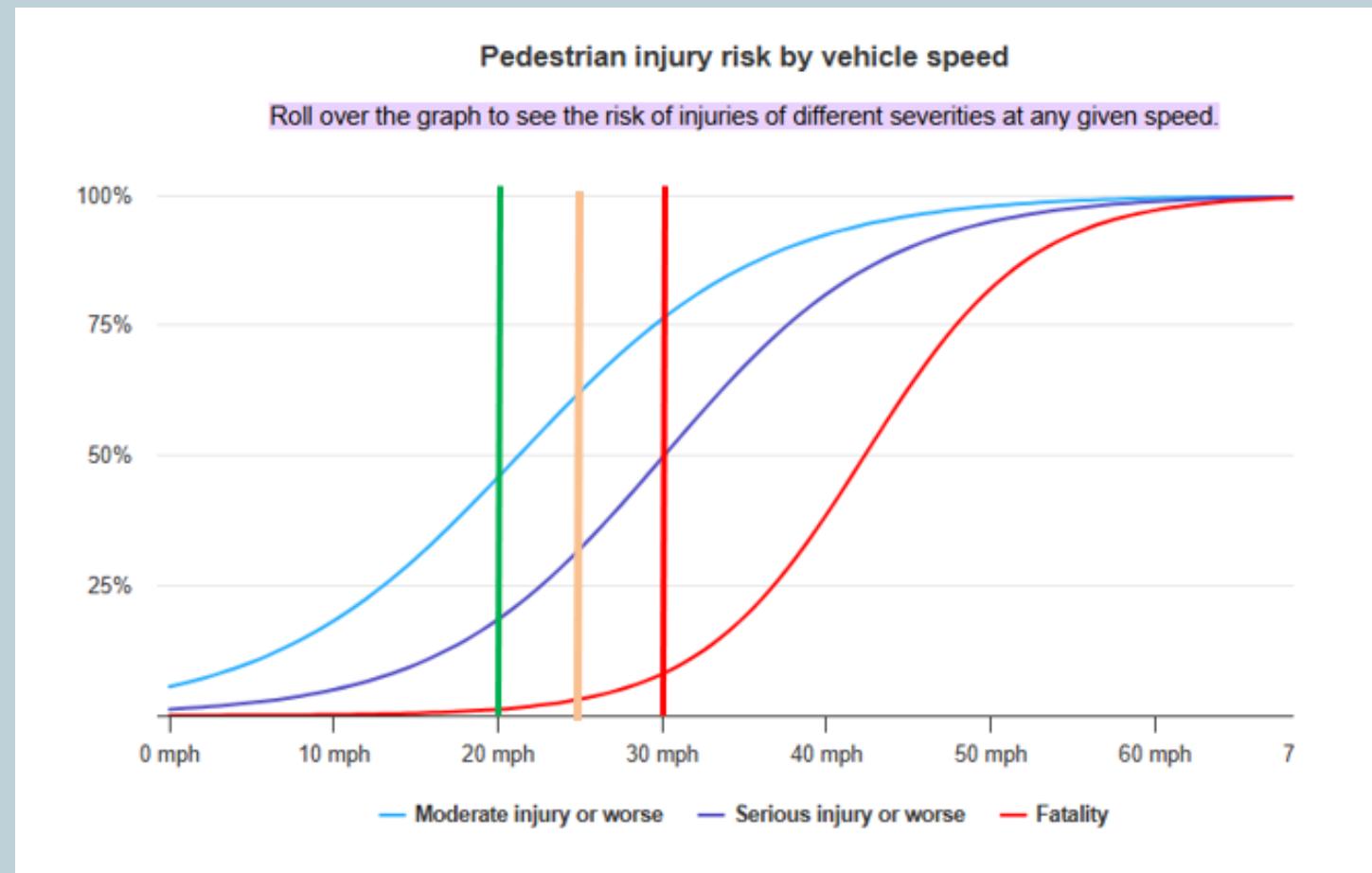
## DEATHS AND INJURIES AT VARIOUS SPEEDS

There is an exponential increase of severe injury and death as you move from 20 mph to 30 mph

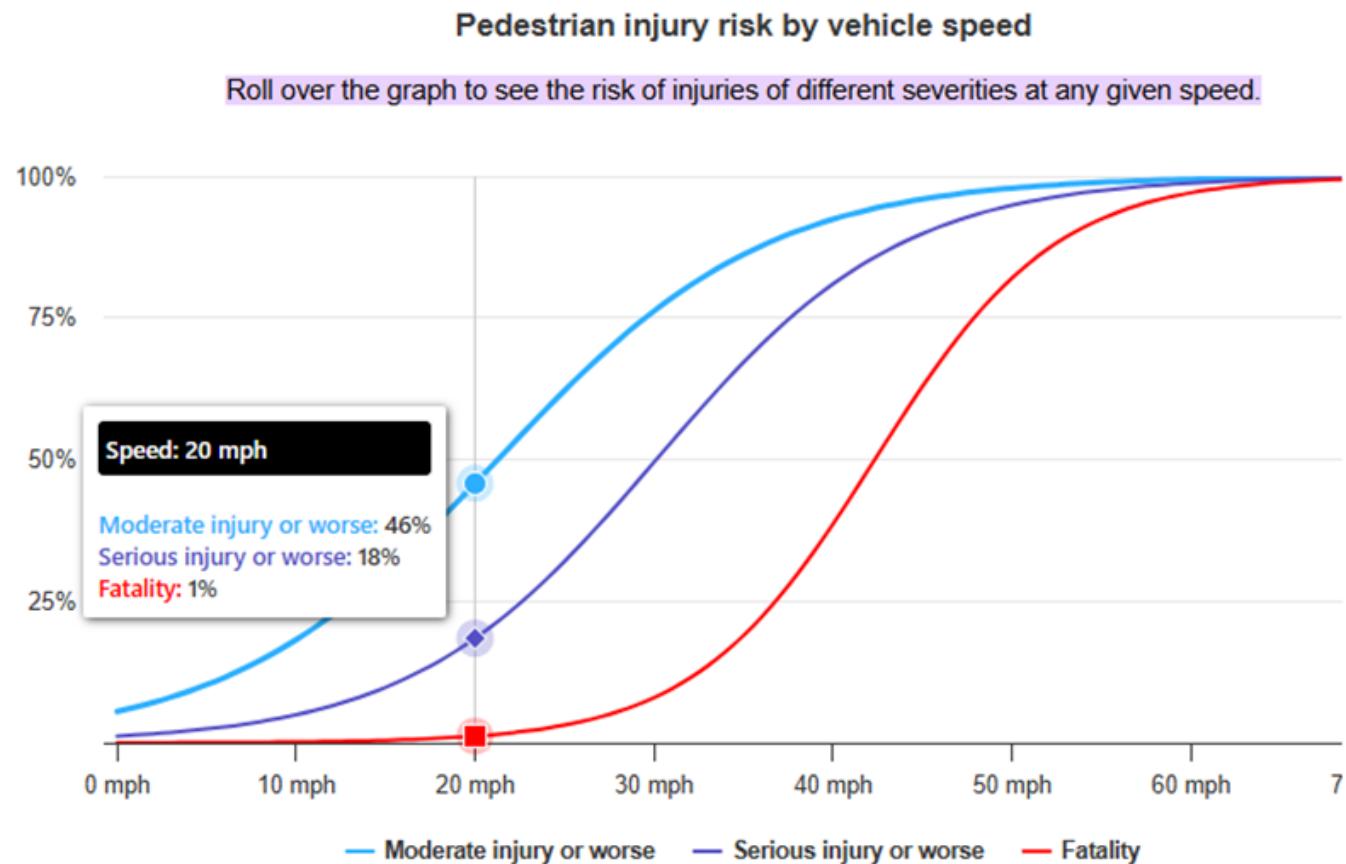
Lower speeds in collisions:

- 1) saves lives
- 2) reduces risks of serious injury

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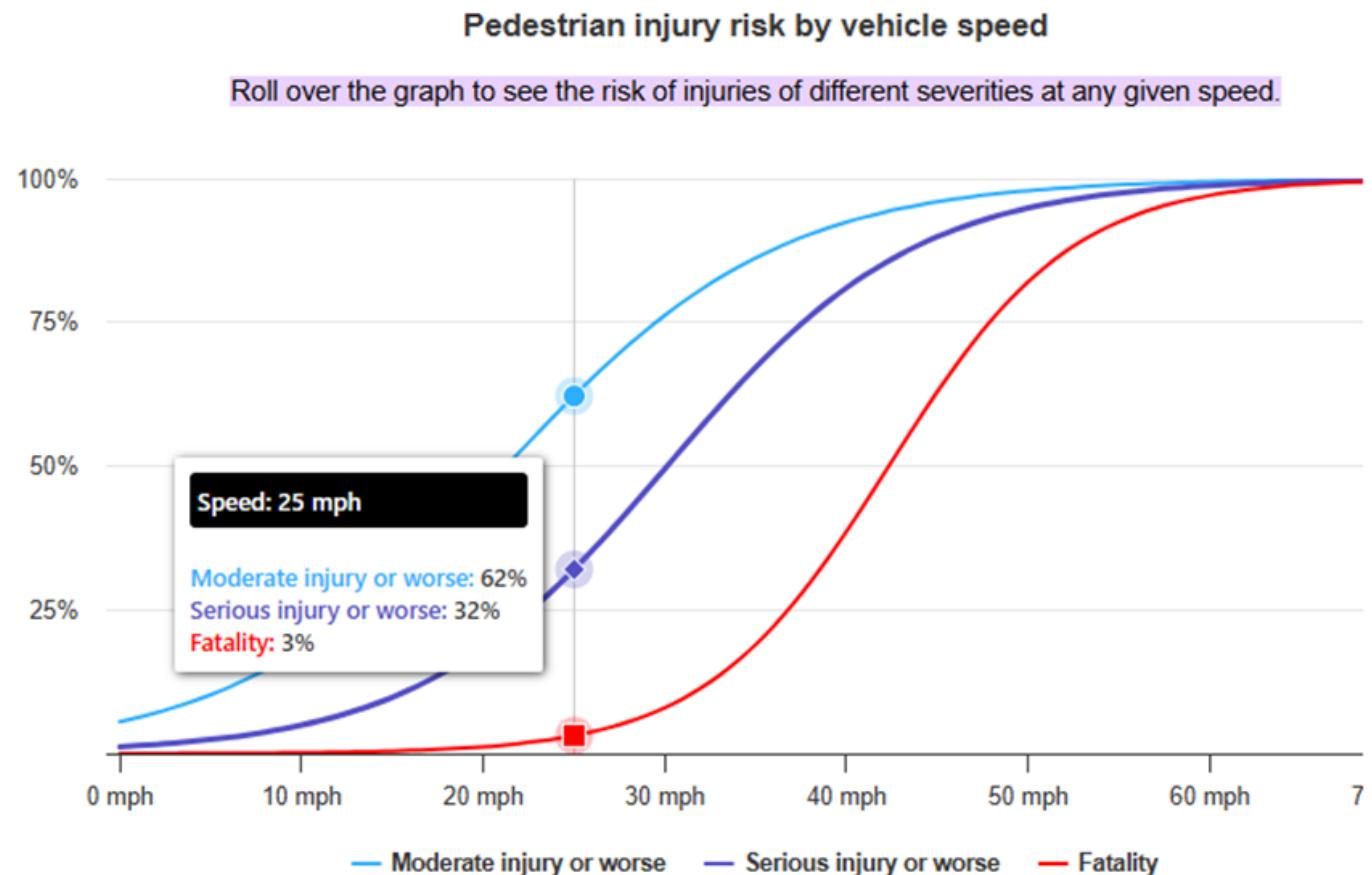


## FATALITY AND INJURY RATES AT 20 MPH



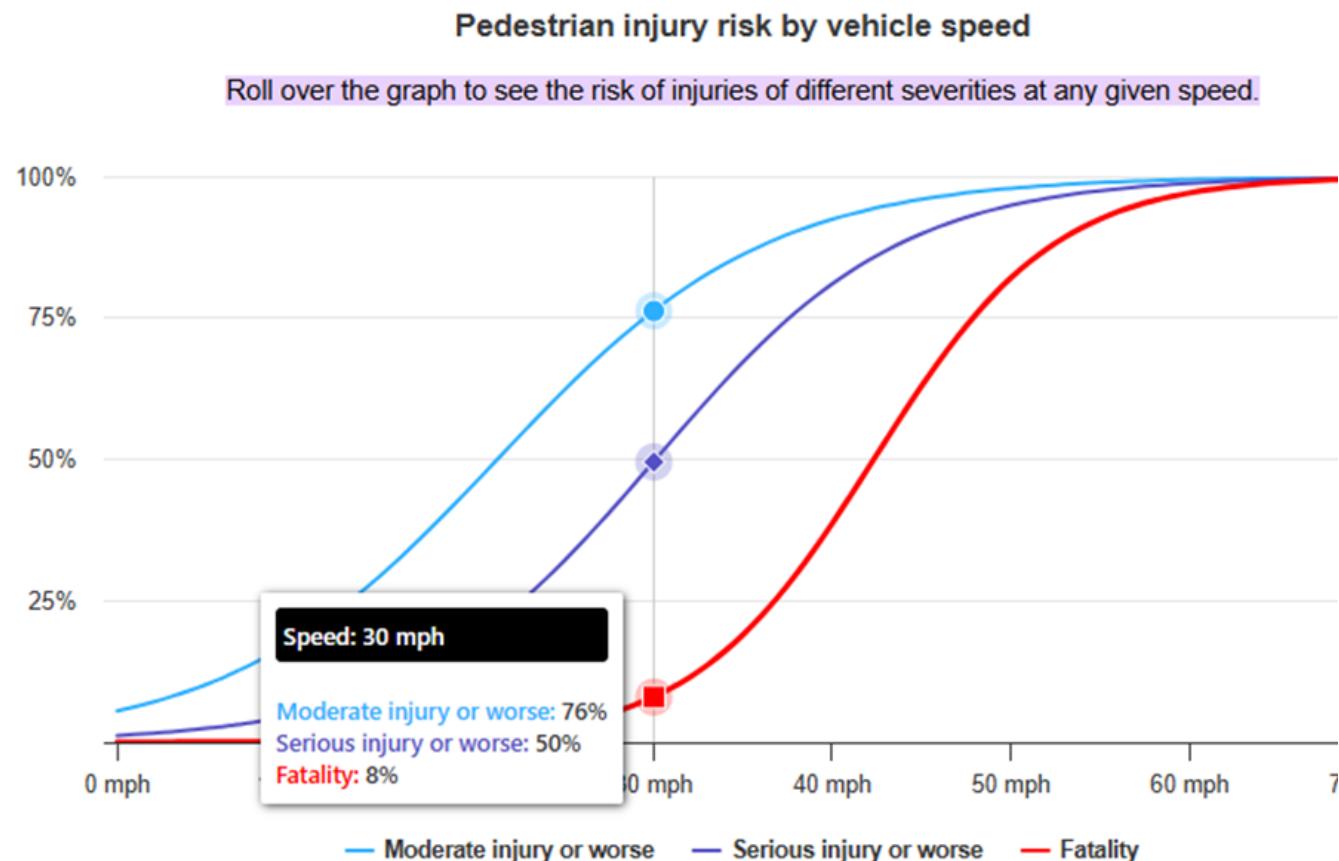
Study source:  
“Monfort, Samuel S. / Mueller, Becky C.  
Insurance Institute for Highway Safety  
December 2024”

## FATALITY AND INJURY RATES AT 25 MPH



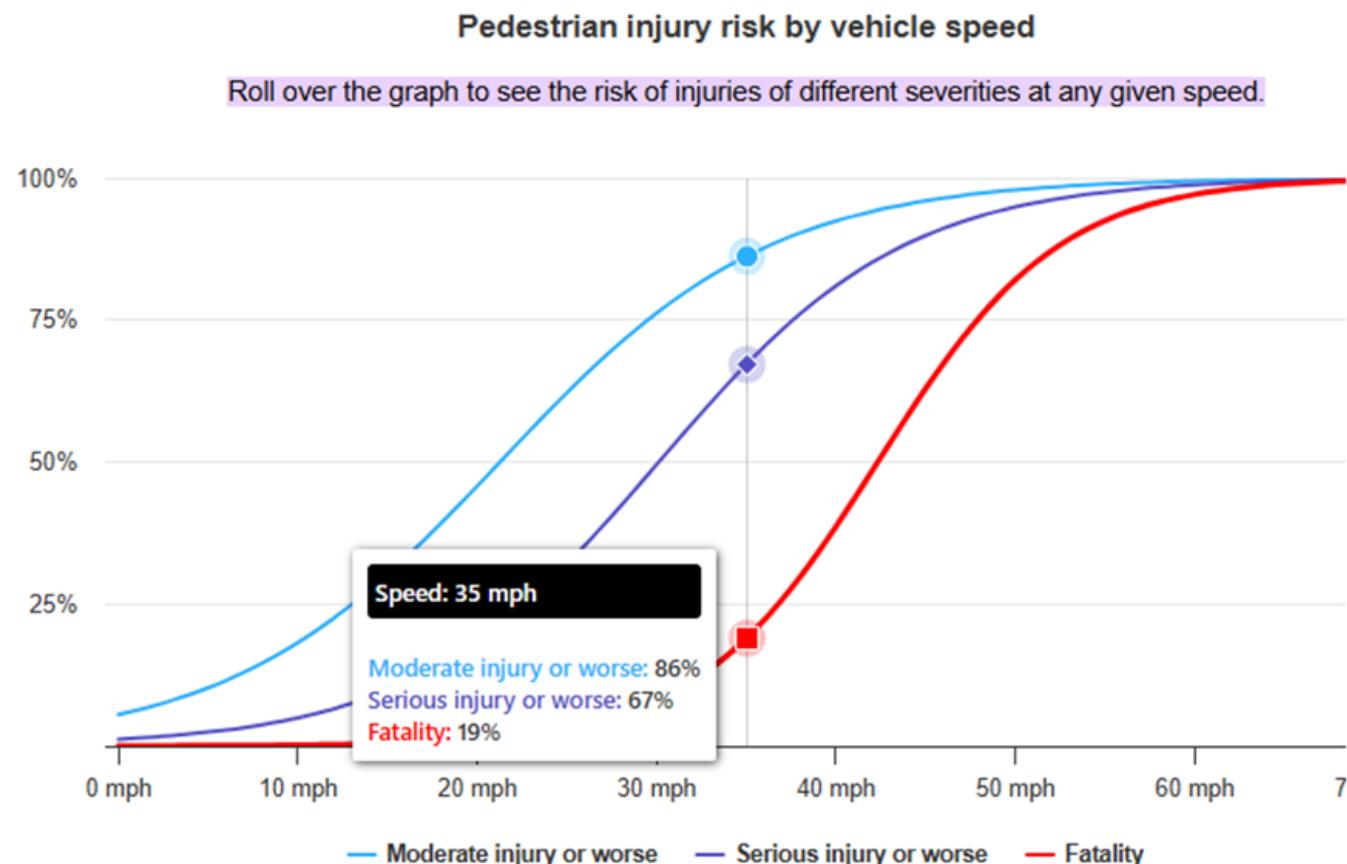
Study source:  
“Monfort, Samuel S. / Mueller, Becky C.  
Insurance Institute for Highway Safety  
December 2024”

## FATALITY AND INJURY RATES AT 30 MPH



Study source:  
“Monfort, Samuel S. / Mueller, Becky C.  
Insurance Institute for Highway Safety  
December 2024”

## FATALITY AND INJURY RATES AT 35 MPH



Study source:  
“Monfort, Samuel S. / Mueller, Becky C.  
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In addition to various caution signs, the Hills has (on the Hills Drive):

- 10 speed limit signs of 30 mph (incl. 2 radar signs)
- 2 School zone signs of 25 mph during hours
  - 1 speed limit sign of 20 mph on Treehaven
- **13 Total speed signs on the Hills Drive**
- **9 Crosswalks**
  - **2 of which are between driving range and clubhouse**

*There may be other speed limit signage on interior streets, estimated maximum would be 3*

## SIGNAGE REPLACEMENT COSTS

- Regular speed limit signs cost ~\$800 **POLICY**
- Radar enforced signs cost ~\$3,500
- LED pedestrian crossing signs cost ~\$1,200
- Replacement for existing signage would be ~\$1,500
- Upgrade to add 2 radar speed signs would be ~\$8,500
- Upgrade to pedestrian flashing signs would be ~\$14,000



# WHAT DOES THE DATA SAY?

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- **8x more likely to die** if struck by a vehicle traveling 30 versus 20 mph (19x at 35 mph)
- **2.5x more likely to die** if struck by a vehicle traveling 30 versus 25 mph (6.3x at 35 mph)
- **2.8x more likely to be seriously injured** if struck by a vehicle traveling 30 versus 20 mph (3.7x at 35 mph)
- **1.6x more likely to be seriously injured** if struck by a vehicle traveling 30 versus 25 mph (2.1x at 35 mph)
- Longest distance from Lohman's to Serene Hills gate (2.1 mi.) = 4.2 minutes at 30 mph, 5.0 minutes at 25 mph
- Distance from Lohman's to Club Estates gate (1.6 mi.) = 3.1 minutes at 30 mph, 3.7 minutes at 25 mph
- **Maximum additional driving time at 25 mph is 48 seconds, from gate to average home is ~24 SECONDS**



## PROPOSED SOLUTIONS

- Propose council to lower speed limits to 25 mph
- Law enforcement to impose a 'zero tolerance' policy while speed limits remain at 30 mph (no warnings, mandatory ticketing)
- Law enforcement hours to dramatically increase
- Pass additional ordinances to allow city to administer fines for reckless driving, passing golf carts, failing to stop and report collisions

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