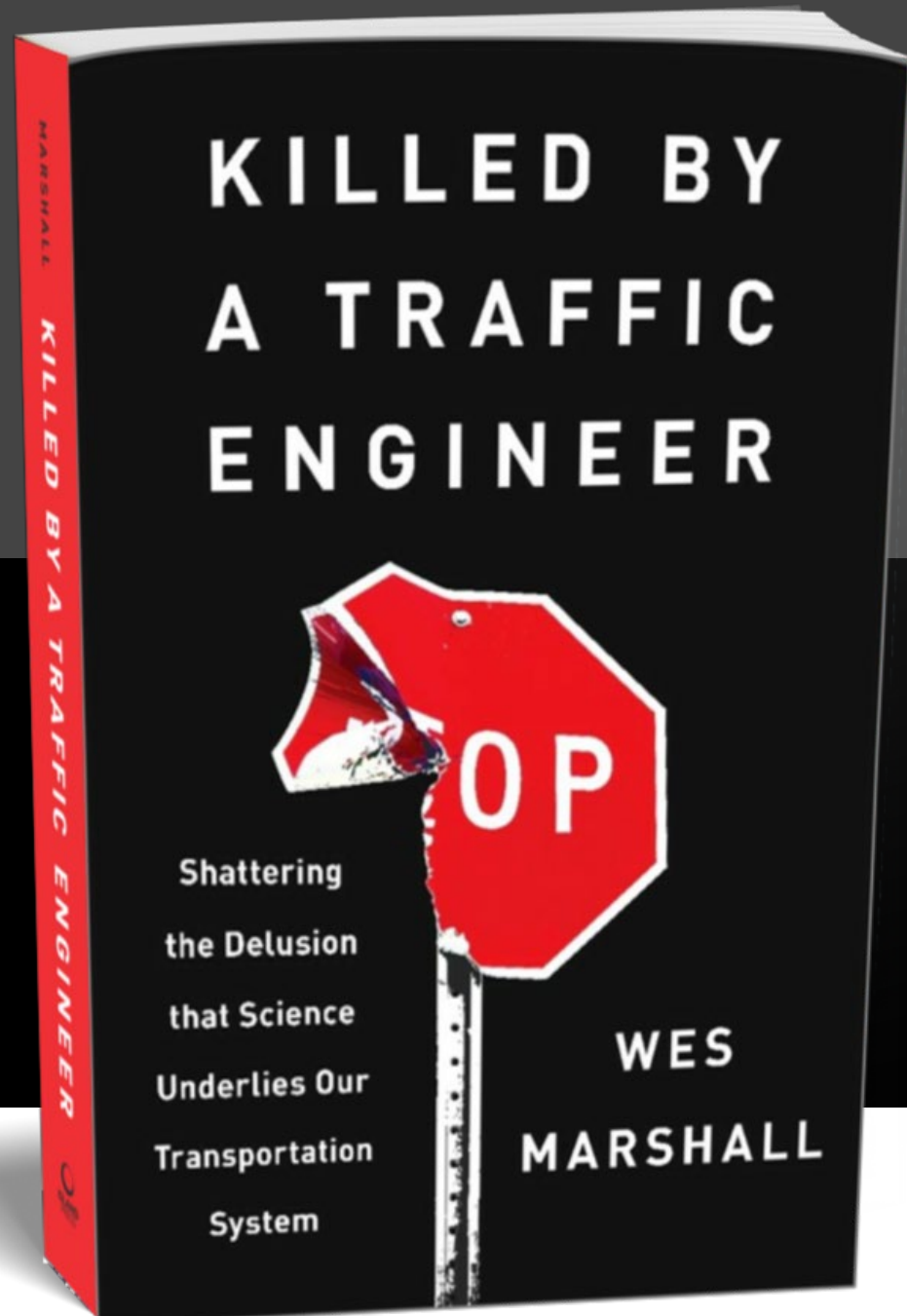


ENGINEERING,
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MIT Mobility Forum Fall 2025

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Any body read new book by University of Colorado-Denver civil engineering professor Wesley Marshall

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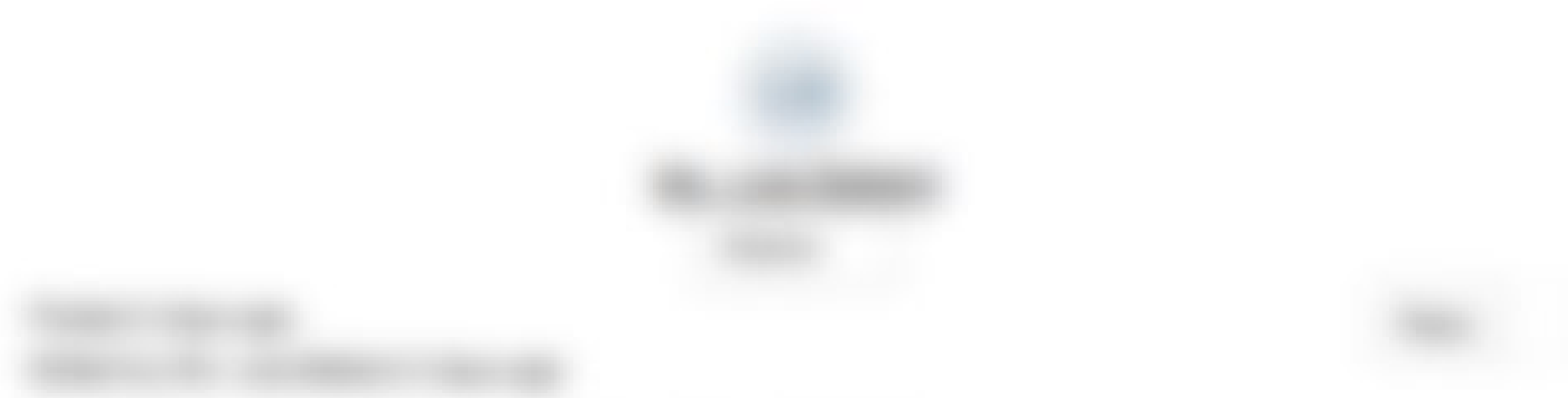
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Book review anyone?

2. RE: Any body read new book by University of Colorado-Denver civil engineering professor Wesley Marshall

1

Recommend



It hits home. David Zipper interviews the author here:

<https://www.bloomberg.com/news/features/2024-06-03/in-killed-by-a-traffic-engineer-a-us-road-planner-pleads-for-reform?smd=citylab-transportation>



2. RE: Any body read new book by University of Colorado-Denver civil engineering professor Wesley Marshall

1

Recommend

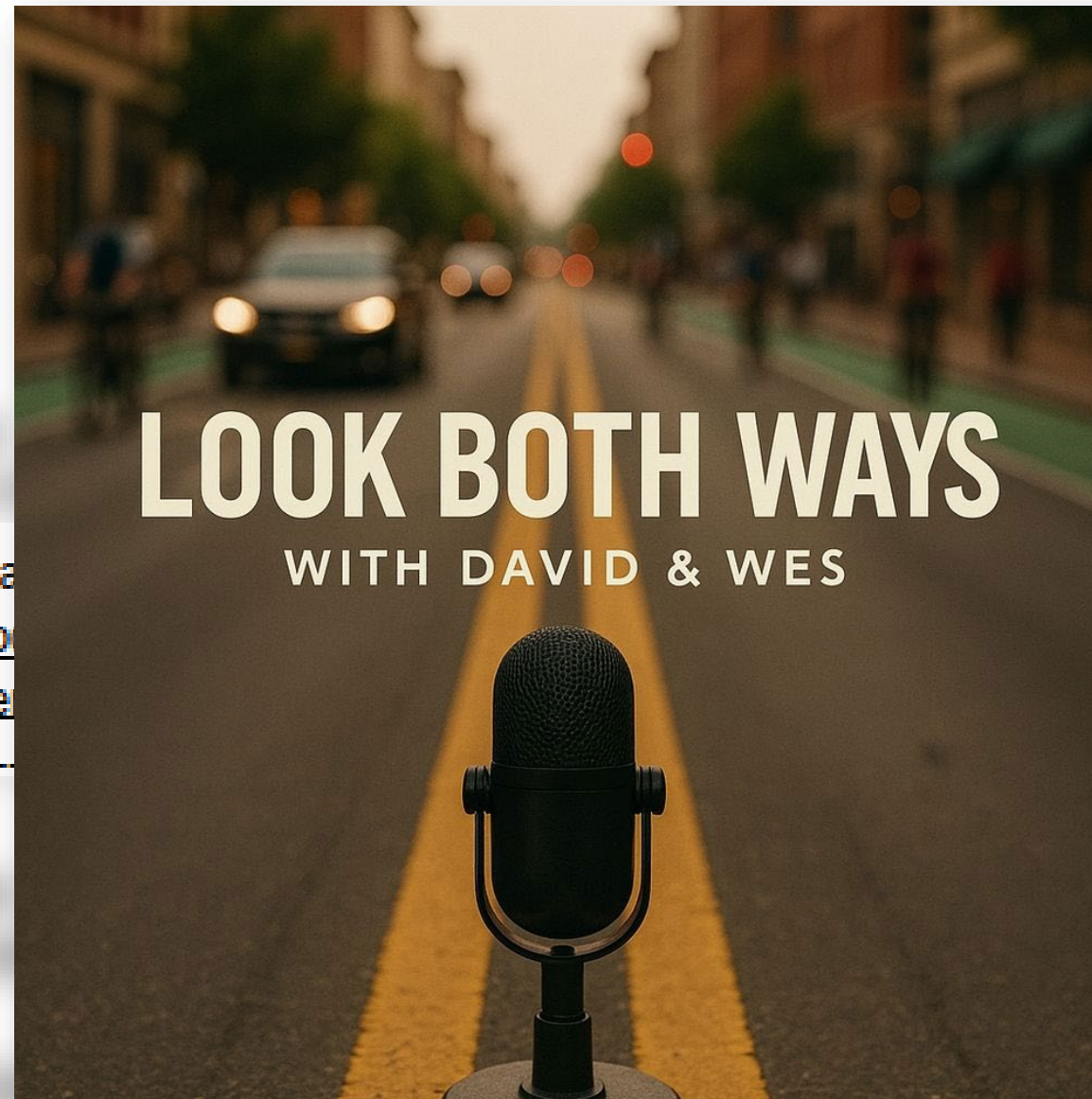
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1

Recommend



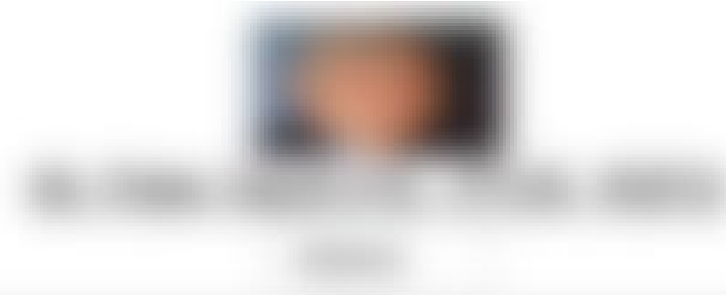
It hits home. Da
[https://www.blog
us-road-planne](https://www.blog.us-road-planne)

[affic-engineer-a-](#)

3. RE: Any body read new book by University of Colorado-Denver civil engineering professor Wesley Marshall

1

Recommend



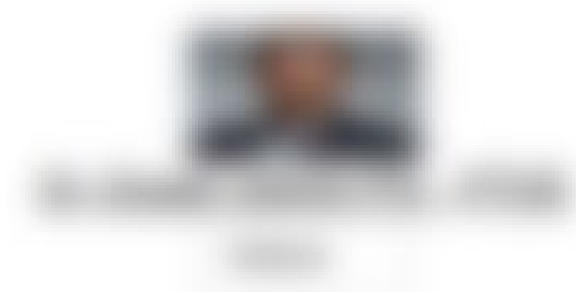
Hard to get past the title, but will read this one anyway Good to have feedback on what we're doing...I know a lot of traffic engineering practices are based on assumptions made decades ago.

The book is a good read and worth the time.
I have read it and it is a good read.
I have read it and it is a good read.
I have read it and it is a good read.
I have read it and it is a good read.

16. RE: Any body read new book by University of Colorado-Denver civil engineering professor Wesley Marshall

2

Recommend



Posted 2 days ago

Reply

I am 200 pages in (the book is 375 pages long). It is a fantastic read so far. It gives a great review of the last 100 years of traffic and transportation engineering and how we got to this point. It is heavily referenced which is great - all the statements are supported by documentation. I would say it is written in somewhat witty language which gives it a good kick. Definitely not boring material. Also, I am originally from Europe (Serbia) and have lived in the US for 14 years now. I was always questioning why some things are done the certain way (like why are trees dangerous fixed objects, why urban street design is similar to rural highway design, etc.). This book hits the spot and really makes you question your profession. StrongTowns interviewed him on YouTube recently about this book.

Wesley Marshall

16. RE: Any body read new book by University of Colorado-Denver civil engineering professor Wesley Marshall

2

Recommend

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16. RE: Any body read new book by University of Colorado-Denver civil engineering professor Wesley Marshall

2

Recommend

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6. RE: Any body read new book by University of Colorado-Denver civil engineering professor Wesley Marshall



Posted 5 days ago

Reply

If anything, while reading the book and talking about it is a waste of time, it can be helpful for us as an industry to discuss the human behavior aspect of transportation safety.

The keyboard warriors keep saying the fatality trends in all modes are not caused by driver behavior but the design and many say bad design. That we should not blame the drivers. This book seems to perpetuate that myth with the title. Blame the traffic engineers once again and like the formerly licensed engineer in Minnesota who has maligned engineers, this book is doing the same. We need to push back on that false narrative and stop elevating it to mainstream conversation.

Is there any real data to show how design is causing the trends with increasing fatalities when the designs have been improving in the last decade. We have gotten better at design, not worse.

A prime example is the increased wrong way driving on highways. How is this not driver behavior? The highway ramp designs haven't changed since the 1960's. Why the spike in WWD crashes in many states in the last few years? The ramps haven't changed in design and if anything, they have improved!


The WWD crash trends ARE THE RESULT OF DRIVER BEHAVIOR CHANGING. WORSENING. THAT IS FACT. LOOK AT THE DATA FROM THE CRASHES. Most are impaired. Driver behavior.

Similarly, on our non-expressway roadways, the recent fatality increasing trends are not caused by bad design but bad driver behavior.

We are now designing more forgiving roadways and intersections for driver behaviors and that humans are imperfect. That is the National Roadway Safety Strategy.

There is nothing wrong with the facts in our industry. We are doing better designs. We need our users to do better as well.






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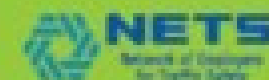
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**94% OF TRAFFIC CRASHES ARE RELATED TO
HUMAN CHOICE OR ERROR.** NHTSA



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Colorado traffic deaths plunge as the year begins, with less speeding, impairment cited

By Ben Markus · Apr. 25, 2025, 3:27 pm

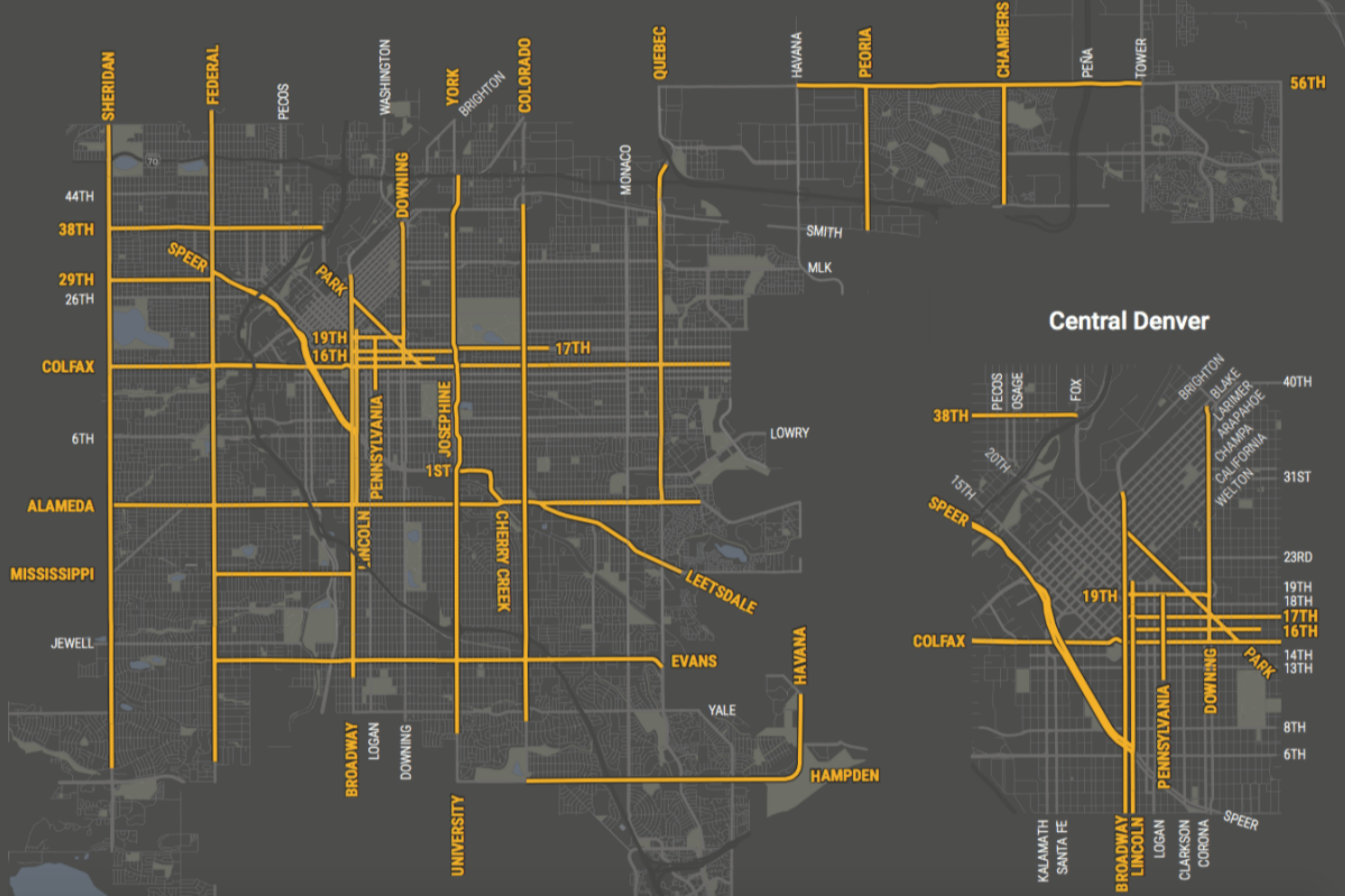


Kevin J. Beatty/Denverite

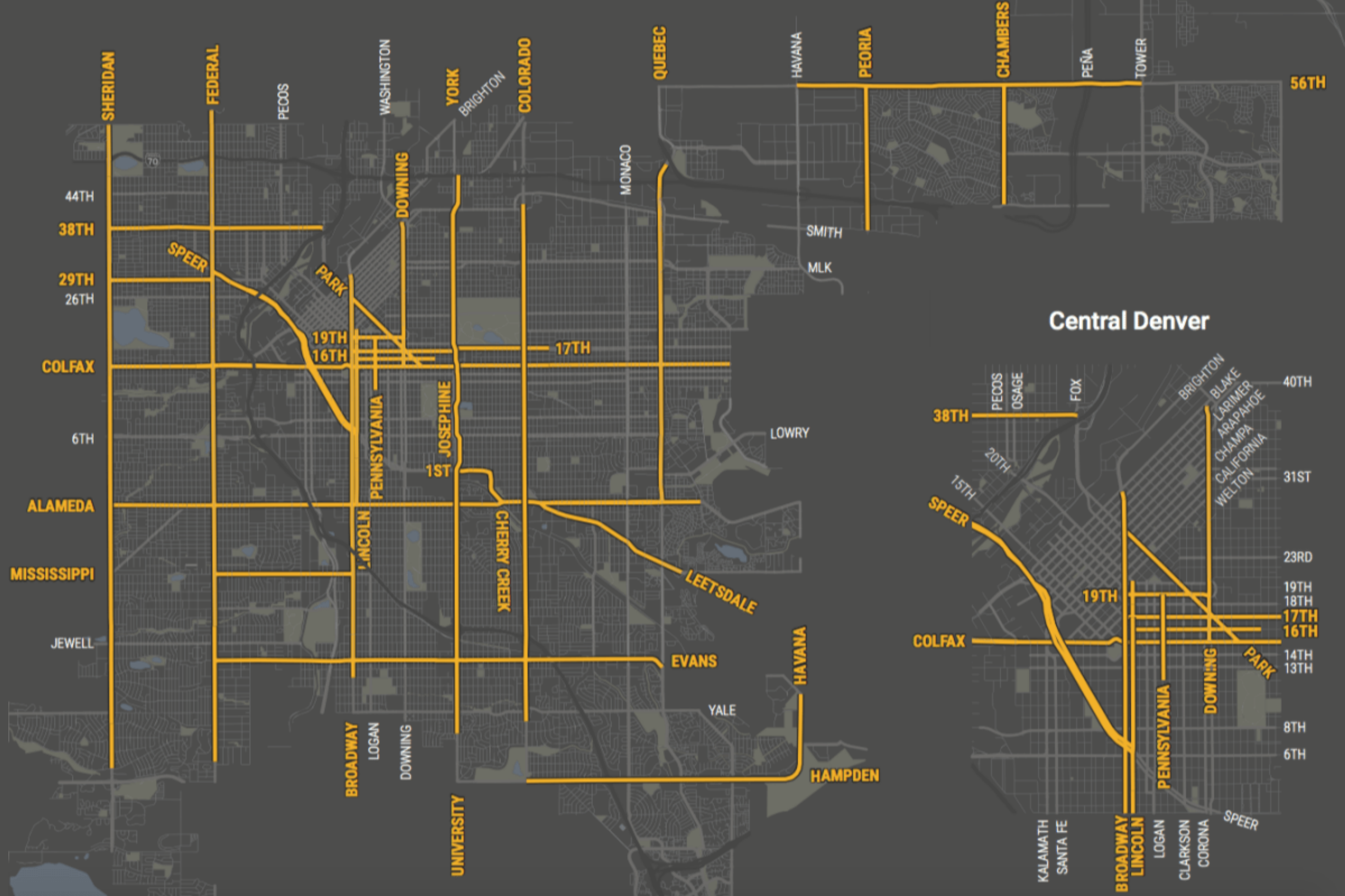
A not insignificant number of SUVs are trapped in I-70 traffic through north Denver. Sept. 24, 2021.

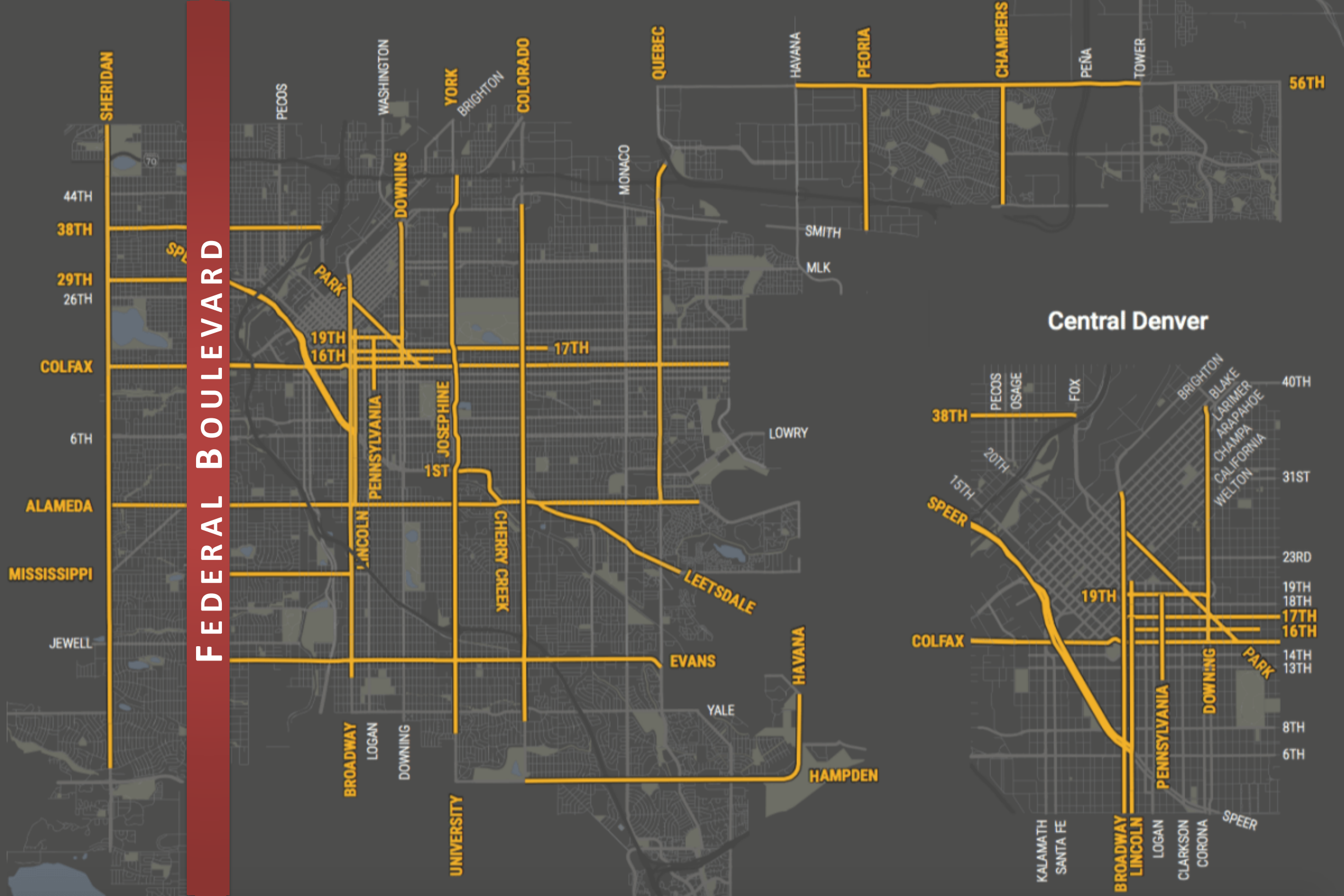
Traffic fatalities in Colorado fell 21 percent through mid-April, compared to the same time last year, with across-the-board declines for almost every major cause and in many different counties. There were 130 total traffic fatalities in Colorado through mid-April, down from 164 during the same period in 2024. That includes a 19 percent decline in impaired driving deaths, a 22 percent drop in distracted driving deaths, and a 26 percent decline in speeding-related deaths.

One answer is that people are driving more safely," said Sam Cole, traffic safety manager for the Colorado Department of Transportation. "They're not driving impaired quite as much, their



Central Denver





FEDERAL BOULEVARD

Central Denver



2 dead in crash on Federal in Denver

News / Apr 20, 2025 / 06:40 PM MDT

DPD INVESTIGATING FATAL CRASH

- 2 PEOPLE DEAD
- SOUTHBOUND FEDERAL & WEST 14TH AVE
- MOTORIST & TWO PEDESTRIANS
- DRIVER STAYED ON SCENE

0:00 / 0:28





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DISPENSARY

BAJA **LA VELOCIDAD**
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DENVER VISION ZERO

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Save Clear

















6. RE: Any body read new book by University of Colorado-Denver civil engineering professor Wesley Marshall



Posted 5 days ago

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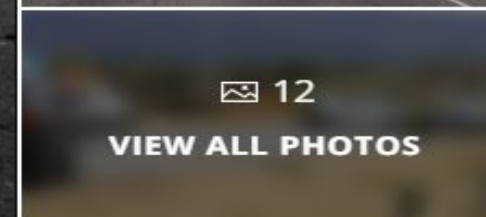
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Wrong-way crashes are too common on Legacy Parkway, UHP says

by Ginna Roe | Mon, October 21st 2019 at 6:48 PM

Updated Mon, October 21st 2019 at 8:42 PM



12

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Two people died in a head-on collision on Legacy Parkway in Davis County on Saturday. (Photo: Utah Highway Patrol)



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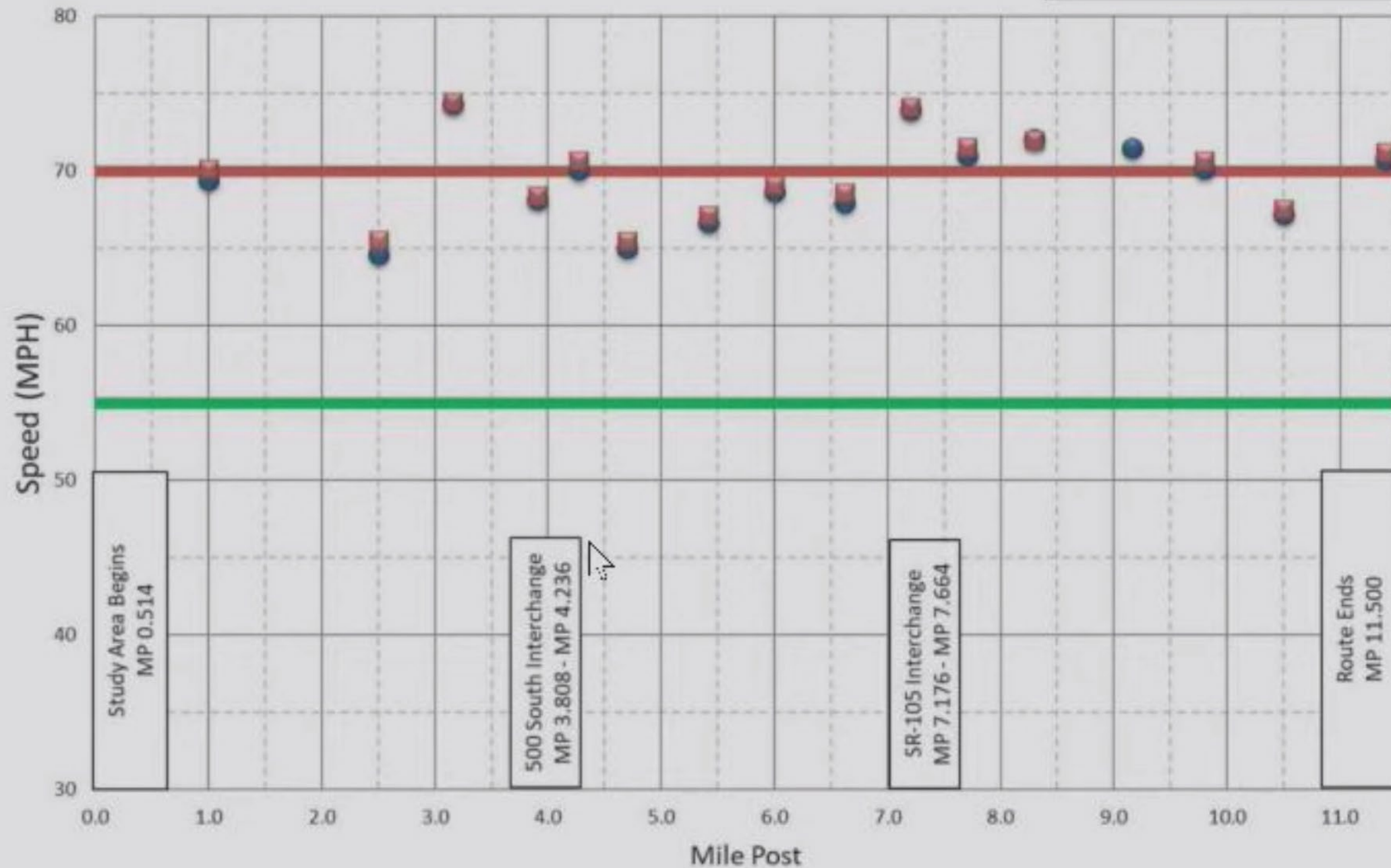
SALT LAKE CITY (KUTV) — We now know the identities of two people killed in a **head-on crash on Legacy Parkway** on Saturday.

Study 19-TS1465-01-SP 0067

SR-67 Speed Profile

MP 0.514 to 11.500

Data Collection
July 11 & 12, 2019



Existing Speed Limit

7/11/2019 85th Percentile Speed

7/12/2019 85th Percentile Speed

Recommended Speed Limit



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Speed limit jump will 'eliminate the safety risk' on Legacy Highway, officials say

By Carter Williams, KSL.com | Updated - Oct. 18, 2019 at 4:48 p.m. | Posted - Oct. 18, 2019 at 1:14 p.m.



(Steve Griffin, KSL, File)

2 photos

216



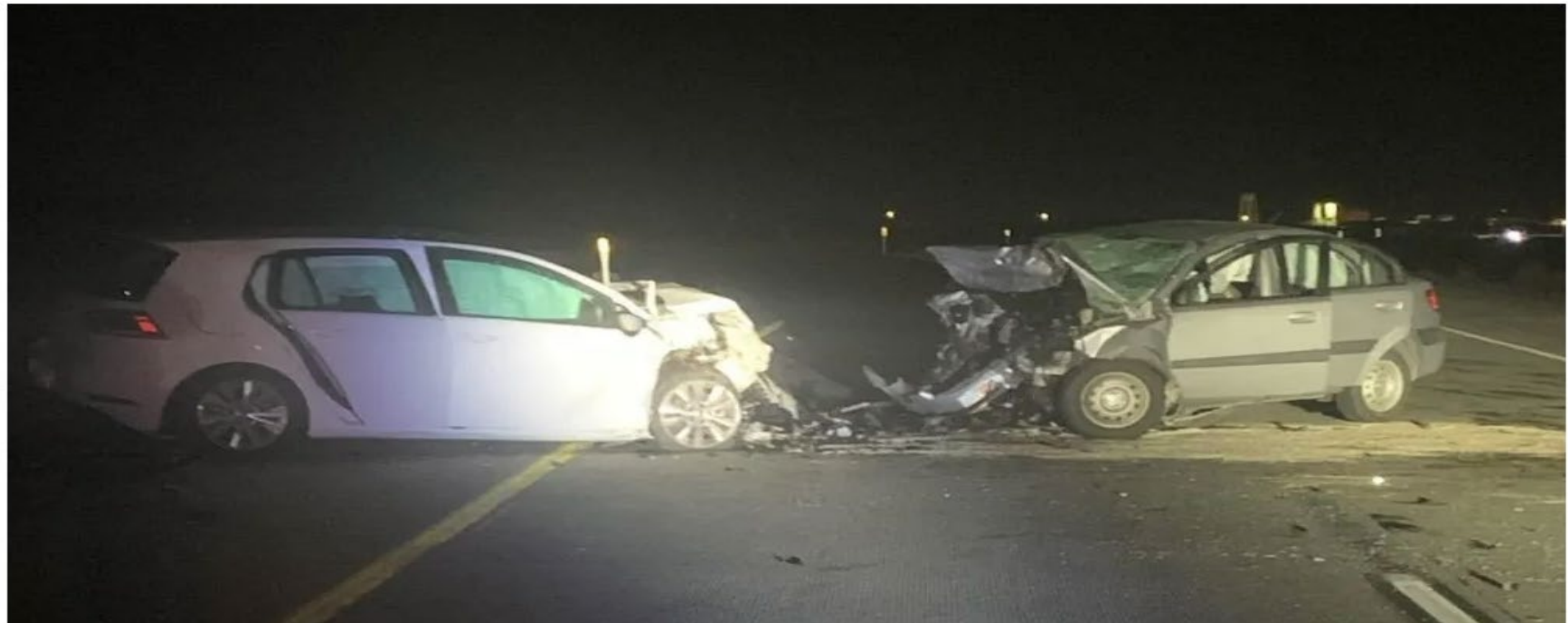
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82% increase in wrong-way drivers in 2022, says Utah Highway Patrol

Would new signage help? That's one idea officials say may address the problem

March 30, 2022 01:12 PM





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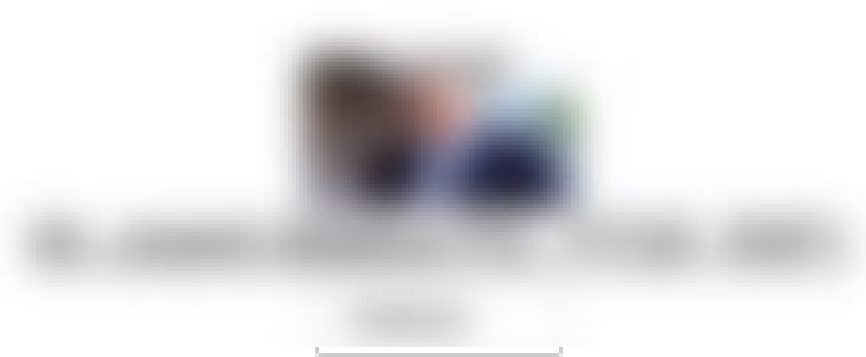




17. RE: Any body read new book by University of Colorado-Denver civil engineering professor Wesley Marshall

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Recommend



Posted 2 days ago

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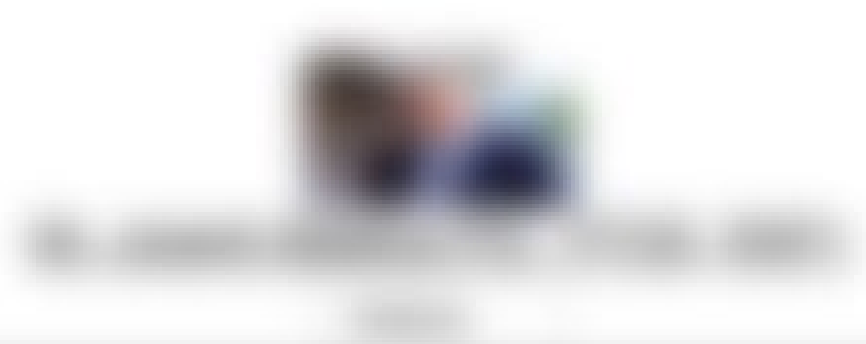
There is no need to read this book.

It was written by someone who has not been in the professional traffic engineering industry since 2004. This is just a compilation of thoughts over that timeframe and isn't based on recent experience that we are all doing now as a Community of Transportation Professionals. Practicing Safety, Complete Streets, and the National Roadway Safety Strategy.

Do not our waste our time as transportation professionals keeping this book in the limelight. Keep doing what you are doing, working to improve transportation infrastructure. And not give in to a click bait title and do what our society is doing, responding to issues that are non-issues for the impulse and notoriety.

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A TRAFFIC
ENGINEER
BANNED



Shattering
the Delusion
that Science
Underlies Our
Transportation
System

WES
MARSHALL

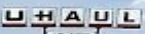








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w Wesley Ave
2400 S

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POR AMOR A LA SEGURIDAD, SÚMATE AL COMPROMISO
DENVER VISION ZERO

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U-Haul Truck Rental
U-Haul Equipment

CUSTOM HITCHES

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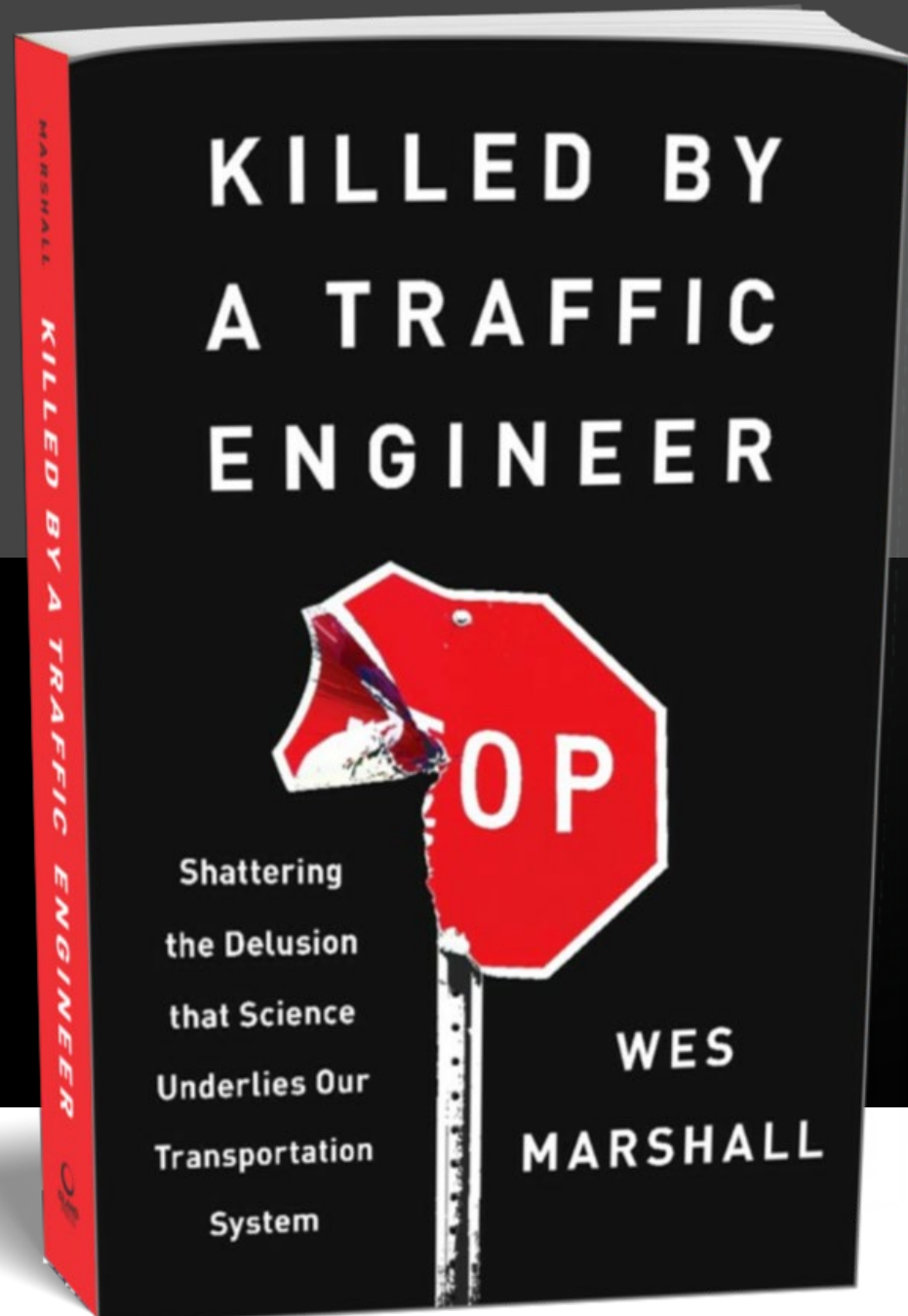
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1870



1905



1928



1878



1898



1911

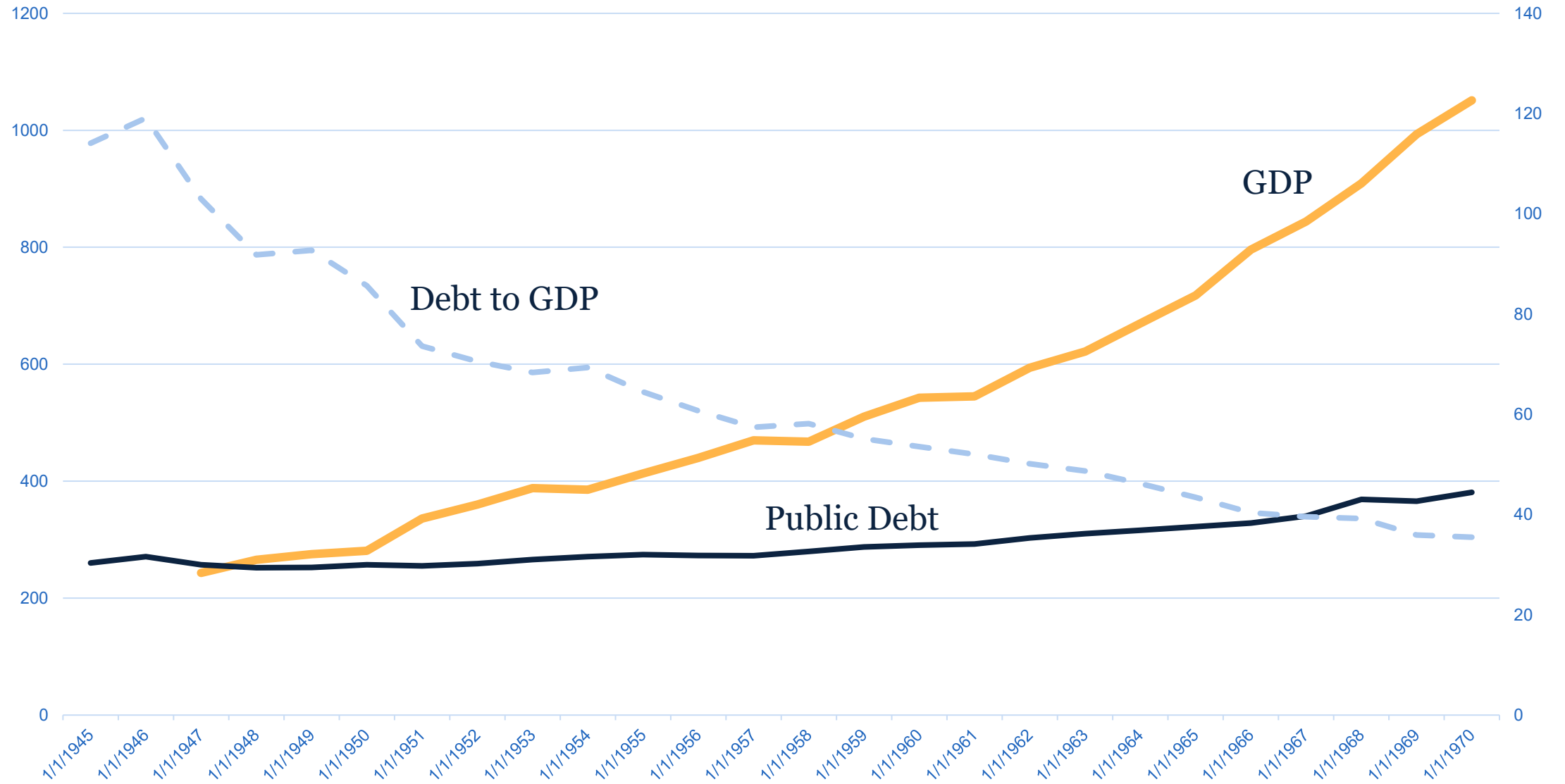


1918



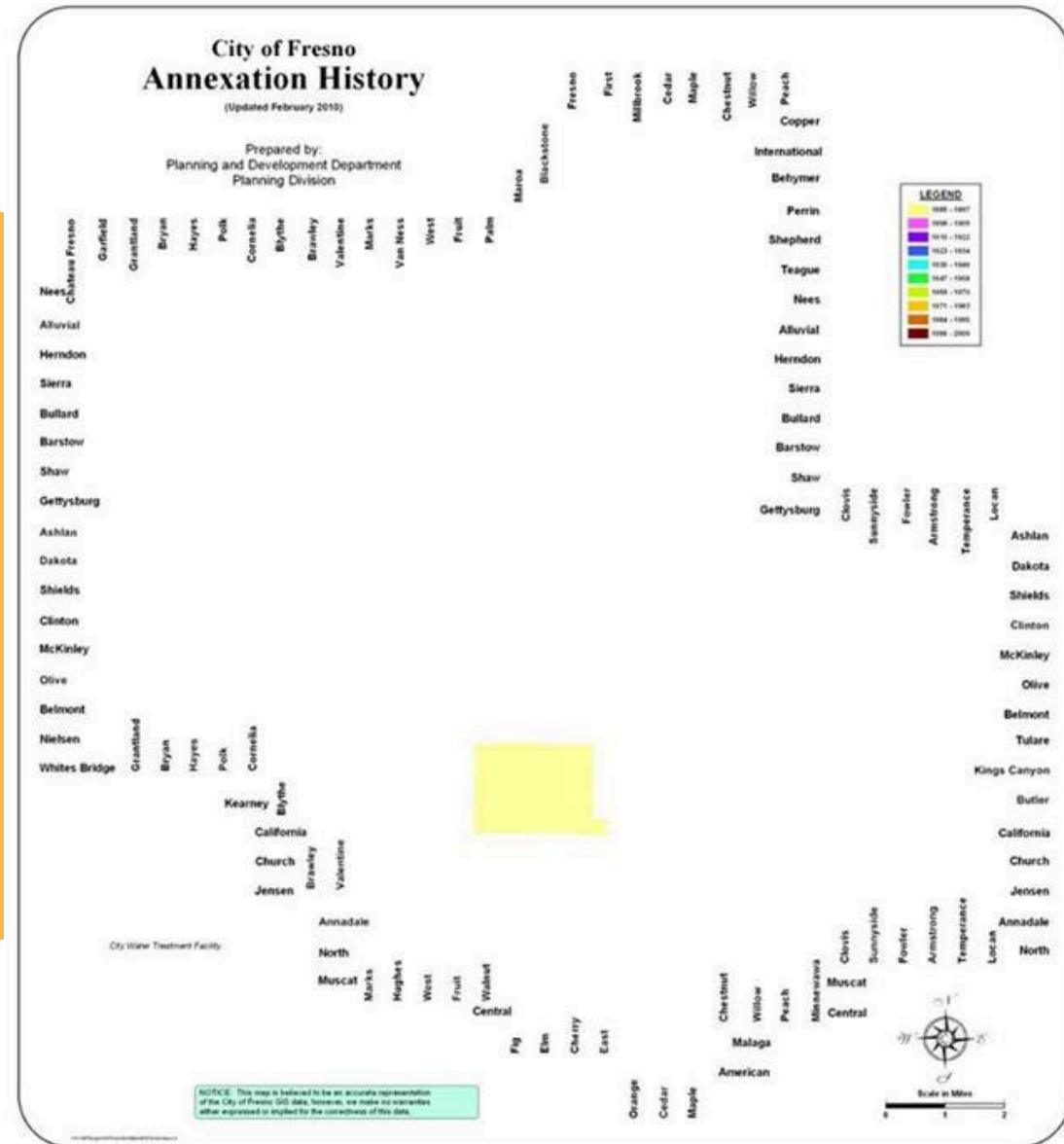


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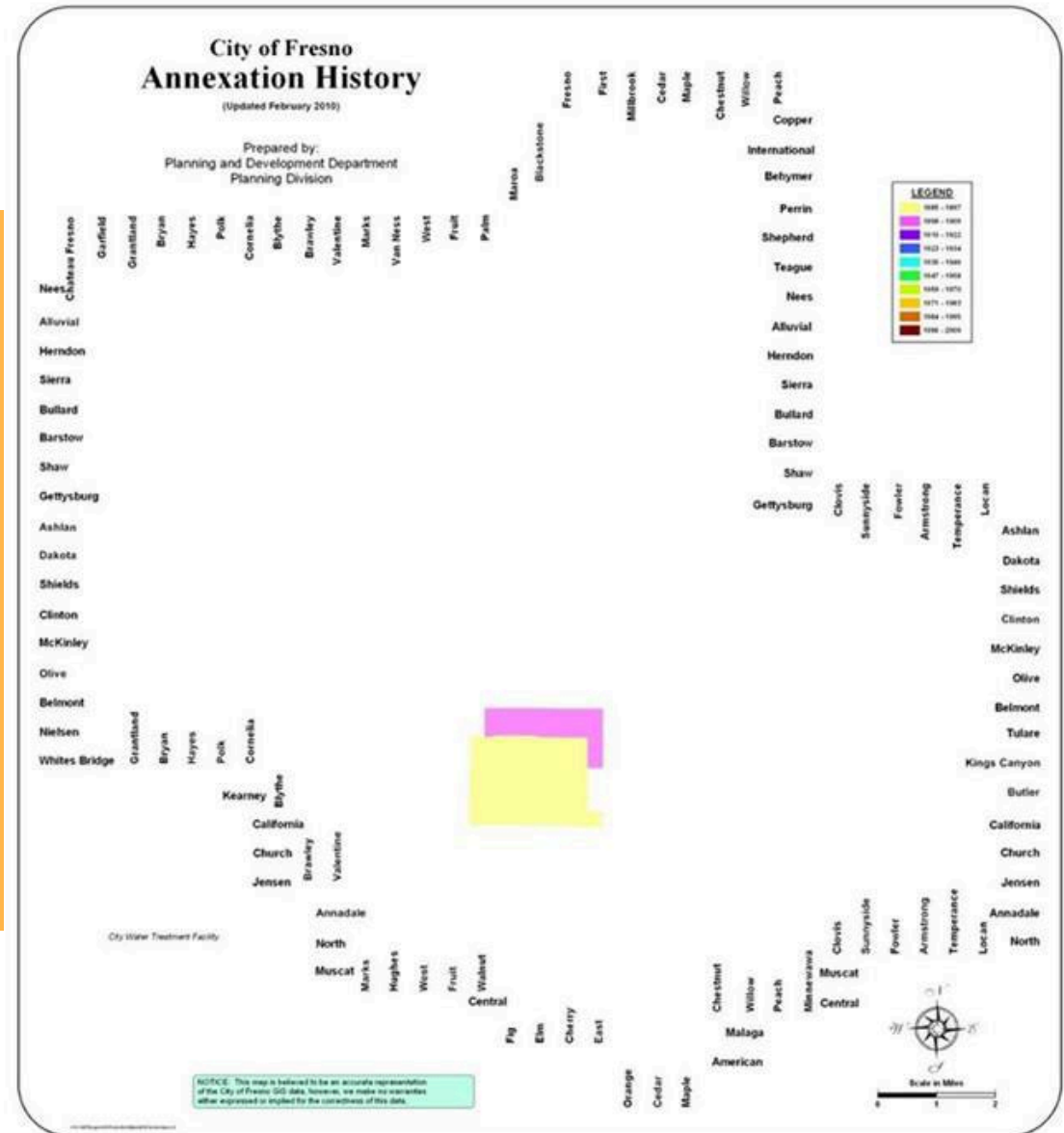




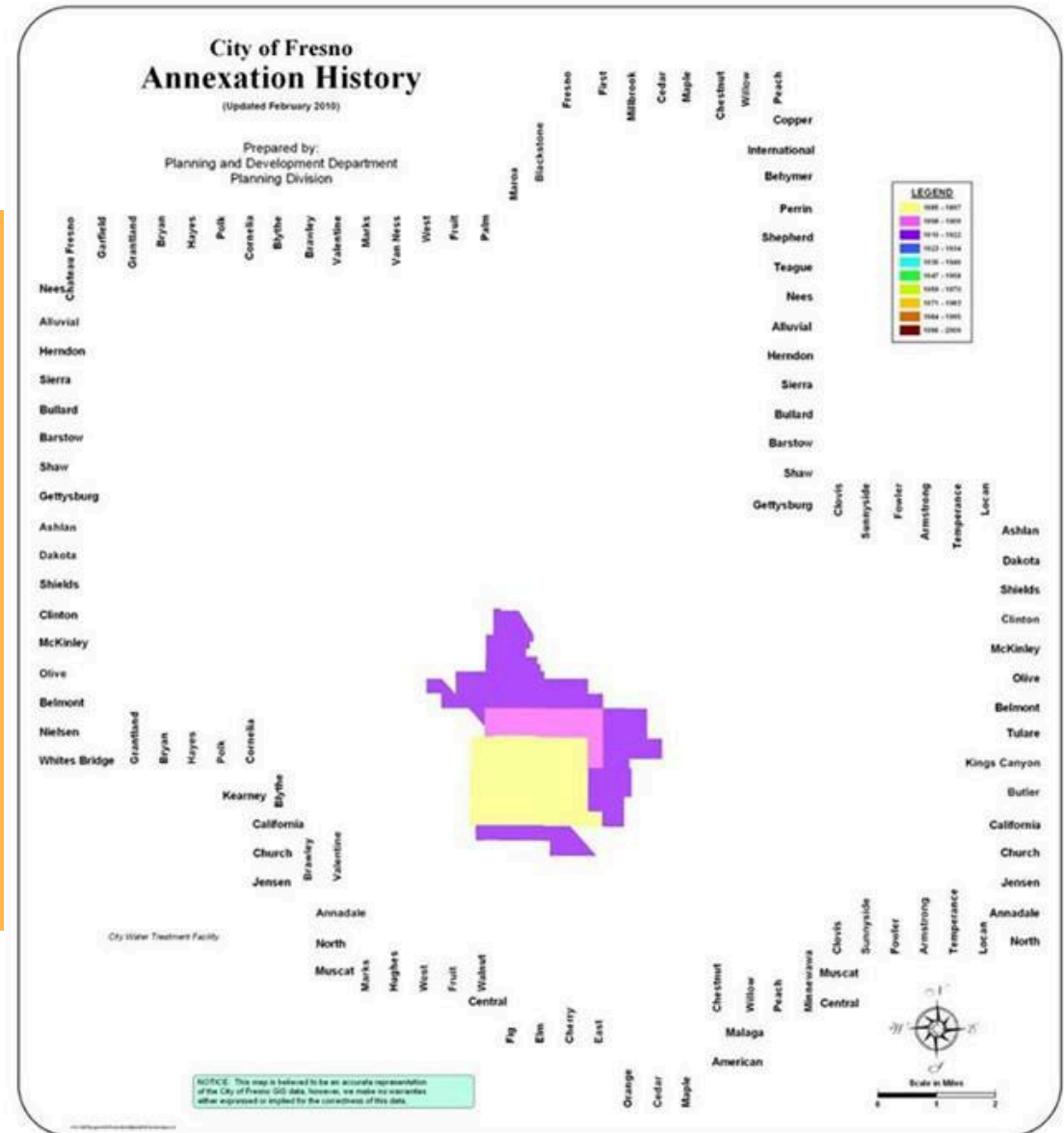
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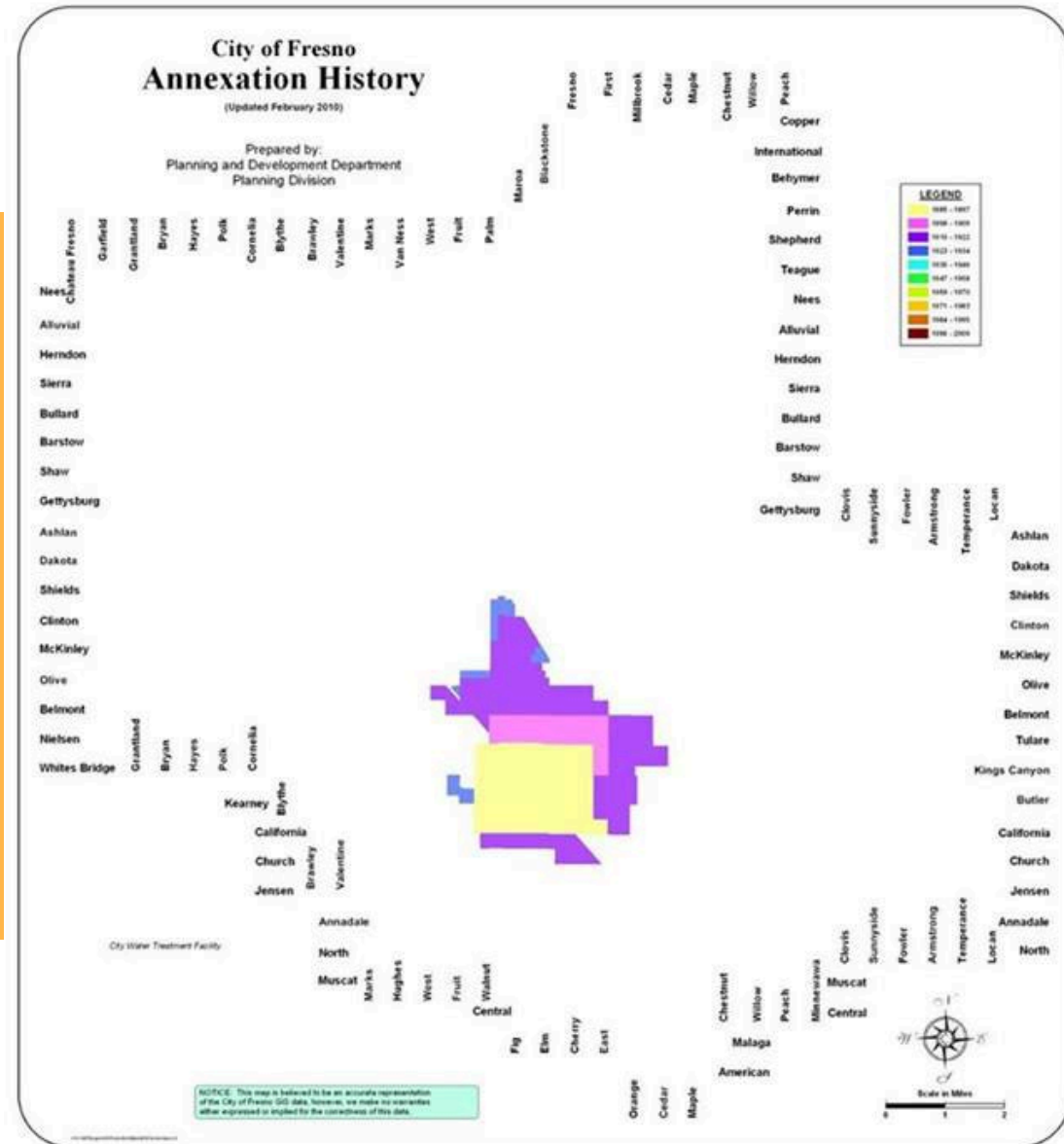
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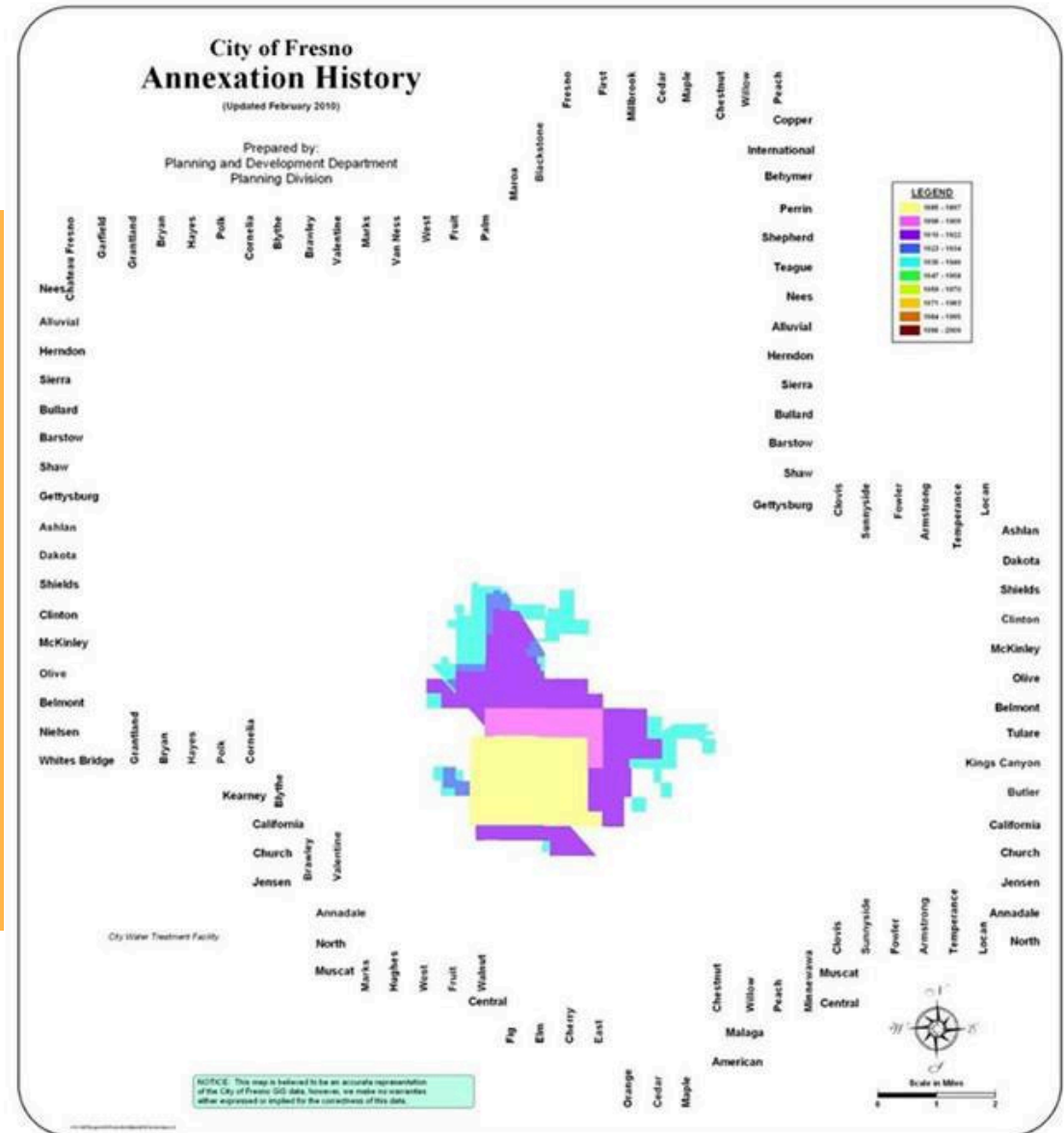
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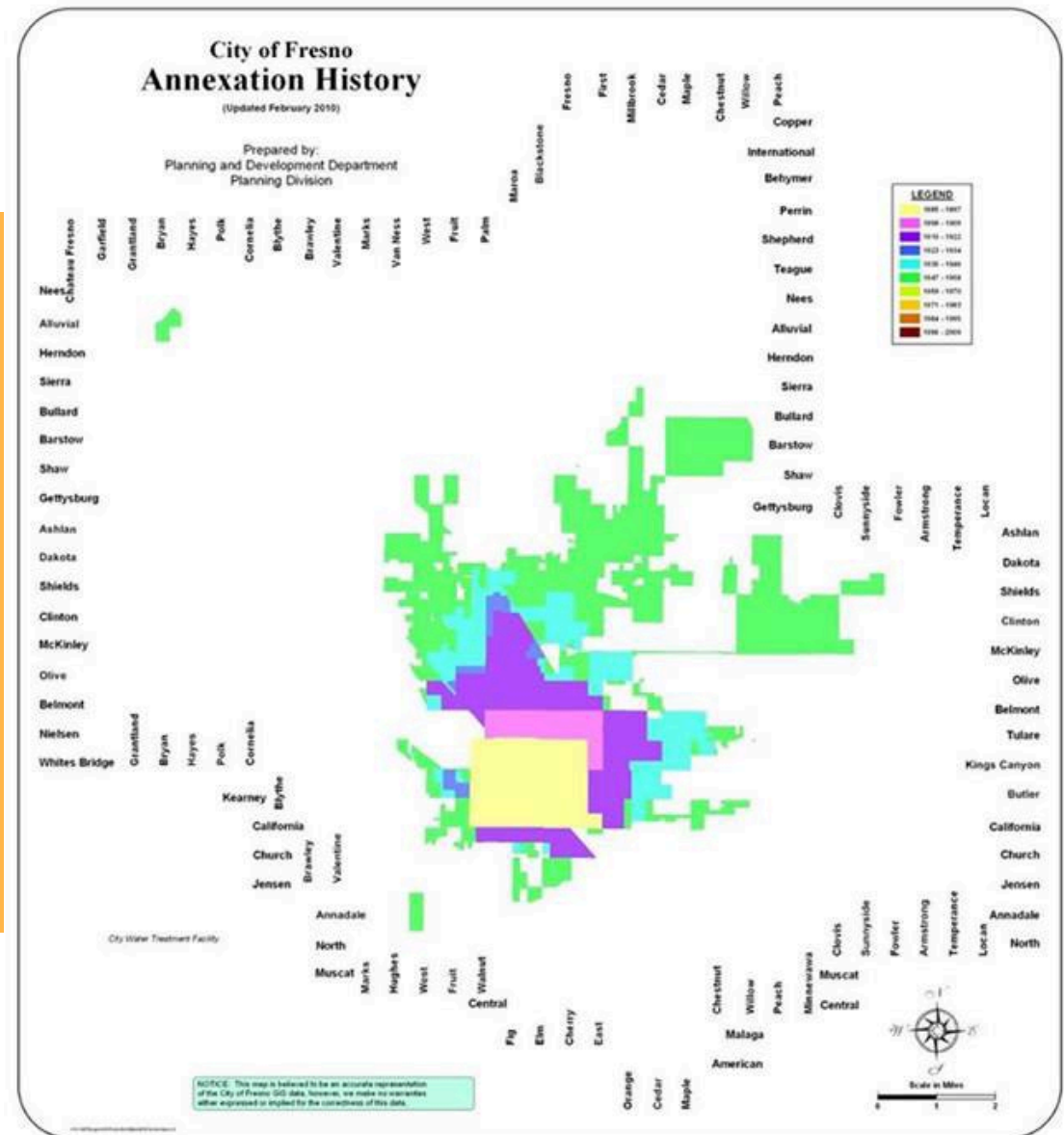
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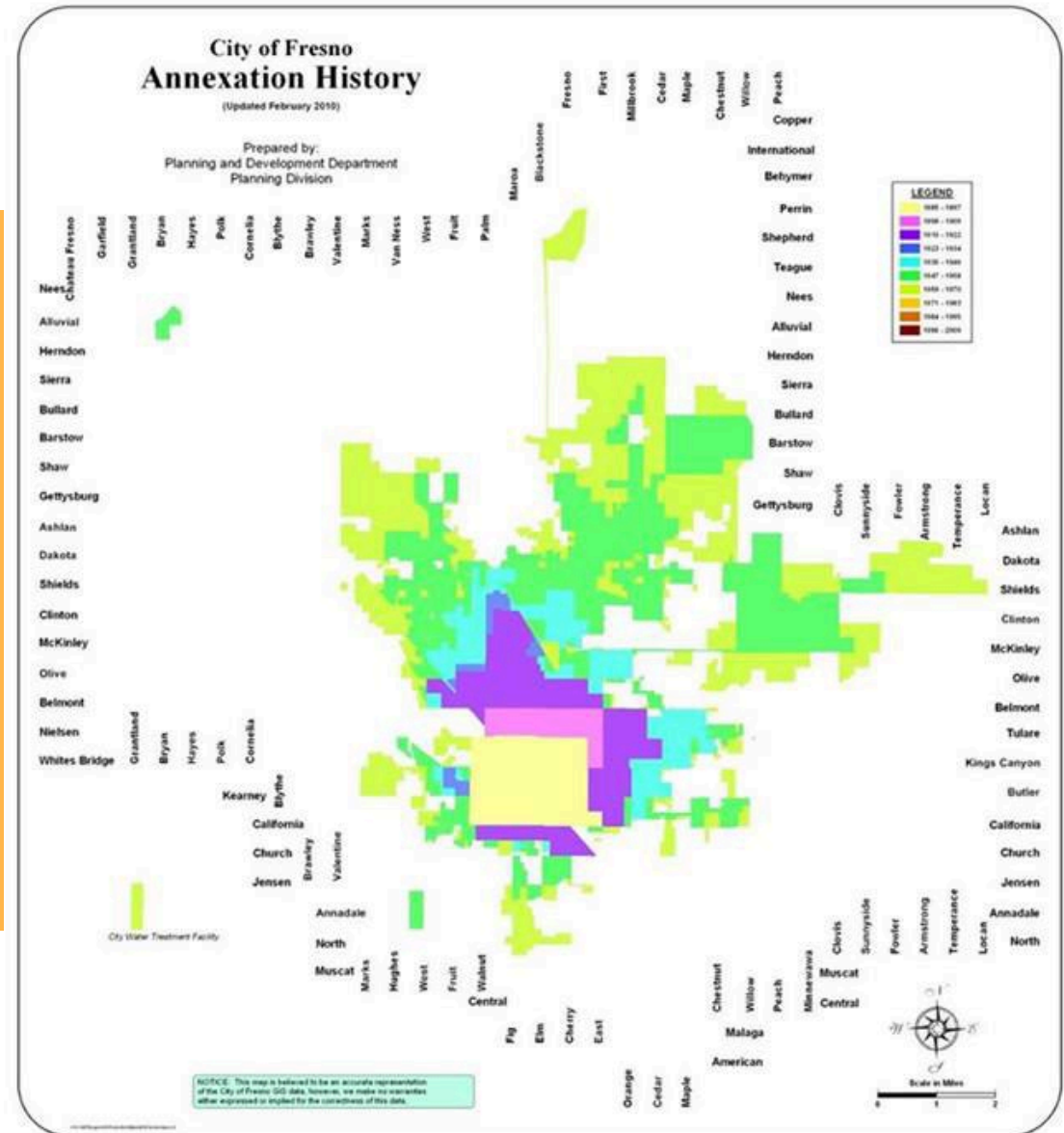
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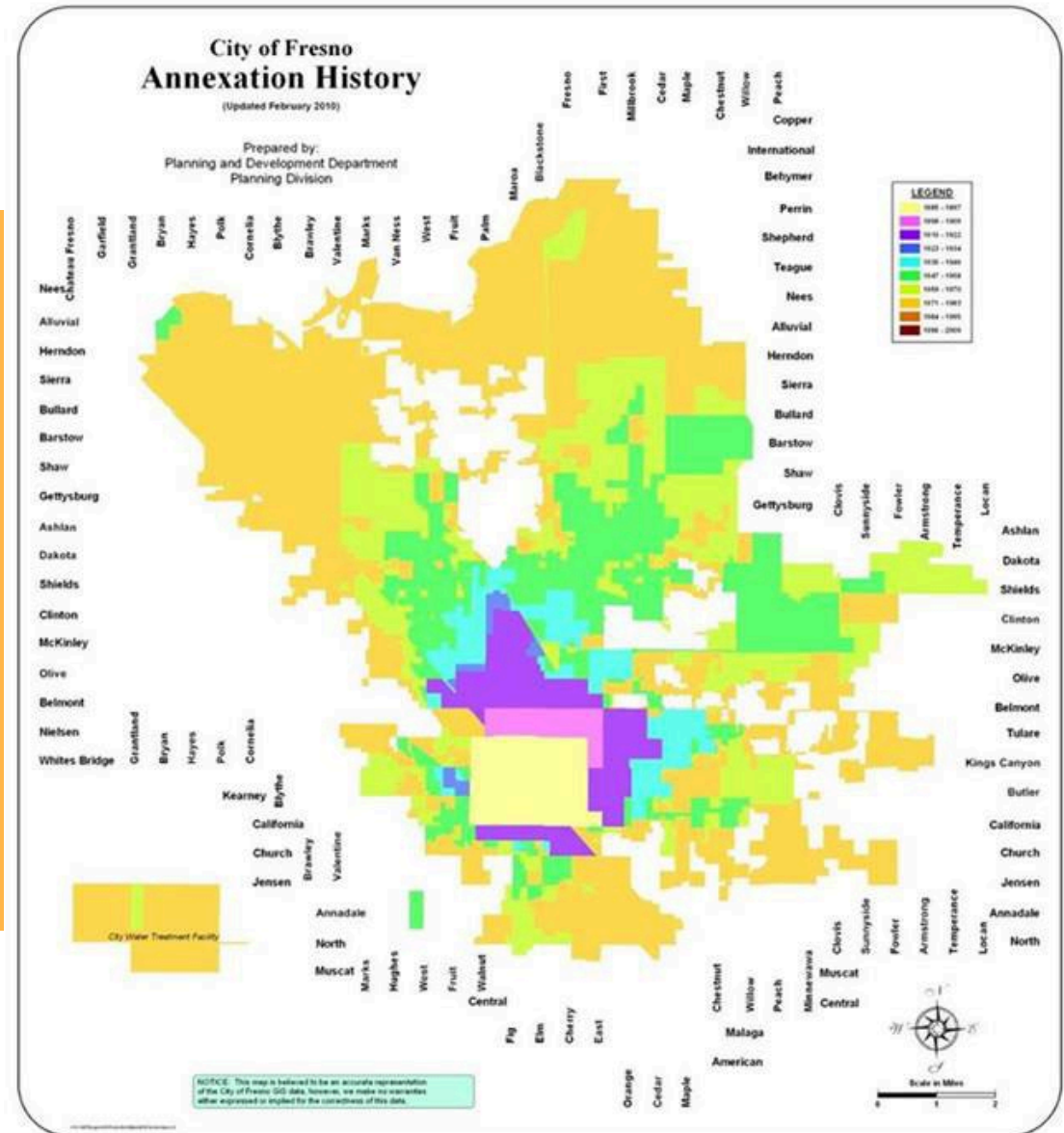
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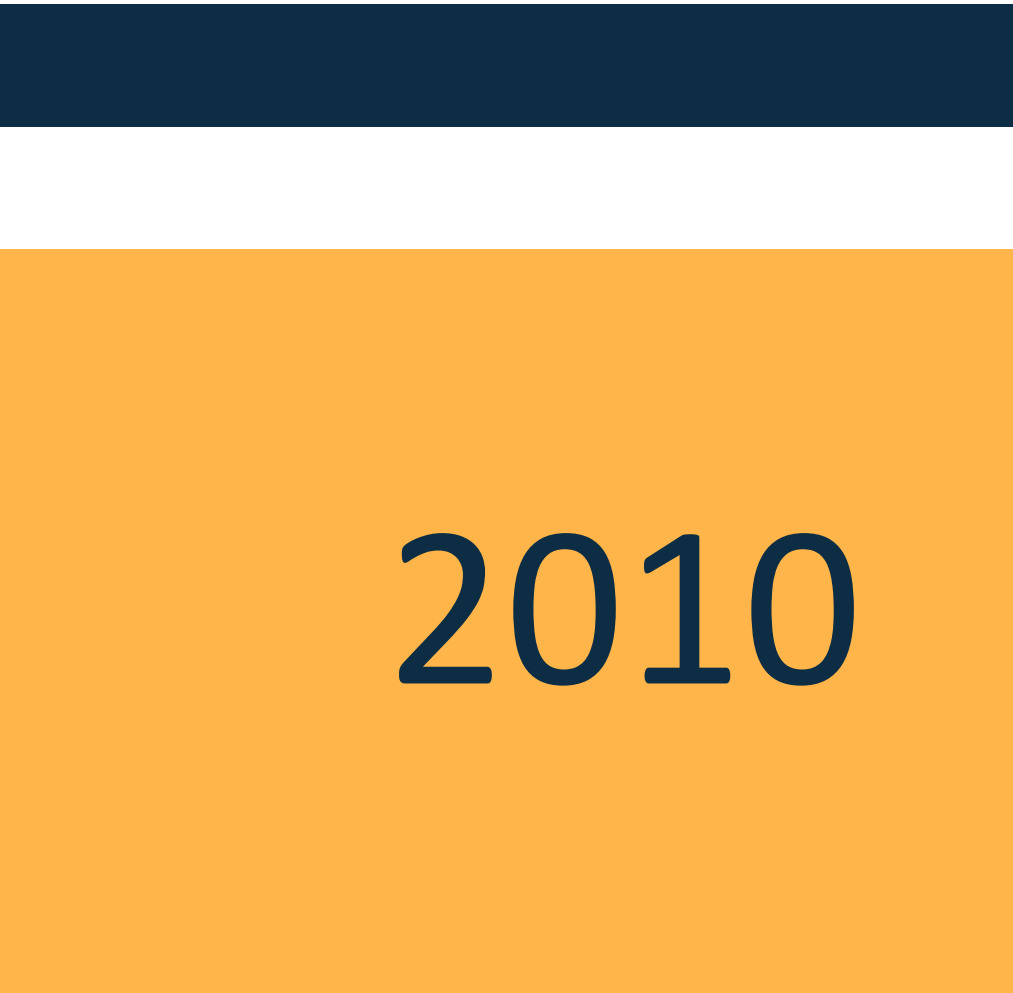
1970



1983



1995



2010



\$1,104,500

\$618,500



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Google earth

301 m

2009

42°53'08.29" N 78°52'34.73" W elev 187 m eye alt 1.07 km



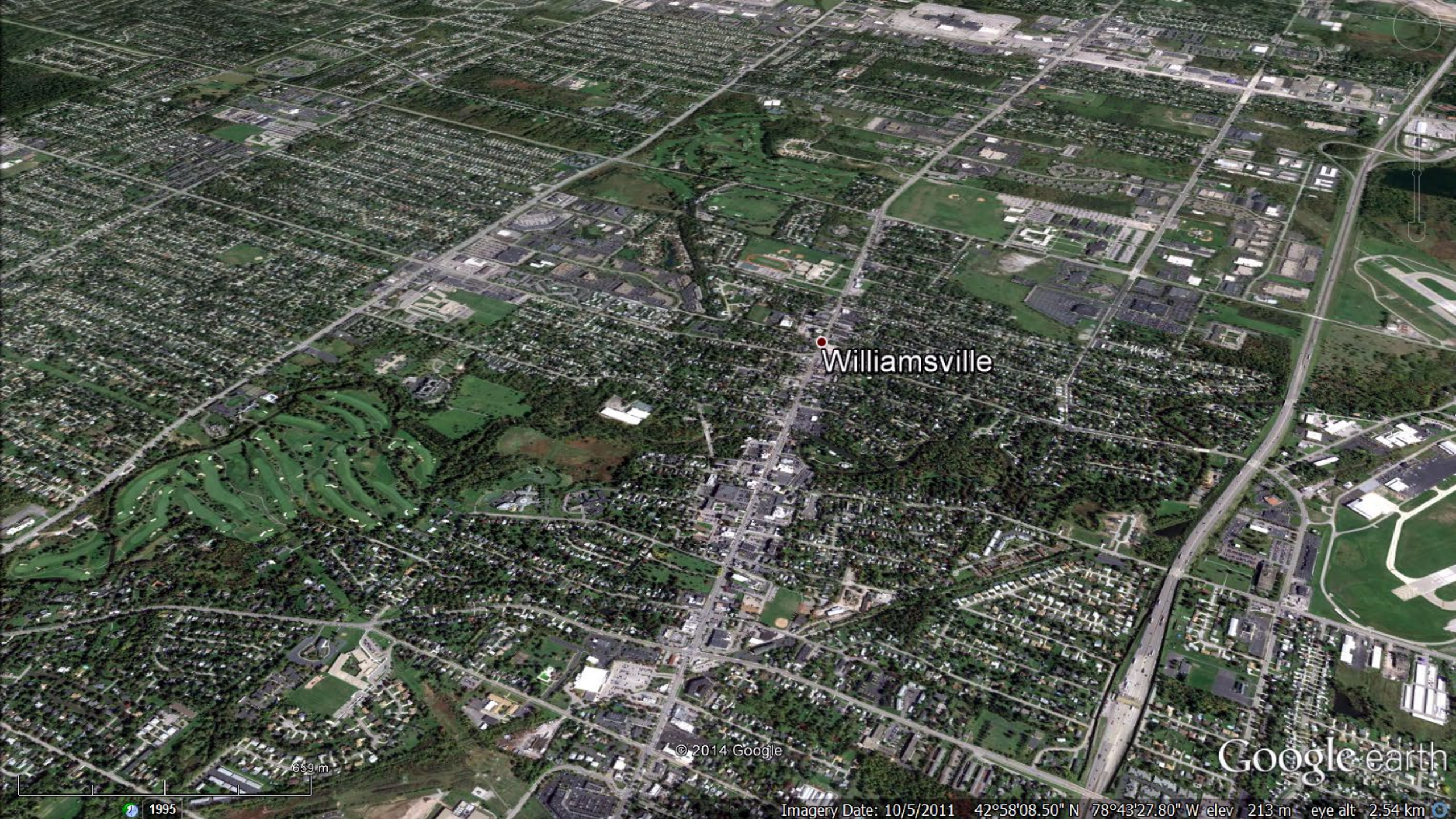
Image Landsat
Image NOAA

Image © 2014 DigitalGlobe

Google earth

Imagery Date: 4/9/2013 42°53'10.55" N 78°52'21.80" W elev 191 m eye alt 1.07 km

2009



Williamsville

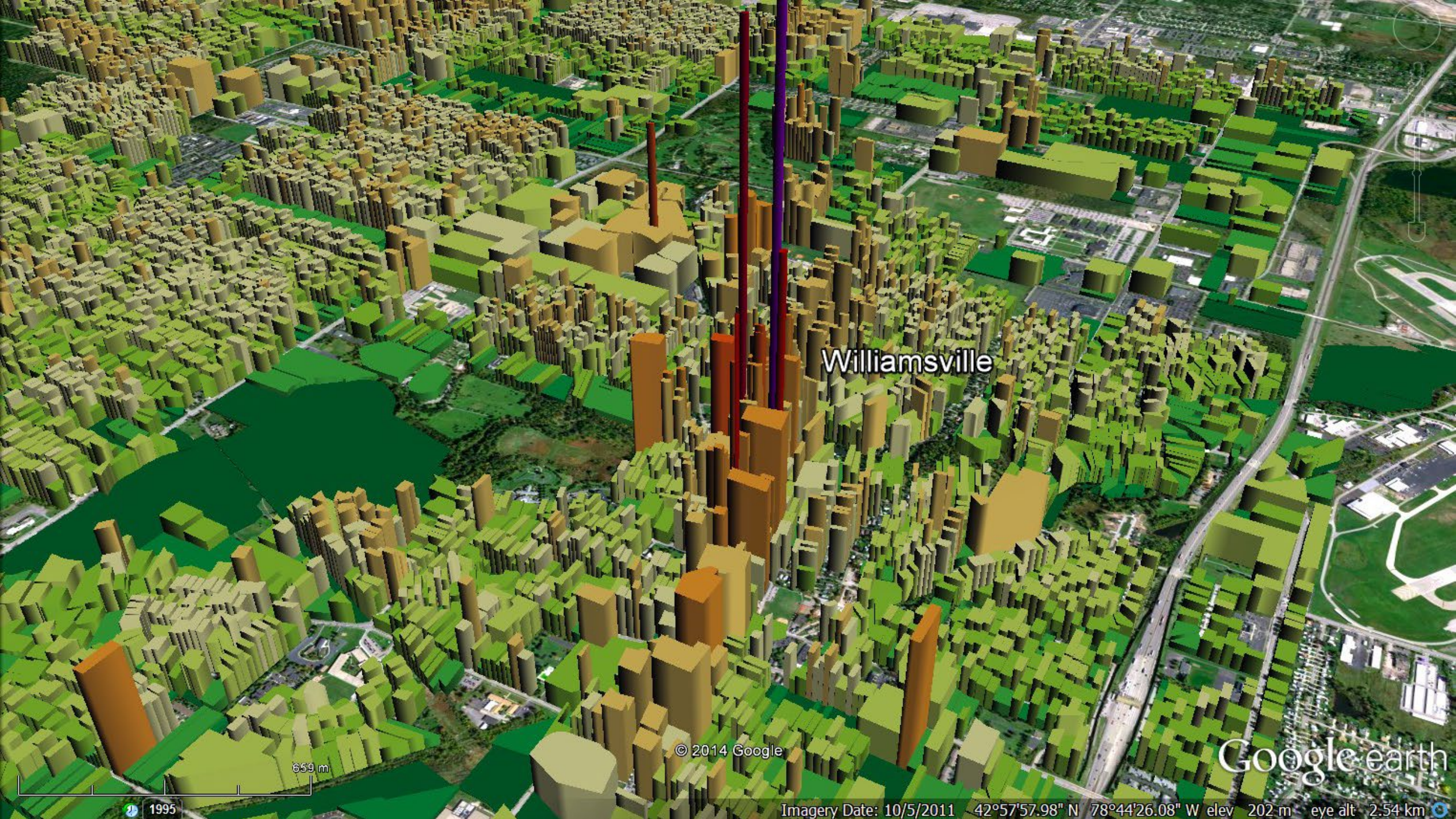
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659 m

1995

Imagery Date: 10/5/2011 42°58'08.50" N 78°43'27.80" W elev 213 m eye alt 2.54 km



Williamsville

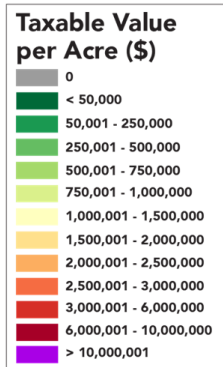
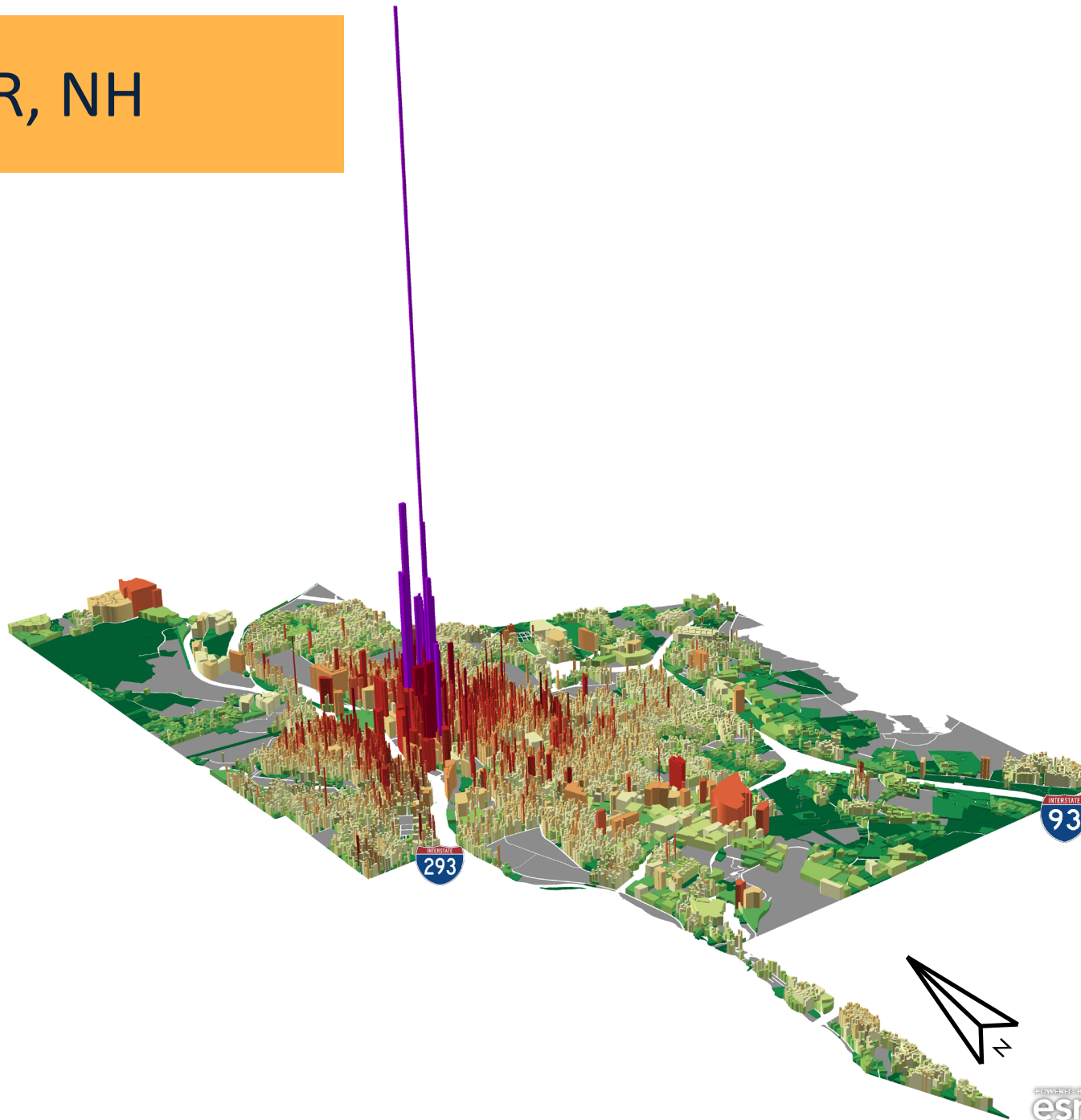
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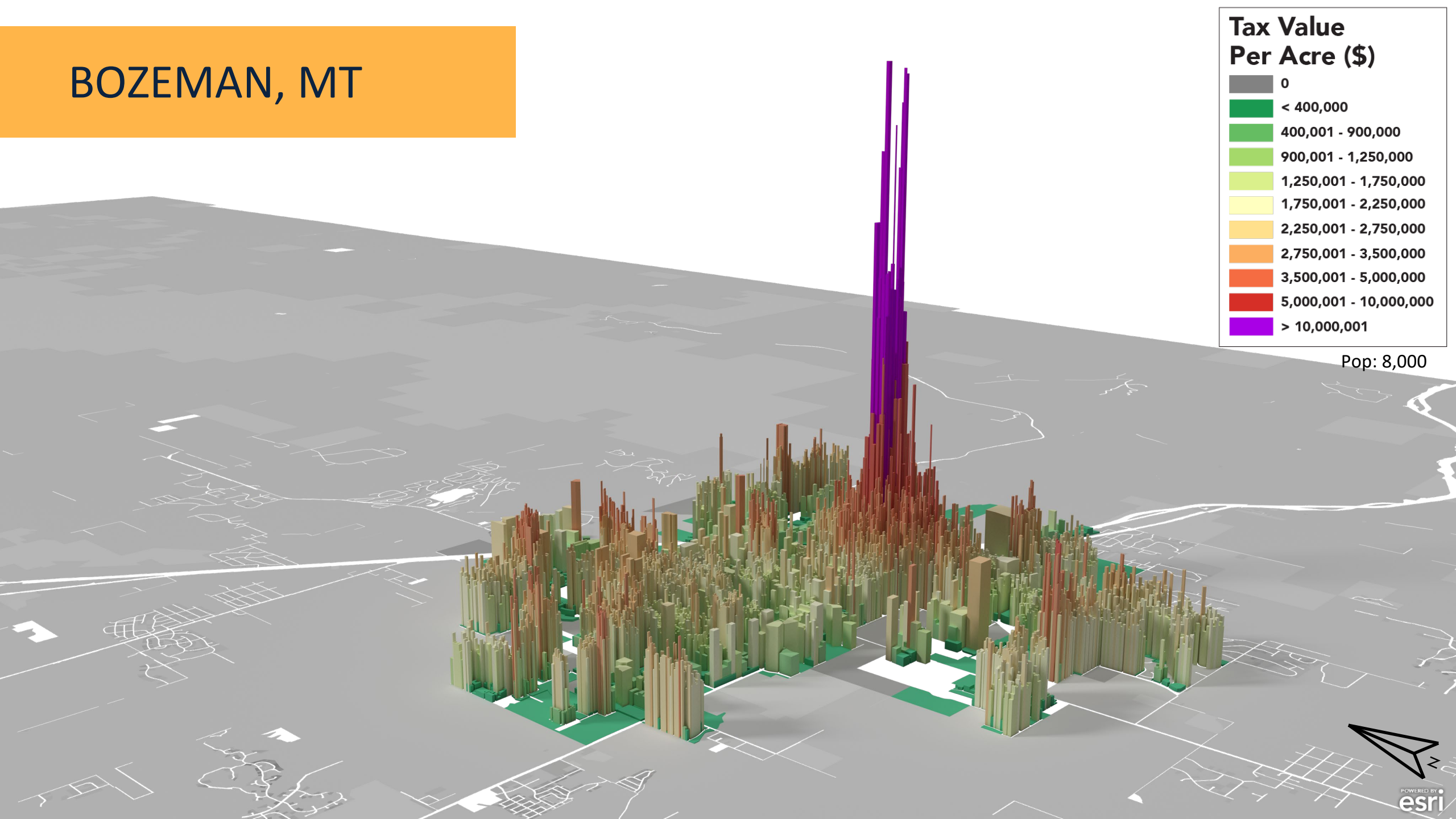
1995

Imagery Date: 10/5/2011 42°57'57.98" N 78°44'26.08" W elev 202 m eye alt 2.54 km

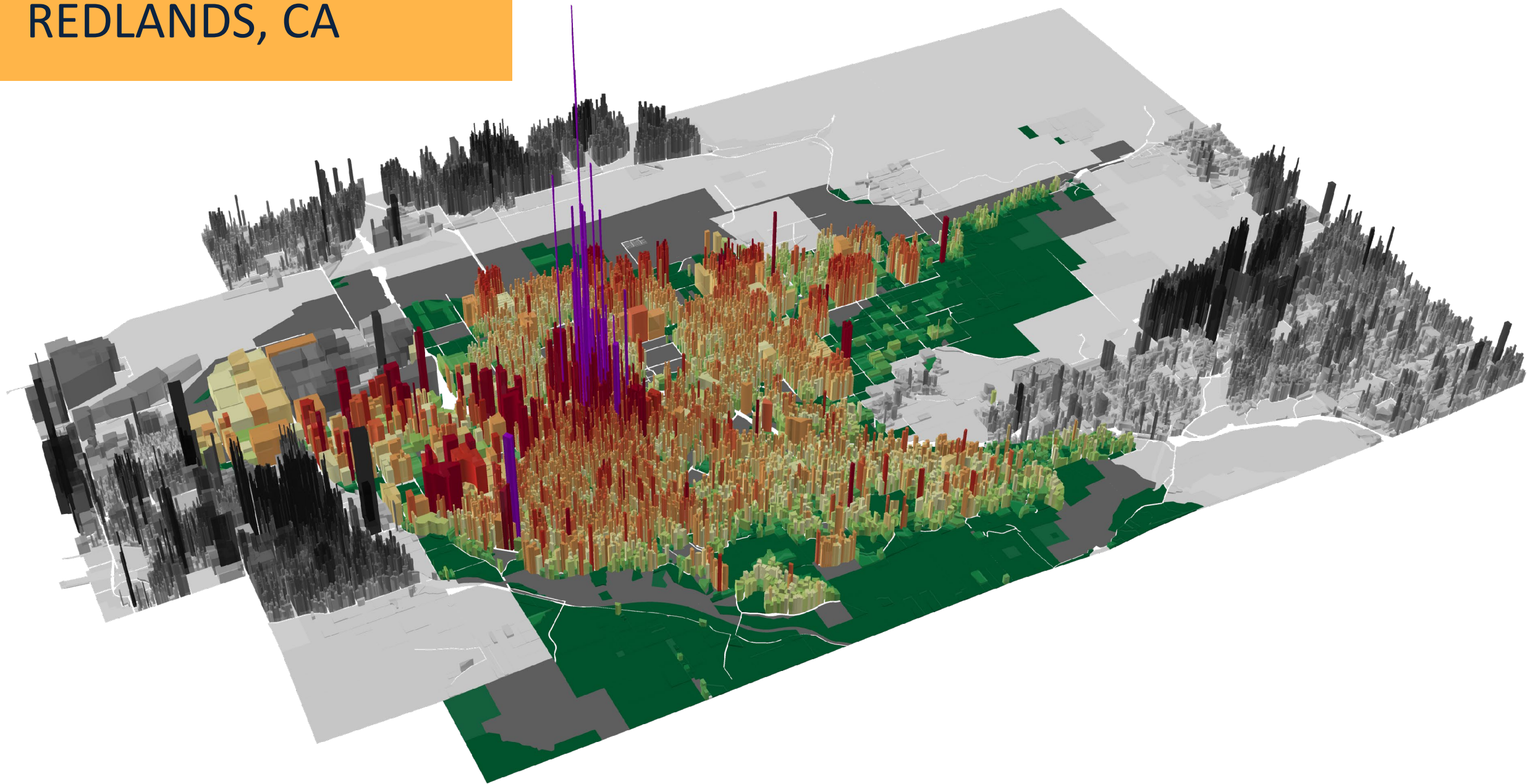
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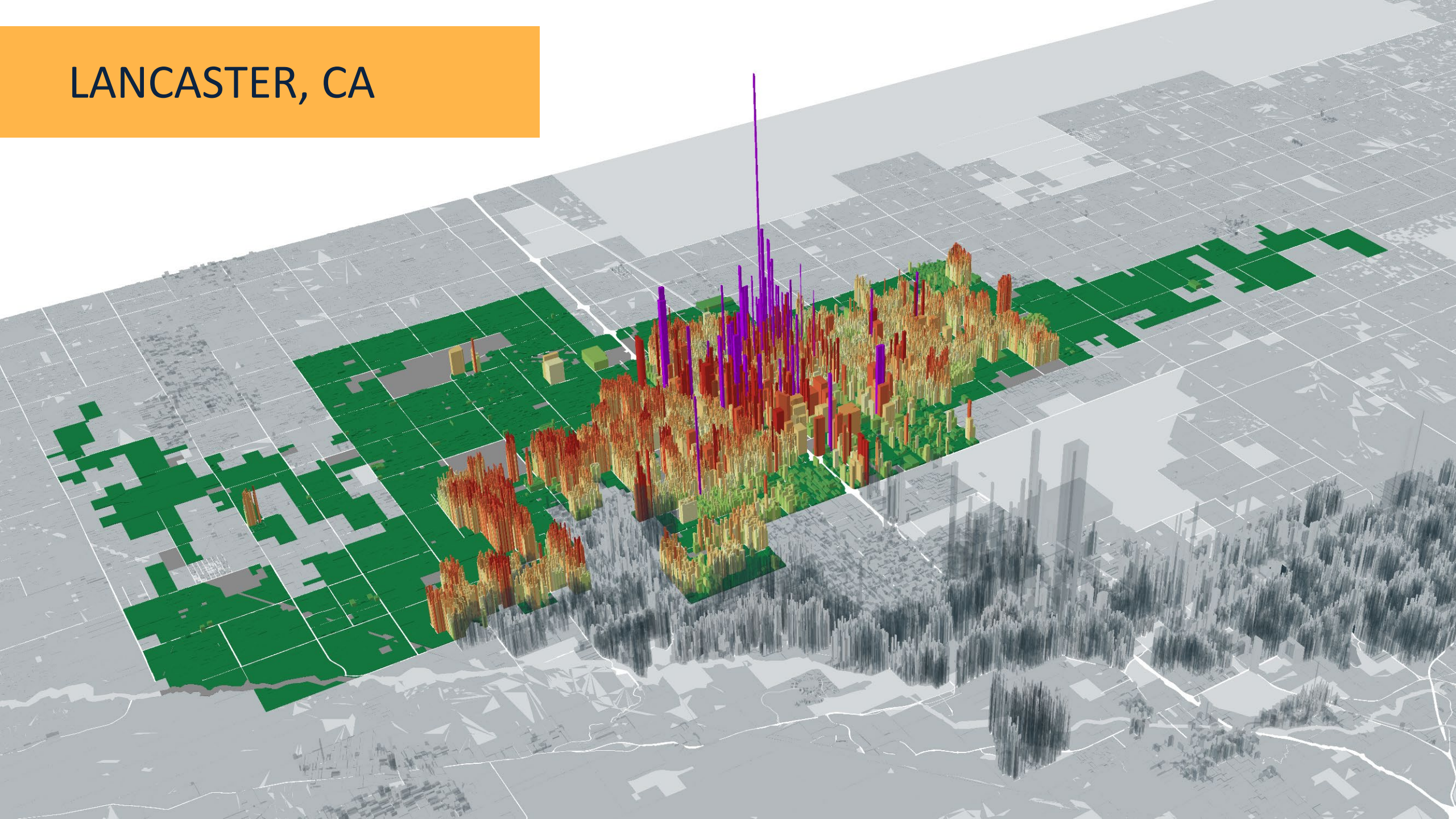
BOZEMAN, MT



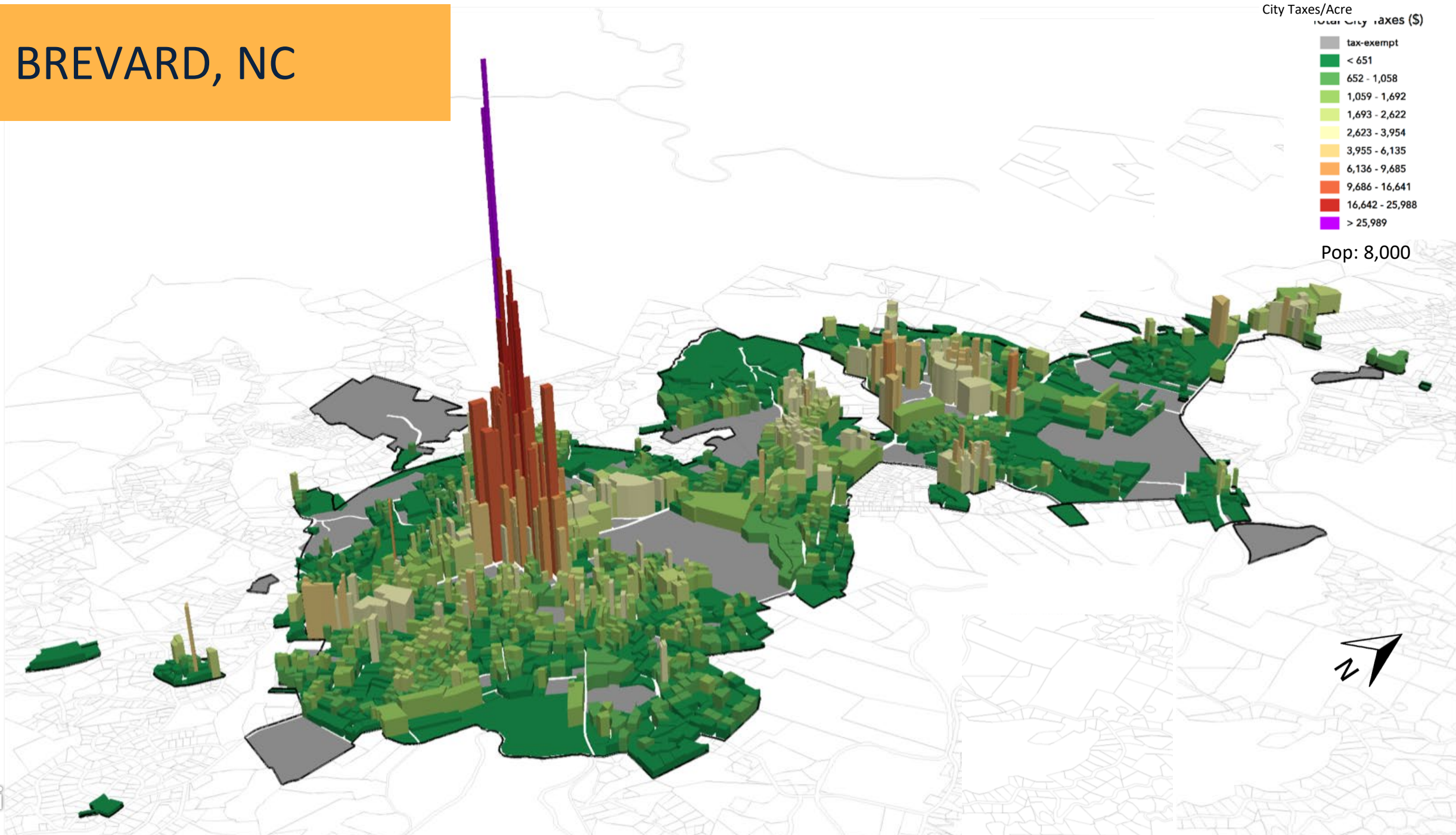
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Public investment process for a Strong Town



Humbly observe where people in the community struggle.



Ask the question: What is the next smallest thing we can do right now to address that struggle?



Do that thing. Do it right now.



Repeat.

Building a Strong Town

**STRONG
TOWNS**

Charles L. Marohn, Jr.
Civil Engineer, Urban Planner

@clmarohn
@strongtowns
strongtowns.org

**Become a
Member Today**





VISION44XNETWORK

CRASH

ACCIDENT

VISION4KONETWORK



VISION4RONETWORK

Prioritizing Safe Systems

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behaviour

Prevent **COLLISIONS**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**

VISION 4410 NETWORK

We Know What Works



Montgomery County, MD
added traffic calming
measures at high-injury
intersections.

**>> 28% reduction in fatal &
serious injury crashes**

Milwaukee, WI piloted low-
cost, Quick-Build traffic circles .

**>> 95% reduction in high-end
speeding**

Austin, TX added traffic
calming elements at more than
20 high-crash locations.

**>> 22% reduction in fatal &
serious injury crashes**

We Know What Works



Madison, WI lowered speed limits & redesigned roads to encourage slower driving on 60% local streets.

>> 58% reduction in fatal & serious injury crashes on city streets



New Braunfels, TX added traffic calming measures on 3 residential streets.

>> 13% - 23% decrease in speeds



Santa Rosa, CA reduced the number of travel lanes near an elementary school to calm traffic.

>> 14% decrease in vehicle speeds

How Hoboken Has Gone Years Without a Traffic Death



VISION ZERO FOR LOCAL GOVERNMENT

8Years
NO ROAD DEATHS

HOBOKEN, NEW JERSEY



VISION ZERO NETWORK

“Implementing bold action through Vision Zero is tough work. It requires political courage and facing our challenges head on, knowing that saving lives is worth fighting for.”

- Mayor Ravi Bhalla, Hoboken



IN 2023, HOBOKEN INSTALLED:



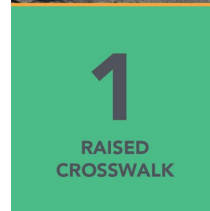
78

DAYLIGHTED
INTERSECTIONS



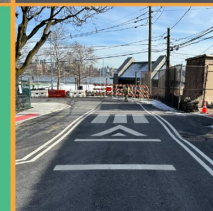
61

HIGH VISIBILITY
CROSSWALKS



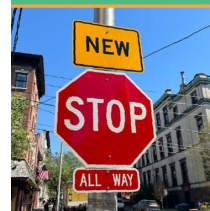
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RAISED
CROSSWALK



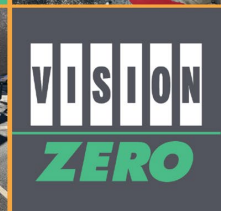
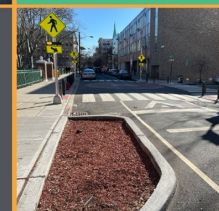
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CURB
EXTENSIONS



14

MULTI-WAY
STOPS



VISION44RNETWORK



Leah Shahum
leah@visionzeronetwork.org
www.visionzeronetwork.org

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