CALL TO ORDER

COUNCIL INFORMATION AND FOLLOW-UP REQUESTS

This item is scheduled to give City Council members an opportunity to publicly request information or follow up on issues of interest to the community. If the information is available, staff will immediately provide it to the City Council member. No decisions will be made or action taken.

CONSENT ACTION

This item is scheduled to allow the City Council to act on the Mayor’s recommendations on the Consent Agenda. There is no Consent Agenda for this meeting.

CALL FOR AN EXECUTIVE SESSION

A vote may be held to call an Executive Session.

REPORTS AND BUDGET UPDATES BY THE CITY MANAGER

This item is scheduled to allow the City Manager to provide brief informational reports on topics of interest to the City Council. The City Council may discuss these reports but no action will be taken.

DISCUSSION AND POSSIBLE ACTION (ITEM 1)

**1  Pedestrian Safety Update  ***ADDITIONAL INFORMATION***  

This report provides the City Council with information on the City's pedestrian safety activities. This report also provides information on the Vision Zero traffic safety program and requests authorization for staff to work on steps necessary for future adoption of the Vision Zero framework for the City of Phoenix.
THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Responsible Department
This item is submitted by Assistant City Manager Milton Dohoney, Jr., Deputy City Manager Mario Paniagua, and the Police and Street Transportation departments.

ADJOURN
For further information or for reasonable accommodations, please call the Management Intern, City Manager's Office, at 602-262-4449 or Relay 7-1-1 as early as possible to coordinate needed arrangements.

Si necesita traducción en español, por favor llame a la oficina del gerente de la Ciudad de Phoenix, 602-262-4449 tres días antes de la fecha de la junta.

Members:
Mayor Kate Gallego
Vice Mayor Jim Waring
Councilwoman Thelda Williams
Councilwoman Debra Stark
Councilwoman Laura Pastor
Councilwoman Vania Guevara
Councilman Sal DiCiccio
Councilman Michael Nowakowski
Councilwoman Felicita M. Mendoza
***ADDITIONAL INFORMATION (SEE ATTACHED MEMO)*** Pedestrian Safety Update

This report provides the City Council with information on the City's pedestrian safety activities. This report also provides information on the Vision Zero traffic safety program and requests authorization for staff to work on steps necessary for future adoption of the Vision Zero framework for the City of Phoenix.

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Summary
In recent years, the number of pedestrian fatalities in the United States has grown substantially faster than all other types of traffic deaths. Nationally, the number of pedestrian fatalities increased by 35 percent in the last decade throughout the United States while at the same time all other traffic deaths decreased by six percent. The majority of these increased pedestrian fatalities are occurring in urban areas. A February 2019 report from the national Governors Highway Safety Association (GHSA) indicates several factors may contribute to the recent rise in fatalities and serious injuries. These factors include the significant shift of personal vehicles away from passenger cars to light trucks, which can be more deadly for pedestrians in collisions, and the prevalence of smart phone usage, which may be distracting drivers. Other factors referred to in the report include changes like economic conditions, population growth, and motor vehicle miles traveled.

The City of Phoenix has experienced an increase in pedestrian fatalities at a significantly higher rate than the national average. In the past 10 years, pedestrian fatalities in Phoenix increased 125 percent. Final numbers from 2017 show there were 719 pedestrian-related collisions resulting in 642 pedestrian injuries and 92 pedestrian fatalities. Pedestrian-related collisions accounted for two percent of all collisions, but contributed to four percent of all injuries and 44 percent of all fatalities occurring on City streets in 2017. Based on preliminary information for 2018, there were 89 fatalities on City streets, a decrease of about 3.3 percent compared to 2017.

To address this steep increase in pedestrian fatalities, the City Manager’s Office established a staff Pedestrian Safety Task Force (PSTF) in April 2018. The PSTF includes representatives of the Street Transportation and Police departments,
Communications Office and City Manager’s Office. The PSTF focused on the City of Phoenix’s four “E”s of traffic safety: Evaluation, Engineering, Enforcement and Education. Also, a Pedestrian Safety Coordinator position was created in the Street Transportation Department to lead the newly formed Office of Pedestrian Safety that will coordinate ongoing interdepartmental efforts to enhance pedestrian safety across the City.

The following provides an update on the City’s recent activities to help make pedestrians safer on Phoenix streets.

Evaluation:
A collaborative review team including the City Manager’s Office, Police Vehicular Homicide and Motor Enforcement Units, and the Street Transportation Department, has been evaluating pedestrian fatalities occurring on City of Phoenix streets. The review team meets on a regular basis to evaluate the circumstances and location of each collision to analyze potential actions to help prevent future collisions. The review team assessed all 140 Vehicle Homicide Unit (VHU) reports for pedestrian fatalities and serious injuries that occurred in 2018.

A review of the 140 VHU reports showed preliminary information as shown in (Attachment A).

- As a result of the collaborative discussions of the Pedestrian Safety Task Force, Police VHU data collection reports were modified to improve the information that is collected in the field. New data collected by officers includes street light information, number of lanes, median present, existing crosswalk, proximity to the crosswalk and bus stops, and whether or not video footage is available.
- Based on the reports, “hot spot” locations were identified throughout the City (Attachment B). The hot spot map allows the City to better identify where to install infrastructure improvements, and to target enforcement and education efforts.

Engineering:
This section describes current efforts regarding design improvements that can help make streets safer for pedestrians.

As shown in Attachment A, the majority of pedestrian fatalities occur on arterial streets, during night hours and outside of crosswalks. High-Intensity Activated Cross Walk (HAWK) pedestrian crossing signals significantly reduce the risk of pedestrian collisions. If certain criteria are met to warrant a HAWK signal and funding is identified, these pedestrian crossing signals are appropriate for certain locations to make it much safer to cross streets midblock and away from existing traffic signals at intersections.
Currently, 45 HAWKs are operational throughout the City.

An additional 46 locations are planned and funded for installation, with 21 of those expected to be completed by December 2019.

At 35th Avenue and Monterosa Avenue, in response to multiple pedestrian fatalities, a HAWK was installed in 2018, multiple years ahead of previous plans using budget savings from other projects.

The City will continue to seek opportunities to identify funds that become available to advance HAWK installations, or to add new ones at appropriate locations.

Other types of street design improvements are also effective at intersections or other street locations. For example, at the intersection of 39th Avenue and Southern Avenue, in response to multiple pedestrian fatalities, community input, and available budget savings, a new traffic signal at this location is under design and will be installed and operational by late summer 2019.

Staff is also evaluating street lighting to determine where improved lighting can increase visibility of pedestrians during night hours. The increased visibility can enable drivers to see a crossing pedestrian sooner, potentially allowing more time to brake to avoid a collision.

Because the speed of vehicles is a primary factor involved in pedestrian collisions, employing methods that encourage drivers to slow down is essential. As such, to address safety issues, staff is evaluating where vehicle lanes can be narrowed to a safe and drivable width, in combination with speed limit changes for specific roadway corridors.

Regarding funding available for engineering-related improvements, the following describes efforts to secure additional funding beyond specific projects that are in the proposed Capital Improvement Program (CIP):

- Staff is in the process of submitting locations for the 2019 Highway Safety Improvement Program (HSIP) grant, requesting $5 million in funding with a city match of $2 million for traffic safety improvements, which include HAWK signals, intersection safety modifications, and additional street lighting at pedestrian collision locations.
- Street Transportation has proposed that beginning in fiscal year (FY) 2019-20, $1 million in ongoing, annual CIP funding be allocated to the Office of Pedestrian Safety to implement further pedestrian safety improvements.
- The Office of Pedestrian Safety will continue to explore all additional fund sources for engineering improvements, and will focus on applying for various grant
opportunities, providing increased educational outreach to neighborhood groups and residents, collecting data on existing pedestrian safety infrastructure, increasing collaboration with other departments and outside agencies, investigating successful solutions used in other cities, and prioritizing capital improvement projects with an emphasis on pedestrian safety.

In October 2018, the Phoenix City Council adopted the Complete Streets Design Guidelines that built upon recommendations of the Complete Streets Advisory Board and also brought input by a group of more than 50 participants that included representatives from the health community, bicycling advocates, the disability community, local businesses, development community, and other experts.

**Education:**
Based on PSTF discussions, the City launched a safety campaign entitled “Heads Up!” focusing on the educational component of the four “E”s of traffic safety.

- The campaign contains three main messages “Heads Up! Drive Smart”, “Heads Up! Walk Smart”, and “Heads Up! Bike Smart.”
- These messages are displayed on social media, City sanitation trucks, campaign website, transit stops, in the City services billing, Neighborhood Services Department newsletter, on the back of speed limit signs, and other City outlets.
- A Public Service Announcement was created with the Arizona Diamondbacks Mascot, Baxter, and Phoenix Police encouraging safe walking practices.
- The Street Transportation Department partnered with Valley Metro to add additional signage near select Light Rail stations. Four campaign events were also held at light rail stations located within hot spots.
- Additional signage informing pedestrians was added within problematic areas to guide pedestrians to use existing crosswalks and to discourage pedestrian crossings mid-block.
- Ten intersections were identified as having the most collisions of pedestrians not using the crosswalks. Additional bilingual "Heads Up" campaign signage was added to these intersections to encourage use of crosswalks.

**Enforcement:**
- In FY 2018-19 the Police Department received a grant from the Governor’s Office of Highway Safety (GOHS) to perform strategic enforcement to enhance pedestrian safety. The focused enforcement took place over a 60-day period in the “hot spot” locations identified through the PSTF’s data evaluation.
- The Police Department is evaluating conducting additional enforcement in problem areas and has received additional funding for FY 2019-20 from the Governor’s
Office of Highway Safety to continue to improve enforcement efforts.

**Vision Zero**
In an effort to decrease traffic fatalities and serious injuries, many cities have adopted a Vision Zero framework along with action plans that set out to achieve a goal of zero traffic deaths within a specified timeframe. The Vision Zero Network is a collaborative effort among cities to help communities reach their goals of eliminating all traffic fatalities and severe injuries while increasing safe, healthy, equitable mobility for all. The Vision Zero Network recognizes as “Vision Zero communities” those who are taking demonstrable and significant actions to ensure safe mobility for all people. Between 2016 and 2017, the Vision Zero cities of New York, San Jose, Los Angeles, Philadelphia, San Antonio, and San Diego, each saw a reduction in pedestrian fatalities. The city of Tempe is the first in Arizona to adopt the Vision Zero framework and is currently in the process of finalizing a Vision Zero Action Plan.

Vision Zero differs from the traditional roadway safety models in several key ways. First, it holds that traffic deaths and severe injuries are preventable and focuses attention on the shortcomings of the transportation system itself, including the built environment, policies, and technologies that influence behavior. Second, Vision Zero acknowledges that people will make mistakes, so collisions will happen. Given this reality, the focus is not on avoiding all crashes, but rather on lowering the likelihood of crashes resulting in severe injuries.

Unlike the traditional approach to traffic safety, where the greatest level of responsibility has been placed on individual road users, Vision Zero sets the highest level of responsibility on the system designers - transportation planners and engineers, policymakers, police, etc. Then, the concept holds that individuals have the responsibility to abide by the systems, laws, and policies set by the system designers. If safety problems persist, then the responsibility comes back to the system designers to take further measures to ensure safety. This is a paradigm shift in approaching roadway safety as a systemic issue.

To officially become a Vision Zero recognized community, Phoenix must meet the following criteria:
- The Mayor and City Council must publicly, officially commit to Vision Zero.
- Commit to development of a Vision Zero Action Plan within a specified timeframe, with a focus on being data driven, equitable, and including community input.
- Involve community stakeholders.

If the Council authorizes staff to move forward, staff will begin preparing the Vision
Zero framework for the City of Phoenix and return to Subcommittee and Council for further action.

**Responsible Department**
This item is submitted by Assistant City Manager Milton Dohoney, Jr., Deputy City Manager Mario Paniagua, and the Police and Street Transportation departments.
To: Mario Paniagua  
Deputy City Manager

From: Kini Knudson  
Street Transportation Director

Subject: ADDITIONAL INFORMATION FOR ITEM 1 ON THE APRIL 23, 2019, POLICY AGENDA – PEDESTRIAN SAFETY UPDATE

The purpose of this memo is to provide additional information for Item 1 on the April 23, 2019, Policy agenda. The Attachment A – Analysis of Vehicular Homicide Units Reports has been revised to show additional data.

Approved by: Mario Paniagua, Deputy City Manager
2018 VHU – Preliminary Pedestrian Fatal / Serious Characteristics

140 Reports

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<td>Arterial Roadway</td>
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<tr>
<td>Dark/Dusk Hours</td>
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<tr>
<td>Possible Drug / Alcohol Impairment</td>
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(Note – Most crashes have multiple items)

*Added April 22, 2019