

March 2022

# ROAD SAFETY ACTION PLAN

## VISION ZERO

### PROJECT OVERVIEW

The Street Transportation Department's mission is to "provide for the safe, efficient and convenient movement of people and goods within the city and support citywide infrastructure projects to improve the quality of life in Phoenix."

Understanding the importance of safety as a core function of the department, and due to recent data trending in a negative direction, Phoenix is investing in a comprehensive Road Safety Action Plan (RSAP) that will further the city's current efforts and provide a framework and key strategies for safety enhancements citywide.

### COMMUNITY ENGAGEMENT

The input of those who travel Phoenix's roadways, whether driving, walking, or biking, will be key to make streets safer for everyone. To facilitate meaningful input, two points of engagement will be conducted during fall/winter 2021 and winter/spring 2022, to include:

- Virtual and in-person meetings (citywide and Council District level)
- Online and printed survey (see reverse side for details)
- Attending community events
- Hosting other opportunities

### THE ROAD SAFETY ACTION PLAN WILL:



Conduct a **comprehensive evaluation** of data and current conditions.



Establish a **clear vision and mission** to unite residents, stakeholders and staff across multiple city departments with a common goal.



Determine a High Injury Network (HIN) that **identifies problem locations** and helps determine solutions and prioritization.



Provide **inclusive public engagement** in the planning process.

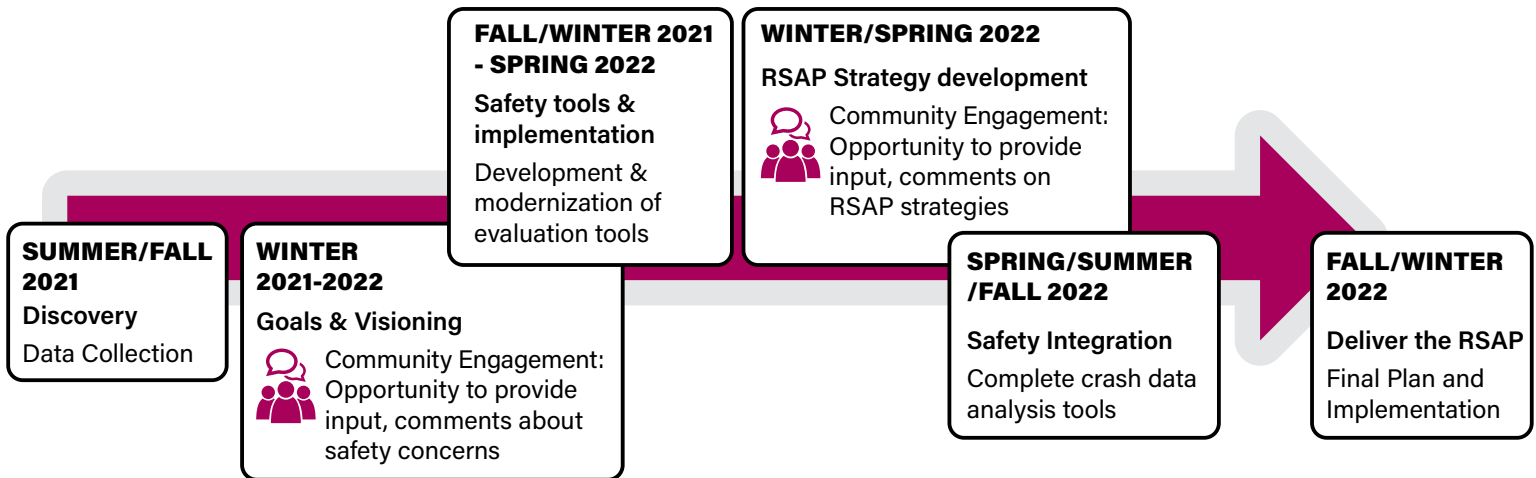


Create and modernize **safety evaluation tools**.



Provide a **system of recommendations** that respond to data and public input, and connect to the 4 E's of Traffic Safety.

## PROJECT TIMELINE

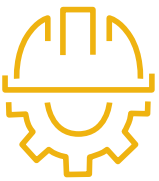


## THE FOUR E's OF TRAFFIC SAFETY

The Street Transportation Department has been proactively investing in the Four E's of Traffic Safety: Evaluation, Engineering, Enforcement and Education. The Phoenix RSAP will further integrate the 4 E's and provide a road map for the city to hone a 'safety first' proactive stance in reducing roadway related fatalities and injuries.



**EVALUATION** is benchmarking efforts to measure effectiveness of implemented initiatives



**ENGINEERING** identifies tools and resources needed to successfully address roadway safety items that include roadway design, traffic engineering, maintenance, operation and planning



**ENFORCEMENT** is ensuring users of the roadway are following the rules



**EDUCATION** is conducting communication campaigns and initiatives that promote and teach safe roadway user behavior including people driving, riding transit, walking and bicycling

### NEXT STEPS

A Road Safety Action Plan survey was conducted from November 2021 through February 2022. The project team is working to analyze the results and reviewing valuable public feedback that can be used in the development of the plan.

### FOR MORE INFORMATION

To learn more about the City of Phoenix Road Safety Action Plan, view project materials and to join the email distribution list, please visit the project website at [phoenix.gov/RoadSafety](https://phoenix.gov/RoadSafety)



### PROJECT CONTACT

For more information or questions, please contact the project team.

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