

ROAD 
SAFETY
ACTION PLAN

VISION ZERO



City of Phoenix Road Safety Action Plan
Phase 2 Public Involvement
Summary Report

November 1, 2022

Overview

This plan would not exist without direction from engaged and concerned Phoenixians. The input of those who travel Phoenix’s roadways, whether driving, walking, biking, or taking transit is essential to make streets safer for everyone. The public involvement activities and tactics were aligned and realized through two distinct phases of the planning process that included both online/virtual engagement activities and in-person events called ‘community touchpoints.’ Both efforts were used to reach as many Phoenix residents as possible while COVID-19 precautions were in place, and to ensure an equitable approach was delivered.

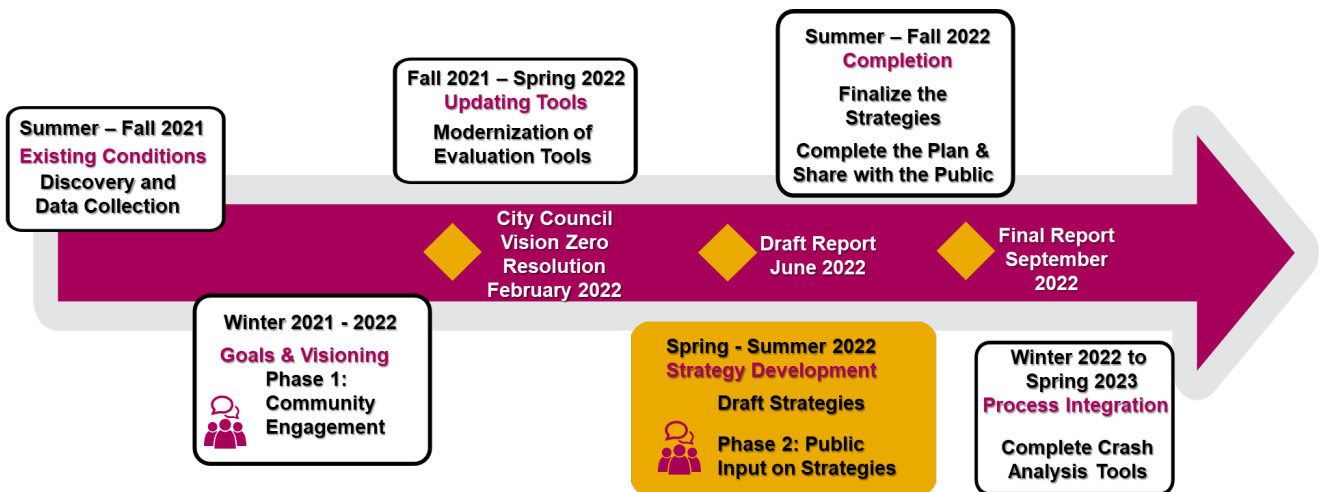
The RSAP public involvement effort aimed to:

- Inform and educate Phoenixians about the traffic safety problem and the Road Safety Action Plan, and to
- Consult, involve, and understand the community’s perspectives about safety issues and the high amount of people getting killed and severely injured on Phoenix roadways.

Responding to overarching objectives, the project conducted three main work efforts to facilitate meaningful input:

1. Continuous communication about the project to ensure residents had an opportunity to learn about the project began with the launch of the project website and then integrated social media content, branding, email notifications, presentations, fact sheets, videos, and created posters/flyers throughout the life of the project.
2. Phase 1: Community Engagement focused on learning which traffic safety issues Phoenixians were most concerned about and what they would like to see this plan accomplish through a robust four-month engagement process.
3. Phase 2: Provided an opportunity for review, comments, suggestions, and prioritization on the draft RSAP strategies (as presented in June 2022) and used Phoenix City Libraries and community events to spread the word about the online survey and to ask residents to take the Vision Zero Pledge.

Image 1. Road Safety Action Plan, Planning and Engagement Process Timeline



This summary report describes activities that were conducted in Phase 2 community engagement June – September 2022.

Road Safety Action Plan

Public Input was focused on getting the community's feedback on the draft RSAP Strategies, with an option to take a pledge, with their own commitment to help Phoenix to become a Vision Zero City. This stage of involvement began with sharing the RSAP's draft Five Focus Areas, Fifteen Objectives, and Forty Strategies. This was done in multiple ways: the draft strategies were posted online at the project webpage, an online video (accessed over 260 times) shared the details of strategies, city staff presented this information at a City Council sub-committee, e-mails and social media communications were sent to residents, staff attended community events to share information and talk with the public and project posters with information about the draft strategies and survey were hung at City libraries.

Ensuring Community Touchpoints and Notifications

As part of the Public Involvement Phase II engagement activities, the project management team (PMT) wanted to ensure that different parts of the City had an opportunity to learn about the RSAP, interact with, and have time to discuss the project with Phoenix staff. Community touchpoints were offered between July 2022 – August 2022. Nine community touchpoint displays were added throughout the City at libraries, and several in-person tabling opportunities were added to promote the RSAP and community pledge opportunities at neighborhood events. Section 1.3 highlights the different displays and events that the consultant team, and Street Transportation Department staff attended, shared information, and engaged the community.

Survey

A key part of public engagement Phase II was to educate and gather input on the draft RSAP strategies. An online survey – using Survey Monkey - was developed to do this. Questions were developed to gauge people's agreement with draft strategies, prioritize emphasis areas/categories, and allow for direct feedback. There were 6 survey pages: the 1st page included the overview and asked participants to rank the RSAP five focus areas, pages 2-5 tested a group of strategies per focus area (4 focus areas, general focus area

Image 2. Image of Still from Educational Video

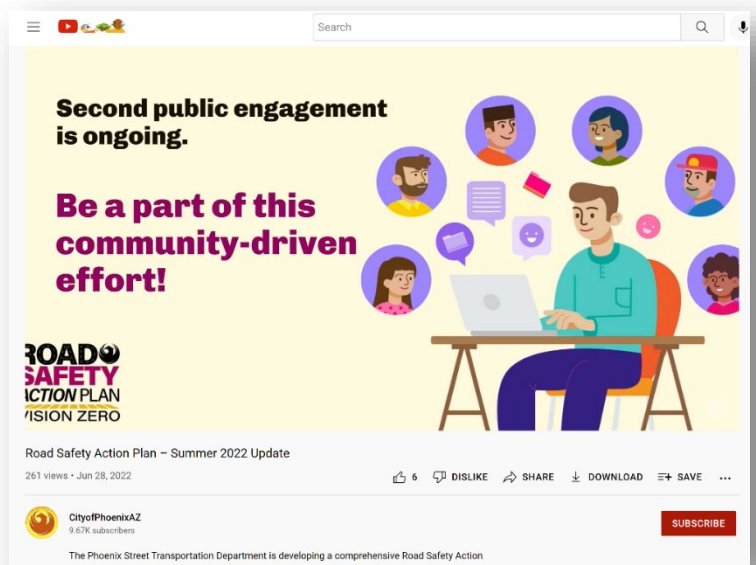
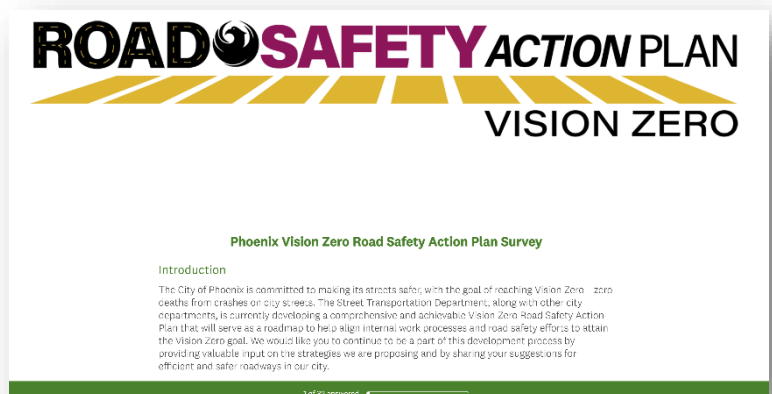


Image 3. Page 1 Survey



was not included), and the final page asked a set of demographic questions and contact information.

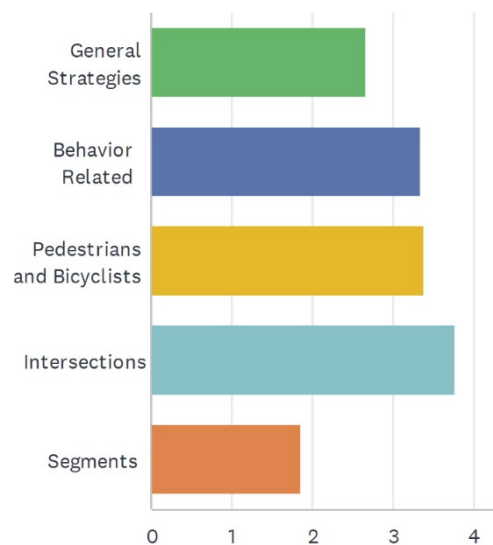
Over 560 people responded to the survey that was open from late June 2022 to September 7, 2022. **Appendix A** includes the survey questions and results.

For question 1, the respondents were asked to rank the 5 focus areas. Survey respondents ranked Intersections as the highest priority; Behavior Related and Pedestrians & Bicyclists were both next, with General Strategies and Segments fourth and fifth. **Image 4** displays the outcomes.

The rest of the survey asked a series of questions per the four Focus Areas, and asked people to agree or disagree and provide their input. High level findings of the survey results include:

- Survey respondents strongly agreed or agreed by 72% for all 40 strategies.
- Reviewing the survey respondents input on Pedestrian & Bicycle Strategies, the strategy that received the highest number of respondents that strongly agree or agree, 96%, is:
 - *Analyze the transportation network to identify locations that have the greatest number of risk-factors that contribute to pedestrian and bicyclist crashes, and then identify countermeasure improvements.*
- Reviewing the results of the Behavior Strategies, the strongest agreement from participants was related to enforcement.
- There were seven Intersection Strategies presented in survey, and this group of strategies showed a consistent level of agreement from survey respondents, ranging from 81% to 91% of strongly agree or agree. For the Segment Strategies, the strategy with the highest number of participants that strongly agree or agree 87% was:
 - *Improve street lighting illuminance and uniformity on the high injury network that have the greatest nighttime crash history*

Image 4. Survey Results Q1- Please rank the five focus areas according to how you feel each should be prioritized.

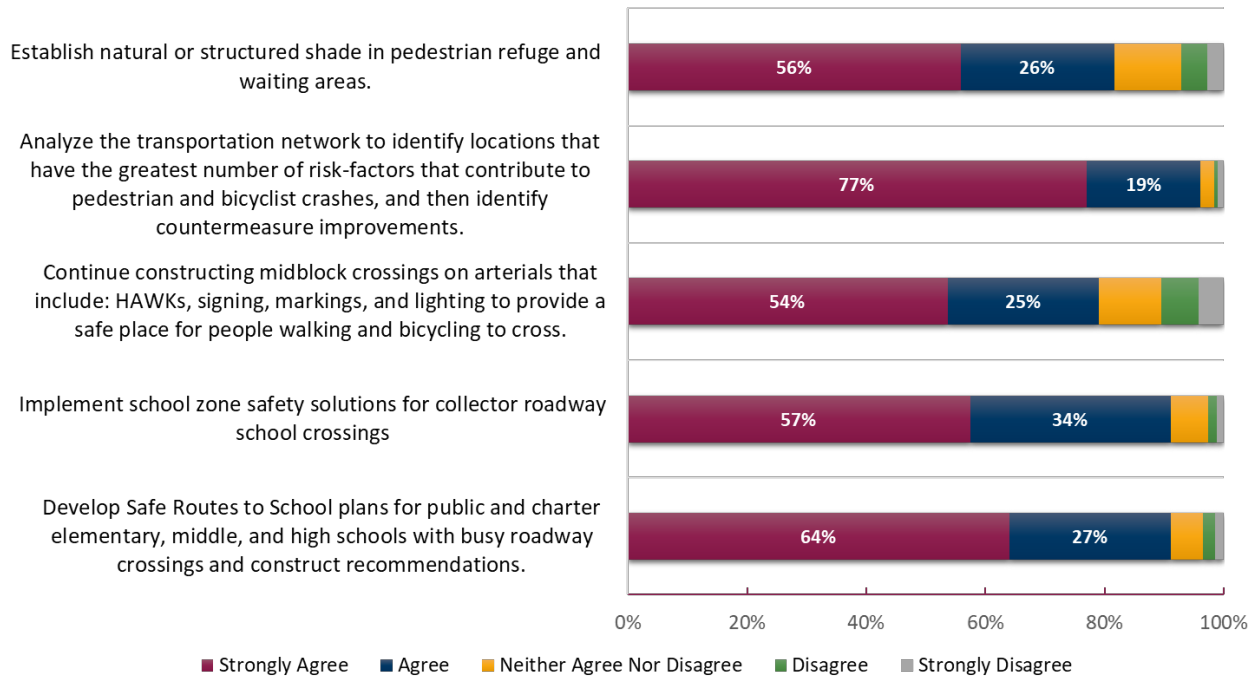


The following sub-sections outline the results and takeaways per each focus area.

Pedestrian and Bicycle (PB) Strategies Summary

- All PB Strategies reach 79% or higher for Strongly Agree + Agree.
- Analyze the transportation network to identify locations that have the greatest number of risk-factors that contribute to pedestrian and bicyclist crashes, and then identify countermeasure improvements.
 - Highest amount of respondents that Strongly Agree: 77% in the PB group.
 - Highest amount of respondents that Strongly Agree: 77% out of all strategies.
 - Strong Agree + Agree: 77%+19% = 96%

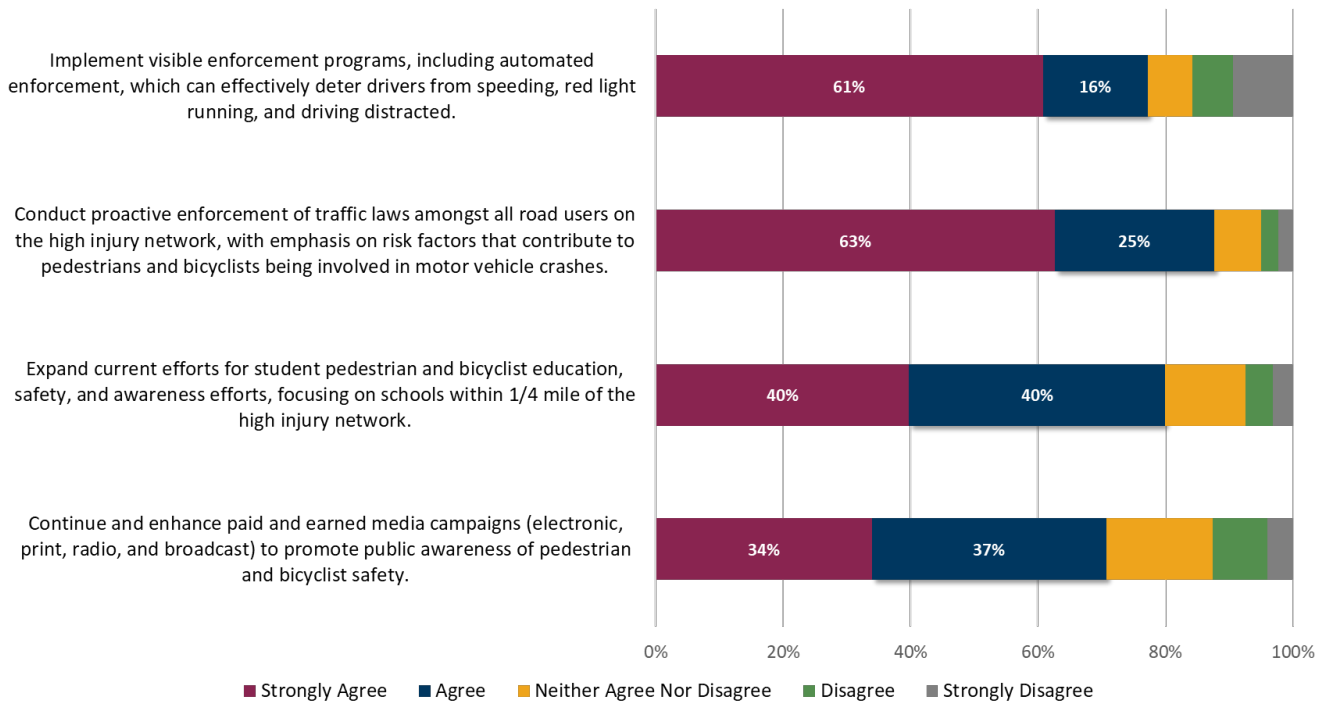
Image 5. PB Strategies Survey Results



Behavior Strategies Summary

- All Behavior Strategies reach 71% or higher for Strongly Agree + Agree
- Conduct proactive enforcement of traffic laws amongst all road users on the high injury network, with emphasis on risk factors that contribute to pedestrians and bicyclists being involved in motor vehicle crashes.
 - Highest amount of respondents that Strongly Agree: 63% in the Behavior group.
 - Strong Agree + Agree: 63% + 25% = 88%
- Implement visible enforcement programs, including automated enforcement, which can effectively deter drivers from speeding, red light running, and driving distracted.
 - High amount of respondents Strongly agree 61% + Agree 16% = 77%
 - Highest amount of Strong Disagree = 9%

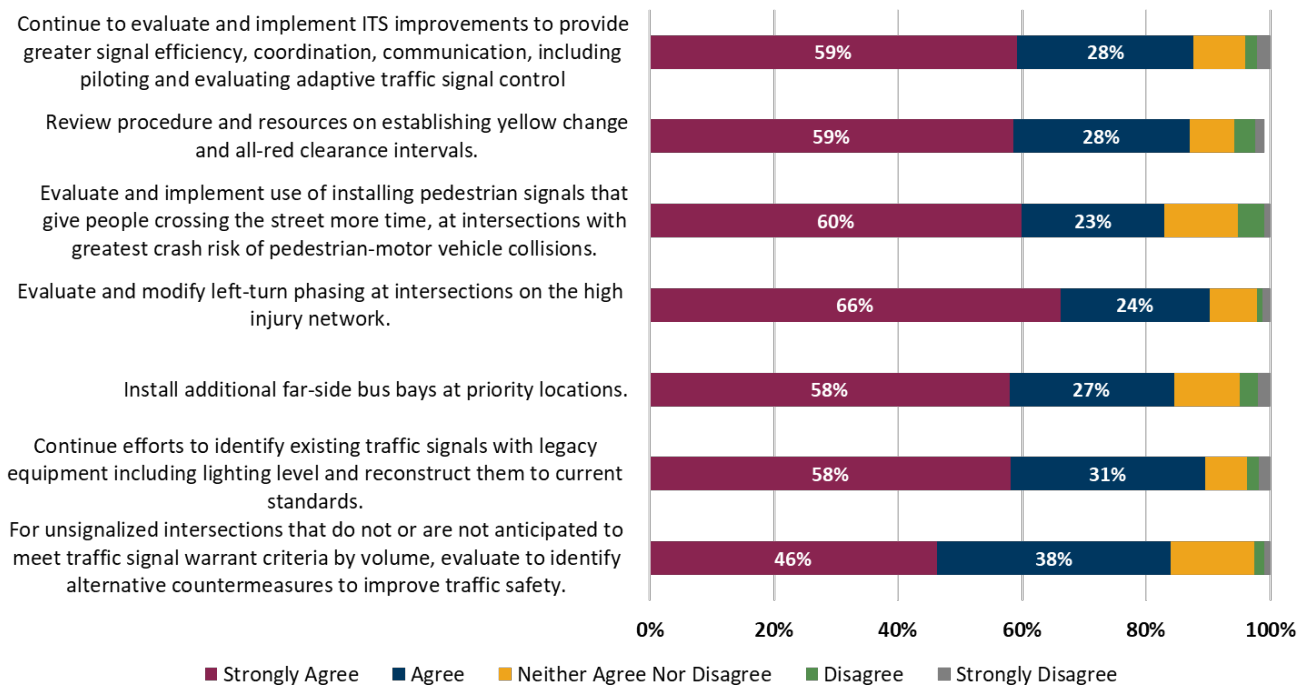
Image 6. Behavior Strategies Survey Results



Intersection Strategies Summary

- All Intersection Strategies reach 80% or higher for Strongly Agree + Agree
- Evaluate and modify left-turn phasing at intersections on the high injury network.
 - Highest amount of respondents that Strongly Agree: 66% in the Intersection group.
 - Strong Agree + Agree: 66% + 24% = 90%
- Continue efforts to identify existing traffic signals with legacy equipment including lighting level and reconstruct them to current standards.
 - High amount of respondents Strongly agree 58% + Agree 31% = 89%

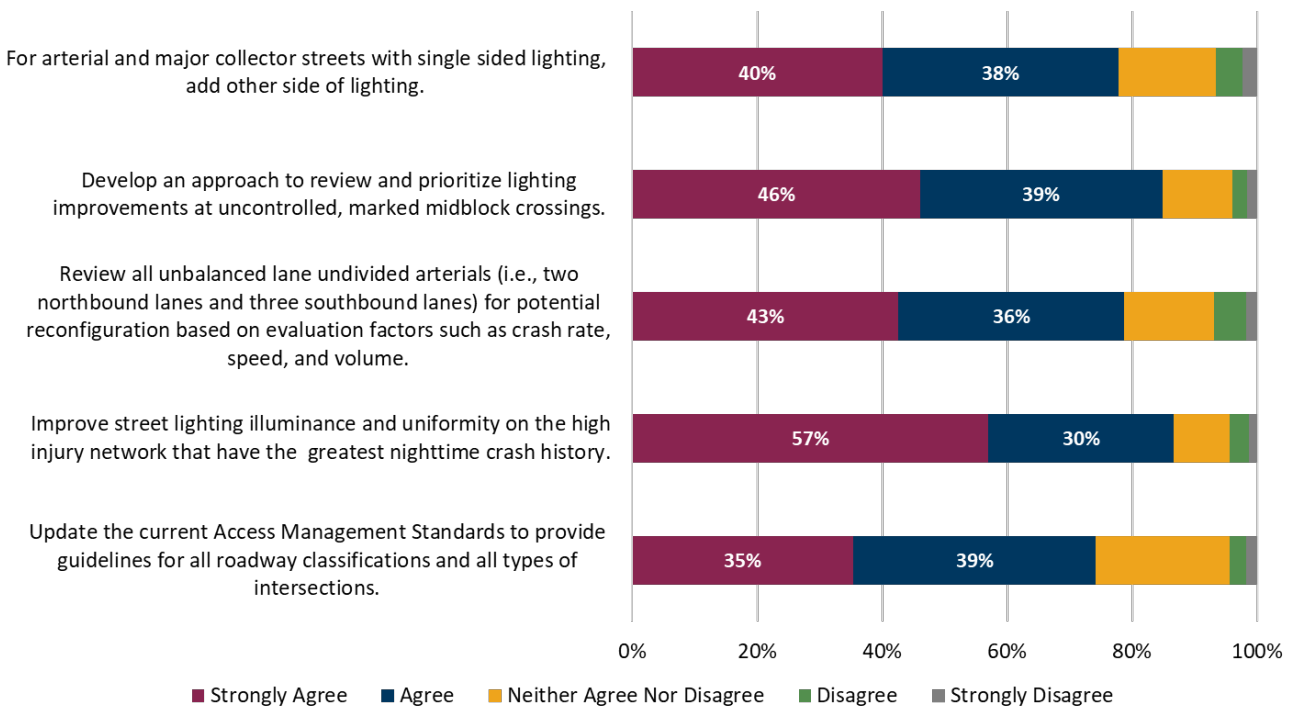
Image 7. Intersection Strategies Survey Results



Segment/Corridor Strategies Summary

- All Segment/Corridor Strategies reach 72% or higher for Strongly Agree + Agree.
- All Segment/Corridor Strategies have the highest Neutral Responses of all the strategies.
- Improve street lighting illuminance and uniformity on the high injury network that have the greatest nighttime crash history.
 - Highest amount of respondents that Strongly Agree: 58% in the Intersection group.
 - Strong Agree + Agree: 58% + 29% = 87%

Image 8. Segment/Corridor Strategies Survey Results



Community Touchpoints

While online tools were utilized to collect feedback from City of Phoenix residents, community touchpoints were a large part of reaching the community. Meeting people where they are at to inform, educate and engage about the draft strategies was important to ensure inclusivity. The draft plan was promoted through twelve community touchpoints that included tabling at neighborhood events (three), and creating information displays/booths at libraries (nine). Residents were encouraged to sign a “pledge” to follow road safety principles and check out the draft plan and leave a comment. Part of the community events included posters, pledges, and giveaways: bookmarks and buttons. Visuals of these items can be found in *Appendix B*.

The public involvement team supported three neighborhood events in August 2022 that included:

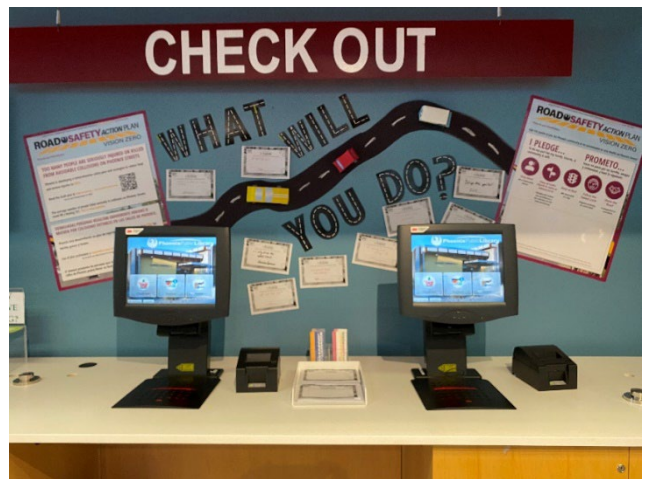
- Council District 5 Back-to-School Backpack Giveaway
- Council District 5 Mariposa Park Movie Event
- Council District 7 Maryvale Unidos: A Free Community Resource Fair

Image 9. Photos from Neighborhood Events



Community displays were hosted over the month of September at the following library locations:

- Cholla Library - 10050 N Metro Pkwy E, Phoenix, AZ 85051
- Desert Broom Library - 29710 N Cave Creek Rd, Cave Creek, AZ 85331
- Acacia Library - 750 E Townley Ave, Phoenix, AZ 85020
- Yucca Library - 5648 N 15th Ave, Phoenix, AZ 85015
- Palo Verde Library - 4402 N 51st Ave, Phoenix, AZ 85031
- Ironwood Library - 4333 E Chandler Blvd, Phoenix, AZ 85048
- Cesar Chavez Library - 3635 W Baseline Rd, Laveen Village, AZ 85339
- Harmon Library - 1325 S 5th Ave, Phoenix, AZ 85003
- Burton Barr Library - 1221 N Central Ave, Phoenix, AZ 85004



How the Input was Used

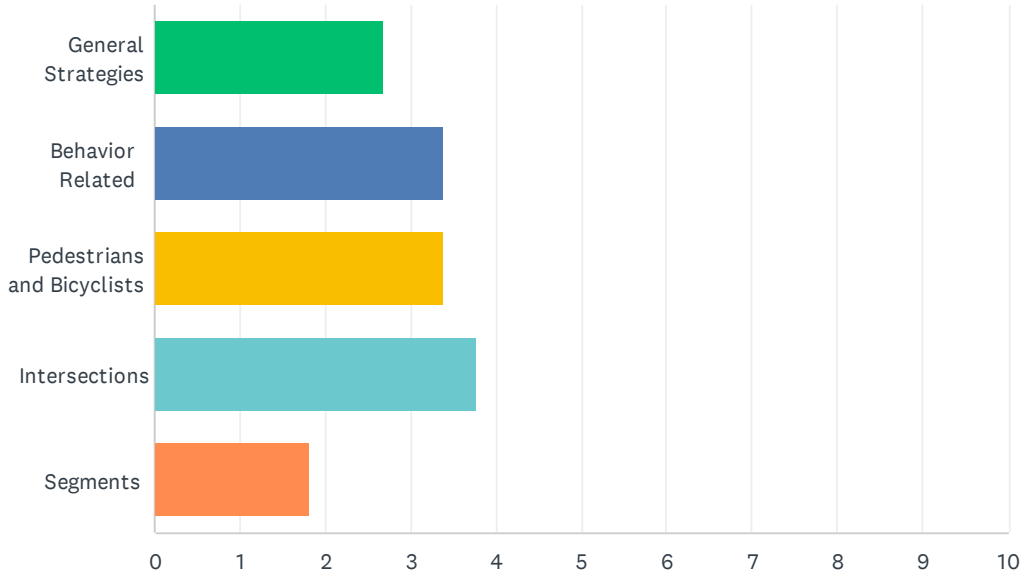
The input from Phase 2 public engagement informed:

- The implementation plan and performance measurements related to all focus areas presented in the RSAP. Survey respondents ranked Intersections the highest priority of the 5 focus areas of the RSAP. Behavior Related and Pedestrians & Bicyclists were tied in second place, with General Strategies and Segments following.
- The inclusion of all draft strategies presented in the final plan. 72% of survey respondents strongly agreed or agreed to all 40 strategies as presented in June 2022. For strategies in the Pedestrian & Bicyclist, and Intersection focus areas, agreement increased to 80% to 96%. Two additional strategies were included based on community input.
- The selection of projects to request funding through federal grant opportunities. Reviewing the public feedback from the survey, the strategy that received the highest number of respondents that strongly agree or agree, 96%, was: *Analyze the transportation network to identify locations that have the greatest number of risk-factors that contribute to pedestrian and bicyclist crashes, and then identify countermeasure improvements.* This helped shape the group of projects submitted for the federal Safer Streets for All grant opportunity.

Appendix A: RSAP Draft Strategy Survey Results

Q1 Please rank the five focus areas according to how you feel each should be prioritized.

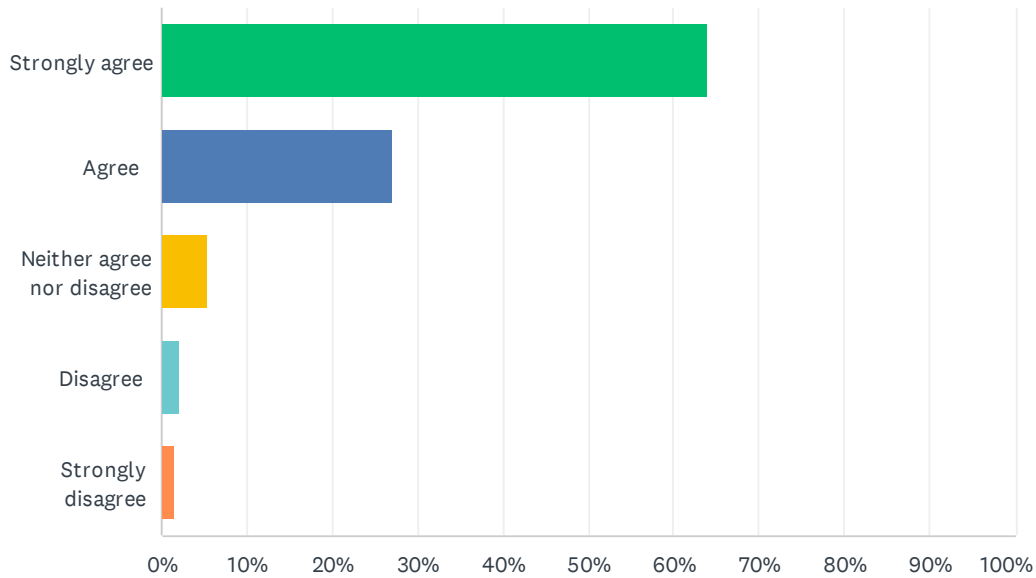
Answered: 567 Skipped: 14



	1	2	3	4	5	TOTAL	SCORE
General Strategies	14.08% 78	14.08% 78	19.86% 110	29.24% 162	22.74% 126	554	2.68
Behavior Related	28.52% 158	20.94% 116	22.92% 127	14.80% 82	12.82% 71	554	3.38
Pedestrians and Bicyclists	26.35% 146	22.74% 126	24.37% 135	16.79% 93	9.75% 54	554	3.39
Intersections	29.23% 164	36.54% 205	19.43% 109	11.59% 65	3.21% 18	561	3.77
Segments	2.69% 15	5.73% 32	13.44% 75	27.06% 151	51.08% 285	558	1.82

Q2 Develop plans and recommendations for Safe Routes to School for public and charter elementary, middle and high schools with busy roadway crossings.

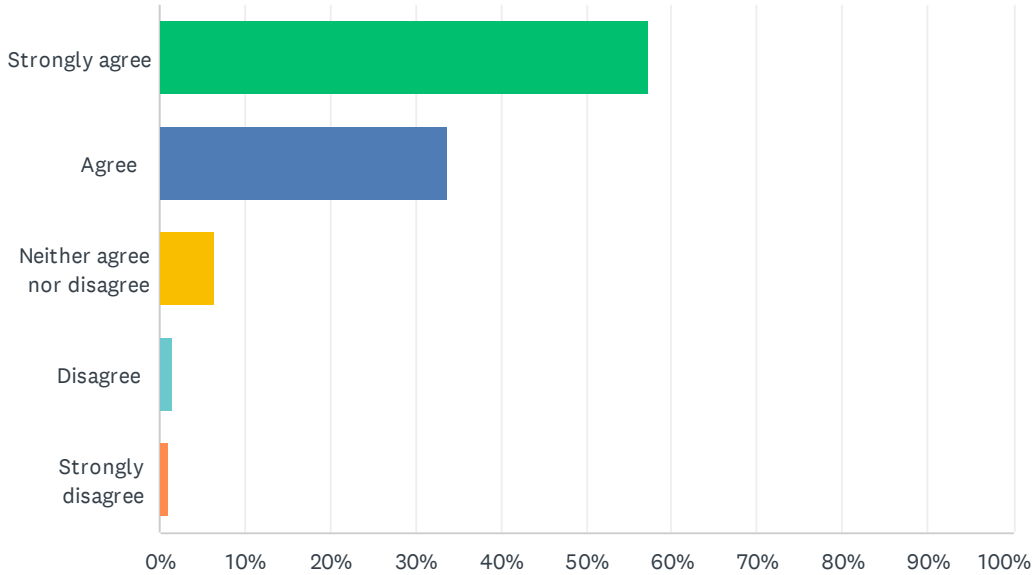
Answered: 539 Skipped: 42



ANSWER CHOICES	RESPONSES	
Strongly agree	64.01%	345
Agree	27.09%	146
Neither agree nor disagree	5.38%	29
Disagree	2.04%	11
Strongly disagree	1.48%	8
TOTAL		539

Q3 Implement school zone safety solutions for collector roadway school crossings.

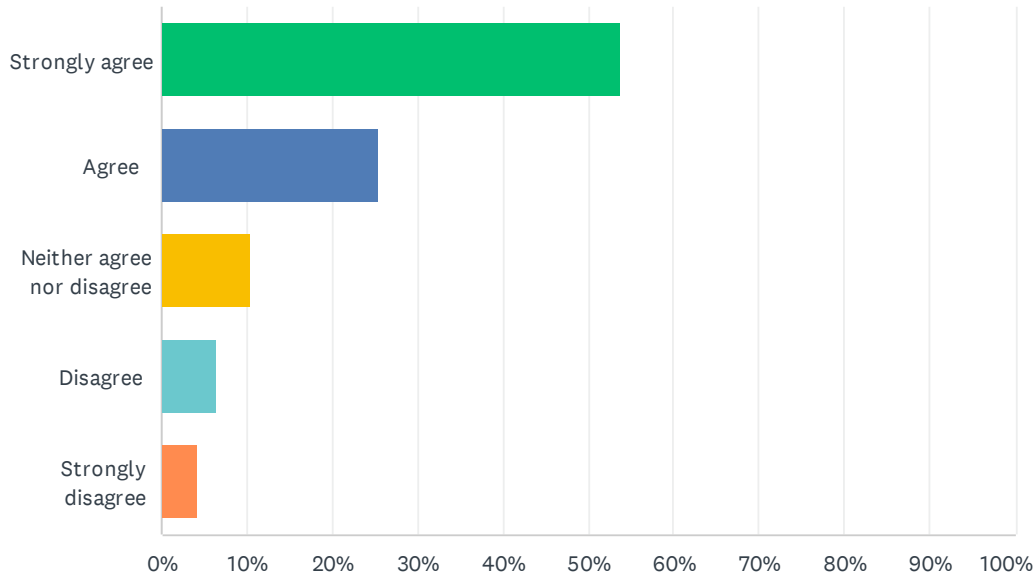
Answered: 538 Skipped: 43



ANSWER CHOICES	RESPONSES	
Strongly agree	57.43%	309
Agree	33.64%	181
Neither agree nor disagree	6.32%	34
Disagree	1.49%	8
Strongly disagree	1.12%	6
TOTAL		538

Q4 Continue constructing midblock crossings on arterials for pedestrians and bicyclists that include HAWKs, signing, markings and lighting.

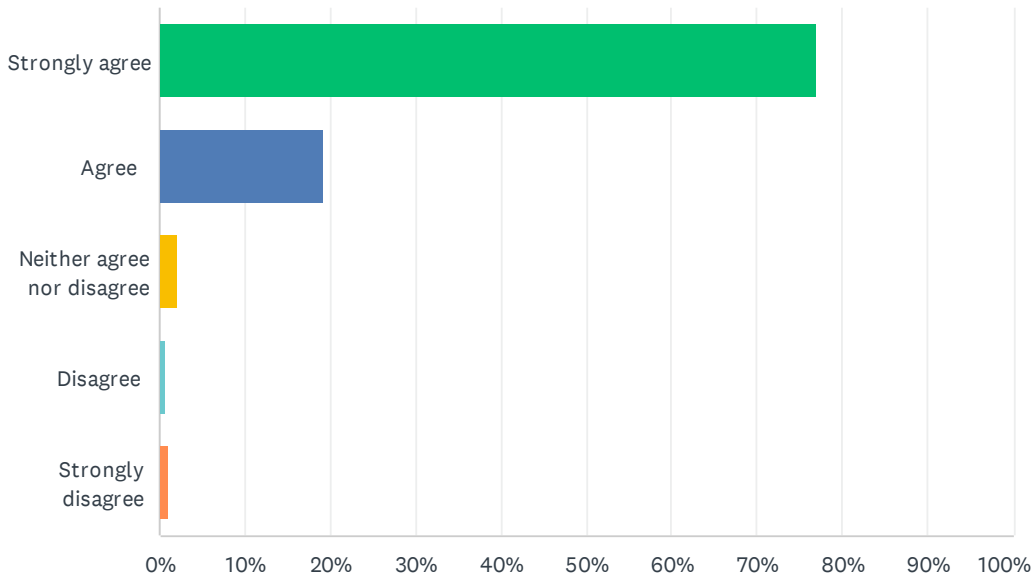
Answered: 540 Skipped: 41



ANSWER CHOICES	RESPONSES	
Strongly agree	53.70%	290
Agree	25.37%	137
Neither agree nor disagree	10.37%	56
Disagree	6.30%	34
Strongly disagree	4.26%	23
TOTAL		540

Q5 Identify and analyze locations that have the greatest number of risk-factors for roadway crashes, and then develop countermeasure improvements.

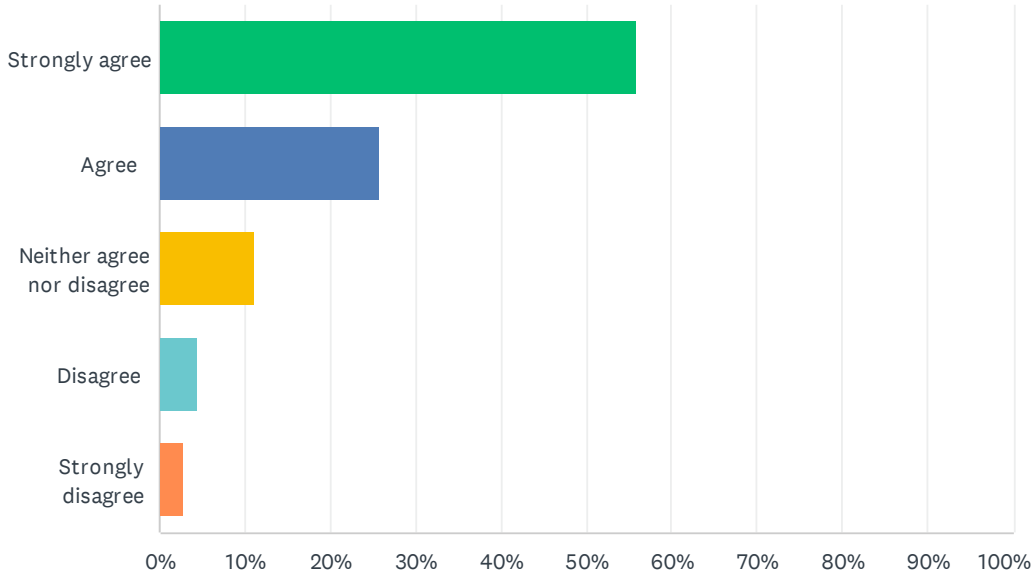
Answered: 539 Skipped: 42



ANSWER CHOICES	RESPONSES	
Strongly agree	76.99%	415
Agree	19.11%	103
Neither agree nor disagree	2.23%	12
Disagree	0.56%	3
Strongly disagree	1.11%	6
TOTAL		539

Q6 Establish natural or structured shade in pedestrian refuge and waiting areas.

Answered: 541 Skipped: 40



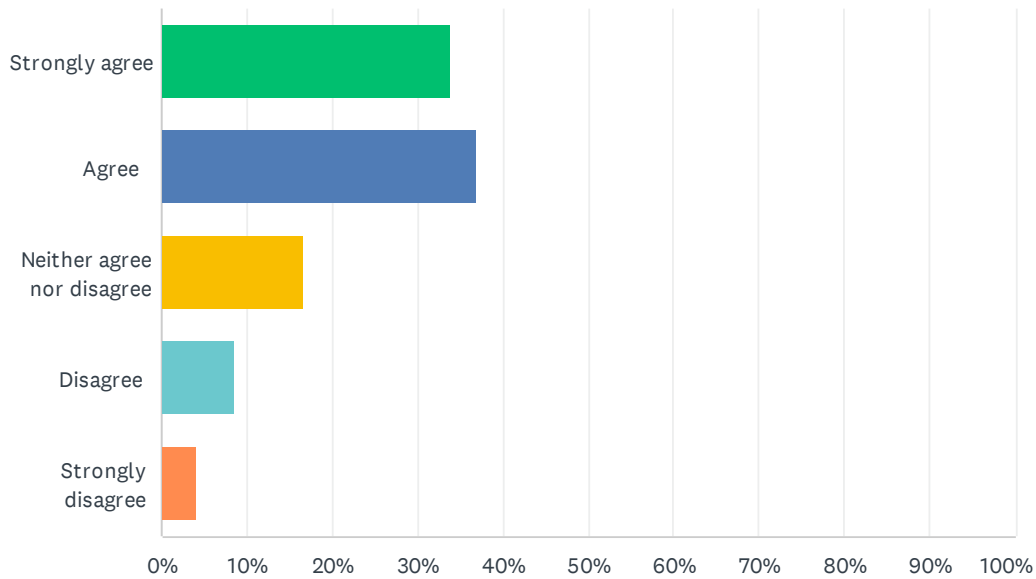
ANSWER CHOICES	RESPONSES	
Strongly agree	55.82%	302
Agree	25.88%	140
Neither agree nor disagree	11.09%	60
Disagree	4.44%	24
Strongly disagree	2.77%	15
TOTAL		541

Q7 For the focus area of Pedestrians and Bicyclists, is there a strategy you would suggest adding?

Answered: 341 Skipped: 240

Q8 Continue to promote roadway safety through collaborations with various media outlets (TV, radio, social media, online, print) and enhance these efforts through paid media placement and marketing efforts to further expand reach and frequency. Expand enforcement of school zone laws.

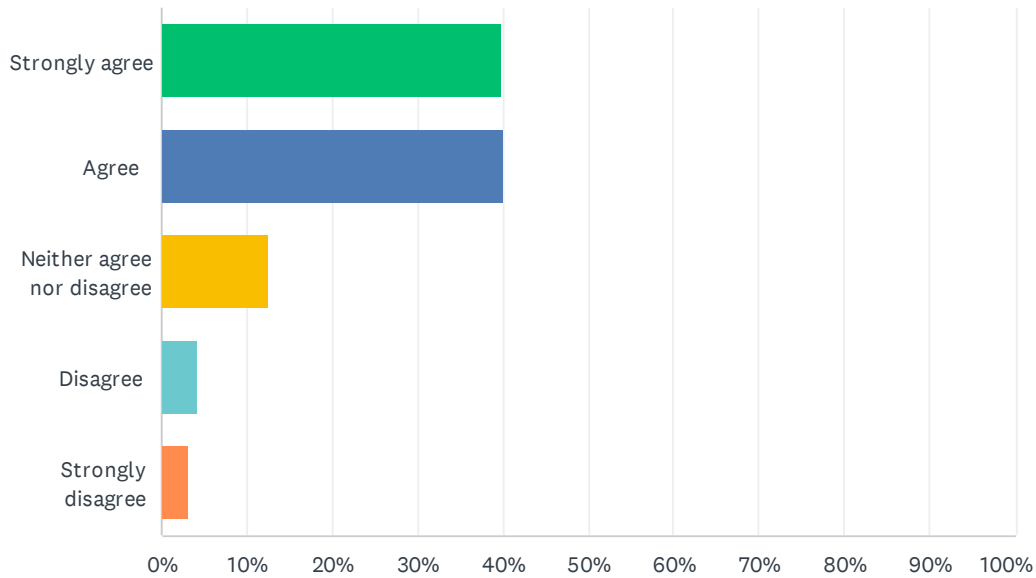
Answered: 516 Skipped: 65



ANSWER CHOICES	RESPONSES	
Strongly agree	33.91%	175
Agree	36.82%	190
Neither agree nor disagree	16.67%	86
Disagree	8.53%	44
Strongly disagree	4.07%	21
TOTAL		516

Q9 Expand current outreach efforts for student pedestrian and bicyclist education, safety and awareness, focusing on schools within 1/4 mile of the Phoenix High Injury Network (HIN).

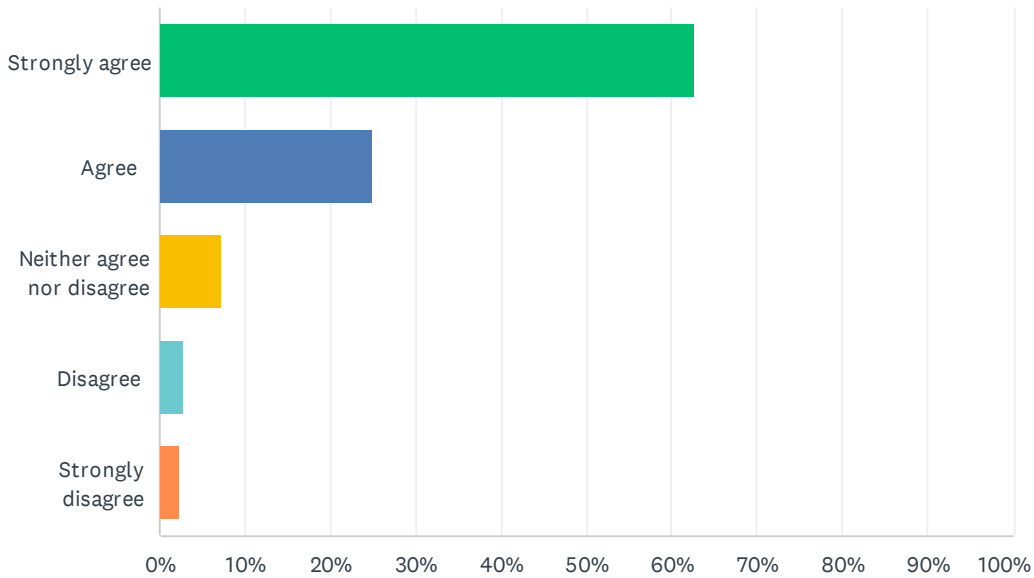
Answered: 513 Skipped: 68



ANSWER CHOICES	RESPONSES	
Strongly agree	39.77%	204
Agree	40.16%	206
Neither agree nor disagree	12.67%	65
Disagree	4.29%	22
Strongly disagree	3.12%	16
TOTAL		513

Q10 Conduct proactive enforcement of traffic laws amongst all road users on the Phoenix High Injury Network (HIN), with emphasis on risk factors that contribute to pedestrian- and bicyclist-involved crashes.

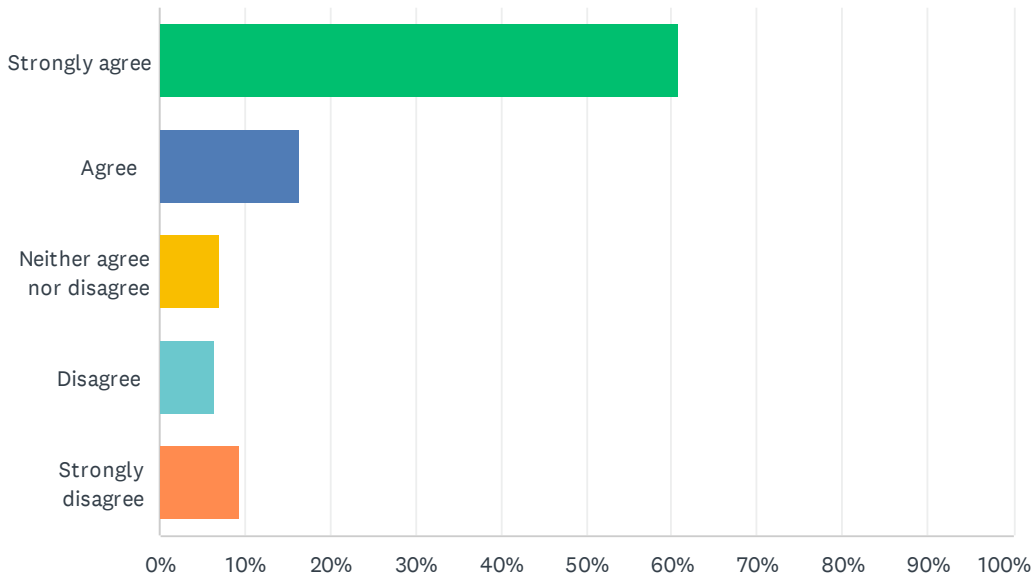
Answered: 517 Skipped: 64



ANSWER CHOICES	RESPONSES	
Strongly agree	62.67%	324
Agree	24.95%	129
Neither agree nor disagree	7.35%	38
Disagree	2.71%	14
Strongly disagree	2.32%	12
TOTAL		517

Q11 Implement visible traffic enforcement programs, including automated enforcement, which can effectively deter drivers from speeding, red light running and driving distracted.

Answered: 513 Skipped: 68



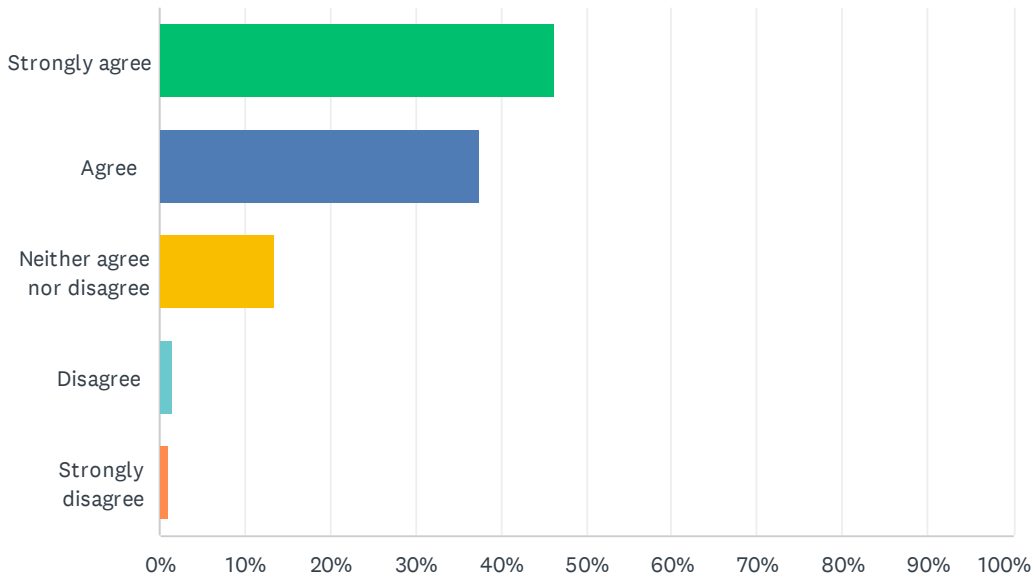
ANSWER CHOICES	RESPONSES	
Strongly agree	60.82%	312
Agree	16.37%	84
Neither agree nor disagree	7.02%	36
Disagree	6.43%	33
Strongly disagree	9.36%	48
TOTAL		513

Q12 For the focus area of Behavior Related, is there a strategy you would suggest adding?

Answered: 304 Skipped: 277

Q13 Identify alternative countermeasures to improve traffic safety for unsignalized intersections that do not meet traffic signal warrant criteria by volume.

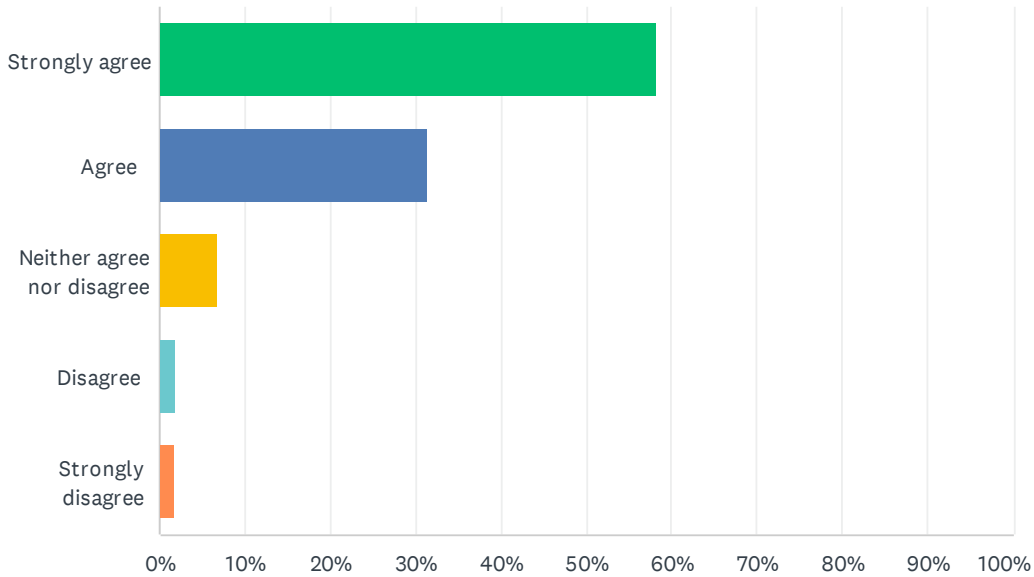
Answered: 505 Skipped: 76



ANSWER CHOICES	RESPONSES	
Strongly agree	46.34%	234
Agree	37.62%	190
Neither agree nor disagree	13.47%	68
Disagree	1.58%	8
Strongly disagree	0.99%	5
TOTAL		505

Q14 Continue to identify existing traffic signals with aging equipment and lighting structures, and reconstruct/replace them to current standards.

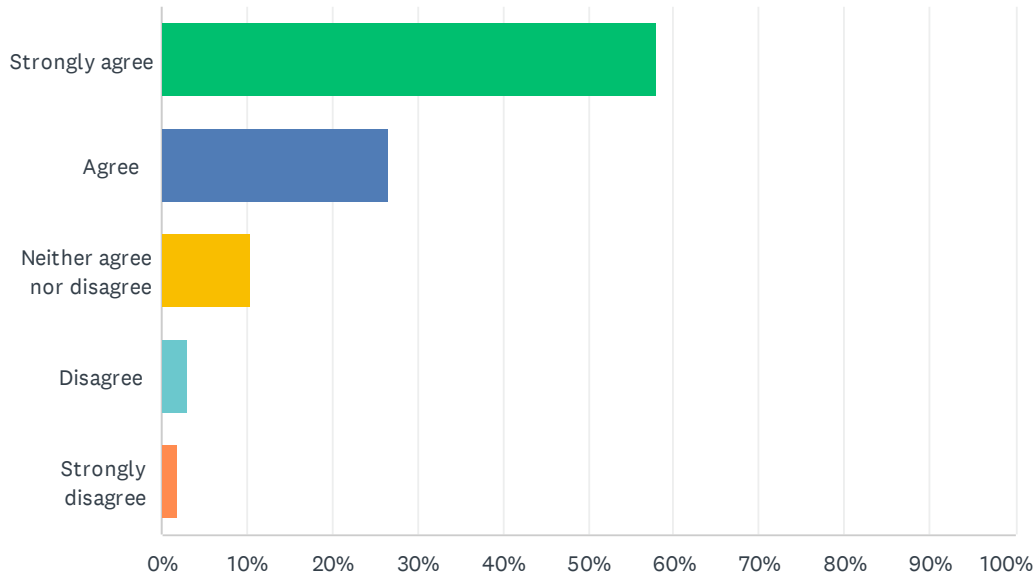
Answered: 502 Skipped: 79



ANSWER CHOICES	RESPONSES	
Strongly agree	58.17%	292
Agree	31.27%	157
Neither agree nor disagree	6.77%	34
Disagree	1.99%	10
Strongly disagree	1.79%	9
TOTAL		502

Q15 At priority locations, evaluate the feasibility of installing additional far-side pull-out bus bays.

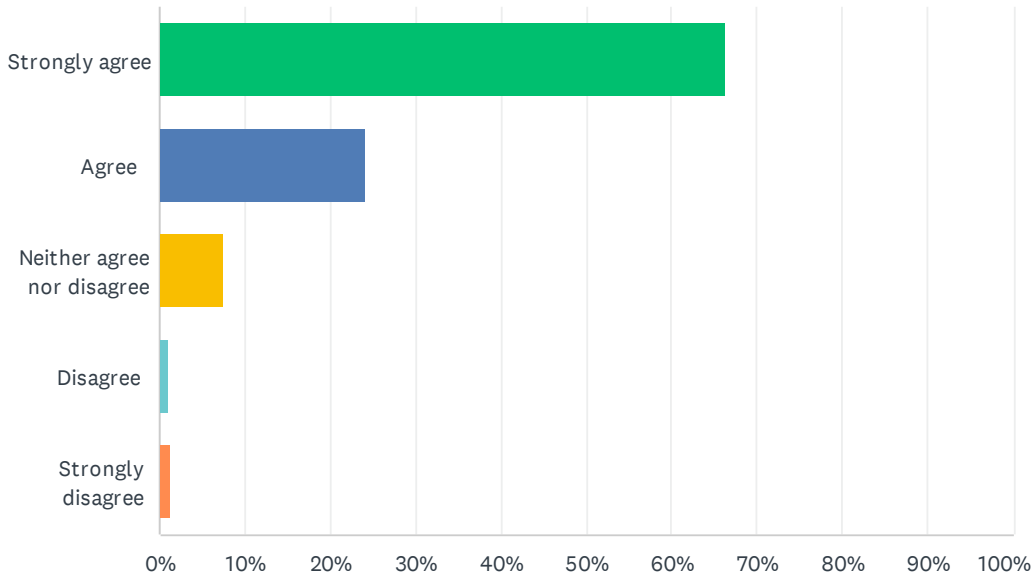
Answered: 504 Skipped: 77



ANSWER CHOICES	RESPONSES	
Strongly agree	57.94%	292
Agree	26.59%	134
Neither agree nor disagree	10.52%	53
Disagree	2.98%	15
Strongly disagree	1.98%	10
TOTAL		504

Q16 Evaluate and modify left-turn phasing at intersections on the Phoenix High Injury Network (HIN).

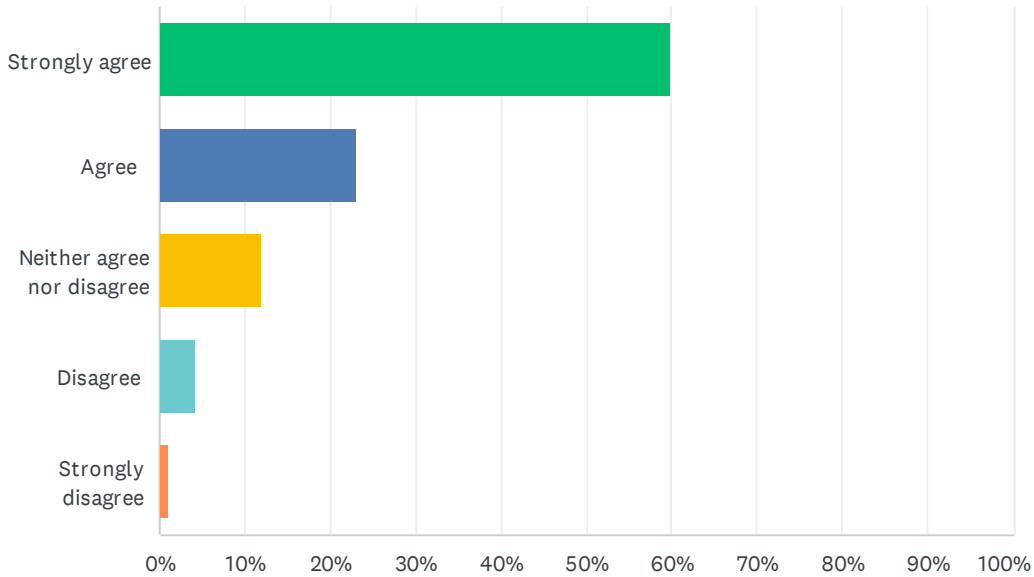
Answered: 504 Skipped: 77



ANSWER CHOICES	RESPONSES	
Strongly agree	66.27%	334
Agree	24.01%	121
Neither agree nor disagree	7.54%	38
Disagree	0.99%	5
Strongly disagree	1.19%	6
TOTAL		504

Q17 Evaluate and install or re-calibrate pedestrian signals that increase pedestrian crossing time at intersections with the greatest crash risks.

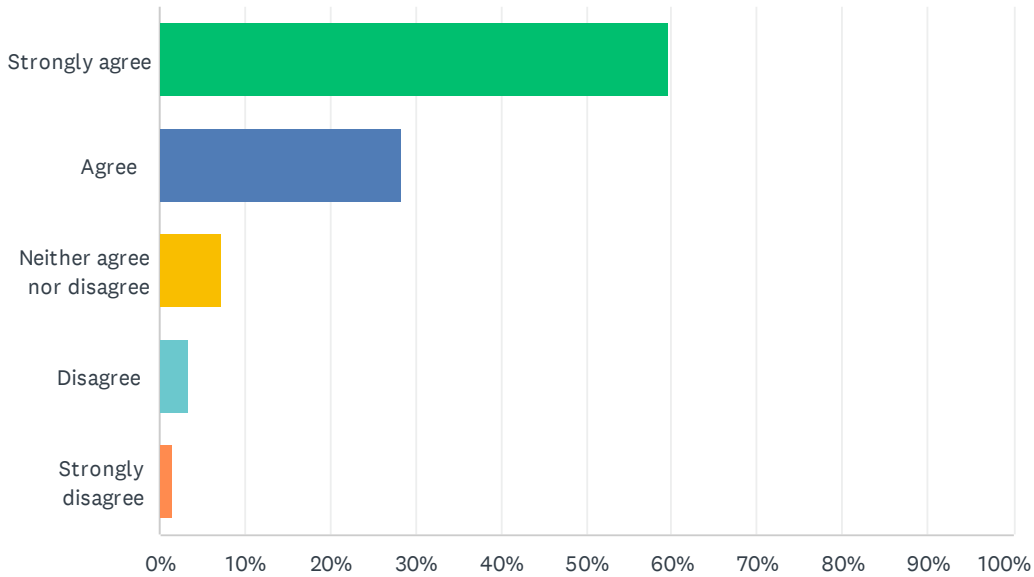
Answered: 504 Skipped: 77



ANSWER CHOICES	RESPONSES	
Strongly agree	59.92%	302
Agree	23.02%	116
Neither agree nor disagree	11.90%	60
Disagree	4.17%	21
Strongly disagree	0.99%	5
TOTAL		504

Q18 Review standards and procedures, as well as best practices, on establishing timed intervals between yellow lights and red lights.

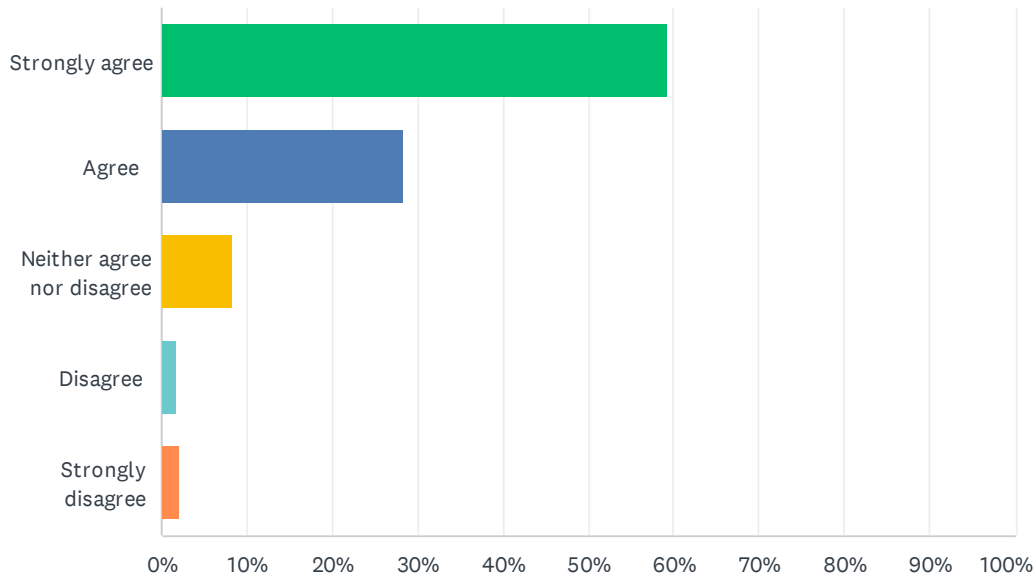
Answered: 503 Skipped: 78



ANSWER CHOICES	RESPONSES	
Strongly agree	59.64%	300
Agree	28.43%	143
Neither agree nor disagree	7.16%	36
Disagree	3.38%	17
Strongly disagree	1.39%	7
TOTAL		503

Q19 Continue to evaluate and implement technology improvements to provide greater signal efficiency, coordination and communication, including piloting and evaluating adaptive traffic signal control.

Answered: 503 Skipped: 78



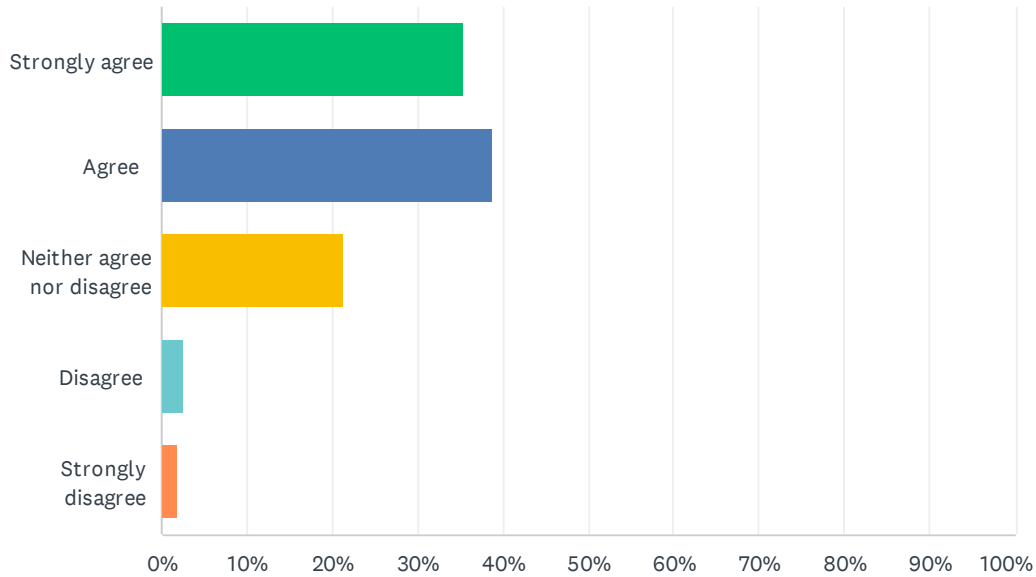
ANSWER CHOICES	RESPONSES	
Strongly agree	59.24%	298
Agree	28.43%	143
Neither agree nor disagree	8.35%	42
Disagree	1.79%	9
Strongly disagree	2.19%	11
TOTAL		503

Q20 For the focus area of Intersections, is there a strategy you would suggest adding?

Answered: 270 Skipped: 311

Q21 Update the current Street Planning and Design Guidelines for all roadway classifications and all types of intersections.

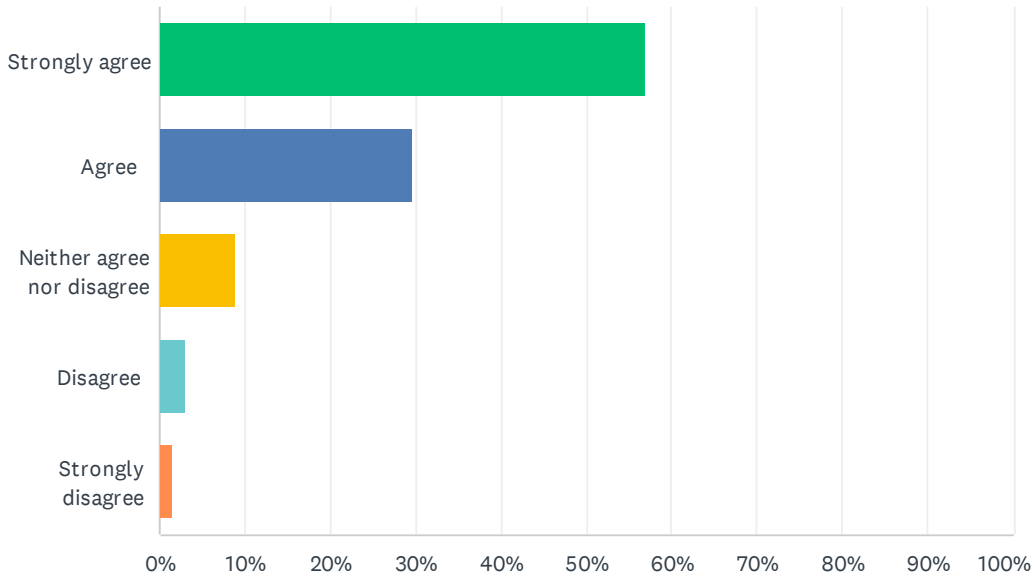
Answered: 495 Skipped: 86



ANSWER CHOICES	RESPONSES	
Strongly agree	35.35%	175
Agree	38.79%	192
Neither agree nor disagree	21.41%	106
Disagree	2.63%	13
Strongly disagree	1.82%	9
TOTAL		495

Q22 Increase street lighting illuminance on the Phoenix High Injury Network (HIN) with the highest frequency night time crashes.

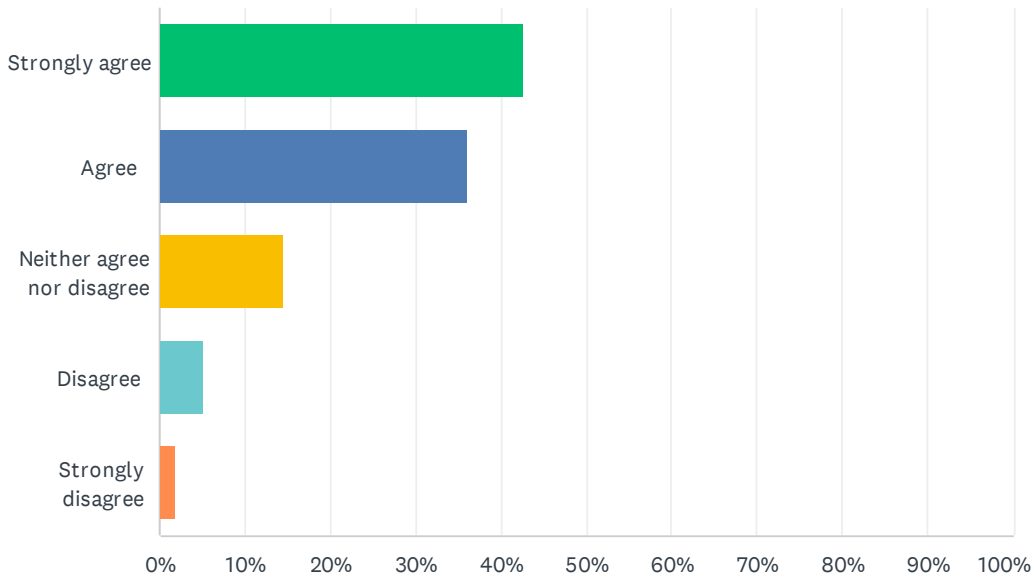
Answered: 495 Skipped: 86



ANSWER CHOICES	RESPONSES	
Strongly agree	56.97%	282
Agree	29.70%	147
Neither agree nor disagree	8.89%	44
Disagree	3.03%	15
Strongly disagree	1.41%	7
TOTAL		495

Q23 Evaluate all unbalanced lane undivided arterials (i.e., two northbound lanes and three southbound lanes) for potential reconfiguration based on evaluation factors such as crash rate, speed and volume.

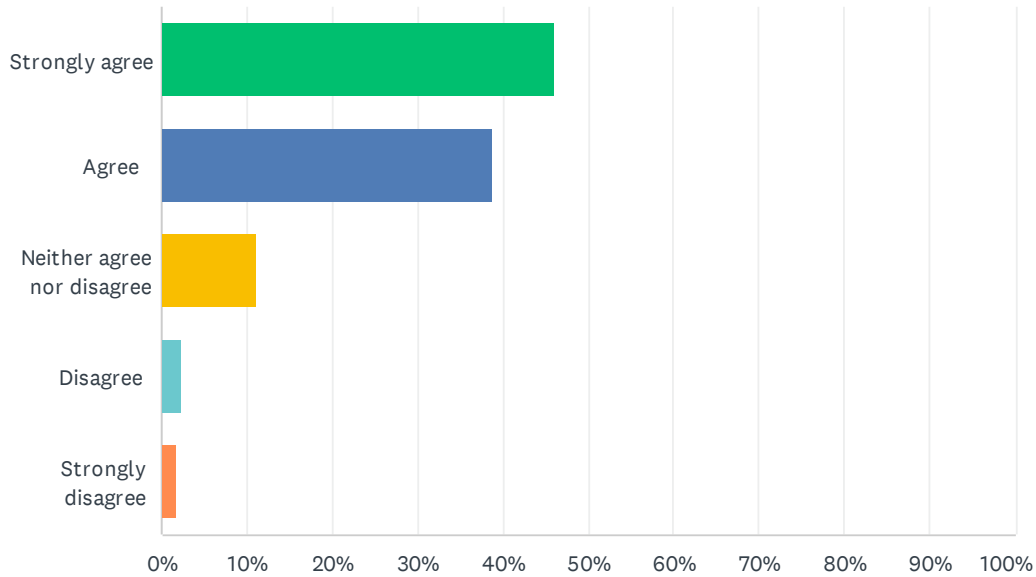
Answered: 493 Skipped: 88



ANSWER CHOICES	RESPONSES	
Strongly agree	42.60%	210
Agree	36.11%	178
Neither agree nor disagree	14.40%	71
Disagree	5.07%	25
Strongly disagree	1.83%	9
TOTAL		493

Q24 Develop a plan and work process to review and prioritize lighting improvements at uncontrolled, marked midblock crossings.

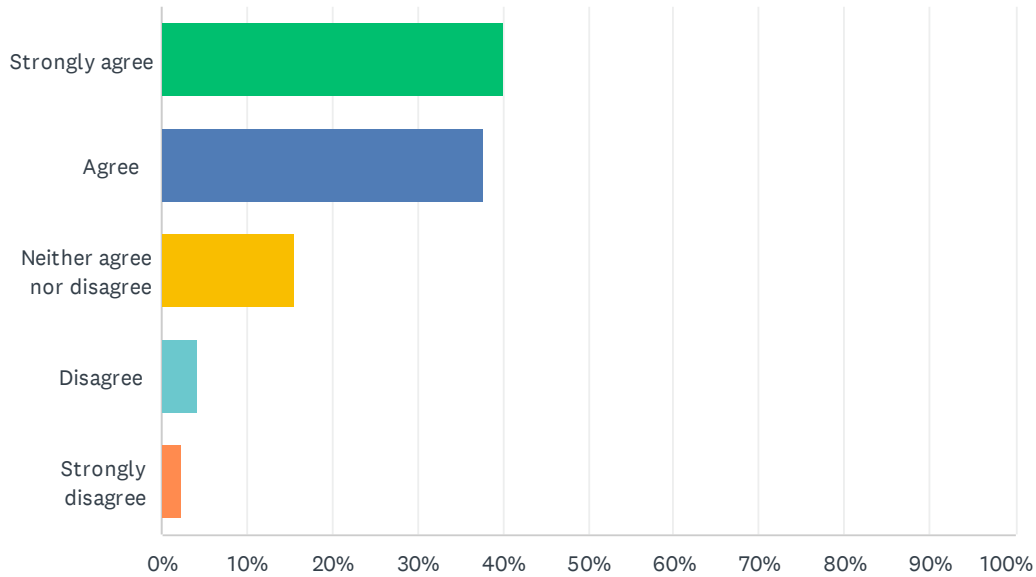
Answered: 493 Skipped: 88



ANSWER CHOICES	RESPONSES	
Strongly agree	46.04%	227
Agree	38.74%	191
Neither agree nor disagree	11.16%	55
Disagree	2.43%	12
Strongly disagree	1.62%	8
TOTAL		493

Q25 For arterial and major collector streets with streetlighting on one side, evaluate the need for additional streetlighting on the opposite side.

Answered: 494 Skipped: 87



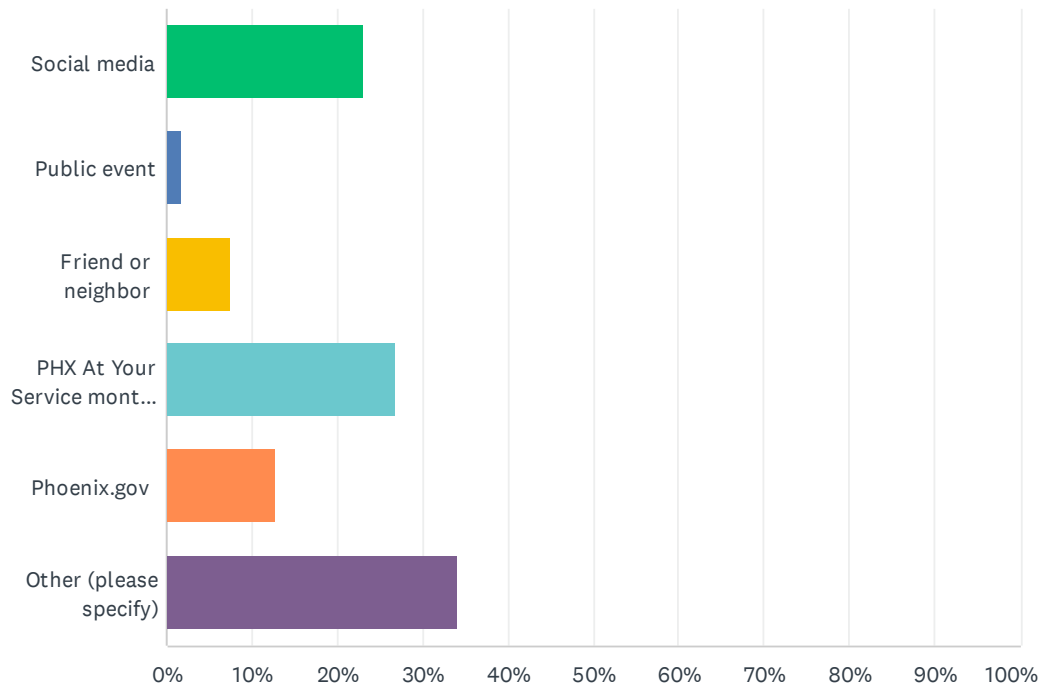
ANSWER CHOICES	RESPONSES	
Strongly agree	40.08%	198
Agree	37.65%	186
Neither agree nor disagree	15.59%	77
Disagree	4.25%	21
Strongly disagree	2.43%	12
TOTAL		494

Q26 For the focus area of Segments, is there a strategy you would suggest adding?

Answered: 202 Skipped: 379

Q27 How did you learn about this survey?

Answered: 488 Skipped: 93



ANSWER CHOICES	RESPONSES	
Social media	22.95%	112
Public event	1.64%	8
Friend or neighbor	7.38%	36
PHX At Your Service monthly newsletter	26.84%	131
Phoenix.gov	12.70%	62
Other (please specify)	34.22%	167
Total Respondents: 488		

Q28 What is your home ZIP code?

Answered: 484 Skipped: 97

Q29 What is your work or school ZIP code?

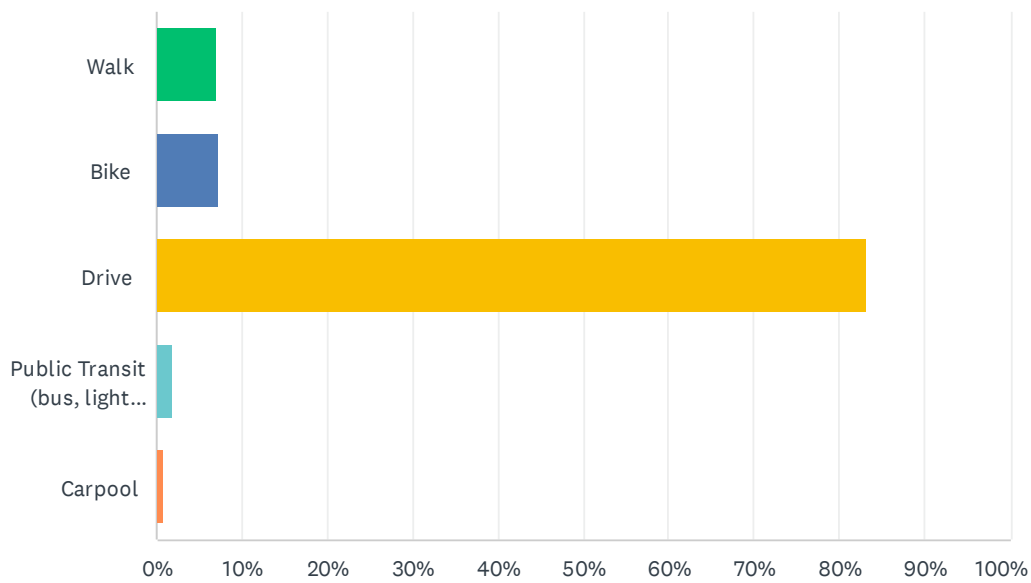
Answered: 444 Skipped: 137

Q30 What is your e-mail address? (This information will not be shared with any other entity, but will be used to communicate any updates about the Vision Zero Road Safety Action Plan)

Answered: 417 Skipped: 164

Q31 During a typical week, how do you primarily use Phoenix streets?

Answered: 487 Skipped: 94



ANSWER CHOICES	RESPONSES	
Walk	6.98%	34
Bike	7.19%	35
Drive	83.16%	405
Public Transit (bus, light rail)	1.85%	9
Carpool	0.82%	4
TOTAL		487

Q32 Please provide additional comments about the Vision Zero Road Safety Action Plan.

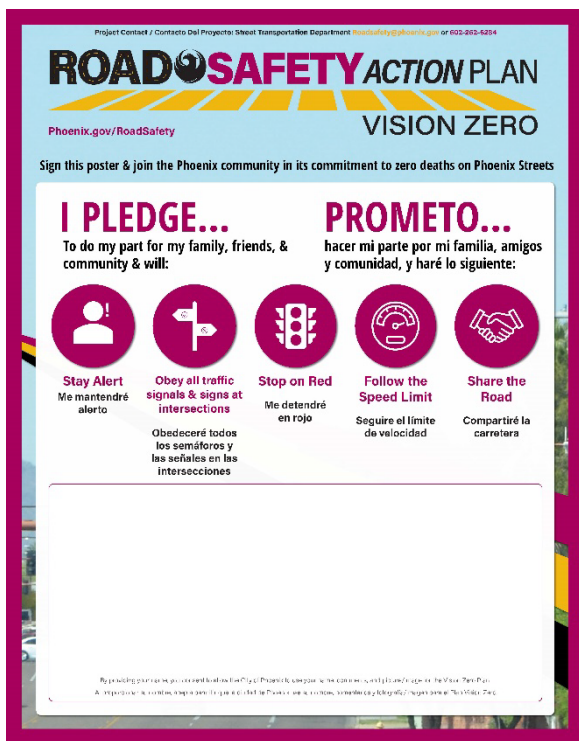
Answered: 257 Skipped: 324

Appendix B: Promotional Materials

In order to promote upcoming community touchpoints across the city, materials were developed under the approved Road Safety Action Plan branding.

Road Safety Action Plan Posters

RSAP posters were developed to promote the draft plan and comment survey, as well as to encourage community interaction by asking residents to “pledge” to do their part through road-safe behaviors like staying alert, obeying traffic signals and following the speed limit. The posters were displayed at 9 community touch point locations and during in-person outreach tabling.



Road Safety Action Plan Posters

Road Safety Action Plan Promo Items

ROAD SAFETY ACTION PLAN
VISION ZERO

When I drive, ride, walk or roll, I pledge:

Phoenix.gov/RoadSafety

RSAP Sticky Notes

ROAD SAFETY ACTION PLAN
VISION ZERO

RSAP Bookmarks Version 1

ROAD SAFETY ACTION PLAN
VISION ZERO

EVERY DAY,
There are 83 automobile crashes.

EVERY OTHER DAY,
There is at least one fatal car crash

IN A SINGLE YEAR,
There are 190 people killed,
enough to fill a Boeing 737.



If one fully loaded Boeing 737 aircraft were to crash with no surviving passengers each year, imagine for a moment what the response would be.

Lives lost through motor vehicle crashes deserve the same attention.

Phoenix.gov/RoadSafety

ROAD SAFETY ACTION PLAN
VISION ZERO

RSAP Bookmarks Version 2

ROAD SAFETY ACTION PLAN
VISION ZERO

EVERY DAY,
There are 83 automobile crashes.

EVERY OTHER DAY,
There is at least one fatal car crash

IN A SINGLE YEAR,
There are 190 people killed,
enough to fill a Boeing 737.



If one fully loaded Boeing 737 aircraft were to crash with no surviving passengers each year, imagine for a moment what the response would be.

Lives lost through motor vehicle crashes deserve the same attention.

Phoenix.gov/RoadSafety



RSAP Buttons