

FLASHING RED  
**STOP**  
PROCEED  
WHEN SAFE



CROSSWALK  
**STOP  
ON  
RED**




# TAKING ACTION



Vision Zero acknowledges that there are many factors that contribute to safe mobility - including roadway design, speeds, enforcement, behaviors, technology, and policies - and sets clear strategies to achieve the shared goal of zero fatalities and serious injuries. Countermeasures may include any combination of evaluation, education, enforcement, and engineering. The evaluation of crash data led to the identification of **five Focus Areas** where implementation of safety strategies is anticipated to have the **highest impact on reducing traffic fatalities and serious injuries**. Objectives have been developed within each Focus Area that will have time-bound, measurable performance metrics to track and evaluate throughout implementation of the city's Vision Zero initiative.

Vision Zero is rooted in the shared responsibility among system designers and policymakers to design and operate safe systems for transportation. The transportation safety strategies developed for this Action Plan have been vetted through a multi-tiered screening process with discussion and collaboration with multiple stakeholders. Implementation of these strategies will require a heavy investment in staff and funding resources. New programs that are driven through a safety lens will need to be created. Several existing programs are proposed to have a stronger safety framework. Some strategies will require review and vetting of current policies. Collectively, these strategies were identified to have the greatest potential for impact towards Vision Zero within the control of the City of Phoenix and its community partners. The City will implement performance metrics to track and evaluate the strategies ultimately prioritized for implementation.

# FOCUS AREAS

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1. GENERAL STRATEGIES
  2. BEHAVIOR RELATED
  3. PEDESTRIANS & BICYCLISTS
  4. INTERSECTIONS
  5. SEGMENTS

## ACRONYM KEY

HIN	The application of the strategy will most likely be applied on the High Injury Network
Systemic	The application of the strategy will most likely be applied on the transportation network.
Location Specific	The application of the strategy will most likely be applied at a specific location.
Programmatic	The application of the strategy will most likely be applied through a series of interconnected work efforts.
STR	Street Transportation Department
PTD	Public Transit Department
PDD	Planning and Development Department
NSD	Neighborhood Services Department
PD	Police Department
FD	Fire Department
ExPA	External Public Agencies: USDOT, FHWA, ADOT, MAG, Maricopa County, Valley Metro, City of Phoenix Public School Districts, and Neighboring Cities
ExA	External Associations: Private Businesses, Neighborhood Associations, Business Improvement Districts BIDs, Developers, etc.

**FOCUS AREA :**

## **1. GENERAL STRATEGIES**

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**OBJECTIVE 1.A      ESTABLISH FOUNDATIONAL ELEMENTS OF VISION ZERO INCLUDING A TIMELINE & GOALS FOR IMPLEMENTATION & EVALUATION**

**OBJECTIVE 1.B      REDUCE CRASH RISK ON ROADWAYS BY ENHANCING SAFETY DATA COLLECTION & EVALUATION**

**OBJECTIVE 1.C      REDUCE CRASH RISK ON ROADWAYS BY CREATING A CULTURE OF ROAD SAFETY WITHIN THE CITY**

STRATEGY		5 E's: Identifies the type of work effort connected to the strategy					Application of Strategy	Partners
		Evaluation	Engineering	Enforcement	Education	Equity	HIN, Systemic, Location Specific, Programmatic	The Lead Department is <i>Italicized</i> , & support departments are included.
<b>1.A Establish foundational elements of Vision Zero including timeline &amp; goals for implementation &amp; evaluation</b>								
GN.01A	Create a City of Phoenix inter-departmental Vision Zero Task Force.	■	■	■	■	■	Programmatic	<i>STR</i> , PTD, PDD, NSD, PD, FD
GN.01B	Create a biennial Vision Zero status report including updated crash statistics from the crash dashboard, high injury network (HIN), & status of performance measure targets.	■	■	■	■	■	Programmatic	<i>STR</i> , PTD, PDD, NSD, PD, FD, ExPA, ExA
<b>1.B Reduce crash risk on roadways by enhancing safety collection &amp; evaluation</b>								
GN.02A	Continue to analyze safety data annually to identify high severity crash areas & implement countermeasures at prioritized locations.	■	■			■	Location Specific, Systemic, Programmatic	<i>STR</i> , PDD
GN.02B	Improve crash data sharing between the Street Transportation Department, Police Department, & Arizona Department of Transportation.	■					Programmatic	<i>STR</i> , PD, ExPA
GN.02C	Continue to conduct Road Safety Audits (RSA), focusing on the HIN, to identify appropriate countermeasures; develop & implement recommended countermeasures through projects at these locations.	■	■				HIN, Programmatic, Location Specific	<i>STR</i> , PTD, PD, FD, ExPA
GN.02D	Enhance and streamline the process to implement RSA recommendations.	■	■				Programmatic	<i>STR</i> , PTD, PD
<b>1.C Reduce crash risk on roadways by creating a culture of road safety within the City</b>								
GN.03A	Incorporate analysis of crash history & countermeasure safety improvements for City of Phoenix capital improvement projects & private development projects.	■	■		■	■	Systemic, Programmatic	<i>STR</i>
GN.03B	Make the road safety crash dashboard available to city staff to access for analysis & development of countermeasures into City practices.	■	■		■	■	Systemic, Programmatic	<i>STR</i> , PTD, PDD, NSD, PD, FD
GN.03C	Incorporate a Vision Zero component into required driver training programs for City of Phoenix employees (including municipal courts) & contractors.				■		Programmatic	<i>STR</i>
GN.03D	Develop and maintain a list of prioritized planning, pre-design, design, & construction projects in pursuit of local, state, federal, & private grant funding as appropriate.	■	■				Location Specific, Programmatic	<i>STR</i> , PTD, NSD, PD

**FOCUS AREA :**

## **2. BEHAVIOR RELATED**

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**OBJECTIVE 2.A      REDUCE THE NUMBER OF KSI CRASHES INVOLVING PEDESTRIANS & BICYCLISTS THROUGH BEHAVIORAL CHANGES**

**OBJECTIVE 2.B      REDUCE THE NUMBER OF KSI CRASHES RELATED TO SPEEDING, RED-LIGHT RUNNING, DISTRACTED DRIVING, & AGGRESSIVE DRIVING**

**OBJECTIVE 2.C      REDUCE THE NUMBER OF KSI CRASHES RELATED TO IMPAIRED DRIVING (DRUGS & ALCOHOL)**

STRATEGY		5 E's: Identifies the type of work effort connected to the strategy					Application of Strategy	Partners
		Evaluation	Engineering	Enforcement	Education	Equity	HIN, Systemic, Location Specific, Programmatic	The Lead Department is Italicized, & support departments are included.
<b>1.A Reduce the number of KSI crashes involving pedestrians and bicyclists through behavioral changes.</b>								
BH.01A	Continue & enhance paid and earned media campaigns (electronic, print, radio, and broadcast) to promote public awareness of pedestrian and bicyclist safety. This includes using new & effective methods to reach target audiences.				■	■	HIN, Programmatic	<i>STR</i> , PTD, PDD, NSD, PD, FD, ExPA, ExA
BH.01B	Expand enforcement of school zone laws.			■			Location Specific	<i>PD</i> , STR, ExA
BH.01C	Expand current efforts for student pedestrian & bicyclist education, safety, & awareness efforts, focusing on schools within 1/4 mile of the HIN network.				■	■	Location Specific, Programmatic	<i>PD</i> , FD, STR, PDD
BH.01D	Conduct proactive enforcement of traffic laws amongst all road users on the HIN network, with emphasis on risk factors that contribute to pedestrians & bicyclists being involved in motor vehicle crashes.			■		■	HIN	<i>PD</i> , STR, PDD
<b>2.B Reduce the number of KSI crashes related to speeding, red-light running, distracted driving, &amp; aggressive driving</b>								
BH.02A	Increase visible enforcement programs, that includes reintroducing automated enforcement & red light running cameras. These measures can be effective in deterring drivers from speeding & driving distracted.	■	■	■			Location Specific, Programmatic	<i>PD</i> , STR
BH.02B	Develop roadway safety awareness & education campaigns for people driving vehicles, in concert with enforcement efforts, to specifically target change in road user behavior related to speeding, red-light running, distracted driving, & aggressive driving.				■	■	Programmatic	<i>STR</i> , PD, ExPA
<b>2.C Reduce the number of KSI crashes related to impaired driving (Drugs &amp; Alcohol)</b>								
BH.03A	Expand the DUI Task Force Enforcement through use of high-visibility enforcement techniques, saturation patrols, & integrated enforcement tactics.			■			Programmatic	<i>PD</i> , STR, NSD



**FOCUS AREA :**

## **3. PEDESTRIANS & BICYCLISTS**

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**OBJECTIVE 3.A      REDUCE CRASH RISK INVOLVING PEOPLE WALKING & BIKING BY EXPANDING SAFE ROUTES TO SCHOOL EFFORTS**

**OBJECTIVE 3.B      REDUCE THE NUMBER OF KSI CRASHES INVOLVING PEOPLE WALKING & BIKING WITH GEOMETRIC RECONFIGURATION & SYSTEMIC COUNTERMEASURES**

**OBJECTIVE 3.C      REVIEW EXISTING GAPS IN PEDESTRIAN INFRASTRUCTURE & PRIORITIZE IMPROVEMENTS**

STRATEGY		5 E's: Identifies the type of work effort connected to the strategy					Application of Strategy	Partners
		Evaluation	Engineering	Enforcement	Education	Equity	HIN, Systemic, Location Specific, Programmatic	The Lead Department is Italicized, & support departments are included.
<b>3.A Reduce crash risk involving people walking &amp; biking by expanding safe routes to school efforts</b>								
PB.01A	Develop Safe Routes to School plans for public, private, & charter elementary, middle, & high schools with crossings of arterial roads, & construct recommendations.	■	■		■	■	HIN, Programmatic	<i>STR</i>
PB.01B	Implement school zone safety countermeasures for school crossings of collector roads. Develop school typologies for prioritization.	■	■		■		Systemic, Location Specific, Programmatic	<i>STR</i>
<b>3.B Reduce the number of KSI crashes involving people walking &amp; biking with geometric reconfiguration &amp; systemic countermeasures</b>								
PB.02A	Continue constructing midblock crossings at priority arterial road locations that include: HAWKS, signing, markings, & lighting to provide a safe place for people walking & bicycling to cross.		■			■	HIN	<i>STR</i>
PB.02B	Develop a best practice approach for pedestrian crossings to improve safety in a context sensitive manner.		■		■	■	Systemic, Programmatic	<i>STR, PTD</i>
PB.02C	Develop a checklist or toolkit to improve safety for pedestrians & bicyclists through smart design choices for all to be used in designing City of Phoenix capital improvement program projects & private development projects.		■		■		Systemic, Programmatic	<i>PTD, STR</i>
<b>3.C Review existing gaps in pedestrian infrastructure &amp; prioritize improvements</b>								
PB.03A	Analyze the transportation network to identify locations that have the greatest number of risk-factors (which contribute to pedestrian & bicyclist crashes), & then identify countermeasure improvements.	■	■			■	Systemic, Location Specific	<i>STR, PTD, NSD, PD, FD</i>
PB.03E	Establish natural or structural shade in pedestrian refuge & waiting areas.		■			■	Location Specific	<i>STR, PTD, PDD</i>



**FOCUS AREA :**

## **4. INTERSECTIONS**

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| <b>OBJECTIVE 4.A</b> | <b>REDUCE THE NUMBER OF KSI CRASHES AT UNSIGNALIZED INTERSECTIONS WITH GEOMETRIC RECONFIGURATION &amp; SYSTEMIC COUNTERMEASURES</b> |
| <b>OBJECTIVE 4.B</b> | <b>REDUCE THE NUMBER OF KSI CRASHES AT SIGNALIZED INTERSECTIONS WITH GEOMETRIC RECONFIGURATION &amp; SYSTEMIC COUNTERMEASURES</b>   |
| <b>OBJECTIVE 4.C</b> | <b>REDUCE THE NUMBER OF KSI CRASHES AT SIGNALIZED INTERSECTIONS WITH SIGNAL PHASING OR TIMING</b>                                   |

STRATEGY		5 E's: Identifies the type of work effort connected to the strategy					Application of Strategy	Partners
		Evaluation	Engineering	Enforcement	Education	Equity	HIN, Systemic, Location Specific, Programmatic	The Lead Department is Italicized, & support departments are included.
<b>4.A Reduce the number of KSI crashes at unsignalized intersections w/ geometric reconfiguration &amp; systemic countermeasures</b>								
IT.01A	Develop a geospatial network screening process, that includes the frequency & severity of crashes, for unsignalized intersections to identify priority locations for improvements.	■	■				Systemic, Location Specific	<i>STR</i>
IT.01B	For priority unsignalized intersections that do not or are not anticipated to meet traffic signal warrant criteria, evaluate & identify alternative countermeasures to improve traffic safety.		■				Systemic, Location Specific	<i>STR</i>
<b>4.B Reduce the number of KSI crashes at signalized intersections w/ geometric reconfiguration &amp; systemic countermeasures</b>								
IT.02A	Review sight visibility at HIN intersections to ensure adequate sight distance for left-turning vehicles. Re-stripe/reconstruct single left turn lanes to have zero or positive offsets, where protected lefts are not implemented.	■	■			■	HIN	<i>STR</i>
IT.02B	Continue efforts to identify existing traffic signals with legacy equipment including lighting level, & reconstruct them to current standards.	■	■			■	HIN, Programmatic	<i>STR</i>
IT.02C	Install additional far-side bus bays at priority locations.	■	■			■	Location Specific	<i>PTD, STR, PDD</i>
<b>4.C Reduce the number of KSI crashes at signalized intersections with signal phasing or timing</b>								
IT.03A	Evaluate & modify left-turn phasing at signalized intersections on the HIN to reduce conflicting movements.	■	■			■	HIN, Programmatic	<i>STR</i>
IT.03B	Evaluate & implement use of leading pedestrian interval (LPI) at intersections with greatest crash risk of pedestrian-motor vehicle collisions.	■	■			■	Location Specific	<i>STR</i>
IT.03C	Review procedure on establishing yellow change & all-red clearance intervals.	■	■		■		Programmatic	<i>STR</i>
IT.03D	Continue to evaluate & implement ITS improvements to provide greater signal efficiency, coordination, communication, including piloting & evaluating adaptive traffic signal control.	■	■				Systemic	<i>STR</i>
IT.03E	Install emergency vehicle preemption at locations with the greatest need.	■	■				HIN, Systemic	<i>FD, STR</i>

**FOCUS AREA :**

## **5. SEGMENTS**

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**OBJECTIVE 5.A      REDUCE THE NUMBER OF KSI CRASHES ON  
ROAD CORRIDORS WITH ACCESS MANAGEMENT  
(REDUCING CONFLICT POINTS)**

**OBJECTIVE 5.B      REDUCE THE NUMBER OF KSI CRASHES ON ROAD  
CORRIDORS BY IMPROVING VISIBILITY, ILLUMINATION,  
& DRIVER EXPECTANCY**

**OBJECTIVE 5.3      REDUCE THE NUMBER OF NIGHTTIME CRASHES  
BY IMPLEMENTING SYSTEMIC LIGHTING  
IMPROVEMENTS CITYWIDE**

STRATEGY		5 E's: Identifies the type of work effort connected to the strategy					Application of Strategy	Partners
		Evaluation	Engineering	Enforcement	Education	Equity	HIN, Systemic, Location Specific, Programmatic	The Lead Department is Italicized, & support departments are included.
<b>5.A Reduce the number of KSI crashes on corridors with access management (reducing conflict points)</b>								
SG.01A	Update the current Access Management Standards within the Street Planning & Design Guidelines to provide guidance for all roadway classifications & all types of intersections, including unsignalized intersections & driveways (full access, partial access, left-in/left-out, & right-in/right-out).		■		■	■	Programmatic	<i>STR</i> , <i>PTD</i> , <i>PDD</i> , <i>PD</i> , <i>ExPA</i> , <i>ExA</i>
SG.01B	Install raised medians on HIN corridors to reduce conflict points.		■				HIN	<i>STR</i> , <i>PTD</i> , <i>PDD</i> , <i>NSD PD</i>
<b>5.B Reduce the number of KSI crashes on road corridors by improving visibility, illumination, &amp; driver expectancy</b>								
SG.02A	Improve street lighting luminescence & uniformity on the HIN network at segments with the greatest nighttime crash history in coordination with the current city street lighting standards.	■	■			■	HIN	<i>STR</i>
SG.02B	Review unbalanced lane undivided arterials (i.e., two northbound lanes & three southbound lanes) for potential reconfiguration based on evaluation factors such as crash rate, speed, & volume.	■	■				Programmatic	<i>STR</i> , <i>PDD</i>
<b>5.C Reduce the number of nighttime crashes by implementing systemic lighting improvements citywide</b>								
SG.03A	Develop an approach to review & prioritize lighting improvements (improve or create positive lighting, coverage, brightness, etc.) at uncontrolled, marked midblock crossings.	■	■			■	Location Specific	<i>STR</i> , <i>PDD</i>
SG.03B	For arterial & major collector streets with single sided lighting, add the other side of lighting in coordination with current city lighting standards.	■	■				Location Specific	<i>STR</i> , <i>PDD</i>