

# General

1. Provide residents with an annual Vision Zero report.
2. Invest in neighborhood traffic calming.
3. Continue to analyze safety data annually to identify high severity crash areas and implement countermeasures at prioritized locations.
4. Initiate a citywide speed limit evaluation with the safe systems approach to incorporate other critical factors, such as crash history and the safety of people walking and bicycling.
5. Identify partners to develop and market training for transportation safety that targets all road users and all ages.
6. Warn and educate road users of high severity crash areas.
7. Initiate a multidepartment Fatal Crash Review Committee.
8. Improve data sharing between the Transportation Division and Police Department.
9. Distribute educational “top 10” Vision Zero education door hangers to ASU dorms and multifamily residential units.
10. Obtain and deploy mobile VMS boards to educate drivers and support Police Department efforts.

# Intersections

1. Identify intersections for low cost pedestrian and bicyclist safety countermeasures (e.g., pavement markings, signal timing, signs).
2. Identify intersections that could benefit from converting to protected left turns.
3. Implement leading pedestrian intervals at select intersections.
4. Proactively identify locations where sight visibility is obstructed.
5. Conduct regular red light enforcement and education campaigns.

# Bicycles & Scooters

1. Identify locations that could benefit from positive guidance to bicyclists and drivers including bike lanes, sharrows and signs.
2. Coordinate bicycle and pedestrian expert reviews of project designs.
3. Identify locations that could benefit from new and/or improved bicycle detection.

# Pedestrians

1. Develop guidelines for installation of high visibility crosswalks (May include shared use path crossings and school areas).
2. Identify corridors that could benefit from the installation of raised medians and pedestrian refuge islands.
3. Identify locations with excessive pedestrian delay at signalized intersections and examine opportunities to improve pedestrian wait time.
4. Identify locations that could benefit from grade separated pedestrian crossings.
5. Educate pedestrians that they can be the victims of distraction and provide smart behaviors to adopt.
6. Initiate an annual or biennial comprehensive bicycle/pedestrian/scooter count program.

# Night Time

1. Identify non-signalized marked crosswalks that could benefit from additional lighting.
2. Analyze lighting conditions at high crash locations and improve deficiencies.
3. Develop implementation plan for conversion of all city street lighting to LED (4,000K for all collectors and arterials).
  - ✓ 75% complete on residential streetlight conversions
4. Provide free bicycle safety giveaways to improve visibility via community outreach events.

# Impairment

1. Promote safe driving options, including transit, rideshare and taxis.
2. Provide visible pick-up/drop-off zones and enhance the convenience of rideshare and taxis in the downtown and during special events.
3. Continue to and expand engagement with businesses and establishments that serve/provide alcohol and drugs (pharmacies, medical marijuana dispensaries) to be an increased part of the solution.

# Inexperienced and Very Experienced Road Users

1. Promote alternative mobility options (like rideshare) to older drivers and adults caring for their parents or other relatives that are older drivers.
2. Improve driver compliance by converting “24 hour” 35 MPH high school zones to time-of-day with flashing warning lights.
3. Develop guidelines for installation of additional pavement markings and signs to enhance school zones.
4. Evaluate transportation needs of older residents to ensure mobility as they age in place.

# Distraction

1. Advocate for the Arizona state legislature to adopt legislation that bans texting while driving and is enforceable as a primary offense.
2. Modify city code to ban the use of electronic devices while driving.

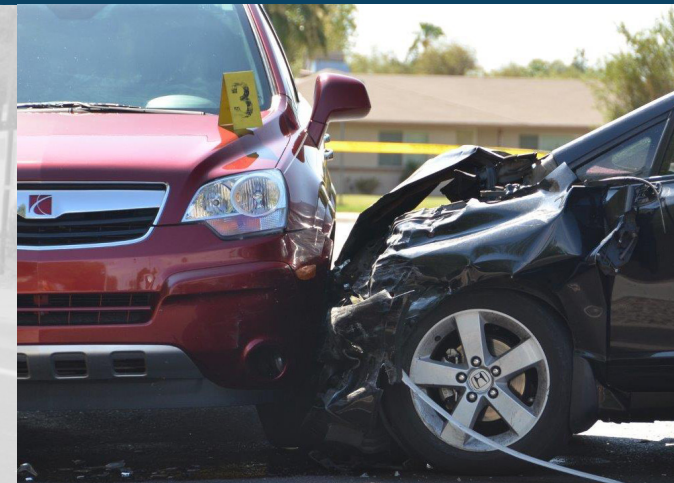
✓ 2/28/19



# Why This is Important

*In the past five years, more than 60 people lost their lives in vehicle crashes on Tempe streets...in addition more than 400 people were seriously injured.*

2013: 8 Fatal, 96 Serious Injury  
2014: 14 Fatal, 81 Serious Injury  
2015: 6 Fatal, 65 Serious Injury  
2016: 16 Fatal, 76 Serious Injury  
2017: 14 Fatal, 83 Serious Injury



**“2 killed, 1 rushed to hospital after crash near Country Club Way”**

**“Arizona pedestrians among nation’s most likely to die in fatal crash”**

**“Tempe police investigating deadly rollover crash near Kyrene/Baseline roads”**

**“Mother who lost her son in a deadly crash gets help from her friends”**

**“Motorcycle rider killed in 3-vehicle crash in Tempe”**

**“ASU doctoral student, renowned pianist Xiaoying Wen killed in Tempe Crash”**

**“1 dead after SUV with 3 teens hits man on Tempe sidewalk”**

**“Elderly man, woman killed in Tempe crash”**

# VISION ZERO NATIONALLY

First implemented in Sweden in the 1990s, Vision Zero has proven successful across Europe – and it is now gaining momentum in major American Cities.

Vision Zero starts with the premise that traffic deaths and severe injuries are largely preventable. The commitment defines a timeline and brings stakeholders together to ensure a basic right of safety for all people as they move about their communities. Vision Zero acknowledges that traffic deaths and severe injuries are preventable and sets the goal of eliminating both in a set time frame with clear, measurable strategies.

Vision Zero is a multidisciplinary approach, bringing together diverse and necessary stakeholders to address this complex problem. The driving force of crash prevention and control across the world has been the 4 Es of highway safety—engineering, education, enforcement, and emergency medical services (EMS).

In the past, meaningful, cross-disciplinary collaboration among local traffic planners and engineers, police officers, policymakers, and public health professionals has not been the norm. 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 severe injuries.

## » Reducing Fatal and Serious Injury Crashes to Zero



**“VISION ZERO IS A STRATEGY TO ELIMINATE ALL TRAFFIC FATALITIES AND SEVERE INJURIES, WHILE INCREASING SAFE, HEALTHY, EQUITABLE MOBILITY FOR ALL” -VISION ZERO NETWORK**