

# VISION ZERO UPDATE

Community Meetings  
January -February 2022



**Tempe**

Making waves in the desert



## What is Vision Zero?

It's a traffic safety policy that is focused on achieving safety for **all road users**.

Key principles:

- Vision Zero focuses on eliminating **severe injury and fatal** crashes
- Traffic deaths and severe injuries are **preventable**.
- Crashes will occur, but **severity** can be reduced.
- Safety is **everybody's** responsibility.

# Fatalities and Serious Injuries



- From January 2015 to June 2021

128 total fatalities

- 92 people in vehicles
- 28 pedestrians
- 8 cyclists

# Vision Zero Action Plan

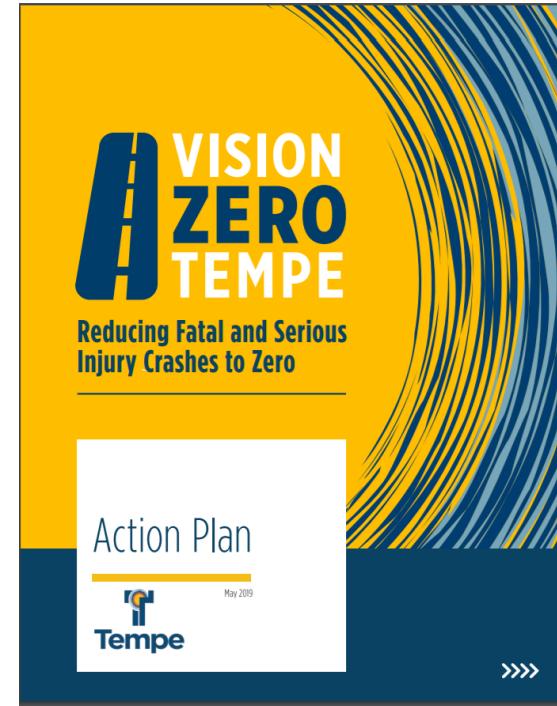


Action Plan was completed in May 2019

- Posted on City's website under Vision Zero
- [www.Tempe.gov/VisionZero](http://www.Tempe.gov/VisionZero)

The program takes a three-prong approach that includes:

- Engineering
- Enforcement
- Education







# Tracking Vision Zero Initiatives and Goals

Action Item	Description	Lead Agency	Vision Zero Year	Continuation or Enhancement of Existing Program?
G.1	Provide residents with an annual Vision Zero report.	Traffic Engineering	Annual	
G.2	Invest in neighborhood traffic calming.	Traffic Engineering	1	
G.3	Continue to analyze safety data annually to identify high severity crash areas and implement countermeasures at prioritized locations.	Traffic Engineering	1	
G.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.	Traffic Engineering	1	
G.5	Identify partners to develop and market training (on-line and/or classroom) for transportation safety that targets all road users and all ages (Example: how traffic is evolving).	Community Relations	2-3	
G.6	Warn and educate road users of high severity crash areas (Example: zero tolerance safety corridors).	Community Relations / Police / Traffic Engineering	1	
G.7	Initiate a multidepartment Fatal Crash Review Committee.	Police / Traffic Engineering	1	
G.8	Improve data sharing between the Transportation Division and Police Department. Migrate to electronic crash reporting software (example: TRACS).	Police / Transportation Division	1-2	
G.9	Distribute educational "top 10" Vision Zero education door hangers to ASU dorms and Tempe multifamily residential units.	Community Relations	1-2	
G.10	Obtain and deploy mobile VMS boards to educate drivers and support Police Department efforts.	Police	1	
Int.1	Identify intersections for low cost pedestrian and bicyclist safety countermeasures (e.g., pavement markings, signal timing, signs)	Traffic Engineering	1	
Int.2	Identify intersections that could benefit from converting to protected left turns.	Traffic Engineering	1	
Int.3	Implement leading pedestrian intervals (LPI's) at select intersections.	Traffic Engineering	1	
Int.4	Proactively identify locations where sight visibility is obstructed.	Traffic Engineering	2-3	
Int.5	Conduct regular red light enforcement and education campaigns.	Police / Community Relations	1-2	
B.1	Identify locations that could benefit from positive guidance to bicyclists and drivers including bike lanes, sharrows and signs	Transportation Planning	1	
B.2	Coordinate bicycle and pedestrian expert reviews of project designs.	Transportation Planning / Traffic Engineering	1	
B.3	Identify locations that could benefit from new and/or improved bicycle detection.	Traffic Engineering	1	
P.1	Develop guidelines for installation of high visibility crosswalks (May include shared use path crossings and school areas).	Traffic Engineering	1	
P.2	Identify corridors that could benefit from the installation of raised medians and pedestrian refuge islands.	Traffic Engineering	2-3	
P.3	Identify locations with excessive pedestrian delay at signalized intersections and examine opportunities to improve pedestrian wait time.	Traffic Engineering	2-3	
P.4	Identify locations that could benefit from grade separated pedestrian crossings.	Transportation Planning	2-3	
P.5	Educate pedestrians that they can be the victims of distraction and provide smart behaviors to adopt.	Community Relations	2-3	

G - General   Int - Intersections   B - Bicycles and Scooters   P - Pedestrians   N - Night Time  
 Imp - Impairment   R - Inexperienced and Very Experienced Road Users   D - Distraction

Action Item	Description	Lead Agency	Vision Zero Year	Continuation or Enhancement of Existing Program?
P.6	Initiate an annual or biennial comprehensive bicycle/pedestrian/scooter count program.	Transportation Planning	2-3	Yes
N.1	Identify non-signalized marked crosswalks that could benefit from additional lighting.	Traffic Engineering	1	Yes
N.2	Analyze lighting conditions at high crash locations and improve deficiencies.	Traffic Engineering	1	Yes
N.3	Develop implementation plan to convert all city street lighting to LED (4,000K for all collectors and arterials).	Transportation Maintenance	1	Yes
N.4	Provide free bicycle lights, reflectors, reflective backpack clips and/or other safety giveaways to improve visibility through community outreach events.	Police / Community Relations	1	Yes
Imp.1	Promote safe driving options, including transit, rideshare and taxis.	Community Relations	1	Yes
Imp.2	Provide visible pick-up/drop-off zones and enhance the convenience of rideshare and taxis in the downtown and during special events.	Traffic Engineering	1	No
Imp.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.	Community Relations/ Police	1	Yes
R.1	Promote alternative mobility options (like rideshare) to older drivers and adults caring for their parents or other relatives that are older drivers.	Community Relations	1	Yes
R.2	Improve driver compliance by converting "24 hour" 35 MPH high school zones to time-of-day with flashing warning lights.	Traffic Engineering	1	No
R.3	Develop guidelines for installation of additional pavement markings and signs to enhance school zones.	Traffic Engineering	1	Yes
R.4	Evaluate transportation needs of older residents to ensure mobility as they age in place.	Traffic Engineering / Community Relations	2-3	Yes
D.1	Advocate for the Arizona state legislature to adopt legislation that bans texting while driving and is enforceable as a primary offense.	All	1	No
D.2	Modify city code to ban the use of electronic devices while driving requiring drivers to use "hands free" electronic devices.	City Council	Complete	Yes

# Tracking Vision Zero Initiatives and Goals



# Tempe PD Traffic Bureau Mission Statement



- Reduce Collisions and enhance safety on our roadways through purposeful education and enforcement.







Community Policing



Community Engagement



Collaborative Leadership

- Bicycle/Pedestrian Education & Diversion Program
- Bicycle/Pedestrian Lights
- GOHS Funded Education and Enforcement Grants
  - CAPP, Bicycle/Pedestrian, Occupant Protection and STEP
- Community Meetings/Collaboration
- Partnerships
  - Traffic Engineering
  - SPARC (Strategic Planning, Analysis and Research Center)
- Education with Vulnerable Road Users
  - Pedestrians, bicyclists, scooters





## Initial Program Corridors

- Broadway Road, Priest Drive to Railroad (Farmer)
- Baseline Road, Rural Road to Country Club Way
- Scottsdale Road, Curry Road to Continental Drive

**Goal is to Change  
Driver and  
Pedestrian  
Behavior**

**SAFETY CORRIDOR  
STRICT ENFORCEMENT**



**Tempe Vision Zero**



- Data collection (5 years)
  - Consistency in serious injury/fatal collisions
  - Collisions involving pedestrians and bicyclists on the rise
- What have we done, what can we do?
  - Creation of TCC and Arizona Revised Statutes for Distracted Driving
  - Targeted education and enforcement
  - Education for our youngest drivers
    - Bicycle/Pedestrian Diversion Program



# Community Expectations



- Increased police presence
  - Increased presence from Traffic Officers
  - Safety Corridor Signs
  - Strict Enforcement
    - Violations strictly enforced
    - Does not = automatic citation
- Community Engagement
  - Meetings
  - Feedback/observations
- Community Policing
  - Educate each other
- Collaborative Leadership
  - Achieving goal together

**SAFETY CORRIDOR  
STRICT ENFORCEMENT**



**Tempe Vision Zero**

# Mid-Block Pedestrian Crossings



- Mid-block pedestrian crossings to help reduce the instance uncontrolled crossings
- Identify the best mid-block treatment for each case



Pedestrian Signals



Striped Crossing



Flashing Beacons



# Speed Feedback Sign Pilot Project



- Citywide speed limit reductions did not pass
- Identify targeted areas where 85<sup>th</sup> percentile speed is more than 10 MPH greater than posted



# Adding Sidewalks



- Many neighborhood streets are missing sidewalks, or have sidewalks without ADA ramps
  - Neighborhood local streets are routes to transit
  - Missing sidewalk on one side might increase mid-block crossing behavior



# Other Upcoming Projects



- Leading Pedestrian Intervals
  - Locations where pedestrians are not high volume
- Update to our policy on High Visibility Crosswalks
  - Draft policy update completed
  - Going to Peer Review in January
- Continuation of existing initiatives
  - Identify additional safety corridor opportunities
  - Targeted education campaigns
  - Upgraded street lighting project
- Civilian Motorcycle School



**Questions?**