



City of Phoenix Road Safety Action Plan  
Phase 1 Public Involvement  
Summary Report

April 14, 2022

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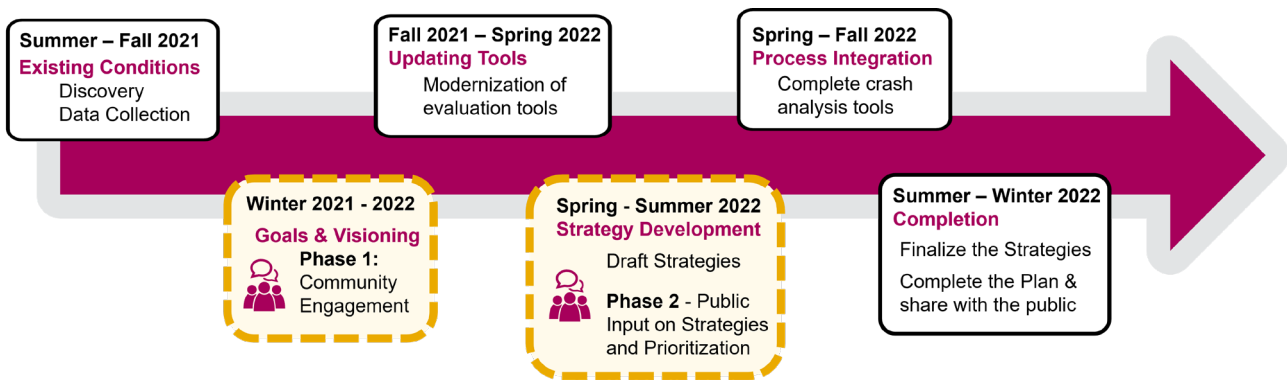
## Overview

The City of Phoenix, Road Safety Action Plan (RSAP), will provide key strategies and a framework for safety enhancements at the local level. The Phoenix RSAP will integrate the 4 E's – evaluation, engineering, enforcement, and education and provide a road map for the city to hone a 'safety first', proactive stance in reducing roadway related fatalities and injuries.

The input of those who travel Phoenix's roadways, whether driving, walking, or biking, is essential to make streets safer for everyone. To facilitate meaningful input, two phases of engagement – shown in Graphic 1 - will be conducted Phase 1: fall/winter 2021 and Phase 2: summer 2022, to include:

- Virtual and in-person meetings (citywide and Council District level)
- Online survey
- Attending community events

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



**Phase 1 Public Involvement:** It is to be recognized that during Phase 1 Public Engagement, November 2021 to February 2022, the COVID-19 pandemic continued which limited the opportunity to have in person meetings and activities. Understanding this, the core of the public involvement activity was based in a virtual setting utilizing an online survey tool – MetroQuest.

## Purpose of This Report

This report documents the activities done for RSAP Phase 1 Public Engagement, highlights key findings, and notes how this information will be used in the overall plan. The four main engagement work efforts include:

- Developing the RSAP logo/brand
- Public Meeting #1
- Community Touchpoint Meetings
- MetroQuest Online Survey

## Creating a Consistent Message

As part of the communication effort for the RSAP, a brand package was developed that allows for the project to create a consistent and expected message, visual cues, and templates that supports both the technical and engagement work. The brand package included: a logo, colors, fonts, letterhead, memorandum template, meeting agenda template, fact sheet template, and PowerPoint template. The logos shown in Graphic 2 include the initial logo (July 2021 to January 2022) and the second version that was updated in February 2022 to reflect the City of Phoenix City Council's approved resolution to adopt Vision Zero.

Graphic 2. Road Safety Action Plan Logos



## Utilizing the RSAP Project Webpage

The public engagement activities for this project strive to be accessible and transparent to as many City of Phoenix residents as possible. In late October/early November 2021, a webpage and a project fact sheet were created to provide an outlet for project materials, videos, and surveys to be hosted. The webpage, <https://www.phoenix.gov/roadsafety>, is hosted on the City of Phoenix Street Transportation Department's site, and is dynamic in its capabilities to share information: integrated visual graphics, linked to ArcGIS for mapping information, and provide up to date project information.

Another advantage of utilizing the City of Phoenix webpage hosting services is that it provides translation options for information on the webpage, as noted in Graphic 4. There were over 1,500 unique website views of the webpage during public involvement phase 1. Details are shown in Table 1.

**Table 1 - RSAP Webpage Views**

Month/Year	Total Website Views	Unique Website Views
November 2021	610	559
December 2021	709	659
January 2022	642	576
February 2022	480	442
<b>Total</b>	<b>1,831</b>	<b>1,677</b>

**Graphic 3. RSAP Website (March 2022)**

**Graphic 4. City of Phoenix Webpage Translation Options**

## Public Meeting #1

The first public meeting for this project was held virtually using WebEx on Tuesday, November 16, 2021, at 6:00 p.m. MST.

To ensure community members knew about the meeting and had an opportunity to participate, the City of Phoenix provided notification through a variety of different mechanisms that included: direct e-mails, notification/invites on the City of Phoenix's website, notification/invites in City Council newsletters, social media advertising, on-line advertising, and posters at City of Phoenix Community Centers. Examples can be found in **Appendix A** and details of efforts include:

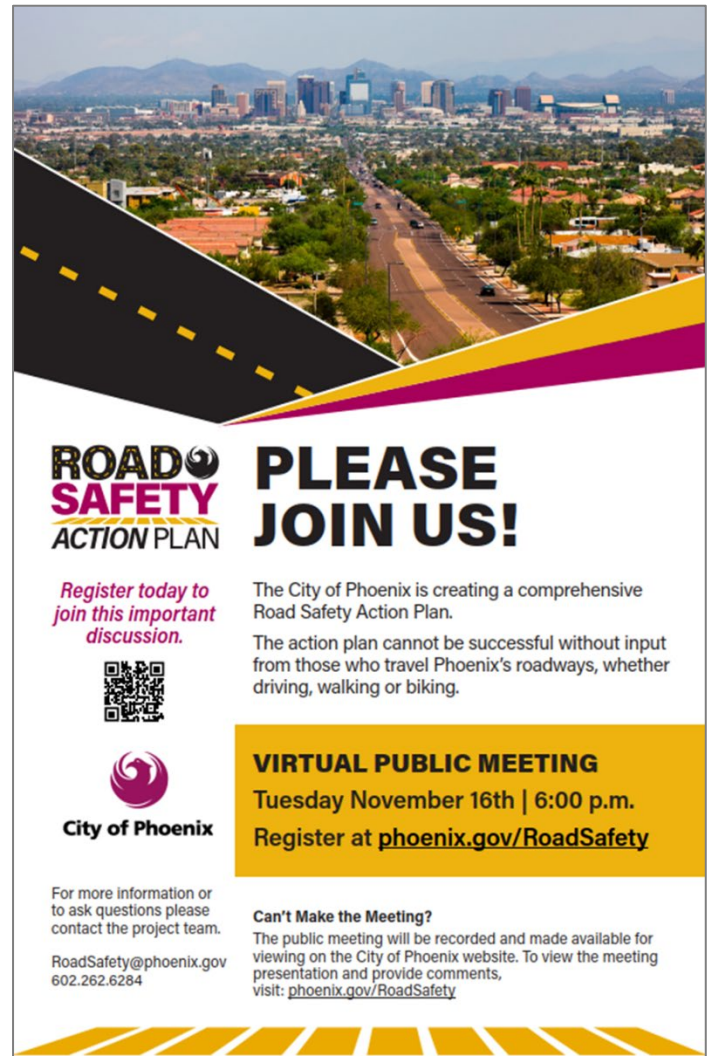
- Email notifications to City of Phoenix Street Transportation Department e-mail list;
- Posted meeting information on the City of Phoenix webpage at: <https://www.phoenix.gov/roadsafety> ;
- Posted social media advertisement on Instagram from November 2 – November 16;
- Posted social media advertisement on Facebook from November 2 – November 16;
- Posted advertisement on AZCentral.com from November 2 – November 16; and
- Distributed posters, Graphic 5, and facts sheets at community centers for each district on November 12.

Registration for the meeting was needed to join the WebEx meeting online. Participants had the option to login and use computer audio or to call-in for Spanish interpretation of meeting. A total of 116 people attended the virtual public meeting. Attendees engaged in active discussion and the opportunity to ask questions to the project team during and after the presentation.

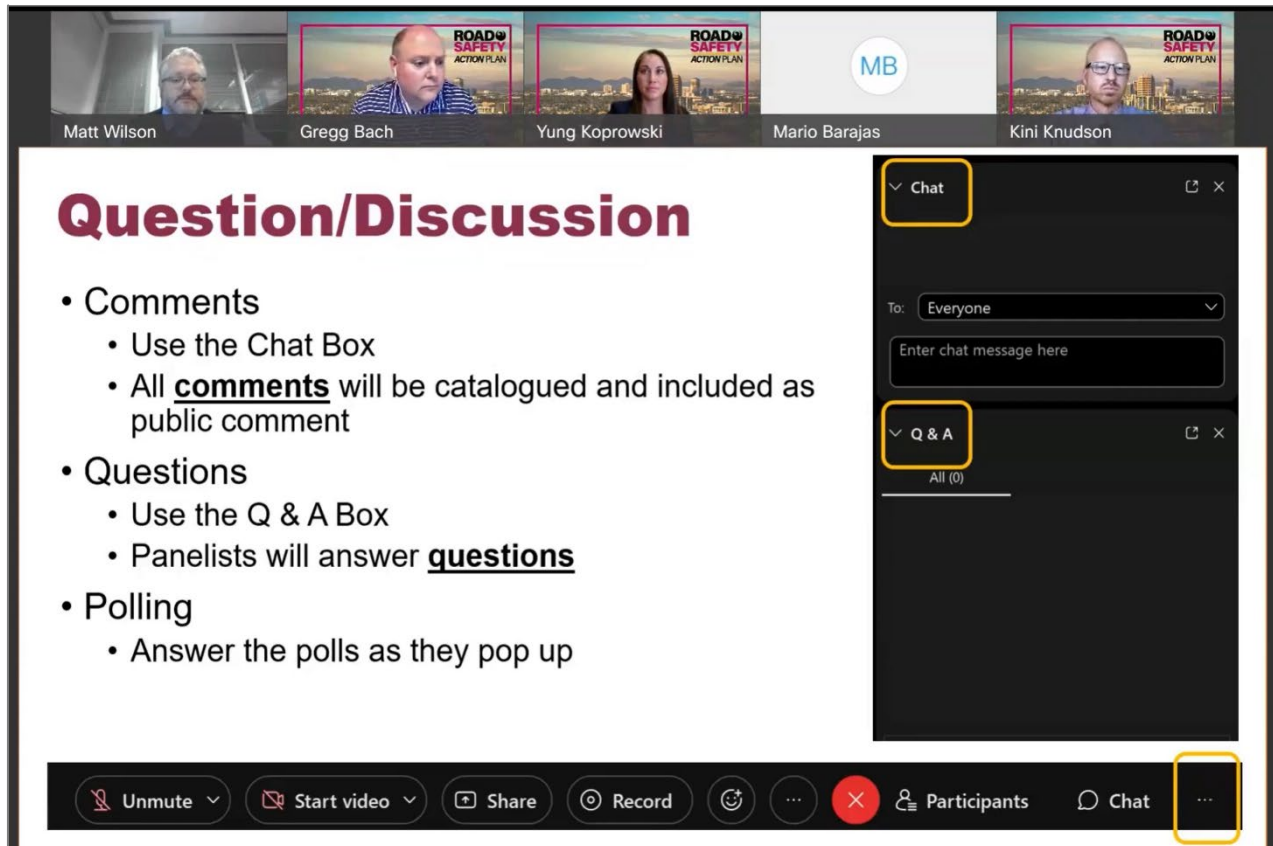
A PowerPoint presentation, **Appendix B**, was given to the public beginning at 6:05 p.m. The presentation began with a welcome and introduction of the project team. The remainder of the presentation included a project overview of the project, the planning process, project background information, information about the High Injury Network and crash trends, and presentation wrapped up with information about community engagement and the MetroQuest Survey. Poll questions were asked to the public throughout the presentation and public was given an opportunity to ask questions of the project team. The meeting host facilitated questions as they were asked verbally and posted in the chat box.

The public meeting was recorded, and video of the meeting was posted to the project website. The meeting recording allowed for those who could not attend to watch the presentation and provide feedback.

Graphic 5. RSAP Project Poster



Graphic 6. Screenshot of Presentation/Engagement Public Meeting #1



### Ensuring Engagement through Community Touchpoints and Notifications

As part of the Public Involvement Phase 1 engagement activities, the project management team (PMT) wanted to ensure that different parts of the City had an opportunity to learn about the RSAP, how to engage and use MetroQuest, and have time to discuss the project with Phoenix staff. Community touchpoints were offered to the eight City Council offices between December 2021 – February 2022. Six of the eight council districts hosted meetings during this time. Table 2 highlights the different events that Street Transportation Department staff attended, shared information, and engaged the community. **Appendix C** includes the PowerPoint presentation that was given at Council District 5 on December 2, 2021. Modifications were made to this presentation for other events.


In addition to these activities, the City of Phoenix continuously encouraged the City of Phoenix residents to take time and learn about the Road Safety Action Plan and to participate in the online MetroQuest survey. This was done through communication notifications in the City of Phoenix Water Bill newsletter (December 2021 and January 2022), posts on the City of Phoenix and City of Phoenix Street Transportation Department’s twitter page @StreetsPHX, and e-mail notifications. From November 2, 2021, to February 27, 2022, the Street Transportation Department created 35 tweets encouraging people to take the MetroQuest survey, which accounted for a total 14,727 impressions. Examples of these notification are shown in Graphic 7, and Table 3 identifies the day and impressions of the 35 Twitter postings.

**Table 2 : Public Engagement Phase 1 - Community Touchpoint Events**

<b>City Council District</b>	<b>Type of Event</b>	<b>Name of Event</b>	<b>Date</b>
District 1: Ann O'Brien	In person, presentation by Street Transportation staff with question-and-answer session.	Community Coffee Chat	January 28, 2022
District 2: Jim Waring	n/a		
District 3: Debra Stark	In person, presentation by Street Transportation staff with question-and-answer session.	Community Coffee Chat	December 8, 2021
	Virtual meeting with PowerPoint presentation by Street Transportation staff with question-and-answer session.	Virtual Meeting Streets to Host	February 1, 2022
District 4: Laura Pastor	In person event. Street Transportation staff had a table at event with Project Fact Sheet, and available to answer questions.	Laveen BBQ	February 26, 2022
District 5: Betty Guardado	Virtual meeting with PowerPoint presentation by Street Transportation staff with question-and-answer session.	Neighborhood Leader Meeting	December 2, 2021
District 6: Sal DiCiccio	n/a		
District 7: Yassamin Ansari	In person event. Street Transportation staff had a table at event with Project Fact Sheet, and available to answer questions.	Laveen BBQ	February 26, 2022
District 8: Carlos Garcia (Vice Mayor)	Virtual meeting with PowerPoint presentation by Street Transportation staff with question-and-answer session.		February 24, 2022




Graphic 7: City of Phoenix Water Bill and Street Transportation Department Twitter Post



**PHX**  
AT YOUR  
SERVICE

Phoenix.gov • DEC 2021



I Got My  
**COVID-19**  
Vaccine


**New Vaccine Incentives**  
The city of Phoenix continues to use two mobile vans to offer COVID-19 testing and vaccines. Now, if any adult is fully vaccinated using our vans, they will receive a \$100 gift

### Download New “myPHX311” App

The city of Phoenix has reimagined how it connects its residents to all the city’s essential services. Welcome to **myPHX311**: A new digital, interactive experience where the public can access and request assistance from city departments. The city has upgraded the “At Your Service” web portal ([Phoenix.gov/myPHX311](https://Phoenix.gov/myPHX311)) and launched a new mobile app. Now you are in full control of getting help with a wide range of services including:

- Requesting water / trash services
- View / pay city services bill
- Report issues in the community (street lights, potholes, water main breaks, etc.)
- Access city calendars and public meetings

The myPHX311 app is ready to use today. With your mobile device, take a picture of the QR code to the right to download the app for either Apple or Android devices or visit [Phoenix.gov/App](https://Phoenix.gov/App).



**myPHX311**

### Provide Input on Road Safety

**ROAD SAFETY ACTION PLAN**

Phoenix is investing in a comprehensive Road Safety Action Plan and is asking for community input. Take a survey, read more about the plan and learn how your feedback can help determine solutions to make roadways citywide safer for all users. Participate at [Phoenix.gov/RoadSafety](https://Phoenix.gov/RoadSafety).

### Burn Cleaner, Burn Better

While a fireplace can be comforting on cool winter nights, the smoke emitted may pose a substantial health risk to some residents across Maricopa County. On No Burn Days, please do not burn wood or you could face a fine. Consider converting your wood-burning fireplace to natural gas. Visit [CleanAirMakeMore.com](https://CleanAirMakeMore.com) to learn about the Maricopa County Fireplace Retrofit Program and to sign up for air pollution alerts.



# LAST CHANCE FOR INPUT!



**ROAD SAFETY ACTION PLAN**

## Survey closes Monday, Feb. 28, 2022

Participate at:  
[phoenix.gov/roadsafety](https://phoenix.gov/roadsafety)

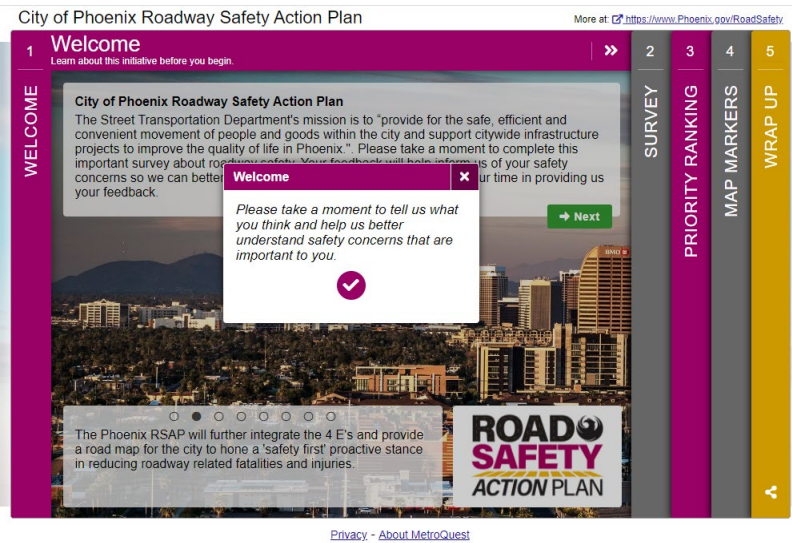
**Table 3 City of Phoenix Street Transportation Department's Twitter Page  
@StreetsPHX - Tweets for RSAP MetroQuest**

<b>Date of Tweet</b>	<b># of Impressions</b>
November 2, 2021	446 impressions
November 4, 2021	270 impressions
November 6, 2021	292 impressions
November 8, 2021	264 impressions
November 10, 2021	346 impressions
November 12, 2021	256 impressions
November 14, 2021	438 impressions
November 16, 2021	396 impressions
November 16, 2021	276 impressions
November 23, 2021	194 impressions
November 24, 2021	174 impressions
November 26, 2021	754 impressions
November 27, 2021	491 impressions (Spanish)
November 29, 2021	198 impressions
November 30, 2021	245 impressions (Spanish)
December 1, 2021	213 impressions
December 2, 2021	276 impressions
December 3, 2021	485 impressions
December 6, 2021	431 impressions
December 8, 2021	360 impressions
December 10, 2021	475 impressions
December 11, 2021	266 impressions (Spanish)
December 22, 2021	327 impressions
December 28, 2021	2,249 impressions
December 30, 2021	1,158 impressions
December 31, 2021	189 impressions
January 8, 2022	660 impressions
January 10, 2022	402 impressions
January 17, 2022	252 impressions
January 24, 2022	253 impressions
January 25, 2022	225 impressions
January 31, 2022	618 impressions
February 17, 2022	272 impressions
February 24, 2022	266 impressions
February 27, 2022	310 impressions

## Engaging the Public - MetroQuest

To engage Phoenixians in the creation of the Road Safety Action Plan, the City of Phoenix utilized an online, interactive tool - MetroQuest. *“MetroQuest is an online engagement platform that is designed for transportation planning. [Their] surveys both educate the public and gather informed output, helping public involvement teams get tangible insights from diverse communities and consistently deliver outstanding public involvement results to stakeholders and decision makers. (MetroQuest website)”*

**Graphic 8. RSAP MetroQuest Screen 1**

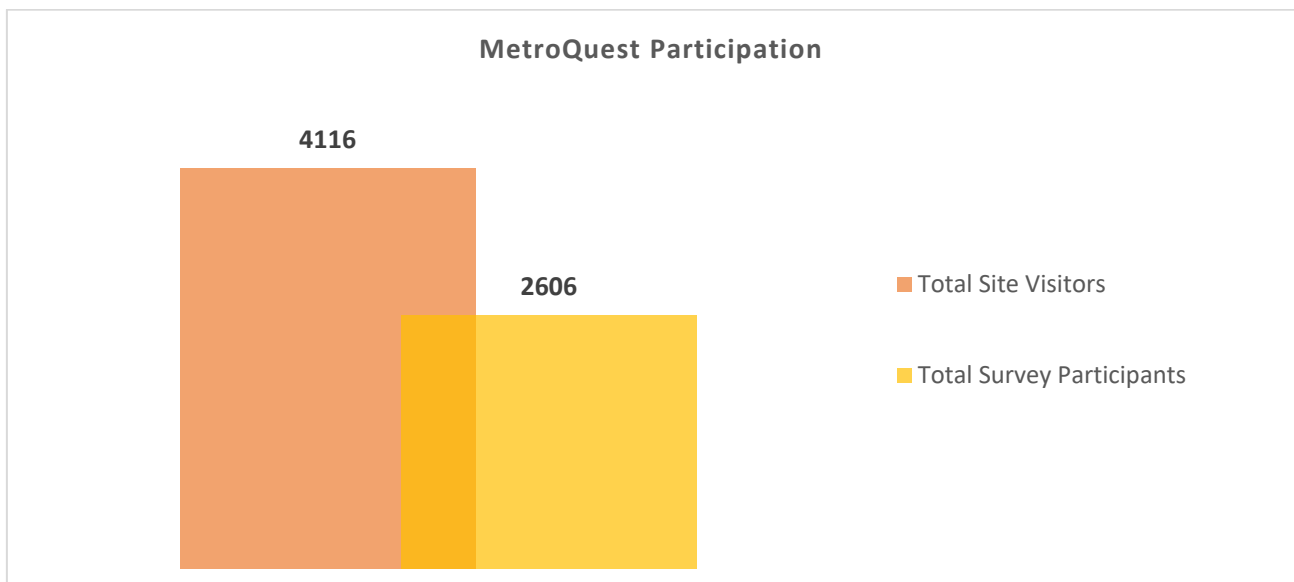


The RSAP Project used the MetroQuest 5-Screen format, please see **Appendix D** for all Screens, to:

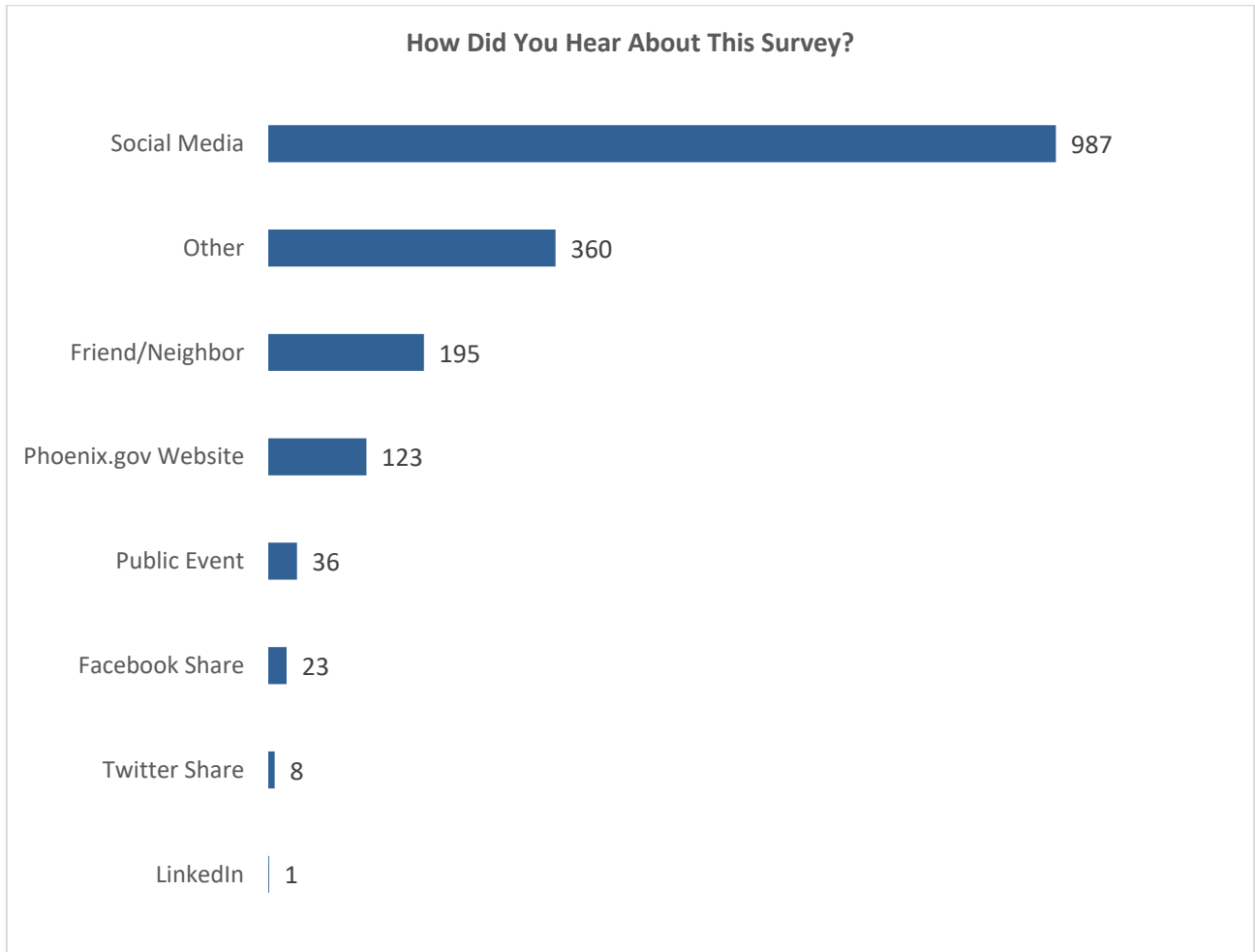
- Screen 1 - Educate and Inform survey users about the RSAP and crash data (Graphic 8)
- Screen 2 – Ask questions about safety concerns
- Screen 3 - Prioritize the focus of safety work efforts
- Screen 4 – Provide a mapping exercise to mark locations and provide comments about safety issues
- Screen 5 – Collect e-mail addresses and zip code information

MetroQuest was open online (accessible from the RSAP Project webpage), from November 16, 2021, to February 28, 2022. Overall, there were over 4,000 visitors, and over 2,500 people that completed the engagement exercise, a response rate of 63%.

**Graphic 9. MetroQuest Survey Engagement**



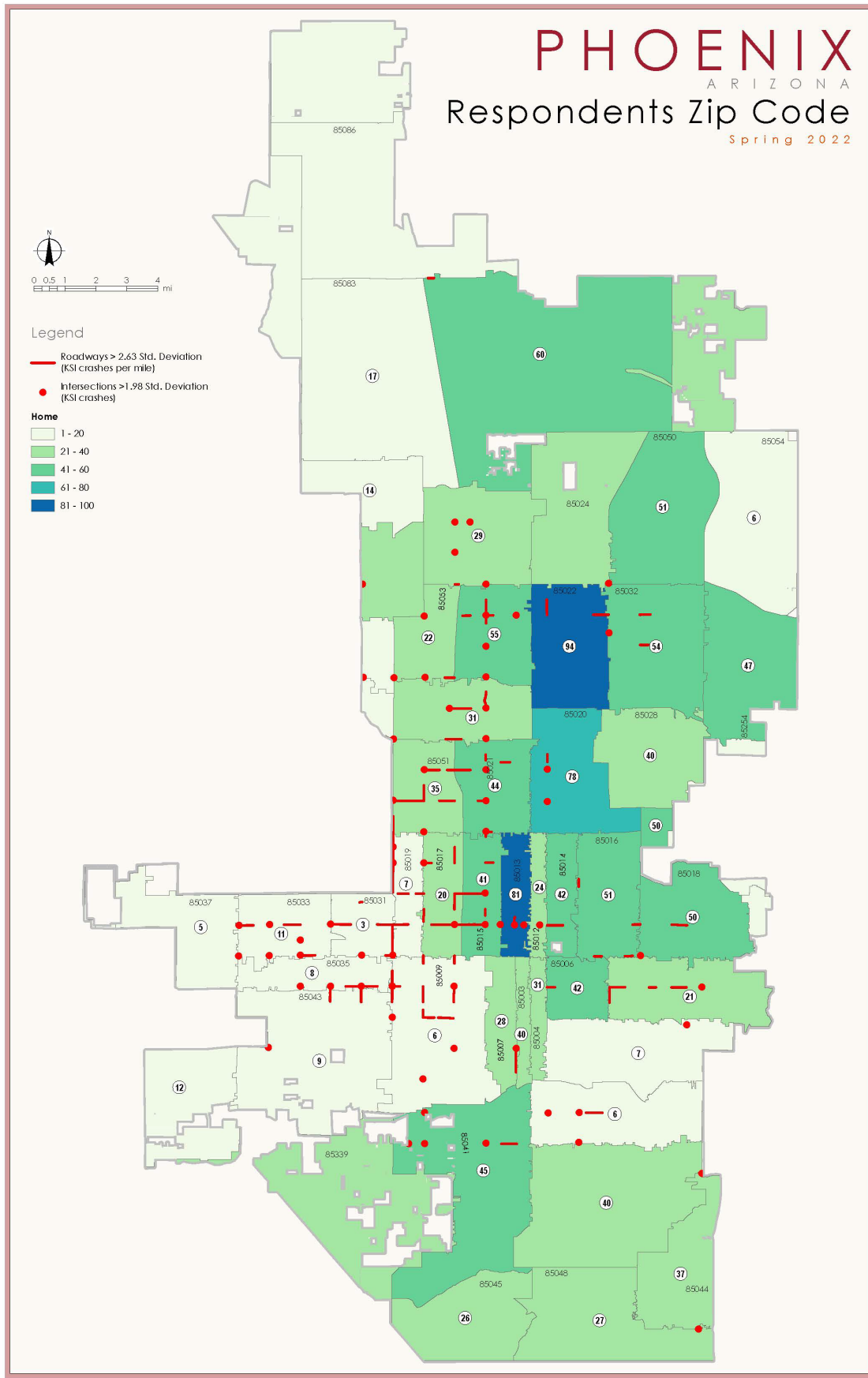
**Graphic 10. MetroQuest Survey Engagement (Cont.)**



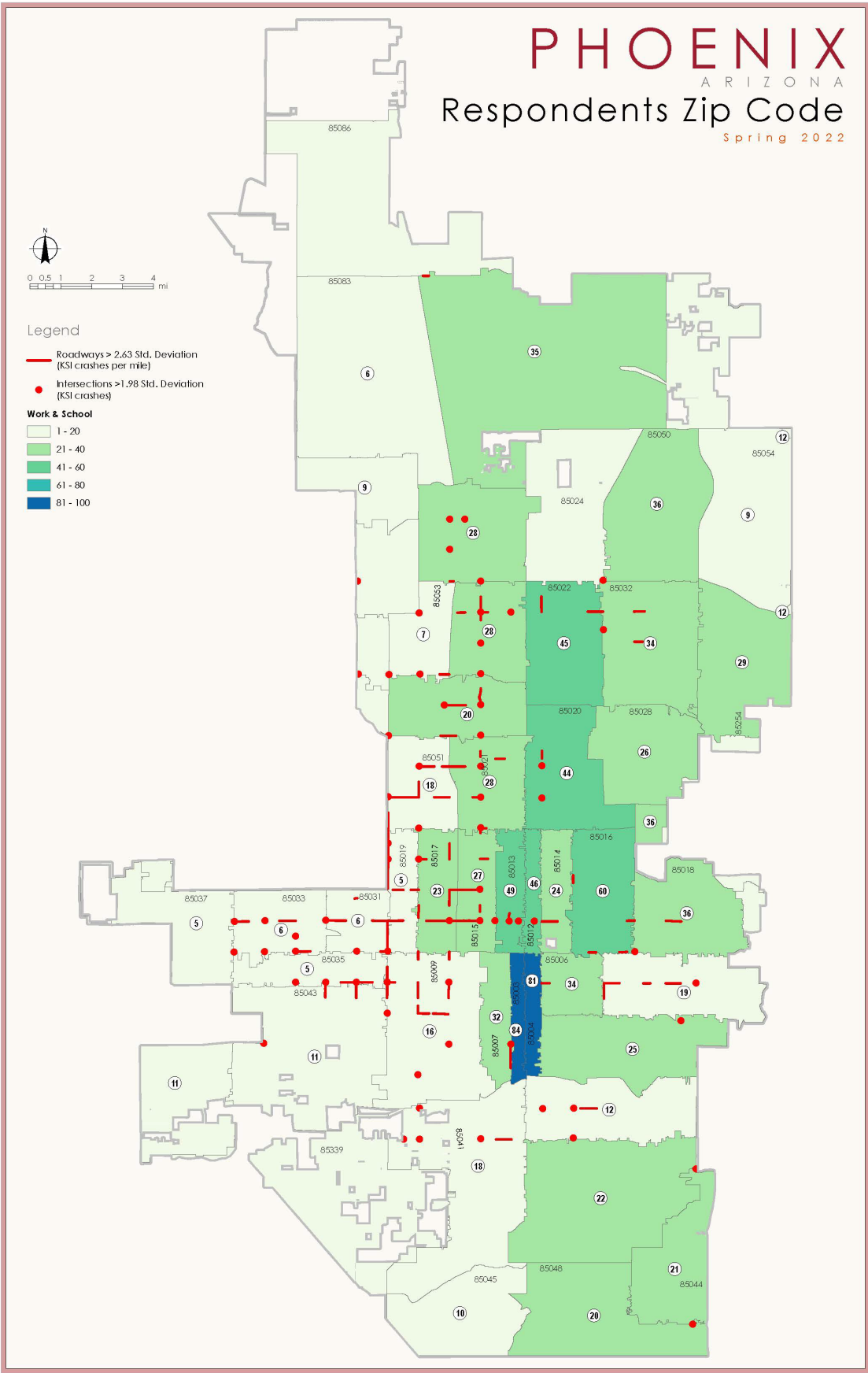
As shown in Graphic 10, most survey participants (57%) were engaged or informed about this survey using social media.

MetroQuest participants provided their home and work/school zip code, which allows for understanding of where in the city MetroQuest had the highest engagement and reach. As shown in Graphic 11, people who reside in North Central Phoenix and/or work downtown showed the highest levels of participation

**Graphic 11. Home Zip Code Information of MetroQuest Survey Respondents**



Graphic 12: Work/School Zip Code Information of MetroQuest Survey Respondents



Data: City of Phoenix/ADOT/MCD-0172K

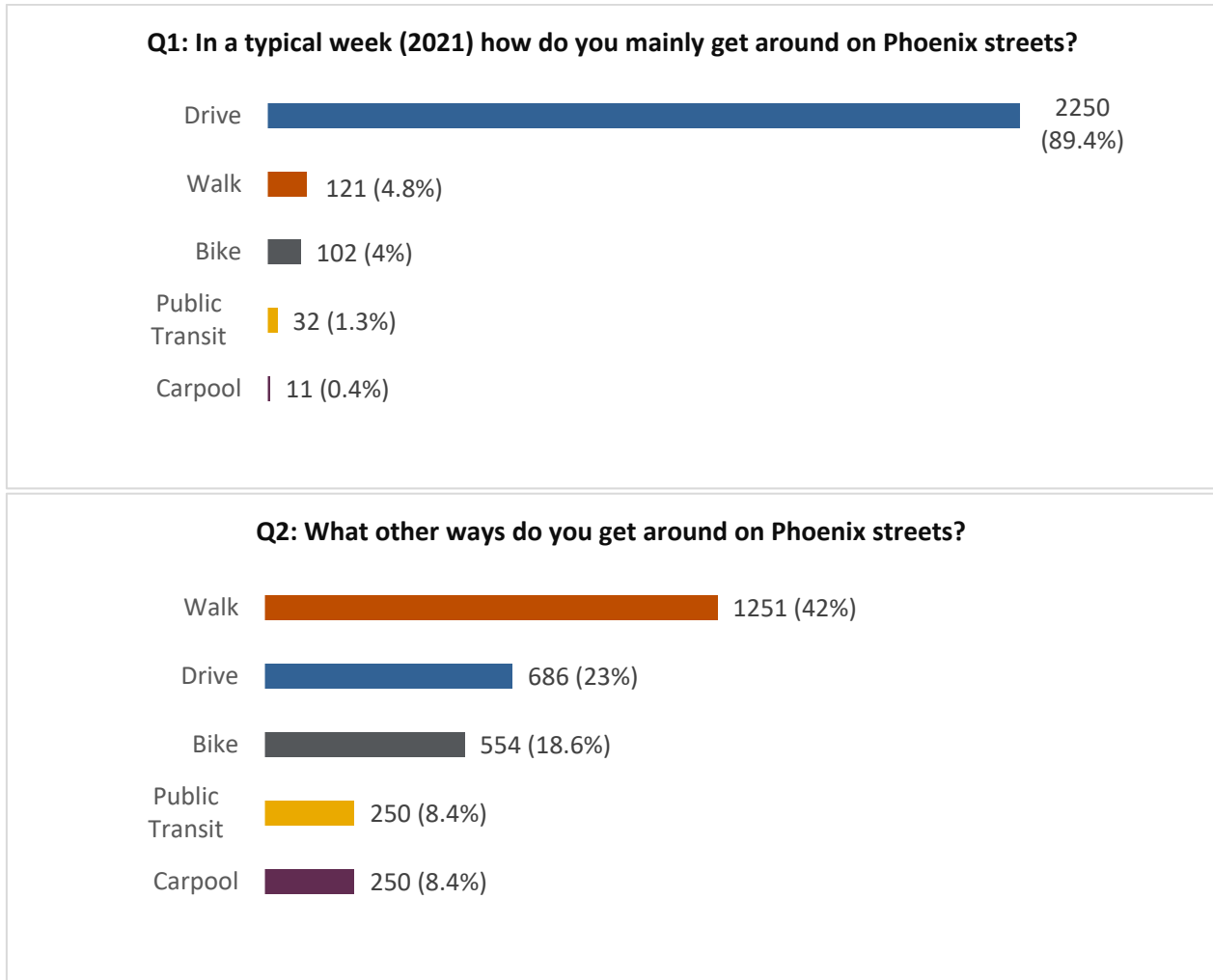
Visualization Analysis | Y2K engineering | 2022

Phoenix, AZ | Respondent Zip Code Analysis 2022

Screen 2 - Survey

Question 1 (Graphic 13) asked respondents to select their primary mode of transportation on Phoenix streets. 89.4% of respondents indicated that driving is their primary means of transportation with Walking, Biking, Transit, and Carpooling trailing behind at 4.8%, 4%, 1.3%, and 0.4% respectively.

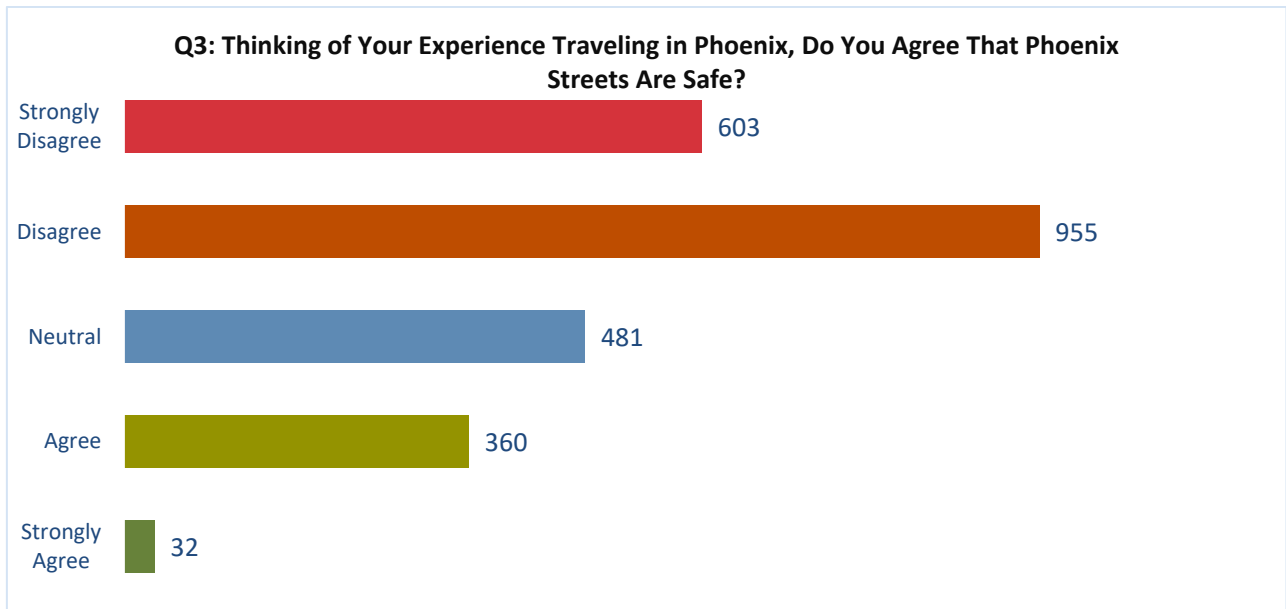
**Graphic 13. MetroQuest: Moving Around Phoenix**



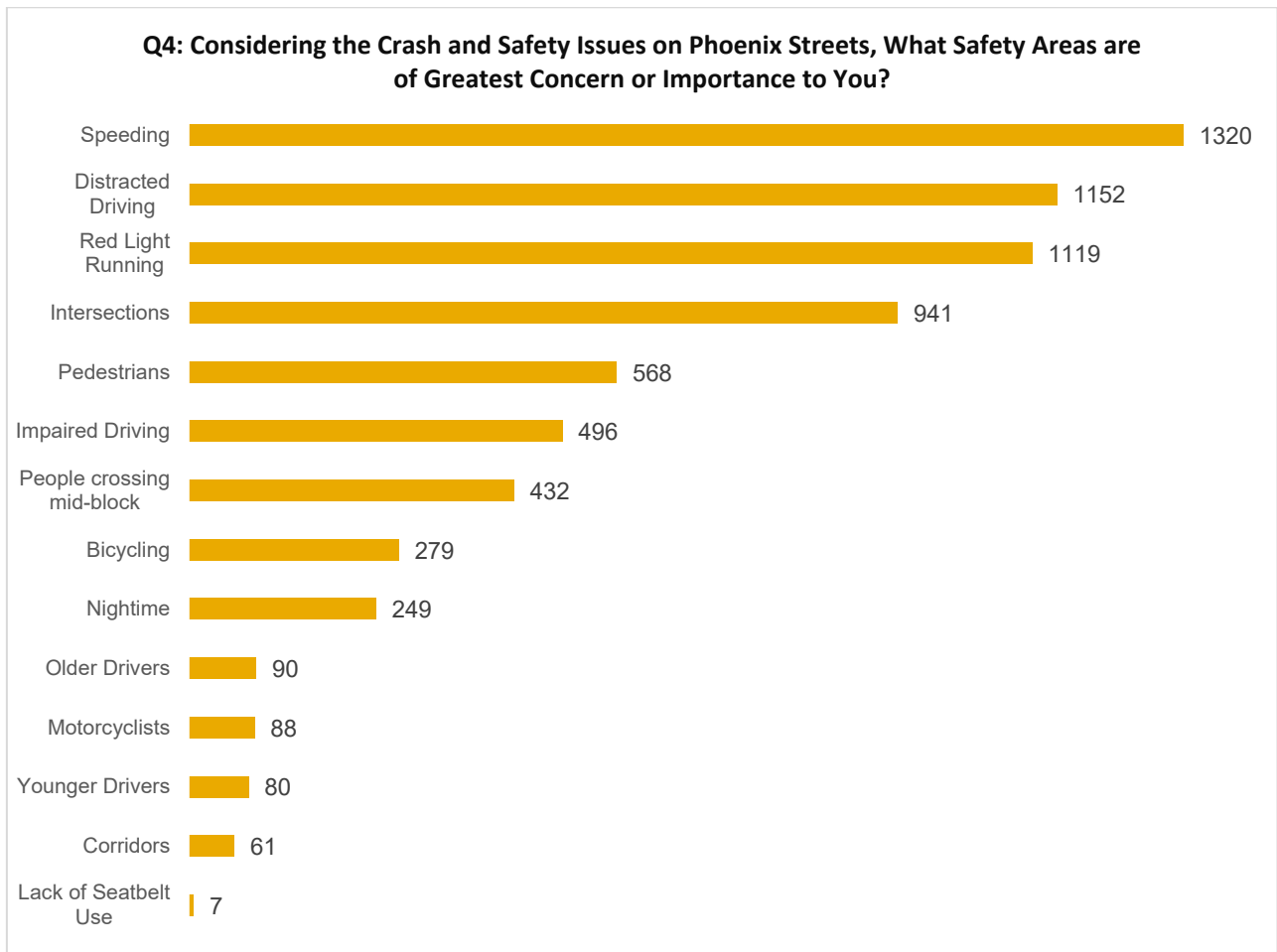
Question 2 asked respondents to indicate other ways they move around the city with active transportation methods (Walking and Biking) seeing sharp increases in chosen mode compared to Question 1 with Walking being the most selected “other” way people move around Phoenix at 42% of all selections.

Question 3 (Graphic 14) asked respondents to select the level of agreement with the statement that “Phoenix streets are safe”. 64% either disagreed or strongly disagreed with the statement while only 16.1% responded with either agree or strongly agree. Overwhelmingly, survey participants do not feel safe on Phoenix streets.

**Graphic 14. MetroQuest: Street Safety**



**Graphic 15. MetroQuest: Concerns**

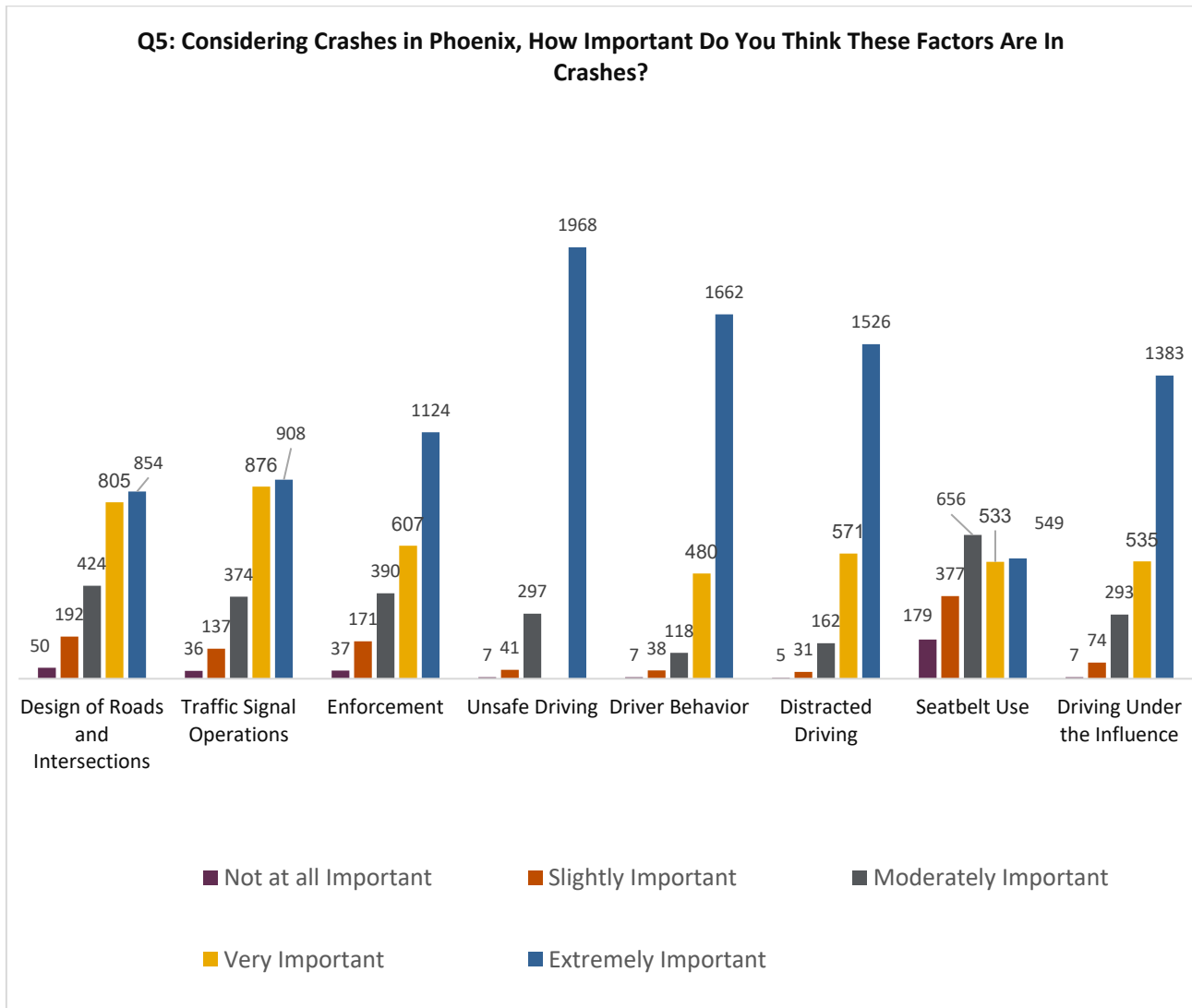




Question 4 asked respondents to select up to three items of most concern/importance to them. The top three items selected by participants were ‘Speeding’, ‘Distracted Driving’, and ‘Red Light Running’. The top 3 concerns of participants all relate to Driver Behavior, a trend carried through other questions and screens (Graphic 15).

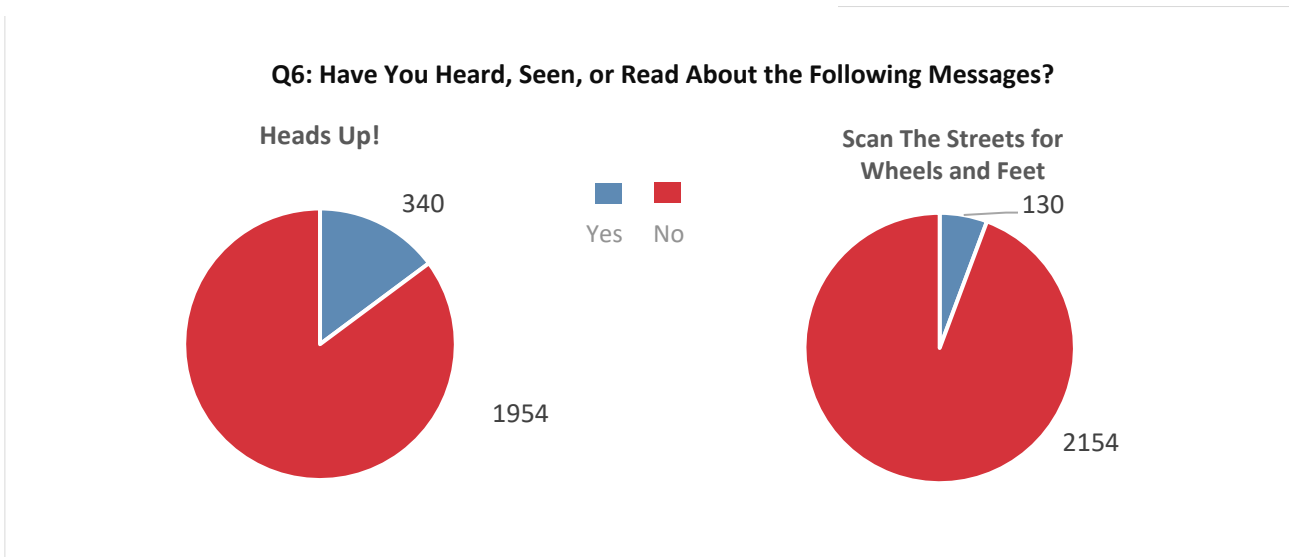
Question 5 (Graphic 16) asked participants to select how important each item in a series of factors was to crashes on Phoenix streets. For all factors, respondents primarily marked either “Very Important” or ‘Extremely Important’ with the notable exception of the Seatbelt Use factor where ‘Moderately Important’ was the most selected answer. Respondents indicated that the factors relating to overall driver behavior including Unsafe Driving, Driving Under the Influence, Distracted Driving, and Driver Behavior (Speeding and/or Red Light Running) were of the highest importance to them.

**Graphic 16. MetroQuest: Crash Factors**



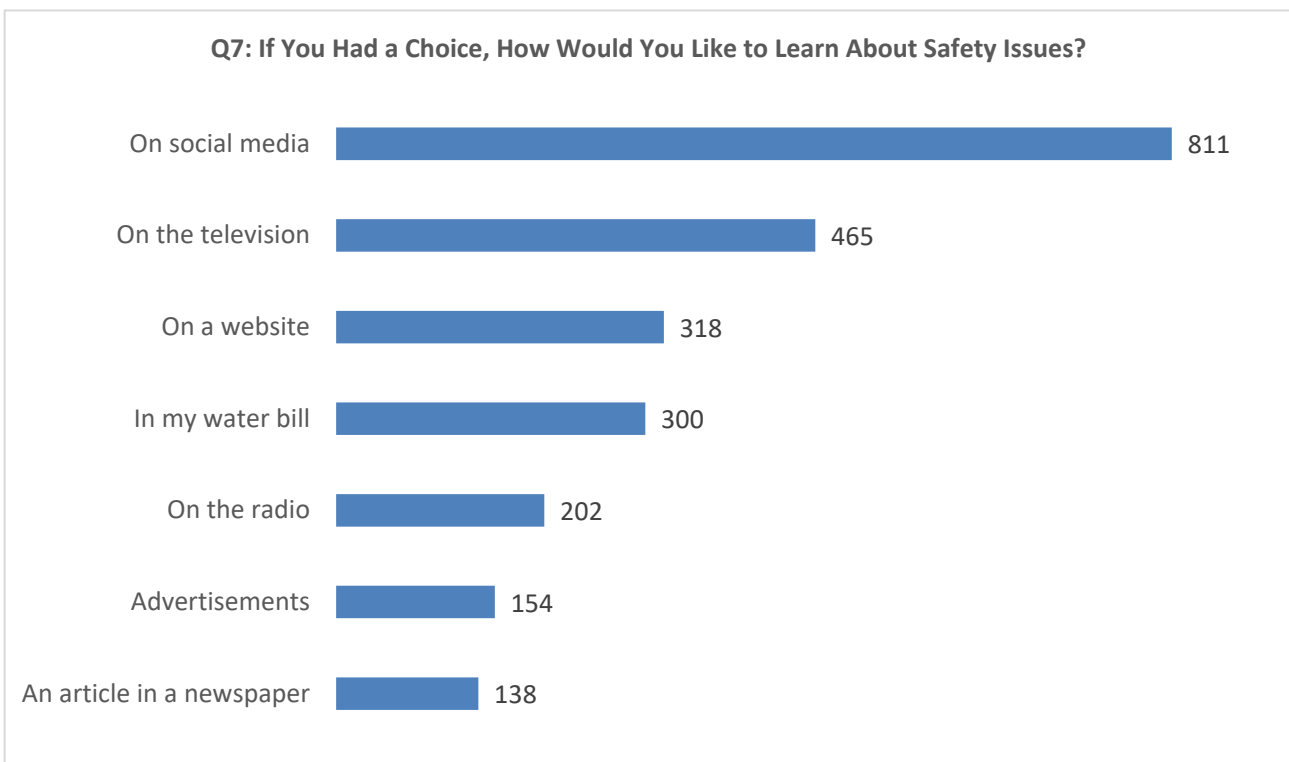
Question 6 (Graphic 17) asked respondents if they had heard of the ‘Scan The Streets for Wheels and Feet’ and/or the ‘Heads Up!’ public awareness campaigns. The overwhelming majority of respondents were not aware of either campaign although slightly more respondents were familiar with Heads Up! messaging.

**Graphic 17. MetroQuest: Outreach Awareness**



The final question (Graphic 18) in the survey portion MetroQuest asked participants to mark how they would like to learn about safety issues in the future. Similar to responses on how people learned about this survey, ‘On Social Media’ was the most selected answer.

**Graphic 18. MetroQuest: How Would You Like to Learn About Safety**



### Screen 3 - Priority Ranking

The second part of the MetroQuest Survey allowed participants to rank 6 items in order of highest priority to lowest priority of what they'd like to see the Road Safety Action Plan accomplish. As shown in Graphic 19 On average, respondents ranked 'Preventing Fatal Crashes' as their number one priority followed by Enforcing Driver Behavior, Designing Streets for Everyone, Reducing Vehicle Congestion, Promoting Active Transportation, and creating Transit Priority on Select Streets.

**Graphic 19. MetroQuest: Priority Rankings**



#### Screen 4 - Map Markers

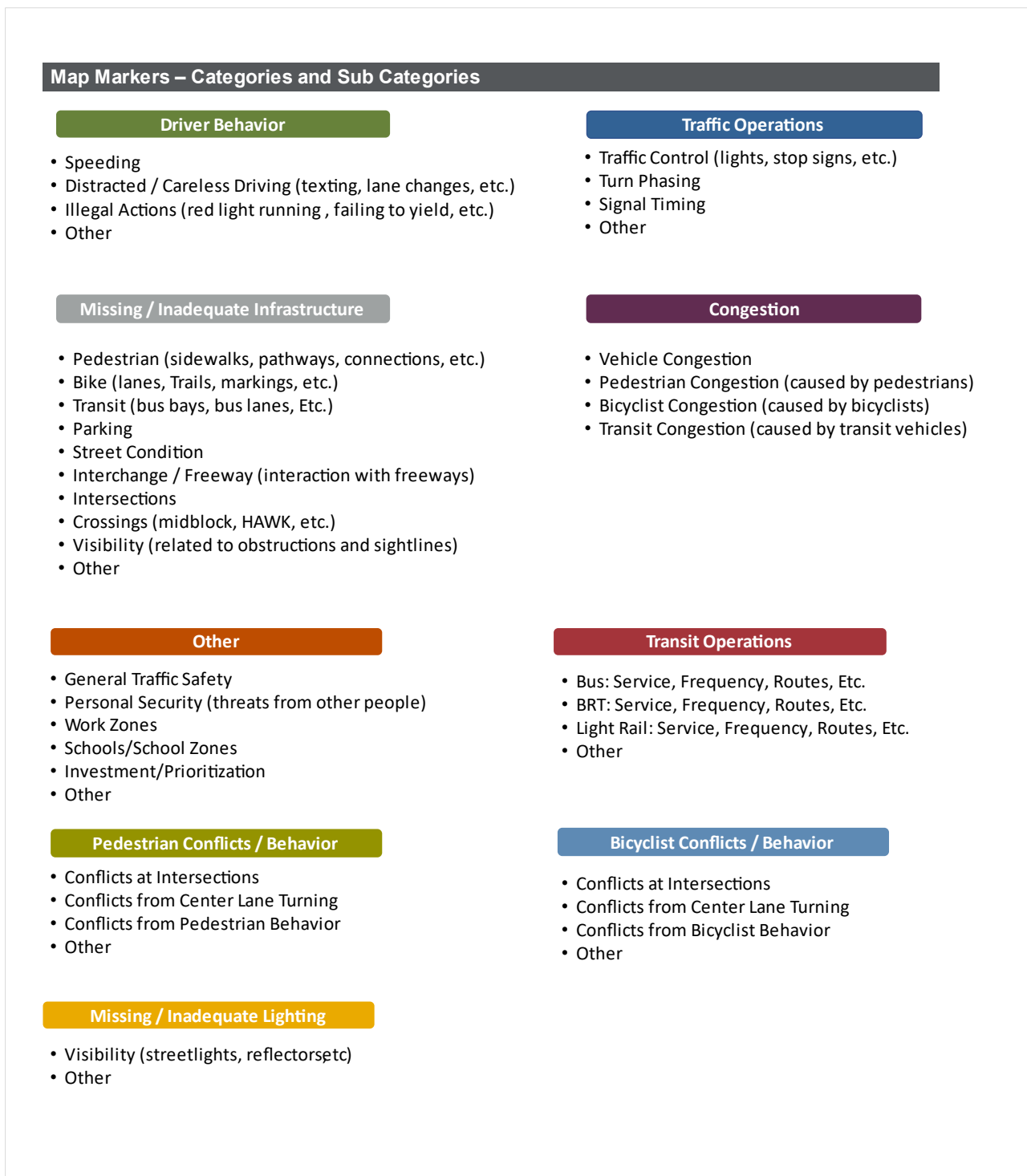
Screen 4 of MetroQuest asked participants to place three map marker pins and provide comments. The Map Marker exercise was to generate broad spatial overview of safety concerns.

The consultant team reviewed all comments and created 9 categories and 42 sub-categories to analyze the input. These 9 main categories are displayed in Table 4, and Graphic 20 shows the sub-categories used. Table 5 provides additional information about the comments when reviewing them through the categories and the subcategories lens. All comments are housed in a separate file.

**Table 4. MetroQuest: Map Marker Comment Categories**

<b>Categories</b>	<b>Description</b>	<b># of Comments</b>
Driver Behavior	<i>Comments related to the behavior of drivers, includes speeding, etc.</i>	1537
Missing / Inadequate Infrastructure	<i>Comments related to sidewalks, bike lanes, street design, etc.</i>	1369
Traffic Operations	<i>Comments related to signalizations, turn lights, etc.</i>	477
Congestion	<i>Comments related to congestion, traffic backups, etc.</i>	413
Other	<i>Comments related to school zones, work zones, general comments, etc.</i>	354
Pedestrian Conflicts / Behavior	<i>Comments related pedestrian behavior and areas of high conflict</i>	219
Missing / Inadequate Lighting	<i>Comments related to missing streetlights / reflectors, etc.</i>	109
Transit Operations	<i>Comments related to the operation of buses and light rail, etc.</i>	52
Bicyclist Conflicts / Behavior	<i>Comments related bicyclist behavior and areas of high conflict, etc.</i>	29
<b>Grand Total</b>		<b>4514</b>

**Graphic 20. MetroQuest: Map Marker Comment Sub-categories**



**Table 5. MetroQuest: Number of Comments per Sub-categories**

Driver Behavior Subcategories		Traffic Operations Subcategories	
Subcategory	Number of Comments	Subcategory	Number of Comments
Speeding	943	Traffic Control (need signals, stop signs, etc.)	184
Illegal Actions	409	Signal Timing	114
Other Comment	103	Turn Phasing	103
Distracted / Careless Driving	82	Other Comment	23
Infrastructure Subcategories		Congestion Subcategories	
Subcategory	Number of Comments	Subcategory	Number of Comments
Bike	314	Vehicle Congestion	376
Street Design	260	Pedestrian Congestion	27
Crossings	201	Bicyclist Congestion	5
Pedestrian	148	Transit Congestion	5
Intersections	147		
Street Condition	105	Transit Operations Subcategories	
Visibility	91	Subcategory	Number of Comments
Interchange/Freeway	32	Bus: service, frequency, routes	24
Transit	28	Other Comment	18
Parking	25	Light Rail: service, frequency, routes	10
Other	18	BRT: service, frequency, routes	1
Other Subcategories		Bicyclist Conflicts / Behavior Subcategories	
Subcategory	Number of Comments	Subcategory	Number of Comments
Traffic Safety	194	Bicyclist Behavior	16
Other Comment	55	Center Lane Turning	2
Personal Security (threats from other people)	47	Intersections	7
Schools / School Zones	38	Other Comment	4
Work Zones	18		
Investment / Prioritization	2	Lighting Subcategories	
		Subcategory	Number of Comments
Pedestrian Conflicts / Behavior Subcategories		Visibility (streetlights, reflectors)	109
Subcategory	Number of Comments		
Pedestrian Behavior	155		
Intersections	53		
Other Comment	10		
General Comment	1		

## Integrating Input from Phase 1 Into the RSAP

Vision Zero is now the overarching objective of the Road Safety Action Plan (RSAP) as the City of Phoenix City Council adopted this resolution in February 2022. With that as the goal, the RSAP will develop a series of actionable strategies that further integrate the four E's: evaluation, engineering, enforcement, and education into the department and city processes. In order to understand the public's perspective of safety issues and crash analysis, a series of questions and activities were developed for the RSAP MetroQuest survey that directly connect to the goals of the study effort.

What we learned and how this feedback connects to the RSAP:

- The survey respondents believe that out of the six options listed in the MetroQuest Screen 3 (Graphic 19), the #1 priority for the City of Phoenix is to *prevent fatal crashes*.
  - This aligns well with the adoption of Vision Zero and supports the prioritization of strategies for Killed and Serious Injury (KSI) crashes.
- Over 60% of survey respondents either Strongly Disagree or Disagree that Phoenix Streets are Safe.
  - This aligns with the overarching goal of the Road Safety Action Plan and reinforces crash data findings from the public perspective.
- The top three areas selected as the greatest concern from Screen 2, Q4, the second highest priority from Screen 3, and the majority of comments that came through Screen 4, focused in on Driver Behavior.
  - This aligns will adding strategies around enforcement and education for Driver Behavior.
  - This supports additional engineering solutions that address speeding, red light running, not-yielding, turn restrictions, and like counter measures.
  - This encourages prioritizing strategies around driver behavior.
- Adequate infrastructure for all roadway users, is important to survey respondents. The second highest number of comments that came through the map markers was regarding missing/inadequate infrastructure. The majority of comments in this category, over 1,000, were related to bike facilities, street/roadway design, crossings, pedestrian facilities, and intersections.

Infrastructure Subcategories	
Subcategory	Number of Comments
Bike	314
Street Design	260
Crossings	201
Pedestrian	148
Intersections	147

- Intersections and traffic operations ranked high in a number of different areas of input.
  - Screen 2, Q4 – intersections was the 4<sup>th</sup> highest concern (Graphic 15)
  - From the map marker comments, traffic operations were the category with the 3<sup>rd</sup> most comments

- Through the map marker exercise, MetroQuest users also indicated that vehicle congestion was a high concern.
  - Reviewing the 42 subcategories, Speeding was noted in 943 comments, Illegal Actions were noted in 409 comments, and Vehicle Congestion accumulated 376 comments.
- Related to the two active safety education campaigns, only 14% of respondents have heard of Heads Up!, and only 6% had heard of Scan the Streets.
  - Consider additional investments in education outreach strategy efforts in RSAP recommendations.
  - Consider alignment with how respondents would like to learn about safety, graphic 18.
- People that took the survey:
  - The majority of people, 89%, that completed the MetroQuest survey drive by themselves when using the City of Phoenix streets.
  - Over half, 57%, learned about the survey through social media.
  - And provided their zip codes (about 60% of respondents), live in Central, North-Central, North, and Central-East parts of the city.
    - For future outreach efforts, consider additional outreach efforts to gather input from transit riders, and residents that live near the High Injury Network (HIN).



## APPENDIX A – Public Meeting #1 Notifications



**ROAD SAFETY**  
**ACTION PLAN**

**PLEASE JOIN US!**

*Register today to join this important discussion.*



The City of Phoenix is creating a comprehensive Road Safety Action Plan.

The action plan cannot be successful without input from those who travel Phoenix's roadways, whether driving, walking or biking.



**City of Phoenix**

**VIRTUAL PUBLIC MEETING**

**Tuesday November 16th | 6:00 p.m.**

**Register at [phoenix.gov/RoadSafety](https://phoenix.gov/RoadSafety)**

For more information or to ask questions please contact the project team.

RoadSafety@phoenix.gov  
602.262.6284

**Can't Make the Meeting?**

The public meeting will be recorded and made available for viewing on the City of Phoenix website. To view the meeting presentation and provide comments, visit: [phoenix.gov/RoadSafety](https://phoenix.gov/RoadSafety)



## Email Notification sent to City of Phoenix E-mail List



**ROAD  
SAFETY**  
ACTION PLAN



### **YOU'RE INVITED!**

The **City of Phoenix** invites you to attend a public meeting to learn about the **Road Safety Action Plan** and provide your comments about your **safety concerns and priorities** to make Phoenix streets safer for everyone.

*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.

The project team will be available to answer your questions live during the meeting.

*Register today to join this important discussion and help make sure the streets are safe for everyone!*

### **Virtual Public Meeting**

**Tuesday, November 16th | 6:00 p.m.**

**REGISTER NOW!**

#### **Can't Make the Meeting?**

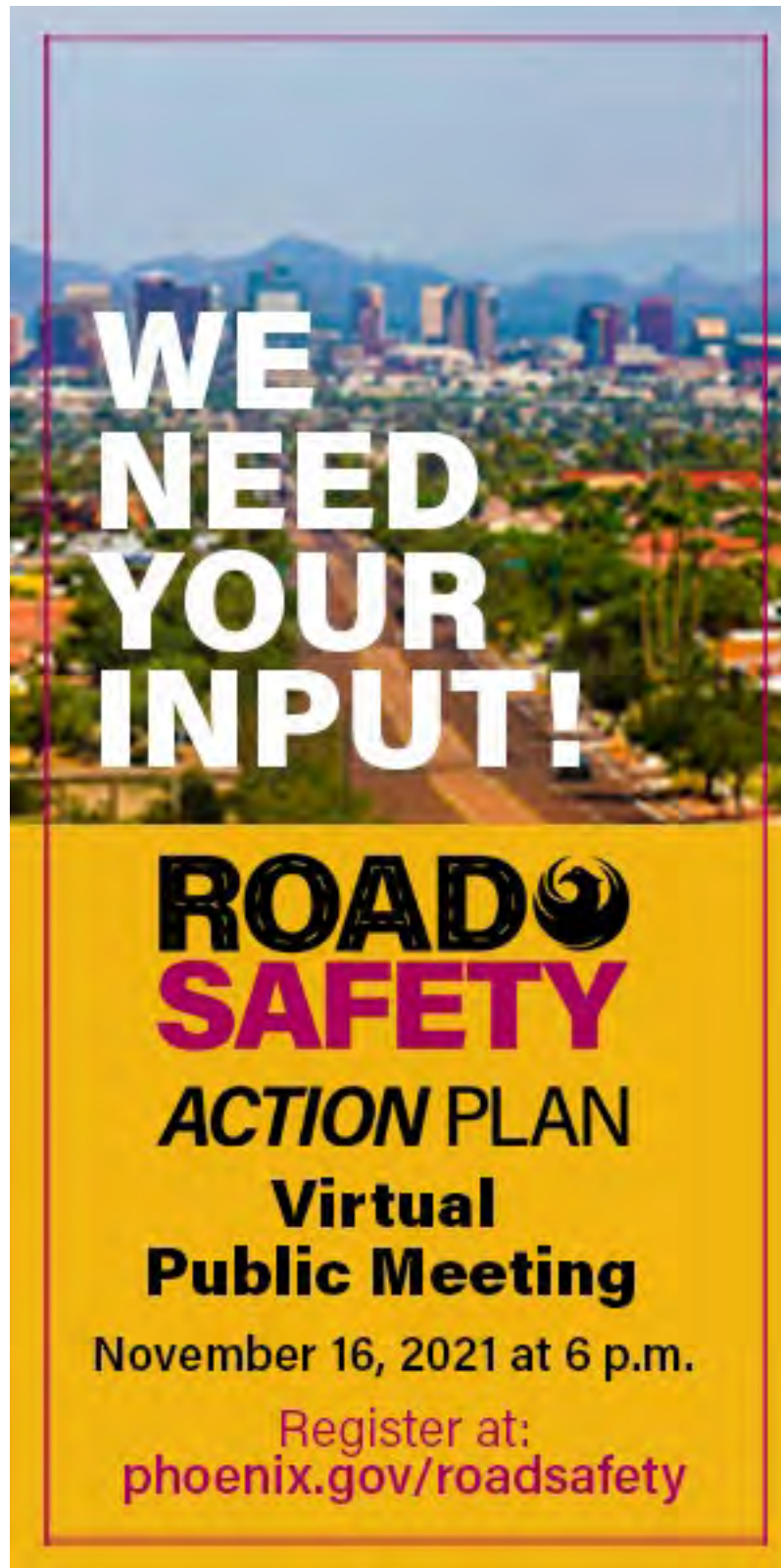
The public meeting will be recorded and will be made available for viewing on the City of Phoenix website. To view the meeting presentation and provide comments, visit: [phoenix.gov/roadsafety](http://phoenix.gov/roadsafety).

For more information, please contact:  
Reed Henry, Road Safety Engineer, at 602-534-7039.



## Online Advertisements

Advertisement on AZCentral.com



**WE  
NEED  
YOUR  
INPUT!**

**ROAD SAFETY**  
**ACTION PLAN**  
**Virtual  
Public Meeting**

November 16, 2021 at 6 p.m.

Register at:  
[phoenix.gov/roadsafety](https://phoenix.gov/roadsafety)

The advertisement features a background image of a city skyline with mountains in the distance. The text is overlaid on this image. The top half of the ad has a white background with the text 'WE NEED YOUR INPUT!' in large, bold, white letters. The bottom half has a yellow background with the text 'ROAD SAFETY ACTION PLAN Virtual Public Meeting' in bold black and purple letters. The date and time 'November 16, 2021 at 6 p.m.' are in black, and the registration link 'phoenix.gov/roadsafety' is in purple.

## Facebook and Instagram Advertisements

 **City of Phoenix, AZ USA**  Sponsored

We need your input! The City of Phoenix is investing in a comprehensive Road Safety Action Plan and we want to hear from you! Join us for a Virtual Public Meeting on Tuesday, November 16 to learn more about the plan and how your insights can help determine solutions to make our roads safer. Register now at <https://phoenix.gov/roadsafety>



PHOENIX.GOV/ROADSAFETY  
**Attend the Virtual Public Meeting**   
The Street Transportation Department'...

   Dawn Nor... 86 Comments 31 Shares

 Like  Comment  Share



Attend the Virtual Public Meeting  
[phoenix.gov/roadsafety](https://phoenix.gov/roadsafety)

Instagram

 cityofphoenixaz Sponsored



**Sign up** 

cityofphoenixaz We need your input! The City of Phoenix is investing in a comprehensive Road Safety Action Plan and we want to hear from you! Join us for a Virtual Public Meeting on Tuesday, November 16 to learn more about the plan and how your insights can help determine solutions to make our roads safer. Register now at <https://phoenix.gov/roadsafety>

APPENDIX B – Public Involvement Meeting  
Presentation, November 16, 2021



# Public Meeting

November 16, 2021  
6:00 – 7:00 p.m.



STREET TRANSPORTATION DEPARTMENT



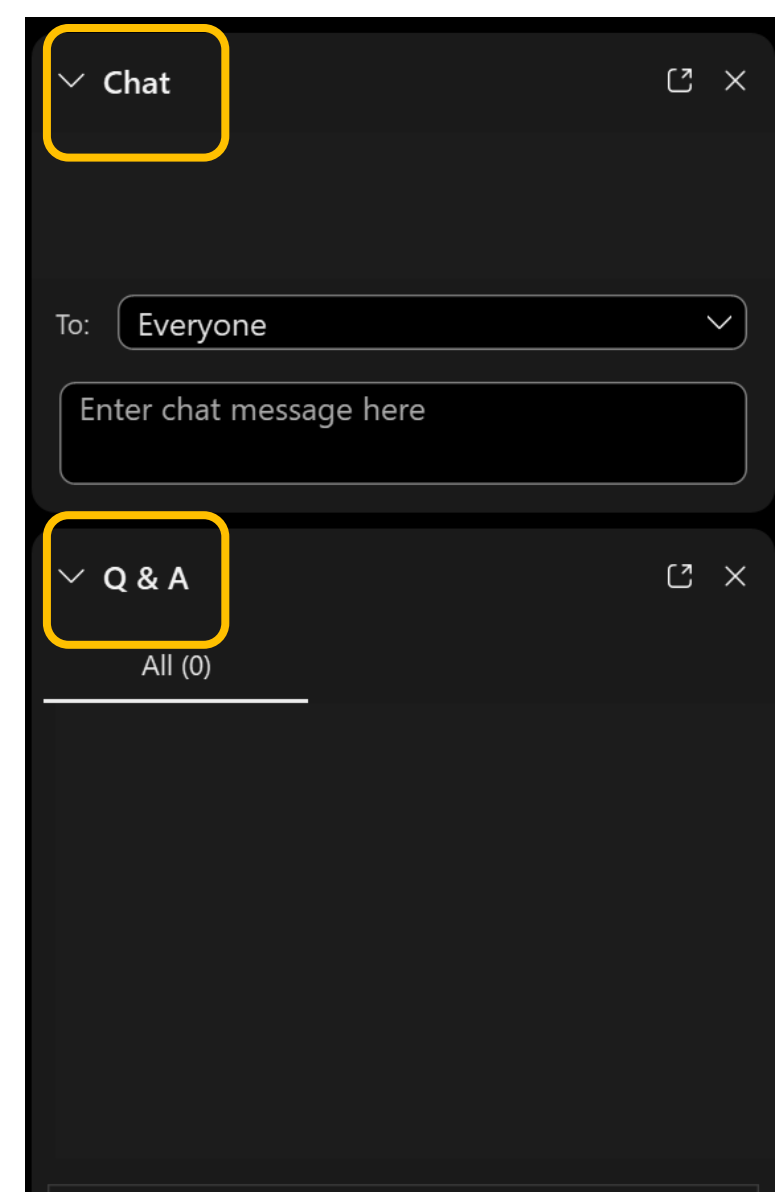
Para escuchar la reunión  
en español:

Marque 602-534-1000, luego el  
número de reunión, 57271, y luego  
apriete el #.



# Housekeeping Items

- Comments
  - Use the Chat Box
  - All **comments** will be catalogued and included as public comment
- Questions
  - Use the Q & A Box
  - Panelists will answer **questions**
- Polling
  - Answer the polls as they pop up



# WebEx Poll

- Who's Attending Tonight? (may select more than one)
  - Phoenix Resident
  - Parent
  - Student
  - Work in Phoenix
  - Work for Phoenix
  - Live in another City/Town
  - Driver
  - Bicyclist
  - Pedestrian
  - Other – let us know in the chat box!

# What Do We Want to Accomplish Today?



# City of Phoenix Street Transportation and Consultant Team



**Gregg Bach**  
City of Phoenix  
Senior Public  
Information Officer  
Street Transportation



**Kini Knudson**  
City of Phoenix  
Director  
Street Transportation



**Matthew Wilson**  
City of Phoenix  
Deputy Director  
Traffic Services  
Street Transportation



**Yung Koprowski**  
Y2K Engineering  
Road Safety  
Engineer



**Alexandra Albert**  
WSP  
Communication and  
Public Involvement

# Project Overview

**Kini Knudson, Director**  
**Street Transportation Department**



*Photo: Courtesy Phoenix Street Transp. Dept.*

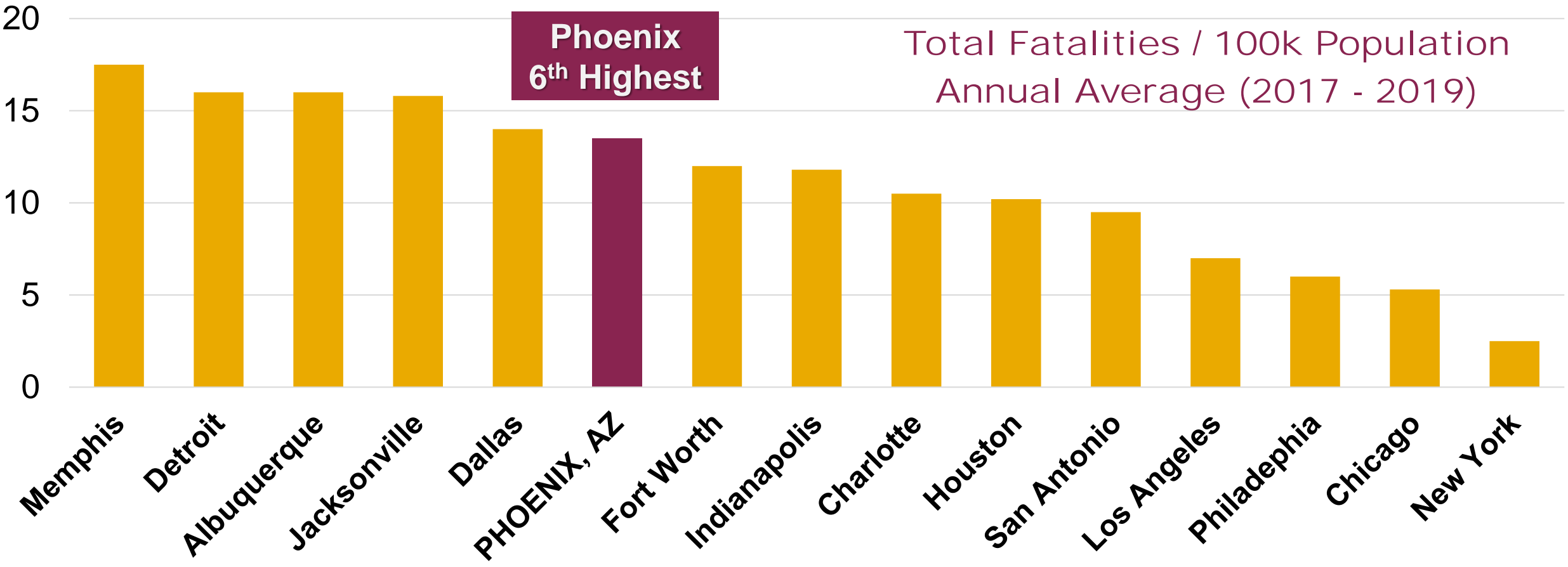
# Why is this Plan Needed?

Data from the National Highway Traffic Safety Administration consistently **rank Phoenix in the top three cities** in the nation for **overall traffic fatalities**.



# Why is this Plan Needed?

Phoenix ranks as the sixth highest city in the nation in fatalities when normalized by **population**.



# Existing Conditions: Crash History

During the five-year period from 2015 to 2019, crashes in Phoenix are increasing at a higher rate than population is growing:

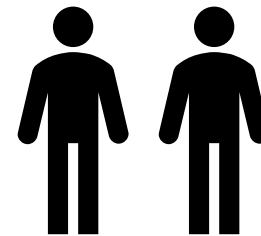
**Crashes**

*Increasing 4.4% per year*



**Population**

*Increasing 1.5% per year*





# Existing Conditions: Crash History

(2015 - 2019)



AVERAGE  
**30,376**  
CRASHES EVERY  
YEAR



**2** CRASHES  
RESULTING IN  
SEVERE  
INJURIES EVERY  
DAY

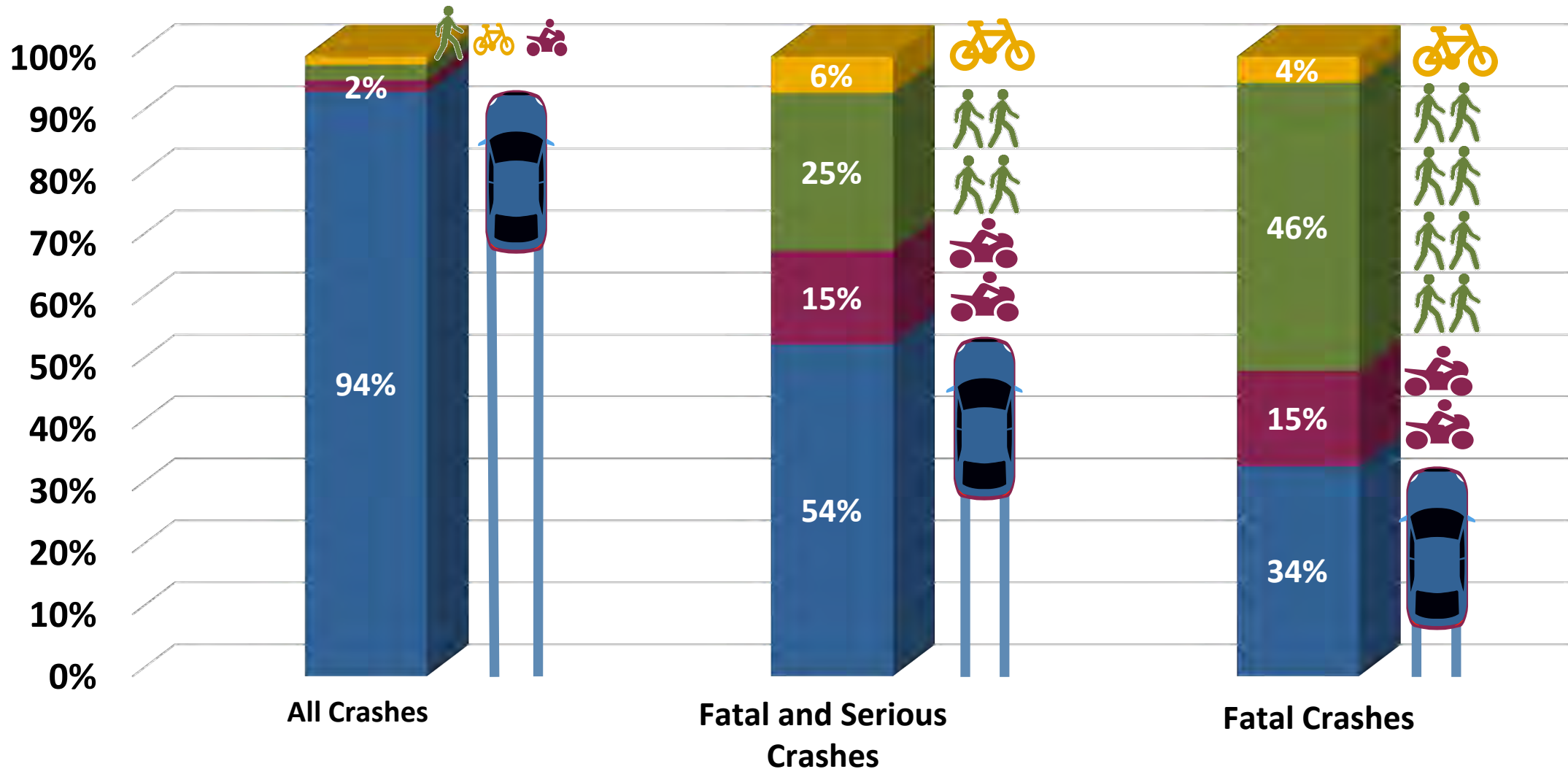
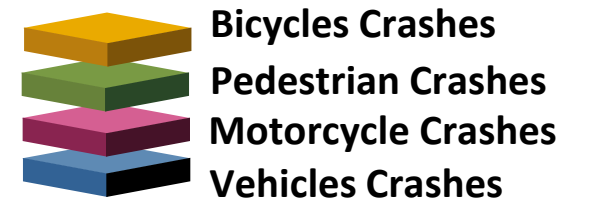
**85**  
CRASHES  
EVERY  
DAY

**1** FATAL  
CRASH  
EVERY  
OTHER  
DAY

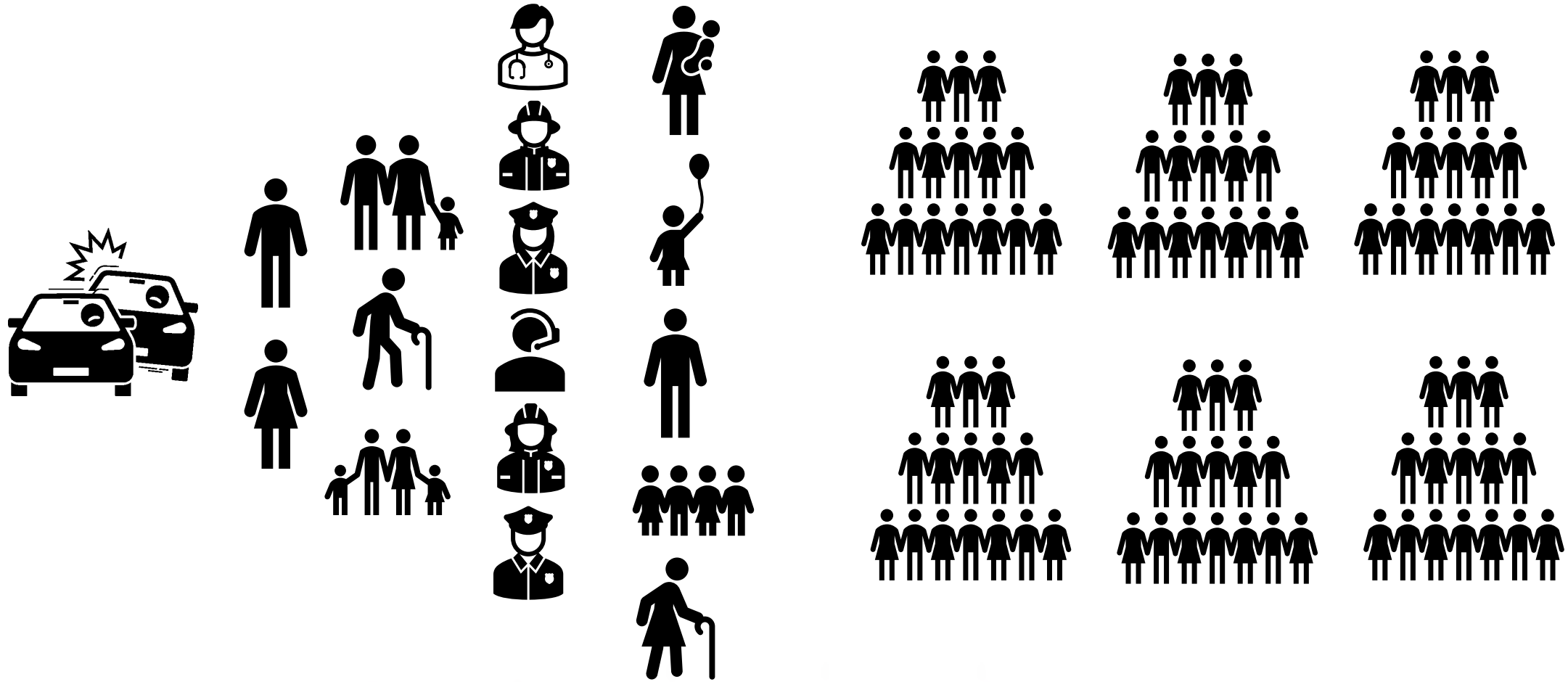
FATALITIES EVERY YEAR ARE THE  
EQUIVALENT OF 1 BOEING 737



# Existing Conditions: Crash History (2015 - 2019)



# Crashes Affect More Than 1 Person...



Which is Why Your Participation is Needed

## Safety effects all City of Phoenix Residents

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.”*



# The Planning Process

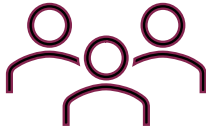
**Matt Wilson, Deputy Director  
Street Transportation Department**



# What will the RSAP Do?



Conduct a comprehensive evaluation of data and current conditions



Provide inclusive public engagement in the planning process



Establish a clear vision and mission to unite residents, stakeholders, and City staff with a common goal



Determine a High Injury Network (HIN) that informs prioritization



Create and modernize evaluation tools



Provide a system of recommendations that respond to data and public input, and connect to the 4 E's: evaluation engineering, enforcement, education.

# The 4 E's in Transportation Safety:

**Evaluation:** Benchmarking Efforts to Measure Effectiveness of Implemented Initiatives

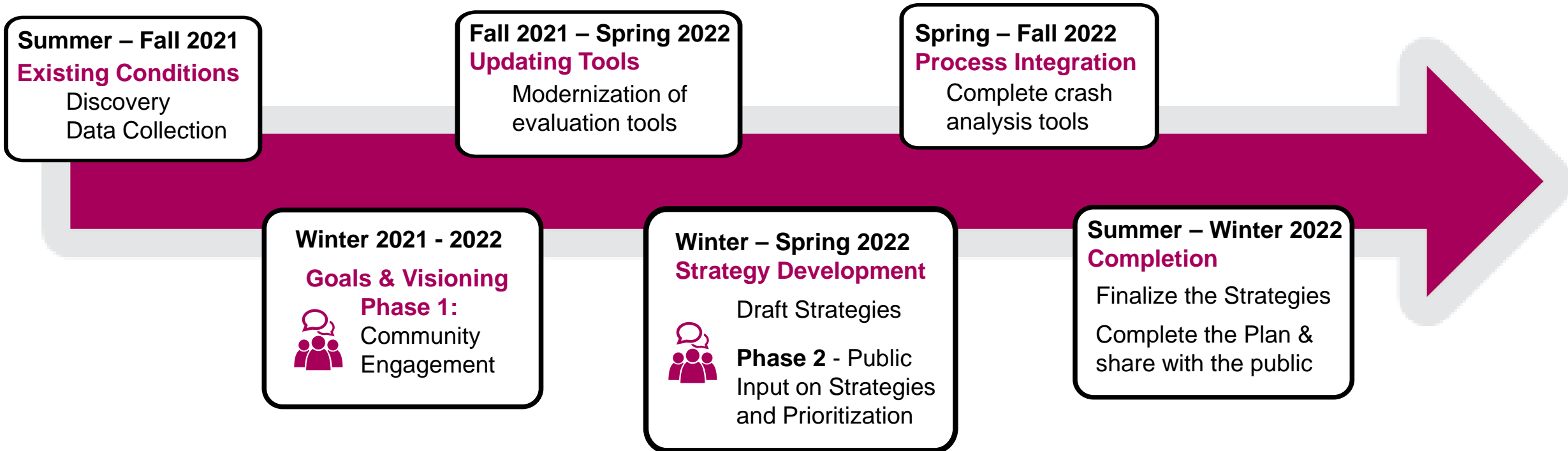


**Engineering:** Roadway Design, Traffic Engineering, Maintenance, Operation, and Planning

**Enforcement:** Ensuring users of the roadway are following the rules: Streets, Police, Planning & Development, Public Transit

**Education:** City, Partner Agencies, Communication & Prevention Specialists, Educators, & Citizen Advocacy Groups

# The RSAP Planning Process





# The RSAP Planning Process

**Summer – Fall 2021**

**Existing Conditions**

Discovery  
Data Collection

**Fall 2021 – Spring 2022**

**Updating Tools**

Modernization of  
evaluation tools

**Spring – Fall 2022**

**Process Integration**

Complete crash  
analysis tools

**Winter 2021 - 2022**

**Goals & Visioning**



**Phase 1:**

Community  
Engagement

**Spring - Summer 2022**

**Strategy Development**



Draft Strategies

**Phase 2 - Public  
Input on Strategies  
and Prioritization**

**Summer – Winter 2022**

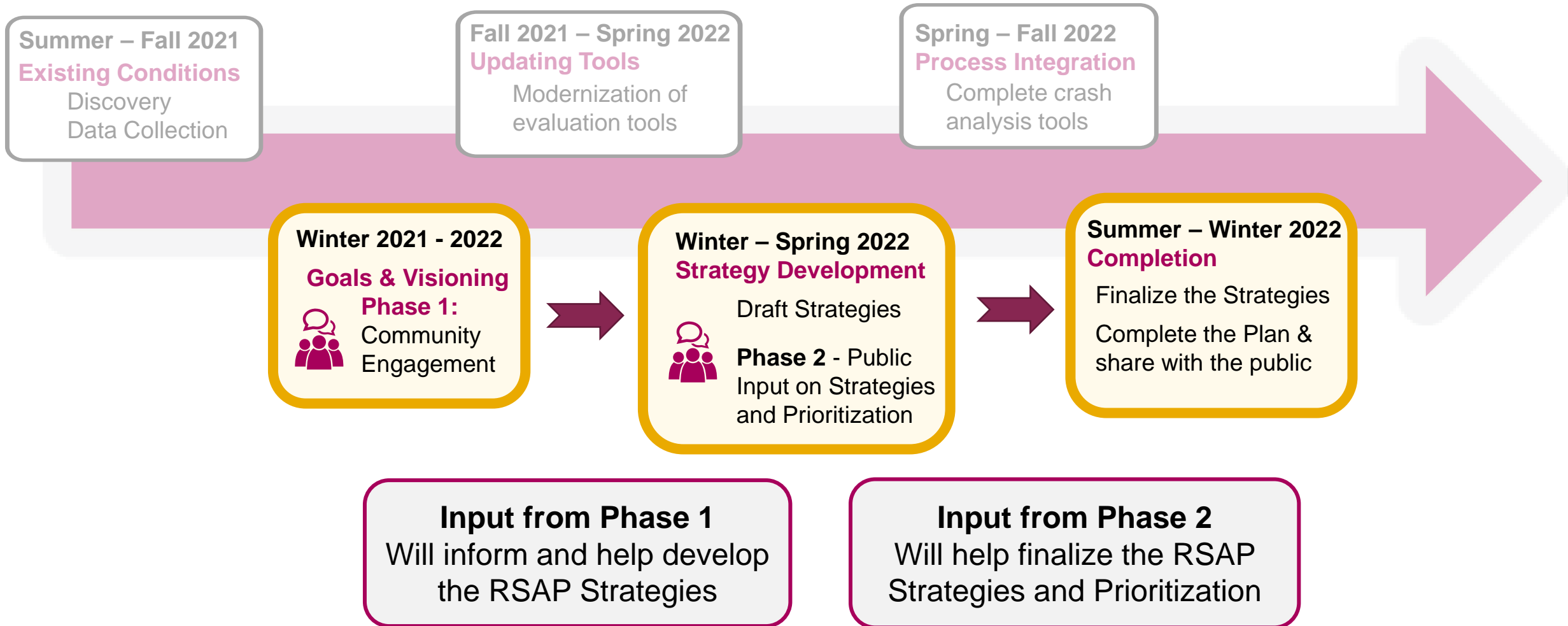
**Completion**

Finalize the Strategies  
Complete the Plan &  
share with the public

# Your Input will Support RSAP Development



# Your Input will Support RSAP Development



# Phase 1: What Do We Need To Learn from You?

1. How do you perceive City of Phoenix Roadways?
2. How do you get around: drive, take transit, walk, bike, carpool?
3. What are the most important issues and/or factors related to crashes and safe streets?
4. How do you prefer to receive information about roadway safety?
5. What roadway safety issues should the City of Phoenix prioritize?
6. Where in Phoenix do you experience safety concerns? What are they?

# Phase 1: How Can You Share Input?

1. **At this Meeting:** Q & A Sessions
2. **Website:** [www.phoenix.gov/roadsafety](http://www.phoenix.gov/roadsafety)
3. **Online Survey & Mapping Tool:** MetroQuest
4. **City-wide Community Touchpoints:** *see website for upcoming dates*
5. **E-mail Us:** [RoadSafety@phoenix.gov](mailto:RoadSafety@phoenix.gov)
6. **Call Us:** 602-262-6284

City of Phoenix Roadway Safety Action Plan More at: <https://www.phoenix.gov/roadsafety>

**Welcome**  
Learn about this initiative before you begin.

**WELCOME**

**City of Phoenix Roadway Safety Action Plan**  
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." Please take a moment to complete this important survey about roadway safety. Your feedback will help inform us of your safety concerns so we can better understand your priorities. We appreciate your time in providing us your feedback.

[→ Next](#)

**STANDARD SURVEY** **PRIORITY RANKING** **MAP MARKERS** **WRAP UP**

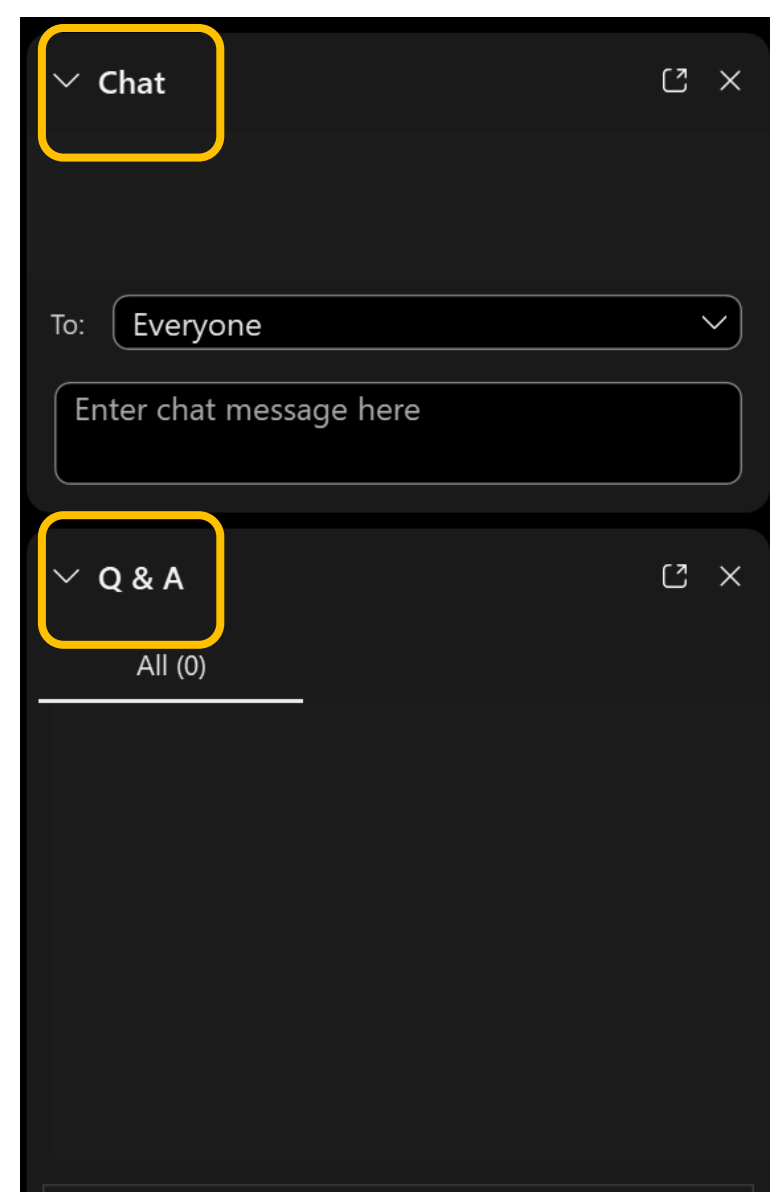
The Street Transportation Department has been proactively investing in the Four E's of Traffic Safety: Evaluation, Engineering, Enforcement and Education.

**ROAD SAFETY ACTION PLAN**

[Privacy](#) - [About MetroQuest](#)

# Question/Discussion

- Comments
  - Use the Chat Box
  - All **comments** will be catalogued and included as public comment
- Questions
  - Use the Q & A Box
  - Panelists will answer **questions**



# WebEx Poll

Thinking of your experience traveling in Phoenix, do you agree that Phoenix streets are safe? [multiple choice - choose one]

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

# Background Information

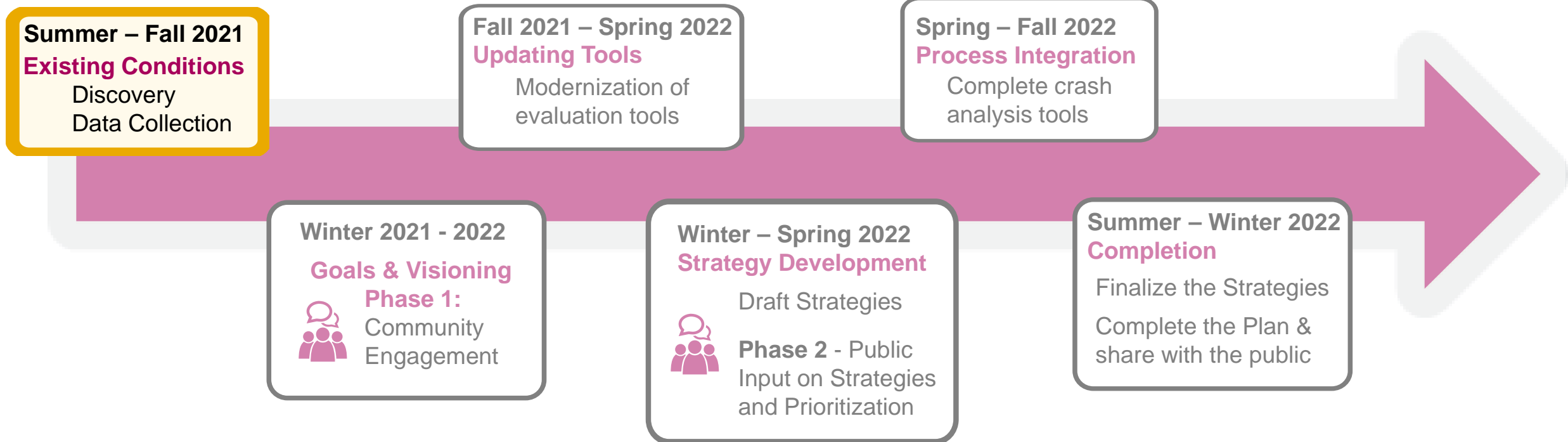
Yung Koprowski, Road Safety Engineer  
Y2K Engineering



*Photo: Courtesy of azcentral.com*

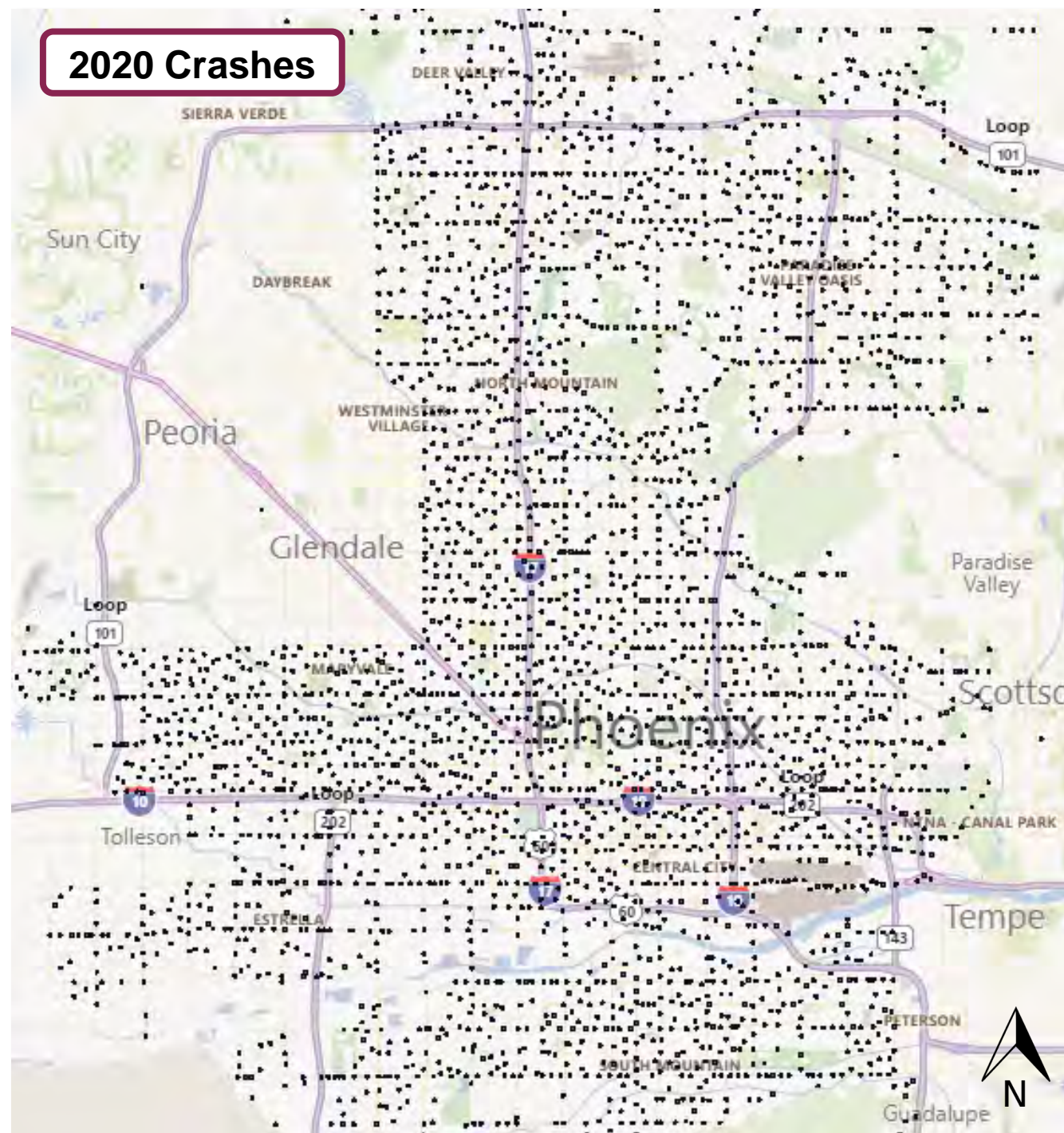


# The RSAP Planning Process



# Unfortunately, Crashes are Common

AVERAGE  
**30,376**  
CRASHES EVERY  
YEAR



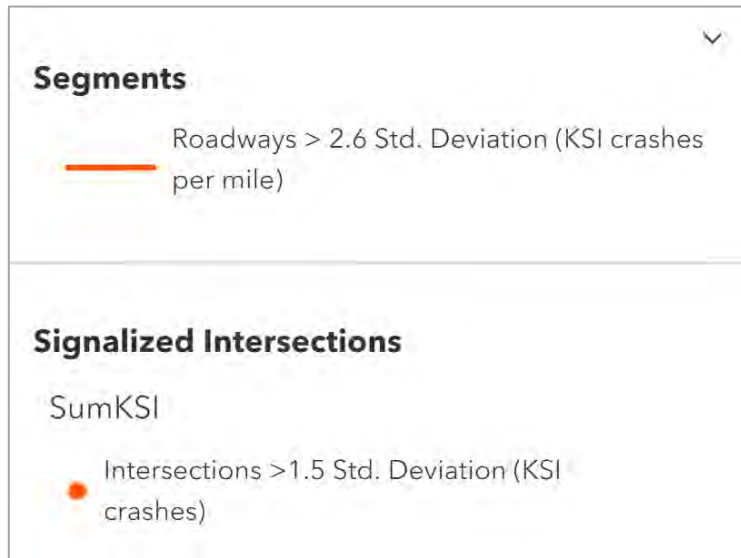
# How Does Phoenix Start Addressing the Issue?



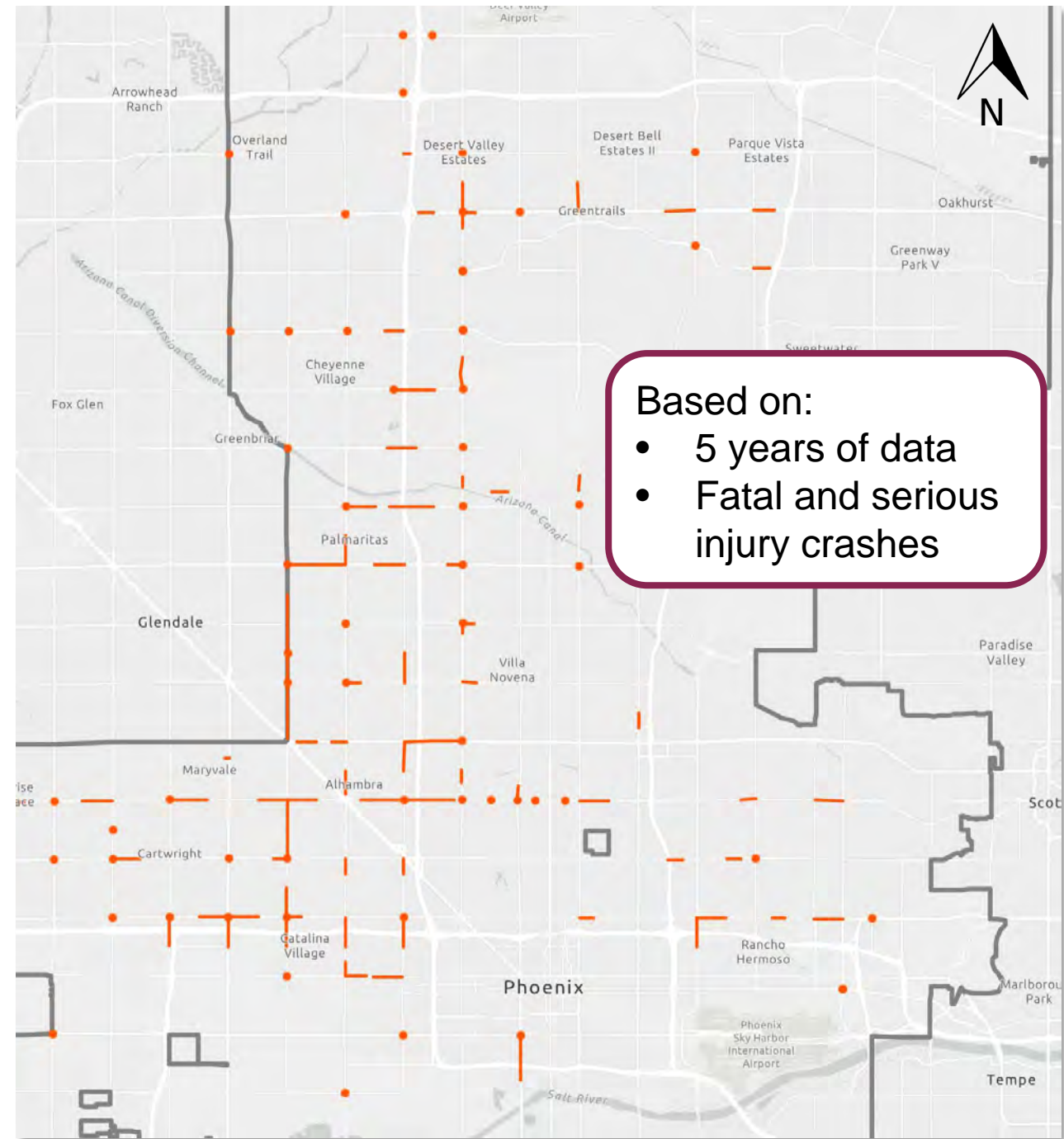
**What are the most important issues for this plan to address?**

**What trends did the data analysis uncover?**

# Existing Conditions: The High Injury Network



These locations have the greatest trends of those *killed and/or severely injured (KSI) in traffic crashes.*



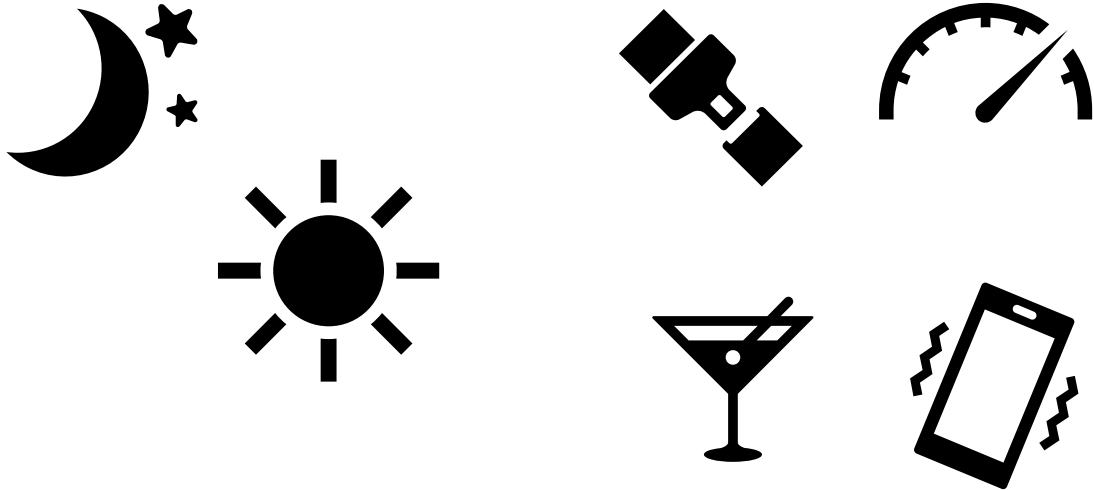
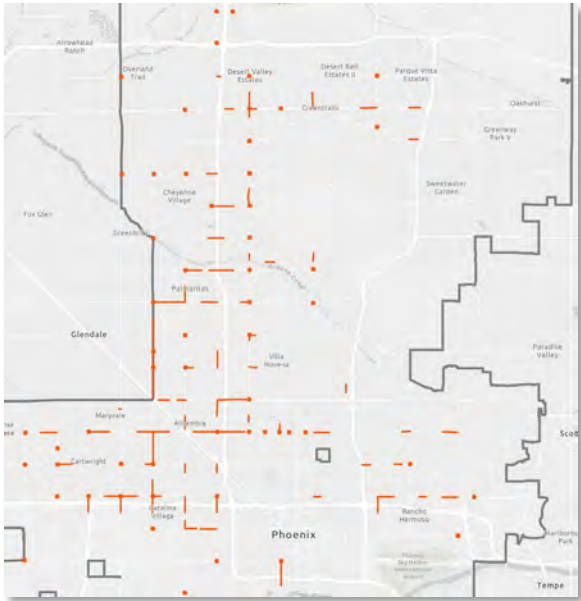
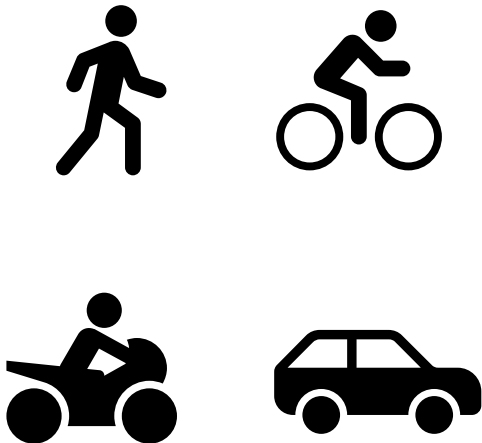
# Crash Trends

**Who?**

**Where?**

**When?**

**Why?**



# Crash Facts: Pedestrians

Pedestrians



Of all traffic fatalities, 46% are pedestrians

Factors\* that increase frequency:

- Presence of bus stops
- Wide Roads
- Traffic Signals
- Liquor Stores & Bars
- Minority Populations
- Households without Vehicles
- Lower Earning Households

Factors\* that increase chance of severe injury:

- Alcohol or Drug Use (by driver or pedestrian)
- Older Age Groups
- Being struck by a pickup truck
- Being struck at nighttime
- Being struck by vehicle travelling straight
- Crash occurring at non-intersection location

*\*2021 Northern Arizona University Project Results*

# Crash Facts: Roadway Users

Bicyclists



Of all traffic fatalities, 4% are bicyclists

Motorcyclists



Of all traffic fatalities, 15% are motorcyclists

Younger Drivers



Younger drivers (age 16-24) were involved in 24% of all crashes

# Crash Facts: When/Where



43% of all fatal and serious injury crashes occur at signalized intersections



57% of fatal and serious injury crashes occur on roadway segments



During the period of 8pm to 5am:

- 15% of daily traffic volume
- 15% of crashes
- 29% of pedestrian crashes
- 44% of fatal crashes



# Crash Facts: Roadway User Behavior

## Rules of the Road



- Failure to Yield
- Red-Light Running
- Speeding

## Lack of Restraint Use



- Seatbelts
- Child safety seats
- Helmets

## Distracted Driving



- Talking
- Texting
- Eating or Drinking

## Impaired Driving



- Alcohol / Drugs
- Medications
- Fatigue

# Crash Types & Risk Factors



Pedestrians



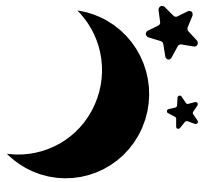
Bicyclists



Motorcyclists



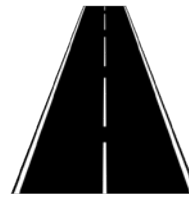
Younger  
Drivers



Nighttime



Intersections



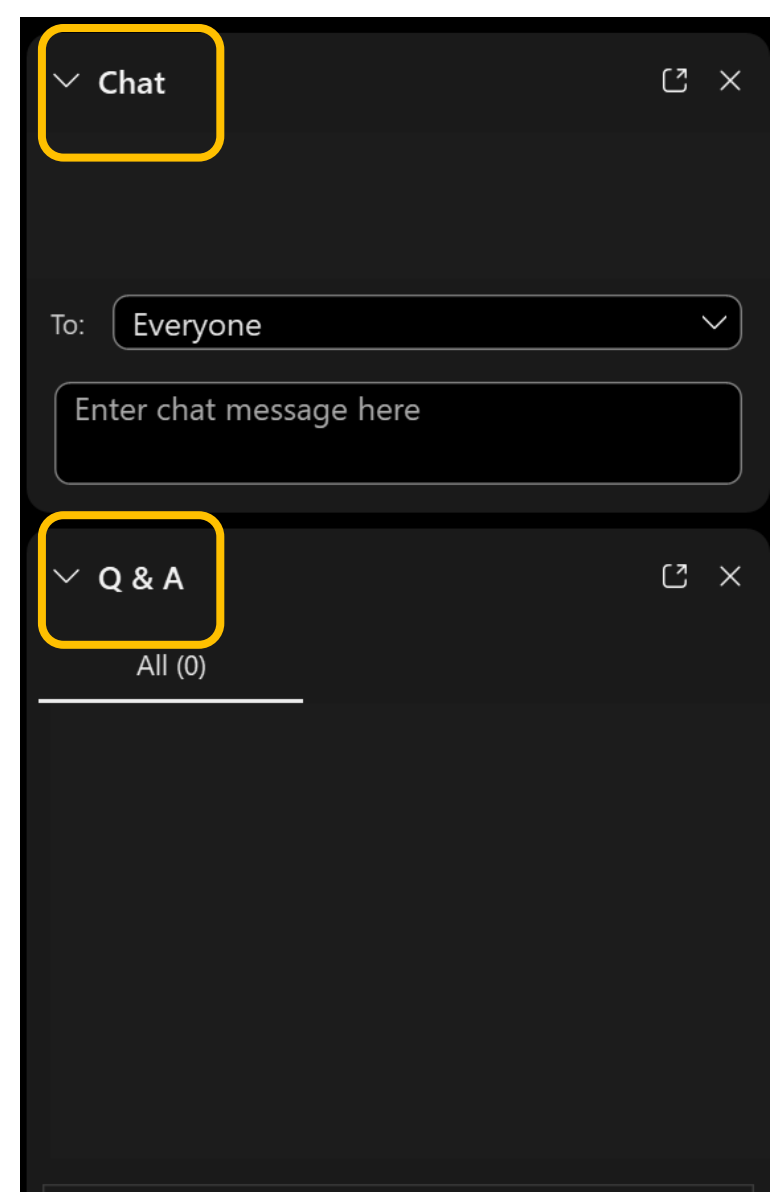
Corridors



Behavior-  
Related

# Question/Discussion

- Comments
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- Questions
  - Use the Q & A Box
  - Panelists will answer **questions**
- Polling
  - Answer the polls as they pop up



# Phase 1: Community Engagement

Alexandra Albert, Communication and Public Involvement, WSP



# Phase 1: How Can You Share Input?

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2. **Website:** [www.phoenix.gov/roadsafety](http://www.phoenix.gov/roadsafety)
3. **Online Survey & Mapping Tool:** MetroQuest
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5. **E-mail Us:** [RoadSafety@phoenix.gov](mailto:RoadSafety@phoenix.gov)
6. **Call Us:** 602-262-6284

City of Phoenix Roadway Safety Action Plan More at: <https://www.phoenix.gov/roadsafety>

**Welcome**  
Learn about this initiative before you begin.

**WELCOME**

**City of Phoenix Roadway Safety Action Plan**  
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." Please take a moment to complete this important survey about roadway safety. Your feedback will help inform us of your safety concerns so we can better understand your priorities. We appreciate your time in providing us your feedback.

[→ Next](#)

STANDARD SURVEY 2  
PRIORITY RANKING 3  
MAP MARKERS 4  
WRAP UP 5

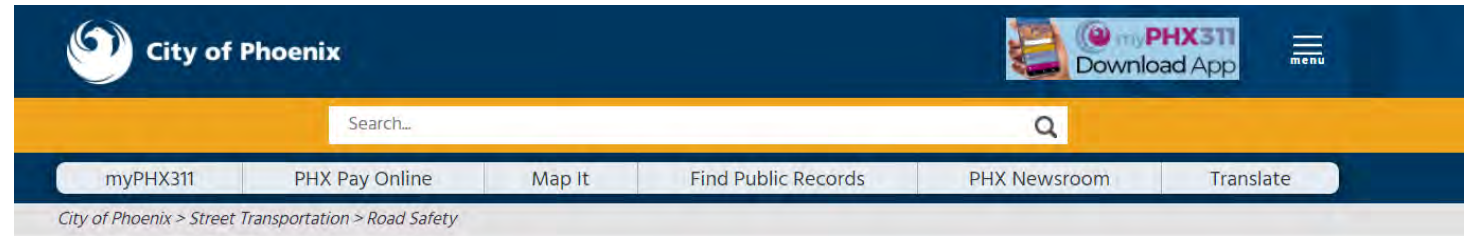
The Street Transportation Department has been proactively investing in the Four E's of Traffic Safety: Evaluation, Engineering, Enforcement and Education.

**ROAD SAFETY ACTION PLAN**

[Privacy](#) - [About MetroQuest](#)

# MetroQuest: *Where can I Access it?* *How Do I use it?*

- 5-page online survey
- 8-10 minutes to complete
- Spanish is available
- On the Project Webpage:  
[phoenix.gov/RoadSafety](http://phoenix.gov/RoadSafety)



## Phoenix Road Safety Action Plan

### *Input Wanted!*

Take the interactive survey and help shape Phoenix's Road Safety Action Plan.

[Take the Survey! >](#)

# MetroQuest - Overview

## City of Phoenix Roadway Safety Action Plan

More at: <https://www.phoenix.gov/roadsafety>

The screenshot shows the 'Welcome' screen of a survey. At the top, a purple header contains a back arrow, the word 'Welcome', and the text 'Learn about this initiative before you begin.' To the right of the header are an information icon and a double arrow icon. Below the header, a vertical sidebar on the left lists the survey steps: 'WELCOME', 'STANDARD SURVEY', 'PRIORITY RANKING', 'MAP MARKERS', and 'WRAP UP'. The main content area features a white text box with the title 'City of Phoenix Roadway Safety Action Plan' and a paragraph explaining the mission of the Street Transportation Department. Below the text are buttons for 'Español' and 'Next'. At the bottom of the main area, there is a progress indicator with seven circles, a text box about the 'Four E's of Traffic Safety', and the 'ROAD SAFETY ACTION PLAN' logo. The background of the main area is a cityscape image.

**Welcome**  
Learn about this initiative before you begin.

**City of Phoenix Roadway Safety Action Plan**  
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." Please take a moment to complete this important survey about roadway safety. Your feedback will help inform us of your safety concerns so we can better understand your priorities. We appreciate your time in providing us your feedback.

**Español** **Next**

**WELCOME**  
**STANDARD SURVEY**  
**PRIORITY RANKING**  
**MAP MARKERS**  
**WRAP UP**

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**ROAD SAFETY ACTION PLAN**

# MetroQuest - How to Comment

City of Phoenix Roadway Safety Action Plan More at: <https://www.Phoenix.gov/RoadSafety>

2 3 **Priorities** 4 5

WELCOME SURVEY **PRIORITY RANKING** MAP MARKERS WRAP UP

Please rank the 6 items above the line in your preferred order.

↑ Please rank the 6 items above the line in your preferred order. ↑

- Promote Active Transportation
- Prevent Fatal Crashes
- Enforce of Driver Behavior
- Design Streets for Everyone
- Transit Priority-Select Streets
- Reduce Vehicle Congestion

### Promote Active Transportation



Active transportation policies create urban environments that are comfortably accessible without a needing a car. Possible strategies: develop connected and convenient infrastructure networks that support walking, bicycling, and transit use.

[Comment](#)



# MetroQuest - Map Marker Screen

City of Phoenix Roadway Safety Action Plan More at: <https://www.Phoenix.gov/RoadSafety>

1 **WELCOME** 2 SURVEY 3 PRIORITY RANKING 4 **Map Markers** 5 WRAP UP

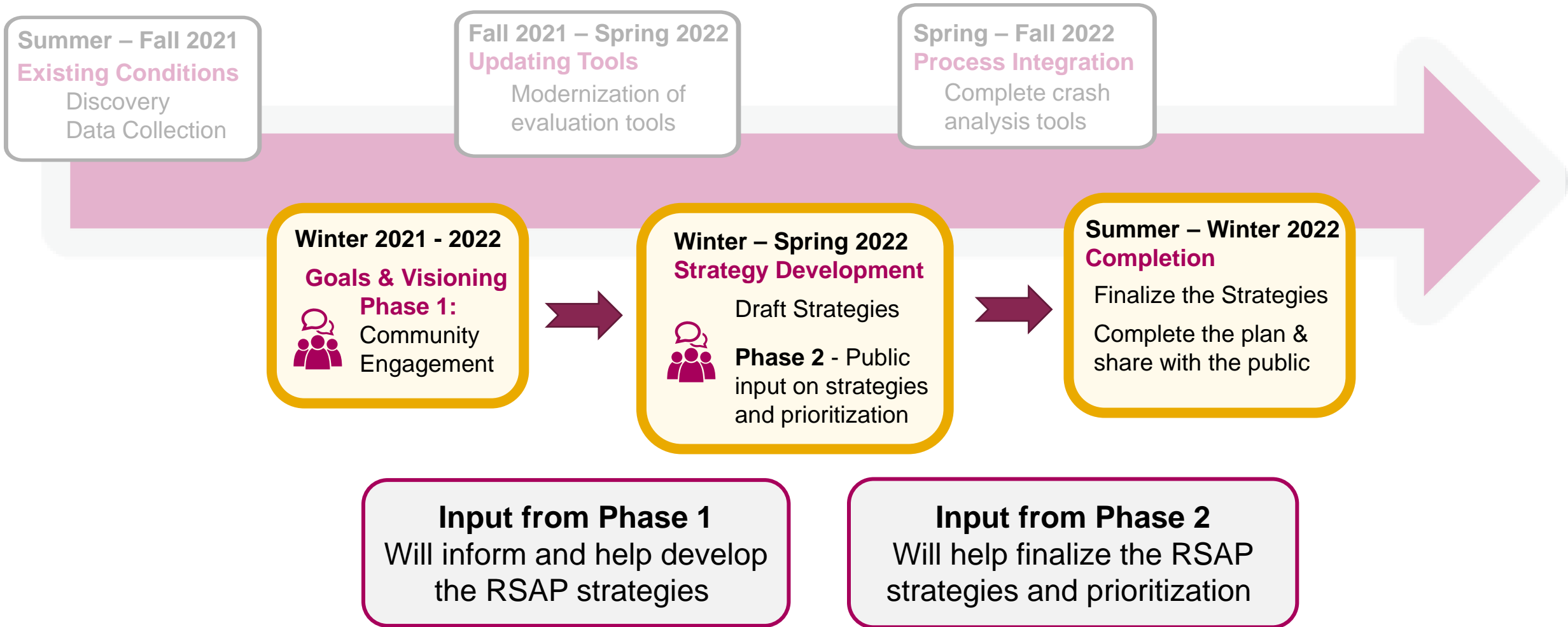
Please drop at least 3 map markers.

Map Markers toolbar: Walking Concern, Bicycling Concern, Driving Concern, Intersection Concern, Street Concern, School Concern, Transit Concern

Map controls: Map, Satellite, Zoom (+/-)

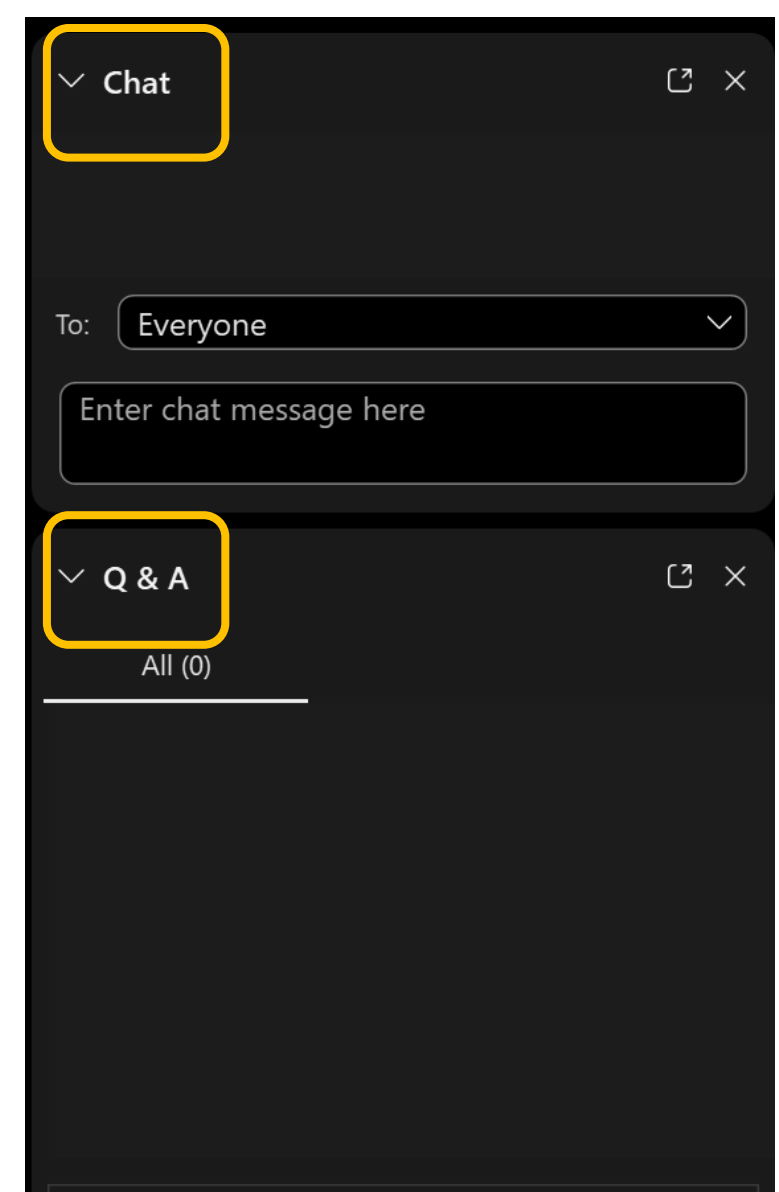
The screenshot displays the 'Map Markers' screen of the MetroQuest application. The interface features a vertical navigation bar on the left with five steps: 1. WELCOME, 2. SURVEY, 3. PRIORITY RANKING, 4. MAP MARKERS (highlighted in grey), and 5. WRAP UP. The main content area is titled 'Map Markers' and includes the instruction 'Please drop at least 3 map markers.' Below this is a toolbar with seven map marker icons: a person for 'Walking Concern', a bicycle for 'Bicycling Concern', a car for 'Driving Concern', a cross for 'Intersection Concern', a building for 'Street Concern', a school for 'School Concern', and a transit icon for 'Transit Concern'. A yellow box highlights this toolbar. Below the toolbar is a map of Phoenix, Arizona, showing various landmarks such as the Arizona Capitol Museum, Heard Museum, Phoenix Art Museum, and Valleywise Health Medical Center. The map includes a 'Map' and 'Satellite' toggle, a zoom control with '+' and '-' buttons (highlighted in yellow), and a 'Google' logo at the bottom left. At the bottom of the screen, there are links for 'Privacy - About MetroQuest' and 'Report a map error'.

# Your Input will Support RSAP Development



# Question/Discussion

- Comments
  - Use the Chat Box
  - All **comments** will be catalogued and included as public comment
- Questions
  - Use the Q & A Box
  - Panelists will answer **questions**





Thank You for  
Participating!

City of Phoenix Street Transportation Department  
602-262-6284

[RoadSafety@phoenix.gov](mailto:RoadSafety@phoenix.gov)  
[phoenix.gov/RoadSafety](http://phoenix.gov/RoadSafety)



## APPENDIX C – PowerPoint from Council District 5, Community Touchpoint

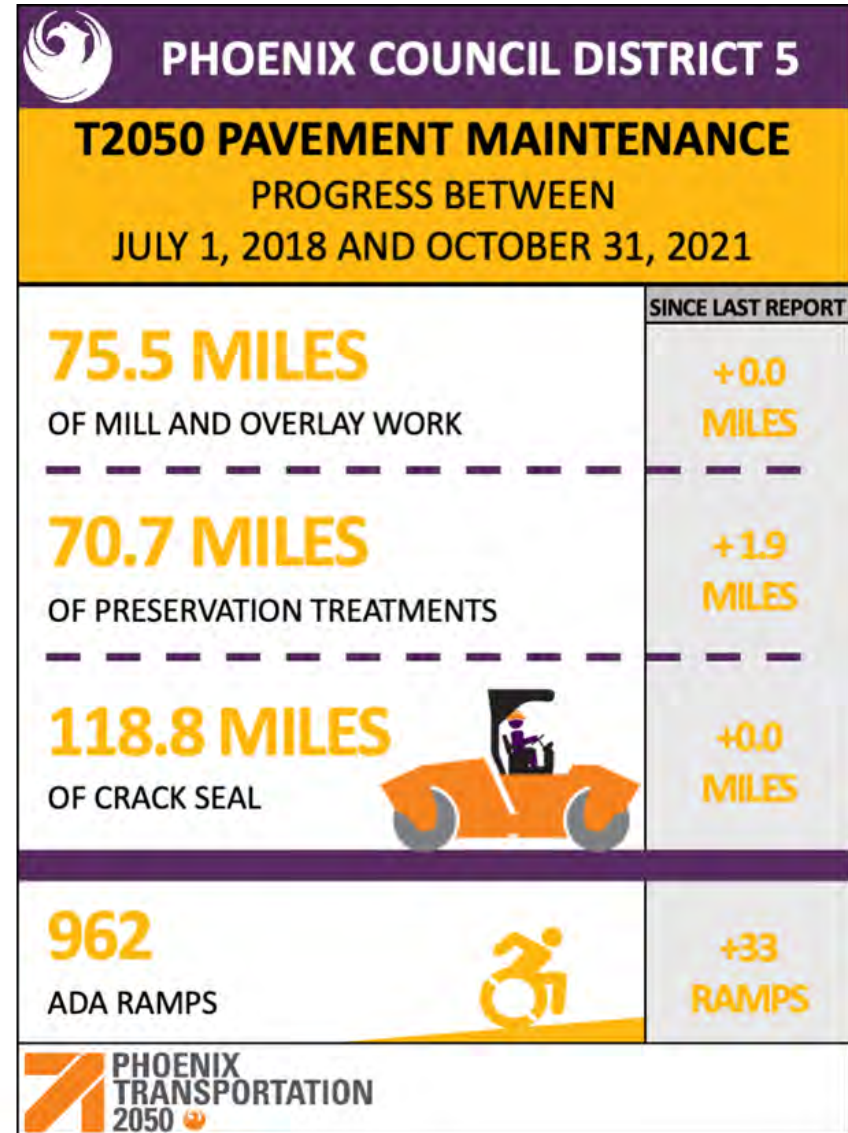
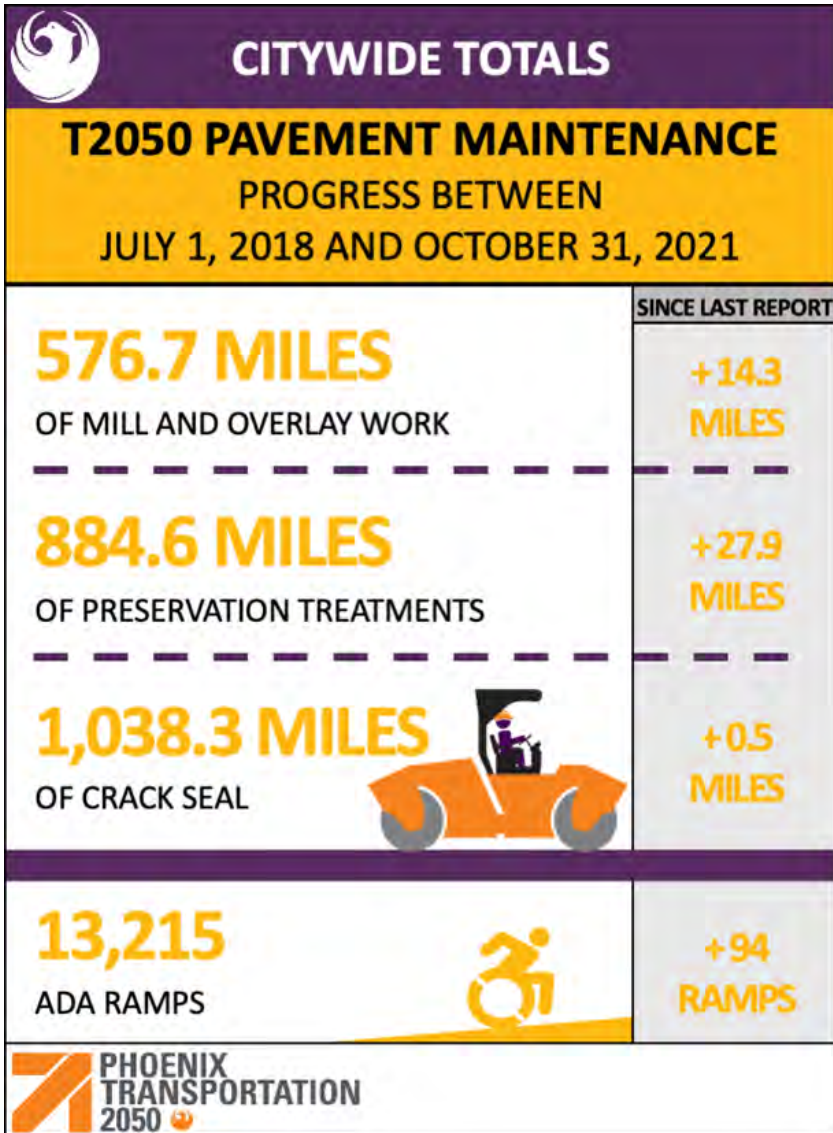


***STREET TRANSPORTATION DEPARTMENT***

**Kini Knudson, Director**  
**Street Transportation Department**



# Accelerated Pavement Maintenance

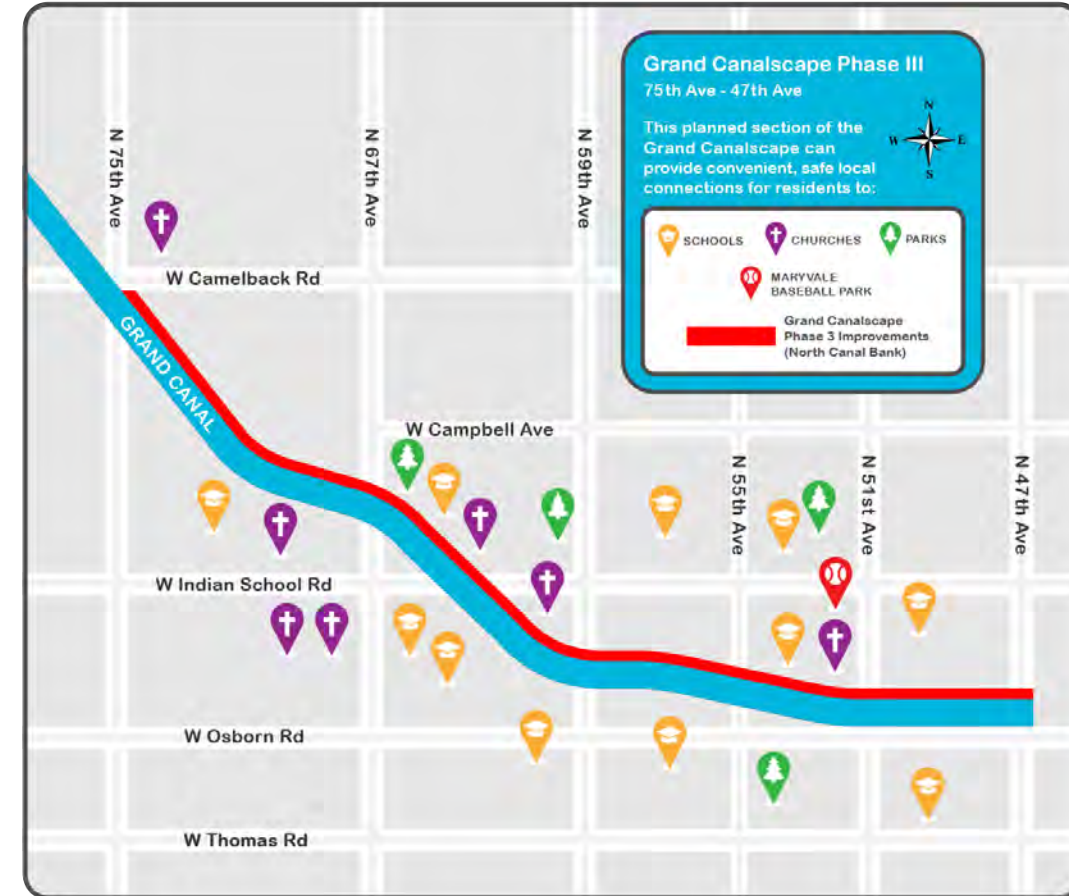


# Cool Pavement Program





# Grand Canalscape - Phase 3



[Phoenix.gov/Streets/GrandCanalscape](https://phoenix.gov/streets/grandcanalscape)

# Cool Corridors Initiative



# Project Overview



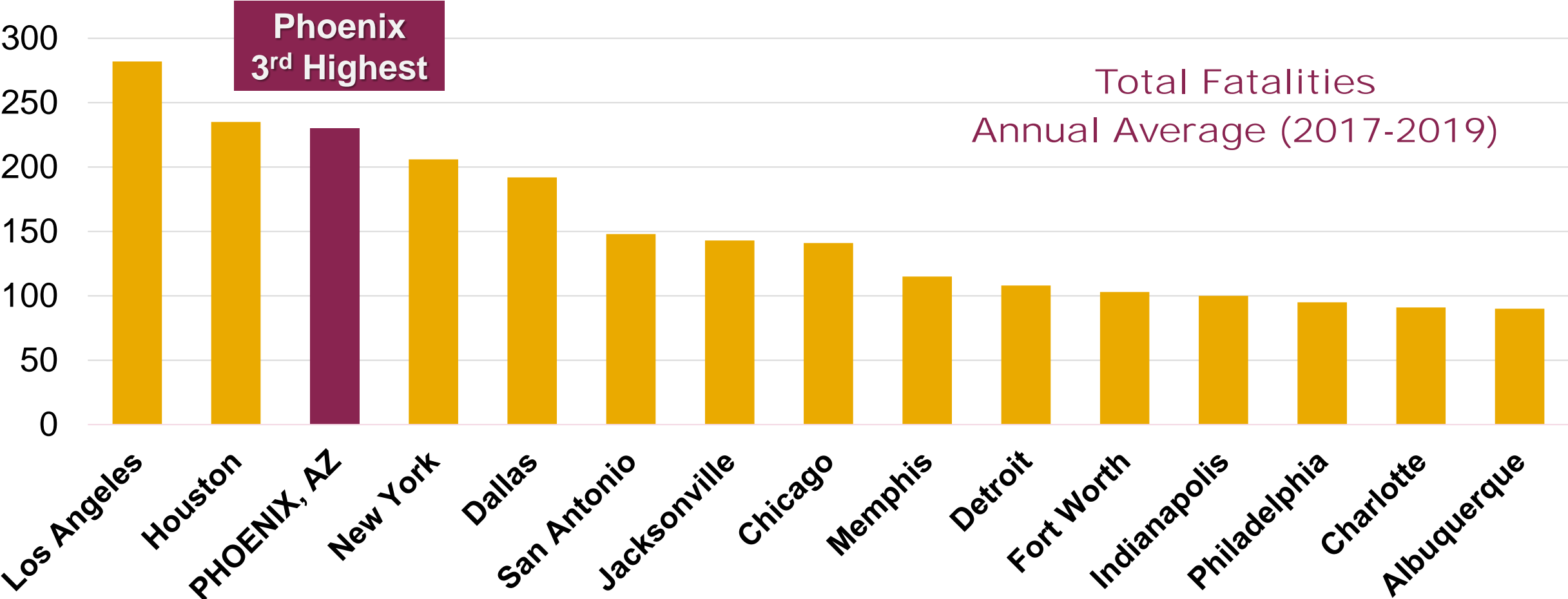
*Photo: Courtesy Phoenix Street Transp. Dept.*

# Road Safety Overview



# Why is this Plan Needed?

Data from the National Highway Traffic Safety Administration consistently **rank Phoenix in the top three cities** in the nation for **overall traffic fatalities**.



# Existing Conditions: Crash History

During the five-year period from 2015 to 2019, crashes in Phoenix are increasing at a higher rate than population is growing:

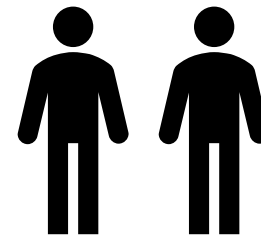
**Crashes**

*Increasing 4.4% per year*



**Population**

*Increasing 1.5% per year*



# Existing Conditions: Crash History

(2015 - 2019)



AVERAGE  
**30,376**  
CRASHES EVERY  
YEAR

An icon showing two cars colliding, with a jagged starburst representing the impact.

**2** CRASHES  
RESULTING IN  
SEVERE  
INJURIES EVERY  
DAY

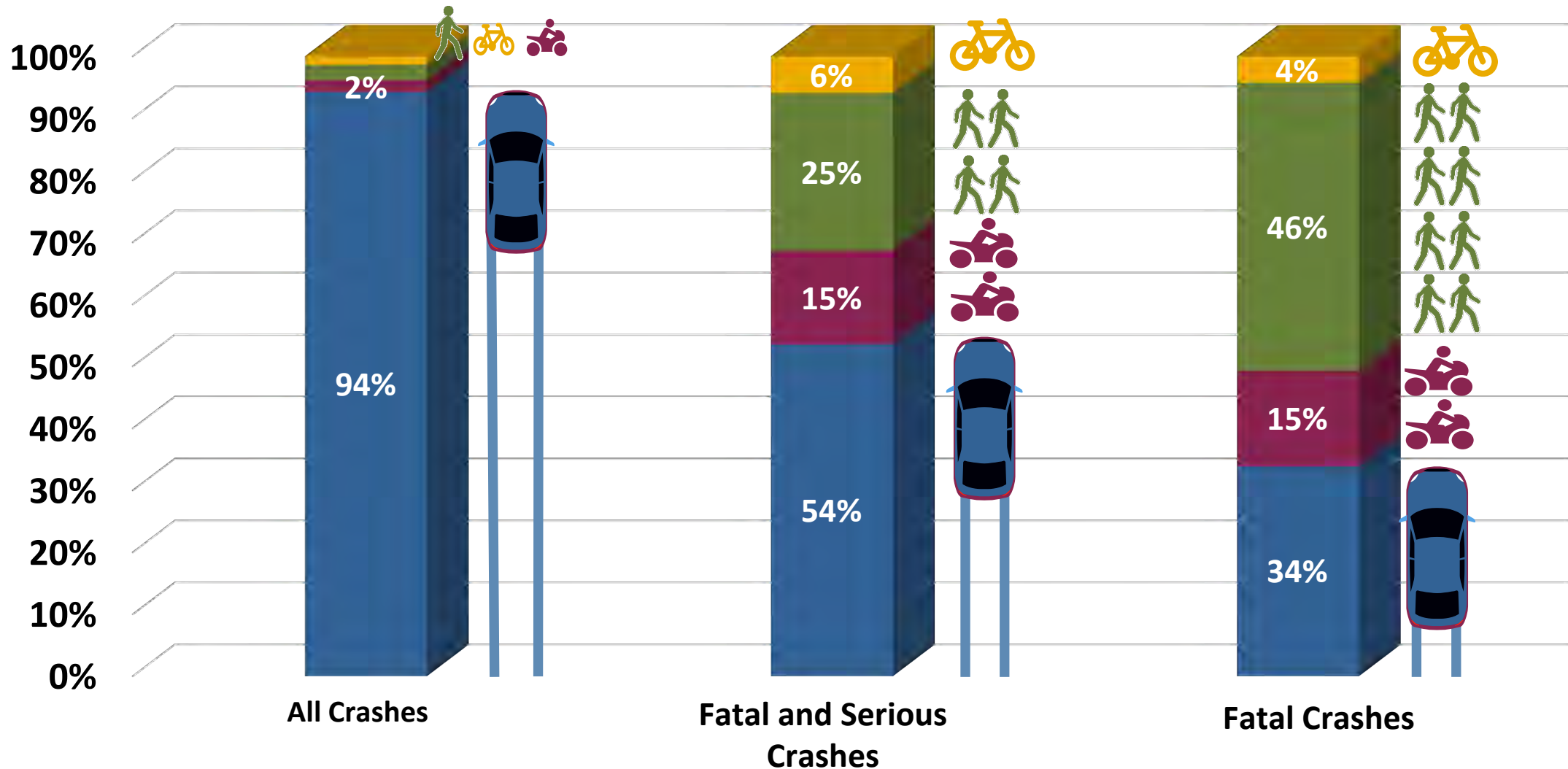
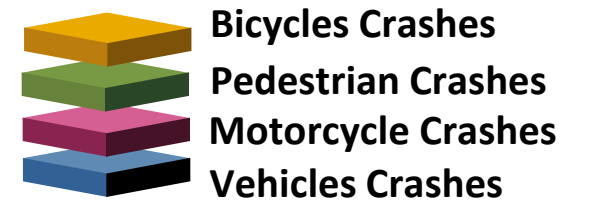
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CRASHES  
EVERY  
DAY

**1** FATAL  
CRASH  
EVERY  
OTHER  
DAY

FATALITIES EVERY YEAR ARE THE  
EQUIVALENT OF 1 BOEING 737

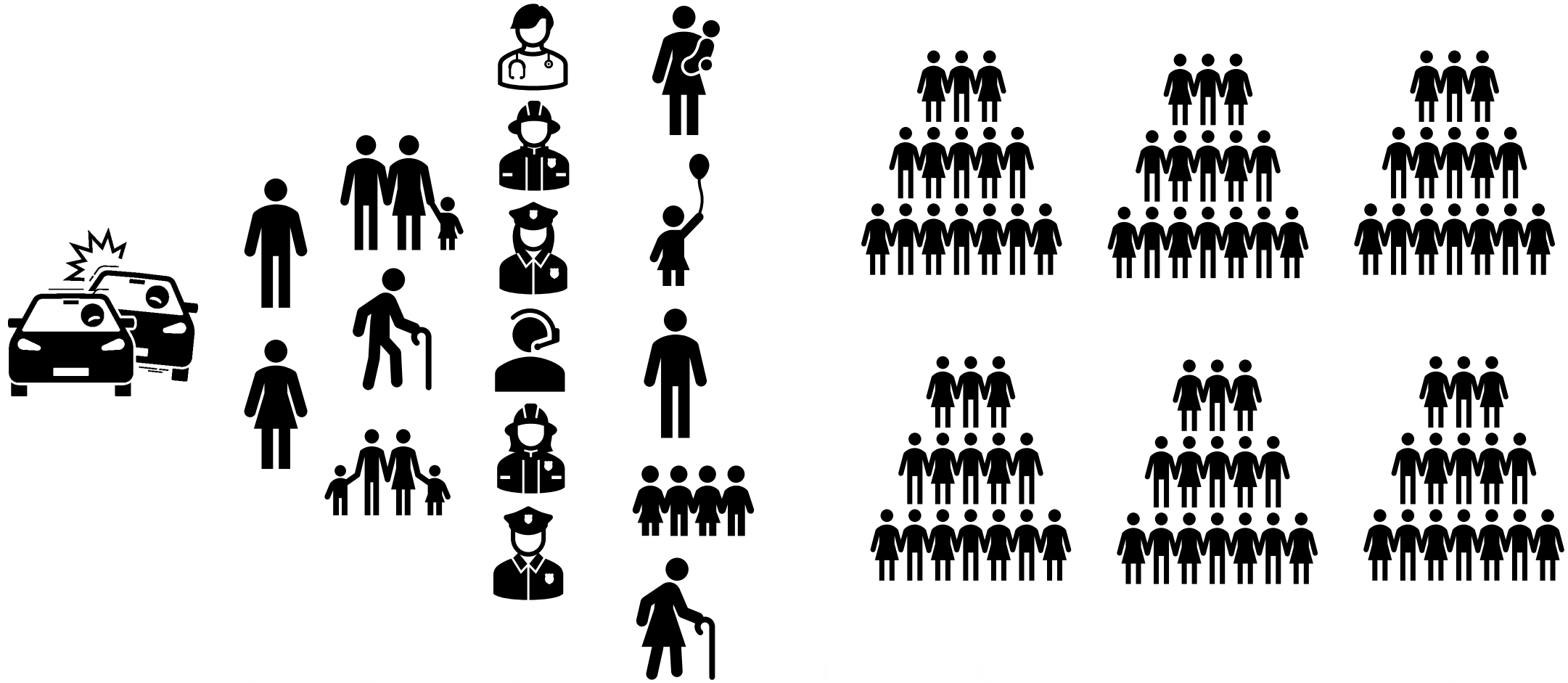
An icon of a Boeing 737 airplane in flight, angled upwards and to the right.

# Existing Conditions: Crash History (2015 - 2019)





# Crashes Affect More Than 1 Person...



# Which is Why Your Participation is Needed

## Safety affects all City of Phoenix Residents

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.”*

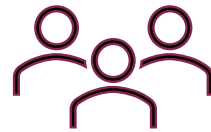


# The Planning Process

## What will the RSAP Do?



Conduct a comprehensive evaluation of data and current conditions



Provide inclusive public engagement in the planning process



Establish a clear vision and mission to unite residents, stakeholders, and City staff with a common goal



Determine a High Injury Network (HIN) that informs prioritization



Create and modernize evaluation tools



Provide a system of recommendations that respond to data and public input, and connect to the 4 E's: evaluation engineering, enforcement, education.

# The 4 E's in Transportation Safety:

**Evaluation:** Benchmarking Efforts to Measure Effectiveness of Implemented Initiatives



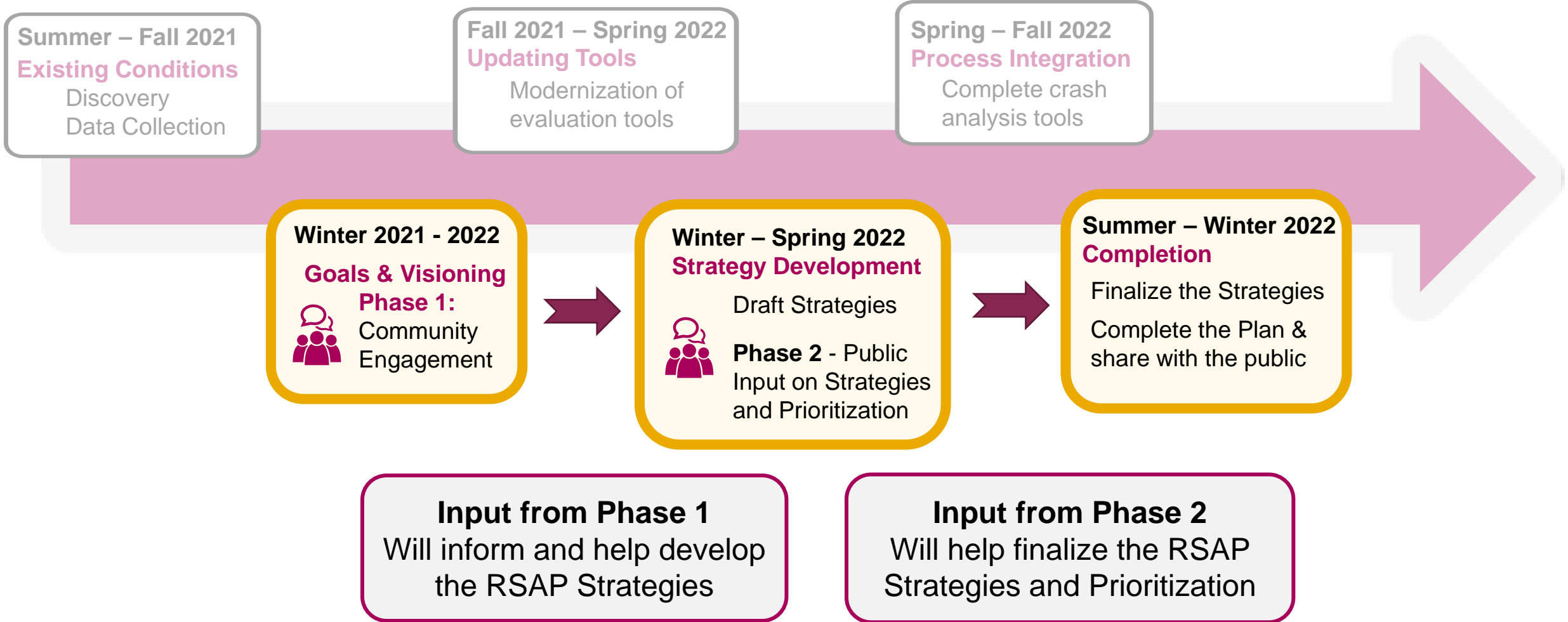
**Engineering:** Roadway Design, Traffic Engineering, Maintenance, Operation, and Planning

**Enforcement:** Ensuring users of the roadway are following the rules: Streets, Police, Planning & Development, Public Transit

**Education:** City, Partner Agencies, Communication & Prevention Specialists, Educators, & Citizen Advocacy Groups

# RSAP Planning Process

## Your Input will Support RSAP Development



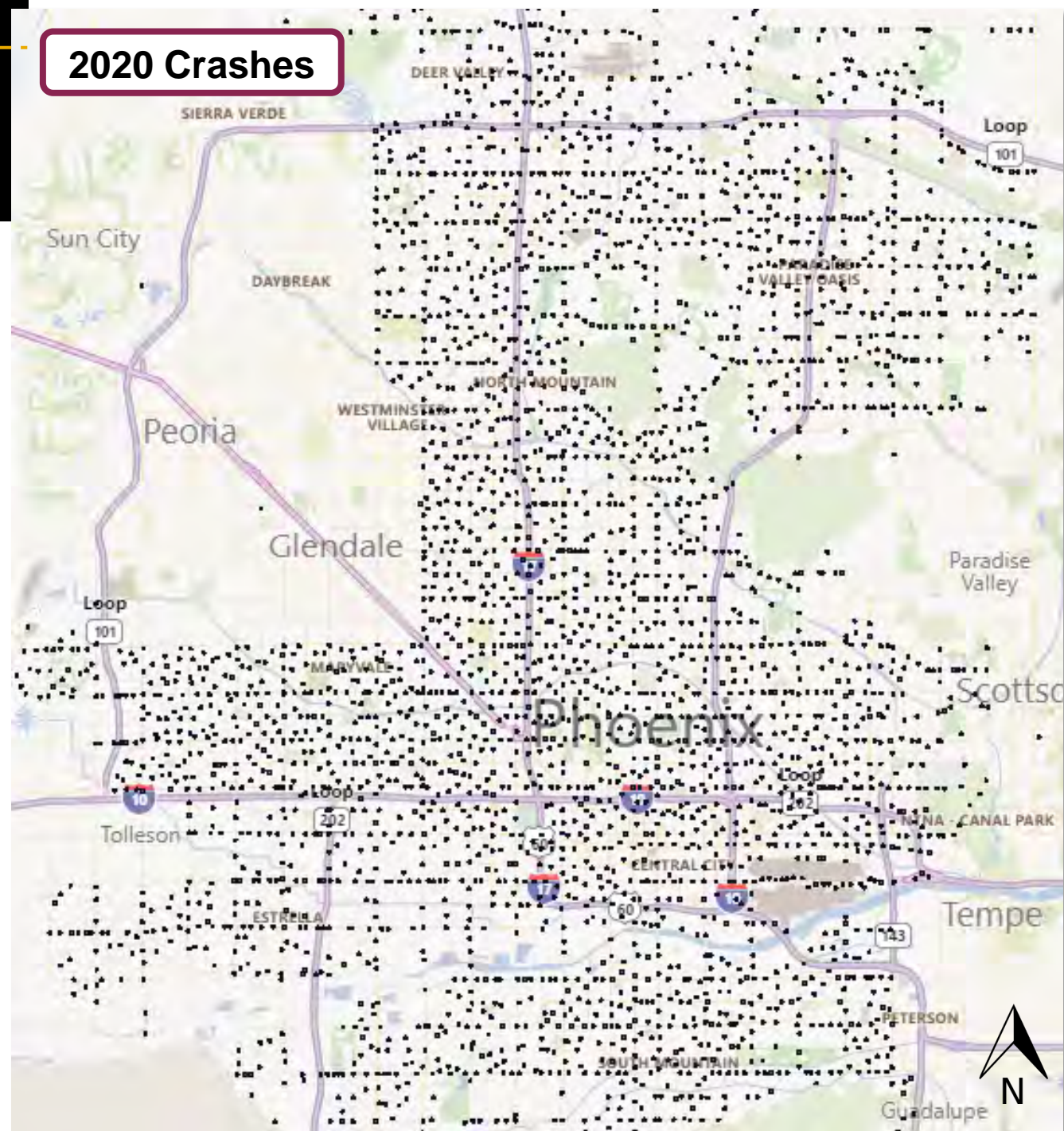
# Phase 1: What Do We Need To Learn from You?

1. How do you perceive City of Phoenix Roadways?
2. How do you get around: drive, take transit, walk, bike, carpool?
3. What are the most important issues and/or factors related to crashes and safe streets?
4. How do you prefer to receive information about roadway safety?
5. What roadway safety issues should the City of Phoenix prioritize?
6. Where in Phoenix do you experience safety concerns? What are they?

# Background Information

Unfortunately,  
Crashes are Common

AVERAGE  
**30,376**  
CRASHES EVERY  
YEAR



# How Does Phoenix Start Addressing the Issue?



**What are the most important issues for this plan to address?**

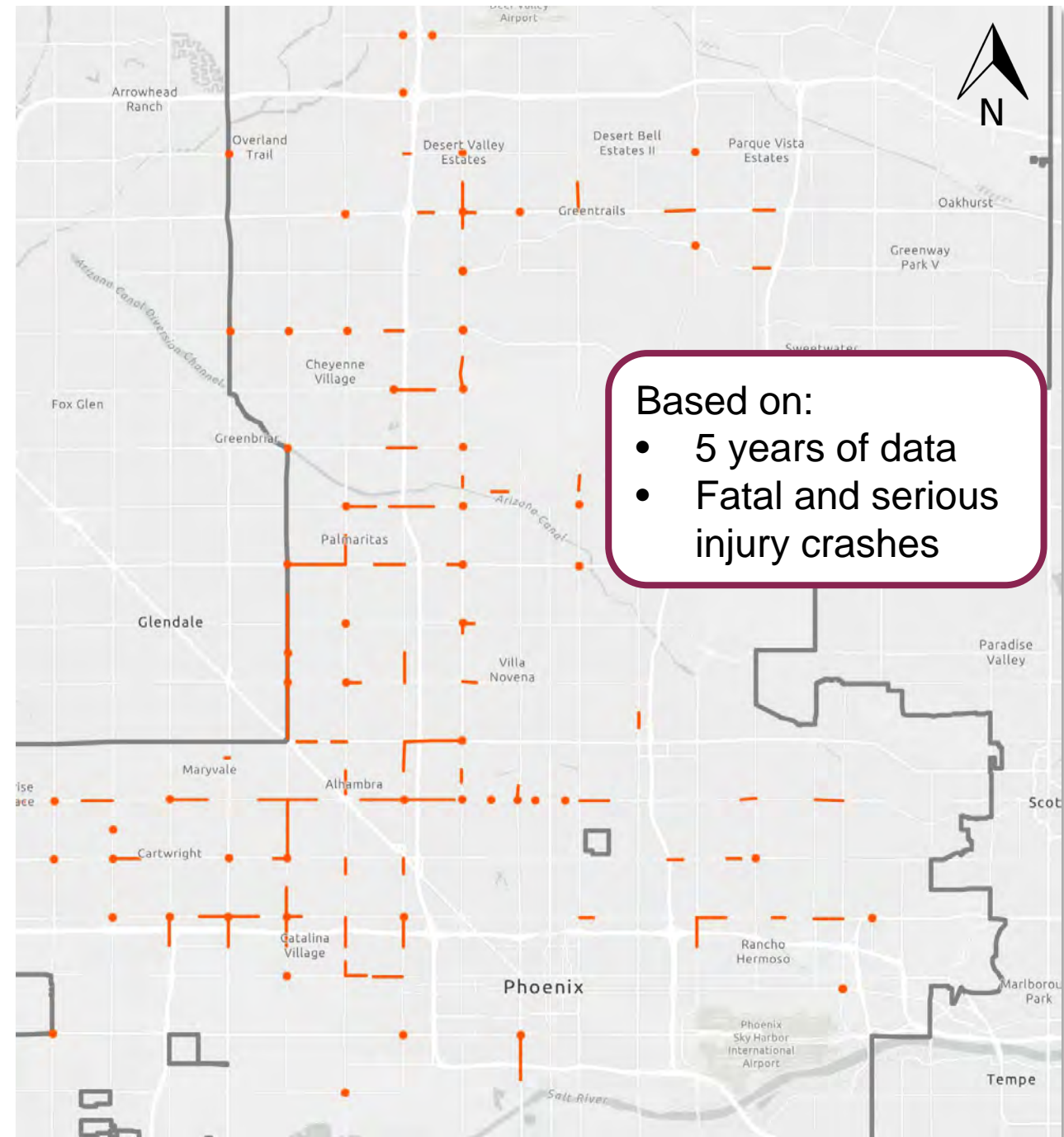
**What trends did the data analysis uncover?**



# Existing Conditions: The High Injury Network



These locations have the greatest trends of those *killed and/or severely injured (KSI) in traffic crashes.*



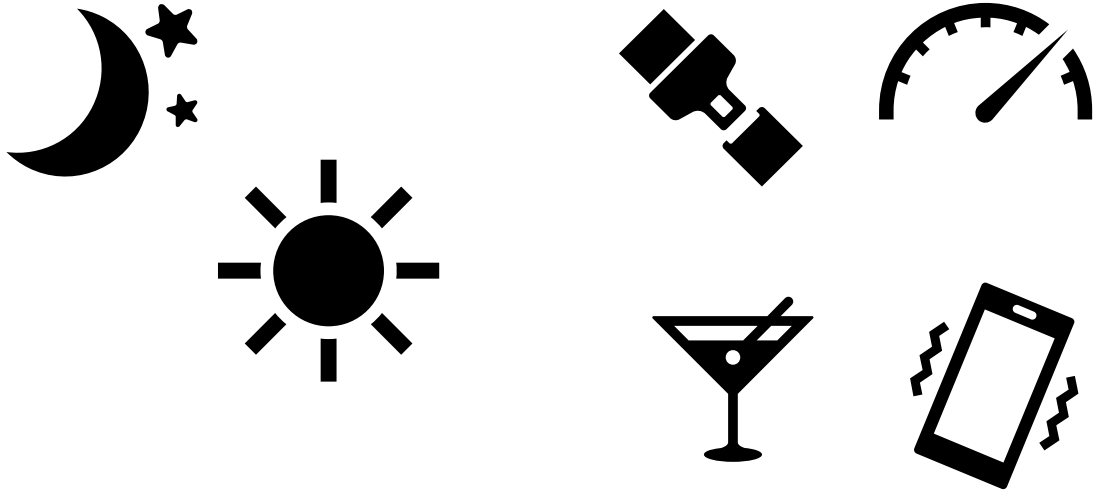
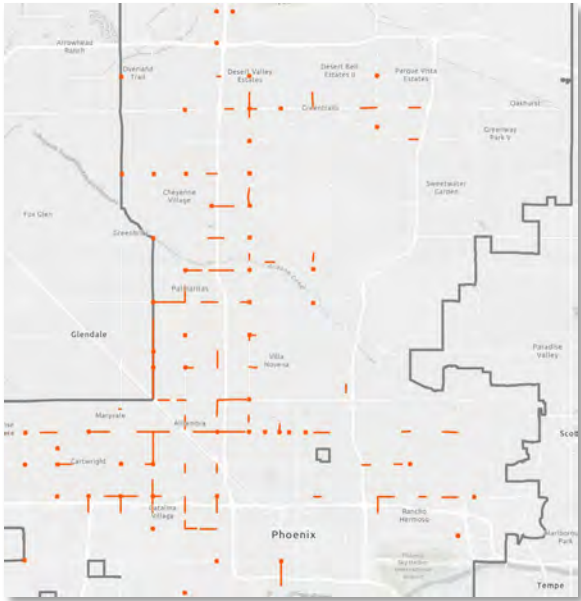
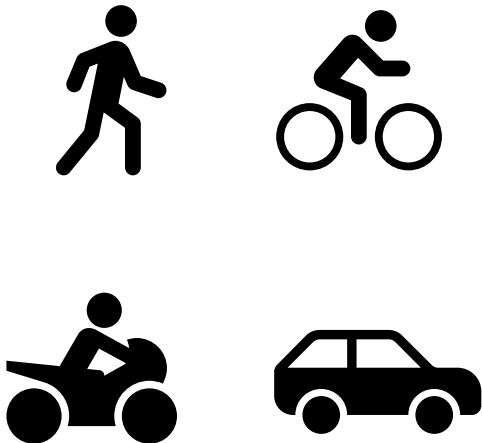
# Crash Trends

**Who?**

**Where?**

**When?**

**Why?**



# Crash Facts: Pedestrians

Pedestrians



Of all traffic fatalities, 46% are pedestrians

Factors\* that increase frequency:

- Presence of bus stops
- Wide Roads
- Traffic Signals
- Liquor Stores & Bars
- Minority Populations
- Households without Vehicles
- Lower Earning Households

Factors\* that increase chance of severe injury:

- Alcohol or Drug Use (by driver or pedestrian)
- Older Age Groups
- Being struck by a pickup truck
- Being struck at nighttime
- Being struck by vehicle travelling straight
- Crash occurring at non-intersection location

*\*2021 Northern Arizona University Project Results*

# Crash Facts: Roadway Users

Bicyclists



Of all traffic fatalities, 4% are bicyclists

Motorcyclists



Of all traffic fatalities, 15% are motorcyclists

Younger Drivers



Younger drivers (age 16-24) were involved in 24% of all crashes

# Crash Facts: When/Where



43% of all fatal and serious injury crashes occur at signalized intersections



57% of fatal and serious injury crashes occur on roadway segments



During the period of 8pm to 5am:

- 15% of daily traffic volume
- 15% of crashes
- 29% of pedestrian crashes
- 44% of fatal crashes

# Crash Facts: Roadway User Behavior

## Rules of the Road



- Failure to Yield
- Red-Light Running
- Speeding

## Lack of Restraint Use



- Seatbelts
- Child safety seats
- Helmets

## Distracted Driving



- Talking
- Texting
- Eating or Drinking

## Impaired Driving



- Alcohol / Drugs
- Medications
- Fatigue

# Crash Types & Risk Factors



Pedestrians



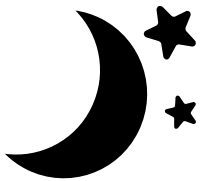
Bicyclists



Motorcyclists



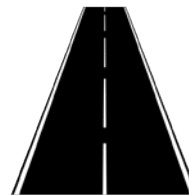
Younger  
Drivers



Nighttime



Intersections



Corridors



Behavior-  
Related

# Phase 1: Community Engagement

## How Can You Share Input?

1. **Website:** [www.phoenix.gov/roadsafety](http://www.phoenix.gov/roadsafety)
2. **Online Survey & Mapping Tool:** MetroQuest
3. **E-mail Us:** [RoadSafety@phoenix.gov](mailto:RoadSafety@phoenix.gov)
4. **Call Us:** 602-262-6284



# MetroQuest: *Where can I Access it?* *How Do I use it?*

- 5-page online survey
- 8-10 minutes to complete
- Spanish is available
- On the Project Webpage:  
Phoenix.gov/RoadSafety

## Phoenix Road Safety Action Plan

### Input Wanted!

Take the interactive survey and help shape Phoenix's Road Safety Action Plan by clicking on the link below. It is available in both English and Spanish.

[Take the Interactive Survey](#) >

### 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.

- [Take the Interactive Survey](#) >
- [City of Phoenix High Injury Network \(HIN\)](#) >
- [Road Safety Action Plan Fact Sheet - English](#) >
- [Road Safety Action Plan Fact Sheet - Spanish](#) >



### November 16, 2021 Virtual Public Meeting

Thank you so much to everyone who joined us for the November 16, 2021 virtual public meeting. A recording of the video is available above.

# MetroQuest - Overview

## City of Phoenix Roadway Safety Action Plan

More at: <https://www.phoenix.gov/roadsafety>

The screenshot shows the 'Welcome' screen of a survey. At the top, a purple header contains a back arrow, the word 'Welcome', and the text 'Learn about this initiative before you begin.' To the right of the header are an information icon and a double arrow icon. Below the header, a vertical sidebar on the left lists the survey steps: 'WELCOME', 'STANDARD SURVEY', 'PRIORITY RANKING', 'MAP MARKERS', and 'WRAP UP'. The main content area features a white text box with the title 'City of Phoenix Roadway Safety Action Plan' and a paragraph explaining the mission of the Street Transportation Department. Below the text are buttons for 'Español' and 'Next'. The background is a cityscape image. At the bottom, there is a progress indicator with seven circles, a text box about the 'Four E's of Traffic Safety', and the 'ROAD SAFETY ACTION PLAN' logo.

**Welcome**  
Learn about this initiative before you begin.

**City of Phoenix Roadway Safety Action Plan**  
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." Please take a moment to complete this important survey about roadway safety. Your feedback will help inform us of your safety concerns so we can better understand your priorities. We appreciate your time in providing us your feedback.

**Español** **Next**

**WELCOME**  
**STANDARD SURVEY**  
**PRIORITY RANKING**  
**MAP MARKERS**  
**WRAP UP**

The Street Transportation Department has been proactively investing in the Four E's of Traffic Safety: Evaluation, Engineering, Enforcement and Education.

**ROAD SAFETY ACTION PLAN**

# MetroQuest - Map Marker Screen

City of Phoenix Roadway Safety Action Plan More at: <https://www.phoenix.gov/roadsafety>

1 WELCOME

2 STANDARD SURVEY

3 PRIORITY RANKING

4 MAP MARKERS

## Map Markers

Please drop at least 3 map markers.

←🚗🚦📖🚌+🏢

Driving Concern

Lighting Concern

School Concern

Transit Concern

Intersection Concern

Corridor Concern

+  
-

Map Satellite

Google

Keyboard shortcuts Map data ©2021 Terms of Use Report a map error

5 WRAP UP



Thank You for  
Participating!

City of Phoenix Street Transportation Department  
602-262-6284

[RoadSafety@phoenix.gov](mailto:RoadSafety@phoenix.gov)  
[phoenix.gov/RoadSafety](http://phoenix.gov/RoadSafety)





*STREET TRANSPORTATION DEPARTMENT*

**Questions?**



## APPENDIX D – MetroQuest Screens

# 1 Welcome

Learn about this initiative before you begin.

WELCOME

## City of Phoenix Roadway Safety Action Plan

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.". Please take a moment to complete this important survey about roadway safety. Your feedback will help inform us of your safety concerns so we can better address them. Thank you for your time in providing us your feedback.

### Welcome



*Please take a moment to tell us what you think and help us better understand safety concerns that are important to you.*



→ Next

SURVEY

PRIORITY RANKING

MAP MARKERS

WRAP UP

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.



2 Survey  
Please answer the following questions

WELCOME SURVEY

Getting Around in Phoenix

Crashes on Phoenix Streets

Crashes on Phoenix Streets, (Cont'd)

Crashes on Phoenix Streets, (Cont'd)

Have you heard?

Tell us how you get around on Phoenix Streets  
Tell us how you get around on Phoenix Streets

In a typical week (2021) how do you mainly get around on Phoenix streets?  
(check all that apply)

What do you think about the City of Phoenix's Roadway Safety Action Plan?

Strongly Agree Agree Neutral Disagree Strongly Disagree

PRIORITY RANKING

MAP MARKERS

WRAP UP

3 4 5

Survey

The RSAP is an important plan that will help shape the future for all roadway users. Please provide us with your feedback.

Please answer the survey questions.



2 **Survey**  
Please answer the following questions

WELCOME SURVEY

Getting Around in Phoenix

Crashes on Phoenix Streets

Crashes on Phoenix Streets, (Cont'd)

Crashes on Phoenix Streets, (Cont'd)

Have you heard?

saved

**Tell us how you get around on Phoenix Streets**  
Tell us how you get around on Phoenix Streets

› In a typical week (2021) how do you mainly get around on Phoenix streets? (check one)

Walk  Bike  
 Drive  Take Public Transit (light rail, bus)  
 Carpool

› What other ways do you get around on Phoenix streets?

Walk  Bike  
 Drive  Take Public Transit (light rail, bus)  
 Carpool

› Thinking of your experience traveling in Phoenix, do you agree that Phoenix streets are safe?

Strongly Agree Agree Neutral Disagree Strongly Disagree

PRIORITY RANKING MAP MARKERS WRAP UP

3 4 5

↓

2 **Survey**

Please answer the following questions

WELCOME

SURVEY
3

4
5

MAP MARKERS
WRAP UP

**Crashes on Phoenix Streets**

On average, there are over 30,000 crashes a year that include 1,000 people being killed or seriously injured. Of the fatal and serious crashes, 6% were people riding bikes, 15% were people driving motorcycles, 25% were people walking, and 54% were driving cars.

› Considering the crash and safety issues on Phoenix streets, what safety areas are of greatest concern or importance to you? (Select up to three)

<input type="checkbox"/> Pedestrians	<input type="checkbox"/> Nighttime
<input type="checkbox"/> Intersections	<input type="checkbox"/> Corridors
<input type="checkbox"/> People crossing mid-block	<input type="checkbox"/> Speeding
<input type="checkbox"/> Impaired Driving	<input type="checkbox"/> Distracted Driving
<input type="checkbox"/> Lack of Seatbelt Use	<input type="checkbox"/> Red Light Running
<input type="checkbox"/> Motorcyclists	<input type="checkbox"/> Bicycling
<input type="checkbox"/> Younger Drivers	<input type="checkbox"/> Older Drivers
<input type="checkbox"/> Other	

› If your response is other, please explain.

Type...

0/200

PRIORITY RANKING

2 **Survey**  
Please answer the following questions

WELCOME SURVEY

Getting Around in Phoenix

Crashes on Phoenix Streets

**Crashes on Phoenix Streets, (Cont'd)**

Crashes on Phoenix Streets, (Cont'd)

Have you heard?

3 **PRIORITY RANKING**

4 **MAP MARKERS**

5 **WRAP UP**

**Crashes on Phoenix Streets, (Cont'd)**  
Considering crashes on Phoenix streets, how important do you think these factors are in crashes?

- > The design of roadways and intersections (includes sidewalks and bike facilities)
  - Not at all Important
  - Slightly Important
  - Moderately Important
  - Very Important
  - Extremely Important
- > Traffic signal operations
  - Not at all Important
  - Slightly Important
  - Moderately Important
  - Very Important
  - Extremely Important
- > Enforcement
  - Not at all Important
  - Slightly Important
  - Moderately Important
  - Very Important
  - Extremely Important

saved

↓



2

## Survey

Please answer the following questions



3

4

5

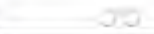
WELCOME

SURVEY

Getting Around in Phoenix



Crashes on Phoenix Streets



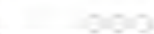
Crashes on Phoenix Streets, (Cont'd)



Crashes on Phoenix Streets, (Cont'd)



Have you heard?



saved

### Crashes on Phoenix Streets, (Cont'd)

Considering crashes on Phoenix streets, how important do you think these factors are in crashes?

› Driver behavior (speeding and/or red light running)

Not at all Important
  Slightly Important
  Moderately Important
  Very Important
  Extremely Important

› Distracted driving

Not at all Important
  Slightly Important
  Moderately Important
  Very Important
  Extremely Important

› Seatbelt use

Not at all Important
  Slightly Important
  Moderately Important
  Very Important
  Extremely Important

› Driving Under the influence

Not at all Important
  Slightly Important
  Moderately Important
  Very Important
  Extremely Important

PRIORITY RANKING

MAP MARKERS

WRAP UP



2 **Survey**  
Please answer the following questions

WELCOME

SURVEY

Getting Around in Phoenix

Crashes on Phoenix Streets

Crashes on Phoenix Streets, (Cont'd)

Crashes on Phoenix Streets, (Cont'd)

Have you heard?

3 **PRIORITY RANKING**

4 **MAP MARKERS**

5 **WRAP UP**

Have you heard, seen, or read any messages that include:  
The City of Phoenix is dedicated to providing safe movement of vehicles, bicycles, and pedestrians.

> Heads Up!

> Scan the Streets for Wheels and Feet

> If you had a choice, how would you like to learn about safety issues in Phoenix? (Choose two)

<input type="checkbox"/> On social media	<input type="checkbox"/> An article in a newspaper
<input type="checkbox"/> On the radio	<input type="checkbox"/> On the television
<input type="checkbox"/> On a website	<input type="checkbox"/> In my water bill
<input type="checkbox"/> Advertisements	<input type="checkbox"/> Other

saved

→

← 2 3 **Priorities** 4 5

WELCOME SURVEY **PRIORITY RANKING** MAP MARKERS WRAP UP

Please rank the 6 items above the line in your preferred order.

↑ Please rank the 6 items above the line ↑  
in your preferred order.

- Transit Priority-Selected
- Preventing Fatal Crashes
- Design Streets for Everyone
- Enforce Driver Behavior
- Ease of Driving a Vehicle
- Reducing Vehicle Crashes

**Priorities** × above the line in

*Safety is a top priority for all roadway users. What priorities are important to you?*

*Please rank the 6 items above the line in your preferred order.*

✓

City of Phoenix Roadway Safety Action Plan

More at: <https://www.Phoenix.gov/RoadSafety>

2 SURVEY

3 **Priorities**  
Please rank the 6 items above the line in your preferred order.

4 MAP MARKERS

5 WRAP UP


WELCOME

PRIORITY RANKING

- 1 Preventing Fatal Crashes
- 2 Design Streets for Everyone
- 3 Enforce Driver Behavior
- 4 **Reducing Vehicle Congestion**
- 5 Transit Priority-Select Streets
- 6 Ease of Driving a Vehicle

↑ Please rank the 6 items above the line ↑  
in your preferred order.

### Reducing Vehicle Congestion



Possible strategies: improve traffic signal timing, promote telework (travel demand management), build additional roads or add lanes for vehicular travel.

saved

4 **Map Markers**  
Please drop at least 3 map markers.

1 WELCOME  
2 SURVEY  
3 PRIORITY RANKING  
4 MAP MARKERS  
5 WRAP UP

Walking Concern  
Bicycling Concern  
Driving Concern  
Lighting Concern  
School Concern  
Transit Concern  
Intersecting Concern

Map Satellite

Sunnyside Cannabis Dispensary - Phoenix

Community School

Arizona Capitol Museum

U-Pull-&-Pay

Phoenix

Lo-Lo's Chicken & Waffles

Enterprise Rent-A-Car

Valleywise Health Medical Center

PHOENIX SKY HARBOR CENTER

Google Keyboard shortcuts Map data ©2021 Terms of Use

**Map Markers** X

*Please map your top safety concerns along with your comments by clicking, dragging, and placing your marker.*

---

*Please drag markers on the map to give your input.*

✓



4 **Map Markers**  
Please drop at least 3 map markers.

1 WELCOME 2 SURVEY 3 PRIORITY RANKING 4 MAP MARKERS 5 WRAP UP

Map Markers Legend:  
Cycling Concern  
Driving Concern  
Lighting Concern  
School Concern  
Transit Concern  
Intersection Concern  
Corridor Concern

Map Satellite

Google Keyboard shortcuts Map data ©2021 Terms of Use

← 2 3 4 5 **Wrap Up**

WELCOME SURVEY PRIORITY RANKING MAP MARKERS WRAP UP

Tell us a bit about yourself. Please click finish when you are done.

### Final Questions (Optional)


- How did you hear about this survey?  
Select...
- What is your zip code?  
Type...
- What is your work or school?  
Type...
- What is your email address?  
Type...
- Do you have additional comments?  
Type... 0/50

### Thank You!


We appreciate your feedback! To learn more about the Road Safety Action Plan, join the email distribution list, or view contact information on our website by clicking [here](#).

**Road Safety Action Plan**

Survey. We want to hear about your concerns and answer your questions.




Answer the questions you want to, then click Finish:



**Wrap Up** ✕

Thank you!

*We want to hear about everyone's safety concerns and answer questions. Please click the Finish button to submit.*



1 WELCOME

2 SURVEY

3 PRIORITY RANKING

4 MAP MARKERS

5 WRAP UP

## Wrap Up

Tell us a bit about yourself. Please click finish when you are done.

### Final Questions (Optional)

- How did you hear about this survey?
- What is your zip code?  
 0/5
- What is your work or school zip code?  
 0/5
- What is your email address?  
 0/50
- Do you have additional comments?  
 0/50

Answer the questions you want to, then click Finish:

### Thank You!

We appreciate your feedback! To learn more about the Road Safety Action Plan, join the email distribution list, or view contact information, visit the website by clicking below.

[Phoenix Road Safety Action Plan](#)

Please share this survey. We want to hear about your safety concerns and answer your questions.

