



Vulnerable Road Users & Motor Safety 2018-2021 Action Plan

Goal: Reduce the severity and frequency of preventable crashes and collisions for all roadway users within Pima County.

Objective: By 2021, develop a framework for how the Vulnerable Road User and Motor Safety (VRUMS) Task Force will conduct its work.

Strategy: Create a framework that outlines the role and composition of the VRUMS Task Force.

Activities:

- Create the framework outline, taking into consideration the work currently being done in the region and State.
- Define the roles, composition, membership, and decision-making process for the Task Force.
- Implement the framework and follow established guidelines, making adjustments to the framework as needed.
- Make the framework available for public access, updating as necessary when new versions are created.
- Make adjustments to the framework as needed.

Objective: By 2021, implement a regional data infrastructure by identifying extant data resources related to crashes and collisions involving all roadway users in Pima County that support informed decision-making.

Strategy: Develop an inventory of existing local databases related to crashes and collisions in Pima County.

Activities:

- Meet with key law enforcement stakeholders to identify relevant VRU crash report data.
- Identify existing databases that contain relevant VRU crash report data.
- Use PCHD state reports on severity of crash results.
- Collect transportation data through PAG, Pima County, and other local Jurisdictions.
- Develop list of additional agencies that collect data and any public or internal working groups.
- Establish relationships with other agencies to better understand their work plans, initiatives, safety strategies, and crash reduction efforts.

Strategy: Collect and evaluate data from other states and cities at the national level that evaluate VRU crash risk that inform decision-making.

Activities:

- Contact agencies at the national level (Vision Zero, Safe Streets, NTSB, FHWA, NACTO, Pedestrian and Bicycle Information Center, etc.) and participating jurisdictions.
- Collect available data from national level and participating jurisdictions to better understand local data that is not currently being collected.
- Identify and contact jurisdictions and organizations that have used near-miss data to evaluate crash risks.

- Review data collection best practices, including predictive modeling applications at the national, state and local levels, for improving transportation safety.
- Recommend the adoption of best practices to relevant community partners, where appropriate.

Strategy: Actively seek opportunities to improve data collection and use.

Activities:

- Analyze crash and collision data identified as relevant to Pima County.
- Leverage existing data to inform the work pursued by Action Plan objectives.
- Identify areas for improvement
- Develop strategies to improve data quality, collection, and use.
- Review data collection best practices, including predictive Modeling applications at Federal/National levels, for improving transportation safety data.

Objective: By 2021, coordinate with regional partnerships to increase education regarding transportation safety among all roadway users in Pima County through implementing a regional awareness campaign.

Strategy: Increase education and awareness for VRUs and motorists for all road users.

Activities:

- Identify and inventory current organizations, educational programs, and materials about driving and VRUs from both in and outside the community.
- Coordinate educational resources to increase transportation safety with a focus on pedestrian, bicyclist and motorist safety education, especially for youth pedestrians and bicyclists.
- Identify the most appropriate channels to disseminate the educational resources through.
- Coordinate with partner organizations to promote educational resources to improve road safety.

Strategy: Recommend the implementation of clear, succinct, direct and consistent messaging for a public media education campaign aimed at all roadway users.

Activities:

- Identify organizations sharing messaging around transportation safety.
- Develop and maintain working partnerships with the identified organizations.
- Create direct and consistent messaging with identified organizations.
- Work with partner organizations to implement the identified messages.
- Coordinate with local organizations to support current campaigns on speed enforcement, bicycle and pedestrian safety, etc.

Objective: By 2021; identify, recommend, and support education, legislative, and policy changes related to all roadway user safety including, but not limited to, advocating for distracted driving and VRU laws for Pima County.

Strategy: Building on the work being done in the region, the data collected, and information gathered through education and awareness raising campaigns; list issues that require legislative and/or policy action, and prioritizing efforts to implement safer laws to improve safety.

Activities:

- Identify important issues and select priority efforts to support and lead in educating local policy makers on VRUs and other relevant matters.
- Identify and track relevant data at national, state, regional and local levels.
- Identify education and awareness raising campaigns that can be adopted and implemented locally.
- Identify key venues/bodies/opportunities to help “spread the word” and garner support (i. PAG Regional Council, Pima County BOS, Chambers of Commerce).

Objective: By 2021; identify, recommend, and support education, legislative, and policy changes related to all roadway user safety including, but not limited to, advocating for distracted driving and VRU laws for Pima County.

Strategy: Make recommendations to appropriate entities and policy makers to develop and adopt safety laws by jurisdiction.

Activities:

- Work with local legislators to inform local policy related to road safety and preventable road accidents.
- Develop presentation packages for stakeholders using relevant data.
- Highlight practices from successful presentations to use as a reference.
- Work with Pima Association of Governments (PAG) to share relevant road safety and collision information (i.e., Transportation data dashboard available in September).
- Inventory existing programs and practices that emphasize safety for all roadway users

Objective: By 2021, improve the transportation infrastructure safety for all roadway users within Pima County in order to reduce the overall number of crashes and collisions.

Strategy: Evaluate infrastructure roadway plans for safer facilities.

Activities:

- Create an inventory of regional representatives that are relevant to safety and infrastructure (ADOT, PAG, RTA, PC, Tucson, Oro Valley, Marana, Sahuarita, South Tucson, Tohono O’Odham, Pascua Yaqui, FHWA, GOHS, etc.).
- Work with regional representatives to form a task force to meet and review infrastructure plans and provide input.
- Develop criteria to measure the safety of infrastructure (crossings, intersections, sidewalks, bike lanes, transit stops, lighting, etc.) included in roadway plans for VRUs.
- Review and assess current infrastructure to identify additional areas for improvements.

Strategy: Implement policies and best practices to promote transportation infrastructure safety.

Activities:

- Inventory and develop a toolkit of design standards, best practices, and details that fit different contexts (urban, suburban, rural, and other).
- Address ADA needs through local jurisdiction ADA Transition Plans.
- Work to “right size” roadways and narrow lane widths to reduce crossing distances for pedestrians and to mitigate speeds.
- Address additional concerns as identified by evaluating the infrastructure plans.

Strategy: Focus on infrastructure developments/enhancements that promotes use by all road users in Pima County.

Activities:

- Develop criteria to measure the attractiveness of an amenity to all road users to encourage adoption and usage.
- Develop a reference library of good examples (pictures, design details): Oro Valley – Rancho Vistoso Boulevard; Sahuarita; Tucson – 3rd Street.
- Identify innovative approaches to road safety and assess their adoption potential in Pima County.
- Support measures that encourage the safer road usage and improve existing infrastructure.

Strategy: Develop and adopt infrastructure enhancements that promote safer road use.

Activities:

- Develop and maintain good networks, bikeways and pedestrian facilities in reasonably safe conditions
- Review current signage and pavement markings to identify areas for improvement.
- Identify best practices from other communities within Arizona and around the country to improve road safety.
- Work with DOT to implement new signage and/or pavement markings to meet the needs of the community.
- Educate road users on signage and/or pavement markings.