



Comprehensive Safety Action Plan

Transportation Advisory Board
September 17th, 2024



AGENDA

- Phase Two Public Engagement Overview
- Safety Strategies Overview
- Presentation of Strategies for Public Survey
- Next Steps
- Q&A



01

Phase Two Public
Engagement
Update



Phase Two Public Engagement Elements

Event Name	Day and Date	Location	Attend / Distribute
Multi-Cultural Fair – Hispanic Chamber	Saturday, September 14	Pioneer Park	Attend In-Person
College and Career Fair	Monday, September 16	Mesa Convention Center	Attend In-Person
Eastmark Safety Fair	Saturday, September 21	Eastmark	Attend In-Person
National Coffee with a Cop	Wednesday, October 2	TBD	Attend In-Person
COM Benefits Fair	Thursday, October 5	Convention Center	Distribute Materials
Celebrate Mesa	Saturday, October 12	Red Mountain Sports Complex	Attend In-Person
Dia de Los Muertos	October 19 & 20	Mesa Arts Center	Attend In-Person
GAIN Event	Saturday, November 2	Multiple Locations	Distribute Materials

- In-person events
 - Bookmarks & Selfie Boards
 - Survey Boards
- Updated Fact Sheet
- Online Survey
 - Sept 16 through Nov 2

Updated Fact Sheet *(Front)*

FALL 2024



The City of Mesa is committed to a **30% reduction in fatalities** and **serious injuries** caused by motor vehicle crashes **by 2030**. To achieve this goal, the City is developing a **Comprehensive Safety Action Plan**.

The Action Plan is for ALL roadway users who live, work or play in the City.

The City asked the community (including drivers, pedestrians and bicyclists) about their transportation and mobility safety concerns from **April 3 – May 31, 2024**.

 **2,559** people completed the survey

Common themes included:

- ➔ **42%** of respondents agreed that Mesa streets are **safe**.
- ➔ Most respondents felt red-light running and distracted driving were the behaviors of **greatest concern**.
- ➔ Respondents indicated that intersections, main roads and turn lanes are the areas with the **highest perceived risk**.
- ➔ Most respondents said they would feel safer by **improving enforcement** of current traffic laws and **improving the design** of roadways, bike facilities and sidewalks.

THIS PLAN WILL:



EVALUATE ALL TRANSPORTATION MODES



INCORPORATE PUBLIC INPUT



EMPLOY DATA-DRIVEN SOLUTIONS



EDUCATE THE COMMUNITY



INTEGRATE EQUITY



ESTABLISH COMMITMENT



IMPLEMENT TARGETED SOLUTIONS

Updated Fact Sheet *(back)*

NEXT STEPS:

Based on public feedback and technical analysis, the project team is identifying strategies to build a community culture of safety and save lives. These strategies will be evaluated for implementation in the next phase of the project. A key piece of the evaluation process is community feedback on plan elements. The public can share their input through an online survey this fall.

Strategies being evaluated include:



Managing traffic flow and providing drivers up-to-date information with enhanced technology and communication systems to reduce the risk of crashes.



Installing and enhancing mid-block crossings for pedestrians and bicyclists.



Encouraging safer speeds on Mesa roadways through infrastructure and enforcement enhancements.



Reducing turning vehicle conflict points by installing raised medians, particularly near intersections.



Enhancing education on road safety risks for community members under 25 and over 65.



Re-building traffic signals or expanding intersections to be able to protect left turn phases to reduce conflicts.



STAY ENGAGED WITH US!

Give Feedback – Provide your feedback on plan elements through a survey on the project website and at upcoming community events this fall.

Get Involved - Sign up for information and updates on the website.

Spread the Word - Share the website and information about the Action Plan with your family, friends, co-workers and neighbors!



MesaSaferStreets.com



Transportation.Info@mesaaz.gov



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SCAN ME



02

Safety
Strategies
Overview



Strategy Refinement Process

**Started with 100
strategies
targeting 10
collision profiles.**



**Refined and
adjusted based on
technical team
feedback.**



**Categorized into
infrastructure and
non-infrastructure
strategies**



**Finalized 46
strategies
(16 infrastructure,
30 non-
infrastructure)**



Strategy Prioritization

- Identified and established metrics to prioritize strategies tailored to infrastructure and non-infrastructure.

Strategies Prioritized By:

Infrastructure

FHWA Hierarchy:

1. Remove Severe Conflicts
2. Reduce Vehicle Speeds
3. Manage Conflicts in Time
4. Increase Attentiveness and Awareness



Collision Profile Score

Non-Infrastructure

Public Sentiment:

1. Enforce Existing Laws
2. Driver Education
3. Encouragement



Collision Profile Score



03

Presentation of
Strategies for
Public Survey



Infrastructure Example

Original Strategies

Install Crosswalk Visibility Enhancements

Install Enhanced Mid-block Crossings

Install Pedestrian Enhancements at Traffic Signals

Public Survey Version

Enhance Crossings:

Mesa will improve pedestrian and bicycle crossings. This includes making crosswalks more visible with better markings and street lighting, and installing smart signals that can adjust for slower walkers.



Non-Infrastructure Example

Original Strategies

Elementary School Bicycling Skills Clinics

Young Drivers Safety Education

Transportation Safety Awareness and Training

Education Campaigns about Motorcycle Safety

Public Survey Version

Increase Road Safety Awareness:

Mesa will increase awareness through education campaigns for community members under 25 and over 65, and motorcyclists.



Public Survey Strategy List

Infrastructure

1. **Enhance Crossings:** Mesa will improve pedestrian and bicycle crossings. This includes making crosswalks more visible with better markings and street lighting, and installing smart signals that can adjust for slower walkers.
2. **Reduce Risky Movements:** Mesa will implement designs to reduce risky movements, including installing raised medians to reduce left turn conflicts and implementing green arrows for left turns at high-risk intersections.
3. **Separate Peds and Bikes from Vehicles:** Mesa will increase efforts to separate pedestrians and bicyclists from vehicles by using physical barriers and signal timing.
4. **Design for Safer Speeds:** Mesa will create roads that naturally encourage safer driving speeds through features like raised pedestrian crossings, curb extensions and lane reconfigurations.
5. **Explore Technology:** Mesa will use enhanced technology and communication systems to provide real-time warnings to drivers to increase awareness.
6. **Support Safer Vehicles:** Mesa will upgrade roads to support automated driving systems, such as wider lane markings (e.g., larger lane markings) and reflective borders on traffic signals for better vehicle detection.

Non-Infrastructure

7. **Promote Safer Speeds:** Mesa will promote safer speeds through enforcement, including expanding the use of automated enforcement systems, such as red light and speed cameras.
8. **More Severe Penalties:** Mesa will advocate for more severe penalties for dangerous driving behaviors, especially in cases where someone is seriously injured or killed.
9. **Increase Road Safety Awareness:** Mesa will increase awareness through education campaigns for community members under 25 and over 65, and motorcyclists.
10. **Prevent Driving Under the Influence (DUI):** Mesa will strengthen our enforcement and education programs to prevent driving under the influence of alcohol, drugs and prescription medications.
11. **Optimize Data Analysis:** Mesa will continue to publish an annual crash report with more data to better understand crash types and how to prevent them.



Online Survey Format

What is a Comprehensive Safety Action Plan?

The Comprehensive Safety Action Plan (CSAP) will serve as a roadmap for *Moving Mesa Towards Safer Streets*, including identifying road safety strategies and projects, and fostering a community-wide culture of safety. The CSAP will enhance the city's efforts to prevent motor vehicle crashes through safety planning and education, redesigned streets and updates to policies and operations.

Open

Strategy Ranking

Please review the following implementation strategies ranking them based on your level of agreement, from strongly disagree to strongly agree, and sharing any additional feedback in the comment box.

Your input on these strategies will help us prioritize and refine our road safety efforts.

Infrastructure

1. Enhance Crossings:

Mesa will improve pedestrian and bicycle crossings. This includes making crosswalks more visible with better markings and street lighting, and installing smart signals that can adjust for slower walkers.

Strongly Disagree ☐ Neutral ☒ Strongly Agree ☐ [Reset](#)

Comments:



The Action Plan will help create a community safety culture where EVERYONE has a part to play in reducing crash-related fatalities and serious injuries.

Fact Sheet

Check out the **project fact sheet** for more information.

[Project Fact Sheet](#)

Haga clic aquí para leer **la hoja de datos**.

[La hoja de datos](#)

www.mesasafestroads.com








In Person Feedback

Do you agree with the proposed safety strategies?



Please review the following strategies and rank them based on your level of agreement: disagree, neutral or agree. Your feedback on these strategies will help us prioritize and refine our road safety efforts.

Non-Infrastructure

Strategy	Agree	Neutral/Unsure	Disagree
 Promote Safer Speeds: Mesa will promote safer speeds through enforcement, including expanding the use of automated enforcement systems, such as red light and speed cameras.			
 More Severe Penalties: Mesa will advocate for more severe penalties for dangerous driving behaviors, especially in cases where someone is seriously injured or killed.			
 Increase Road Safety Awareness: Mesa will increase awareness through education campaigns for community members under 25 and over 65, and motorcyclists.			
 Prevent Driving Under the Influence (DUI): Mesa will strengthen our enforcement and education programs to prevent driving under the influence of alcohol, drugs and prescription medications.			
 Optimize Data Analysis: Mesa will continue to publish an annual crash report with more data to better understand crash types and how to prevent them.			






The United States Department of Transportation has adopted the Safe System Approach to help address the safety crisis on America's roadways. The Safe System Approach is the guiding paradigm of Mesa's Comprehensive Safety Action Plan, that will help move us closer to our shared safety goals.



Do you agree with the proposed safety strategies?



Address Dangerous Behaviors

Strategy	Agree	Neutral/Unsure	Disagree
 Examine speed limits and design speeds to find opportunities to reduce speeding-related deaths and injuries.			
 Pilot automated enforcement. Example: red light and/or speed cameras			
 Pilot program for sobriety checkpoints.			
 Pilot program for reduced, discounted, and/or free share the ride programs to reduce DUIs.			
 Develop driver education campaigns related to dangerous behaviors. Example: speeding, tailgating, distracted driving, seatbelt use, and driving under the influence			

Create a Culture of Safety

Strategy	Agree	Neutral/Unsure	Disagree
 Use government funding to purchase and distribute safety gear such as bicycles or motorcycle helmets or provide discounted vouchers for these items.			
 Hire a full-time Safety Action Plan Coordinator.			



04

Next Steps

NEXT STEPS



IDENTIFY FOCUS
AREAS AND
STRATEGIES



DEVELOP AND
PRIORITIZE
PROJECTS
Summer/Fall '24



PUBLIC
ENGAGEMENT
PHASE 2
Fall '24
We are here



POST PLAN
SUPPORT AND
OUTREACH
2025



PREPARE DRAFT
AND FINAL PLAN
Winter '24/'25



SS4A GRANT
2025





05^{Q & A}

