

**NOTICE OF PUBLIC MEETING  
CITY OF PHOENIX  
CITIZENS TRANSPORTATION COMMISSION**

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the **CITY OF PHOENIX CITIZENS TRANSPORTATION COMMISSION** and to the general public, that the **CITIZENS TRANSPORTATION COMMISSION** will hold a meeting open to the public at **5 p.m. on April 24, 2025. The meeting will be open to attend virtually or in-person.**

The Commission may vote to convene in executive session on any item that is listed on this agenda for discussion or consultation with legal counsel to obtain legal advice in accordance with A.R.S. § 38-431.03(A)(3).

**OPTIONS TO ACCESS THE MEETING**

**Attend the meeting in-person:**

Public Transit Building  
302 N. First Avenue  
Conference Room 7A on the 7th Floor.

**Watch live at this link:**

<https://cityofphoenix.webex.com/cityofphoenix/j.php?MTID=ma29260963a6e9fe94926b08323c9879e>

**WebEx meeting information:**

Webinar number: 2332 558 1068  
Webinar password: sK42S8nihG6

**Join by phone:**

Dial 602-666-0783 and use access code 75427864 or 2332 558 1068.

**Register to speak and/or submit a comment on an agenda item:**

Contact: Angel Borrego or Jesús Sapien at 602-262-7242 or [ctc@phoenix.gov](mailto:ctc@phoenix.gov) by 4 p.m. on the day of

- By: **4 p.m. the day of the meeting**
- Please indicate which agenda item you wish to address.

The agenda for the meeting is as follows:

1.	Call to Order	Chair Moody
2.	Chair Announcements	Chair Moody
3.	<b>Approval or correction of the minutes from the March 27, 2025, meeting.</b> <i>This item is for approval</i>	Commission Members
4.	<b>Road Safety Action Plan</b> This report provides an update on the progress of the implementation of the Road Safety Action Plan. <i>This item is for information and discussion</i>	Street Transportation Department

5.	<b>Valley Metro Business Assistance Program update</b> This report provides an update on the Valley Metro Business Assistance Program for the South Central Extension/Downtown Hub light rail alignment. <i><b>This item is for information and discussion</b></i>	Public Transit Department
6.	<b>Transit Oriented Communities Program overview</b> This report provides an overview of the ongoing Transit Oriented Communities Project. <i><b>This item is for information and discussion</b></i>	Public Transit Department
7.	<b>Updates from Public Transit and Street Transportation departments</b> This item is scheduled to allow staff to provide brief, informational reports on topics of interest to the Commission. <i><b>This item is for information only</b></i>	Public Transit and Street Transportation Departments
8.	<b>Monthly ridership update</b> This report provides a monthly ridership update for bus and light rail regionally, and for bus, light rail and Dial-a-Ride in Phoenix. <i><b>This item is for information only</b></i>	Report Only
9.	<b>T2050 financial update</b> This report shows the current fiscal year sales tax revenues collected, life-to-date sales tax revenues collected, and the current year program expenditures. <i><b>This item is for information only</b></i>	Report Only
10.	<b>Upcoming T2050 related public meetings/events</b> This report provides a list of upcoming T2050 related public meetings/events held by the Public Transit and Street Transportation Departments and Valley Metro. <i><b>This item is for information only</b></i>	Report Only
11.	<b>Call to the public</b> This item provides an opportunity for the public to make comments for consideration by the Commission. Action taken from public comment will be limited to directing staff to study the matter or scheduling for further consideration.	Chair Moody
12.	<b>Request for future agenda items</b> Commissioners may request follow-up or future agenda items and additional information.	Commission members
13.	<b>Adjournment</b>	Chair Moody

For more information, or to request reasonable accommodations, please call Angel Borrego or Jesús Sapien, 602-262-7242 or TTY/7-1-1 as early as possible to coordinate needed arrangements.



Persons paid to lobby on behalf of persons or organizations other than themselves shall register with the City Clerk prior to lobbying, or within five business days thereafter, and must register annually to continue lobbying. If you have questions about lobbying registration, please contact the City Clerk's Office at 602-262-6811.

**CITY OF PHOENIX  
CITIZENS TRANSPORTATION COMMISSION  
MEETING MINUTES  
MARCH 27, 2025**

Public Transit Department  
302 N. First Avenue/WebEx

<b>Commissioners Present</b>	<b>Public Present</b>	<b>City Staff Present</b>
Clark Princell (Vice Chair)	Charles Berry	Albert Crespo
Darlene Vallo	Kathryn Miller	Andy Granger
David Moody (Chair)	Matthew Taunton	Angel Borrego
David Steinmetz		Barbara Paez
Jack Leonard		Brandy Kelso
Joan Berry		Brenda Yanez
Lisa Perez		Brian Fellows
Luke Douglas		Jesús Sapien
Mike Huckins		Joe Bowar
Sanjay Paul		Jolynn Coleman
Ellie Perez-Pawloski (arrived at 5:29 p.m.)		Juanita Carver
<b>ABSENT</b>		Kevin Teng
Anna Maria Maldonado		Kyle Marshall
Christina Panaitescu		Lars Jacoby
Fallon Webb		Leticia Vargas
Lina Bearat		Mario Paniagua
		Markus Coleman
		Martin Jude Suarez
		Micah Alexander
		Rubben Lolly
		Samantha Hacker
		Sarah Brown
		Stefan Slater
		Terry McAvoy

1. Call to Order  
Chair Moody called the meeting to order at 5:03 p.m.
2. Chair Announcements  
Chair Moody introduced new commissioners Lisa Perez and Luke Douglas before reminding attendees about voting protocols and virtual meeting etiquette.
3. Approval or correction of the minutes from the February 27, 2025, meeting  
A motion was made by Commissioner Douglas and seconded by Commissioner Paul to approve the minutes of the February 27, 2025, meeting. The motion passed unanimously.

4. Pavement Maintenance Program update

Street Transportation Department Interim Director Brandy Kelso introduced the agenda item and reminded the Commission that staff had presented the item at the February Citizens Transportation Commission (CTC) meeting, before requesting the CTC recommend approval of the five-year Transportation 2050 Pavement Maintenance Program and the proposed five-year arterial and major collector streets Pavement Maintenance Program for fiscal years (FY) 2026-2030.

There were no questions or comments from commissioners.

A motion to approve was made by Commissioner Paul and seconded by Commissioner Berry.

The motion passed unanimously 10-0.

5. Mobility projects update

Street Transportation Department Interim Director Brandy Kelso introduced the item and turned the presentation over to Deputy Street Transportation Director Rubben Lolly and Principal Planner Brian Fellows. Mr. Lolly gave an overview of the T2050 Mobility Improvements Program and the eligible projects under the program. Mr. Fellows then provided information on the factors used to identify needs within a mobility study area and information about the 12 mobility study areas. Mr. Lolly requested that the CTC approve the proposed 5-year capital improvement plan.

Commissioner Steinmetz inquired about the priority areas selected and other areas to be served. Ms. Kelso explained that mobility projects were prioritized based on the highest needs within each respective study area.

Commissioner Douglas asked staff about the boundaries of Area 1 and Mr. Fellows responded that the area is within Watkins and Lincoln streets, and 3rd Street and 7th Avenue.

A motion to approve was made by Commissioner Douglas and seconded by Commissioner Vallo.

The motion passed unanimously 10-0.

6. Transit planning overview

Public Transit Director Jesús Sapien introduced the item and Principal Planner Kevin Teng provided a background on the transit improvements identified in the Phoenix Transportation 2050 Plan, including improved bus frequency and the expansion of hours and system coverage. He then explained the various strategies employed to improve the frequency of routes where demand exceeds capacity. He provided additional information on factors that staff evaluate when looking at potential improvements to bus routes and improvements to the overall transit network.

Commissioner Vallo inquired if there will be any additional strategies to monitor appropriate bus stops usage. Mr. Sapien provided some background on the role of the Police Department's Transit Unit and their regular interaction with Public Transit Department staff and how they work to address concerns from the community. He also provided details about how bus operators can report any non-transit activity to the Operations Control Center.

Commissioner Perez asked for an explanation about employment density data the department uses. Mr. Teng explained that all information used is from the U.S. Census and that density data shows the number of employees versus the number of businesses in a given area. She also asked if there are plans to improve bus shelters in anticipation of our region's extreme temperatures. Mr. Sapien confirmed that the department currently installs a minimum of 80 new bus shelters each fiscal year and uses ridership data to prioritize where they are most needed.

Chair Moody asked how bus ridership was counted. Mr. Teng responded that staff uses both fare collection information and data from onboard sensors that count passengers.

7. July 2025 proposed bus service changes

Public Transit Director Jesús Sapien introduced the item and Principal Planner Kevin Teng presented the proposed bus service changes for July 2025. The proposed changes are for Route 0 (Central Avenue) and Route 0A (South Central Shuttle), to recombine them back into a single bus route. The proposed changes include modifying weekday frequency to 30 minutes in anticipation of some riders shifting transit modes to use light rail for travel along the majority of Central Avenue. Mr. Teng requested the commission recommend to the City Council the approval of the staff-recommended July 2025 proposed service changes.

Chair Moody asked if there would be monitoring and a potential reevaluation of the route and light rail frequency after implementation. Mr. Sapien confirmed and explained that ridership data will be used in future evaluations and that light rail will operate at a higher frequency once the South Central extension is operable.

A motion was made by Commissioner Berry and seconded by Commissioner Douglas to approve.

The motion passed unanimously 11-0.

8. Updates from Public Transit and Street Transportation departments

Ms. Kelso reminded commissioners of the upcoming Canalscape event on March 29 and advised that the Vision Zero Commission meeting has been moved from April to May. She also shared that the department recently activated the 1,200th traffic signal and recently activated the City's 109th HAWK signalized crossing, with the 110th due to be activated the following week.

Light Rail Administrator Markus Coleman provided the Commission with updates on the South Central Extension light rail construction project, including ongoing business outreach and upcoming construction activities. He also mentioned there are community meetings scheduled in April for the Capitol Extension and I-10 West Extension projects.

Commissioner Berry expressed concerns about light rail security issues mentioned at previous meetings and asked if Valley Metro was addressing the concerns. Mr. Coleman responded that there has been a decline in calls along the corridor and that Valley Metro is working on a new contract for light rail fare enforcement and security, and that the contract addresses many of those concerns.

Public Transit Director Jesús Sapien announced that there would be a new staff liaison to the Commission and commissioners would get updated names and contact information in the near future.

9. Monthly ridership update

Report provided to Commission members. No questions.

10. T2050 financial update

Report provided to Commission members. No questions.

11. Upcoming T2050 related public meetings/events

Report provided to Commission members. No questions.

12. Call to the public

No public comments.

13. Request for future agenda items

None.

14. Adjournment

The meeting was adjourned at 6:18 p.m.

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## CITIZENS TRANSPORTATION COMMISSION REPORT

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TO: Inger Erickson  
Assistant City Manager

FROM: Brandy A. Kelso, P.E.  
Interim Street Transportation Director

SUBJECT: STREETS ROAD SAFETY ACTION PLAN UPDATE

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This report provides the Citizens Transportation Commission (CTC) with an update on the Road Safety Action Plan.

### BACKGROUND

On Sept. 7, 2022, Phoenix City Council unanimously approved the comprehensive Road Safety Action Plan - Moving to Vision Zero. The Road Safety Action Plan (RSAP) is a comprehensive road safety plan applying a data-driven, decision-making process to identify and prioritize transportation safety improvements with a "Five E's" approach (Evaluation, Education, Engineering, Enforcement, and Equity). Phoenix's efforts on the RSAP align with the framework of a Vision Zero Action Plan, with its emphasis on meaningful community engagement, equity, and data--driven, systems-based strategies to improve road safety for all Phoenixians. The RSAP vision is clear: to ultimately reduce the number of traffic fatalities and serious injuries to zero by 2050.

City Council approved the allocation of \$10 million per year for implementation of the RSAP, with \$3 million allocated from the City's General Fund, \$2 million from T2050 funds, and \$5 million from the Highway User Revenue Fund (HURF).

### ROAD SAFETY ACTION PLAN UPDATE

Since the approval of the RSAP through 2023, the City has made significant progress in delivering 64 identified transportation safety projects and received awards of \$32,281,986 in grant funding for various safety initiatives. The first annual report for the RSAP was completed in April 2024, and it covers the work that was completed from the beginning of the plan in September 2022 through December 2023 (**Attachment A**). Last calendar year, 2024, the City made progress in delivering over 30 additional transportation safety projects and receiving additional grant funding of \$2,749,540 for various safety initiatives. We are currently working on the 2024 RSAP annual report and plan to have it finalized in late summer of this year. These projects will be provided in the 2024 annual report update that will be provided to the CTC this Fall.

The annual report serves as a benchmarking tool for both City staff and the public to monitor how transportation safety and crash trends are progressing in Phoenix, to provide clarity on where the City has met and exceeded its performance measures, and where there is progress yet to be made. The report examines crash data to gain greater insights into how identified programs and strategies in the RSAP impact trends to drive down fatal and serious injuries. Significantly, even with population increases and a small jump in crashes from 2020 to 2021, fatal and serious injury crashes have trended down overall between 2015 and 2022. Conversely, fatal crashes showed an upward trend

from 2015 to 2023, indicating that more work must be done to achieve the City's Vision Zero goals. Preliminary data from our 2024 RSAP annual report shows that the Fatal and Serious injury crashes are trending down from 2022 (**Attachment B**).

The 2023 annual report included a biennial update of the High Injury Network (HIN) using the most recent data available (2018 to 2022) to remap the intersections and roadway segments that see the most fatal and serious injury crashes (**Attachment C**). Phoenix has seen a decrease of 17 HIN intersections (51 total) and a three-mile reduction of identified HIN segments (30.6 miles total over 79 segments) since the last evaluation. The annual report also looks ahead at the projects and programs that are coming in the near future as the City continues to improve roadway safety to achieve Vision Zero.

### OTHER ROAD SAFETY INITIATIVES

Streets has several additional programs and initiatives aimed at addressing road safety concerns and enhancing traffic management. One of these is neighborhood traffic mitigation, which focuses on measures like signage, striping, and speed cushions or humps to reduce excessive speed and prevent cut-through traffic. Additionally, access control reviews for new developments are carried out to improve ingress and egress by restricting certain traffic movements, promoting safer driving patterns. As part of ongoing pavement preservation efforts, lane narrowing is also considered when striping is re-installed after a pavement treatment. This process may include the addition of dedicated bike lanes or the introduction of bike lane buffers to enhance bicycle safety and encourage lower vehicle speeds.

The City currently operates 1,200 traffic signals, many of which do not meet current national standards. To modernize these, Streets undertakes signal improvement projects each year. These projects typically involve the installation of new traffic signal heads for each through lane, enhanced intersection lighting with streetlight fixtures at crosswalks, emergency vehicle preemption, vehicular video detection, CCTV cameras, ADA accessibility upgrades, and improved signal-related signage. A key aspect of these modernization efforts is the addition of individual signal heads for each lane. This safety feature has been shown to improve driver compliance with traffic signals and reduce the occurrence of red light running, which is a major cause of severe crashes, particularly angle or left-turn collisions, which are often the deadliest types of crashes. In 2023, City Council approved extending the duration of the yellow light at signalized intersections as a study determined that longer yellow-light timing reduced the frequency of red-light running incidents. To date, Streets has extended the yellow-light timing at approximately 50% of the signalized intersections. In addition, Streets has also expanded the use of Flashing Yellow Arrows (FYAs) at signalized intersections. These arrows address a common cause of fatal crashes which is drivers failing to yield while making left turns and colliding with oncoming traffic. Studies have shown that FYAs help to improve safety and reduce vehicular delays.

To enhance pedestrian safety, Streets has installed many HAWK pedestrian signals at high-risk crossing locations. To date, we have 109 active HAWK locations throughout the City. In response to feedback from residents, the activation process for these signals has been streamlined to improve user experience and compliance. HAWK signals now activate immediately after the pedestrian button is pressed, rather than waiting for the end of the current signal progression, unless there is a conflict with traffic

flow. This change significantly reduces wait times for pedestrians, making crossings safer. Streets has also been evaluating opportunities to implement more Leading Pedestrian Intervals at appropriate signalized intersections. A leading pedestrian interval (LPI) gives pedestrians the opportunity to enter the crosswalk at an intersection 3-7 seconds before vehicles are given a green light. This allows pedestrians to be more visible in the crosswalk before vehicles have the ability turn right or left which reduces conflicts between them. To date, LPI has been implemented at 12 signalized intersections with the plan to implement at 12 additional intersections over the next year.

Additionally, the implementation of network communication technologies has enhanced real-time traffic management. This system helps reduce congestion and the risk of rear-end collisions caused by unexpected traffic backups. Streets is continuing to expand the fiber communication network, which improves connectivity between traffic signals and the Traffic Management Center, enabling a more responsive approach to incidents and events within the transportation system.

### RECOMMENDATION

This item is presented for information and discussion.

### ATTACHMENTS

- A. 2022-2023 RSAP Annual report
- B. KSI Related Collisions 2020-2024
- C. 2018-2022 High Injury Network Map



APRIL 5, 2024

REVISED JULY 29TH, 2024

CITY OF PHOENIX

# ROAD SAFETY ACTION PLAN VISION ZERO

## 2022/2023 ANNUAL REPORT



## A Message from Mayor Kate Gallego:

As the nation's fifth largest city and one of its fastest growing, Phoenix ranks high on lists for major achievements in economic development and innovation. Distressingly, it also ranks near the top of the list for the most roadway fatalities annually. This is **HEARTBREAKING AND UNACCEPTABLE**, which is why the Phoenix City Council and I voted unanimously to approve the Vision Zero Road Safety Action Plan in September 2022 and appoint the Vision Zero Community Advisory Committee in March of last year.



While the Phoenix Street Transportation Department leads implementation of the Plan, reducing and ultimately eliminating tragic roadway deaths will take **ALL** City departments working together and in partnership with the community. The mission will involve thoughtful urban planning, policy decisions that prioritize safety, equitable development efforts, and engineering and design that can save lives.

Phoenix has been working for several years to improve safety for all roadway users. In doing so, we have strategically implemented improvements such as:

- Upgrading signalized intersections with the latest technology and street lighting
- Working to adjust the timing of signalized intersections citywide to introduce a slightly longer yellow light phase;
- Addressing pedestrian safety concerns by installing more pedestrian signal crossings (also known as a High-intensity Activated crossWalk or HAWK); and
- Improving bicycle infrastructure by adding buffered and protected bikes lanes where space allows to increase the distance between drivers and cyclists.

As Phoenix continues to grow, we must continue prioritizing keeping both residents and visitors safe. We can do so by also becoming the new standard in improved and innovative roadway safety.

**TOGETHER**, I know we can work to prevent tragic roadway fatalities and build a safer, more inclusive city.

## A Message from Vice-Mayor Debra Stark:

District 3 Council-member

Chairperson, City Council Transportation, Infrastructure and Planning Subcommittee



In September 2022, when I joined Mayor Gallego and the other members of the City Council to unanimously approve the Vision Zero Road Safety Action Plan, I stated:

**“ROAD SAFETY IS EVERYONE’S BUSINESS”.**

Traffic collisions resulting in serious injury or a fatality have a ripple effect and lasting negative impact on our community. Those incidents not only touch the family and friends of a victim, but also weigh on the well-being of 911 operators, first responders, medical personnel, and, indirectly, residents and bystanders who witnessed or were within the area of a collision.

Every resident and visitor of Phoenix expects to get to their destination safely. By using the Plan as a guide and working in partnership with the community, the City is taking strategic, measurable action to improve the safety of all roadway users.

As the chairperson of the City Council’s Transportation, Infrastructure and Planning Subcommittee, I am thankful for the work Street Transportation Department staff is doing to make upgrades to technology and infrastructure that improve safety. However, those efforts alone will not help us reach our Vision Zero goal and will have a limited impact if we do not work together to create a culture in Phoenix that embraces safe behavior on our roadways.

Being serious about roadway safety requires us to be serious about our shared responsibility to one another. Let’s work together to achieve the community goal of reducing and ultimately eliminating fatal traffic collisions. It affects us all, and it is everyone’s business.





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## EXECUTIVE SUMMARY

In September of 2022, Phoenix City Council unanimously approved the comprehensive Road Safety Action Plan – Moving to Vision Zero. Since then, the City of Phoenix has made great strides in the realm of traffic safety with **64 identified safety projects completed** from September 2022 - December 31st 2023, **\$32,281,986 in grant funding** awarded for various safety initiatives, and a host of other highlights and big wins for the City.

This annual report serves as a benchmarking tool for both City staff and the public to monitor how traffic safety and crash trends are progressing in Phoenix, and to provide transparency on where the City has met and exceeded our performance measures and where there is still progress to be made. While we have up to the minute information on traffic fatalities from the Phoenix Police Department, the latest complete set of other crash data you will see utilized throughout this report is from 2018-2022, as there is always a slight delay in year-end final numbers becoming available.

The good news is that even through population increases and a small jump in crashes from 2020-2021, **fatal and serious injury crashes are overall trending DOWN** between 2015-2022. The disheartening news is that fatal crashes themselves has seen an upward trend from 2015 to 2023, indicating that there is more work to be done to achieve Vision Zero.

This report also includes a biennial update of the High Injury Network (HIN) using the most recent data available (2018-2022) to remap the intersections and roadway segments that see the most amount of fatal and serious injury crashes. Phoenix has seen a **decrease of 17 HIN intersections** (51 Total) and a **3 mile reduction of identified HIN segments** (30.6 miles total over 79 segments) since the last evaluation.

The work the City of Phoenix does to improve roadway safety is only possible with the help of its residents doing their part to improve their driving habits, awareness, and the overall culture of safety. We want to thank all of you who take traffic safety seriously.

**TOGETHER WE WILL ACHIEVE VISION ZERO**



# INTRODUCTION



# ROAD SAFETY IS EVERYONE'S BUSINESS

In September of 2022, Phoenix City Council unanimously approved the comprehensive **ROAD SAFETY ACTION PLAN – MOVING TO VISION ZERO** to fundamentally shift the way the City of Phoenix addresses and responds to crashes, develop systematic strategies to improve safety, and provide a road-map for the City to hone a “safety first” proactive stance in preventing road fatalities and serious injuries – with the goal of **ZERO FATALITIES AND SERIOUS INJURIES ON PHOENIX ROADWAYS BY 2050**

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In the one and a half years since the adoption of the Road Safety Action Plan (RSAP), great strides have been made in Phoenix in the realm of traffic safety from specific safety projects to wider systematic improvements. The **RSAP ANNUAL REPORT** serves as a tool to report and reflect on the progress made each year, and also serves to understand where there is still progress yet to be made.

This document utilizes new data tools, such as the crash dashboard to collect, track, and analyze data to allow the City to understand the status of our chosen performance measures and compare traffic safety in today's Phoenix to the benchmarks and baselines in the 2022 plan. This annual report will also include an update to the High Injury Network (HIN) and examine the specific impacts our safety projects have had on crashes within this network.





## WHAT IS VISION ZERO & THE SAFE SYSTEMS APPROACH?

According to the Vision Zero Network, more than 42,000 people are killed on American Streets every year. Vision Zero is a guiding strategy to reduce and ultimately eliminate traffic fatalities and severe injuries and is built around the core philosophy that traffic-related deaths and serious injuries are **PREVENTABLE** rather than inevitable.

In February 2022, the Phoenix City Council voted in favor to commit to Vision Zero, and incorporate its principles into the final plan.

The RSAP also incorporates the **FEDERAL SAFE SYSTEMS APPROACH** which further advances Vision Zero by focusing on a **HUMAN-CENTRIC** approach of intelligent transportation system design, proactively identifying and addressing risks, and creating redundancies in safety measures. People will still make mistakes, and crashes will still occur - but they shouldn't end in life-altering tragedy. The five tenets of the safe systems approach are: Safe Road Users, Safe Vehicles, Safe Speeds, Safe Roads, and Post-Crash Care.

## BACKGROUND

Building from decades of previous traffic and safety work, the RSAP was the culmination of over two years of collaborative effort and diligent work by Street Transportation Engineers, City Staff, Policy Makers, and Phoenix Residents. The planning process included extensive data collection, determination of a unified vision and set of goals to guide the project, the creation of a High Injury Network (HIN) and a prioritized set of implementation strategies, and facilitation of two phases of public input that engaged over 2,500 community members - All to move the City of Phoenix closer to *Vision Zero*.



Photo Source: Phoenix Community Alliance

Phoenix begins installing HAWK signals after they were approved by FHWA

**2009**

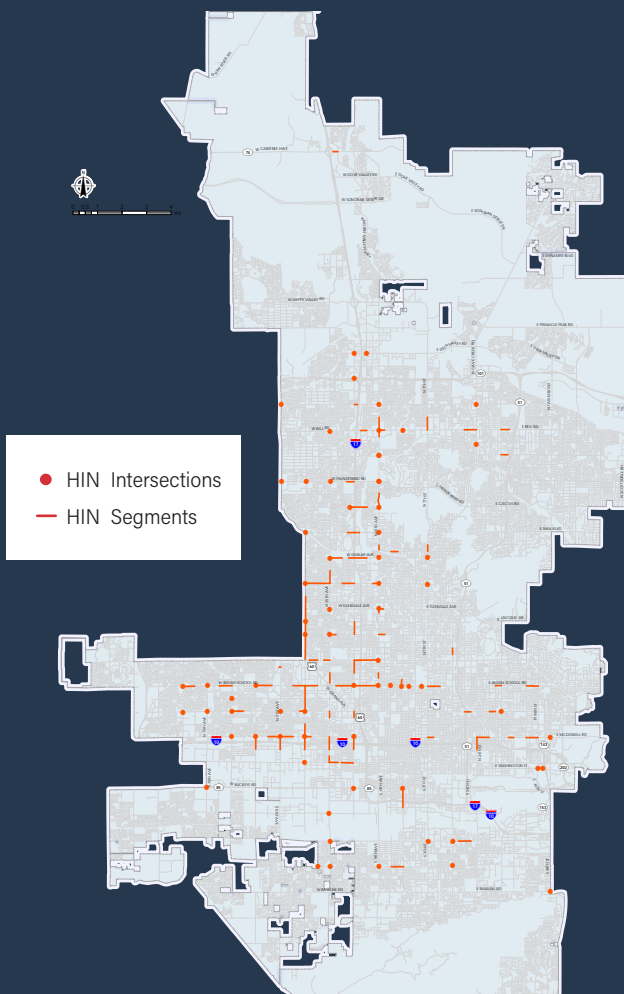
**Pedestrian Safety Task Force Created**  
includes representatives of the Street Transportation and Police departments, the Communications Office, and the City Manager's Office.

**2018**

**Heads Up!** Education campaign created and launched



## THE 2022 HIGH INJURY NETWORK (HIN)



A key piece in the development of the Road Safety Action Plan was identifying where in Phoenix the highest number of **FATAL AND SERIOUS (KSI) CRASHES** occur. These locations, initially made up of 68 signalized intersections and 87 roadway segments, are collectively known as the High Injury Network or HIN for short, which helps city staff focus limited resources into the areas they are most needed. In the 2022 plan, 5 years of data (2016-2020) were analyzed, including 5,473 KSI motor vehicle crashes, to create the map you see above. The HIN is to be updated every 2 years as new data becomes available.

See [PAGE 14](#) for the Updated 2024 HIN

2020

**City Council authorizes Streets to allocate \$2M annual CIP funding to the Office of Pedestrian Safety (OPS) for safety improvements**

*Pedestrian Safety Activity Book* published by OPS for children in grades 3-6 with 13,000 copies printed in English and 10,000 copies in Spanish

Phoenix Police Department Traffic Bureau expands traffic unit within two precincts and was accomplished without adding additional sworn officers. These additional units responded to 53% of collisions within the precincts

**Phoenix wins \$17.5M BUILD Grant for 35th Ave**

2021

**June: Road Safety Action Plan Kicks Off**

**July:**

First Internal RSAP workshop held; 5-Year Crash Analysis and Internal data collection begins

**August:**

Development of RSAP framework, focus areas, goals, and vision

**November:**

HIN Finalized; Phase 1 of Public Engagement begins

**December:**

Equity Analysis created

2022

**City Council passes Vision Zero Resolution**

**February:**

Phase 1 of Public Engagement ends

**May:**

Strategies Development and Prioritization begins

**June:**

Phase 2 of Public Engagement Begins

**First Draft of Plan**

**August:**

Phase 2 of Public Engagement ends

**September: RSAP Adopted**



## RSAP FOCUS AREAS & GOALS

The RSAP approaches transportation safety through 5 overarching Focus Areas: General Strategies, Behavior Related, Pedestrians & Bicyclists, Intersections, and Segments.

### FOCUS AREAS

- GENERAL STRATEGIES** - Strategies focused on internal programmatic changes within Phoenix
- BEHAVIOR RELATED** - Strategies focused on mitigating speeding & other roadway user behavior
- PEDESTRIANS & BICYCLISTS** - Strategies focused on pedestrian/bicyclist safety policy & infrastructure
- INTERSECTIONS** - Strategies focused on improving safety at intersections
- SEGMENTS** - Strategies focused on improving safety on roadway segments

Within each Focus Area, there are 3 objectives with time-bound **PERFORMANCE MEASURES** developed to track and evaluate the success of the 41 strategies presented in the plan, all of which were determined to be both implementable and have a high potential to make a significant impact in reducing fatal and serious injury crashes in Phoenix. **APPENDIX D** of the RSAP contains a detailed list of the performance measures per Focus Area, and the analysis mechanisms that will be used to monitor success in this annual report.

As a reminder of what the 2022 Road Safety Action Plan aims to achieve, the original **7 GOALS** of the plan are shown right.

-  **Create a Road Safety Action Plan that moves to VISION ZERO**
-  **Engage the public through an inclusive engagement process**
-  **Use data to drive decisions**
-  **Embrace the 5 E's of Safety**  
(Evaluation, Engineering, Education, Enforcement, & Equity)
-  **Establish a culture of safety**
-  **Develop and implement strategies and countermeasures**
-  **Establish performance measures for evaluation**





# THE FACTS (A 2024 REFRESH)

2018-2022 5-Year Annual Average:

**869 Fatal & Serious Injury Crashes\***

Occurred on City of Phoenix roadways per year

This represents a **9% DECREASE** from the RSAP's original  
5-Year Annual Average for 2016-2020 (955 KSI crashes per year)

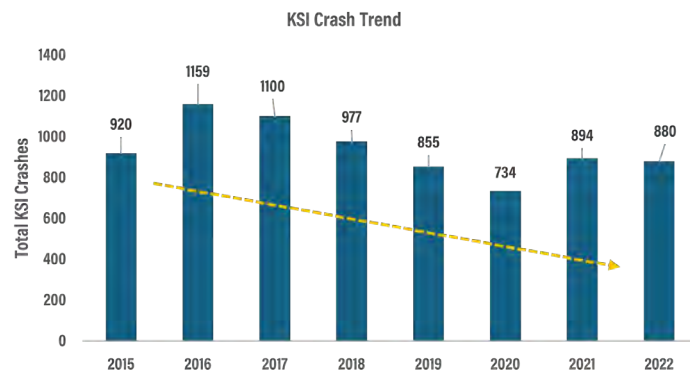
*\*City of Phoenix Crash Dashboard, Arizona Crash Information System (ACIS) - Considers crashes within the City boundaries and excludes freeways and ramps crashes*

## A NOTE ON THE DATA:

The original RSAP used 2015-2019 data obtained from the Arizona Crash Information System (ACIS) maintained by the Arizona Dept. of Transportation (ADOT). This report utilizes data from the **City of Phoenix Crash Dashboard**, which was a safety tool developed as part of the RSAP and analyzes crash data from **2018-2022**. While the ACIS database is still the source data, a filter has been applied to remove crashes that occur on ADOT right-of-way (i.e. freeways, ramps, and interchanges). The dashboard also performs a slightly different routine of data cleaning, which may cause differences in the data. All fatal crashes are subject to further investigation and crash attributes sometimes change as the investigations progress. With all this in mind, this comparison uses the best and most recent data available, but those numbers can be slightly different than previous published data that used a different criteria. The trends shown here are the best estimates.

While the Phoenix Police Department Vehicular Crime Unit (VCU) has data on crashes resulting in a person being killed or seriously injured (KSI) for 2023, other general crash data for 2023 at the time of this report is NOT available for synthesis; therefore, a complete set of 5 year data ending Dec 31, 2022 is used as the basis for the remainder of this chapter and High Injury Network (HIN) update.

Subsequent RSAP Annual Reports will utilize a 5 year crash data set which will remove the earliest year in the previous set and include the latest year available.





## QUICK FACTS:

**44%** of all fatal crashes involved **pedestrians**



**REDUCTION** compared to 46% in previous years

**4%** of all fatal crashes involved **bicyclists**



No change in percentage from previous years

**21%** of all KSI crashes are **speed related**



No change in percentage from previous years

**18%** of all fatal crashes involved **motorcyclists**



**INCREASE** compared to 15% in previous years

**40%** of all KSI crashes occurred at **signalized intersections**



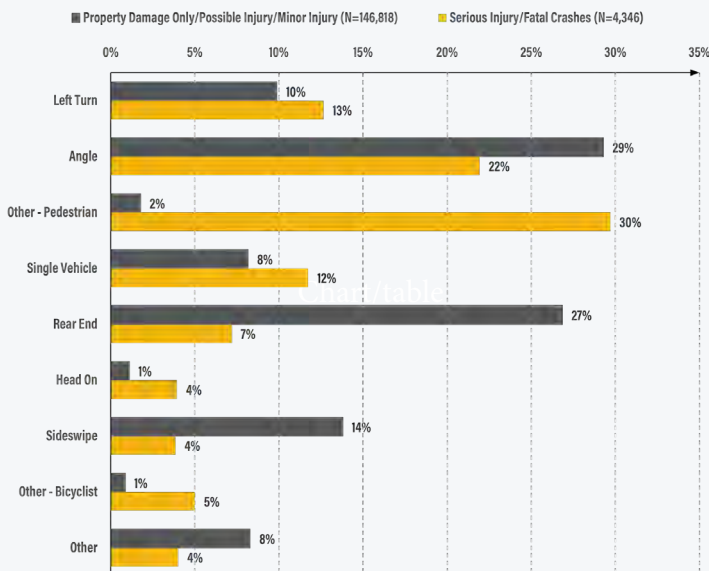
**REDUCTION** compared to 43% in previous years

**60%** of all KSI crashes occurred on **roadway segments**

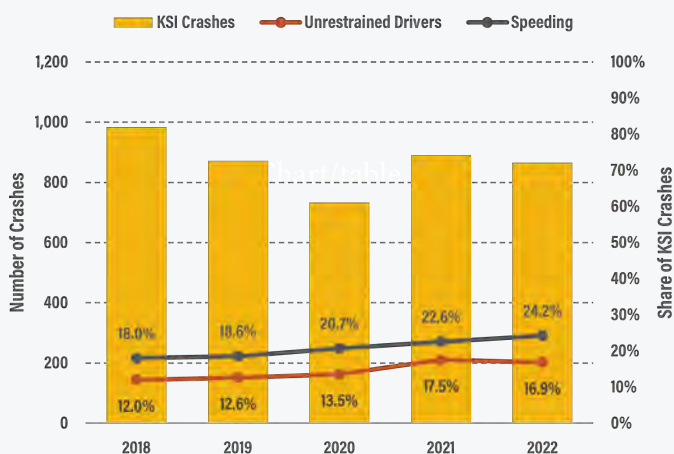


**INCREASE** compared to 57% in previous years

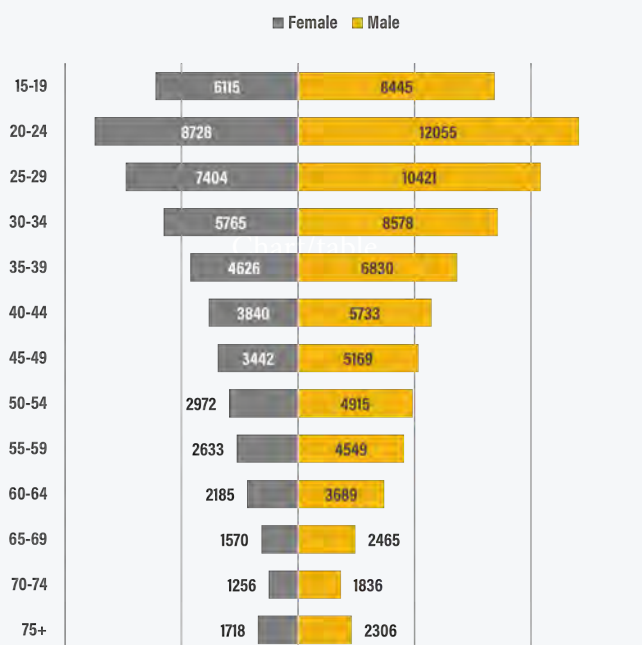
## Collision Manners



## Major Contributing Factors in KSI Crashes



## Age and Gender of Driver MOST at fault



## CRASH FACTORS

Understanding how crashes occur, who is involved, and when they happen allows city staff to understand how best to counter trends, address solutions, and prioritize resources for construction, enforcement, and education.

### How?

Among less severe crashes, where people do not need help from the crash scene, the most common collision manners are angle (29%) rear-end (27%), and sideswipe (14%) crashes. The most common collision type resulting in serious injury or fatality (KSI crashes) are pedestrian (30%), angle (22%), and left-turn crashes (13%).

*What's different from previous years?*

- **Sideswipe** crashes have replaced *left-turn* crashes as a top 3 most common collision manner
- **14.5%** of KSI crashes involved an **unrestrained driver** as the primary factor compared to 13% in previous years
- **Speeding** is a contributing factor in **one out of every four crashes**, an increase from the previous rate of *one in five*.

### Who?

People aged 20 to 29, who make up 16% of Phoenix's population, are disproportionately involved in crashes as the driver who contributed the most to a crash, accounting for 30% of the incidents. As in previous years, males are more than two times more likely to be the pedestrian or bicyclist involved in a crash.

*Whats different from previous years?*

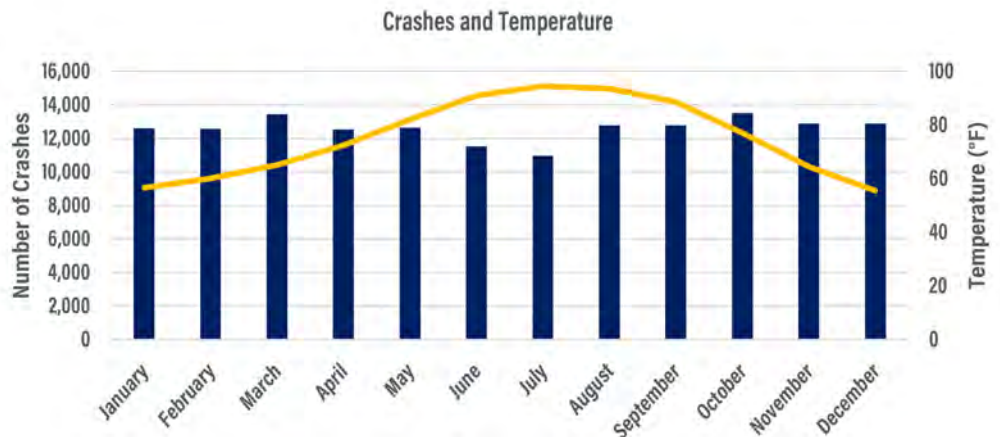
- Drivers who were previously represented in the *15 to 24 years old* category have aged into the **20 to 29 years old** category of drivers who contributed the most to a crash.

## When?

October had the highest daily average of crashes at 87, while July had the lowest with 71. Fridays saw the most crashes, but Sundays experienced the most serious injuries and fatalities, with speed likely being a contributing factor. The afternoon peak hours from 3pm to 6pm had the highest overall crash numbers, coinciding with the greatest traffic volume and vehicle congestion. The evening hours from 6pm to 9pm saw the most pedestrian-involved incidents, likely due to the highest pedestrian exposure during these hours.

*What's different from previous years?*

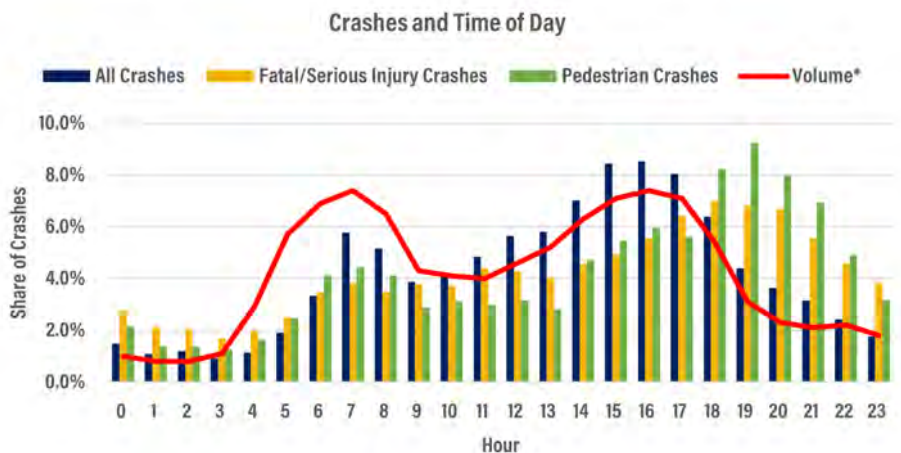
- **October** has now exceeded *March* in average crash numbers, positioning these two months as the top contenders for the highest number of recorded crashes in the City. This trend is likely attributed to favorable weather conditions and the peak exposure for all modes of travel. Notably, March and October enjoy mild weather in the city, with average temperatures of 65 and 77 degrees, respectively.



- Sundays saw **3.4%** of crashes result in a KSI compared with 4.1% in previous years; in the same metric, other days of the week average **2.8%** compared with 3.2% in previous years

- **25%** of crashes occurred at the afternoon peak hour (3pm to 6pm) compared to 27% in previous years

- The crash data from 2018 to 2022 in this report includes the period when the pandemic significantly altered motor vehicle travel in 2020, 2021, and 2022. The onset of the pandemic led to extensive lockdowns and travel restrictions, drastically reducing traffic as remote work became widespread and non-essential travel declined. The decrease in traffic congestion resulted in higher average speeds and an uptick in excessive speeding, with drivers capitalizing on the less crowded roads. Despite the reduction in traffic, there was an unexpected increase in road fatalities and serious injuries, a trend linked to the higher speeds and riskier driving behaviors observed. The trend of higher speeds has established itself as the new normal, influenced initially by reduced traffic and later by adaptations to pandemic-era lifestyles, such as the shift to remote work and changes in social behaviors.

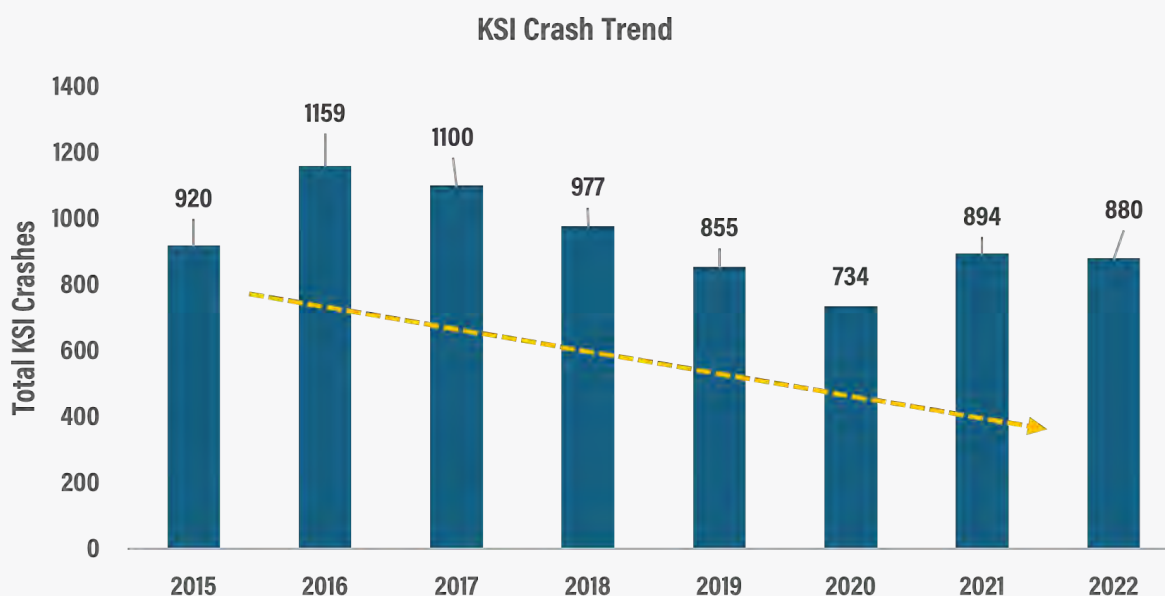


## Crash Trends and Population Growth

Understanding population dynamics provides additional context when analyzing road safety in Phoenix. Despite a brief dip in 2020, Phoenix's population has shown resilience, with a slight increase of 1.3% to an estimated 1.68 million residents from 2022 to 2023, according to the Maricopa Association of Governments (MAG).

A notable aspect of Phoenix's demographics is the significant representation of 20 to 29-year-olds, who, while making up 16% of the population, are involved in 30% of crashes where they were the driver who contributed the most to the crash. This over-representation points to a need for targeted road safety measures for younger drivers, who may be more prone to risky behaviors due to inexperience. Phoenix's younger adult demographic, with 31% of its residents aged between 20 and 39, sets it apart from the state and national averages. This skew influences transportation preferences and behaviors, impacting road safety. Younger residents often opt for diverse modes of transport, including personal vehicles, public transit, and active transportation like biking and walking, each presenting unique safety challenges.

As Phoenix continues to grow, both in population and economically, understanding and adapting to these demographic shifts will be taken into consideration as the RSAP continues to be implemented. Prioritizing strategies to address the risks associated with younger drivers and their transportation choices will be essential for reducing crash rates and enhancing overall urban mobility.

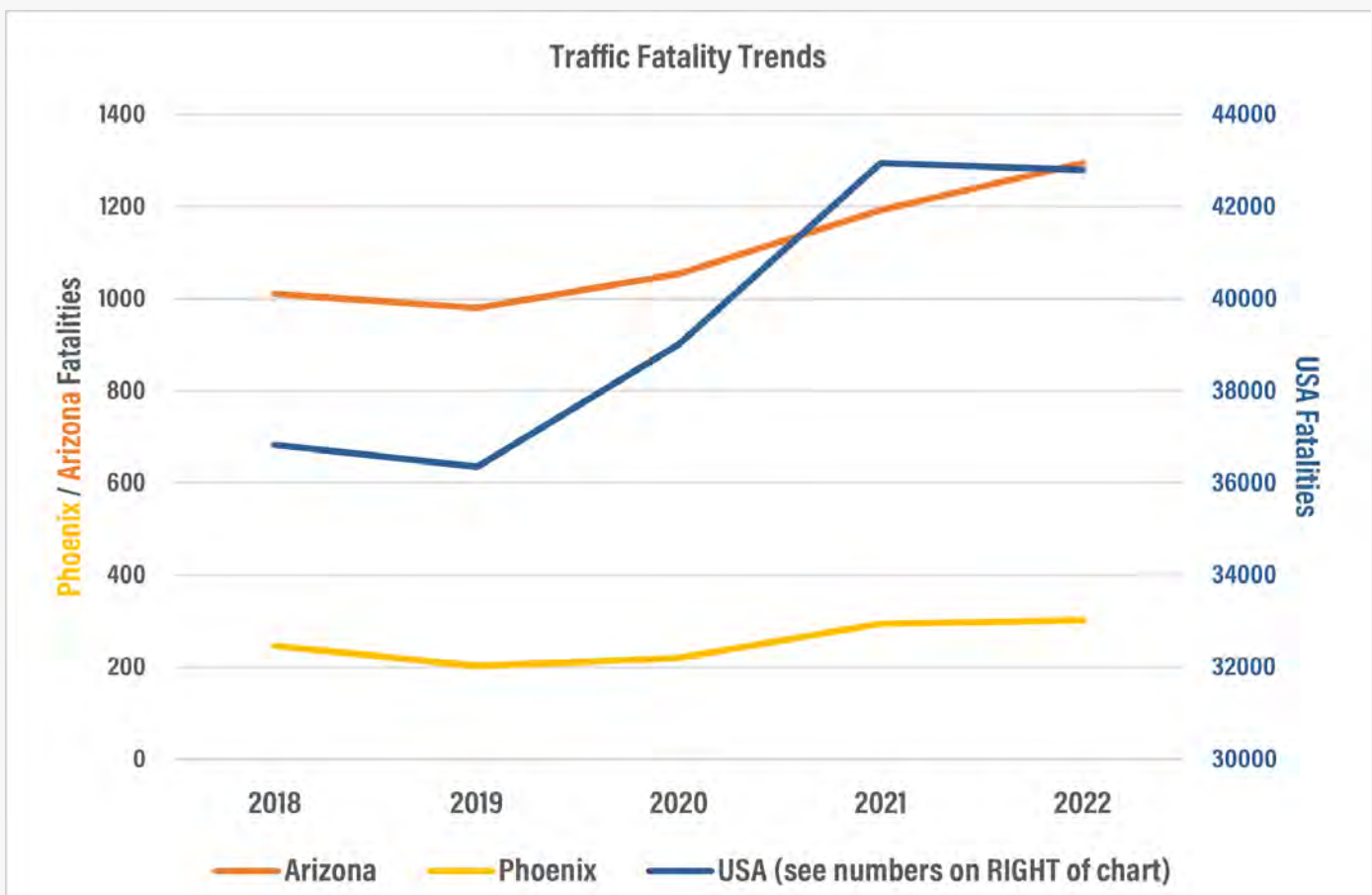




## State and National Crash Trends

Although Phoenix experienced a 10% reduction in combined fatal and serious injury crashes, traffic fatalities continue to rise. The provided data reveals an upward trend in traffic fatalities for the United States, Arizona, and Phoenix from 2018 to 2022. The average annual increase in traffic fatalities over this period is 2.8% for the US, 5.5% for Arizona, and even higher for Phoenix at 5.7%. The crash data from 2018 to 2022 in this report includes the period when the pandemic significantly altered motor vehicle travel in 2020, 2021, and 2022. The pandemic years, notably marked by travel restrictions and a shift to remote work, saw a decline in traffic volume yet an increase in average speeds and more frequent speeding. Despite the less crowded roads, 2021 marked a surprising surge in road fatalities nationwide, a development attributed to riskier driving behaviors and higher speeds.

The trend of higher speeds has established itself as the new normal, influenced initially by reduced traffic and later by adaptations to pandemic-era lifestyles, such as the shift to remote work. In the context of these national figures, both Arizona and Phoenix's fatality rates have risen more sharply than the national average, indicating specific regional challenges that will require targeted interventions to enhance road safety. In particular, efforts to mitigate speed and implement countermeasures that protect vulnerable road users should be critical areas of focus.



# THE 2024 HIGH INJURY NETWORK

Updated on a biennial basis, the 2024 HIN evaluated **4,538 CRASHES\*** resulting in a serious injury or death (KSI) between 2018 and 2022. **The total number of crashes resulting in a KSI has been declining since the beginning of this evaluation.**

## Signalized Intersections

**51 SIGNALIZED INTERSECTIONS** with the highest propensity of KSI crashes are identified. That is a **decrease of 17 intersections from the previous evaluation.** This group represents less than 5% of Phoenix's signalized intersections and 23% of signalized intersection KSI crashes.

## Segments

**30.6 MILES (79 SEGMENTS)** are identified on roadways that have the highest propensity of KSI crashes. That is a **3 mile reduction** on roads with 12 or more KSI crashes per mile. This group represents less than 1% of Phoenix's roads and 11% of all KSI crashes.

## Unsignalized Intersections

The 2024 HIN also identifies unsignalized locations with a high frequency of KSI crashes **5 UNSIGNALIZED INTERSECTIONS** were identified with 4 or more KSI crashes.

## Equity Analysis

**74% of HIN Segments and 75% of HIN Signalized Intersections** fall within a census tract identified as **Disadvantaged** by the USDOT\*\*.

*\*City of Phoenix Crash Dashboard, Arizona Crash Information System (ACIS) - Considers crashes within 300 feet of the City Boundaries and excludes freeway crashes;*

*\*\*As defined using the Equitable Transportation Community*

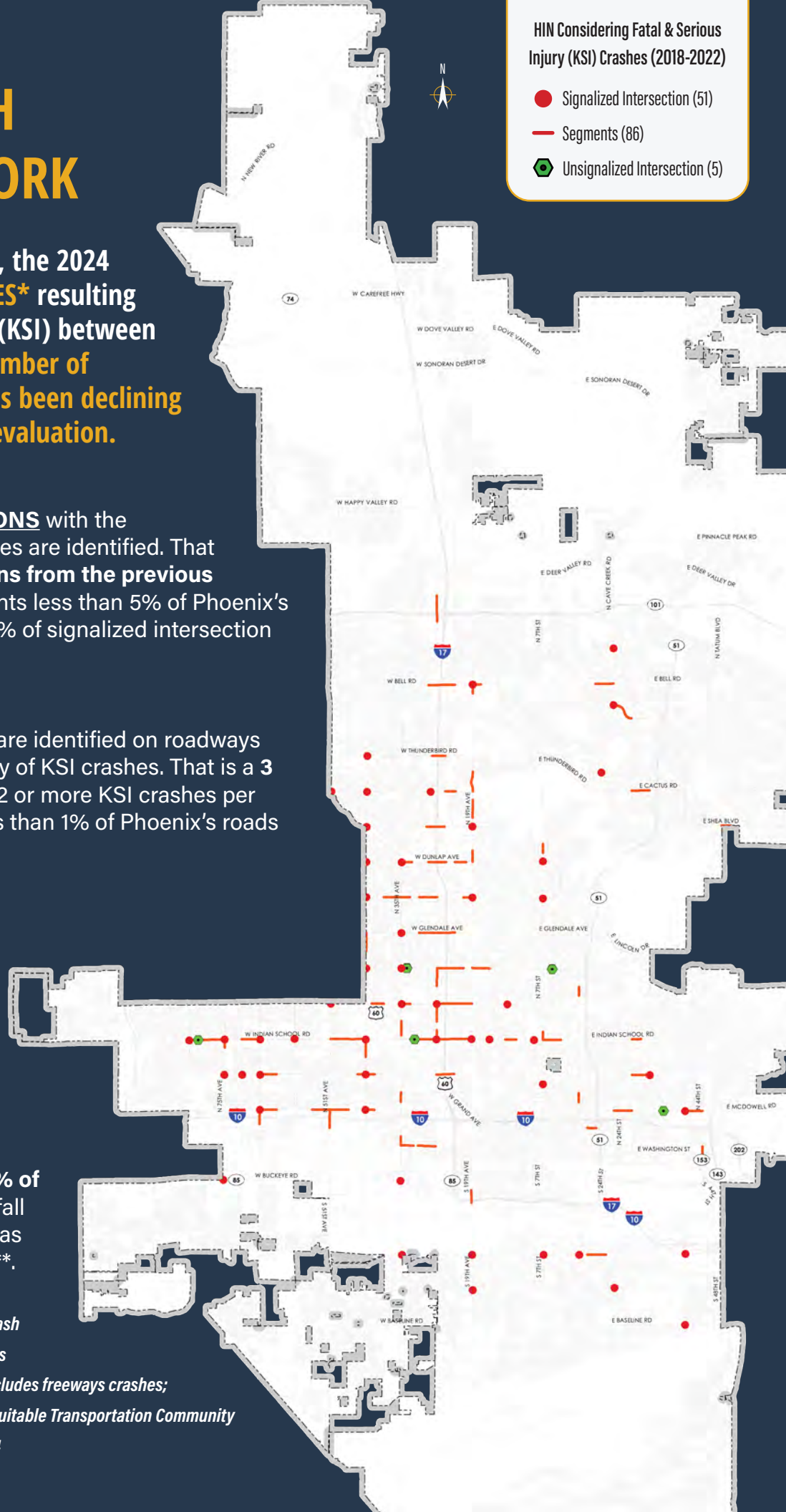
*Explorer tool in April 2024*

HIN Considering Fatal & Serious Injury (KSI) Crashes (2018-2022)

● Signalized Intersection (51)

— Segments (86)

● Unsignalized Intersection (5)



People walking, riding bicycles, and driving motorcycles have a higher risk of being killed or severely injured in a motor vehicle crash due to their low mass and lack of physical crash protection.

Further data analysis of potential contributing factors and roadway characteristics along the HIN will continue to be performed during the ongoing implementation of the Road Safety Action Plan. This analysis will allow for the identification and assignment of appropriate solutions at these high-risk locations. The HIN will also be used to inform decisions during cross-departmental collaboration and about prioritizing investments, safe street improvements, education, and police enforcement.

The HIN is one of several tools and strategies the city will use to improve road safety. Locations outside of the HIN will not be precluded from funding and implementation of safety improvements.

## **FOR AN INTERACTIVE STORYMAP OF THE 2024 HIN:**

**[CLICK HERE](#)**

TO DOWNLOAD A PRINTABLE COPY/PDF OF THE CITY OF PHOENIX HIN, PLEASE VISIT:

[https://www.phoenix.gov/streetssite/Documents/HIN\\_Phx\\_11x17a.pdf](https://www.phoenix.gov/streetssite/Documents/HIN_Phx_11x17a.pdf)

FOR **IMMEDIATE SAFETY/MAINTENANCE CONCERNS** PLEASE VISIT:

<https://phxatyourservice.dynamics365portals.us/streetmaintenance>

OR CALL (602) 262-6441





# '22/'23 PROGRESS

# FROM THE MOMENT THE ROAD SAFETY ACTION PLAN WAS ADOPTED, THE CITY OF PHOENIX HAS BEEN HARD AT WORK

From completing multiple critical safety projects, conducting studies, running safety education campaigns, and striving to meet and exceed our performance metrics set forth in the 2022 plan, city staff have been achieving and delivering big wins for all roadway users in Phoenix.

## 2022/2023 PROJECT LIST

**64 CRITICAL TRAFFIC SAFETY PROJECTS** have been completed so far, including:

**11** New Signals

**11** HAWK\* Signals

**2** RRFBs / CFBs\*\*

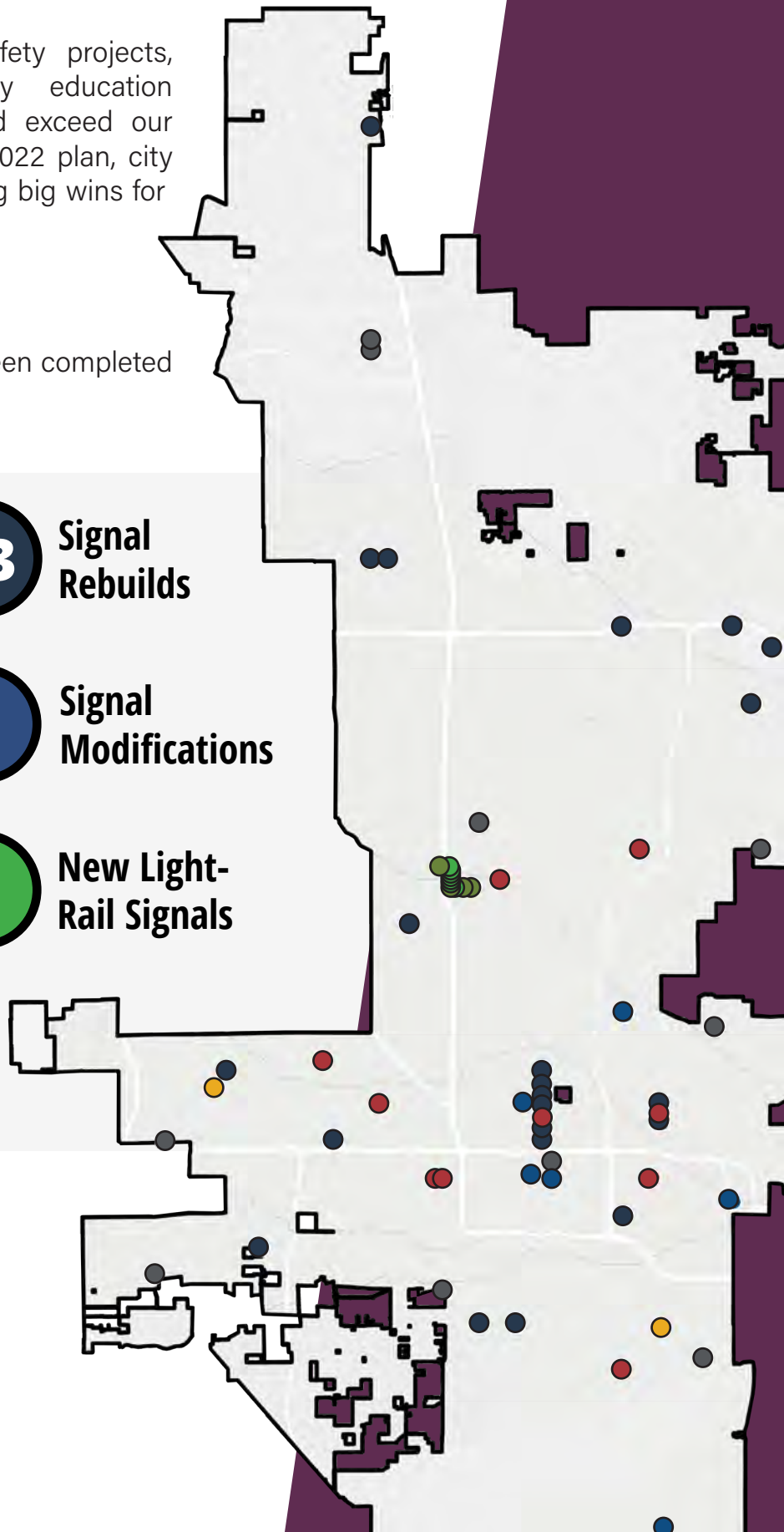
**4** Light-Rail Signal Rebuilds

**23** Signal Rebuilds

**6** Signal Modifications

**7** New Light-Rail Signals

\* HIGH-INTENSITY ACTIVATED CROSSWALKS  
\*\* RAPID RECTANGULAR FLASHING BEACONS / CIRCULAR FLASHING BEACONS



## PROJECT

## INSTALLATION DATE

**NEW SIGNALS** - INCLUDES TRAFFIC SIGNAL HEADS OVER ALL TRAVEL LANES, NEW INTERSECTION LIGHTING FOR PEDESTRIAN AND BICYCLE SAFETY, AUDIBLE PEDESTRIAN PUSH BUTTONS, ADA COMPLIANT CURB RAMPS, VEHICLE VIDEO DETECTION, FLASHING YELLOW ARROWS FOR ALL LEFT TURN MOVEMENTS AND NEW EMERGENCY VEHICLE PREEMPTION TECHNOLOGY

5100 N 44th St (Suns Facility)	November 2023
89th Ave & McDowell	August 2023
54th St & Shea Blvd	August 2023
7th St & McKinley	June 2023
27th Ave & Broadway Rd	May 2023
43rd Ave & TSMC Entrance B	April 2023
43rd Ave & Dove Valley Rd	April 2023
91st Ave & Illini St	March 2023
66th St & Mayo Blvd Copperhead Dr & Yuma St	February 2023
Baseline Rd & 42nd Pl	October 2022
19th Ave at Sunnyside	September 2022

**SIGNAL REBUILDS** - INCLUDES ALL ELEMENTS OF NEW SIGNALS ABOVE

32nd St & Thomas	December 2023
S101 & Tatum (Widening Tatum & 101)	August 2023
7th Ave & Southern	June 2023 - 3 Left turns upgraded
39th Dr & Pinnacle Peak	June 2023 - 4 Left turns upgraded
43rd Ave & Pinnacle Peak	June 2023 - 4 Left turns upgraded
56th St & Mayo Blvd	May 2023 - 2 Left turns upgraded
51st Ave & McDowell	May 2023
52nd St & Bell Rd	May 2023 - 4 Left turns upgraded
43rd Ave & Anthem Way	March 2023 - 2 Left turns upgraded
19th Avenue & Southern	February 2023
67th Ave & Lower Buckeye	February 2023
75th Avenue & Indian School	January 2023
35th Ave & Northern Ave	January 2023
Copperhead Dr & Buckeye Rd	December 2022- 4 Left turns upgraded
3rd St & Osborn Rd	November 2022 - 2 Left turns upgraded
3rd St & Indian School Rd	November 2022
3rd St & Earll Ave	November 2022 - 3 Left turns upgraded
3rd St & Thomas Rd	November 2022
3rd St & Palm Ln	October 2022 - 2 Left turns upgraded
3rd St & Virginia Ave	October 2022 - 4 Left turns upgraded
3rd St & McDowell Rd	October 2022
32nd St-OAK St Signal & Lighting RSP	October 2022 - 4 Left turns upgraded
SR 101 Widening Cave Creek Rd & 101	September 2022

**SIGNAL MODIFICATIONS**

3rd Ave & Muhammad Ali Way Convert RRFB to CFB	November 2023
Van Buren & Central Station Temp Signal	August 2023
24th St & Missouri Illuminated Sign Change	August 2023
7th St & Monroe RRFB to CFB	April 2023
48th St & Grand Canal RRFB to CFB	April 2023
32nd St & Liberty Lane Convert HAWK to Signal	January 2023



#### HIGH-INTENSITY ACTIVATED CROSSWALKS (HAWK)

Shea Blvd & Shea Elementary west of 28th St	September 2023
Van Buren & 27th Dr	August 2023
Van Buren & 28th Ave	August 2023
41st Ave & Thomas (Converted from CFB)	June 2023
Maryvale Pkwy North side of Glenrosa	December 2022
Van Buren East side of 30th St	December 2022
3rd St & Vernon Ave	November 2022
3rd St & Oak St	November 2022
32nd St North side of Yale St	September 2022
Hatcher Rd & 13th Ave	September 2022
24th St & Highline Canal	September 2022

#### RAPID RECTANGULAR FLASHING BEACONS (RRFB) / CIRCULAR FLASHING BEACONS (CFB)

6106 S 32nd St south of Southern (The Farm)	November 2023
78th Ave & Osborn	August 2023

#### NEW LIGHT RAIL SIGNALS

25th Ave & Mountain View Rd	December 2023
25th Ave & North Station Dr	
25th Ave & South Station Dr	
25th Ave & Arizona Canal	
25th Ave & Private Road 2512 N. 25th Ave	
25th Ave & Mission Ln	
24th Ave & Dunlap Ave	

#### LIGHT RAIL SIGNAL REBUILDS

25th Ave & Dunlap Ave	December 2023
23rd Ave & Dunlap Ave	
C Street & Dunlap Ave	
Metro Pkwy & Cheryl Dr	





## Project Highlight: HAWK Signals

High-Intensity Activated crossWalks (HAWKs) are pedestrian-activated crossing signals that allow people walking and biking to slow and stop traffic and safely cross busy streets.

A HAWK signal is typically used for crossings on high-speed or very wide roadways, such as an arterial street. HAWK signals closely resemble traditional signalized crossings with high-visibility crosswalks on the roadway, a large mast arm with yellow/red lights that signal drivers to stop, and a walk countdown. Unlike traffic signals however, HAWKs only operate when a pedestrian pushes the crossing button - allowing free movement of vehicles when pedestrians are not present.

In 2023, the Phoenix Streets Department completed the city's 89th HAWK at 28th St. and Shea Blvd. and won 2 awards related to HAWK signals from the Institute of Transportation Engineers Mountain District:

- **Achievement Award - Traffic Engineering:** Enhancing HAWK Efficiency with Technology
- **Best Implementation Project Award:** Enhancing HAWK Efficiency with Technology



For more information on HAWKs, visit [phoenix.gov/streets/hawk](https://phoenix.gov/streets/hawk)





## FY24 PROJECT BUDGETS

Phoenix City Council budgeted **\$10,000,000** for RSAP related projects for the 2024 fiscal year (July 1st, 2023 - June 30th, 2024). The following table lists out the projects and categories budgeted.

<b>EDUCATION</b>	<b>\$250,000</b>
<b>PLANNING</b>	<b>\$280,000</b>
SS4A	
HIN Update/Annual Report/Tools	
Safe Routes to School	
<b>SCOPING</b>	<b>\$140,000</b>
99th Ave & Lower Buckeye Rd	
27th Ave Campbell Rd to Camelback Rd	
19th Ave: Hatcher Rd - Mountain View Rd	
Bell Rd: 23rd Ave - 26th Ave (ADOT)	
McDowell Rd: 40th St - 44th St	
McDowell Rd: 24th St - 28th St	
<b>DESIGN</b>	<b>\$3,130,000</b>
SS4A ReVISIONing Indian School Rd	
51st Ave & Thunderbird Rd	
28th Dr & Cactus Rd	
19th Ave & Union Hills Dr	
19th Ave & Peoria Ave	
35th Ave & Southern	
Cave Creek Rd & Union Hills Dr	
43rd Ave & Thunderbird Rd	
43rd Ave & Missouri Ave	
<b>CONSTRUCTION</b>	<b>\$6,200,000</b>
Citywide Signal Timing	
51st Ave & Indian School Rd	
67st & Indian School Rd	
71st Ave & Thomas Rd	
75th Ave & Thomas Rd	
19th Ave & Greenway	
24th St & Baseline Rd	
83rd Ave & Indian School Rd	
51st Ave & Thomas Rd	
Cave Creek Rd & Union Hills Dr	
35th Ave & Southern	
<b>TOTAL</b>	<b>\$10,000,000</b>



## BIKE LANES

Encouraging active transportation and reducing reliance on personal automobile travel are key strategic policies recommended by a plethora of previous planning efforts in Phoenix. Facilitating the ability for those who choose to bike, scooter, roll, etc. to travel the streets safely is a core responsibility of the City - and to that end from September 2022 to December 31st, 2023, Phoenix installed 2.71 lane miles of new **protected** bike lanes, and added protection to a further 1.07 lane miles of existing bike lanes. In addition, 28.07 lane miles of new **buffered** bike lanes were installed with a further 29.43 lane miles of buffering added to existing bike lanes.







## OTHER 2022/2023 POLICY HIGHLIGHTS

In June of 2023, the City Council approved adopting and implementing the ITE guidelines for calculating the yellow light change interval. This came after the **YELLOW LIGHT TIMING STUDY** was conducted to evaluate the “before” and “after” impacts of these guidelines at signalized intersections. At the study locations/intersections, a significant reduction in red-light running incidents after lengthening the yellow light change interval was observed.

In May of 2023, the City Council unanimously approved an **ACTIVE TRANSPORTATION PLAN** that will guide expansion of bike lane miles and improvements to the citywide transportation network. The plan is an update to the city’s Bicycle Master Plan that was approved by City Council in 2014 and connects to Vision Zero and the Road Safety Action Plan. A key component to the Active Transportation Plan is a strategy to help Phoenix meet a commitment to add 1,080 new bike lane miles by 2050, which is a benchmark of the Transportation 2050 Plan (T2050) that was approved by voters in 2015.

The department ran two public **SAFETY EDUCATION CAMPAIGNS** to highlight its “Scan the Street for Wheels and Feet” message. The first campaign ran from January through March, and the second during October through mid-November. The campaigns achieved more than 15 million impressions via advertisements that aired during morning and afternoon drive-time traffic radio reports, as well as targeted social media, Google and YouTube advertisements. The campaigns were funded by a Governor’s Office of Highway Safety grant and money allocated by City Council.

See more at [phoenix.gov/streets/roadsafety](https://phoenix.gov/streets/roadsafety)

## PHOENIX POLICE DEPARTMENT ACHIEVEMENTS

The Phoenix Police Department is committed to reducing traffic collisions while increasing the safety and security of our citizens on the roadways. This is accomplished through a data-driven approach that includes **PROACTIVE TRAFFIC ENFORCEMENT, COLLISION INVESTIGATION, COMMUNITY-BASED EDUCATION EVENTS**, and a robust partnership with the citizens of the communities in which we serve.

The Phoenix Police Traffic Unit is tasked as the main education and enforcement entity in the City. Employees use a variety of methods to engage the public to encourage driving behavior changes increasing everyone's safety. Using proactive enforcement methods, the Traffic Unit supports the Road Action Safety Plan by conducting Traffic Impact Programs consisting of several Officers focusing on a specific area along the HIN. Hazardous traffic violations such as excessive speed, running red lights, and aggressive driving are addressed through educational contacts and, if needed, traffic citations. Although the Traffic Unit primarily covers all of the City's major roadways there is a special focus on enforcing violations in school zones. Education directed to students teaches safe habits for walking near traffic ensuring children remain safe while drivers are cited.

The Traffic Education and Safety Squad assigned to the Traffic Unit routinely partners with community groups to conduct bicycle rodeos teaching bicycle safety and proper bicycle operation to children around the City. Along with providing safety equipment such as bicycle helmets to children in need, the Traffic Education and Safety Squad prides itself on ensuring everyone understands the rules of the road and the roadway is open to all who want to safely use it. When not involved in educational exercises, they conduct proactive enforcement along the HIN with emphasis on risk factors that contribute to pedestrians and bicyclists being involved in motor vehicle collisions.

With the help and support of our community, the Phoenix Police Department is dedicated to making our roadways safe for everyone.

## OTHER PARTNERSHIPS AT WORK

Phoenix achieves its goals through a network of strategic partnerships such as that with the Maricopa County Office of Nutrition and Active Living. Their goals of improving safety and walkability within communities aligns 100% with the RSAP and Phoenix. When the City conducted a walk-audit of Indian School Road for Safer Streets for All (SS4A) grant funding - a proposal that ended up winning over \$24M - members of the Office of Nutrition and Active Living assisted in the audit and were instrumental in collecting safety observations and recommendations for improvements.



# 2023 PERFORMANCE MEASURES

The RSAP Annual Report serves to measure traffic safety in the City of Phoenix year over year. To accomplish this, the RSAP established **30 PERFORMANCE MEASURES** within 15 objectives across 5 focus areas with qualitative and quantitative analysis methodology for each.

**5**  
Focus Areas

**15**  
Objectives

**30**  
Performance  
Measures

#### A Note on Methodology:

Language on several analysis methods that reference analyzing population growth has been edited from the original 2022 RSAP to better articulate the analysis performed and the data sets used.

*"Align evaluation with the annual report..."*

has been changed to:

*"Utilizing the most recent complete set of data..."*

## How to Read This Section



Performance measure is either complete, met, and/or exceeded.



Performance measure is in progress but has not been met, and/or is trending in a **positive** direction



Performance measure has not been started, met, and/or is trending in a **negative** direction



Performance measure is scheduled to begin tracking in future reports either due to data availability constraints or due to being noted as a 2-5 year action in the original RSAP



## GENERAL

OBJECTIVE 1.A	ESTABLISH FOUNDATIONAL ELEMENTS OF VISION ZERO INCLUDING TIMELINE AND GOALS FOR IMPLEMENTATION AND EVALUATION OF THE INITIATIVE				
Performance Measures	1.A.1 - Implement a Vision Zero Task Force consisting of a multi-departmental team for continued oversight of reducing KSI crashes	Analysis Method	This measure will be tracked as a completed or not completed	Benchmark	Completed
	1.A.2 - Create a Vision Zero status report on objectives, updated every year		This measure will be tracked as a completed or not completed		Completed
OBJECTIVE 1.B	REDUCE CRASH RISK ON ROADWAYS BY ENHANCING SAFETY DATA COLLECTION AND EVALUATION				
Performance Measures	1.B.1 - Streamline RSA process to identify & implement feasible improvements by 2023	Analysis Method	In 2024, select a representative sample of RSA's to analyze if improvements were complete.	Benchmark	Completed - RSA tech memo and spreadsheet tracking update completed
	1.B.2 - Develop crash data dashboard to identify & rank crash locations by 2023		This measure is underway, and will be tracked as a completed or not completed.		Completed
	1.B.3 - Integrate crash data from Phoenix PD / ADOT on a monthly basis by 2026		This measure is underway, and will be tracked as a completed or not completed.		Tracking begins in 2026
	1.B.4 - Conduct before/after evaluations for previously implemented safety projects		Complete evaluations at 25% or more of locations once three years of before and three years of after data is available.		Tracking begins in 2026
OBJECTIVE 1.C	REDUCE CRASH RISK ON ROADWAYS BY CREATING A CULTURE OF ROAD SAFETY WITHIN THE CITY’S TRANSPORTATION PROCESSES				
Performance Measures	1.C.1 - Integrate safety review in development of CIP projects & private development projects by 2024	Analysis Method	Starting in 2025, select a representative sample of projects from CIP and development projects to review and analyze IF a safety review and recommendations were included.	Benchmark	Tracking begins in 2025
	1.C.2 - Ensure that road safety expenditures are at least \$60M per year		Analyze the City's Capital Improvement Plan, across departments, for amount invested in safety projects.		In Progress - Tracked expenditures currently below 60M



# BEHAVIOR RELATED STRATEGIES

OBJECTIVE 2.A	REDUCE THE NUMBER OF KSI CRASHES INVOLVING PEDESTRIANS & BICYCLISTS THROUGH BEHAVIORAL CHANGES				
Performance Measures	2.A.1 - Expand transportation safety enforcement impact programs by 10% per year	Analysis Method	Starting in 2025, evaluate the safety enforcement impact program for rate of expansion (use 2023 as base year).	Benchmark	Tracking begins in 2025
	2.A.2 - Conduct pedestrian & bicyclist enforcement impact programs at least 12 times per year		Starting in 2024, evaluate the previous year to count the number of pedestrian & bicyclist enforcement impact programs conducted.		Completed - 15 enforcement impact programs conducted
OBJECTIVE 2.B	REDUCE THE NUMBER OF KSI CRASHES RELATED TO SPEEDING. RED-LIGHT RUNNING, DISTRACTED DRIVING, & AGGRESSIVE DRIVING				
Performance Measures	2.B.1 - KSI crashes associated with driver behavior violations do not increase at a rate greater than population growth	Analysis Method	Utilizing the most recent complete set of data, analyze the # of crashes with driver behavior violations with the population growth rate.	Benchmark	Completed - Crash decrease of 3% vs >2% increase in population
	2.B.2 - Conduct behavior-related enforcement impact programs at least 12 times per year		Starting in 2025, evaluate the previous year to count the number of behavior-related enforcement impact programs conducted.		Tracking begins in 2025
OBJECTIVE 2.C	REDUCE THE NUMBER OF KSI CRASHES RELATED TO IMPAIRED DRIVING (DRUGS & ALCOHOL)				
Performance Measures	2.C.1 - Conduct DUI enforcement programs at least 18 times per year	Analysis Method	Starting in 2025, evaluate the previous year to count the number of DUI enforcement programs conducted.	Benchmark	Tracking begins in 2025
	2.C.2 - KSI crashes associated with impaired driving do not increase at a rate greater than population growth		Utilizing the most recent complete set of data, analyze the # of crashes with impaired driving with the population growth rate.		Completed - Crash decrease of 5.8% vs >2% increase in population





# PEDESTRIAN & BICYCLISTS STRATEGIES

OBJECTIVE 3.A	REDUCE CRASH RISK INVOLVING PEOPLE WALKING AND BICYCLING BY EXPANDING SAFE ROUTES TO SCHOOL EFFORTS				
Performance Measures	3.A.1 - Implement safety improvements at 20 schools per year focused on schools on arterials, collectors, within mobility areas, and with high equity need.	Analysis Method	Starting in 2024, evaluate the previous year to count the number of school safety improvements completed.	Benchmark	Not Complete
OBJECTIVE 3.B	REDUCE THE NUMBER OF KSI CRASHES INVOLVING PEOPLE WALKING AND BICYCLING WITH GEOMETRIC RECONFIGURATION AND SYSTEMIC COUNTERMEASURES				
Performance Measures	3.B.1 - Install 20 mid-block improvements per year	Analysis Method	Starting in 2024, evaluate the previous year to count the number of mid-block improvements installed per year	Benchmark	Completed
	3.B.2 - Reduce pedestrian-related fatal crashes by 10% per year		Utilizing the most recent complete set of data, analyze the # of pedestrian-related fatal crashes.		Not Complete - Pedestrian crash increase of 5.8%
	3.B.3 - Develop pedestrian safety toolkit by 2027		This measure will be tracked as a completed or not completed (2028)		Tracking begins in 2028
OBJECTIVE 3.C	REVIEW EXISTING GAPS IN PEDESTRIAN INFRASTRUCTURE AND PRIORITIZE IMPROVEMENTS				
Performance Measures	3.C.1 - Develop a risk factor network to identify locations with greatest risk by 2025	Analysis Method	This measure will be tracked as a completed or not completed (2026)	Benchmark	Tracking begins in 2026
	3.C.2 - Develop a plan to implement annual improvements to mitigate risk factors by 2027		This measure will be tracked as a completed or not completed (2028)		Tracking begins in 2028
	3.C.3 - Improve shade coverage at 60 transit stops per year within cool corridors		Starting in 2024, evaluate the previous year to count the number of transit stops that have improved shade coverage		Completed - Shade improved at 100 stops



# INTERSECTIONS STRATEGIES

OBJECTIVE 4.A REDUCE THE NUMBER OF KSI CRASHES AT UNSIGNALIZED INTERSECTIONS WITH GEOMETRIC RECONFIGURATION & SYSTEMIC COUNTERMEASURES					
Performance Measures	4.A.1 - Develop geospatial process for identifying unsignalized crashes by 2024.	Analysis Method	This measure will be tracked as a completed or not completed (2025)	Benchmark	Tracking begins in 2025
	4.A.2 - Develop list of priority intersections & improvements by 2024		This measure will be tracked as a completed or not completed (2025).		Tracking begins in 2025
OBJECTIVE 4.B REDUCE THE NUMBER OF KSI CRASHES AT SIGNALIZED INTERSECTIONS WITH GEOMETRIC RECONFIGURATION & SYSTEMIC COUNTERMEASURES					
Performance Measures	4.B.1 - 15 HIN Intersection rebuilds completed / under-construction per year	Analysis Method	Starting in 2024, evaluate the previous year to count the number of HIN intersections rebuilt / under-construction	Benchmark	Completed - 5 completed and 10 under-construction
	4.B.2 - Reduce KSI crashes at unsignalized intersections by 8% per year		Utilizing the most recent complete set of data, analyze the # of KSI crashes at unsignalized intersections.		In Progress - Crash decrease of 1.8%
OBJECTIVE 4.C REDUCE THE NUMBER OF KSI CRASHES AT SIGNALIZED INTERSECTIONS WITH SIGNAL PHASING OR TIMING					
Performance Measures	4.C.1 - Evaluate the 68 HIN intersections for appropriate pedestrian safety operations & left-turn operational improvements by 2024	Analysis Method	This measure will be tracked as a completed or not completed (2025)	Benchmark	Tracking begins in 2025





# SEGMENTS STRATEGIES

OBJECTIVE 5.A REDUCE THE NUMBER OF KSI CRASHES ON ROAD CORRIDORS WITH ACCESS MANAGEMENT (REDUCING CONFLICT POINTS)					
Performance Measures	5.A.1 - Reduce KSI crashes on segments by 2% per year	Analysis Method	These measures will be tracked as a completed or not completed.	Benchmark	Completed - Crash decrease of 4.8%
	5.A.2 - Install 4 Miles of Raised Medians per year with less than 8 median breaks per mile for the first 5 Years		These measures will be tracked as a completed or not completed.		Not Complete
OBJECTIVE 5.B REDUCE THE NUMBER OF KSI CRASHES ON ROAD CORRIDORS BY IMPROVING VISIBILITY, ILLUMINATION, AND DRIVER EXPECTANCY ON CORRIDORS					
Performance Measures	5.B.1 - Starting in 2023, begin process to install 3 single sided miles of lighting per year for 5 years.	Analysis Method	This measure will be tracked as a completed or not completed (2026)	Benchmark	Tracking begins in 2026
OBJECTIVE 5.C REDUCE THE NUMBER OF NIGHTTIME CRASHES BY IMPLEMENTING SYSTEMIC LIGHTING IMPROVEMENTS CITYWIDE					
Performance Measures	5.C.1 - Reduce Nighttime Crashes by 5% per year	Analysis Method	Utilizing the most recent complete set of data, analyze the # of nighttime crashes on segments.	Benchmark	In Progress - Crash decrease of 1.0%







# '22/'23 GRANT AWARDS



# From the RSAPs adoption in September 2022 to December 31st, 2023, the City of Phoenix has been awarded **\$32,281,986** in grant funding to improve safety on Phoenix Streets

The Road Safety Action Plan's prioritized strategies, equity analysis, and identification of a High Injury Network allows Phoenix staff a deep understanding of where safety improvements are needed, and how best to counter specific issues found at these locations.

Grant funding from the state and federal governments is a critical piece in quickly and efficiently implementing the RSAP to its fullest extent. The insight the City has from the work in the RSAP allows us to quickly leap into action when grant funding becomes available - and submit highly competitive proposals to secure support to improve safety on Phoenix streets.









## FY23 SAFER STREETS FOR ALL (SS4A) IMPLEMENTATION GRANT

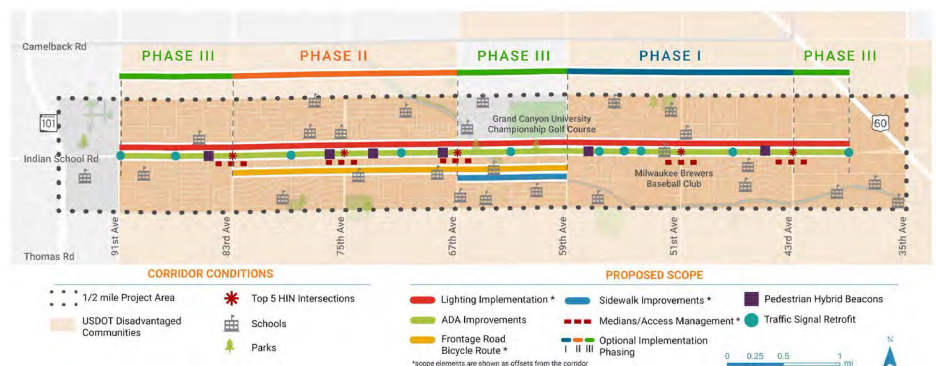
**Award: \$24,962,745**

**Location: Indian School Road (91st to 39th Ave)**

### Description:

The City successfully secured funding to implement intersection and pedestrian infrastructure improvements and safety treatments along Indian School Road from 91st to 39th Avenues. Between 2017 and 2021, there were 124 total KSI crashes on the corridor, with 39 people killed and 109 seriously injured. Of those 39 fatalities, 48% involved people walking or biking, 52% occurred when it was dark, and 35 were left-turn collisions. These factors and existing conditions of the corridor are being addressed through a suite of highly effective, safety-targeted project improvements, including the installation of sidewalks, pedestrian beacons, crossing improvements, and lighting improvements. Of the proposed project area's adjacent Census tracts, 95% are categorized as disadvantaged communities.

-  **Lighting** - Implement corridor light along the north side of roadway
-  **Sidewalks** - Widen and separate 1 mile of sidewalk
-  **Mid-block crossings** - Build 7 pedestrian hybrid beacons to create signalized crossings every ¼ mile
-  **Intersections** - Rebuild 10 intersections & traffic signals with leading pedestrian interval, passive pedestrian detection, protected left turns, lighting, corner safety improvements, and fiberoptic connectivity
-  **ADA** - Enhance ADA compliance of more than 200 curb ramps and driveways
-  **Medians** - Construct 2 miles of raised center median at 6 locations
-  **Transit Connection** - Create safer connects to existing transit stops
-  **Bicycle & Pedestrian Corridor** - Retrofit over 5 miles residential frontage roads detached bicycle and pedestrian facilities



**This was the 3rd largest SS4A award amount in the nation in 2023 - a huge win for Phoenix**

**FY26 HIGHWAY SAFETY IMPROVEMENT PROGRAM  
(HSIP) CONSTRUCTION FUNDING**

**Award: \$2,879,032**

**Location: Jesse Owens Pkwy & Baseline Rd; Cave Creek Rd & Greenway Pkwy; 7th St & McDowell Rd**

**Description:**

Phoenix will modernize existing traffic signals at three intersections to improve traffic safety.

**FY22 STRENGTHENING MOBILITY AND  
REVOLUTIONIZING TRANSPORTATION (SMART) GRANT**

**Award: \$1,965,000**

**Location: Citywide**

**Description:**

Phoenix will implement passive detection for cyclists and pedestrians at existing HAWK signals as well as for vehicles, all along Phoenix's Grand Canal.

**FY26 HIGHWAY SAFETY IMPROVEMENT PROGRAM  
(HSIP) CONSTRUCTION FUNDING**

**Award: \$1,030,472**

**Location: 43rd Ave & Thunderbird Rd**

**Description:**

Phoenix will modernize the traffic signal (signal poles, foundations, mast arms, signal heads, control cabinet, power supply cabinet, underground power, luminaires, etc.) at the intersection of 43rd Ave and Thunderbird Rd.

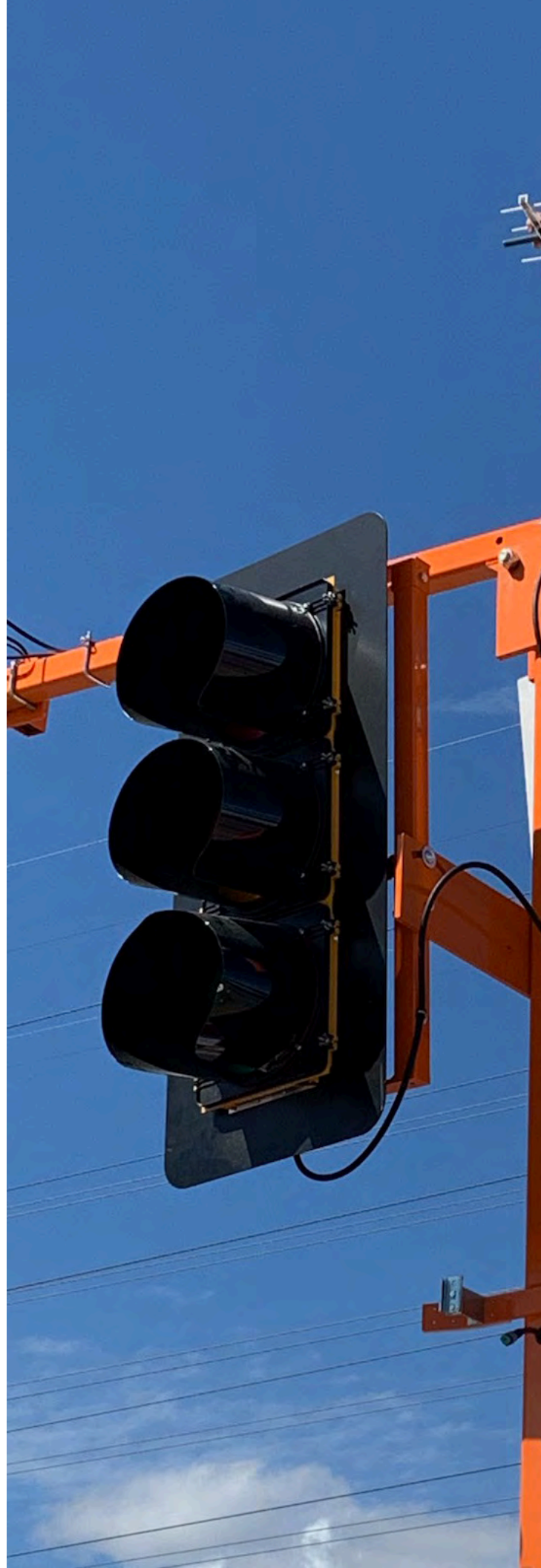
**FY26 HIGHWAY SAFETY IMPROVEMENT PROGRAM  
(HSIP) CONSTRUCTION FUNDING**

**Award: \$959,737**

**Location: 43rd Ave & Missouri Ave**

**Description:**

Phoenix will Install a traffic signal and complete any associated work at the intersection of 43rd Ave and Missouri Ave.





## **FY22 SAFER STREETS FOR ALL (SS4A) SUPPLEMENTAL PLANNING GRANT**

**Award:** \$460,000

**Location:** Citywide

**Description:**

Phoenix will build upon the existing safety action plan to conduct a speed limit setting study and develop a pedestrian high-risk network citywide.

## **FY23 GOVERNORS OFFICE OF HIGHWAY SAFETY (GOHS) GRANT**

**Award:** \$25,000

**Location:** Citywide

**Description:**

These funds supported materials and supplies: LED Paddles, Helmets, and Brochures/Flyers to enhance Pedestrian & Bicycle Safety Education throughout the City of Phoenix.







2024 LOOK AHEAD





## THIS IS ONLY THE BEGINNING...

The City of Phoenix Streets Department has been committed to improving safety for all roadway users long before the Road Safety Action Plan was adopted, and will stay committed to this goal as the RSAP is implemented and beyond.

2022 and 2023 have seen incredible progress, and there are many exciting things coming in 2024.

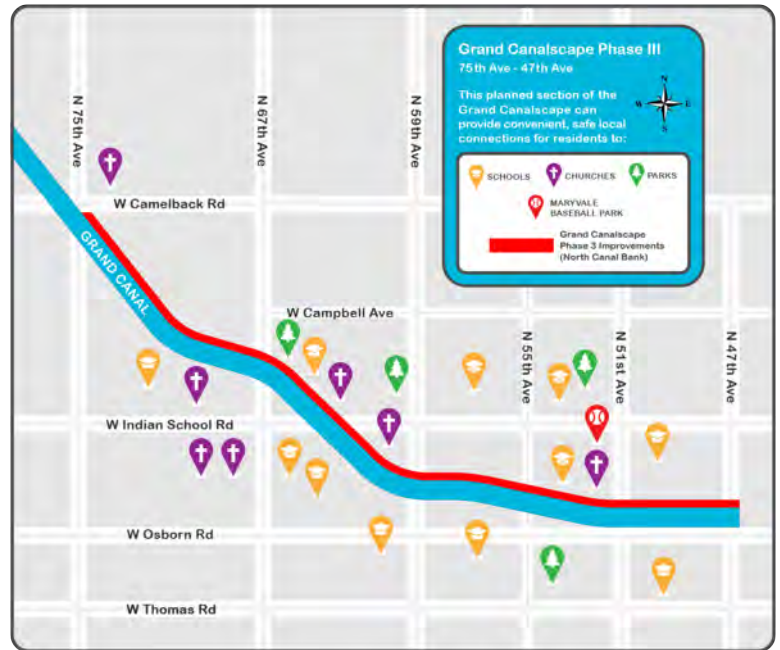




## GRAND CANAL PHASE 3 CONSTRUCTION

In August 2023, District 5 Councilwoman Betty Guardado joined with community members and students, as well as representatives from the Street Transportation and Fire departments, Salt River Project (SRP) and Hunter Contracting Co., for a ceremonial groundbreaking celebration for Phase 3 of the city's Grand Canalscape project.

Phase 3 of the project includes the section of the canal that runs from 75th to 47th avenues. Improvements will be made to the north bank of the canal and add a route of connectivity for commuting and recreational use and will create a safe corridor for residents traveling by foot or on a bike.



**CONSTRUCTION IS SCHEDULED FOR COMPLETION IN FALL 2024.**

See more at: [Phoenix.gov/streets/grandcanal3](https://phoenix.gov/streets/grandcanal3)







## GENERAL OBLIGATION (GO) BOND

On November 7, 2023 Phoenix voters passed the City Council approved **\$500 MILLION GENERAL OBLIGATION (GO) BOND PROGRAM**. GO Bond programs help to fund critical infrastructure and rehabilitation needs of City facilities such as parks, libraries, fire and police stations, affordable housing, streets and storm drains. Approved projects will be prioritized and allocated over the five-year period of 2024-25 to 2028-29 and included in the Preliminary Capital Improvement Program (CIP) scheduled to be presented to City Council on **MARCH 19, 2024**. So far, **\$16,767,094** has been allocated for implementation of Vision Zero Road Safety Action Plan.

See more at: [Phoenix.gov/bond](https://phoenix.gov/bond)

## SAFER STREETS FOR ALL (SS4A) GRANT OPPORTUNITIES

The Bipartisan Infrastructure Law (BIL) established the Safe Streets and Roads for All (SS4A) discretionary program with \$5 billion in appropriated funds over 5 years, 2022-2026. The SS4A program funds regional, local, and Tribal initiatives through grants to prevent roadway deaths and serious injuries. With over \$3 billion is still available for future funding, Phoenix will be pursuing awards for critical need projects. The application for Implementation funds closes in **MAY 2024** and the deadline of Planning and Demonstration funds closes in **AUGUST 2024**.

See more at: [Transportation.gov/grants/SS4A](https://transportation.gov/grants/SS4A)





## **ERRATA - JULY 29TH, 2024**

The Following changes were made from the previously published report:

Page 5: Added "KSI"

Page 14: Typo corrected to read "1% of roads and 11% of crashes"

Page 14: Revised 'Equity Analysis' to compare with the USDOT Equitable Transportation Community Explorer Tool

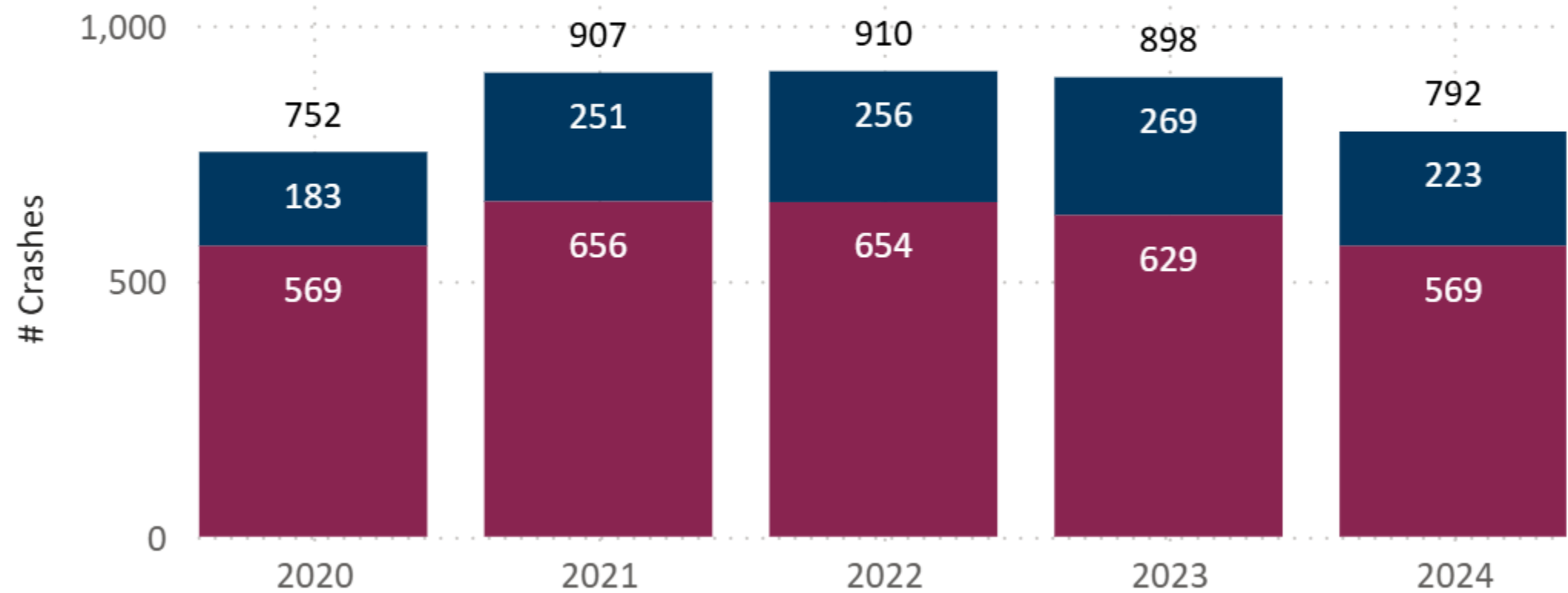
Page 21: FY24 Budget Added



## Attachment B

### KSI Related Collisions

● Serious injury ● Fatal





PHOENIX

ARIZONA

High Injury Network

(March 2024 version)

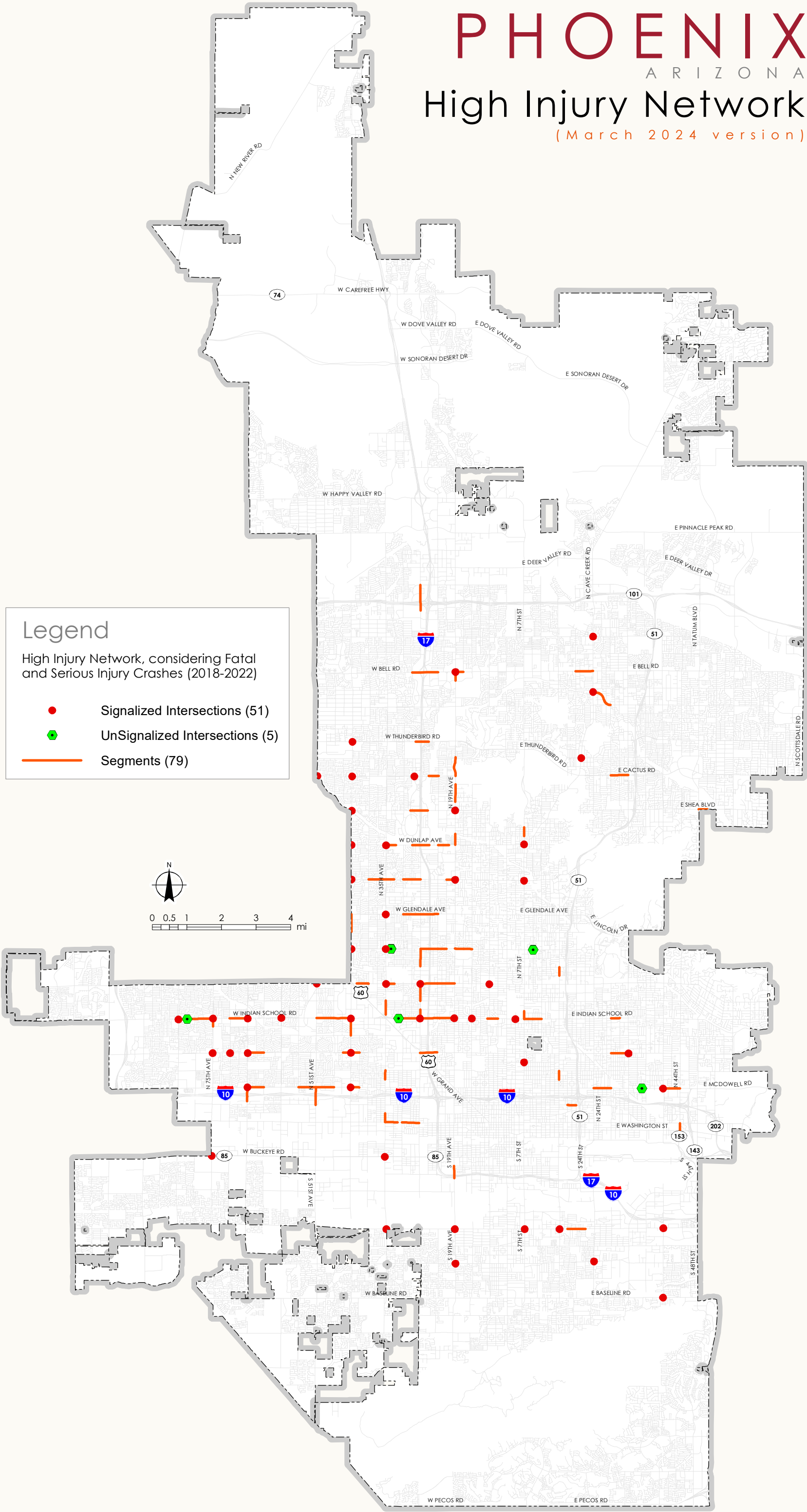
Legend

High Injury Network, considering Fatal and Serious Injury Crashes (2018-2022)

Signalized Intersections (51)

UnSignalized Intersections (5)

Segments (79)



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## CITIZENS TRANSPORTATION COMMISSION REPORT

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TO: Mario Paniagua  
Deputy City Manager

FROM: Markus Coleman  
Light Rail Administrator

SUBJECT: Business Assistance Program Update – First Quarter 2025

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With construction nearly complete and as we prepare with the community to celebrate the opening of the South Central Extension/Downtown Hub (SCE/DH) light rail project on June 7, 2025, much of the Business Assistance Program activity will be winding down. Program elements such as business access signs, banners, sponsored lunch events, print advertising campaigns and business consulting services will discontinue after opening day. The direct funding element, the Small Business Financial Assistance Program (SBFAP), concluded in March 2025, having distributed 100% of the available grant funding to project area businesses.

### Opening Day and Beyond

The Business Assistance team is coordinating these elements of the program for SCE/DH opening day and beyond:

- **Business Open House and Resource Fair:** This event for business owners and managers will provide updates on the project, including final construction activity and opening day events; provide a variety of resources available through business support organizations such as Local First Arizona, Prestamos CDFI LLC, and the City of Phoenix; and provide opportunities for attendees to participate in small group discussions with project staff. The event is scheduled for Monday, April 28, from 5:30 p.m. to 7:30 p.m. at the South Mountain Community Center, 212 E. Alta Vista Road, Phoenix.
- Businesses will be invited to participate in opening day events where they will have the opportunity to sell or promote their products/services at one of three event locations.
- Business promotions:
  - In a staggered schedule starting in April and through mid-July 2025, **billboards** at these locations will promote shopping local along the project route:
    - 7th Avenue, ½-mile south of Washington Street
    - 7th Avenue, 300 feet south of Elwood Street
    - 7th Street, 100 feet south of Lincoln Street
    - 7th Street, 175 feet north of Lincoln Street
    - Central Avenue, 100 feet north of Grant Street
    - Central Avenue, 130 feet north of Raymond Street
    - I-17 west of 7th Street
  - **Banners** with the same “shop local” messaging/design as the billboards will be displayed at Cinco de Mayo events in downtown and south Phoenix, as well as on the construction yard fence fronting the east side of Central Avenue just north of Elwood.

- A **digital directory** of business-to-consumer businesses along the project route will be launched, using the existing Deals & Discounts platform and updated with new graphics. Special “opening day” promotions offered by businesses will be included in the advertising program. This program will run from May 1 through July 31, 2025.
  - The directory will list businesses, sorted by business type and nearest light rail station.
  - Participants sign up electronically, receive a link to their discount pass and “check-in” (show their phones) at each location to redeem savings.
  - At certain levels of participation (five check-ins, ten check-ins), participants are entered into prize drawings.
- **Business resource guide:** The *Preparing your Business: Light Rail Start-up Toolkit* brochure provides businesses with a list of tips and resources to help their business prepare for the influx of new customers light rail will bring. An electronic version is sent monthly to all businesses in Valley Metro’s database (768), starting in January and through June 2025. Approximately 450 hard copies have been delivered to businesses through door-to-door business canvassing and at community events.

### Program Participation Status

The table below provides an updated summary of South Central Extension/Downtown Hub (SCE/DH) Business Assistance participation from program inception through March 31, 2025. The totals reflect the number of unique businesses that have participated in each of the program elements. Some businesses participate in more than one program element.

Participation	SCE/DH
Total Eligible Businesses	406
Total Participating Businesses	363
Percent Participation <sup>1</sup>	89%
<b>Program Element</b>	
Access Signs	292
Banners	176
Passport	97
Friends of Transit Events	40
Mailer / Advertisement	169
Business Consulting Services	69
<b>SBFAP Period 5 (January 1, 2025 – March 4, 2025<sup>2</sup>)</b>	
Grants Awarded	21
Total Grant Amount	\$182,910
Tier I*	\$0
Tier II	\$182,910
<b>SBFAP Total Since Inception (March 2021)</b>	

<sup>1</sup> Percentage is of total businesses in the construction corridor (406).

<sup>2</sup> Period 5 end date reflects the date the last of the available SBFAP funds were awarded.

\*All remaining Tier I funds were distributed in Year 4.



Grants Awarded	295
Total Grant Amount	\$1,766,571

## **Quarter 1 2025 (January – March 2025) Activity Highlights**

### Marketing/Advertising

Print ads in *Prensa Arizona*, *Phoenix New Times* and *La Voz* continue, with Valley Metro providing the ad design and placement, all at no charge to the business. Six new ads were placed in the first quarter of 2025. Five additional ads will be placed in the second quarter of 2025 (through June), concluding this element of the program.

### Events

Monthly lunch events sponsored by Friends of Transit offer business patrons a discount on their lunch orders, with Friends of Transit reimbursing the businesses for the first 100 patrons. In the first quarter of 2025, events were held as follows, attracting about 40 total attendees:

- February 5, 2025: Marcia's Long Wong's
- February 25, 2025: Happy Foods

Due to business availability, no event was held in January and March's event was shifted to February. Since the program's inception in mid-2020, 100% of participating businesses said they would participate again, and 98% said they thought the event was worthwhile for their business. Nearly 1,300 customers have participated in the events since inception in mid-2020. Friends of Transit has agreed to extend the program for an additional month and the final event will be held in May at El Fenix.

### Business Consulting Services

Business Consulting Services were very active in the first quarter, with 17 new projects. Most of the new projects are for Marketing/Advertising services, primarily free design and production of promotional flyers. Through the Business Consulting Services, up to 30 businesses can receive, at no charge, 250 promotional flyers for their use.

The following table provides a breakdown of the completed and in-progress Business Consulting projects by type since the program's inception and as of March 31, 2025.

<b>Type of Assistance</b>	<b>SCE/DH</b>
Accounting/Finance	17
General Business	13
Human Resources	3
Marketing/Advertising	54
Website/SEO/Online	34

### Small Business Financial Assistance Program (SBFAP)

The program entered a new funding period on January 1, 2025, offering Tier II level funding of up to \$9,000 per qualifying business through March 30 or until funds were depleted. (Tier I level funding was depleted in October 2024.) This additional funding phase was implemented to align with the current construction schedule that plans for significant construction activity to be

complete, with continuous business access restored, by spring 2025. Within the new funding year, 21 additional businesses received Tier II grant funding for a total of \$182,910. The program's Tier II funding was depleted on March 4, 2025, having distributed all available grant funding through the SBFAP, for a total of 295 grants providing \$1.7 million to SCE/DH and Northwest Extension Phase II businesses. A detailed breakdown of the grant funding distribution is provided in the table below.

		SCE/DH	NWEII	TOTAL
<b>SBFAP Year 1</b>	Businesses Funded	55	7	62
	Amount Funded	\$325,746.40	\$50,155.60	\$375,902.00
<b>SBFAP Year 2</b>	Businesses Funded	64	8	72
	Amount Funded	\$329,184.14	\$60,000.00	\$389,184.14
<b>SBFAP Year 3</b>	Businesses Funded	66	8	74
	Amount Funded	\$360,574.60	\$48,000.00	\$408,574.60
<b>SBFAP Year 4</b>	Businesses Funded	66	N/A	66
	Amount Funded	\$410,000.00	N/A	\$410,000.00
<b>SBFAP Period 5</b>	Businesses Funded	21	N/A	21
	Amount Funded	\$182,910.26	N/A	\$182,910.26
<b>Total Grants Awarded</b>		272	23	295
<b>Total Grants Amount</b>		<b>\$1,608,415.40</b>	<b>\$158,155.60</b>	<b>\$1,766,571.00</b>

#### *Preparing for Opening: Business Toolkit*

In this first quarter of 2025, the business assistance team began distributing the “toolkit” brochure for area businesses, which focuses on how they can prepare for light rail opening and the increased visibility and activity that light rail will bring to the area and their businesses. The toolkit brochure provides tips and resources in four areas:

- Aesthetics/Curb Appeal
- Advertising/Promotion
- Business Operations
- Leveraging the Transit System

An electronic version is sent monthly to all businesses in Valley Metro’s database (768), starting in January and through June 2025. Approximately 450 hardcopies have been delivered to businesses through door-to-door business canvassing and at community events.

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#### **Background: Business Assistance Program Elements**

The Valley Metro Business Assistance (BA) program for the South Central Extension/ Downtown Hub (SCE/DH) light rail project includes the following elements:

- Dedicated Team
  - Community Relations and Business Assistance staff for direct, single point of contact
- Construction Mitigation & Marketing
  - Construction Notification
    - Advance notification of construction activities

- Quick resolution of stakeholder issues
  - Maintenance of access and a clean work zone
- Marketing
  - Mailer campaigns
  - Print ads
  - Social media campaigns
  - Sponsored lunch events
  - Sponsored advertising
- Signage
  - Individualized banners
  - Business access signage
- Digital Pass Program
  - Business promotion through a digital marketing platform that incentivizes business patronage through advertising and special promotional campaigns
- Community Events
  - Opportunity to showcase businesses' goods/services
- Business Consulting Services
  - Professional business assessment
  - Professional business consultants
    - Marketing and advertising
    - Website development/search engine optimization/online presence
    - Accounting and finance
    - General business (risk assessments, operations, business plans)
    - Legal referrals
    - Human resources
- Financial Assistance – Small Business Financial Assistance Program (SBFAP) Pilot
  - A program to provide financial assistance to locally owned, small businesses immediately adjacent to light rail construction corridors
  - Offered two tiers of financial assistance: Tier I \$4,500<sup>3</sup>; Tier II up to \$9,000 depending on demonstrated business impact
  - SBFAP funds could be applied to business operational expenses, such as utilities, rent/mortgage, insurance and/or payroll

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<sup>3</sup> Increased in Year 4 from \$3,000 in previous years; Tier I funding has now been depleted.



# Business Open House & Resource Fair



## Business Open House & Resource Fair

**Business owner/manager:** Join us at an open house where you can learn more about the [South Central Extension/Downtown Hub \[t.e2ma.net\]](https://t.e2ma.net) rail project and opening as well as a variety of resources and services available for your business now and in the future!

**Monday, April 28, 2025**

**5:30 p.m. to 7:30 p.m.**

South Mountain Community Center  
212 E. Alta Vista Rd.  
Phoenix, AZ 85042



For more information, contact your Business Assistance Coordinator:

Mary Ann Miller  
Downtown to Broadway  
480.468.3620  
[mmiller@valleymetro.org](mailto:mmiller@valleymetro.org)

Debbie Lopez  
Broadway to Baseline  
602.708.6417  
[dlopez@valleymetro.org](mailto:dlopez@valleymetro.org)

[Click here \[t.e2ma.net\]](https://t.e2ma.net) to download postcard.

## Evento al Estilo Casa Abierta y Feria de Recursos Comerciales

**Dueño/a/gerente del negocio:** Acompáñenos en un evento al estilo casa abierta en el cual usted podrá obtener más información sobre el proyecto y la inauguración de la [Extensión Sur Central/Centro de Conexiones \[t.e2ma.net\]](https://t.e2ma.net) del tren ligero, ¡así como sobre una variedad de recursos y servicios disponibles para su negocio ahora y en el futuro!

**Lunes 28 de abril de 2025**

**5:30 p.m. a 7:30 p.m.**

South Mountain Community Center  
212 E. Alta Vista Rd.  
Phoenix, AZ 85042



Para más información, contacte con su Coordinador de Asistencia a los Negocios:

Mary Ann Miller  
Centro de la ciudad a Broadway  
480.468.3620  
[mmiller@valleymetro.org](mailto:mmiller@valleymetro.org)

Debbie Lopez  
Broadway a Baseline  
602.708.6417  
[dlopez@valleymetro.org](mailto:dlopez@valleymetro.org)

[Haga clic aquí \[t.e2ma.net\]](https://t.e2ma.net) para descargar la postal.



BUS | LIGHT RAIL | STREETCAR | CARPOOL | VANPOOL  
TELEWORK | BIKE | WALK  
[www.valleymetro.org](http://www.valleymetro.org) [\[t.e2ma.net\]](http://t.e2ma.net) | 602.262.RIDE

# Business Assistance

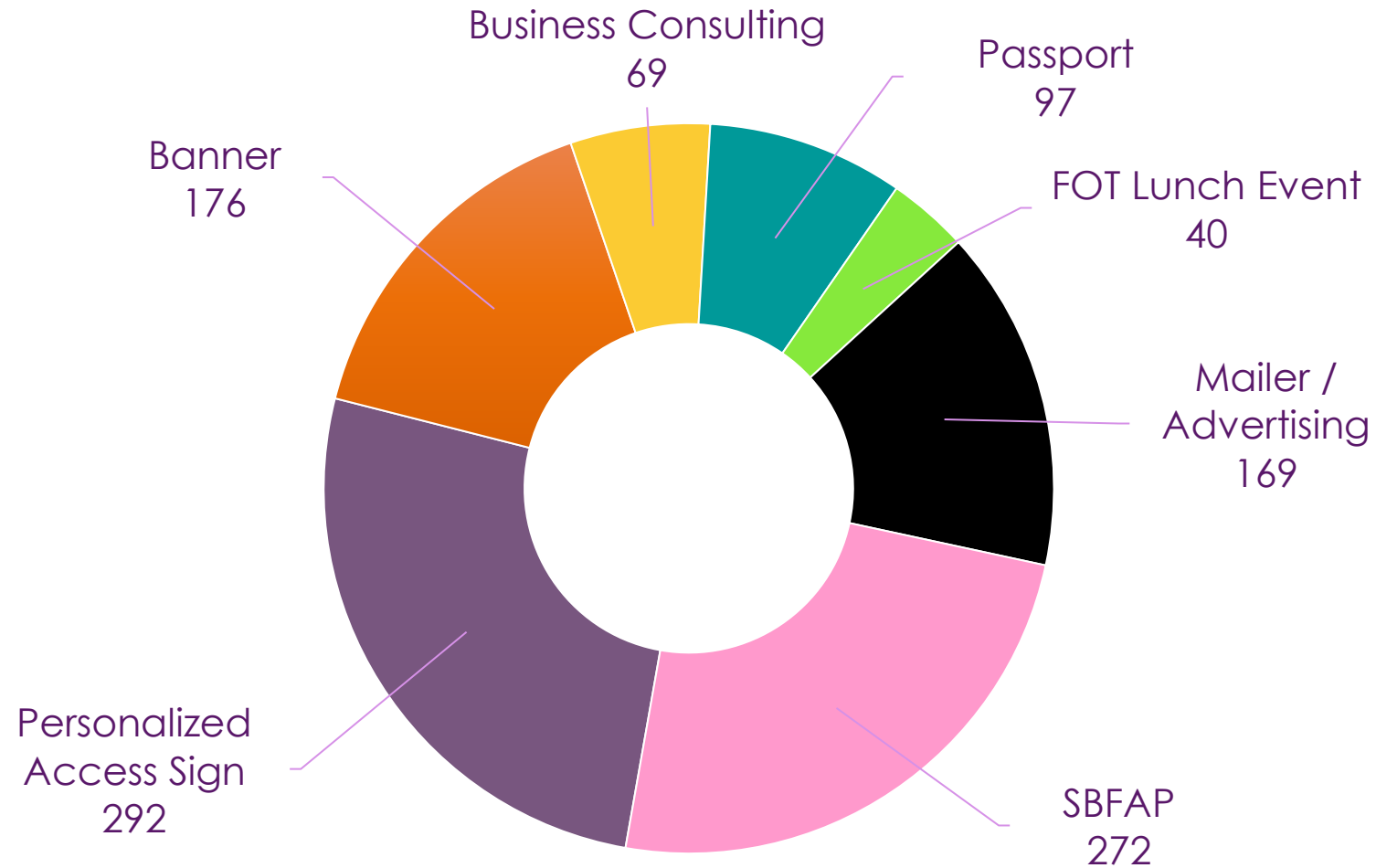
Terry Gruver, Business Assistance Program Manager





# SCE/DH Participation

363  
89%



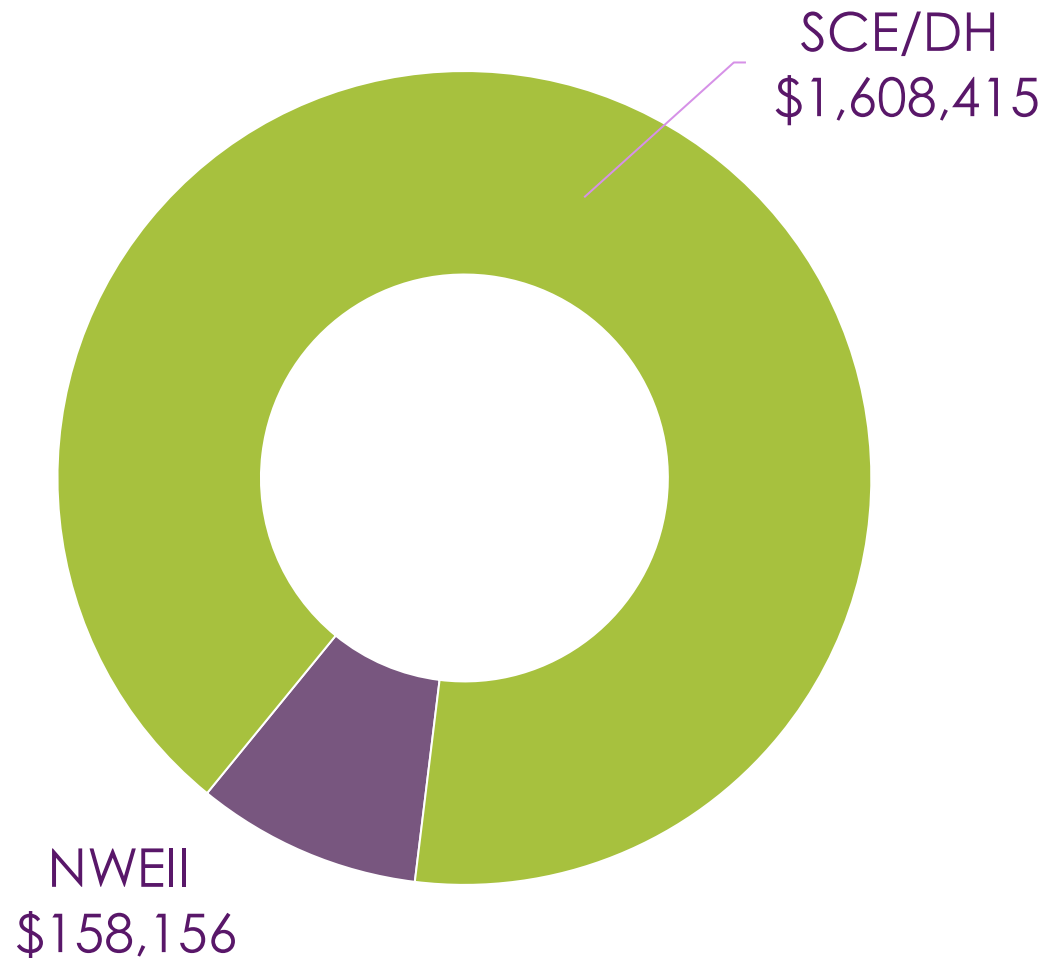
# Direct Financial Assistance Inception to Conclusion

**295**

*grants distributed*

**\$1,766,571**

*funds distributed*



# Business Promotions: Opening Day and Beyond

- Business Open House & Resource Fair
  - Monday, April 28, 5:30 – 7:30 p.m.
  - South Mountain Community Center, 212 E. Alta Vista Road
- Opening Day Events





# Business Promotions: Opening Day and Beyond

- “Cruisin’ Central” Digital Promotion
- Preparing Your Business: Light Rail Start-up Toolkit
- Banners
- Billboards



**Thank You!**



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## CITIZENS TRANSPORTATION COMMISSION

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TO: Mario Paniagua  
Deputy City Manager

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FROM: Markus Coleman  
Light Rail Administrator

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SUBJECT: **Transit Oriented Communities (TOC) Overview**

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This report provides a general overview of why Transit Oriented Communities are created and how these planning projects can transform transit corridors.

### **Summary**

Light Rail has been a major transit investment for our communities, and the City of Phoenix prides itself not only in working closely with the community to deliver a superior transit system, but also to plan for future development along existing and future light rail corridors. These corridors are known as Transit Oriented Communities (TOC), which are designed to maximize land use within 1/2 - 1/4 miles of transit stations by prioritizing people walking and biking while increasing ridership.

Each community is unique, which requires specialized planning efforts within each transit corridor. While the communities are different, planning framework must remain consistent, so the City of Phoenix has a cohesive roadmap for accomplishing each community's vision: Who We Are, What We Want, and How We Get There. The result of these planning efforts are TOC Policy Plans adopted by Phoenix City Council. These plans articulate the community's long-range vision, create the policy basis for rezoning property, and identify implementation strategies for future success.

### Next Steps

Individual TOC project updates will be presented at the June CTC meeting.

### RECOMMENDATION

This report is for information and possible discussion.



# Transit Oriented Communities

Citizen's Transportation Commission  
April 24, 2025



# What are Transit Oriented Communities? (TOC)

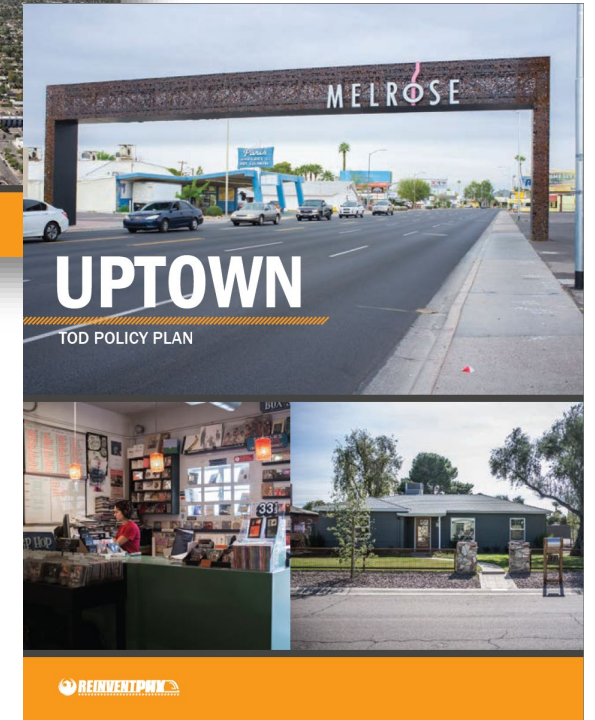
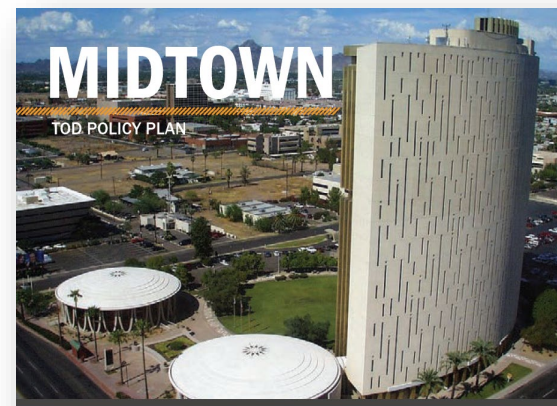
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- High Density: Maximize Land Use with 10-minute Connection
- Compact and Accessible: Pedestrians and Micro-Mobility
- Mixed Use: Caters to Everyday Needs
- Enhances Ridership: Residents, Employment, Visitors

# TOC Planning Framework

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- **Who We Are**
  - Existing Conditions
- **What We Want**
  - Vision Statements
  - Development Master Plans
  - Catalyst Projects
- **How We Get There**
  - Implementation Strategies
  - Measurable Outcomes
  - 5-Year Action Plans



PLANNING & DEVELOPMENT  
**PRESERVE  
SHAPE  
BUILD**





# SUSTAINABILITY FRAMEWORK

Quality of life for the  
present and future.

**Equity** — **Prosperity** — **Resiliency** — **Diversity** — **Authenticity**



**Land Use**

The **Land Use Element** focuses on the spatial pattern of urban development, including intensity, design, building form, and unique place-making characteristics.



**Health**

The **Health Element** focuses on key aspects of the built environment that impact public health, the availability of healthy food, recreational amenities, and safe places to walk and bicycle.



**Housing**

The **Housing Element** focuses on the affordability, quality and diversity of residential living options.



**Mobility**

The **Mobility Element** focuses on the movement of people and goods, including the availability of quality multi-modal transportation options.



**Economic  
Development**

The **Economic Development Element** focuses on the financial prosperity of businesses and residents, including the access to jobs, training and educational opportunities.



**Green  
Systems**

The **Green Systems Element** focuses on the design of buildings and infrastructure to improve resource efficiency and environmental protection.



# Community Connections

- Listen & Learn



- Build Trust





# Working WITH Communities

- Remove Barriers
- Create a Vision
- Small Sessions



PLANNING & DEVELOPMENT  
**PRESERVE  
SHAPE  
BUILD**





# Design the Vision

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- Plan alongside urban designers
- Contribute ideas, preferences, and comments



# Catalyst Sites

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- Development Opportunities
- Transformative Potential
- Community Concepts Captured



PLANNING & DEVELOPMENT  
**PRESERVE  
SHAPE  
BUILD**





# City Council Adopted TOC Policy

- Articulates Community Vision
- Creates Policy Basis for Rezoning
- Implementation Strategies, Actions, Tools and Partners



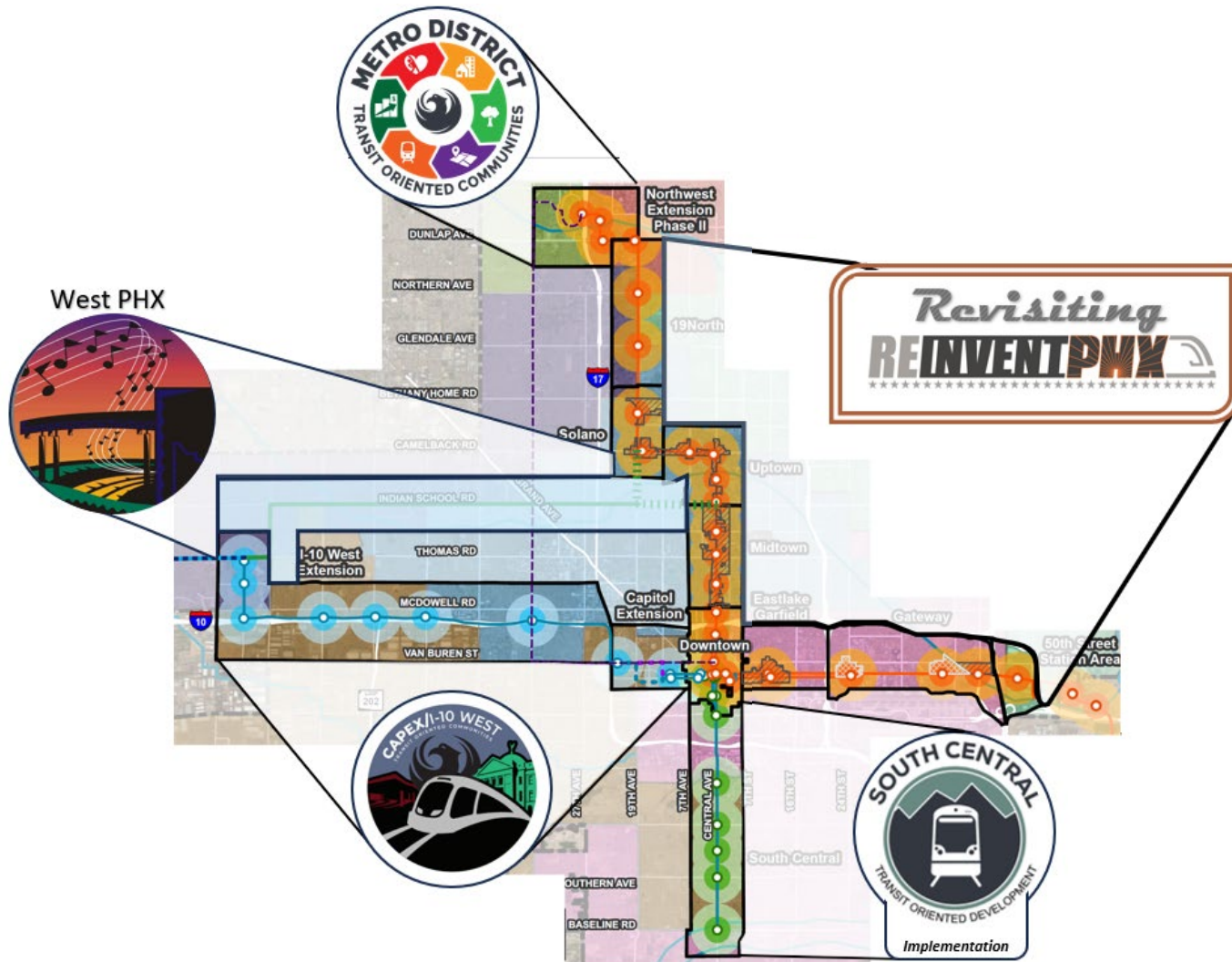
PLANNING & DEVELOPMENT  
**PRESERVE  
SHAPE  
BUILD**



**PHOENIX  
TRANSPORTATION  
2050**



# City of Phoenix Transit Oriented Communities



- TOC Project Updates - June

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## CITIZENS TRANSPORTATION COMMISSION REPORT

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TO: Chair Moody and members of the Commission

FROM: Jesús Sapien  
Public Transit Director

SUBJECT: Monthly Ridership Update

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This report provides a monthly ridership update for bus and light rail regionally, and for bus, light rail and Dial-a-Ride in Phoenix.

### **REGIONAL RIDERSHIP**

Total Monthly Boardings	Mar-25	Mar-24	% Change Year over Year
Bus and Rail	3,351,248	3,278,172	2.2%
Bus	2,459,762	2,348,751	4.7%
Light Rail	891,486	929,421	-4.1%

### **PHOENIX RIDERSHIP**

Total Monthly Boardings	Mar-25	Mar-24	% Change Year over Year
Bus and Rail	2,147,845	2,089,840	2.8%
Bus	1,645,037	1,514,029	8.7%
Light Rail	502,808	575,811	-12.7%
Dial-a-Ride	27,030	26,560	1.8%

### **Recommendation**

This report is for information only.

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## CITIZENS TRANSPORTATION COMMISSION REPORT

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TO: Chair Moody and members of the Commission

FROM: Jesús Sapien  
Public Transit Director

Brandy Kelso  
Interim Street Transportation Director

SUBJECT: TRANSPORTATION 2050 FINANCIAL UPDATE

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This report provides a financial update on Transportation 2050 (T2050), passed by voters on August 25, 2015. Included in this report is a summary of the sales tax revenue collections and the use of those revenues for projects within the plan.

### THE ISSUE

T2050 is a 35-year multi-modal transportation plan that includes street improvements, bus and paratransit service enhancements, and light rail expansion. These broad categories are broken down into specific plan elements, and within these elements are specific projects planned to be implemented over the course of the 35-year plan.

### OTHER INFORMATION

The sales tax revenues are being used in both the Public Transit and Street Transportation Departments' budgets to implement projects in the T2050 plan. The T2050 sales tax became effective January 1, 2016, and with the one-month lag in sales tax reporting and collections, there have been nine years and one month of revenue collected by the City through February 2025.

*Figure 1* below provides estimated and actual sales tax from inception of the sales tax through February 28, 2025. Estimates are based on a consistent annual growth rate. Some months and years will see a higher or lower return; however, the differences are anticipated to balance over time.

*Figure 2* shows a year-over-year monthly comparison of T2050 sales tax revenues, and the percentage change compared to the same month of the prior year. With preliminary February 2025 sales tax figures, revenues were 5.7% lower than February 2024.

*Figure 3* is a comparison of fiscal year-to-date T2050 sales tax revenues for the past three fiscal years and the current fiscal year. With the preliminary February amount, fiscal year-to-date sales tax revenues through February 2025 were 12.9% lower than the same period last fiscal year.

*Figure 4* shows a year-over-year monthly comparison of total Public Transit fare revenues for the past year. Preliminary February 2025 fare revenues were 82.9% lower

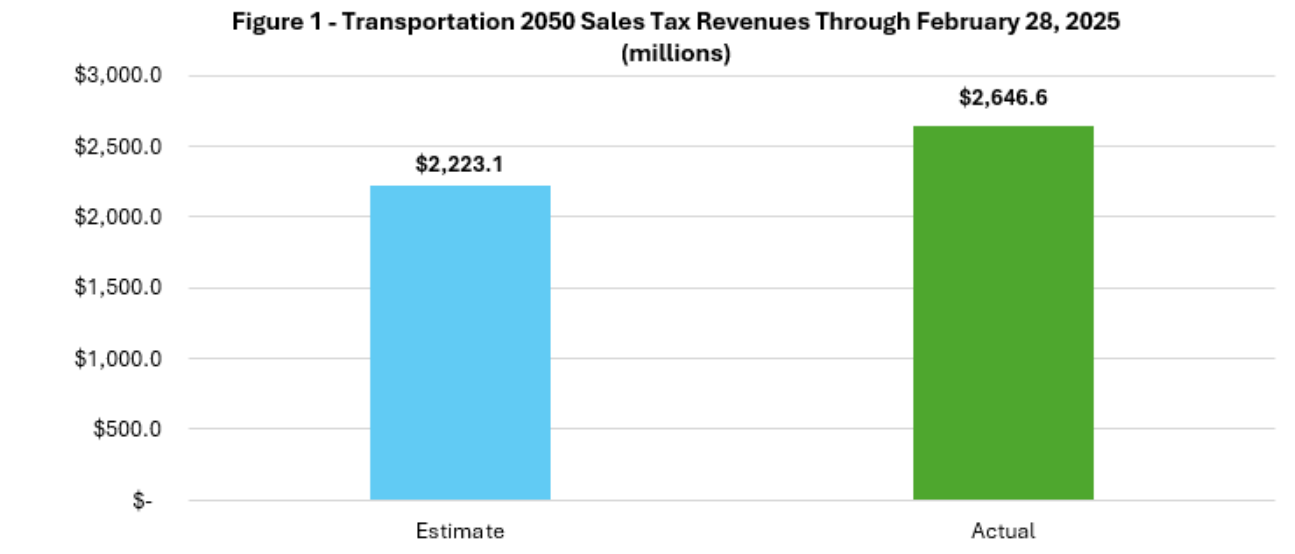


than February 2024 due to the issuance of refunds to corporate customers as the fare media program transitions to Valley Metro.

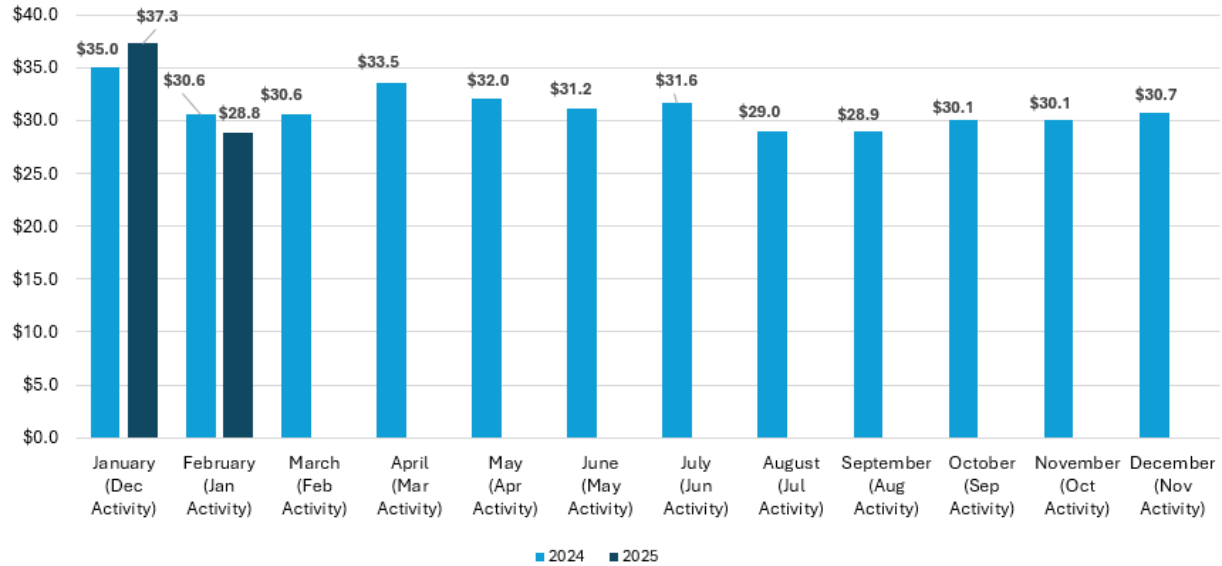
*Figure 5* is a fiscal year-to-date comparison of total Public Transit fare revenues with the prior three fiscal years. Through February 2025, fiscal year-to-date preliminary fare revenues were 62.1% lower than the same period last fiscal year.

*Figure 6* shows a year over year monthly comparison of combined T2050 sales tax and total Public Transit fare revenues for the past year. With the preliminary February 2025 sales tax amount, the combined T2050 sales tax and preliminary fare revenues for the month are 9.8% lower than February 2024.

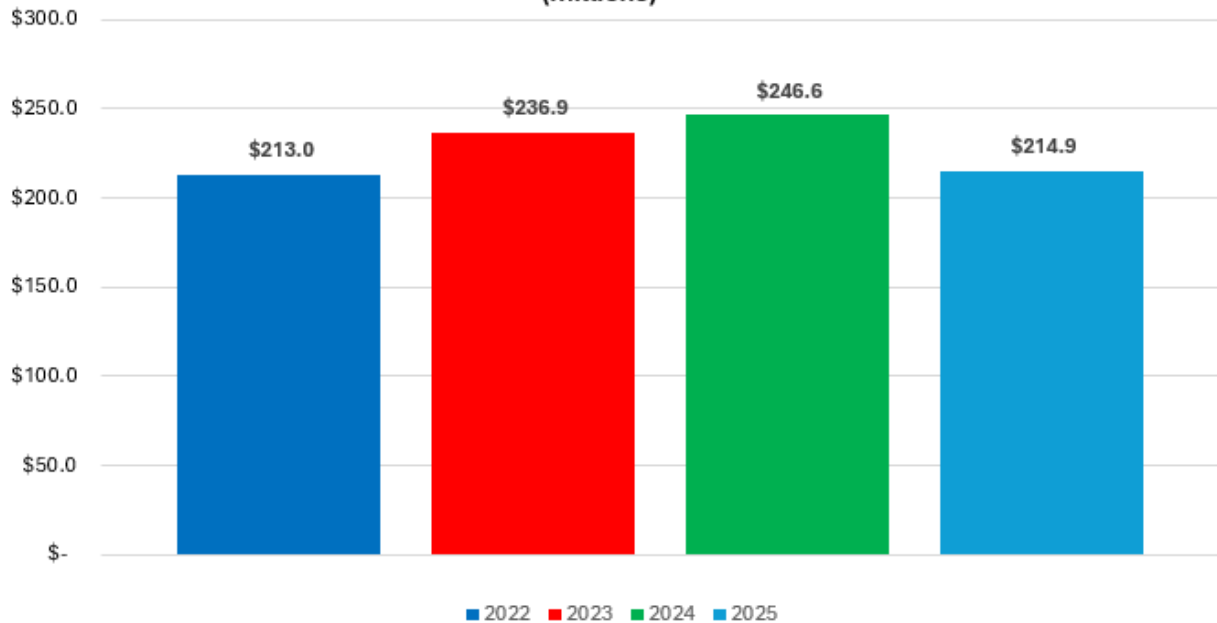
*Figure 7* is a fiscal year-to-date comparison of combined T2050 sales tax and total Public Transit fare revenues with the prior three fiscal years. With the preliminary February 2025 sales tax amount, combined sales tax and total fare revenues through February 2024 were 15.1% lower than the same period last fiscal year.



**Figure 2 - Monthly Transportation 2050 Sales Tax Revenues Comparison  
(millions)**



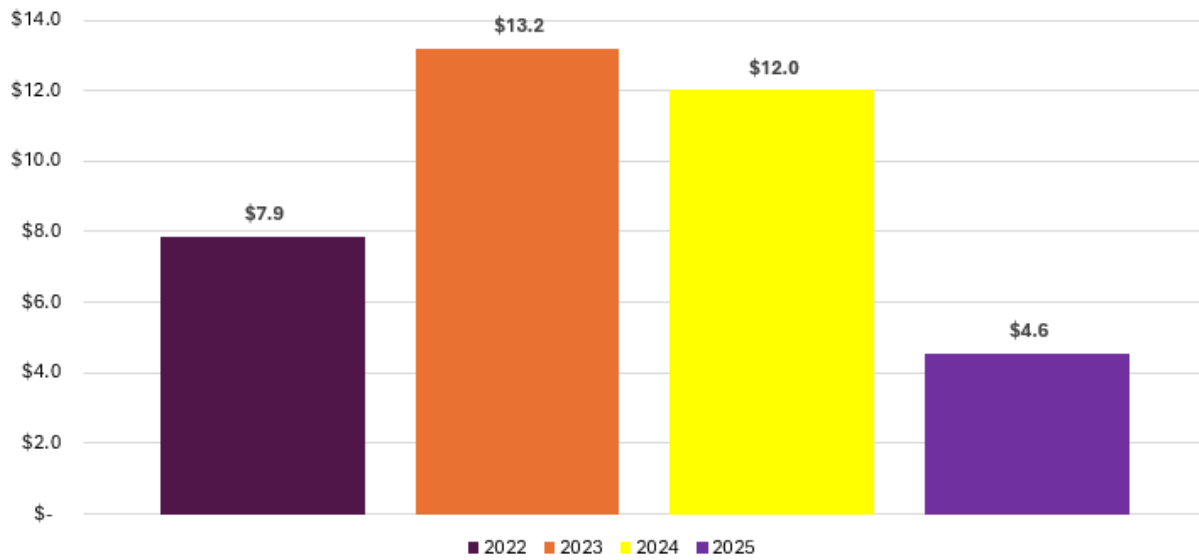
**Figure 3 - Fiscal Year-to-Date Transportation 2050 Sales Tax  
Revenues Comparison through February  
(millions)**



**Figure 4 - Monthly Total Public Transit Fare Revenues Comparison  
(millions)**



**Figure 5 - Fiscal Year-to-Date Total Public Transit Fare Revenues Comparison through February  
(millions)**

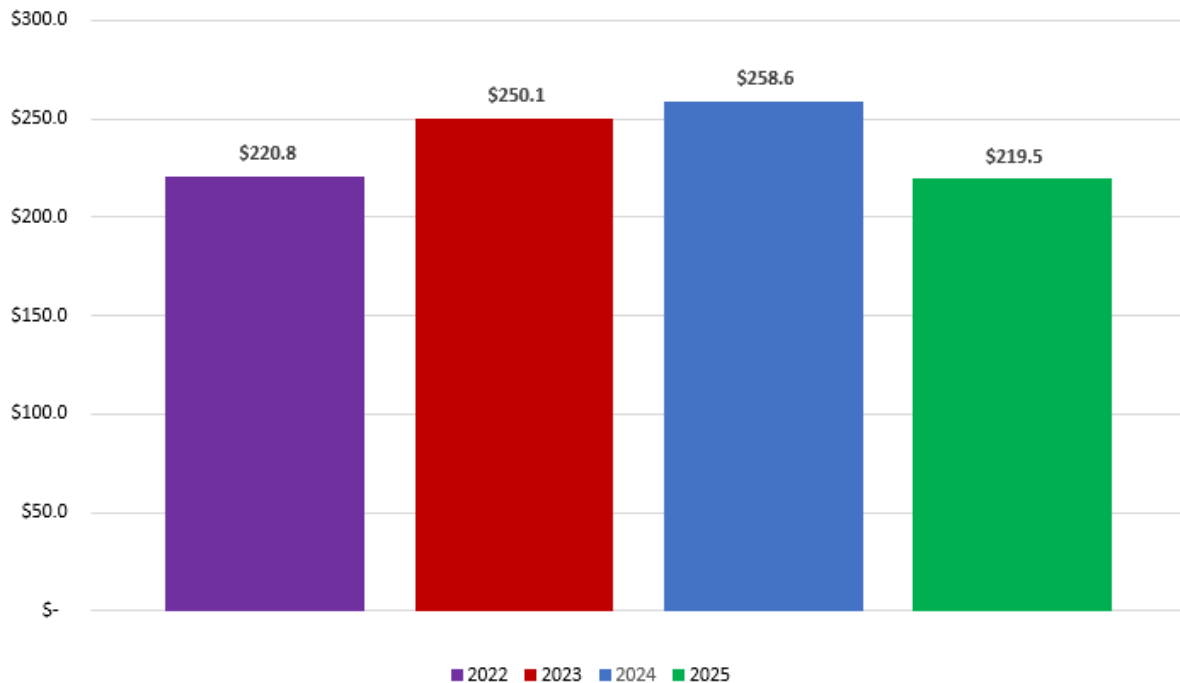




**Figure 6 - Combined Monthly T2050 Sales Tax and Total Public Transit Fare Revenues Comparison (millions)**



**Figure 7 - Combined Fiscal Year-to-Date T2050 Sales Tax and Total Public Transit Fare Revenues Comparison through February (millions)**



The attached table (Attachment A) shows fiscal year 2024-25 T2050 sales tax revenue collections and T2050 expenditures through February 28, 2025.

### RECOMMENDATION

This report is for information and discussion only.

**Attachment A**

**T2050 SALES TAX REVENUES:**

Actuals Through FY 2023-24	\$ 2,400,038,148
July 2024 - February 2025	<u>246,520,000</u>
<b>TOTAL</b>	<u><u>2,646,558,148</u></u>

**EXPENDITURES:**

Project	FY 2024-25 Total Expenditures	FY 2024-25 T2050 Expenditures	FY 2024-25 Other (1) Expenditures		FY 2024-25 Total Commit	FY 2024-25 T2050 Commit	FY 2024-25 Other (1) Commit		FY 2024-25 Total Actual + Commit	FY 2024-25 T2050 Actual+ Commit	FY 2024-25 Current Year Other (1) Actual + Commit
Transit Ops and Administration	167,204,488	155,852,531	11,351,956		57,215,545	56,989,263	226,281		224,420,032	212,841,795	11,578,238
Bus Purchases	102,872	102,872	0		25,380	25,380	0		128,252	128,252	0
DAR Vehicle Purchases	0	0	0		0	0	0		0	0	0
Bus Stop Improvements	2,600,472	2,600,472	0		437,383	437,383	0		3,037,855	3,037,855	0
South Facility Upgrades	0	0	0		0	0	0		0	0	0
Bus Pullouts	795	795	0		163,135	163,135	0		163,929	163,929	0
Transit Technology	3,300,658	522,421	2,778,236		1,058,026	1,058,026	0		4,358,683	1,580,447	2,778,236
South Central LRT	6,534,016	6,529,870	4,147		117,647	117,647	0		6,651,663	6,647,517	4,147
Capital/I-10 West LRT	145,275	145,275	0		0	0	0		145,275	145,275	0
Northwest Extension LRT Phase II	7,479,314	7,479,314	0		4,144,434	4,144,434	0		11,623,748	11,623,748	0
Bus Rapid Transit	0	0	0		0	0	0		0	0	0
Other Transit Capital	34,216,242	34,160,282	55,960		7,107	7,107	0		34,223,349	34,167,389	55,960
Project/Construction Mgmt	1,151,625	1,151,625	0		849,192	849,192	0		2,000,817	2,000,817	0
T2050 Cement Repair	0	0	0		0	0	0		0	0	0
T2050 Crack Seal	1,060,228	1,060,228	0		107,033	107,033	0		1,167,261	1,167,261	0
T2050 Major Street Overlay	16,326,221	16,326,221	0		21,232,894	21,232,894	0		37,559,115	37,559,115	0
T2050 Arterial TRMSS	0	0	0		0	0	0		0	0	0
T2050 Arterial Micro Surfacing	1,009,022	1,009,022	0		0	0	0		1,009,022	1,009,022	0
T2050 Arterial Microseal	240,228	240,228	0		0	0	0		240,228	240,228	0
Major Streets Project Assessments	0	0	0		0	0	0		0	0	0
Major Street Transportation Projects	717,436	717,436	0		300,014	300,014	0		1,017,450	1,017,450	0
Traffic Signal Pole Painting	126,013	126,013	0		0	0	0		126,013	126,013	0
Left Turn Arrows & HAWK	1,312,462	1,312,462	0		2,864,699	2,864,699	0		4,177,161	4,177,161	0
Illuminated Street Name Signs	0	0	0		0	0	0		0	0	0
Pedestrian and Bicycle	3,466,975	3,466,975	0		4,490,025	4,490,025	0		7,957,000	7,957,000	0
<b>TOTAL</b>	<b>246,994,341</b>	<b>232,804,042</b>	<b>14,190,299</b>		<b>93,012,512</b>	<b>92,786,231</b>	<b>226,281</b>		<b>340,006,854</b>	<b>325,590,273</b>	<b>14,416,581</b>

(1) Other (non-T2050) sources include transit fares, federal, regional, AZ Lottery, and 302 building revenues.

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**CITIZENS TRANSPORTATION COMMISSION**

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TO: Mario Paniagua  
Deputy City Manager

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Jesús Sapien  
Public Transit Director

FROM: Brandy A. Kelso, P.E.  
Interim Street Transportation Director

Markus Coleman  
Light Rail Administrator

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SUBJECT: **Upcoming T2050 Public Meetings/Events**

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This report provides a list of upcoming T2050 related public meetings by the Public Transit and Street Transportation departments, and Valley Metro.

**PUBLIC TRANSIT DEPARTMENT**

**CAPEX/10West public meetings**

- Saturday, May 3 from 10 a.m. – noon.  
Thursday, May 8 from 5:30 p.m. – 7:30 p.m.  
Neighborhood Ministries, 1929 W. Fillmore Street.