I. Background/Timeline

In February of 2018 the City Council formally committed to adopting VISION ZERO as a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for everyone that uses Tempe streets.

In June of 2018 a Visioning Workshop was held bringing together stakeholders from all sectors and perspectives to develop the draft plan. Participants collectively form the Vision Zero Task Force.

Working groups were formed to further develop and prioritize specific strategies; they met in August and October of 2018.

In January of 2019 the Vision Zero Task Force reconvened for a workshop to further refine the strategies of the working groups.

Public Meetings were held March 23, and 27, 2019 to introduce the draft plan and public comment was taken online March 23 – April 6, 2019.

II. Outreach

Public outreach was accomplished using the following:

- **MEDIA**
  - Press release:
    - 3/11 – VZ public meetings
    - 1106 emails sent, 28.21% open rate
    - 3/3 – distracted driving (mentions VZ)
    - 1692 email sent, 26.6% open rate
  - Spotify and Pandora: ads running throughout March

- **TWITTER**
  - 3/12 – public meetings
    - Reach/Impressions: 1686
    - Engagement: 22
  - 3/20 – public meetings
    - Reach: 1272
    - Engagement: 21
  - 4/4 – Reminder to comment
    - Reach/Impressions: 1061
    - Engagement: 38

- **FACEBOOK**
  - 3/12 – public meetings
    - Reach/Impressions: 341
    - Engagement: 11
  - 3/20 – public meetings (boosted):
    - Reach/Impressions: 2389
    - Engagement: 236
  - 4/4 – Reminder to comment (boosted):
    - Reach/Impressions: 2231
    - Engagement: 173

- **NEXTDOOR**
  - 3/12 – public meetings
    - Reach/Impressions: 4572
    - Engagement: 24
  - 3/22 – reminder on original post

- **COVERAGE**
  - ABC15 – Megan Thompson on March 26 (resulted in a spike of traffic on our VZ page)
  - The Arizona Republic – Bree Burkett on April 1 (part of larger story; section about Tempe’s Vision Zero plan)
  - Article in February Tempe Today
III. Survey Results

The comment period was open from March 23 – April 6, 2019. Twenty-three people provided input to the draft plan. The following are the results.

**Question 1: Please share your thoughts regarding the draft plan.**

1. About Time, Injury rates are skyrocketing, I’m waiting for the insurance industry to make the necessary adjustments to risks
2. It seems like a good start. Priest is too high of volume now for a roundabout at Grove. In theory, they are great, but drivers in the US don't handle roundabouts well. With the rapid growth, investments need to be made to increase road volume. Widening may not be possible in all scenarios, so it may take some ingenuity. This needs to be done in a manner which also incorporates the safety of pedestrians/bicyclists into the design.
3. Please let’s do this and be serious about it.
4. The draft plan is a pleasant document to read with many engaging visuals. It does a great job describing what Vision Zero is, the process that Tempe has taken, what the ultimate goals of the plan are, and in a broad sense, the approach that the city will take in the future. However, the last section of the plan regarding strategies leaves a lot to be desired. More details will be presented in the next question field.
5. Many of the proposed changes in the draft plan are a positive step in the right direction. However, the proposals are not ambitious enough to achieve the goal of vision zero: no traffic deaths. So long as Tempe roads are structured like freeways, excessively large and high speed with absolute right of way exclusively reserved for automobile operators, then traffic deaths will follow.
6. Looks good. However there should be a LOT more interaction with ASU, considering most of the “hot” areas are near the campus.
7. Good start.
8. Looks like a very good beginning
10. Vision Zero is a stealth move to rid the city of cars, drive up the cost of driving, and replacing it with alternative methods no one uses.
11. It’s great to see Tempe addressing this issue. Tempe is a forward-thinking city.
12. Safe City?
13. Not enough. No target date set, lacks specific project examples, no implementation plan, too much focus on data and not design of the roadways. Also, a lot of this is putting the responsibility of safety on pedestrians and cyclists, which is the wrong way to approach a vision zero program. Cars kill cyclists and pedestrians whether they are distracted or not. Design better roadways to protect peds and bikes regardless of the conditions.
14. The plan looks promising, but please clarify how, specifically, known problem areas will be fixed/improved, such as Rural & Vista Del Cerro where the ASU student pianist was killed.
15. Looks great. I really like that it's data-driven.
16. I think it is a noble but ridiculous plan.
17. Stiff penalties, automated citations
18. I found the draft plan to be very comprehensive and it thoroughly considered many aspects that contribute to traffic fatalities and injuries.
19. I’m interested in learning more about a couple of the “E’s” of Vision Zero Education and Enforcement
20. A little unclear, too brief to understand exactly what is being proposed.
21. Very clear and not at all impossible.
22. Good start
23. It is a great starting point but needs to have accountability to ensure each facet is enacted upon.

**Question 2: In your view, are there strategies or area of concern that the draft plan missed?**

1. Elimination of all 2 way ("suicide") Turn Lanes throughout city
2. The plan seems to be too specific to Scottsdale Rd. Based upon the heat map, all of the highest density areas are at greater risk. I'd like to see more investment to infrastructure, like protected bike lanes/painted green bike lanes. Also, as an experienced bicyclist, I have many near misses at Baseline based upon the way that you have cross at Kyrene. Most motorists do not fully stop for the red before turning right.
3. Bike boxes at intersections and allowing cyclists, as with pedestrians, lead signals to cross or other innovative intersections like all car traffic stopped to allow peds and cyclists full access to cross to any of all 4 intersection corners.

Need more details in other crashes category which involve highest numbers of peds and cyclists.

I do not agree with changing school zones 35 mph from 24hr to specific times. Most cars do tend to drive slower in these sections, which is of great benefit to all road users, not just children. Especially to non-car road users.

4. The strategies included in the draft action plan lack adequate description. Within the strategies themselves, terminology such as, but not limited to: neighborhood traffic calming (G.2); leading pedestrian intervals (Int. 3); bicycle detection (B.3); and grade separated (P.4) should be defined for the general public. Moreover, it would be helpful to include what the expected outcome of all of the listed strategies are. For example, what might happen after neighborhood traffic calming? What positive benefit will we see from a Fatal Crash Review committee? What are the benefits of leading pedestrian intervals and of reduced pedestrian wait time? Why is it important to do a pedestrian and bicycle count for reducing injuries and deaths? How will intersection improvements for bicyclists and pedestrians increase their safety and the improve behavior of drivers? These expected outcomes are not clear for a typical Tempe resident. This document in and of itself is an opportunity for education. Otherwise, we will continue to have comments (like many others that have been made on this document) that blame pedestrians and bicyclists for their own injury and death. In addition, I like the parking lot of future strategies, however, I believe some of these strategies can't wait. Most importantly, the strategy related to the working with universities and others in the region to educate engineers about designing right-sized roadways for lower speeds needs to be initiated sooner rather than later. To take a true safe systems approach liked was mentioned on pg. 8 of the plan, Tempe and other cities need to place less emphasis on education and to place more emphasis on the way roadways are designed. Data from Tempe's Vision Zero Dashboard confirm that excessive speed is a major contributor to injury and death. Therefore, speed reduction and right sized roadways need to be a highly prioritized countermeasure. Once strategy G.4 on the speed limit study is completed, the next step should be to identify ways to reduce speed limits not only through signage but also through better design and actual changes to the roadway environment.

5. Roads, such as Mill Ave between University and Apache, are too high speed for the presence of pedestrian traffic. You can get a sense for this yourself by standing on either sidewalk, as close to the road as you can, and try not to be alarmed by cars rushing past you at 50 mph as little as a foot away. Extremely dangerous!

6. ASU should be REQUIRED to include City of Tempe traffic and ordinance training as part of their student orientation. So many students are from other areas of the country where such
ordinances may be quite different, or may not even exist. Too many students seem completely unaware of traffic laws in this city, and also how best to keep from getting in danger by heading the wrong direction, dressing too darkly at night, crossing without looking and not at intersections, etc. Not to mention making things very difficult for disabled people by leaving bikes & scooters lying across sidewalks.

Perhaps including ASU in the punishment/fining parts of violation processing might help. I.E. Students who are cited by the police might face additional measures from the university; and/or the university itself might be fined if a student commits a violation and is found to have not been oriented to the Tempe regulations. Also, The ASU police dep't should have an expedited way for residents to point out student violations in progress, and where they occur frequently.

7. Not at this time. Plan must be updated/reviewed every 2-3 years.

8. Yes, the merging patterns from the 101 to the Price road at almost all Tempe and chandler exits

9. No.

10. The plan should focus on prioritizing the flow of car traffic over everything else and finding ways where car traffic and pedestrian/bike "traffic" never mix.

11. Perhaps we can consider lowering speed limits on the major artery streets, and reducing the number of lanes.

12. Remove all the motorized bikes and scooters... I myself almost was in an accident with many falling into the street... Safe City? No anticipation on how horrible this would look in our city.

13. Yes. For one, this Vision Zero plan needs to be incorporated into other planning efforts, such as making the city more walkable, bikeable and improving transit (20-minute city planning). This Vision Zero plan doesn't address any of these efforts, how they are related to other efforts, or how Vision Zero projects will be selected and paid for. There is no implementation plan. Most of this deals with "fixing" problem spots, but building in prevention is a must. It is not enough to just fix problem spots because as was pointed out multiple times, the location of accidents isn't predictable and can happen anywhere... therefore vision zero implementation must be everywhere. In many parts of the city there are too many places that experience 'close calls' too frequently and I would venture a guess that many of these have not had major crashes -- vision zero needs to identify these areas as well as places where crashes have happened and make them safer in order to prevent them from causing crashes at all. One major strategy missing could be to adopt a version of a complete streets program (although I have issues with these programs as well). This plan also does not propose ways that public safety should report accidents differently (i.e. 'Other' is the third largest category for crash types and primarily involved bikes and pedestrians -- what these crashes are need to be much better documented).

14. Again, please provide specific examples of intended improvements to known problem spots, particularly the area around ASU. The number of pedestrians, cyclists, and people on scooters far exceeds the capacity of the sidewalks and roads to handle them, and with no bike lanes either, it can make for a total lack of safe routes. Rural Road is a major arterial, so suggestions in the plan like adding roundabouts, traffic calming, lowering speed limits, etc will not be appropriate there. Other suggestions like adding sharrow, improving lighting, improving signal timing for pedestrians, and even adding pedestrian refuge islands will not be sufficient.

There was a brief mention of grade-separated pedestrian crossings, which I think is closer to what needs to happen, at least at a few key spots. (See
15. The plan seems to offer a blanket approach to addressing Tempe as a whole. I would like to see a more localized approach/plan on a case-by-case basis. For instance, Scottsdale Rd: Curry to McKellips is much different than Broadway Rd: Priest to Mill. Therefore we would need different strategies/plans that are unique and caters to each of these areas. Since I live near Broadway Rd between Priest & Mill, I would love to see a Vision Zero workshop that is specific to this area. Especially in light of the Broadway Corridor Revitalization Plan. I believe one thing that many local residents would get behind is removing a car lane on Broadway Road (eastbound) and adding two new bicycle lanes.

16. The items spelled out here are things that I find highly irritating about military bases - hands free driving (cool if you have the newest model car, but checking the map on my phone provides far more driving visibility than if I use a traditional, non-interactive, paper map.) Lowering speed limits will be observed by the elderly who already tend to go below the posted speed limits and the younger drivers will swerve around them creating more unsafe driving conditions. And no new laws mean anything without enforcement and we don't seem to have the budget to staff the Police Dept fully now.

17. I was told a long time ago... Hit them in the pocket book. That will make people change faster. That being said. Impose 1000.00 dollar fines for red light running and intersection obstruction. Place cameras at “All” intersections. The laws always state “proceed when safe”, “proceed when clear”. If you fail either you increase the risk exponentially, the fine should reflect this. 2nd offense, revocation of driving privilege for 90 days... Doubling on the third and complete revocation after that. And each offense the fine doubles as well. Make the consequences for bad driving serious and uncommutable. When hit with these fines, there are no payment plans, no recourse, no judgements to dismiss, only compliance. Too often have I been hit by a red light runner or hit from behind while my light is green, but the intersection is blocked.... Please fix this. Make it really mean something. We have no flow through with anything and law abiding citizens are hurt or punished financially for those who could care less.

18. I do not feel that the plan missed any areas.

19. Phones are for many things other than talking these days. Mine is also my map. I check it while stopped at lights to see where to turn next, or shoot off a quick ‘be there in 5’ message. So I would hope the language in any bill would read ‘while operating a MOVING vehicle’. People stuck in immobile traffic, an accident stop, or at a stop light should not be ticketed for using their phone while inside a vehicle but not moving.

20. To me it needs to be statewide. Or at least in metro areas such as Phoenix, Scottsdale, Chandler, Tucson; any area that is seeing a boom in economy. When there is an increase in economy, there is an increase in people on the roadways. LED street lights. Educate drivers and non-drivers the use of “right of way”". I have seen people in cars who don’t seem to understand what a marked and unmarked crosswalk are, they’ll slam on their brakes and make it your fault they almost hit you even though the “crosswalk light is on”.

Educate people who are on bikes etc. to be mindful of their surroundings as well. I have seen these people go against the light so many close calls. Also, maybe make it mandatory for people who are on bicycles, electric scooters and electric bicycles, to have an operators
license. People who are disabled would be exempt. Enforce the usage of bike lanes. Make more bike lanes.”

21. No autonomous cars until they are ready for prime time.

22. Yes, adding in pull ins for bus stops would improve safety for drivers, buses and passengers. Maybe add in that when a bus signals to pull out, that cars stop to allow it access to the road. Other cities such as Vancouver, BC have such laws for many years.

**Question 3: What are your primary sources for news/info related to local traffic conditions (crashes, road restrictions/construction)? Please select up to two.**

![Source of Info](image)

**Question 4: If you could make one PHYSICAL CHANGE to improve safety, what would it be?**

1. Elimination of all 2 way turn lanes. Lower all speed limits. Selective No Turn on Red in high pedestrian areas.

2. More traffic calming. College Ave is gorgeous, as is Broadway now. Around my workplace, I see a lot of motorists driving for at least a block down Hardy in the median. The area around the US60-I10 has such bad traffic that motorists became frustrated and take unnecessary risks.

3. Reduce car lanes from 3 to 2 each way on at least some arterials, to enable protected and highly visible bike infrastructure, slow car traffic down and encourage more people to ride, ultimately this decreases numbers of cars on roads, thus increasing safety for ALL. If we want to get Really Serious about Vision Zero. This allows bikeable and other non motorized access to desirable businesses, restaurants, grocery stores, leading to happier, safer communities. Also more room for scooters.

4. Roads need to be narrowed to allow for better bicycle and pedestrian infrastructure. For example, a narrower road with fewer lanes of vehicle traffic can allow for buffered and/or protected bicycle lanes. The lanes on McClintock are a great example. This makes things safer for both drivers and for those using modes of active transportation. Narrower streets help to improve driver behavior and reduce speeding.

5. Narrow the streets and remove setbacks from the zoning code to reduce the freeway nature of Tempe roads.
6. Signs reminding bicyclists, skateboarders, and scooter riders that there are laws (and potential fines) pertaining to their actions... specifically, which side of streets to ride on, stopping at traffic lights and stop signs, not to cross without looking, required lighting at night, etc.

7. Make bike lanes more visible. Make left turn lanes more visible.

8. The merge from 3 to 2 lanes due to the expanded Bike lane on McClintock just south of the light at Bel De Mar

9. Pavement markings are on the list. Have noticed green paint in bike lanes. Excellent. Would love to see crosswalks painted (can be artsy/bold) to grab drivers' attention. Will automatically slow down and look. Please consider. Designing could even be outsourced to local high schools (will educate at the same time).

10. Bicycles are by far and away the biggest law breakers on the road, crossing against signals, not crossing at intersections, not yielding to cars.

11. reducing the number of lanes for the major streets. Drivers think these are freeways.

12. Remove all the motorized bikes and scooters... I myself almost was in an accident with many falling into the street... Safe City? No anticipation on how horrible this would look in our city.

13. One. Reduce all roads with 3 lanes of traffic in each direction to have only 2. Use the extra lane for improved bike and pedestrian infrastructure, separate cyclists from the roadway (even protected bike lanes in areas with 45mph speeds are not safe, especially with so many driveways) or transit only lanes (which would significantly improve transit efficiency). Two. Fix traffic signals. The timing of the traffic light system is perhaps the worst of any place I have ever driven. No intersection is the same. Left turn signals are too short or non-existent which forces too many people to run red lights (this is probably the number one reason why Left turns cause a majority of the crashes). And car detection at non arterial streets (i.e. neighborhood collectors) is bad. Cars can sit for 5+ minutes sometimes before getting a light. This type of system leads to frustrated and angry drivers who are more prone to speed and run red lights. Reconfigure all traffic lights to be green with left turn yield (i.e. allow left turns on a regular green light) and then have a dedicated left turn after the thru traffic light. All the places I have seen this seem to have a much better handle on traffic flow, less congestion and seem generally safer.

14. Add enhanced paver material and bright color markings for all bicycle lanes across Tempe (similar to how University Drive used to be).

15. More Bus pull outs. I love the buses, but they cause traffic problems and less than safe lane changing when they block a lane to stop for riders.

16. Add Cameras at the intersections.... We have the technology. Also.... Germany did a study about lighting... Ample light at night increases driver confidence which leads to increased speed and failures to turn on your vehicles lights... Adding more light is not the right course of action to reduce incidents.

17. One physical change that could have great safety benefits that I would like to see is the extension of street corners so that pedestrians about to cross are more visible to cars which are about to turn right. For example, heading east on University turning South on Rural, it is very easy to miss a pedestrian and enter the turn without seeing them. Having a better line of sight on this intersection and others would be beneficial.

18. Prioritize street improvements for bike/ped safety. Walk phase at high volume intersections. Buffered or protected bike lanes on higher speed arterials.
19. Ped Only crossing times in high traffic intersections, like those around ASU (Mill & Uni esp) and the high schools at peak hours. This would allow safe foot crossing in all directions, even diagonal. It would also discourage running red lights by ensuring sufficient crossing time for cars without being blocked by foot traffic. Right now, lucky if one car gets thru on high peak.

20. All left turns would be protected left turns.

21. Change traffic light sequence, Left turn green light should be at the start of sequence rather than end. Currently the sequence leaves cars stuck in the middle of the road after the light has changed to red. Change pedestrian crosswalk light to be red in all directions which cross walk is active for pedestrian traffic. On busy intersections such as university and mill etc, stop all traffic and allow all pedestrians full access to all directions of the intersection.

**Question 5: If you could tackle one traffic/road safety issue through some type of education campaign what would it be?**

1. Red Light Running
2. As a bicyclist, I see a number of bicyclists riding against traffic ("salmoning"). It creates a bad perception of bicyclists by motorists and creates a hazard for other bicyclists.
3. Drivers need to be shown that non-drivers are human beings they need to care about. Studies have shown that the dehumanizing of vulnerable road users, especially of cyclists, are a big contributing factor to motorists getting dangerously close or not yielding right of way. Of course this plays a big role in aggressive behavior towards other drivers as well.
4. We need to educate drivers about opportunities to take public transit and to use active modes. If Tempe really is serious about getting to zero, we simply need to have less cars on the road. It’s not too late to encourage people to make the shift. I commend Tempe’s existing efforts to do this, but we can always do better.
5. Point out to commuters that the streets they travel on are neighborhood streets first, and commuter roads second. People live there and have a right to a safe place to live that takes greater priority than their commute.
6. Mandatory bicycle, Scooter and skateboard safety training/orientation at ASU, and for violators cited by the police.
7. Make "Rules of the Road Test" mandatory every 5 years.
8. How to Yield and that you need to Yield to vehicles coming off the freeways, particularly the 101. People ignore and/or do not understand what Yield means.. Crosswalks/intersections. Looking before you go. Drivers and peds.
9. Buses are a major safety issue. The obstruct the flow of traffic, block travel lanes and riders cross when it is unsafe.
10. The value of lights/reflectors for bikes and scooters
11. Remove all the motorized bikes and scooters... I myself almost was in an accident with many falling into the street... Safe City? No anticipation on how horrible this would look in our city.
12. Education program for Drivers about who has the right of way in different circumstances (i.e. with bikes on the road or sidewalk or with pedestrians at unmarked crosswalks, of which there are way too many) since this is the biggest factor in crashes by a rather large margin. This can extend to other users, but laws should change so that Bikes and Pedestrians ALWAYS have the right of way. Period. Also, as an aside, one of the strategies is to distribute ‘top 10’ door hangers to ASU dorms and multi-family units, but this should extend to every household. Also unclear what exactly a ‘top 10’ vision zero door hanger would have on it in terms of educational material. But this is one opportunity to educate about ROW.
13. Educate ASU students and tourists on bicycle and scooter laws.

14. Consequences are real. It's illegal to hit something with your car - for any reason or excuse. It's unsafe to cross roads outside of designated pathways when not in a car. If you choose to do those things, you need to accept the consequences.

15. Information does not help. Every person is informed of proper and safe operation of a motor vehicle, hence being awarded the privilege of being a "Licensed Driver"... Stiff unrelenting fines is the only education that works.

16. I find that in Tempe especially, people enter intersections during times of traffic and cannot clear the intersection and this leads to blocked intersects which is a serious issue for safety in my opinion. An education campaign to remind people to wait until they have room to clear the intersect before entering it would have benefit.

17. Patience? Slow for yellow, stop for red. Speed limits are the MAXIMUM speed for passenger vehicles on that particular segment of roadway.

18. Pedestrian / Bicycle / Scooter safety and law education. Young people riding bikes & scooters have no idea they are regulated like motor vehicles, or that a bike plowing down at 25 mph can be just as dangerous as a car, or that bikes & wheeled devices are subject to traffic laws. I see bicyclists ignore traffic laws and run lights or go the wrong way all the time. I would estimate at least 1/3 of these ped accidents involve poor judgement on the ped part, including crossing a busy street not in a crosswalk plus in dark clothes at night. Commercials on what constitutes an unmarked crosswalk for drivers would be good, and one on 'stop if others are stopped'. I love when there are 3 Lanes of traffic, 2 are stopped and someone decides to fly around in the 3rd, because others must be stopped for no reason. Seen 2 people almost hit this way.

19. Running red lights

20. To slow and stop on amber.

**Question 6: If you could tackle one ENFORCEMENT strategy to change or focus more attention on in order to improve road or traffic safety, what would it be?**

1. Speeding

2. More enforcement against aggressive driving (tailgating/driving in the median/cutting through shopping centers/etc)

3. Enforcing speed limits and stopping aggressive driving.

4. We need to enforce drivers to follow speed limits and to abide to stop lights, especially on major arterial roads. Coming from Houston, I have become too relaxed while driving because I never see cops pulling people over.

5. Drunk driver checkpoints in the evenings. Too many close calls with clearly intoxicated drivers.

6. Ensure bicycle, scooter and skateboard riders wear bright clothing, obey traffic regulations, and have lights and reflectors at night. Police courtesy stops to "remind" unsafe riders would probably help a lot.

7. Stopping aggressive and distracted drivers.

8. Enforce the hands free with vigor and constant pressure.

9. Distracted driving. (Hands free phone/no phone/text use.)

10. Cite bicycles breaking the law, it is at epidemic levels.

11. Removed all the motorized bikes and scooters... I myself almost was in an accident with many falling into the street... Safe City? No anticipation on how horrible this would look in our city.
12. First, enforcement is needed presumably because compliance with the law is low... Roads needs to be designed so that compliance is high. Biggest area of concern for lack of compliance is Left Turns, which data shows are the main cause of traffic crashes.
13. I would like to see tougher enforcement on tailgating, especially if they (the tailgater) are not in the fast lane and have a clear path to go around the slower driver.
14. Extreme speeding, especially along Rural. I’m regularly passed by people going seemingly 10-15 over the posted speed.
15. Large fines that double per offense leading to permanent revocation of privilege.
16. Speeding, it might be speeding. Aggressive driving, while enforcement maybe a bit of a judgment call, it frequently is in combination with other driving infractions.
17. Start ticketing bicycles & scooters that don't follow vehicle laws. They do this in Flagstaff. Even skateboarders get speeding tickets.
18. Better testing of drivers that no longer have the skills to drive.
19. Implement road blocks for drink driving. Roadblocks would catch a higher volume of offenders and make driving a lot safer late at night. Take an intersection each morning and evening and watch for red light running in varying areas.

**Question 7: What is the zip code for your work place?**

![Pie chart showing zip code distribution for work place]

- 85281 (7)
- 85282 (2)
- 85283 (2)
- 85284 (3)
- outside of tempe/do not work (9)