

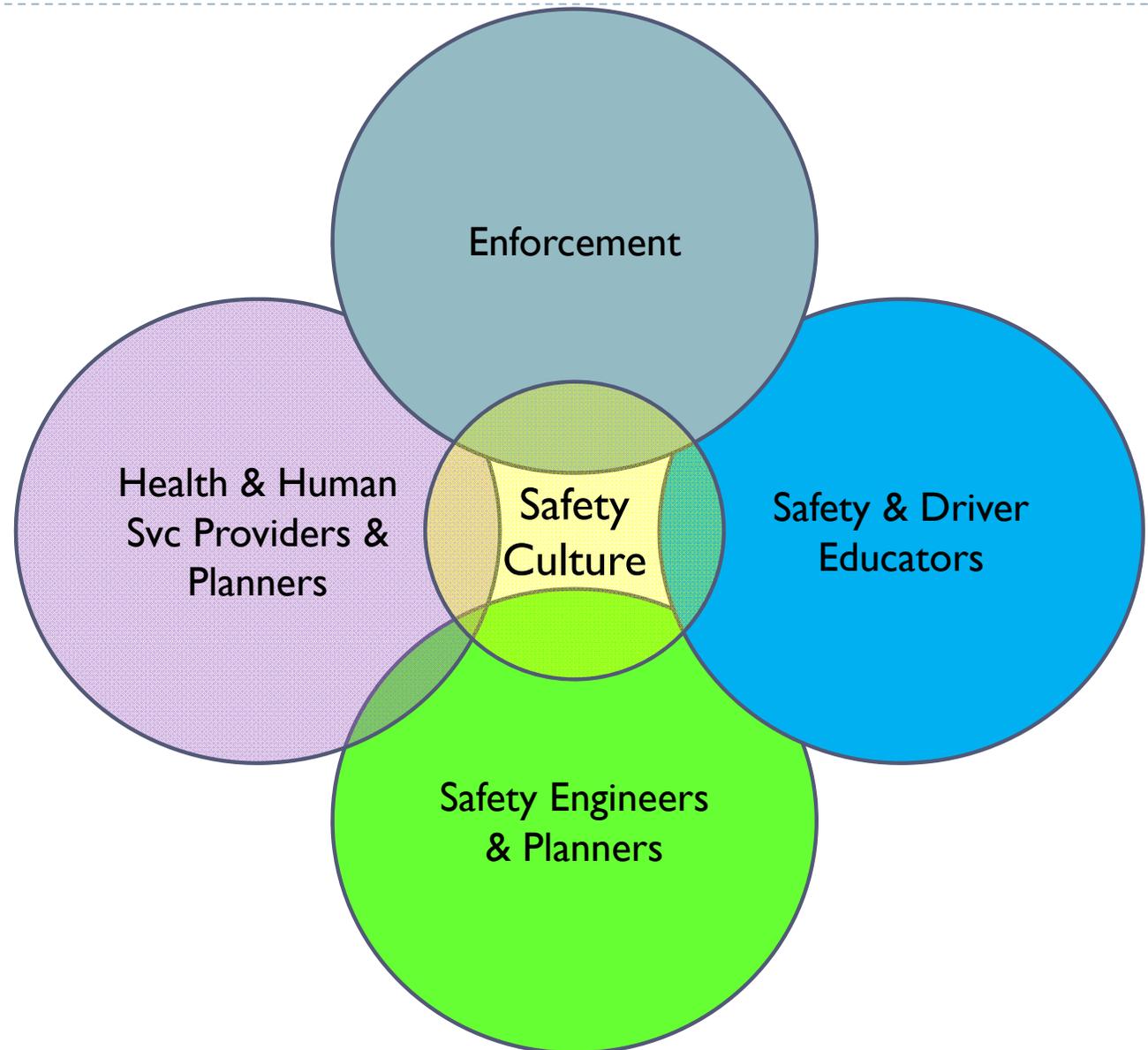
MAG Strategic Transportation Safety Plan

Outcome of Visioning Workshop held September 24, 2013



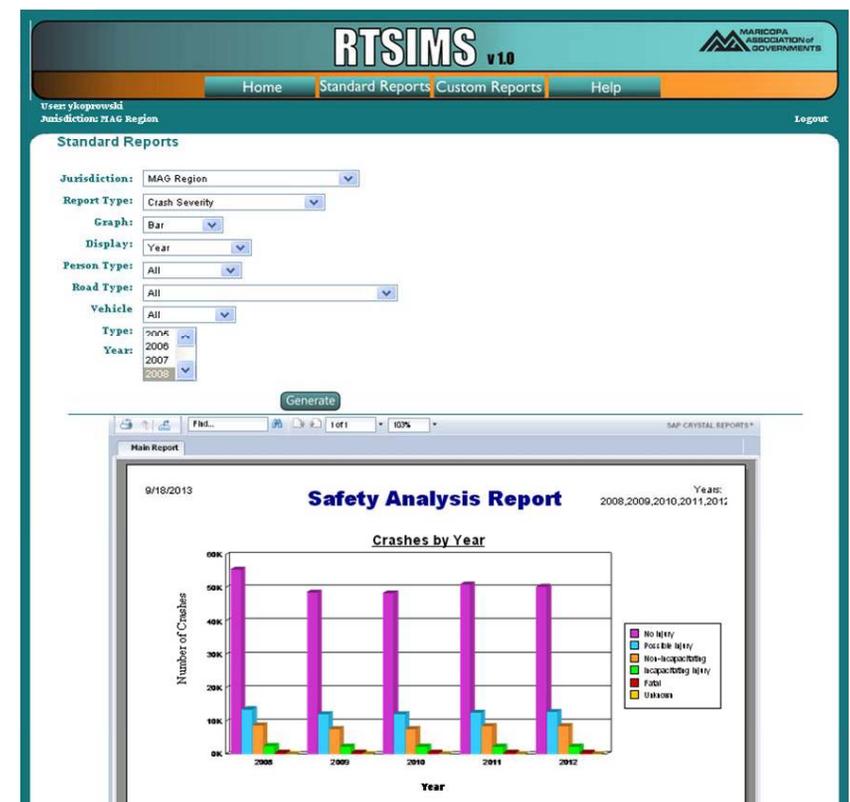
Why?

- ▶ Understand
- ▶ Strategize
- ▶ Action
- ▶ Implement
- ▶ Measure
- ▶ Refine

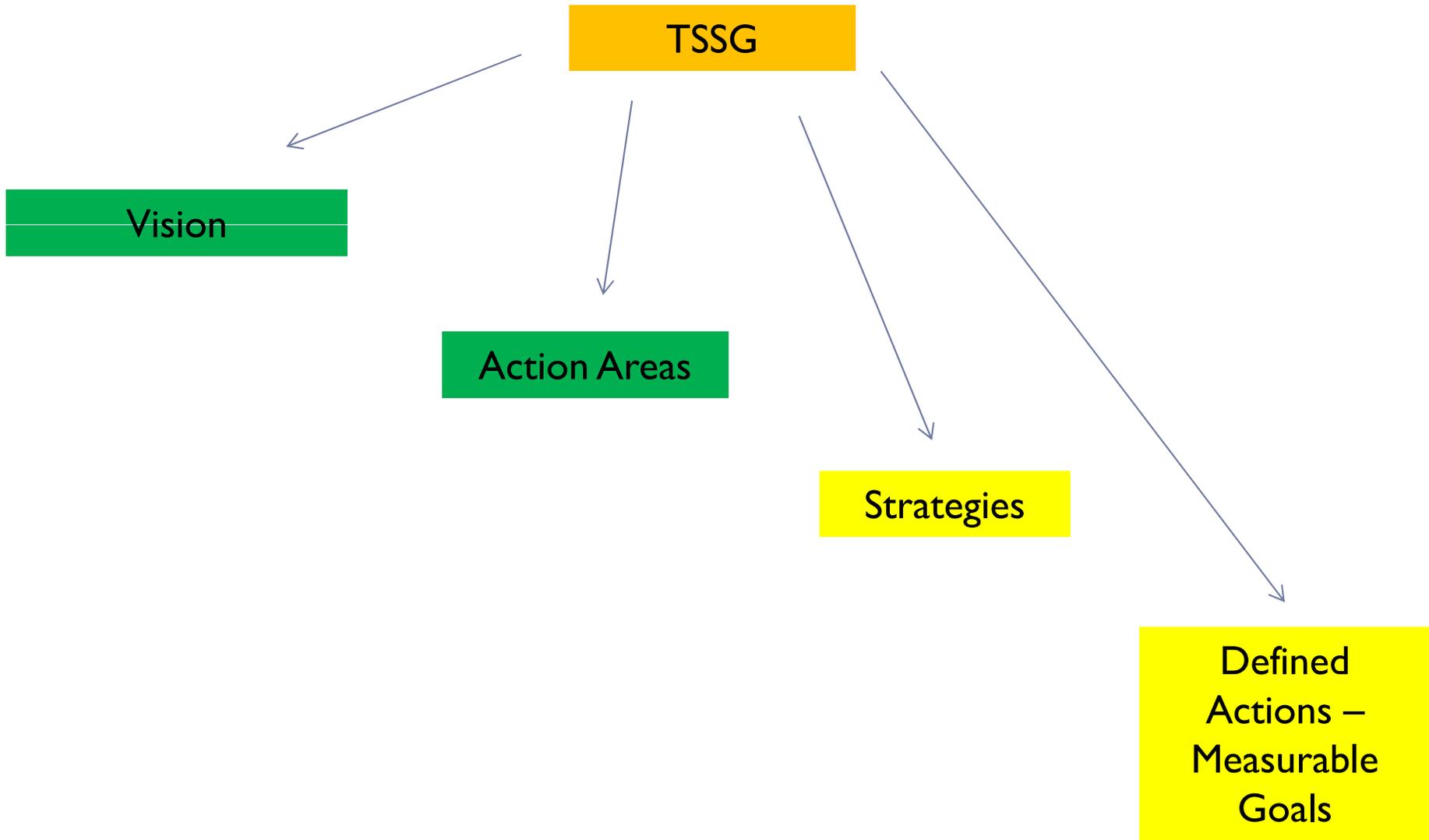


Current State of Transportation Safety

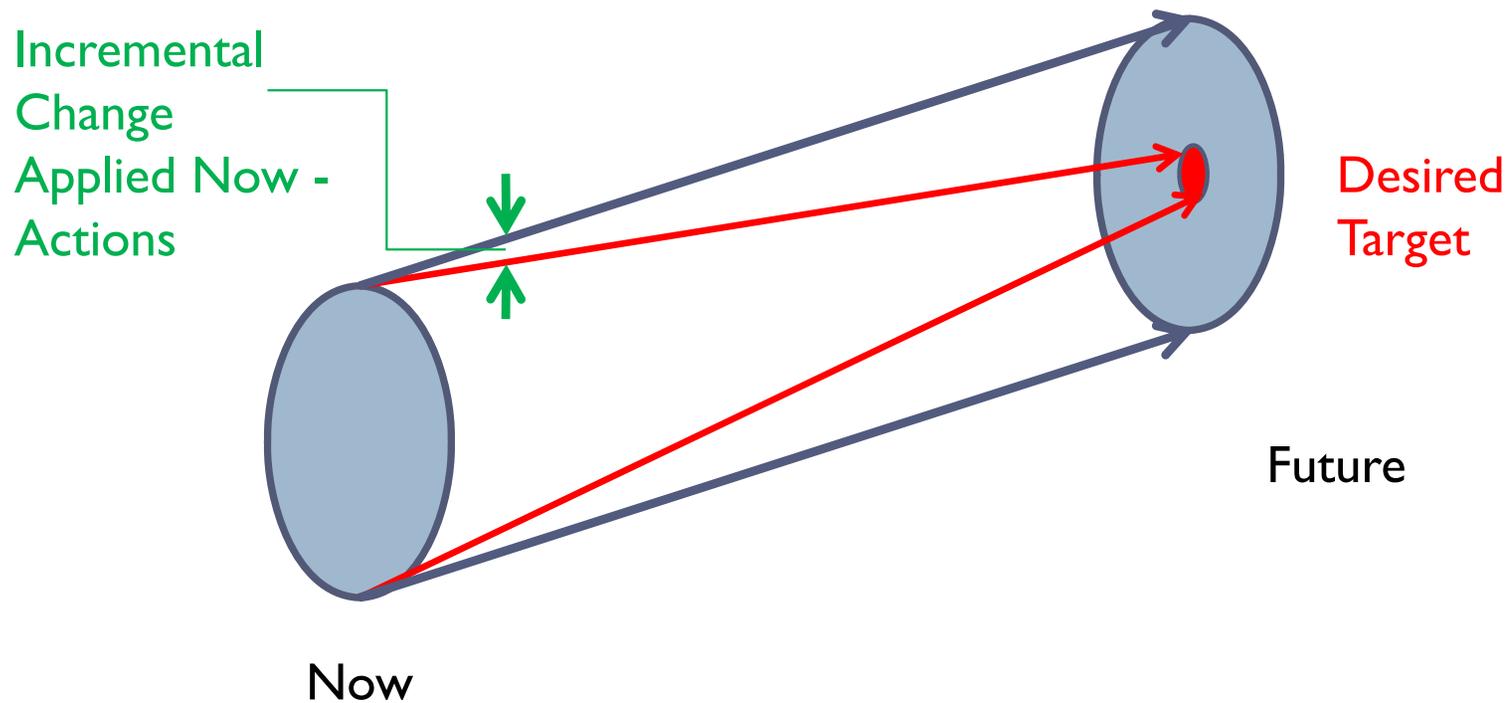
- ▶ Analysis of 2008 – 2012 crash data
- ▶ Focus on fatal (K) and serious injury (A)
- ▶ Regional Transportation Safety Information Management System (RTSIMS)
 - ▶ Key analytical tool
 - ▶ Free for any local agency in the MAG planning area
- ▶ Crash data provided as handout for reference during working groups



Process



Visioning – Why It's Important



Vision

A description of the ideal future

- Simple
- Understandable
- Meaningful
- Aspirational



I have a dream that one day my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.

Dr. Martin Luther King, Jr., 1963

Vision – Discussion

What does your ideal road safety future look like?

Do people die from traffic crashes in it?

Is some number of deaths acceptable?

Does the future include serious injuries?

What is the Consensus of the Group?

Would you like
to show the
Video?



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Visioning Workshop Summary
STRATEGIC TRANSPORTATION SAFETY PLAN ◀

Example Vision Statements

Zero

- ▶ Zero Fatalities on Arizona Roads, your life depends on it
- ▶ Zero Deaths is the only goal we can all live with
- ▶ Zero Deaths – Zero Injuries
- ▶ Zero Fatalities...saving one life at a time
- ▶ One Death is one too many
- ▶ Eliminate Deaths and Injury

Toward Zero

- ▶ Toward Zero Deaths
- ▶ Every Life Counts – Toward Zero Deaths

Arriving Safely

- ▶ All user arrive safely at their destinations
- ▶ Highway users reach their destination safely
- ▶ All road users arrive safely at their destinations
- ▶ Arrive Alive

MAG STSP Vision

Zero Deaths – Zero Injuries

Action Areas

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

What problems should you address to achieve your vision?

What problems did the data analysis reflect?

They are not:

strategies or specific actions.

They are:

areas that specific strategies and actions will be developed for

Discussion on Action Areas

1. Split into groups for review and discussion
2. Selected a scribe and spokesperson
3. Defined 7 or 8 emphasis actions
4. Used verbs such as: reduce, improve, prevent, save, eliminate



Discussion on Action Areas

5. Reported out results
6. Developed common list
7. Discussed
8. Built Consensus on Action Areas



Action Areas

Tier 1

- ▶ Increase use of safety devices (helmets, restraints, safety wear)
- ▶ Eliminate impaired driving
- ▶ Improve data collection, quality, availability, integration, and analysis for decision making
- ▶ Eliminate death and injury related to intersections
- ▶ Eliminate death and injury from speeding and aggressive driving behavior
- ▶ Eliminate death and injury for vulnerable road users (pedestrians, bicyclist, motorcyclists, persons with disabilities)

Tier 2

- ▶ Improve safety and mobility for older road users
- ▶ Eliminate distracted driving
- ▶ Eliminate death and injury involving young road users
- ▶ Eliminate death and injury as a result of lane departures