

# Update on the Development of the MAG Strategic Transportation Safety Plan

MAG Management Committee  
September 16, 2020

# Vision: Everyone Gets Home Safely

Goal: Establish a Regional Culture of Safety where EVERYONE helps to ensure their own safety and the safety of others through their actions, attitudes, and behaviors. We must accept the shared responsibility and embrace this culture of safety.



(Peanuts: Drawings by Charles Shultz, 1989)

## Action Areas:

- ✓ Pedestrian
- ✓ Intersection
- ✓ Lane Departure
- ✓ Safety Related Data

# Safety Strategies in the RTP: *Momentum*

- ✓ Identify of Locations of Opportunity
- ✓ Promote Use of High Value Countermeasures
- ✓ Communicate the Safety Message

# Identify Locations of Opportunity



- ✓ Incorporate use of demographic and land use data
- ✓ Roadway safety assessments
- ✓ Design phase roadway safety assessments
- ✓ Meaningful safety evaluation criteria

# Promote Use of High Value Countermeasures\*

\*FHWA or AASHTO countermeasures with documented crash reduction factors

PEDESTRIAN INTERSECTION LANE DEPARTURE

Leading pedestrian interval, Enhanced crossings, Lighting, Raised median, Roundabouts, Flashing yellow arrow, Left-turn Phasing, Positive offset, Signal Visibility, Rumble strips, Enhanced delineation/friction in horizontal curves, Improved roadside recovery area



ROADWAY  
SAFETY PROGRAM



# Communicate the Safety Message



- ✓ Implement Pedestrian and Bicyclist Safety Education and Enforcement Program – See Me AZ
- ✓ Personalize for common language: stakeholders & public
- ✓ Partnered with targeted enforcement
- ✓ Lane departure focused PSAs



# Questions?

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