

Attachment A

Recommended Pedestrian Safety Improvements

Engineering

Street Lighting half mile, single sided segment, \$250,000

In 2018, 84 percent of pedestrian fatalities in Phoenix occurred during the dark hours of the day. The Office of Pedestrian Safety is recommending to install street lighting along 27th Ave from Bethany Home to Maryland. In the last 5 years there has been a total of 5 pedestrian fatalities and 6 incapacitating injuries that have occurred during the night at this location.

Street Lighting, single lights, \$100,000

The Traffic Services Division often receives requests for crosswalks that cannot be installed until the appropriate lighting is in place. These single street lights can help make future crosswalks safer and can add additional illumination at problematic locations.

HAWKs, \$600,000

HAWKs significantly reduce pedestrian collisions. The Traffic Services Division evaluates each request for HAWK signals and prioritizes pedestrian signal installations following national traffic safety standards in locations where significant pedestrian crossings occur and safety concerns exist based on pedestrian collision data. For fiscal year 2019-2020 the Office of Pedestrian Safety is proposing the installation of 4 HAWKs. This is in addition to the HAWKs installed through the resident request process.

Medians, \$150,000

The installation of raised medians allows pedestrians to cross one direction of traffic at the time. The Office of Pedestrian Safety is proposing the installation of three, 25 feet long medians at arterial hot spot locations with the highest pedestrian activity.

Crosswalk Upgrades, \$660,000

The Office of Pedestrian Safety will upgrade and standardize 31 mid-block, unsignalized arterial road crosswalks and 24 collector road crosswalks throughout the city. These upgrades include pedestrian warning signs, supplemental warning plaques, installation of high-visibility crosswalks and installation of ADA ramps if the existing ramps are missing or damaged.

Evaluation

Arizona State University Research, up to \$50,000

Arizona State University would like to fund research students to conduct data analysis on the variety of factors leading to the increase in pedestrian collisions in Phoenix.

Evaluation

Pedestrian Safety Activity Book Design and Printing, \$25,000

In May 2019, the Street Transportation Department received a \$15,000 grant from the Governor's Office of Highway Safety to create and print a Pedestrian Safety Activity Book for children in grades 3 to 6. The Office of Pedestrian Safety would like to translate and print the book in Spanish as well. The \$25,000 will cover a portion of the printing of 10,000, 22-page books in English and an additional 10,000 books in Spanish.

Pedestrian Safety Promotional Items, \$50,000

The Office of Pedestrian Safety will purchase a variety of safety related and age appropriate items to conduct outreach to schools. Examples of these items include reflective gear, flashing lights, or backpacks that can be worn to increase visibility when walking. In addition to these items, through school outreach, the Office of Pedestrian Safety will conduct contests and offer prizes that would be funded with this money allocation.

Additional Pedestrian Safety Funding for Unanticipated Needs, \$115,000

This amount of funds will be initially set aside to address additional pedestrian safety needs that will likely come up during the fiscal year.