



Road Safety Action Plan and Demonstration Project Update



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Council Meeting

March 2, 2026



Agenda

Brief Project overview

Safe System Approach

Preliminary Analysis

Next steps

Road Safety Action Plan Goal

ROAD SAFETY ACTION PLAN



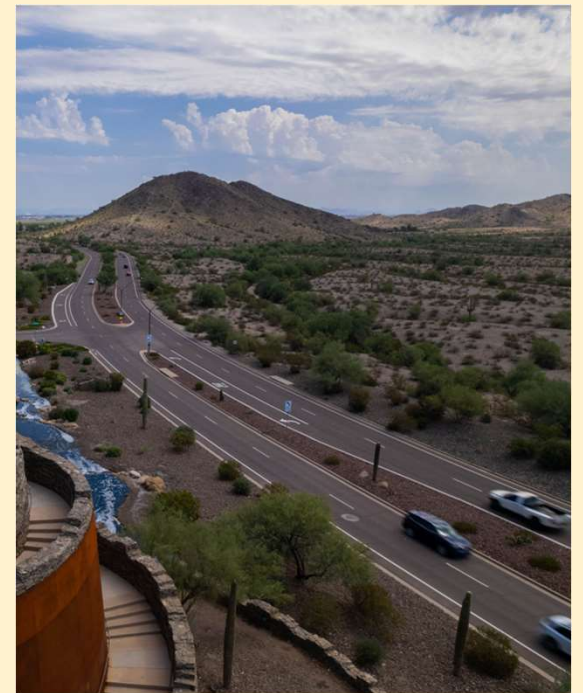
Project Overview

ROAD SAFETY



ACTION PLAN

- In 2024, the City received a **Safe Streets and Roads for All (SS4A) grant** to develop a Road Safety Action Plan (RSAP) and implement a Demonstration Project.
- **The RSAP establishes a comprehensive strategy** to reduce roadway fatalities and serious injuries across the community.
- **Demonstration project** for bicyclist safety.



What is an RSAP?

ROAD SAFETY ACTION PLAN



- Strategic, data-driven framework
- Combines crash data and community input
- Sets clear goals and measurable objectives
- Extends beyond engineering
- Guided by the Safe System Approach (SSA)

Why is an RSAP needed?

- Serious injuries and fatalities are preventable
- It identifies where and why the most severe crashes occur
- It provides a clear, prioritized roadmap
- It shifts the City from reactive to proactive
- It positions the City to compete for future state and federal safety funding

ROAD SAFETY ACTION PLAN



Safe System Approach

ROAD SAFETY



ACTION PLAN

Safe System Approach
Source: U.S. Department of Transportation

PARADIGM SHIFT



NEW
PARADIGM
AHEAD

TRADITIONAL APPROACH

- Prevent crashes
- Improve human behavior
- Control speeding
- Individuals are responsible
- React based on crash history

SAFE SYSTEM APPROACH

- Prevent death and serious injuries
- Design for human mistakes/limitations
- Reduce system kinetic energy
- Share responsibility
- Proactively identify and address risks

Project Timeline

ROAD SAFETY ACTION PLAN



Kick-Off Meeting
July 2025

1:1 Council
Interviews
October 2025

Safety Analysis
Demonstration
Project
Public Engagement
December 2025

Demonstration
Project
Implementation
January 2026

Work Session
March 2026

Continue
Safety Analysis
March 2026

Public
Engagement
**Thru August
2026**

Strategy
Review Council
Work Session
May 2026

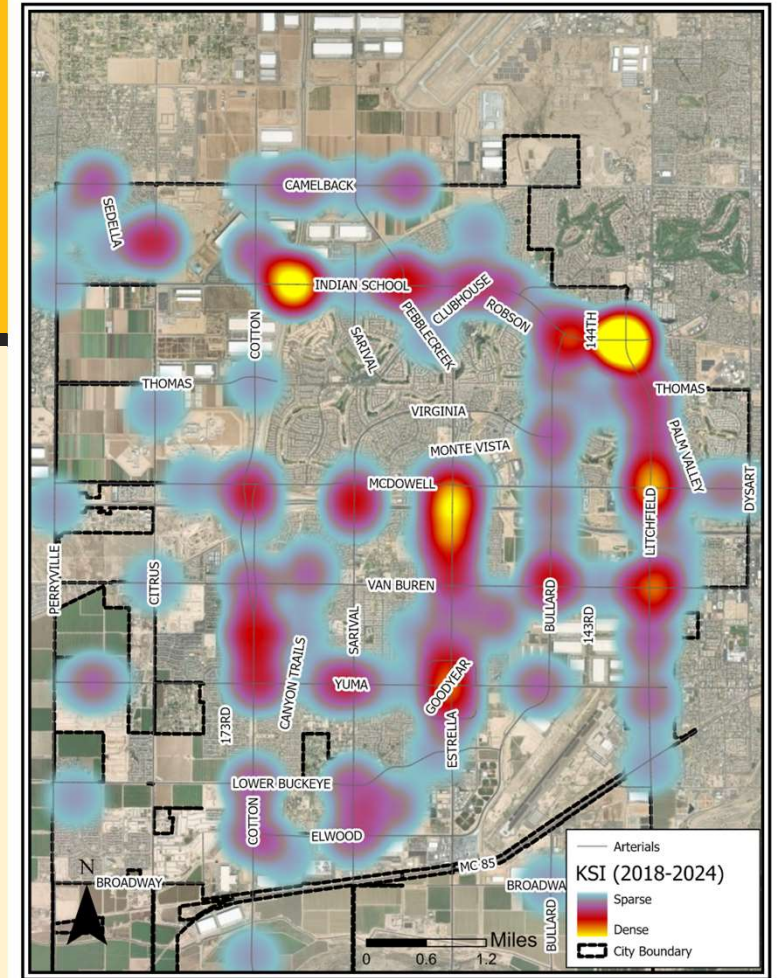
Final Evaluation of
Demonstration Project
October 2026

Final RSAP
November 2026

Council
Approval and
Adoption of
RSAP
December 2026

Preliminary Crash Analysis

- Excludes SR 303L and I-10
- Includes MC 85 and SR 238
- Data 2018-2024
- Hot spots cluster along North Litchfield Road, West Indian School Road, and North Estrella Parkway



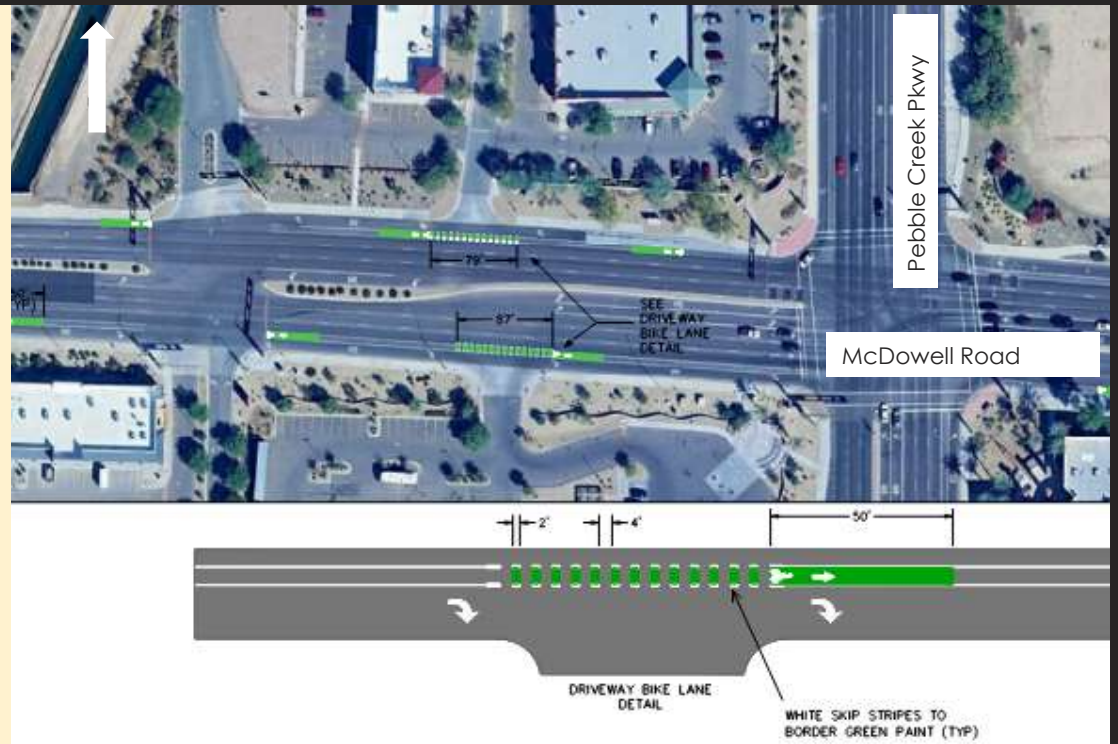
Demonstration Project

ROAD SAFETY



ACTION PLAN

- McDowell Road



Public Engagement

ROAD SAFETY ACTION PLAN



- 1st Round of Cyclist surveying



Public Engagement

ROAD SAFETY ACTION PLAN



- [Goodyear Safe Streets for All](#)
- On-Line survey



Goodyear Road Safety Action Plan Community Survey

1. Do you live, work, commute through, or spend time in Goodyear, AZ?

- ☐ Live
☐ Work
☐ Commute through
☐ Spend time

2. In a typical week, how often do you travel within Goodyear by the following modes?

	Drive alone	Carpool with family	Carpool with other	Rideshare	Walk	Bike/e-bike	Transit/paratransit	Scooter	Mobility device	Other
Daily	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
A few times a week	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Weekly	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
A few times a month	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Rarely	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Never	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

3. What are your **top TWO** ways of getting around most days?

- ☐ Driving alone
☐ Driving with passengers
☐ Walking
☐ Using a mobility device (wheelchair, etc.)
☐ Bicycling
☐ E-bike
☐ Scooter/skateboard
☐ Transit (bus)
☐ Rideshare/taxi
☐ Other (please specify)

Public Engagement

ROAD SAFETY

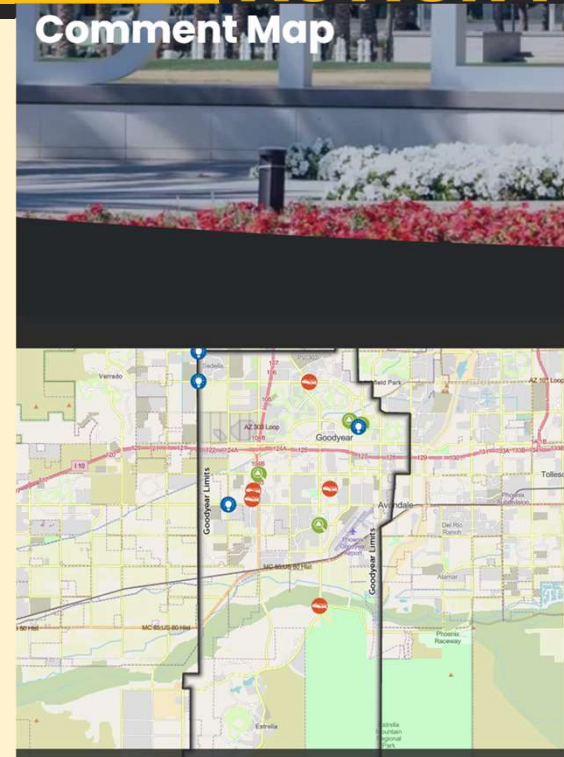


ACTION PLAN

- [Goodyear Safe Streets for All](#)
 - On-Line survey
 - **Comment map**



Comment Map



Public Engagement

ROAD SAFETY



ACTION PLAN

- Preliminary feedback
- Public Open House – March 4th

Top concerns shared so far:

Speeding

Aggressive Driving

Red-Light Running

RSAP Next Steps

ROAD SAFETY ACTION PLAN



- More detailed crash analysis
- Strategies and countermeasures
- Continued public engagement
 - Open House March 4, 2026
- Council meeting – May 2026



Road Safety Action Plan Goal

ROAD SAFETY



ACTION PLAN

The City of Goodyear is committed to reducing fatal and serious injury crashes by five percent annually, with citywide zero fatalities by 2045, creating a transportation system where everyone arrives home safely, every time.

Questions

ROAD SAFETY



ACTION PLAN

