



Road Safety Action Plan



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Agenda

ROAD SAFETY



ACTION PLAN

Progress Update

Safety Analysis

Proposed Focus Areas

Next Steps



Progress Update – 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
February 2026

Council Meeting
March 2026

Continue
Safety Analysis
March 2026

Public
Engagement
**February -
August 2026**

Focus Area
Review Council
Work Session
May 2026



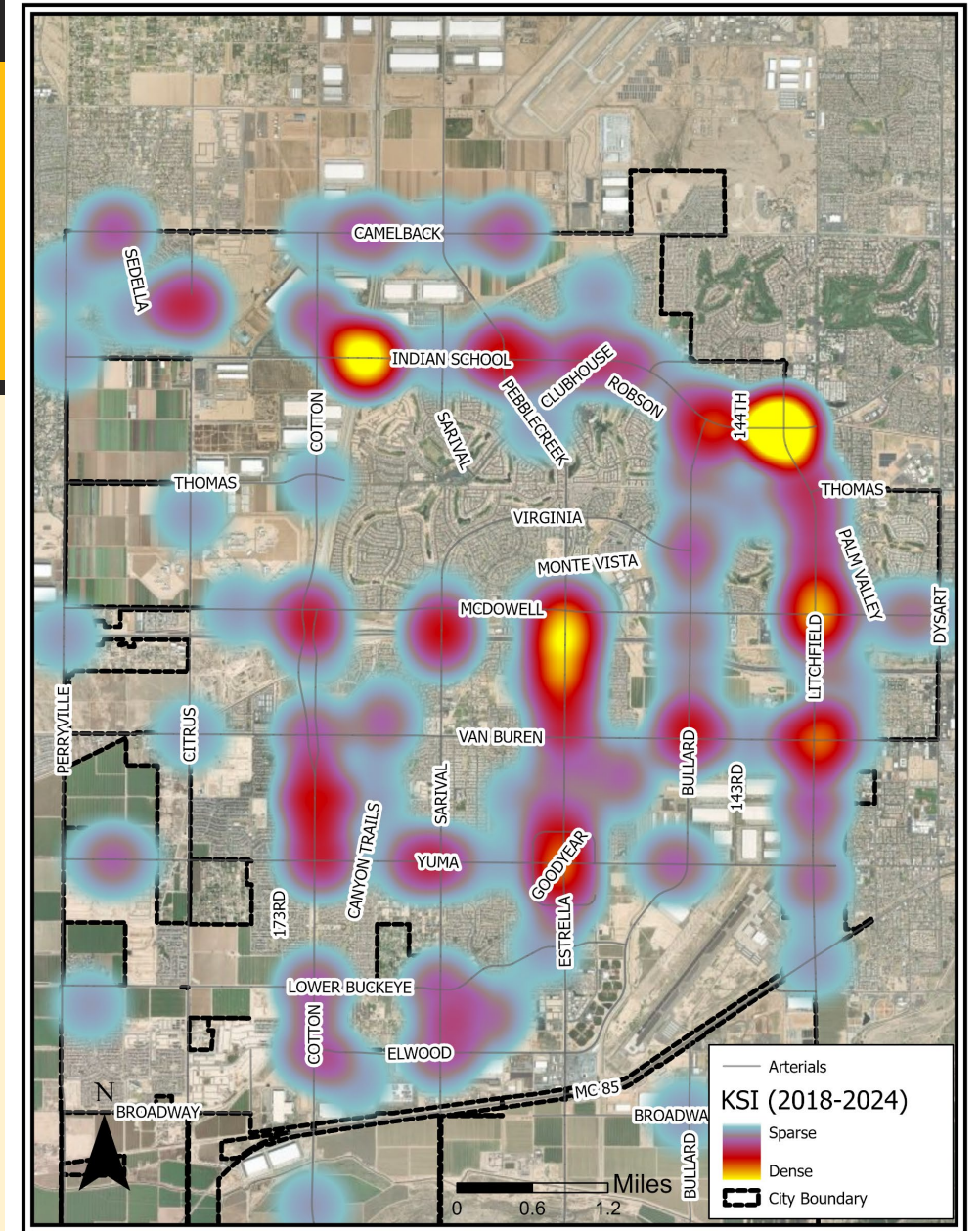
Final Evaluation of
Demonstration Project
and Council Work Session
October 2026

Final RSAP
November 2026

Council
Approval and
Adoption of
RSAP
December 2026

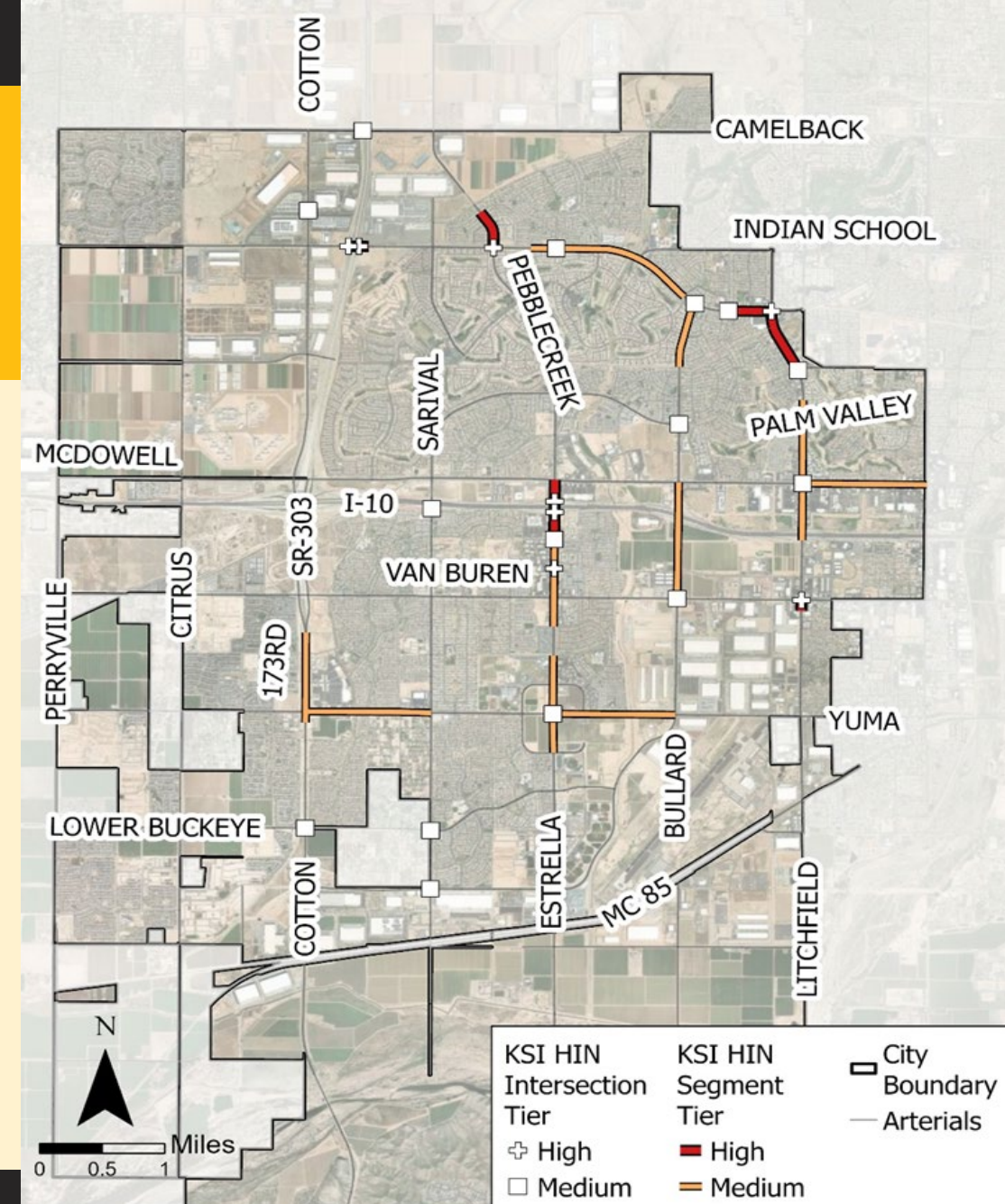
Progress Update Data Analysis

- Crash data analysis (2018–2024)
- Focus on eliminating fatal & serious injury crashes



Safety Analysis High-Injury Network

- 490 miles of total roadway in the City
- 11 miles in the network
- Behavior, Enforcement, Engineering



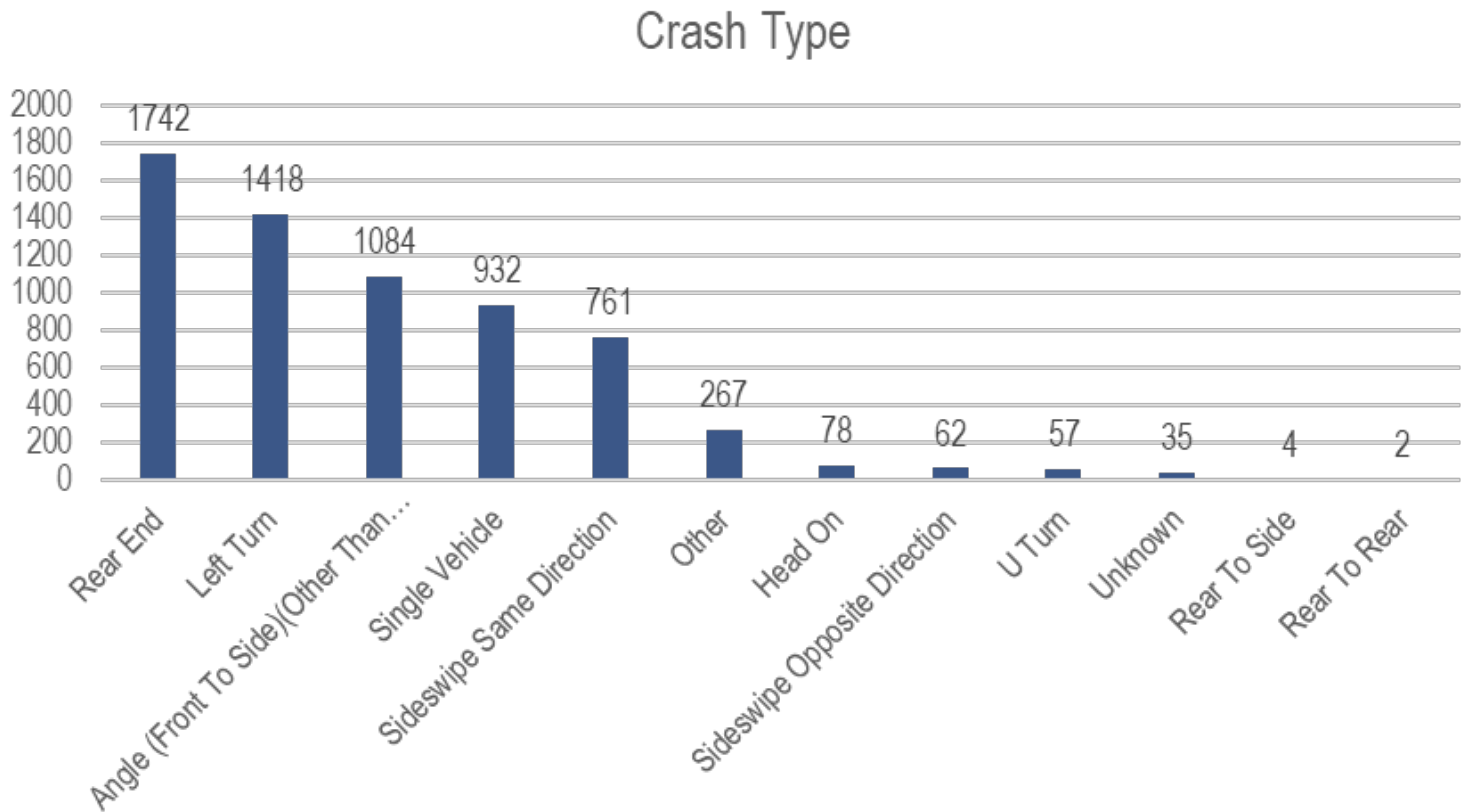
Safety Analysis Utilizing Data

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Quantitative (Data)

- Crash patterns
- Injury type
- Injury severity
- Traffic volume



Safety Analysis Utilizing Input

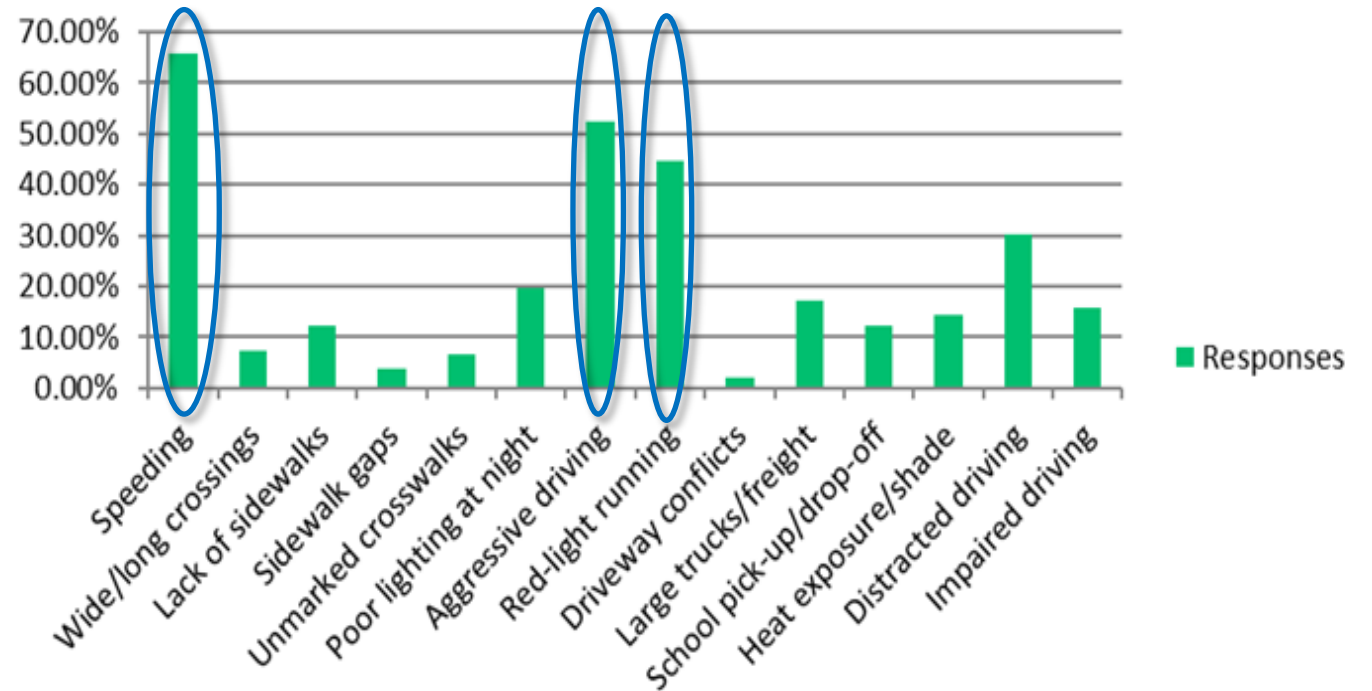
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Qualitative (Input)

- Community feedback
- Stakeholder input
- Local context
- High-Injury locations identified
- Planned developments

What are the top THREE safety problems you think the City should focus on first? (Pick up to 3)



Proposed Focus Areas

Why Focus Areas?

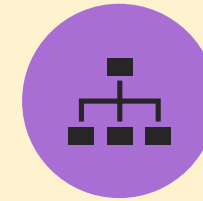
ROAD SAFETY ACTION PLAN



Save lives based
on highest cause
of injury



Data-driven
priorities



Clear
accountability



Coordinated
action



Balanced
outcomes

Proposed Focus Areas Human Behavior

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Human Behavior

- Speeding
- Aggressive driving
- Red light running
- Education & Enforcement



Proposed Focus Areas General Strategies & Policies

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General Strategies & Policies

- City standards
- Design guidelines
- Neighborhood traffic management programs



Proposed Focus Areas Intersections

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Intersections

- Traffic signal operations
- Driver visibility
- Geometric modifications



Proposed Focus Areas Pedestrian & Bicycle Safety

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Pedestrian & Bicycle Safety

- Bicycle lane markings
- Sidewalk connectivity
- Crosswalks
- Multi-use paths



Proposed Focus Areas Growth & Congestion Management

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Growth & Congestion Management

- Acknowledges Goodyear's rapid growth
- Access management
- Volume projections
- Public safety response times



Next Steps - Timeline

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Next Steps – Council Input Proposed Focus Areas

ROAD SAFETY ACTION PLAN



Human
Behavior



Intersections



General
Strategies
& Policies



Pedestrian &
Bicycle Safety



Growth &
Congestion
Management