
See Me AZ

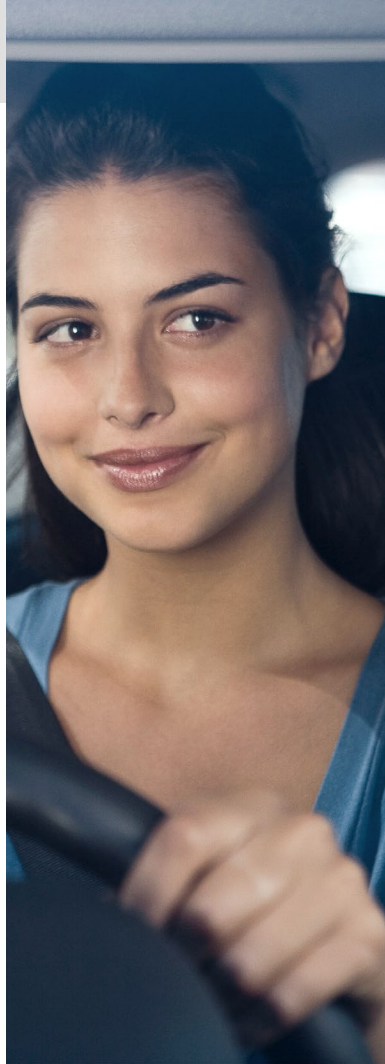
A Pedestrian and Bicycle
Education and
Enforcement Program

October 8, 2021
Daisy Mountain Trails Town Hall



See Me AZ

- History
- Purpose
- Implementation
- Evaluation



WE ALL SHARE RESPONSIBILITY.

BE AWARE. BE SEEN. BE SAFE.

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WE ALL SHARE RESPONSIBILITY.



Be Aware.



Be Seen.

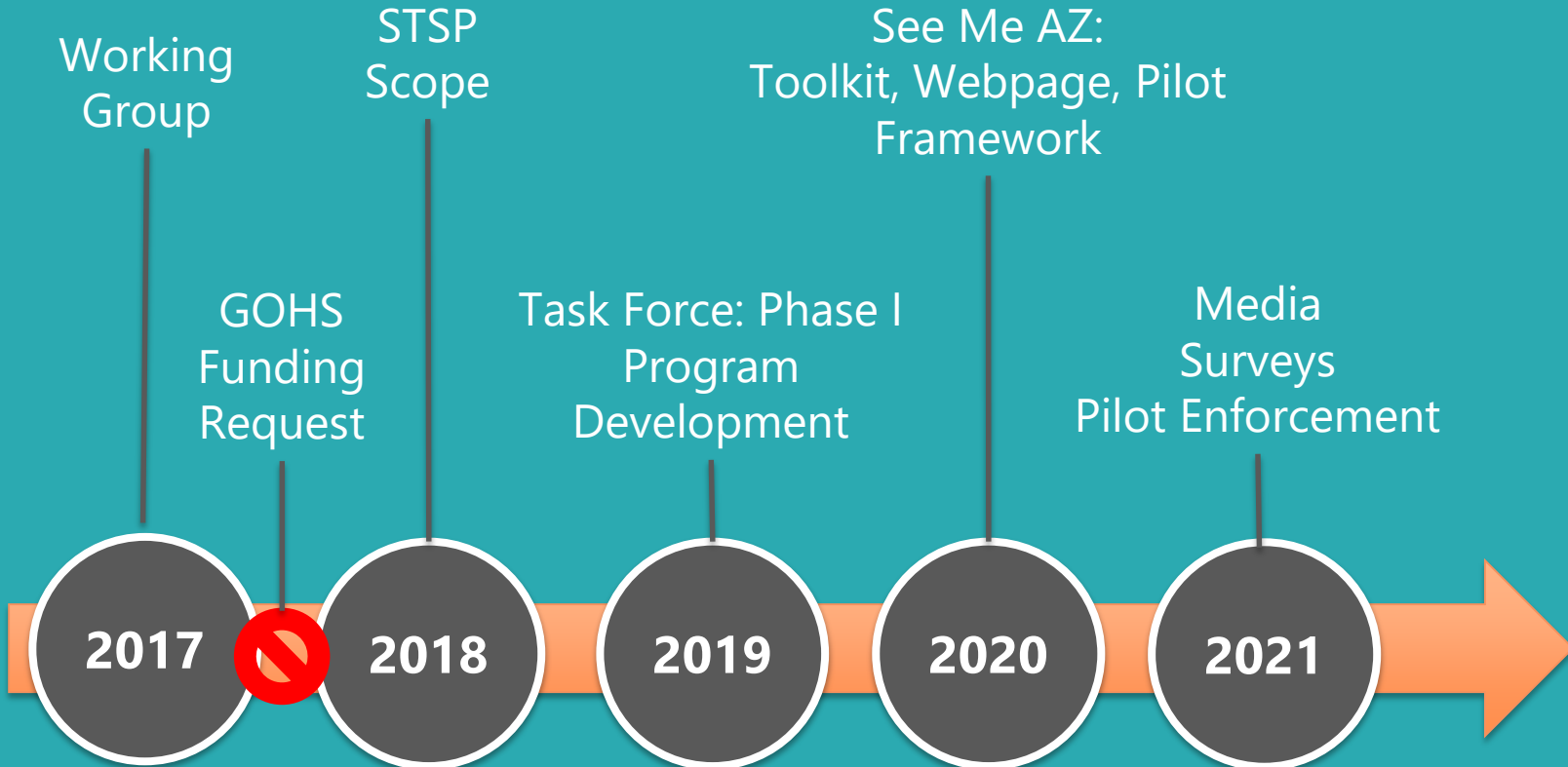


Be Safe.

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Past, Present, & Future



Governors Office of Highway Safety (GOHS) Strategic Transportation Safety Plan (STSP)

"The safety of everyone on our roads is critically important. We know that traffic crashes involving pedestrian deaths are a growing public health concern and that we need to quickly figure out the root causes, as we all share the responsibility when it comes to road safety."

Glendale Mayor Jerry Weiers, chair of the MAG Regional Council

**WE ALL SHARE
RESPONSIBILITY.**

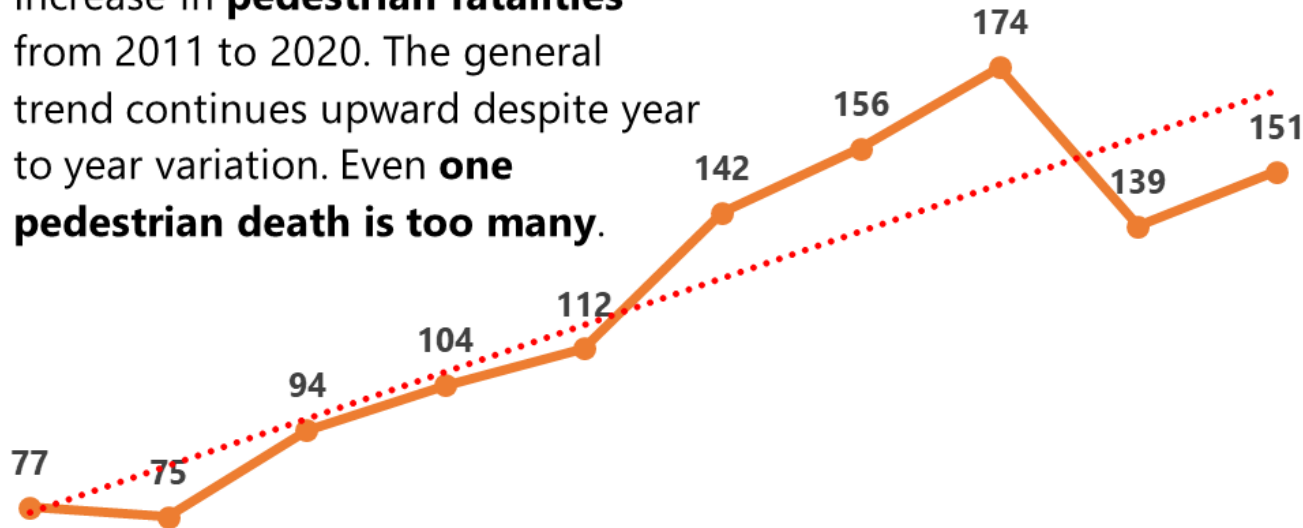
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96%

Increase in **pedestrian fatalities** from 2011 to 2020. The general trend continues upward despite year to year variation. Even **one pedestrian death is too many.**



WE ALL SHARE RESPONSIBILITY.



Be Aware.



Be Seen.



Be Safe.

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Purpose

To change current behavior of travelers on our roadways to increase safety of all users

Goals

To inform people about their roles and responsibilities for safely sharing the road;

To increase enforcement of laws and people's awareness of them



THE PURPOSE

The Maricopa Association of Governments Pedestrian and Bicycle Safety Education and Enforcement program provides regional resources for improving pedestrian and bicyclist safety in the region. Phase I, development of the program, is part of the MAG Strategic Transportation Safety Plan update and is currently under development. Program development was guided by the "Street Smart NJ" program, which served as a guideline and source of inspiration. A task force was created to guide development of the program and its materials, called See Me AZ, with a key goal of changing the behaviors of drivers, pedestrians, and bicyclists to ensure a safer future for all users. It is expected that the materials produced from this program can be used by local police departments in their efforts.

Key Goals:

- Change people's behavior to reduce roadway incidents.
- Inform people about their roles and responsibilities for safely sharing the road.
- Increase enforcement of laws and people's awareness of that effort.

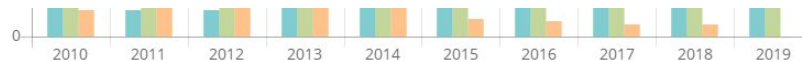
SEE ME AZ TOOLKIT

Poster Templates >

Bus Ad Templates >

Bus Ad Templates

- See Me AZ - As I Walk
- See Me AZ - As I Ride



Bicyclist Safety Tips

Pedestrian Safety Tips

Glendale Mayor Jerry Weiers, chair of the MAG Regional Council



Communication Team Creative

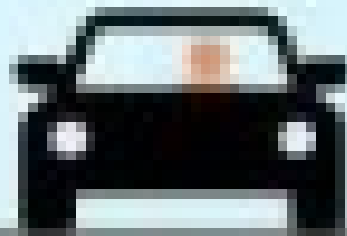
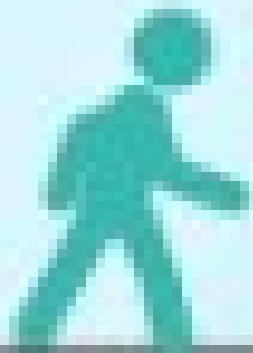
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Billboard Ad



Survey Results



- ▶ 1/3 of drivers reported at least one close call with a bike or ped in the past 12 months.



- ▶ 2/3 of bikes have had at least one close call with a driver in the past 12 months.



- ▶ Just under 1/2 pedestrians had at least one close call with a driver in the past 12 months.

Six out of ten respondents believe the **driver** and the **pedestrian, bicyclist** are **equally responsible** for safety.

Questions?

Thank you for your time!

