

CITY OF MESA TRANSPORTATION DEPARTMENT

BICYCLE AND PEDESTRIAN PROGRAM

ANNUAL REPORT

FY 2016-2017



Bicycle and Pedestrian Program FY2016-2017 Annual Report



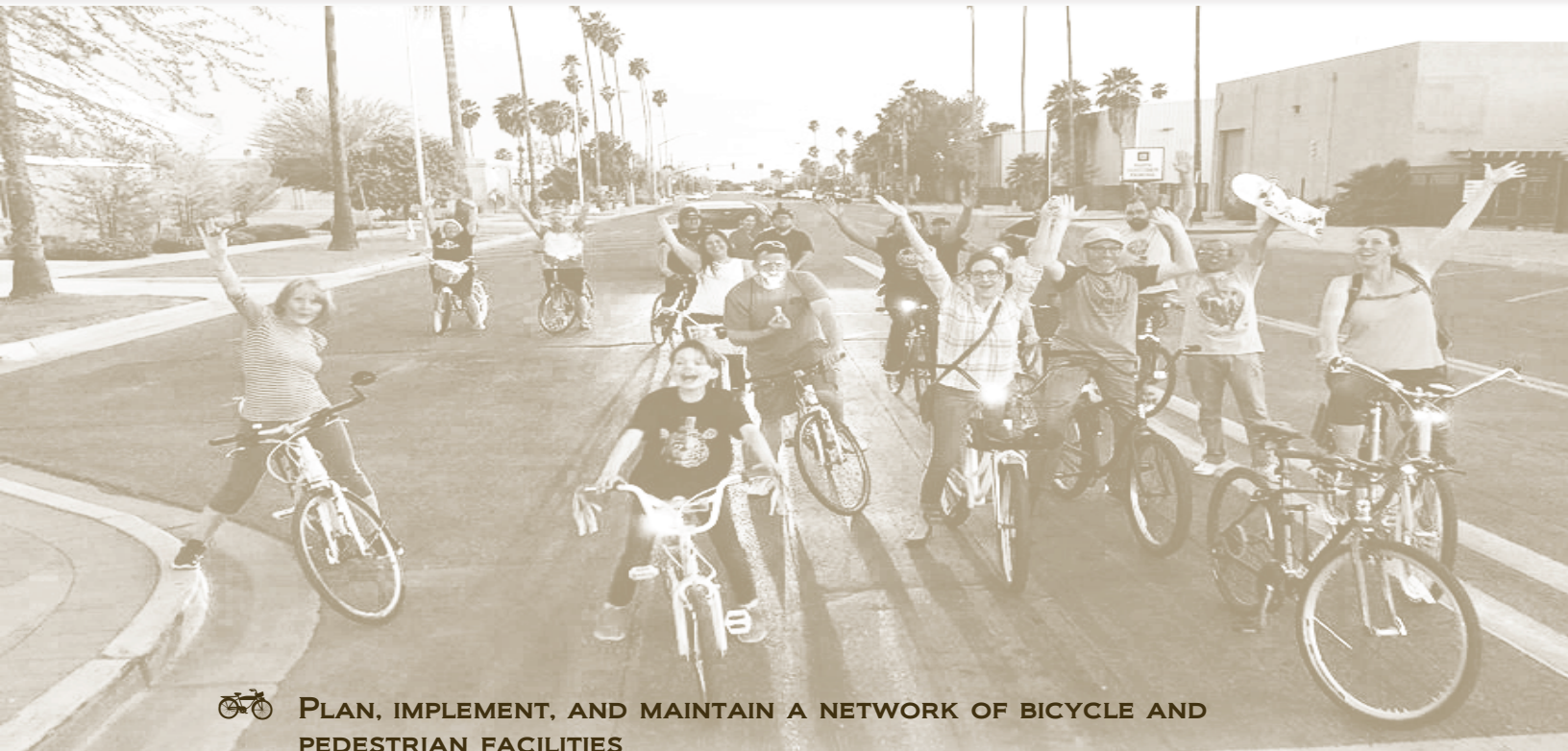
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The City of Mesa Transportation Department believes that bicycling and walking are important modes of transportation. Facilitating biking and walking in Mesa involves the following:



-  **PLAN, IMPLEMENT, AND MAINTAIN A NETWORK OF BICYCLE AND PEDESTRIAN FACILITIES**
-  **PLAN AND CONSTRUCT PEDESTRIAN AND BICYCLE SIGNALS**
-  **IDENTIFY BARRIERS TO WALKING AND BIKING**
-  **EDUCATE MOTORISTS, CYCLISTS, AND PEDESTRIANS ON THE “RULES OF THE ROAD”**
-  **ENCOURAGE WALKING AND BIKING BY INITIATING AND CONTINUING TO SUPPORT KEY EVENTS, SUCH AS CYCLOMESA, EL TOUR DE MESA, WINTERFEST, AND THE MESA ADVENTURE CHALLENGE**
-  **INSTALL AND MAINTAIN BIKE PARKING THROUGHOUT THE CITY OF MESA**
-  **OVERSEE AND SUBSIDIZE GRID BIKE SHARE OPERATIONS AND EXPANSION**
-  **COLLABORATE WITH MESA P.D. AND OTHER CITY DEPARTMENTS TO BETTER MESA’S MULTI-MODAL NETWORK AND CULTURE**

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COUNCIL PERSONS LUNA AND WINKLE ARE STOKED!



PROMOTING BICYCLING AT THE BOEING ANNUAL BIKE FAIR



BIKES PARKED ON MAIN ST.



BIKE2WORK DAY ANNUAL BIKE FAIR

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Introduction

Introduction

IN THIS SECTION:

-  LETTER FROM THE PROGRAM MANAGER
-  QUICK LOOK AT THE YEAR IN REVIEW
-  FUTURE PROGRAMS AND PROJECTS



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Forward

A vibrant bike culture is growing across Mesa, but we still have a long way to go when compared to other peer cities. In cities like, Minneapolis, Minnesota; Portland, Oregon; and Boulder, Colorado; they have created a culture where cycling is the norm. Overseas, cities like Copenhagen and Amsterdam, commuting to work or school on two-wheels is the standard.

Here in North America cyclists are in the midst of a "cycling renaissance," and interesting enough, the Western states have embraced cycling more than peer cities on the East coast. Why? In my research, I found most studies credit the robust public transportation systems found on the East Coast. Out West, the suburban sprawl and younger cities have made public transit options less convenient and robust.

While Americans can take pride in our new growing bike culture, especially out West, like in Arizona, our cities and towns can still glean a lot of lessons learned and best practices from research and analysis of these ubiquitous practices in European communities who have celebrated bicycle travel for decades.

For example, in Denmark, 16 percent of all trips—and 25 percent of trips less than 3 miles—are made by bike. It's estimated that half of Copenhagen residents bike to work or school. Bike ownership is another big indicator of ubiquitous bicycling culture: 90 percent of Denmark's population own a bike while only 56 percent own a car.

Bicycling culture and a city's infrastructure must be looked at as closely related.

The city's whose roads support cycling by reducing barriers such as



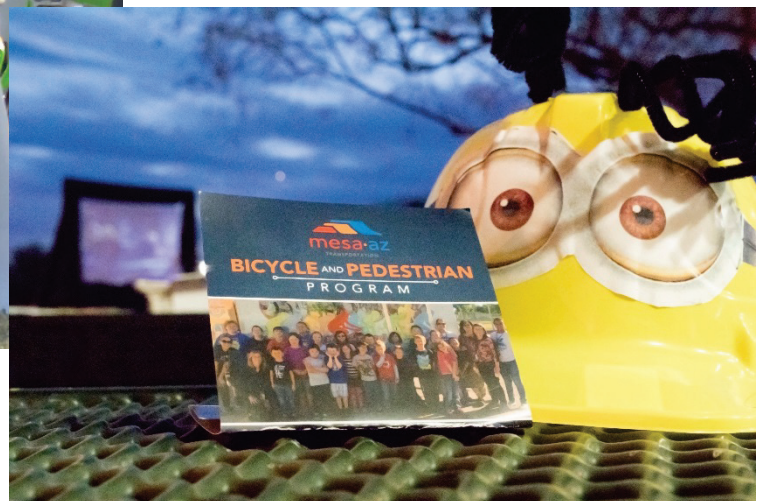
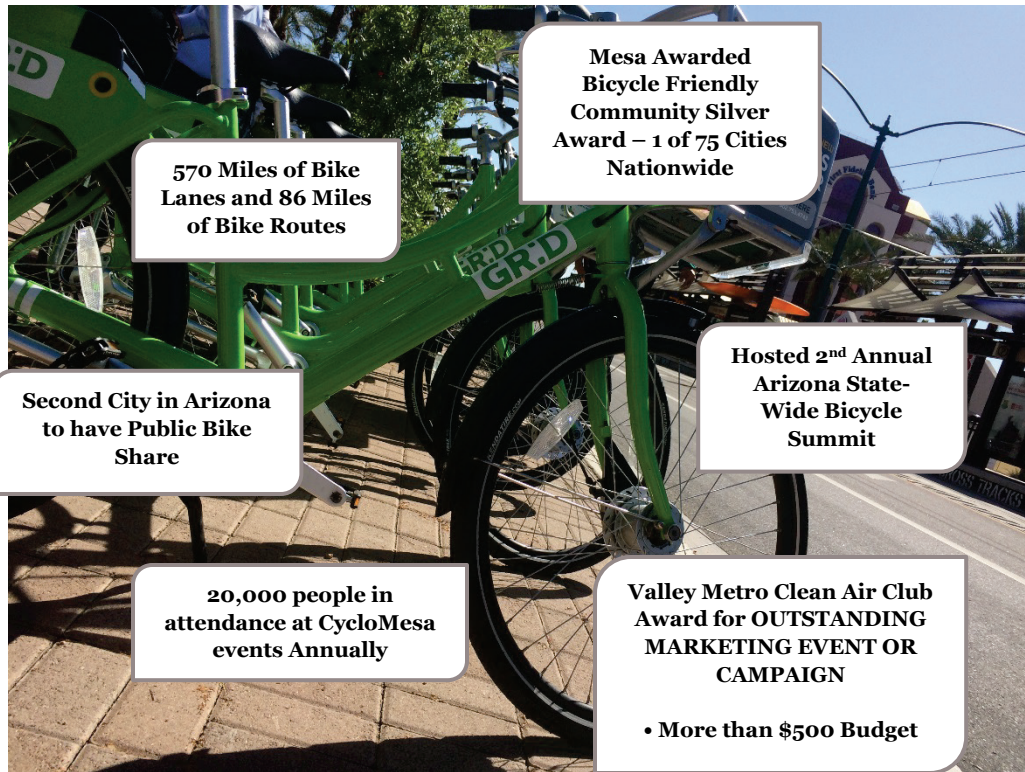
inconvenient routes and perceived threats to safety, succeeds and draws a strong ridership from their residents. Mesa's urban environment is currently evolving, as we are seeing a shift toward purposeful infrastructure design that integrates multiple goals into City's landscape. The public spaces we construct communicate a direct reflection between user and environment and encourage the two-wheeled lifestyles we support.

As Mesa's bike enthusiasm increases, we are continuing to add more bicycle infrastructure such as separated bicycle lanes, shared use paths and public bike parking. Mesa will also build the overall local cycling culture into that of a world class bicycling city. To date, we have more than 578 miles of designated bike paths in Mesa. Join the Mesa Bike/Ped Team in riding those trails and paths to promote a culture of cycling in our city.

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Program Accomplishments



Bicycle and Pedestrian Program FY2016-2017 Annual Report



IN THIS SECTION:

 **BICYCLE FRIENDLY COMMUNITY**

 **VALLEY METRO CLEAN AIR CLUB**

 **STAYING ASTRIDE OF NATIONAL BEST PRACTICE**

Program
Accomplishments

Bicycle and Pedestrian Program FY2016-2017 Annual Report



League of American Cyclists, Bicycle Friendly Community Status

In the fall of 2016, the City of Mesa reapplied to renew the Bicycle Friendly Community (BFC) status through the League of American Bicyclists (LAB). In the Spring of 2017, the City's report card came back, with a new award level of "SILVER". The City of Mesa, is now one of only 75 cities around the Nation to achieve Silver level status.

The Bicycle Friendly Community program provides a roadmap to improving conditions for bicycling and guidance to help make your community's vision for a better, bikeable community a reality. A BFC



MESA, AZ

	TOTAL POPULATION	POPULATION DENSITY	# OF LOCAL BICYCLE FRIENDLY BUSINESSES
	454,901	4130	1
	TOTAL AREA (sq. miles)	# OF LOCAL BICYCLE FRIENDLY UNIVERSITIES	
	133.1	1	

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Gold	Mesa
Arterial and Major Collector Streets with Bike Lanes	65%	90%
Total Bicycle Network Mileage to Total Road Network Mileage	43%	23%
Public Education Outreach	VERY GOOD	VERY GOOD
Share of Transportation Budget Spent on Bicycling	14%	5%
Bike Month and Bike to Work Events	VERY GOOD	VERY GOOD
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	YES	MEETS MONTHLY OR MORE
Bicycle-Friendly Laws and Ordinances	VERY GOOD	FEW/GOOD
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 32K	1 PER 151.7K

CATEGORY SCORES

	Average Gold	Mesa
ENGINEERING <i>Bicycle network and connectivity</i>	5 /10	5 /10
EDUCATION <i>Material awareness and bicycling skills</i>	5 /10	5 /10
ENCOURAGEMENT <i>Maintaining bicycling culture</i>	5 /10	5 /10
ENFORCEMENT <i>Promoting safety and protecting bicyclist rights</i>	5 /10	5 /10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	4 /10	4 /10

KEY OUTCOMES

	Average Gold	Mesa
RIDERSHIP <i>Percentage of Commuters who bike</i>	5.5%	1.0%
SAFETY MEASURES CPASHES <i>Crashes per 100 bicycle commuters</i>	100	1182
SAFETY MEASURES FATALITIES <i>Fatalities per 100 bicycle commuters</i>	0.6	10.8

welcomes bicyclists by providing safe accommodations for bicycling and encouraging people to bike for transportation and recreation. Making bicycling safe and convenient are keys to improving public health, reducing traffic congestion, improving air quality and improving quality of life.

The City of Mesa is continually improving the Bicycle and Pedestrian Program with the overarching vision of becoming a Platinum Level Bicycle Friendly Community.



KEY STEPS TO GOLD



- » Continue efforts to develop a comprehensive bicycle master plan in close collaboration with the community to ensure public involvement, information and ownership. Develop a clear vision statement and set ambitious but attainable targets. The overarching goal should be to encourage residents to bike more often for recreation and transportation.
- » Increase road safety for all users by reducing traffic speeds. Lower the speed limit especially downtown, around schools, and in neighborhoods. Use traffic calming measures and low speed design principles to achieve higher compliance rates.
- » Expanding the staff time focused on bicycling-related projects and programs would help in scaling up your BFC efforts.

- » Offer regular bicycle skills courses for your transportation engineers and planners, or other city staff and elected officials, which include on-bike instruction and in-traffic cycling. This type of course can increase familiarity with safe designs and areas for improvement in the community.
- » Develop a formal process to reach out to minority/low-income communities to ensure that they are included in the bicycle planning decision-making process.
- » Increase your efforts on Bike to Work Day and Bike to School Day. Encourage competition between employers and schools for participation in events and track participation. For ideas and more information, visit <http://bikeleague.org/bikemonth>.

LEARN MORE » WWW.BIKELEAGUE.ORG/COMMUNITIES

SUPPORTED BY **TREK**

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Valley Metro Clean Air Club Annual Award Recipient

VALLEY METRO CLEAN AIR CLUB

The Clean Air Awards' Nominations, help honor the individuals and organizations making extraordinary efforts to create a healthier place for Valley residents and visitors. These nominees have significantly reduced air pollution and traffic congestion by supporting clean air programs and encouraging the use of alternative modes of transportation, including carpool, vanpool, bus, light rail, telework, biking and walking.

The City of Mesa was awarded the winner of the category, Outstanding Marketing & Creativity Event/ More than \$500 Budget. The City of Mesa, Transportation Department uses April's Valley Bike Month (VBM) to encourage employees to choose their bicycle for commuting to work in lieu of their automobiles. This year an app was created so that employees could log their daily commutes, as well as recreational rides, see how other employees are doing, how departments rank, and link to resources and activities.



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Staying Astride of National Best Practices

Separated Bike Lanes

A separated bike lane is an exclusive facility for bicyclists that is located within or directly adjacent to the roadway and that is physically separated from motor vehicle traffic with a vertical element. Separated bike lanes are differentiated from standard and buffered bike lanes by the vertical element. They are differentiated from shared use paths (and side paths) by their more proximate relationship to the adjacent roadway and the fact that they are bike-only facilities. Separated bike lanes are also sometimes called "cycle tracks" or "protected bike lanes."



Within the common elements of separated bike lanes - dedicated space for cyclists that is separated from motor vehicle travel and parking lanes - practitioners have flexibility in choosing specific design elements. Separated bike lanes can operate as one-way or two-way facilities; their designs can integrate with turning automobile traffic at intersections or can be more fully separated; they can be designed at roadway grade, at sidewalk grade or at an intermediate grade; and they can be separated from the adjacent roadway or sidewalk with a variety of treatments including but not limited to on-street parking, raised curbs or medians, bollards, landscaping, or planters.

Colored Bike Lanes



Colored bike lanes alert roadway users to the presence of bicyclists and are clear in assigning right-of-way to cyclists. Motorists are expected to yield to cyclists in these areas. Several materials are typically used to color bike lanes. Painting bike lanes is the least expensive option but is slippery when wet. Colored and textured sheets of acrylic epoxy coating is moderate in cost and durability and maintains grip when wet. Colored asphalt is most durable and maintains grip when wet at the highest cost.

Apply color selectively to highlight potential conflict zones or mark all facilities exclusively for bicycle use in high volume traffic situations. They also may be used in combination with physical separation devices, e.g. hatched buffers, soft hit posts, where motorists do not merge over bike lane. Normal white bike lane lines should be provided along the edges of the colored lane to provide consistency with other facilities and to enhance nighttime visibility. Color may be solid or dashed through potential conflict zones, including intersections. Green color may also be used in conjunction with other markings, such as the sharrow, to further identify and contrast bicycle facilities.

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Staying Astride of National Best Practices

Interim Separated Bike Lanes



A separated bike lane is an exclusive facility for bicyclists that is located within or directly adjacent to the roadway and that is physically separated from motor vehicle traffic with a vertical element. Separated bike lanes are differentiated from standard and buffered bike lanes by the vertical element.

Building out a robust separated bike lane using expensive and often permanent materials like raised curbs and dedicated bicycle signals may be challenging. One solution, already employed in numerous US jurisdictions, is to begin with an interim project. With interim projects, municipalities might forgo permanent curbs for less costly flexible delineator posts, dedicated bicycle signals for other less costly intersection approach designs (i.e. less prescriptive mixing zone designs), and thermoplastic paint for cheaper but shorter-term marking treatments.

Numerous benefits in addition to lower costs arise from interim projects:

- Designers can “tweak” designs once they are implemented and behaviors can be observed. With newer, complex facility types, design tweaks can be expected and are not indicative of a failed design.
- Pursuit of non-permanent installations provides the public assurance that the separated bike lane concept is not being forced upon them, and provides opportunity for public debate (especially important if it is a community’s first ever separated bike lane).
- Interim projects allow a low-risk trial run for a separated bike lane without significant financial commitment, so if a facility fails or is not accepted, the level of investment lost is relatively minimal; implementation processes under pilot projects will be more streamlined than under more formalized capital construction processes.
- A pilot project can be a stepping stone to a more permanent separated bike lane design – many US municipalities have found the “interim to permanent” route a smart, cost-effective way to familiarize the public with separated bicycle facility design treatments.





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Engineering and Capital Improvement Projects

IN THIS SECTION:

Feasibility Studies






-  RED MOUNTAIN SHARED USE PATH
-  MAIN STREET SEPARATED BIKE LANES
-  LEHI CROSSING SHARED USE PATH
-  SAFE ROUTES TO SCHOOL STUDIES

Engineering
Capital
Improvement
Projects

Project in Design

-  SOUTHEAST MESA / GATEWAY SHARED USE PATHWAY

Projects Under Construction

-  EDUCATION AND ENFORCEMENT PROGRAMS
-  RIO SALADO PATHWAY PHASE 3 AND 4
-  PORTER PARK PATHWAY
-  THE STADIUM CONNECTOR
-  10TH STREET/ STREETScape AND TRAFFIC CALMING

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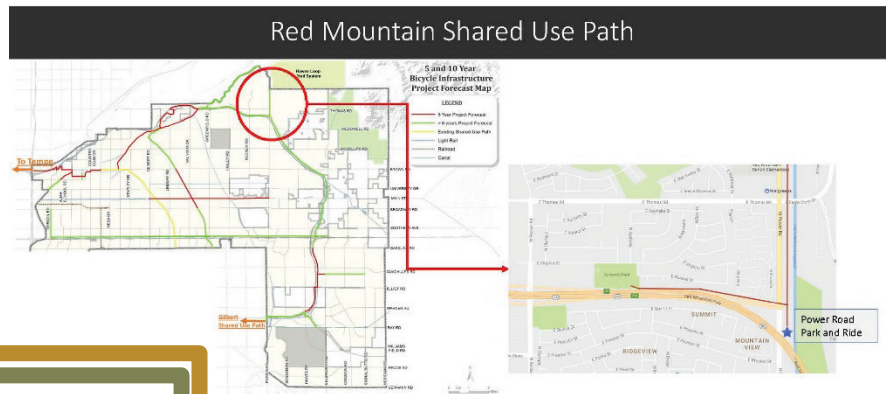


Engineering and Capital Improvement Projects

Feasibility Studies

1) RED MOUNTAIN SHARED USE PATH

This Project Assessment is looking at the feasibility of building a 15-foot shared use path in the northeast area of Mesa. The path is proposed to extend along the east side of Power Road near the L202 Red Mountain Freeway interchange and the transit park-n-ride lot. Additionally, the project is proposing to have a spur extend along the north side of the L202 to the west into nearby Summit Park. The project is funded through a Maricopa Association of Governments grant and was initiated and kicked-off in the fall of 2016. The Draft Report is currently being reviewed with final study approval anticipated for the fall of 2017.



2) MAIN STREET SEPARATED BIKE LANES

This Project Assessment looked at the feasibility installing separated bike lanes and reconstructing Main Street as a complete street corridor. The project looked at Main Street from Gilbert Road to Power Road. Several alternative alignments for the bike lane were investigated. The project was funded through a Maricopa Association of Governments grant and was initiated and kicked-off in the fall of 2015. The Final Report was submitted in August 2016 and will be used as a base for a future project if funding becomes available.



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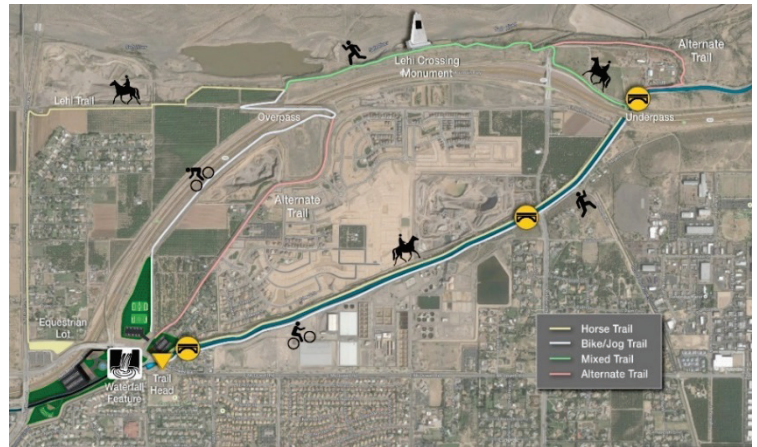


Engineering and Capital Improvement Projects

Feasibility Studies

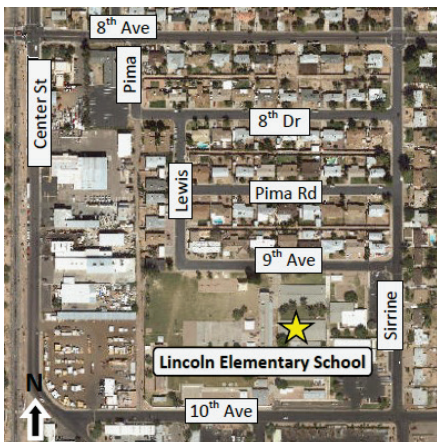
3) LEHI CROSSING SHARED USE PATH

This proposed future project will look at building a five-mile loop of shared use paths in the Lehi area of the City of Mesa. The project is envisioned to run along the SRP South Canal from Gilbert Road to Val Vista Road, and then along L202 Red Mountain Freeway from Val Vista Road back to McDowell Road near Gilbert Road, thereby creating a loop. The project is currently included in the 2018-2022 Capital Improvement Program (CIP) with approximately \$17.8 million set aside for FY18 to FY21. This funding is estimated for assessment, design and construction. The Transportation Department worked with the ASU School of Design to allow students to use this proposed concept for a final research and design project. The best final student works may be used in the development of the actual future project.



Safe Routes to School Safety Audit

Lincoln Elementary School enrolls 850 students in grades K – 6. The school also houses a pre-school program and a family literacy program for parents of students in grades K – 3. Lincoln Elementary strives to be a secure campus and has installed complete perimeter fencing to achieve that. There are 5 entrances/exits onto the school campus.



Based on the study that was conducted, a set of recommendations were developed to address some of the issues and concerns that had been identified.

The following table presents a list of prioritized recommendations. A project's priority may be set based on its level of urgency, its ability to have multiple or wide-reaching impacts, or its near-term feasibility given existence of existing programs or funding mechanisms.



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Engineering and Capital Improvement Projects

Projects in Design

1. SOUTHEAST MESA SHARED USE PATH

This shared use project began concept and design in early 2014. The total project extends along the L202 Santan Freeway from Baseline Road at the north, around the southeast curve of the freeway to Power Road on the west. The Final Design was submitted in February 2017. Currently the first phase of the project is being built along the east side of the freeway from Baseline Road to Elliot Road. The Phase One construction costs approximately \$2 million and is anticipated to be completed in early 2018. Approximately \$9 million has been set aside in the 2018-2022 CIP to continue construction of the remaining phases of the path between FY 18 and FY 22.



2. CONSOLIDATED CANAL LIGHTING PROJECT

This project updated the design, and is constructing lights along the Consolidated Canal. The lights are being installed along "Phase 2" of the canal, which extends between 8th Street and Lindsay Road. The lights are being added to an existing portion of canal that lacked funding to include the lights in the original shared use path construction. The design update began in the fall of 2015 with construction starting in April 2017.



Planning and
Evaluation

Engineering and
Enforcement

Education and
Encouragement



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Engineering and Capital Improvement Projects

Construction Projects

1) RIO SALADO PATHWAY

This 1.5-mile-long shared-use path is located along the south edge of the Rio Salado river from the L101/L202 Red Mountain Freeway interchange on the west to Dobson Road on the east. Near the center of this stretch there is a tunnel to the south, under the L202 freeway, that provides access to the City's Riverview Park and Chicago Cubs training facilities. The path is 10 feet wide with edge protection along the river bank, lighting, and rest nodes. At Dobson Road, the path crosses under the L202 interchange to the eastbound on-ramp for the freeway where it meets up with the City's Stadium Connector shared-use path project. The path was built as two segments – Segment 3 from the L101/L202 interchange to the tunnel, and Segment 4 from the tunnel to the Dobson Road interchange. Furthermore, with the completion of this project and the Stadium Connector, the name "Stadium Connector" will be used for Segment 4 while Segment 3 will remain named as "Rio Salado." Construction for both segments was combined and begun in the spring of 2016, and completed in December 2016. Cost of construction was approximately \$4.2 million.



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Engineering and Capital Improvement Projects

Construction Projects

2. PORTER PARK PATHWAY

This one mile shared-use path is located between Mesa Drive and 8th Street adjacent to Kino Junior High School. This path is a 12-foot wide asphalt connector to the Consolidated Canal Shared Use Pathway to the north with LED lighting and frequently positioned rest areas spread through the length of the path. A pedestrian traffic signal and refuge island are located at Brown Road to control crossing. The path provides access to Eisenhower Elementary School at Mesa Drive and Kino Junior High School just south of Brown Road. The path is also incorporated into Porter Park. Construction was begun in early 2016, and completed in July 2016. Cost of construction was approximately \$1.8 million.



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Engineering and Capital Improvement Projects

Construction Projects

3. STADIUM CONNECTOR

This 2.5 mile shared-use path is located between Dobson Road and Center Street. This path is a 10-foot wide asphalt connector to the Consolidated Canal Shared Use Pathway to the east at Center Street, and to the Rio Salado Path on the west at Dobson Road. The path includes LED lighting and other amenities spread through the length of the path. This path makes use of physically separated bike lanes (*the first separated two-way cycle track in the state of Arizona*) along Country Club Drive, Date Street and Alma School Road. As mentioned above, the 10th Street Traffic Calming project lies in the middle of this project, between Date Street and Alma School Road. Construction was begun in December 2016, and will be completed by September 2017. Cost of construction is approximately \$4 million.



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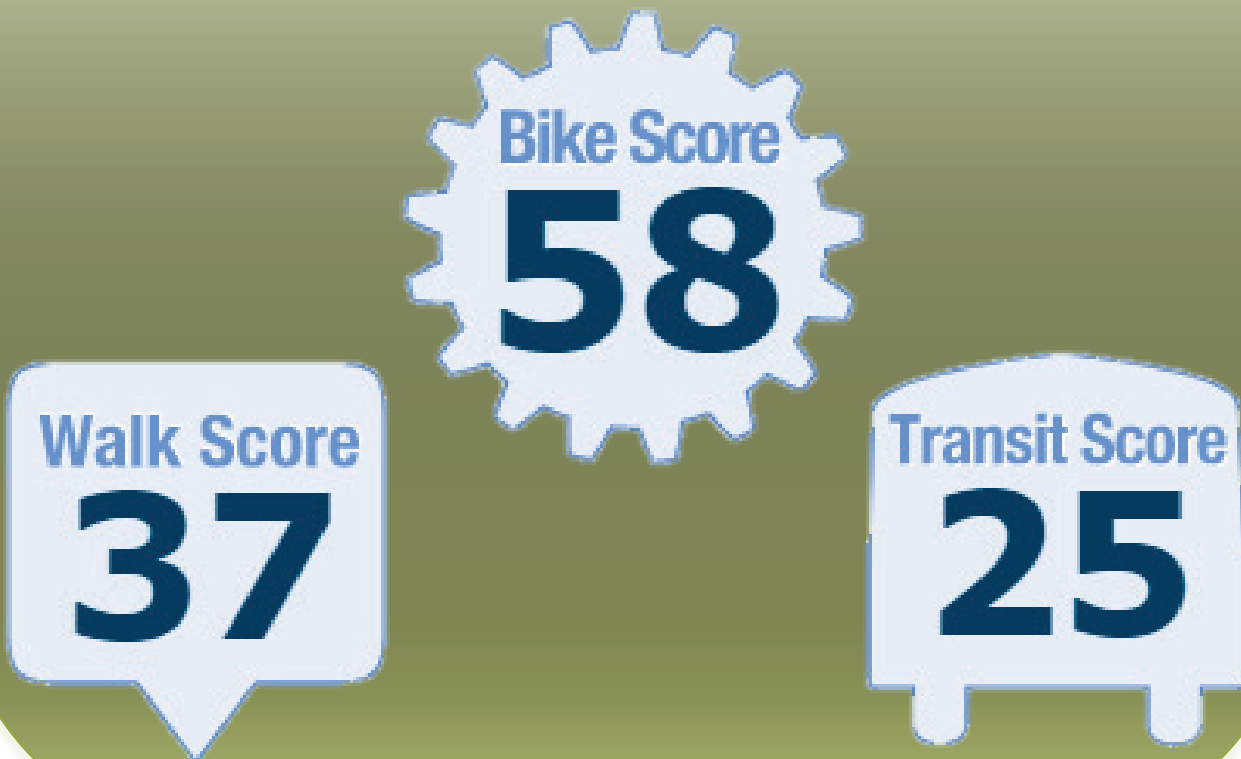


1. 10TH STREET TRAFFIC CALMING



This project consists of traffic calming and pedestrian improvements along 10th Street between Date Street and Alma School Road. This road section is within the larger Stadium Connector shared use path project. Design began in early 2014 with large community input. The final plans were approved in late 2016 with construction beginning in May 2017. Work along the road is anticipated to be complete in August 2017 to coincide with the beginning of school. Total project costs were approximately \$700,000.

Current Multi-Modal Scores



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IN THE EDUCATION SECTION:

-  ADULT EDUCATION PROGRAM
-  YOUTH EDUCATION PROGRAM
-  INTERNATIONAL WALK TO SCHOOL DAY
-  SAFE ROUTES TO SCHOOL STUDIES
-  CAR SEAT SAFETY INSTALLATION EVENTS
-  HEALTH AND SAFETY FAIRS ATTENDED
-  PARTNERSHIPS



IN THE ENFORCEMENT SECTION:

-  BIKE LIGHT PROGRAM – JOINT TRANSPORTATION AND POLICE DEPARTMENT
-  WALK YOUR WHEELS CAMPAIGN
-  CRASH STATISTICS AND VISION ZERO



Education and
Enforcement
Programs

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Education Programs

Adult Smart Cycling FUN-damentals Classes

Within the last year and a half staff have created a tailored educational presentation for adults on basic bicycle education called Smart Cycling FUN-damentals.

This introductory workshop reviews basic bicycle techniques, rules, and equipment discussed in a 90-minute class. An update on the City's bicycle projects and events is given.

Participants pre-register, class is limited to 30 people. Completion of the class participants are provided with a helmet, lock, front/rear lights, reflective vest, bell, water bottle, maps, etc.

From January 2016 – June 2017, we held 15 workshops at the different Mesa library locations. We also expanded to host 5 more workshops in other locations such as RV Parks, community centers, and group homes because of popular demand. They were all very well attended, averaging 25 participants, for a total of 397 attendees. We are also finishing up on creating this class as a webinar so that more people can receive the education that are unable to attend the in-person classes. Staff are also in the process of hosting a League of American Bicyclists Instructor training course this fall.



Smart Cycling FUN-damentals Highlights

- 15 WORKSHOPS CONDUCTED
- AVERAGE 25 STUDENTS PER CLASS
- 397 RESIDENTS EDUCATED
- 90 MINUTE WORKSHOP HELP AT ALL MESA PUBLIC CALENDAR

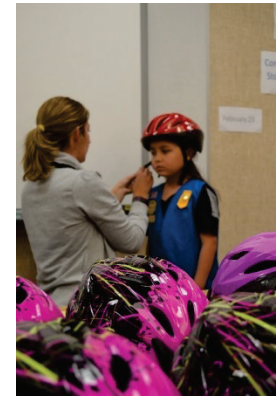
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Education Programs

Youth Education Classes

Staff have continued to provide basic bicycle and helmet education to children in the Mesa libraries, after-school programs, during school, and to many youth community groups. We have reached over 3,200 kids and distributed more than 1,900 helmets and other safety gear items since the beginning of January 2016. We have also hosted 4 large scale bike rodeos (on-bike skills) events and hope to increase the number of technical riding workshops next year.



International Walk to School Day



International Walk to School Day is a global event that involves communities from more than 40 countries walking and biking to school on the same day, every October.



Again, Transportation worked with Mesa Public Schools' District office as well as the Director of PE and Nursing to increase interest and involvement from more schools to participate in International Walk to School Day 2016. We had 10 school events take place throughout the month of October, with over 4,800 students participating. Each school tailored the event to fit their needs; some held a walk from a remote drop off location, others had safety assemblies, or celebrated those students already walking to school every day. Mesa Police Department is actively involved in assisting with all our events. We hope to see it grow each year. We created a dedicated webpage for school staff to utilize as a resource and to sign up for support at their events. It was live by the time school started in August.



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Education Programs

Car Seat Safe Installation Events

The City of Mesa Transportation Department has been extremely active in educating and promoting the proper use of car seats for children. Currently, we have one staff member who is a National Certified Car Seat Technician and the only City of Mesa employee that is an Instructor. To become a National Certified Technician one must attend and pass a 32 hour, hands-on training course. Additionally, to become an instructor, one needs to be a technician for at least a year, and go through the course assistant process. Technicians and Instructors must recertify every 2 years and stay current on the emerging technology and issues. Transportation, along with Mesa Police and Fire Departments has organized several car seat check events throughout the City, free for the community. Parents and caregivers are educated on how to properly install their child's seat, and if needed, are given a brand-new seat.

We have assisted Banner, Mesa PD and Fire, in hosting several booster seat education classes to schools and distributing several hundred boosters to those in need throughout the year. Transportation was the lead organizer for the eastside location of the Safe Kids Maricopa County Annual Car Seat Check Event in February of 2016 and 2017.

The 2016 event was held at Mesa Community College and the 2017 was held at the Target on Gilbert and Southern. We checked over 150 car seats in those two events and raised over funds for Safe Kids. Transportation also works alongside Mesa Fire to check car seats by appointments every week at one of the fire stations. We have assisted with parent education classes within the schools, as well as with parent groups, to teach about proper car seat safety.

Throughout the year, Mesa continues to support and stay active with other vehicle related events such as mock crashes, safety fairs, driver refresher courses, and safety in and around cars within the community. In February of 2017, we worked with Mesa Fire to assist with the Skyline Mock Crash, districted driving lunchtime activities, and pre/post observations.



SAFE KIDS MARICOPA COUNTY **21st Annual Car Seat Check**
February 27, 2016
8am - 12pm

NORTH Desert Ridge Target
21001 N. Tatum Blvd, Phoenix
(Tatum Blvd & 101)

EAST Mesa Community College
1833 W. Southern Ave, Mesa
(US60 & Dobson Rd)

SOUTH Maricopa Integrated Health Systems (MIHS)
2525 E. Roosevelt St, Phoenix
(24th St & Roosevelt St)

WEST Abrazo West Campus
13677 W. McDowell Rd, Goodyear
(McDowell Rd & 136 Ave)

Donations Accepted

Visit us: safekidsmaricopaaz.org

In partnership with:

Bicycle and Pedestrian Program FY2016-2017 Annual Report



Partnerships

We work with and support many organizations and agencies that all have a common goal, to prevent and reduce injuries to the community. We attend several health & safety fairs and events throughout the community to educate people on our program and messages. Besides our own City Departments, we have developed a long-standing relationship with Banner Hospital, Salt River Project, Safe Kids Maricopa County, Mesa Public Schools, Target, Salt River Pima-Maricopa Indian Community, Maricopa Association of Governments, Maricopa County DOT, Maricopa County Department of Public Health, and non-profit agencies and organizations throughout Mesa.



When traveling by bicycle, a person can engage with one's surroundings in a way that is not possible in an automobile. On a bike, a person is not separated from surroundings by doors, windshield, etc. and is therefore able to interact with other members of their community.

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Enforcement Programs

Light up the Night Bike Light Program

The City of Mesa, Transportation Department – Bicycle and Pedestrian Program teamed up with Mesa P.D. to bring awareness to riding after the hours of dusk until dawn without headlights. The Bicycle and Pedestrian Program developed the program as an education tool that could be administered by P.D. to not only bring awareness to the law against riding after dusk until dawn with a proper headlight and tail light or reflector. Magnets we produced in both English and Spanish, which explains the Arizona Revised Statute regarding the use of bicycle lights. The Bicycle and Pedestrian Program purchased one thousand headlight/taillight sets and packaged them along with the magnet. Mesa Police Officer then took them and kept them in their patrol cars to handout in lieu of a citation as long as the bicyclist did not have any other wants or warrants.

Be Seen, Be Safe

Cyclists must:

- Have a light on the front of their bike and a reflector on the back.
- Ride WITH traffic, not against.

Remember:

- Always wear a helmet.
- Wear bright & reflective clothing to make yourself more visible.
- Follow traffic laws & ride in a predictable manner.
- Use hand signals so people know where you are going.

It's the law!

mesa-az
TRANSPORTATION
BICYCLE AND PEDESTRIAN
PROGRAM
www.mesaaz.gov/bikeped

Ser Visto, Ser Seguro

Ciclista debe:

- Tener una luz en la parte delantera de la bicicleta y un reflector en la espalda.
- Pasear con tráfico, no en su contra.

Recuerde:

- Siempre use un casco.
- Vístase con ropa brillante & reflectante para hacerte más visible.
- Siga las leyes de tránsito & pasee de una manera predecible.
- Use señales de mano para que la gente sepa a dónde va.

Es la ley

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BICYCLE AND PEDESTRIAN
PROGRAM
www.mesaaz.gov/bikeped



Bicycle and Pedestrian Program FY2016-2017 Annual Report



Enforcement Programs

Walk your Wheels Campaign

Riding your bicycle on the sidewalks in downtown Mesa, along Main Street is illegal and dangerous as well. With the strong pedestrian presence that we have in the downtown center along Main Street and the number of outdoor seating areas along Main Street, it is important to understand that the City of Mesa has put a City Code into effect making it illegal to ride your bicycle on the sidewalk along Main Street, between Sistine and Country Club Drive. This ordinance has been placed into effect to reduce the conflict between pedestrians and bicyclists and to provide safe passage for workers/servers of restaurants along Main Street to walk from the indoors to the patio seating to deliver food and drink to their clientele.



Walk your Wheels



WHAT DO WE MEAN
WHEN WE SAY
'WALK YOUR WHEELS'?

It's Simple: On busy sidewalks like those in downtown Mesa. We are asking cyclists to walk their bikes.

Removing riding from pedestrian sidewalks = improved safety for ALL.

No swerving to avoid displays, dodging outdoor dining areas, or cyclists-walker collisions.

Cyclists on sidewalks are at least **TWICE** as unsafe as those riding on the roadways – mainly because of the blind conflicts at intersections and unpredictability of pedestrians.

DID YOU KNOW?

When signs are erected giving notice thereof, no person shall ride a bicycle, skateboard, motorized skateboard, or scooter upon a sidewalk within a Pedestrian Overlay Area (POA) – City Code: 10-1-15.



City Code: 10-1-15

LOOK FOR THE SIGNS

In downtown Mesa and other pedestrian areas – see the sign, hop off and walk your wheels.

Remember To Register Your Wheels

<http://mesaaz.gov/residents/police/services-forms/bicycle-registration>

SAFETY = FRIENDLY

And Mesa is known for being friendly.

So be a pal – **Walk Your Wheels!**



Bicycle and Pedestrian Program FY2016-2017 Annual Report



Encouragement Programs

IN THIS SECTION:

-  CYCLOMESA & EL TOUR DE MESA
-  ARIZONA BICYCLE SUMMIT
-  MESA ADVENTURE CHALLENGE
-  CYCLOMESA WINTERFEST
-  RIDE-IN-MOVIE SERIES
-  BIKE2WORK DAY

Encouragement
Programs

Cycling to work is associated with a 41% lower risk of dying overall compared to commuting by car or public transport. Cycle commuters had a 52% lower risk of dying from heart disease and a 40% lower risk of dying from cancer. They also had 46% lower risk of developing heart disease and a 45% lower risk of developing cancer at all.

– Maricopa County Department of Public Health –

Bicycle and Pedestrian Program FY2016-2017 Annual Report



Encouragement Events

CycloMesa/El Tour de Mesa – Spring Event

Arizona's premier Cycling Celebration



A HUGE FESTIVAL OF BICYCLES. ATTRACTIONS INCLUDE:



PERIMETER CYCLING HELD THE 27TH ANNUAL EL TOUR DE MESA, A RIDE OPEN TO CYCLISTS OF ALL AGES AND ABILITIES AND OFFERS 72, 28, 11, AND 6-MILE RIDES THAT TRAVERSE THE CITY AND BEYOND.



BEER GARDENS, LIVE MUSIC, AND GOURMET FOOD TRUCKS



HEALTH AND WELLNESS INFORMATION AND VENDORS



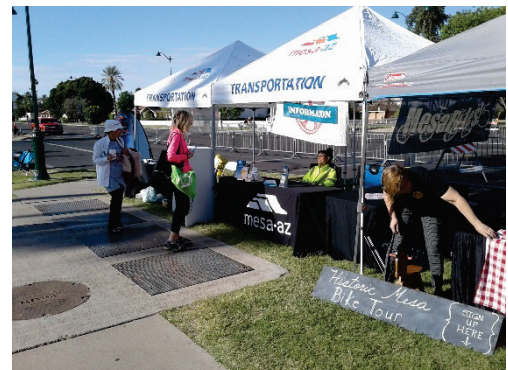
BIKE SHOP AND SPORTS MERCHANDISE VENDORS



BMX AERIAL EXHIBITION



BICYCLE RODEO/HELMET FITTING



Bicycle and Pedestrian Program FY2016-2017 Annual Report



Encouragement Events

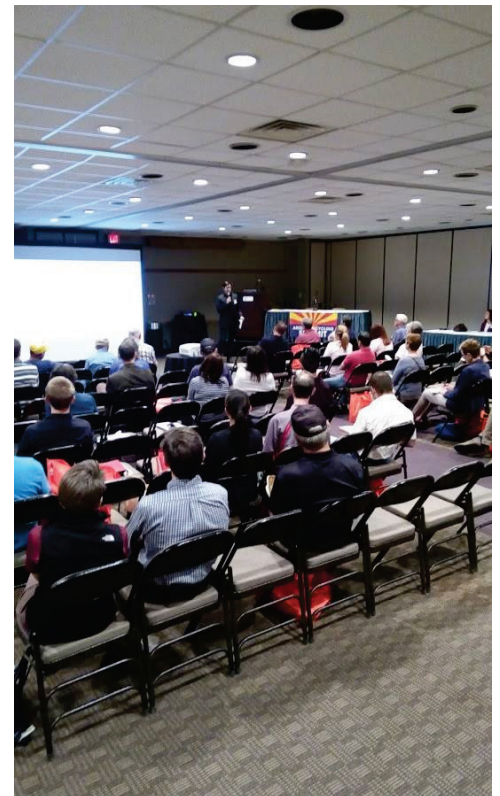
Arizona Bicycle Summit

2017 SPEAKERS & PANEL MEMBERS

-  FEDERAL HIGHWAY ADMINISTRATION (FHWA)
-  MARICOPA ASSOCIATION OF GOVERNMENTS (MAG)
-  WAYMO SELF-DRIVING CAR PROJECT
-  PIMA COUNTY
-  LOCAL ARIZONA BICYCLE ATTORNEYS
-  REGION PLANNING AGENCIES
-  PUBLIC HEALTH

2017 SUMMIT PROGRAMS

-  AZ BICYCLIST-INVOLVED CRASH CAUSES AND RELATED DATA COLLECTION ISSUES
-  SERVING THE UNDER-SERVED BICYCLING POPULATIONS
-  LAW ENFORCEMENT BICYCLING SAFETY TRAINING
-  URBAN/COMMUTER CONCERNS
-  PROJECT FUNDING SOURCES
-  BICYCLING AS A PART OF PUBLIC HEALTH
-  MCDOT ACTIVE TRANSPORTATION PLAN PREVIEW






Bicycle and Pedestrian Program FY2016-2017 Annual Report



Encouragement Events

Mesa Adventure Challenge (MAC):

-  A LOT LIKE THE T.V. SHOW THE AMAZING RACE OR AN OLD FASHION SCAVENGER HUNT.
-  SPRING MAC IS BICYCLE FOCUSED TO CELEBRATE VALLEY BIKE MONTH AND HAS A LARGE AREA OF FOCUS THAT OFFERS CONTESTANTS IN TEAMS OF UP TO FOUR, THE ABILITY TO NAVIGATE DOWNTOWN MESA BUSINESSES AND OTHER LOCATIONS BY BICYCLE.
-  FALL MAC IS PEDESTRIAN FOCUSED AS A CELEBRATION OF INTERNATIONAL WALK MONTH IN OCTOBER AND IS A FAMILY FUN EVENT THAT ACCEPTS TEAMS OF UP TO 8 PEOPLE.



Bicycle and Pedestrian Program FY2016-2017 Annual Report



Encouragement Events

CycloMesa Winterfest



🚲 WINTERFEST IS A SMALLER ENCOURAGEMENT EVENT THAT NOT ONLY FOCUSES ON BIKING AND WALKING, BUT ALSO FOCUS' ON WINTER SPORTS SAFETY.

🚲 HELMET SAFETY FOR SKIERS AND SNOWBOARDERS.

🚲 OH, DID I MENTION... WE BROUGHT IN SNOW, BECAUSE, COME ON IT IS THE HOLIDAYS!

🚲 HOLIDAY LIGHT VIEWING – GROUP BICYCLE RIDE



Bicycle and Pedestrian Program FY2016-2017 Annual Report



Encouragement Programs

Ride-in-Movies Series

-  BEGINNING EACH SEPTEMBER, THE BICYCLE AND PEDESTRIAN PROGRAM OFFERS A SERIES OF MOVIES IN NEIGHBORHOOD PARKS AROUND THE CITY OF MESA.
-  RIDE-IN-MOVIES ARE OFFERED AS AN INCENTIVE FOR PEOPLE IN SURROUNDING NEIGHBORHOODS TO RIDE OR WALK TO THEIR LOCAL PARK FOR A FUN EVENING AND MOVIE.
-  THE BICYCLE AND PEDESTRIAN PROGRAM HAS PARTNERED WITH SRP, WHO HAS SPONSORED EACH MOVIE WITH 100'S OF BAGS OF KETTLE CORN.



Bicycle and Pedestrian Program FY2016-2017 Annual Report



Community Outreach Programs

Each April the City of Mesa holds celebrations as part of the Valley Bike Month festivities that are being celebrated all over the Maricopa County region. In conjunction with the Earth Day Expo, the Mesa Transportation Department hosts an annual Bike2Work Day event. City of Mesa residents and employees are encouraged to bike to work on April 20 as part of the celebration. The public is invited to visit the Earthday Fair and Community Spirit pancake breakfast, which raises money for the current City adopted non-profit agency for the year. In addition to the festivities, employees are competing to help their department take home the coveted trophy indicating the highest department participation. The public was invited to stop by to pick up information and visit with staff. Pancake and sausage breakfast were available for purchase for \$3 and smoothies were \$3. Starbucks served free coffee and tea, with all proceeds going to Keller Elementary school.



Mayor Giles, an avid cyclist even got in on the action at this year's Bike2WorkDay event, riding in from his home while streaming it on Facebook Live.







Bicycle and Pedestrian Program FY2016-2017 Annual Report



Community Outreach Programs

IN THIS SECTION:

-  GRID BIKE SHARE
-  TOURISM AND COMMUNITY OUTREACH
-  SPOKE LIFE MAGAZINE
-  BIKE MAPS
-  CELEBRATE MESA

Encouragement
Programs

Monthly Pedestrian Count Ranking by Station

1st. Rio Salado Pathway - East	6,952
2nd. Consolidated Canal and Main Street.	6,833
3rd. Consolidated Canal and Baseline Road	6,230
4th. Ro Salado Pathway – West	4,480
5th. Porter Park Pathway – North	2,756
6th. Porter Park Pathway – South	2,195

Bicycle and Pedestrian Program FY2016-2017 Annual Report



Community Outreach Programs

Grid Bike Share

The City of Mesa, along with Grid Bikes, launched the program in March of 2016, which provides 100 green Grid bicycles that have been placed at 12 different bike hubs located along or close to the light rail in Mesa to provide first and last mile connectivity. The City of Mesa will be launching an additional 100 bikes in FY 2017-2018.



The smart bikes are manufactured by Social Bicycles and are equipped with state-of-the-art features such as responsive solar lighting, a chainless shaft drive, a GPS-enabled solar-powered panel to interact with the bike and an integrated lock that works with regular bike racks.

The price of a monthly membership for the Grid Bike Share program was recently reduced 50 percent to \$15 per month and includes 60 minutes of usage time per day. Users can increase that time to 90 minutes with a \$20 Monthly Plus membership. There is also a Pay as You Go Plan with an hourly rate of \$7 with additional hours pro-rated by the minute.



Bicycle and Pedestrian Program FY2016-2017 Annual Report



Tourism Outreach Programs

Spoke Life Magazine

A semi-annual publication that is sent out to mesa residents free of charge. that provides information about the City of Mesa Bicycle and Pedestrian Program including:

- Upcoming projects, events, and education opportunities
- Safety information
- Group rides and bike shop information
- Spotlights local mesa cyclists and families.
- National information about safety, riding, best practices, and equipment



Mesa Bike Map

The City of Mesa updates and offers free bike maps at all public facilities buildings, social service organizations, senior communities, and bike shops in Mesa. Mesa bike maps are available electronically on line as well. The Mesa Bike Map offers educational and safety information, as well as the locations of all City of Mesa bicycle bike paths, lanes, and featured bike routes.



Celebrate Mesa

Twice a year, the City of Mesa conducts a citywide celebration for residents, which include tons of fun opportunities and information regarding City Services and other social services agencies. The City of Mesa, Bicycle and Pedestrian Program attends these events twice a year, where we handout informational material and educational materials as well as using the time to facilitate public outreach for different programs and facilities that are in the planning stages.






Bicycle and Pedestrian Program FY2016-2017 Annual Report



Evaluation and Planning Efforts

IN THIS SECTION:

-  **BUILDING STRONG NEIGHBORHOODS**
-  **BIKE AND PEDESTRIAN COUNTS**
-  **ANNUAL CUSTOMER'S SERVICE SURVEY**
-  **BICYCLE MASTER PLAN UPDATE (SNEAK PEAK)**
-  **VISION ZERO (BICYCLE AND PEDESTRIAN) STRATEGIC SAFETY PLAN)**
-  **CRASH ANALYSIS AND ANNUAL CRASH REPORTS**
-  **MESA'S ROAD TO PLATINUM BFC STATUS**

Monthly Bike Count Ranking by Station

1st. Consolidated Canal and Main Street	3,416
2nd. Consolidated Canal and Baseline Road	2,363
3rd. Rio Salado Pathway	1,390
4th. Porter Park Pathway – South	1,542
5th. Rio Salado Pathway - East	1,460
6th. Porter Park Pathway – North	1,360

Planning





Evaluation and

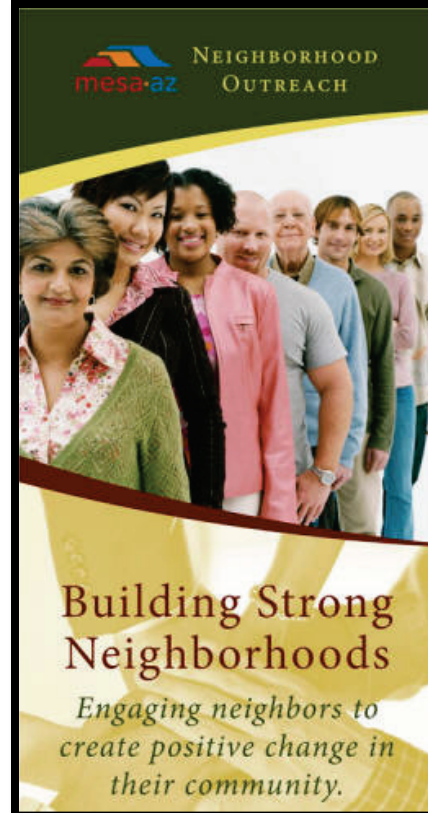
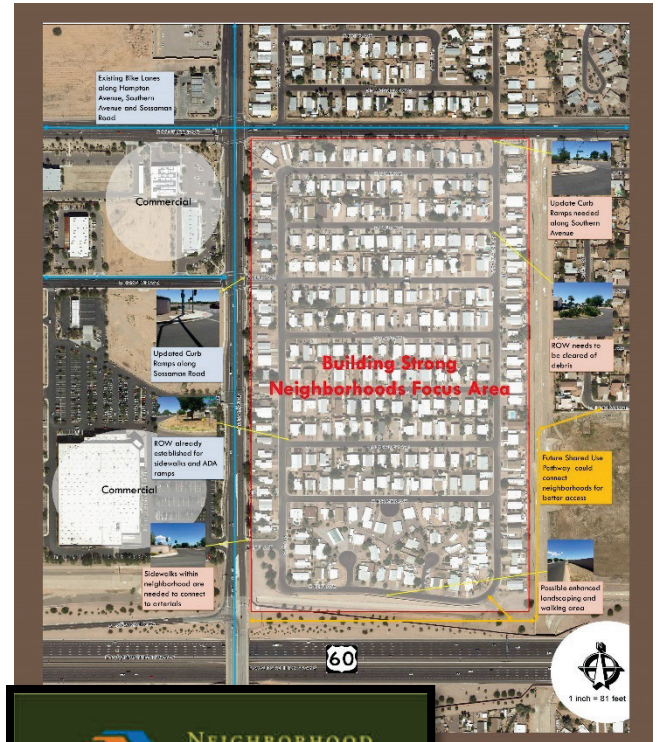
Bicycle and Pedestrian Program FY2016-2017 Annual Report



Evaluation and Planning Efforts

Building Strong Neighborhoods

-  **THE BUILDING STRONG NEIGHBORHOODS (BSN) INITIATIVE LAUNCHED IN 2006:**
-  **BSN IS A COMPREHENSIVE NEIGHBORHOOD PROGRAM LED BY THE NEIGHBORHOOD OUTREACH OFFICE AND THE COMMUNITY TO PRESERVE AND STRENGTHEN MESA'S NEIGHBORHOODS.**
-  **BSN ADDRESSES THE UNIQUE NEEDS AND DIVERSE ISSUES IN A WIDE VARIETY OF NEIGHBORHOODS THROUGHOUT THE CITY.**
-  **BICYCLE AND PEDESTRIAN PROGRAM STAFF ASSIST RESIDENTS IN IDENTIFYING AND PRIORITIZING NEIGHBORHOOD CONCERNS REGARDING BICYCLING AND WALKING.**
-  **BICYCLE AND PEDESTRIAN THEN TAKE THOSE IDENTIFIED PROJECTS AND PRIORITIZE THEM FOR FUTURE PROJECTS**
-  **THE OBJECTIVE IS TO PROVIDE RESIDENTS AND STAFF WITH A FOCUSED EVALUATION OF HOW WE CAN MAKE THEIR NEIGHBORHOOD MORE WALKABLE AND BIKEABLE.**







NEIGHBORHOODS
ACTIVITY OBSERVATIONS

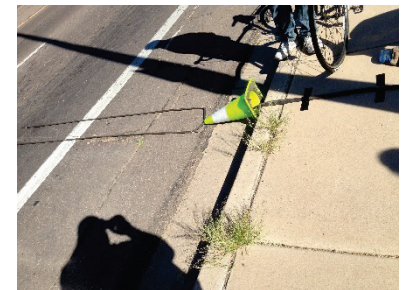
Bicycle and Pedestrian Program FY2016-2017 Annual Report




Evaluation and Planning Efforts


Bike and Pedestrian Counts

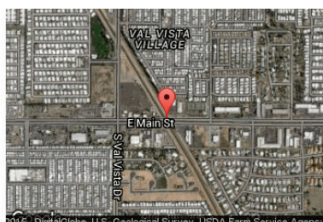
-  MONTHLY COUNTS ARE RECORDED, ANALYZED FOR TRENDS AND TO SHOW JUSTIFICATION AND NEED FOR ADDITIONAL BICYCLE FACILITIES AND FOR FEDERAL GRANTS BEING APPLIED FOR.
-  CONDUCT BICYCLE COUNTS ON VARIOUS SECTIONS OF IMPROVED PATHWAYS THROUGHOUT THE CITY.
-  TAKE COUNTS ON SEGMENTS OF A ROAD OR PATH THAT IS BEING EVALUATED FOR ADDITIONAL OR ENHANCED BICYCLE AND PEDESTRIAN FACILITIES
-  ALL NEW CAPITAL PROJECTS ARE BEING PLANNED TO INCLUDE A MINIMUM OF ONE COUNTER PER SEGMENT.






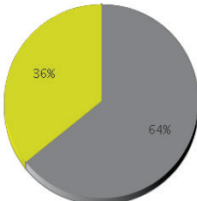
Consolidated Canal @ Main Street
Period Analyzed: Thursday October 01, 2015 to Saturday October 31, 2015






	Total Traffic for the Analyzed Period	Daily Average	Busiest Day of the Week	Distribution	
				IN	OUT
Pedestrians	2,150	69	Tuesday	61	39
Cyclists	3,859	124	Saturday	54	46





Pedestrians
 Cyclists



11/17/2015
1 / 4

Bicycle and Pedestrian Program FY2016-2017 Annual Report



Evaluation and Planning Efforts

Annual Customer's Service Survey

The City of Mesa's Bicycle and Pedestrian Program wants the community's input in order to reach the goals and objectives of the Bicycle Master Plan and the needs of the residents. The City of Mesa Transportation Department - Bicycle and Pedestrian Program, created and implemented the program's Customer Satisfaction Survey for Valley Bike Month 2015. This report presents major findings of the online survey and their implications for the bicycle and pedestrian program in the City. The survey is an annual sampling of residents in Mesa for twofold: to promote bicycling and walking as a viable, healthy, and affordable form of transportation in Mesa; and to collect data and public feedback from mesa residents about bicycle and pedestrian infrastructure and programs. The City of Mesa Transportation Department- Bicycle and Pedestrian Program Customer Satisfaction Survey, builds on previous research and data collected during the writing of the 2012 City of Mesa Bicycle Master Plan. The 2012 City of Mesa Bicycle Master Plan was a comprehensive and collaborative effort that was designed to evaluate what was currently in place and working well, as well as what improvements that were needed to propel Mesa towards Bicycle Friendly Community Platinum status with the League of American Bicyclists.

What You Want... We're Listening.
Here the 2015 survey results shape city projects!

The City of Mesa:
As of November 2015, The City of Mesa proudly ranks "Silver Status" as a Bicycle Friendly Community by the League of American Bicyclists. The City is constantly increasing its efforts in order to better serve the community with modern innovation in mind. Mesa's Bicycle and Pedestrian Program provides many services and educational opportunities for residents, in order to promote the Program and enrich the safety of cyclists and pedestrians. The goal is to increase the ridership and activity throughout the City so that residents may benefit from this affordable and healthy forms of transportation. Annually, the Bicycle and Pedestrian Program releases a survey to gauge the activity and overall satisfaction of the Program and facilities offered, so that it may improve and support a beneficial, as well as a desirable environment. The 2016 survey was conducted over the months of February through April with 161 respondents.

Key Findings:

- Most cyclists wear a helmet and ride for recreation, for health, and exercise benefits.
- Cyclists feel most threatened by motorists' behavior and inability to share the roadway, deterring them from commuting by bicycle.
- 81% of riders requested more bike racks.
- Distinction between bike lanes and improvements of right turns are the most desired features by the community.
- 73% of respondents wish to see separated or buffered bike lanes.
- Most respondents are unaware of the Bicycle & Pedestrian website and have never attended a free educational class.

Evaluating the Facts:
Which Best Describes Your Confidence Level as a Cyclist?

Boosting Confidence:
One of the program's main goals is to boost the overall confidence of cycling throughout the City. 79% of the total participants fall within the confident and enthused or strong and fearless about riding. Only 21% fall within the interested but concerned or would not participate in cycling classes. Overall, the City as a whole is quite confident in regards to bicycling.

Room to Improve:
As always, there is room to improve. For future surveys, the Program plans to create more specifically targeted and detailed questions. Although the questions are sufficient, reformatting the questions to the main focus will help page future projects, programs, awareness, and facilities. By improving these specific measures, the City hopes to increase all around ridership, and promote the safety of bicycles and pedestrians.

What Pedestrian Improvements Would You Like to See...? Choose All That Apply:

Improvement	1 (less important)	2	3 (somewhat important)	4	5 (most important)
More width of sidewalk (pav.)	7%	8%	23%	23%	39%
More lighting along routes	8%	12%	23%	22%	35%
Better connectivity	7%	12%	20%	23%	38%
Further away from traffic	8%	14%	28%	24%	26%
Better Wayfinding...	14%	22%	27%	21%	16%

Updates for Future Projects and Planning:

- Since 2015, the city has purchased and begun the installation of 50 additional bike racks for the public to utilize. They are projected to be installed by the end of the 2016 calendar year.
- The City of Mesa's Transportation Department has funded and launched a new pilot project for its first ever buffered bike lane. A buffered bike lane is an on street traffic lane meant specifically for cyclists, that is separated by a physical barrier. The project is projected to be approximately 2 miles in length on 32nd street, expanding between Broadway and Baseline Roads. Completion of the project is still uncertain at this time, however, it is projected to be completed no later than 2018.
- Safety is a main priority of the Program and it has developed new strategies to educate the public on bicycle and pedestrian safety. The City currently offers safety education courses for both children, and adults, in which participants receive free bicycling gear such as: helmets, bike lights, locks, and other various resources. Based on survey feedback, the Program has decided to add 7 more children's courses and an additional 12 adult courses for 2016. Mesa's diversity has encouraged the Program to translate the safety courses into other languages, such as Spanish. Another additional factor the City hopes to provide, is converting the current course to an online course for residents with busy schedules or that anyone can readily access the safety information at all times.
- Future Public Service Announcements in regards to the Share the Roadway Campaign for driver awareness, is also in current planning stages, hoping to be released within 2017.

FOR MORE INFORMATION ABOUT THE CITY OF MESA'S BICYCLE AND PEDESTRIAN PROGRAM OR TO VIEW THE ENTIRE SURVEY, PLEASE VISIT: mesaaz.gov/residents/transportation/bike-pedestrian

Reasons to Ride:
There are numerous reasons people choose to ride their bicycles. 81% of Mesa's riders are recreational cyclists while only 19% use their bike for primary uses such as commuting or running errands. Many residents are discovering the benefits from riding by utilizing bicycling as a mechanism to exercise, save on costs for transportation, and preserve the environment.

In General, What Type of Riding Do You Do?

Satisfaction:
Currently, 46% of the people surveyed were satisfied with the current design of the community in regards to safety. Although this is decent gratification, the results are not ideal. Safety is one of the main goals that the City strives for. Next year in 2017, Mesa aims to have at least 50% satisfaction, but ultimately 75% or greater would be an ideal target for the developing Program.

An All Inclusive Program:
After further analyzing the data, another major factor was brought to the attention of Bicycle and Pedestrian Staff. Most cyclists are adult men. Although this may not account for bicyclists and pedestrians with access to the survey, Mesa wants to remain an active community, engaging all ages and genders to participate in walking and biking. The Program hopes and predicts that with further planning and improvements, this goal may be achieved.

How Satisfied Are You With How Your Local Community is Designed for Making Walking Safe?

What is Your Age?

What is Your Gender?

Bicycle and Pedestrian Program FY2016-2017 Annual Report



Evaluation and Planning Efforts

Vision Zero

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. First implemented in Sweden in the 1990s, Vision Zero has proved successful across Europe — and now it's gaining momentum in major American cities. Vision Zero sets a timeline and a commitment and brings stakeholders together to ensure a basic right of safety for all people as they move about their communities.



Vision Zero is a significant departure from the status quo in two major ways:

1. Vision Zero acknowledges that traffic deaths and severe injuries are preventable and sets the goal of eliminating both in a set time frame with clear, measurable strategies. This is a major shift for most American communities, by establishing clear accountability to ensure safe mobility. History has shown, with campaigns to reduce drunk driving and initiatives to increase recycling, that changing cultural attitudes and ensuring political accountability make a dramatic difference — and increase success. It's time to take this level of intention and focus to the critical issue of traffic deaths.
2. Vision Zero is a multidisciplinary approach, bringing together diverse and necessary stakeholders to address this complex problem. In the past, meaningful, cross-disciplinary collaboration among local traffic planners and engineers, police officers, policymakers, and public health professionals has not been the norm. Vision Zero acknowledges that there are many factors that contribute to safe mobility -- including roadway design, speeds, enforcement, behaviors, technology, and policies -- and sets clear goals to achieve the shared goal of zero fatalities and severe injuries.

The impact of traffic deaths and injuries is felt most acutely at the local level. In too many cities, our transportation systems are out of synch with our priorities for improved health, sustainability, equity and economic well-being. Increasingly, leaders at the community and local level are mobilizing for Vision Zero, building the momentum from the ground up for a national campaign that transforms our streets into safe spaces for all. We can save lives, prevent severe injuries, increase physical activity, while also benefitting the environment, the local economy, and advancing equity. And we can do it with proven strategies such as:

 Lowering speed limits

 Redesigning streets

 Implementing meaningful behavior change campaigns

 Enhancing data-driven traffic enforcement

By taking action at the local (and state) levels to prioritize safety in our policies and practices, we can create a new reality in which everyone — those of us walking and driving, and those of us riding a bus or a bike — feel safe and comfortable moving about our communities.

Bicycle and Pedestrian Program FY2016-2017 Annual Report



Evaluation and Planning Efforts

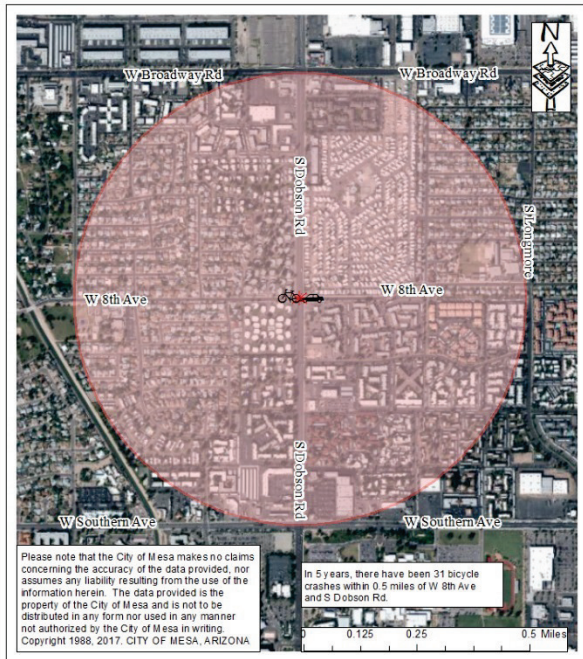
Crash Analysis and Annual Crash Reports

In 2015, 5,376 pedestrians and 818 bicyclists were killed in crashes with motor vehicles (National Highway Traffic Safety Administration, Traffic Safety Facts). These two modes accounted for 17.7 percent of the 35,092 total U.S. fatalities that year.

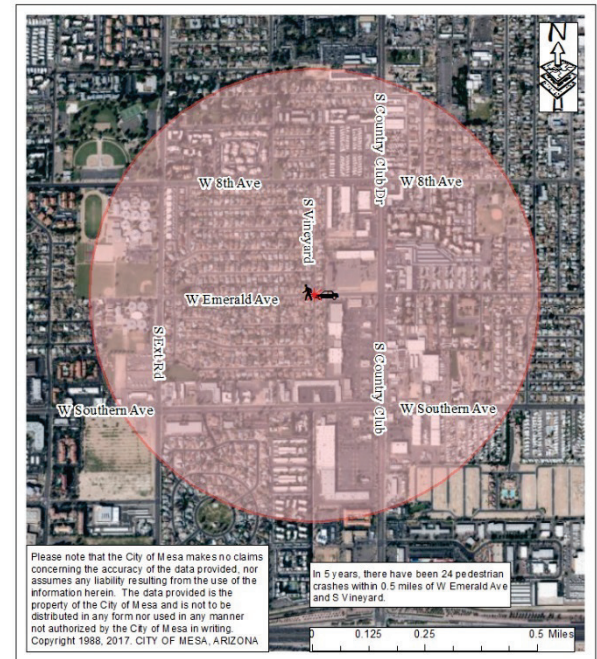
Traffic Studies section of the City of Mesa Transportation Department conducts analysis each year utilizing Crash Magic software to provide annual crash reports for motor vehicles, bicycles, and pedestrians. This application software, tracks and provides insight to traffic planners and engineers that there may be an issue in an area of the City that is experiencing high bicycle and pedestrian involved crashes.

The two maps below are examples of how Crash Magic can be utilized to analyze and determine where the “Highest Concentration of Bicycle and Pedestrian Crashes have occurred within the City of Mesa, between 2012 and 2016.”

**Highest Concentration of Bicycle Crashes
2012 - 2016**



**Highest Concentration of Pedestrian Crashes
2012 - 2016**







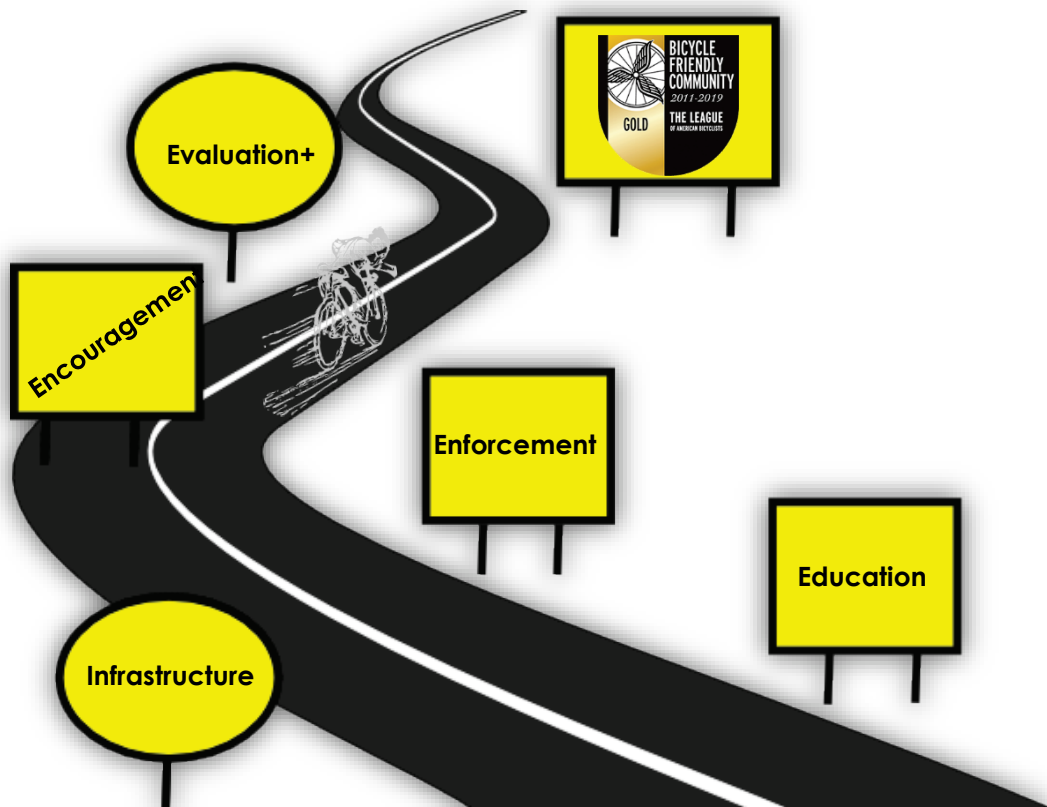
Bicycle and Pedestrian Program FY2016-2017 Annual Report



Evaluation and Planning Efforts

Mesa's Journey to becoming a world class Gold BFC City!

-  IT HAS BEEN FIVE YEARS SINCE MESA'S BICYCLE MASTER PLAN WAS ADOPTED BY CITY COUNCIL
-  PROGRAM WILL BE COMPLETING AN UPDATE TO THE PLAN THAT WILL BE COMPLETED IN JANUARY 2018
-  MESA'S BFC "SILVER" STATUS IS VALID THROUGH 2019
-  MESA AT THE COMPLETION OF THE UPDATE TO THE BICYCLE MASTER PLAN WILL APPLY FOR GOLD BFC STATUS WITH THE LEAGUE OF AMERICAN BICYCLISTS



Bicycle and Pedestrian Program FY2016-2017 Annual Report





City of Mesa
Transportation Department
Bicycle and Pedestrian Program
480.644.2160

