



# MEMORANDUM

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**DATE:** January 3, 2012

**TO:** Honorable Mayor and  
Council Members

**FROM:** Richard Miranda  
City Manager

**SUBJECT:** Pedestrian Safety

It is of concern to me that recently we have seen an increase in the number of traffic collisions involving pedestrians. In 2011 there were 25 serious injury or fatal collisions involving pedestrians within the City. This is a significant jump over 2010, when there were 13 pedestrian collisions, and 2009 when there were 10. The most recent incident involved a 13-year old boy who was killed while crossing 22<sup>nd</sup> Street at Lakeshore Lane south of Reid Park. At this time, I feel it is paramount that we evaluate our pedestrian safety efforts to ensure that we are programming our available resources as effectively as possible to provide for the safety of pedestrians within the City.

Toward that end I have convened a task force made up of staff from the Transportation, Police, Fire, and Parks and Recreation departments to focus on pedestrian safety. Specifically, this group, which will be led by Liz Miller and Andy Quigley have begun to develop a pedestrian safety strategy for immediate implementation focused on three key elements:

1. Prioritized pedestrian transportation improvements
2. Education
3. Enforcement of laws

Over the years, Tucson has been a recognized leader with regards to innovative pedestrian safety transportation improvements. The City designed and installed the first HAWK (High Intensity Activated Crosswalk) crossing in March 2000 at Valencia/San Fernando. Today there are a total of 110 pedestrian-activated traffic signals throughout the City, and the national Manual on Uniform Traffic Control Devices now recognizes Tucson's HAWK crossings as a transportation standard.

The cost of installing a pedestrian-activated traffic signal is approximately \$125,000. The Regional Transportation Authority (RTA) is the current funding source for these signals. In the past, the City chose to use its HURF funds along with a match from a school or other entity requesting the signal. HURF funding has been cut dramatically in recent years and now stands at 1994 levels. In 2010, the RTA allocated funding to install nine additional pedestrian-activated traffic signals. Two have been installed (Campbell/Bantam and Speedway/Arcadia) with the remaining programmed over the next two years. The planned locations are as follows:

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- Swan/Third Street - 2012
- 22nd/Lakeshore Lane - 2012
- Speedway/10th Ave - 2012
- Broadway/Old Spanish Trail - 2012
- Stone Avenue/King Street - 2013
- Park Avenue/33rd Street - 2013
- Golf Links/La Paloma Academy - 2013

The City has a list of over 50 additional locations where we would like to install pedestrian-activated traffic signals if funding becomes available. These locations are determined by a variety of factors including adjacency to land uses that generate pedestrian traffic (e.g. schools), requests from surrounding property owners, and prior accidents at a particular location.

Education, awareness, and enforcement are also key aspects of pedestrian safety. As far as immediate next steps, the task force will examine TPD accident statistics to determine if there are hot spots or environmental factors that contribute to accidents. For example, a first review of pedestrian collision statistics over the past three years shows that the majority of incidents happen at night and involve jaywalking. Review of additional data can show where an engineering analysis needs to take place and a HAWK installation (or other pedestrian safety improvements) may need to be prioritized. Stepped up enforcement at these locations may also be needed. Going forward, we need to establish clear criteria and protocols for identifying and prioritizing the locations for pedestrian-activated traffic signals.

In addition, staff will update our current educational materials and take a more active approach to getting this information out through existing City outreach programs that Fire, Police, Environmental Services, and Water conduct already. These materials will be distributed more widely than is currently being done using Parks and Recreation facilities, public housing sites, and other community centers. Presentations already scheduled by departments (Fire during their school visits and recreation staff at KIDCO and other programs for example) will emphasize pedestrian awareness and safety during the next three months. We will enlist Channel 12 in producing an updated educational video on pedestrian safety that can be distributed through City communication channels as well as through a Public Service Announcement. For the longer term, we will need to identify funding options for both pedestrian safety improvements and education and outreach in order to adequately provide for these services.

RM/NEG