

2024

Arizona Strategic Highway Safety Plan



2025 Annual Activity Report



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23 UNITED STATES CODE SECTION 407

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Notwithstanding any other provision of law, reports, surveys, schedules, lists, or data compiled or collected for the purpose of identifying, evaluating, or planning the safety enhancement of potential accident sites, hazardous roadway conditions, or railway-highway crossings, pursuant to sections 130, 144, and 148 of this title or for the purpose of developing any highway safety construction improvement project which may be implemented utilizing Federal-aid highway funds shall not be subject to discovery or admitted into evidence in a Federal or State court proceeding or considered for other purposes in any action for damages arising from any occurrence at a location mentioned or addressed in such reports, surveys, schedules, lists, or data.

23 CODE OF FEDERAL REGULATIONS SECTION 420.117(E)

PROGRAM MONITORING AND REPORTING REQUIREMENTS

This report was funded in part through grants from the Federal Highway Administration, U.S. Department of Transportation. The contents of this report reflect the views of the authors, who are responsible for the facts and the accuracy of the data, and for the use or adaptation of previously published material, presented herein. The contents do not necessarily reflect the official views or policies of the Arizona Department of Transportation or the Federal Highway Administration, U.S. Department of Transportation. This report does not constitute a standard, specification, or regulation. Trade or manufacturers' names that may appear herein are cited only because they are considered essential to the objectives of the report. The U.S. government and the State of Arizona do not endorse products or manufacturers.

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Executive Summary

The Arizona Strategic Highway Safety Plan (SHSP), adopted in October 2024, establishes a framework for traffic safety partners to reduce fatalities and serious injuries on all public roads in Arizona through a series of strategies.

EMPHASIS AREAS

Based on the analysis of fatal and serious injury crash data from 2013 through 2022, five Emphasis Areas were identified to help direct resources, focus implementation efforts, and establish Emphasis Area implementation teams. The identified SHSP Emphasis Areas are:

- Human Behavior
- Intersections
- Lane Departure
- Tribal Lands
- Vulnerable Road Users

CRASH DATA UPDATES

Overall Crash Trends

Notable safety statistics across the state in 2024 and safety trends over the last 10 years are shown below per the crash data in the SHSP crash dashboard, which was last updated on June 13, 2025.

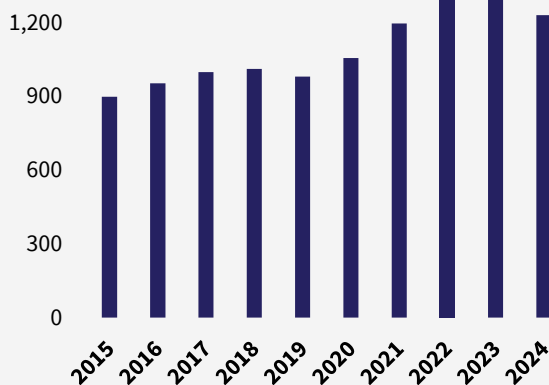
SAFETY STATISTICS FOR 2024

1,229 fatalities

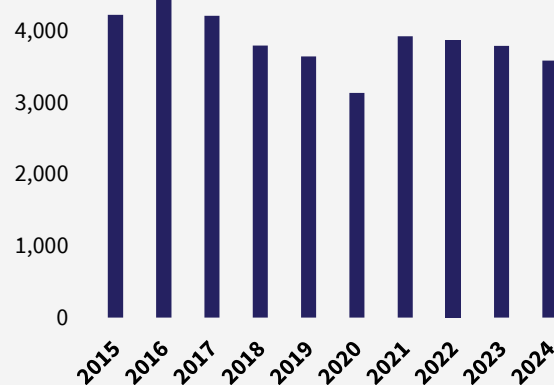
3,582 serious injuries

SAFETY TRENDS 2015-2024

TRAFFIC FATALITIES IN ARIZONA



TRAFFIC SERIOUS INJURIES IN ARIZONA

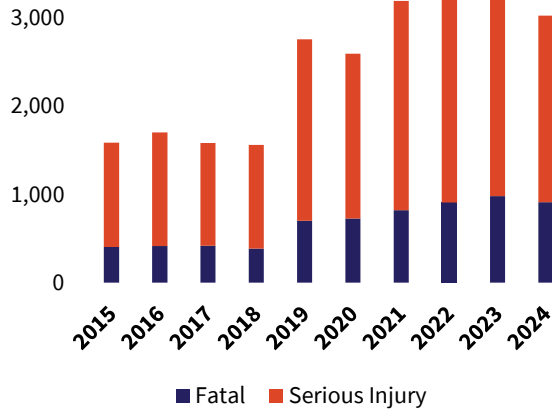


Progress Towards SHSP Goal

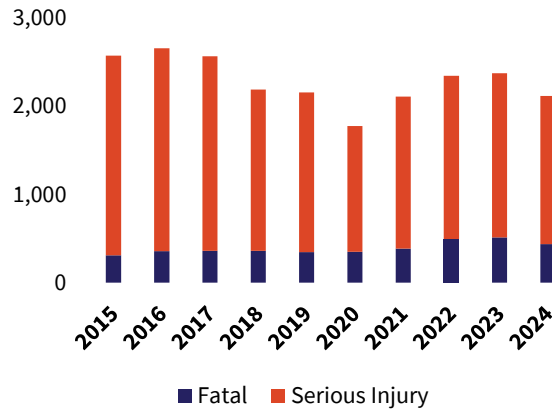
The Arizona SHSP goal is to reduce fatal and serious injury crashes by 20% by 2030. Since 2022, traffic fatalities and serious injuries have decreased from 5,187 to 4,811 (7.2%).

CRASHES BY EMPHASIS AREA

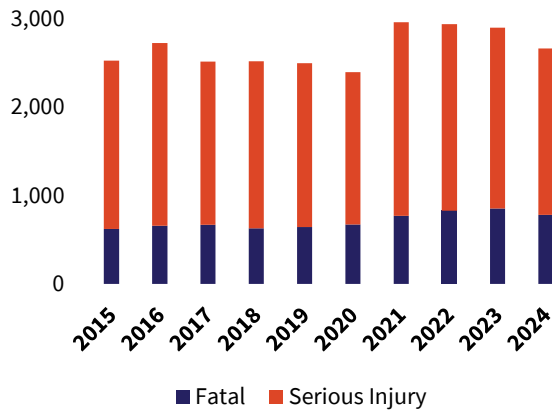
Human Behavior



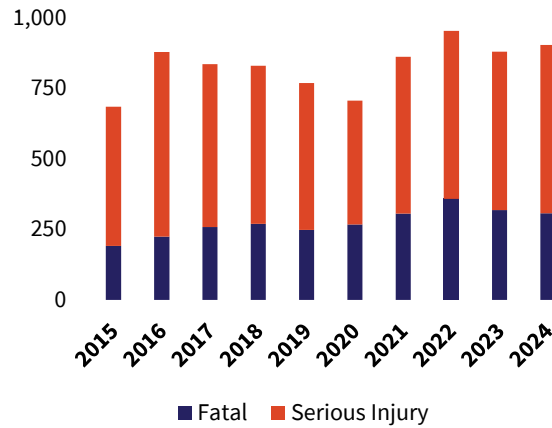
Intersections



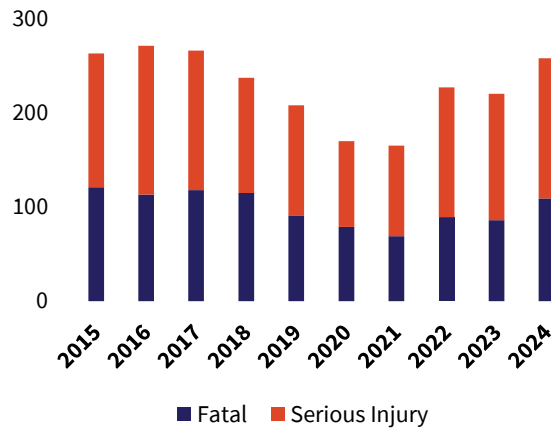
Lane Departure



Vulnerable Road Users



Tribal Lands



EMPHASIS AREA IMPLEMENTATION TEAMS

Emphasis Area implementation teams met quarterly and developed actions for implementing the SHSP strategies. To date, 30 separate actions have been developed and are underway.

Arizona SHSP Overview

VISION AND GOAL

The Arizona SHSP, adopted in October 2024, establishes a framework for traffic safety partners to reduce fatalities and serious injuries on all public roads in Arizona through a series of strategies. The vision and goal for the SHSP were developed by the SHSP Executive Committee and are consistent with the national movement to adopt the Safe System Approach.

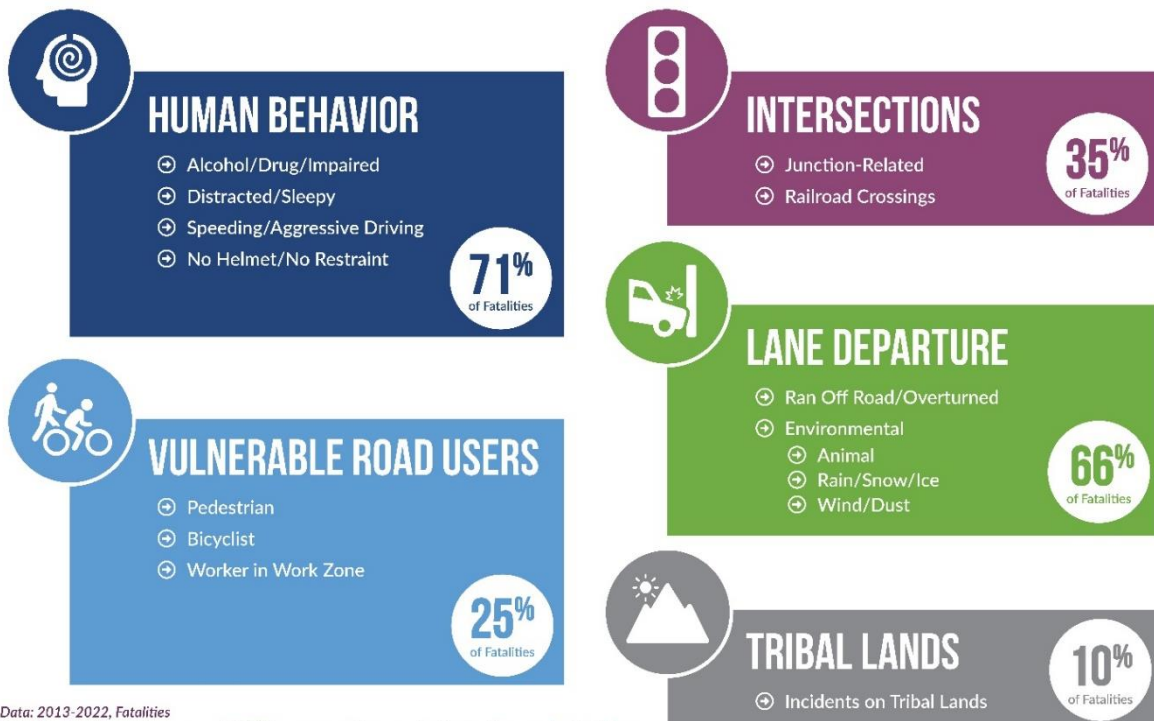
VISION

Creating shared responsibility so everyone arrives safely home.

GOAL: REDUCE LIFE-ALTERING TRAFFIC CRASHES BY 20% BY 2030.

EMPHASIS AREAS

Based on the analysis of fatal and serious injury crash data from 2013 through 2022, five Emphasis Areas were identified to help direct resources, focus implementation efforts, and establish Emphasis Area implementation teams. The identified Emphasis Areas and sample crash types within each Emphasis Area are shown below.



Data: 2013-2022, Fatalities

Note: The sum of percentages exceeds 100% because a crash can pertain to more than one Emphasis Area.

Crash Data Updates

OVERALL CRASHES

Overall Crash Trends

Notable safety statistics across the state in 2024 and safety trends over the last 10 years are shown below per the crash data in the SHSP crash dashboard, which was last updated on June 13, 2025.

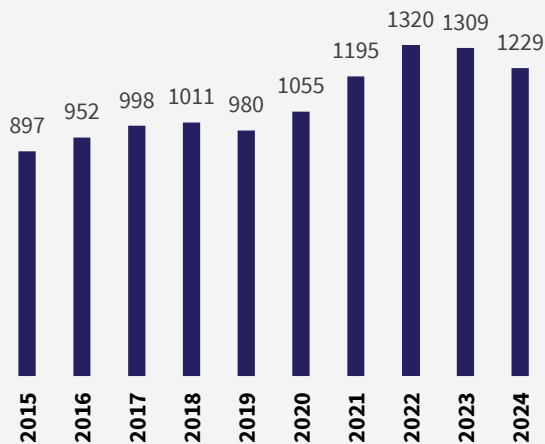
SAFETY STATISTICS FOR 2024

1,229 fatalities

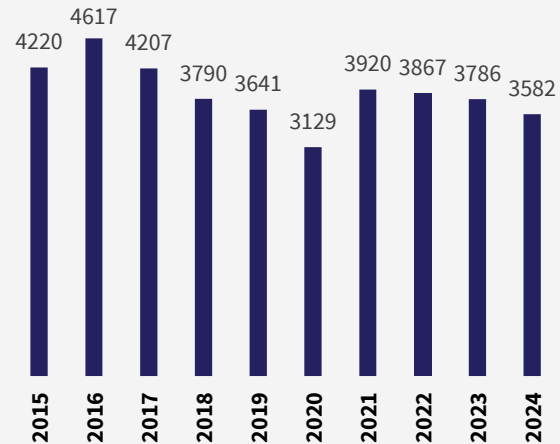
3,582 serious injuries

SAFETY TRENDS 2015-2024

TRAFFIC FATALITIES IN ARIZONA

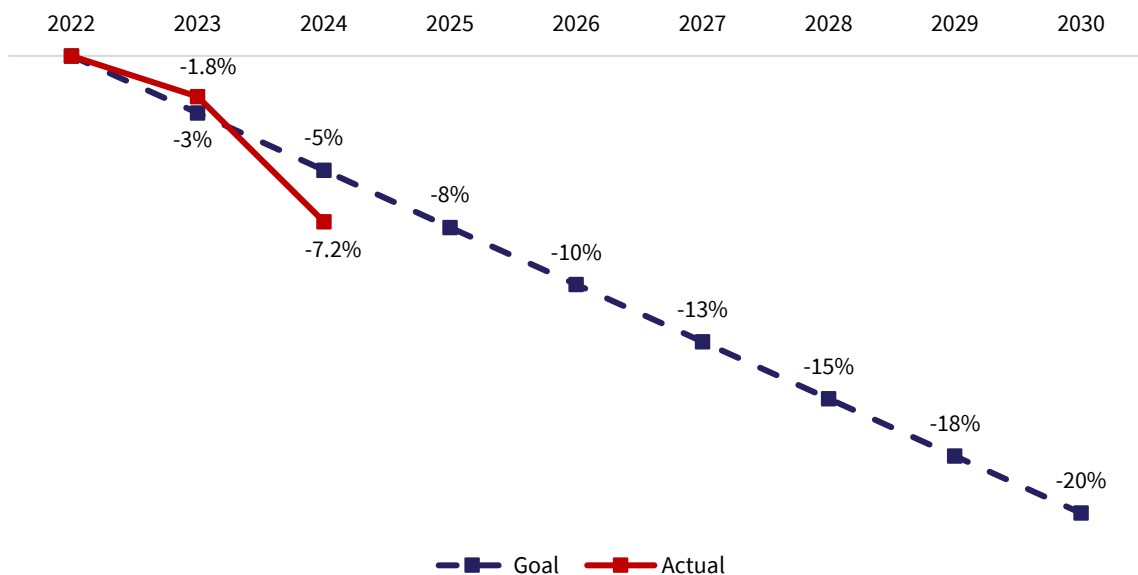


TRAFFIC SERIOUS INJURIES IN ARIZONA



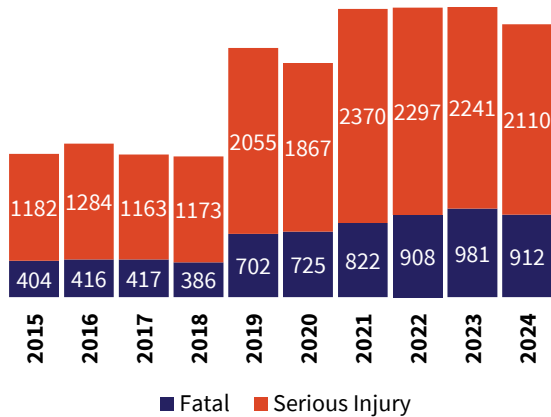
Progress Towards SHSP Goal

The Arizona SHSP goal is to reduce fatal and serious injury crashes by 20% by 2030. Since 2022, traffic fatalities and serious injuries have decreased from 5,187 to 4,811 (7.2%).

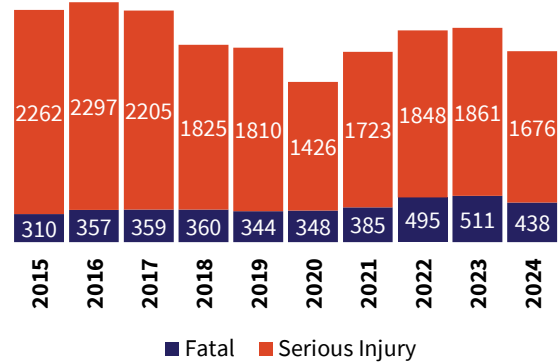


CRASHES BY EMPHASIS AREA

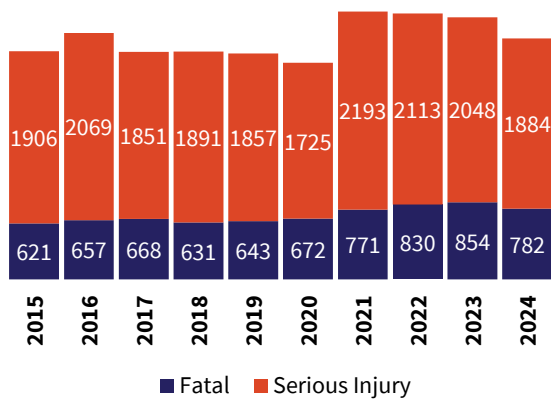
Human Behavior



Intersections



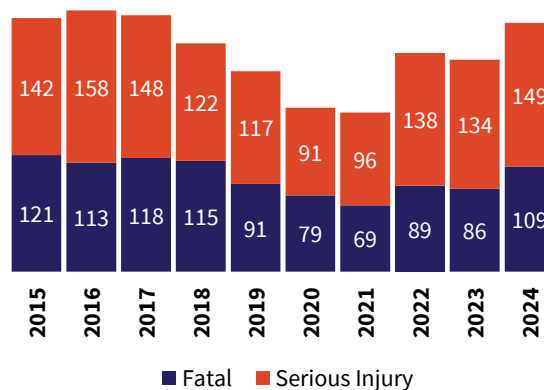
Lane Departure



Vulnerable Road Users



Tribal Lands



VULNERABLE ROAD USER SPECIAL RULE

The Vulnerable Road User (VRU) Special Rule (23 U.S.C 148(g)(3)) requires that if the number of VRU fatalities comprises greater than 15% of the total fatalities, then 15% or greater of Arizona's allocated federal Highway Safety Improvement Program (HSIP) funding must go to improvements that address VRU safety. In 2024, Arizona experienced 1,229 total fatalities and 307 VRU fatalities which accounted for 25% of all fatalities, so the VRU Special Rule applies to Arizona HSIP funding.

Emphasis Area Implementation Teams

An Emphasis Area implementation team was established for each of the SHSP Emphasis Areas. In addition, a Safety Data-Sharing team was established as a sixth Emphasis Area implementation team that focuses on improving crash data-sharing between agencies and the public. Emphasis Area implementation teams met quarterly and discussed developing and implementing action plans for the strategies recommended in the SHSP. All actions adopted by each Emphasis Area team were input into the Arizona SHSP Action Step Tracking Tool. To date, 30 separate actions have been developed and are in various stages of being completed.

HUMAN BEHAVIOR

2025 Quarterly Meetings

The Human Behavior Emphasis Area Implementation Team met on the following dates:

- January 21, 2025
- April 21, 2025
- July 21, 2025
- October 28, 2025

2025 Actions Update

The following actions in the Human Behavior section of the Arizona SHSP Action Step Tracking Tool are currently underway:

- Develop training for all law enforcement and first responder services
- Develop and conduct statewide traffic safety education campaign using a variety of media types

INTERSECTIONS

2025 Quarterly Meetings

The Intersections Emphasis Area Implementation Team met on the following dates:

- January 16, 2025
- April 21, 2025
- July 14, 2025
- October 20, 2025

2025 Actions Update

The following actions in the Intersection section of the Arizona SHSP Action Step Tracking Tool are currently underway:

- Develop and provide an outreach training session for the various Intersection Control Evaluation (ICE) efforts conducted by the Pima Association of Governments (PAG), Maricopa Association of Governments (MAG), and ADOT
- Establish a working group to discuss local agency experience with automated enforcement
- Evaluate the use of near-miss crash data at intersections and determine value compared to correlation with historic crash data

LANE DEPARTURE

2025 Quarterly Meetings

The Lane Departure Emphasis Area Implementation Team met on the following dates:

- January 22, 2025
- April 22, 2025
- July 15, 2025
- October 21, 2025

2025 Actions Update

The following actions in the Lane Departure section of the Arizona SHSP Action Step Tracking Tool are currently underway:

- Develop a survey for Arizona-specific use and trends of FHWA Proven Safety Countermeasures
- Summarize research and guidance for agencies on shoulder width relative to performance-based practical design
- Establish a working group focused on ITS-based traffic safety countermeasures in rural applications

SAFETY DATA-SHARING

2025 Quarterly Meetings

The Safety Data-Sharing Emphasis Area Implementation Team met on the following dates:

- January 21, 2025
- April 30, 2025
- July 30, 2025
- October 29, 2025

2025 Actions Update

The following actions in the Safety Data-Sharing section of the Arizona SHSP Action Step Tracking Tool have been completed:

- Provide crash information through a public safety data dashboard

The following actions in the Safety Data-Sharing section of the Arizona SHSP Action Step Tracking Tool are currently underway:

- Inventory safety data resources and initiatives using online Google survey

TRIBAL LANDS

2025 Quarterly Meetings

The Tribal Lands Emphasis Area Implementation Team met on the following dates:

- January 21, 2025
- April 21, 2025
- July 21, 2025
- October 6, 2025

2025 Actions Update

The following actions in the Tribal Lands section of the Arizona SHSP Action Step Tracking Tool have been completed:

- Develop a Highway Safety Single Source Website

The following actions in the Tribal Lands section of the Arizona SHSP Action Step Tracking Tool are currently underway:

- Implement transverse rumble strips, appropriate signage, and striping at intersections with 90-degree turns
- Identify medium-cost treatments to address 'run off the road' or lane departure crashes, such as applying a high-friction driving surface
- Identify new technology opportunities for reducing conflicts with open range animals
- Promote updating guardrails to MASH standards
- Develop a Tribal Roadway Safety Guide
- Develop a post-crash care training course that teaches medically trained individuals how to respond at a crash scene that could be applied by Tribal governments
- Check tribal transportation safety plans for strategies and action items that have been identified in the past
- Provide all law enforcement agencies, including Tribal, the resources and support to adopt electronic crash reporting

VULNERABLE ROAD USERS

2025 Quarterly Meetings

The Vulnerable Road Users Emphasis Area Implementation Team met on the following dates:

- January 21, 2025
- April 7, 2025
- July 7, 2025
- October 6, 2025

2025 Actions Update

The following actions in the Vulnerable Road Users section of the Arizona SHSP Action Step Tracking Tool have been completed:

- Develop a Highway Safety Single Source Website

The following actions in the Vulnerable Road Users section of the Arizona SHSP Action Step Tracking Tool are currently underway:

- MAG is updating its Transportation Systems Management and Operations Plan and Active Transportation Plan
- Identify and share neighborhood level guidelines for traffic calming
- Inquire about the City of Tucson neighborhood level resource
- Help expedite roadway design guidelines to support VRU safety
- Share and develop best practices for engaging VRUs
- Collect data on student travel to schools in Flagstaff
- Develop and conduct ADOT safety public education campaign ensuring representation for people walking and riding bikes
- Review and update the ADOT Share the Road guide

SHSP Implementation Action Highlights

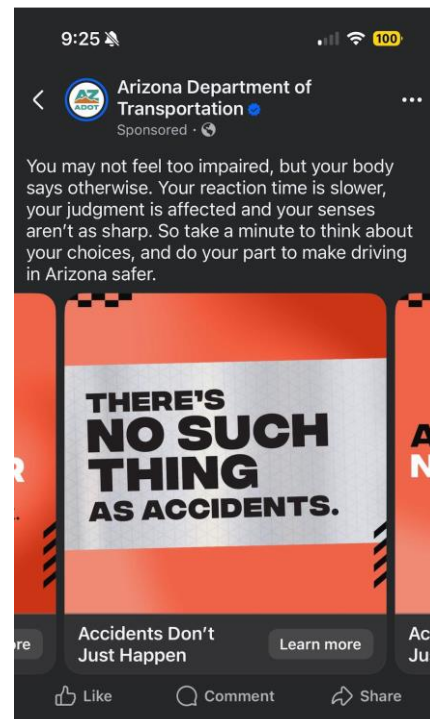
SAFETY EDUCATION CAMPAIGN

(SHSP Strategies Addressed: HB.2A, 2B, 2E; VRU.2A, 2B; LD.2A; TL.2A, 2B, 2F)

ADOT partnered with the Department of Public Safety (DPS) and the Governor's Office of Highway Safety (GOHS) to initiate a statewide traffic safety education campaign to raise awareness about how the choices we make affect roadway safety for all. The main goal of the education campaign is to positively influence driver behavior to reduce fatal and serious injury crashes.

The education campaign started in August 2025 with an ADOT internal "safe driving pledge" that consisted of ADOT employees committing to make smart choices while driving that promote safety, such as looking for pedestrians and bicyclists when turning and not texting while driving. The next phase of the education campaign started in October 2025 with an external media campaign that included public service announcements on TV and radio, digital media ads, and static signs that provide crash facts emphasizing how our choices influence traffic safety.

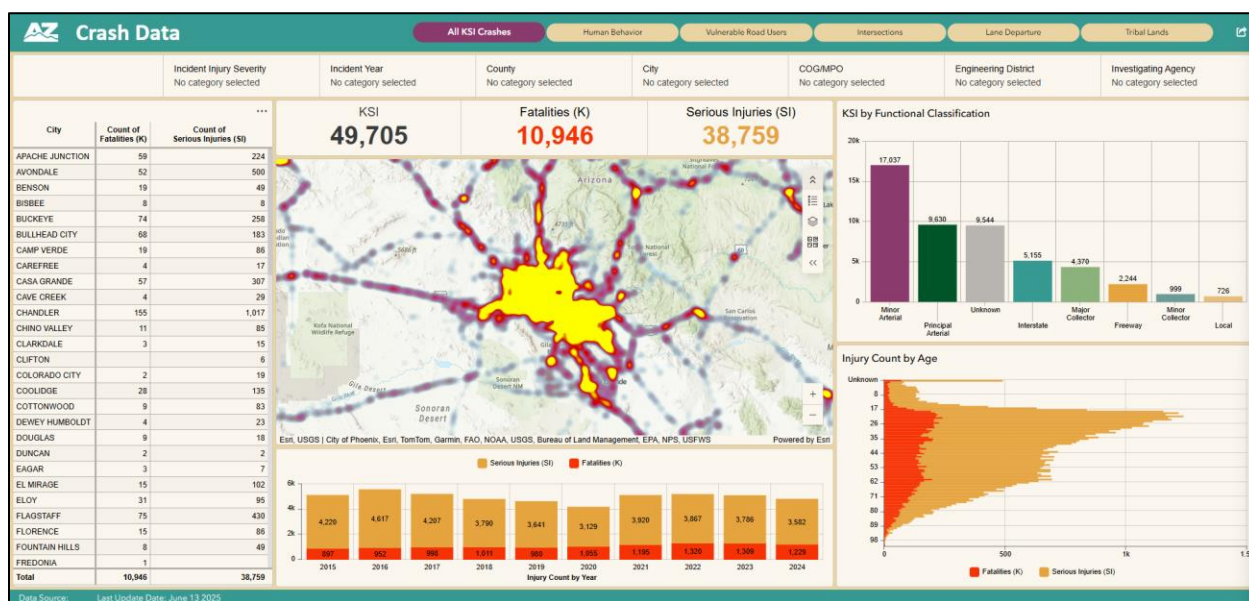
The safety education campaign has generally been more cost-effective at reaching the target audience than industry standard benchmarks and has generated nearly 10,000 "click-throughs" to ADOT's safety webpage (<https://azdot.gov/about/transportation-safety/theres-no-such-thing-accidents>).



SHSP CRASH DATA DASHBOARD

(SHSP Strategies Addressed: VRU.5B, INT.5C, LD.5C)

In June 2025, ADOT conducted a “soft launch” of the SHSP Crash Data Dashboard (<https://experience.arcgis.com/experience/a7711f17055a4e9dab845577a13e737f/page/All-KSI-Crashes>), helping to implement several of the SHSP strategies dealing with improving the sharing of crash data. This is the first publicly available crash data dashboard developed by ADOT. It shows only the fatal and serious injury crashes and allows the user to view the crash data for the most recently approved ten years of data by the five primary emphasis areas while also providing more detailed charts and graphs of data. Users of the dashboard can filter the data by jurisdiction, incident injury severity (fatal or serious injury), and incident year. It is anticipated that this dashboard will be updated annually.



DATA CLEARINGHOUSE

(SHSP Strategies Addressed: HB.2A, 2B, 2C, 2D, 3A, 5A, 5B, 5D, 5E; VRU.2A, 3A, 5A, 5B, 5C; INT.2B, 5A, 5C; LD.3A, 5A, 5B, 5C; TL.2A, 2B, 2C, 2D, 3A, 5A, 5B, 5C)

In December 2025, the Arizona GOHS launched the Statewide Highway Safety Resources webpage (<https://gohs.az.gov/statewide-highway-safety-resources>). The webpage serves as a centralized hub, featuring links to data sources that offer information on crash prevention strategies and raise awareness. Currently the webpage includes information from the following agencies and organizations:

- Arizona Department of Health Services
- Governor’s Office of Highway Safety
- Arizona Department of Transportation
- Arizona Department of Public Safety
- Arizona Department of Liquor Licensing & Control
- Coconino County
- Phoenix Fire Department
- Mesa Fire Department

- Gilbert Fire Department
- Scottsdale Fire Department
- Phoenix Children's Hospital
- Tucson Medical Center
- Federal Highway Administration
- National Highway Traffic Safety Administration
- Safe Kids Maricopa

In addition to agency and organization information, the Statewide Highway Safety Resources webpage provides links to the ADOT SHSP Crash Data Dashboard, the Stop the Bleed Training Courses from the American College of Surgeons, and CPR and First Aid Training from the American Red Cross and the American Heart Association.

ARIZONA
GOVERNOR'S OFFICE OF HIGHWAY SAFETY

Home / Statewide Highway Safety Resources

Statewide Highway Safety Resources

ARIZONA DEPARTMENT OF HEALTH SERVICES
Bureau of Emergency Medical Services & Trauma System

- » [Pedestrian Motor Vehicle Injury Prevention Crossword Puzzle](#)
- » [Pedestrian Motor Vehicle Injury Prevention Word Search Puzzle](#)
- » [Request for Emergency Pediatric Information Card \(EPIC\) Car Seat Stickers](#)
- » [Pedestrian Safety Month 2024](#)
- » [Learn About Traffic-Related Crashes at the EMS and Trauma Registry Data Dashboard](#)
- » [Off-Highway Vehicle \(OHV\) Injury Prevention - The Quail Kids Program website](#)
- » [OHV Injury Prevention: The Quail Kids Program Flyer](#)
- » [EMS and Trauma Data Dashboards](#)
- » [EMS and Trauma Data Request Process](#)

Office of Injury Prevention

Data Hub

ADHS

- » [EMS and Trauma Data Dashboards](#)
- » [Learn About Traffic-Related Crashes at the EMS and Trauma Registry Data Dashboard](#)

ADOT

- » [Crash Data \(Interactive Map\)](#)

Future Plans

Key SHSP activities planned for 2026 include:

- Conduct Quarterly Emphasis Area Implementation Team meetings
- Implement ongoing actions
- Develop and implement new actions
- Evaluate completed actions and related data to measure effectiveness