

Vision: Federal, State and local agencies, and Law Enforcement unified as safety partners, all working together toward zero (0) fatalities on Arizona roadways.

Mission: The Arizona Governor's Office of Highway Safety (GOHS) is the focal point for highway and traffic safety issues in Arizona. GOHS is an independent cabinet agency that provides leadership and funding in developing, promoting and coordinating programs; influencing public and private policy; and increasing public awareness of highway and traffic safety throughout Arizona.

Agency Description: The Arizona Governor's Office of Highway Safety (GOHS) funds programs that target speed reduction, decrease impaired driving, reduce wrong way driving incidents, increase seat belt and child safety seat usage as well as motorcycle safety awareness and driver distractions that result in traffic fatalities and injuries on our streets and highways. GOHS provides grant funding to law enforcement agencies, fire departments, fire districts and non-profit organizations throughout Arizona, including other state agencies.

Executive Summary: Every federal fiscal year, GOHS develops and implements the Arizona Highway Safety Plan that supports law enforcement agencies statewide with the necessary funding for overtime, equipment, awareness, and training to aid in effective measures to reduce statewide traffic fatalities and serious injuries.

GOHS is strategically focused on highway safety issues including, but not limited to:

1. Reduce statewide traffic fatalities, crashes, and serious injuries
2. Decrease impaired driving crashes and fatalities
3. Decrease street racing, speed and reckless driving
4. Decrease pedestrian & bicyclists fatalities and injuries
5. Decrease motorcycle fatalities
6. Educating Arizona citizens on the importance of seat belt and child safety seat usage the dangers of distracted driving
7. Reducing distracted driving

Summary of 5 Year Strategic Priorities

| # | Multi-Year Strategy | Start Year | Progress / Successes |
|---|---|------------|---|
| 1 | Street racing, speeding, aggressive and reckless driving education and awareness. | 2020 | <ul style="list-style-type: none"> • Using our speed enforcement task forces, we educate the public on the dangers and risks associated with speeding and street racing through warnings and citations. |
| 2 | Distracted driving Impaired driving | 2021 | <ul style="list-style-type: none"> • Law Enforcement agencies are now reporting their distracted driving citation numbers in their efforts to decrease distracted driving on the roads and highways • Established media campaign with The National Safety Council to increase awareness. • Increase DRE evaluations/reporting with new tablets issued. |
| 3 | Motorcycle safety training | 2022 | <ul style="list-style-type: none"> • Educate the public on motorcycle safety, through the "Famous Last Words" campaign with Cox media • Received a Telly Award for the Cox media "Famous Last Words" Campaign • Support & Funding for additional training classes with Law Enforcement and AMSAF. |
| 4 | Pedestrians\bicycle education and awareness to reduce fatalities, Rollout Public Engagement Events In regard to Prop 207 (Legalization of Marijuana) | 2023 | <ul style="list-style-type: none"> • Educate the public on pedestrian safety issues through a campaign with cox media • Implementing a Pedestrian Safety Education Campaign with City Street Transportation with PSAs: Scan the Street for Wheels and Feet, Always Stop on Red, Expect Pedestrians and Right on Red. • Produced a media campaign with The National Safety Council "Driving High is still a DUI" |
| 5 | Unrestrained Driver and Passenger Fatalities, Rollout Public Engagement Events | 2024 | <ul style="list-style-type: none"> • Completed the "Click it or Ticket" and "Buckle Up, It's the Law" enforcement/educational campaigns to educate the public on the importance of wearing seat belts and using child safety seats. • Launch strategic events to engage with under served and over populated areas in Arizona and survey critical issues. • Implement task forces with GOHS's safety partners to relieve issues that were revealed from the surveys taken. |

| Strategy # | FY23 Annual Objectives | Objective Metrics | Annual Initiatives |
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| #1 | Reduce Street Racing / Reduce Speeding, Aggressive and Reckless Driving | <ul style="list-style-type: none"> Number of citations | <ul style="list-style-type: none"> Increase education on the dangers and risks associated with street and drag racing Continue compressive traffic enforcement, issuing citations of high profile street racers Continue the Speed Enforcement Task Forces statewide to decrease speeding related crashes and fatalities. |
| #2 | Reduce Distracted Driving Reduce and Minimize Impaired Driving Fatalities | <ul style="list-style-type: none"> Number of citations Number of DUI arrests Number of traffic stops Number of officers trained | <ul style="list-style-type: none"> Increase number of citations issued for violation of A.R.S. 28-914 Increase education for drivers statewide with law enforcement and other non-profit agencies on distracted driving consequences Continue DUI Task Force Enforcement, supporting the use of high visibility enforcement techniques, saturation patrols and integrated enforcement tactics Expand Know Your Limit (KYL) program to all agencies statewide Fund and support training to more law enforcement personnel on Drug Recognition Experts (DRE), Field Sobriety Testing (SFST/HGN), Phlebotomy, Advanced Roadside Impaired Driving Enforcement (ARIDE), Drug Impairment Training for Education Professionals (DITEP) and Electronic Search Warrants Increase the avenues for law enforcement to get certified in phlebotomy |
| #3 | Reduce Motorcycle Fatalities | <ul style="list-style-type: none"> Percentage of fatalities | <ul style="list-style-type: none"> Continue to provide motorcycle safety training scholarships (AMSAF) Continue motorcycle enforcement details, including split lane and speeding Continue motorcycle safety media campaign |
| #4 | Reduce Pedestrian and Bicyclist Fatalities | <ul style="list-style-type: none"> Number of fatalities | <ul style="list-style-type: none"> Continue educational media campaigns on pedestrian safety issues Increase citations issued in cities and counties that have jay walking ordinances Continue expanding bike rodeos and helmet use specifically for children Expand Public Engagement events statewide for Pedestrians and Bicyclist |
| #5 | Reduce Unrestrained Driver and Passenger Fatalities | <ul style="list-style-type: none"> Annual seat belt rate Number of installations | <ul style="list-style-type: none"> Increase observed seatbelt usage by emphasizing the "Click it or Ticket" and "Buckle Up, It's the Law" enforcement/educational campaigns Increase the number of child safety seat installations/inspection stations Expand Public Engagement events statewide for Occupant Protection |
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