

Statewide Vision: An Arizona for everyone.

Agency Vision : Committed toward achieving zero fatalities on Arizona roadways.

Agency Mission: To create a comprehensive and coordinated approach integrating highway safety programs through leadership, funding, public awareness and community engagement throughout Arizona.

Agency Description: The Governor's Office of Highway Safety (GOHS) funds programs aimed at enhancing road safety. The programs address critical areas such as Speed and Reckless Driving, Impaired Driving, Occupant protection, Motorcycle Safety and Pedestrian/bicycle safety.

Resource Assumptions: Enter Full-Time Employees (FTEs) and funding data by type (General fund (GF), other appropriated funds (AF), non-appropriated funds (NAF), and federal funds (FED). *Includes three years with actuals reflected for first year and approved for second and third year.*

<u>FY</u>	<u>FTEs</u>	<u>Funding:</u>	<u>GF</u>	<u>AF</u>	<u>NAF</u>	<u>FED</u>	<u>Total</u>
23	11.5		\$0.00	\$0.00	\$2,709.5	\$14,101.5	\$16,811.0
24	13.5		\$0.00	\$0.00	\$1,382.7	\$10,630.2	\$12,012.9
25	13.5		\$0.00	\$0.00	\$2,296.9	\$13,372.2	\$15,669.1

*Total reflects GF + AF + NAF. FED funding shown is broken out from NAF.

Executive Summary:

In compliance with the new Bipartisan Infrastructure Law (BIL) and ideology of the new administration, GOHS develops and implements the Arizona Triennial Highway Safety Plan (3HSP). This new plan supports external and internal partners statewide with the necessary funding for traffic safety initiatives, focusing on the reduction of statewide traffic fatalities and serious injuries.

GOHS is strategically focused on highway safety issues emphasizing these values:

- Collaboration
- Data-Driven Approach
- Equity and Inclusivity
- Innovation
- Accountability

3HSP emphasizes collaboration among various stakeholders and the general public; together we work towards a common goal of achieving highway safety

Governor's Office of Highway Safety

2025 -2029 Strategic Plan

Summary of 5-Year Agency Outcomes (Outcomes are the desired result or impact of addressing strategic issues)

#	Agency Five-Year Outcomes	Start Year	Linked to Gov. Priority Outcome?	Progress / Status
1	Reduce fatalities and serious injuries by 10% across all program areas by December 31, 2029.	2024	Safe & Modern Transportation Through reduced fatalities and increased choice.	<ul style="list-style-type: none"> All highway safety programs (occupant protection, pedestrian and bicycle safety, motorcycle safety, impaired driving, distracted driving, speed and reckless driving, traffic records, accident investigation, emergency medical services, roadway safety) have been enhanced by using a more robust data driven analysis. Collaborating with Arizona Department of Transportation (ADOT) and Federal Highway Administration (FHWA) to identify program areas of concern where fatalities are more prominent to strategically allocate resources.
2	Increase community engagement by 10% each year between now and June 30, 2029.	2024	Safe & Modern Transportation through reduced fatalities and increased choice.	<ul style="list-style-type: none"> Defined community engagement as town halls, virtual meetings and social media engagement, including the website. Defined underserved and overrepresented communities as populations sharing a geographic location with a disproportionately large number of a category of person shown impacted through data. Implemented new public participation and engagement approach to ensure all program areas now focus on community specific traffic safety needs, supported by data driven analysis. Increased occupant protection program community involvement, targeting underserved and overrepresented communities, including tribal communities.
3	Reduce by 20% the number of Reports returned to sub-grantees for non-compliance with State or Federal guidelines each fiscal year between now and June 30, 2029.	2024	Safe & Modern Transportation through reduced fatalities and increased choice.	<ul style="list-style-type: none"> Focused on State and Federal regulations to educate sub-grantees to comply with established requirements. Increased monitoring of submitted reports and supporting financial documents to identify areas and partners requiring additional guidance.

Outcome #	FY24 Annual Objectives	Objective Metrics	Annual Initiatives
1	1.1 Reduce total fatalities and serious injuries by 2% by June 30, 2025 1.2 Draft all program area plans by June 30, 2025	1.1.1 Number of quarterly fatalities reported by ADOT 1.1.2 Number of quarterly citations 1.1.3 Number of quarterly arrests 1.1.4 Number of officers trained 1.1.5 Number of quarterly traffic stops 1.2.1 Percentage of program area plans drafted	<ul style="list-style-type: none"> Continue to analyze data focusing on fatalities and serious injuries Continue collaborating with transportation agencies and stakeholders to identify and address traffic safety needs statewide Identify proposals for traffic safety program needs to allocate resources accordingly Update program area plans with statewide stakeholders by creating a task force for each area to address concerns and allocate resources
2	2.1 Increase GOHS website visitors and social media reach by 20% by June 30, 2025 (Breakthrough Project) 2.2 Increase public engagement by 10% by June 30, 2025	2.1.1 Number of GOHS website visitors 2.1.2 Number of GOHS social media impressions (reach) 2.2.1 Number of all public engagements 2.2.2 Number of communities identified for public engagement 2.2.3 Number of public participation and engagement events with underserved and overrepresented communities	<ul style="list-style-type: none"> Update and restructure GOHS website and social media presence by developing new platforms Identify underserved and overrepresented communities for public engagement Engage with underserved and overrepresented communities by conducting traffic safety events, training, and awareness initiatives
3	3.1 Increase training for sub-grantees by 20% by June 30, 2025 3.2 Increase the number of sub-grantees engaged and trained after post award by June 30, 2025	3.1.1 Number of sub-grantees in pre- and post-award training 3.2.1 Number of sub-grantees engaged and trained due to submitted reports returned for correction	<ul style="list-style-type: none"> Continue to host pre- and post-award training sessions for sub-grantees to educate them about program and financial requirements Monitor reports submitted to identify opportunities for additional guidance

Stakeholder Engagement Plan (Summary):

Internal:

GOHS internal stakeholders are: Governor's Office, Arizona Department of Transportation (ADOT), Department of Administration, Department of Public Safety (DPS), Department of Emergency and Military Affairs (DEMA), Arizona Supreme Court, Department of Liquor Licenses and Control, Arizona State University (ASU), Northern Arizona University (NAU), University of Arizona (UofA) and Arizona Department of Health Services (ADHS).

Host town hall meetings to foster an open line of communication. Set agenda to address any concerns and create a space for Q & A.

External:

GOHS external stakeholder are: National Highway Traffic Safety Administration (NHTSA) - Region 9, Arizona State Traffic Safety Plan Committee, Arizona DUI Abatement Council (state funds), Arizona Association of Chiefs of Police, Arizona Sheriffs Association, Arizona Prosecuting Attorneys Advisory Council; Arizona DRE Committee, Local and State Law Enforcement Agencies, Non-Profit Organizations, and Governmental Agencies.

Through periodic in-office meetings with our Region 9 NHTSA representative, we're able to incorporate feedback on current projects and strategies to ensure they align with NHTSA guidelines. Furthermore, we are able to work through obstacles together to ensure we are not only federally compliant, but state compliant as well.

Annual in-person Region 9 summits allow for engagement and collaboration with our counterparts in California, Hawaii, Guam, American Samoa, and the Northern Mariana Islands.

Communication Plan (Summary):

Internal:

Disseminate newsletters that highlight current projects and relevant information. Schedule periodic meetings that allow for one on one communication with agency liaisons.

External:

GOHS employs a range of strategies to generate earned media, as well as leveraging paid media to amplify important traffic safety messages and support national campaigns in Arizona. These efforts help in reaching a wide audience and conveying key messages related to impaired driving, speeding, distracted driving, pedestrian and bicycle safety, motorcycle safety, and occupant protection.

Media Activities play a crucial role in highway safety campaigns, employing various channels such as newspaper advertisements, radio broadcasts, television commercials (both broadcast and cable), public service announcements, billboards, banners and stickers.

When determining which projects to fund for implementing communication plans, GOHS will consider several key factors. These considerations will include 1) Public Engagement to gather community input and understand their concerns regarding traffic safety. This will help GOHS identify specific needs and priorities of the community being served and ensure funded projects align with their expectations; 2) - Traffic Safety data to analyze crash data, traffic volume, and historical trends, identify high-risk areas, prevalent traffic violations, and patterns of unsafe behaviors. This data-driven approach will help prioritize projects based on the severity and frequency of incidents; 3) Directly affected communities impacted by traffic safety issues. Understanding the unique challenges different communities face will guide the countermeasure strategy; 4) Areas such as intersections, highways, or neighborhoods that experience a higher volume of accidents or unsafe behaviors. By focusing on these locations, GOHS can strategically allocate resources to address the most critical areas; and 5) Solicitation of Proposals from relevant stakeholders, including government agencies, nonprofit organizations, and community groups will encourage diverse project ideas, innovation, and collaboration in addressing traffic safety concerns.