



Winner!

Oro Valley, Arizona

Oro Valley, AZ, a suburban community in or near Tucson, has an extensive network of multi-use paths and bicycle-friendly streets. The Oro Valley Police Department (OVPD) developed a plan to address corridors with bicycle crashes that were higher than the state average, focusing on public education and enforcement. OVPD consulted the National Highway Traffic Safety Administration's (NHTSA) "Countermeasures that Work" and "Safety in Numbers: Preventing Two Wheeled Tragedies" for information to create the plan.

Demonstrated Successes

OVPD began a public information campaign in April 2016 to announce an enforcement program focusing on bicycle safety. The campaign included public service announcements by Mayor Satish Hiremath that were played on numerous radio stations in the Tucson metro area throughout the month. All city social media accounts highlighted a city-produced bicycle safety video featuring the mayor, and the campaign was further publicized through media coverage of OVPD bicycle

safety deployments. The city also promoted the campaign's affiliation with the Mayors' Challenge.

"Together, through awareness and courtesy, we can keep each other safe." – Mayor Satish Hiremath

Local Police Increase Presence at High-Crash Intersections

OVPD conducted a month-long initiative in April 2016 that involved high visibility enforcement deployments at high-crash intersections, typically where bicycle routes crossed major roads. During the deployment, police officers educated motorists and bicyclists about traffic safety and issued citations.

Bicyclists Receive Legal Advisement on Traffic Citations

As part of the bicycle safety effort, the Oro Valley Court created a new educational diversion program for bicyclists who received bicycle traffic citations.

Next Steps

After concluding its first series of deployments, Oro Valley plans to continue its efforts toward making its roadways safer for all users. Oro Valley will publicize bicycle safety issues and hold additional enforcement deployments leading up to November's El Tour de Tucson. This bicycling event, held every November, is one of the largest perimeter biking events held in the United States.

For more information about the Mayors' Challenge results and award winners see:
www.transportation.gov/mayors-challenge/awards-and-results