



**Vulnerable Road User and Motor Safety Task Force Meeting**  
**Meeting Minutes Wednesday, July 24, 2019**  
**2:00pm-3:00pm**  
**Abrams Public Health Center, Rm. 3110, 3950 S. Country Club Rd.**

**Attendance**

Brian Eller, Pima County Health Department  
Davita Mueller, Sun Tran  
Elaine Mariolle, Pima County Health Department  
Jeremia Petz, Pima County Health Department  
Nic Cogdall, Pima County Health Department

Rose Nguyen, Pima County Health Department  
Sam Chia, Pima County Health Department  
Terry Nordbrock, Pima County Health Department  
Trisha Batista, University of Arizona – SNAP-Ed

**Welcome & Introduction**

Brian Eller, Pima County Health Department, welcomed everyone in attendance and a round of introductions was completed.

**Walk & Bike to School**

Brian Eller provided the group with an update on the Bike & Walk to School events that are planned for this fall:

- Tucson's event will take place on Wednesday, October 2<sup>nd</sup>
- Vail's event will take place on Monday, October 14<sup>th</sup>

The group is working on getting commitments from organizations, including volunteers and incentives from community partners to help encourage participation. This may include materials like the book "Clifford Takes a Walk".

**TUGO Summer Internship Project**

A Pima County Health Department summer intern provided the group with an overview of maps that they had been working on that highlights points of interest near TUGO docking stations under the REACH program. These points of interest include parks, venues, restaurants, and entertainment options within two blocks of the bike sharing stations.

The purpose of these maps are to help individuals using TUGO get around Tucson. The group discussed how these maps could be implemented, including modeling them after Sun Tran maps and offering them as a resource to schools that may be near docking stations. Terry Nordbrock, Pima County Health Department, also shared that TUGO has started offering \$15 all day passes.

**Tucson Metro Maps Update**

The Pima Association of Governments (PAG) has released updated maps of The Loop, which includes bike boulevards, bike routes, local bike shops, and other bike resources including safety tips provided by the Health Department. For individuals that are interested in getting the updated maps, please contact Brian Eller or Elaine Mariolle, Pima County Health Department, via email at [Brian.Eller@pima.gov](mailto:Brian.Eller@pima.gov) or [Elaine.Mariolle@pima.gov](mailto:Elaine.Mariolle@pima.gov). Additionally, the group discussed distributing the maps to bike shops.

**League of American Bicyclists Update**

Elaine Mariolle informed the group that the League of American Bicyclists (LAB) previously awarded Tucson and the Eastern Pima County region gold status. Currently, Pima County is working to achieve platinum recognition. In order to achieve this, there is a need to improve in a number of areas including reducing the number of accidents and promoting more bike commuters.



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Currently, community partners are working to improve the application that will be submitted in February 2020. The City of Tucson and Pima County are taking a joint approach to promoting education and outreach, particularly related to biking and walking to school. The Bicycle Advisory Committee (BAC) is working to identify issues that need to be addressed and individual organizations are working collectively to address areas for improvement.

**Prevention Convention Updates**

Sam Chia and Rose Nguyen of the Pima County Health Department provided the group with updates on the Prevention Convention in Washington, D.C. in July. They noted that there is a need for consistent messaging regarding texting and driving, and that the VRUMS coalition could play an integral role in education as the texting and driving legislation goes into effect next year. This can include developing marking and messaging that aligns with the needs of law enforcement. The group discussed potentially working with Look! Save a Life to help develop and promote this messaging.

Additionally, Sam Chia noted that normalizing behavior (i.e. "85% of teens wear seatbelts" and empowering teens to call out their peers) are effective strategies for producing desired behavioral change.

**Updates**

The group discussed the following updates:

- Sunlink provides statistics on ridership each month that provides information on riders' demographic information, which may be used to help inform the work of VRUMS. The reports can be [viewed here](#).
- The City of Tucson was recently awarded funding from the Federal Transit Administration to purchase 3-4 electric buses, which will include bike racks.
- Sun Tran has expressed interest in implementing the Bike-Friendly Driver training discussed at the June meeting.

**Next Meeting:**

**Date:** Wednesday, August 14<sup>th</sup>, 2019

**Time:** 11:00 - 12:00pm

**Location:** Abrams Public Health Center, Room 3110

**Adjourn**