



Vulnerable Road User and Motor Safety Task Force Meeting
Meeting Minutes, Wednesday, September 11, 2019
11:00pm-12:00pm
Abrams Public Health Center Rm. 3110 3950 S. Country Club Rd.

Attendance

Brendan Lyons, Look! Save a Life
Brian Eller, Pima County Health Department
David Mitchell, Pima Association of Governments

Gabriela Barillas, Tucson Department of Transportation
Nic Cogdall, Pima County Health Department
Terry Nordbrock, Pima County Health Department

Welcome & Introduction

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

Bike and Pedestrian Count

David Mitchell, Pima Association of Governments (PAG), provided the group with information on the Annual Bike and Pedestrian Count that takes place at intersections around the Tucson Metro area each October. Counts take place on weekdays during rush hour and the weekends. The data from the counts help local jurisdictions plan and evaluate, prioritize projects, and focus education and outreach in the community. 79% of the count participants were volunteers from the community, who surveyed 93 intersections over 425 hours.

Key takeaways from the 2018 Bike County Include:

- 26% of riders were female
- There has been a decline in ridership over 5 years
- 41% of riders were not wearing helmets, though use on the rise
- 3% of cyclists were riding the wrong way
- 9% of cyclists were riding sidewalk riding

Moving forward, the Pima County Health Department will look into hosting a training for Bike and Pedestrian Count Volunteers and can assist with providing input on which intersection should be prioritized.

TUGO Update

The Pima County Health Department's Racial and Ethnic Approaches to Community Health (REACH) program has partnered with TUGO Bike share to promote physical activity. Terry Nordbrock, Pima County Health Department, expressed interest in getting the TUGO stations added to the Chuck Huckleberry LOOP maps in the future. The group was informed that the TUGO stations are available on the [app-based map](#) but were not included in the printed maps because the bike stations have the potential to change. However, if there is a need in the community for the stations to be added to the physical maps, the VRUMS action group can submit a recommendation.

Texting and Driving Ban Messaging

Brendan Lyon, Look! Save a Life, shared that his organization has been in contact with the Pima County Health Department and Pima County Attorney's Office about doing impact panels regarding distracted driving. Additionally, more messaging materials are being developed to educate the community about the forthcoming texting ban that is going into effect in early 2021. Brian Eller noted that the messaging pieces could be supported by VRUMS and the Health Department, as it aligns with maternal and child health priorities related to reducing automobile collisions.



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Updates

The group discussed the following updates:

- 12 Schools have signed up for the Walk & Bike to School day taking place in October. Materials will be sent to schools during the last week of September.
 - Los Amigos is planning events to walk with students to school.
 - If you are interested in volunteering, contact Brian Eller at Brian.Eller@pima.gov.
- Pima County Health Department has been given \$10,000 to purchase helmets which will be given away to schools to students with bicycles. Tucson Medical Center and Child & Family Partnership will assist with distributing helmets. PAG can assist with providing bike lights.
- Light the Night will be taking place at the University of Arizona Mall on September 26th at 4:30.

Next Meeting:

Date: Wednesday, October 9, 2019

Time: 11:00 - 12:00pm

Location: Abrams Public Health Center, Room 3110

Adjourn