



**Community Health Improvement Planning  
VRUMS Task Force Meeting  
Meeting Minutes – Wednesday August 29, 2018  
11:00-12:00 PM  
Abrams Public Health Center: Room 2110**

**In Attendance**

Brian Eller, *Pima County Health Department*  
Brooke Reaves, *Carondelet St. Joseph's Hospital*  
Corrine Garey, *Pima County Department of Transportation*  
Daniela Diamante, *El Grupo Youth Cycling*  
Donna Lewandowski, *ADOT (Bicycle & Pedestrian Program)*  
Elaine Mariolle, *Bicycle Ambassador Program*

Ignacio Rivera de Rosales, *Pima County Health Department*  
Margo "Abbey" Rochelle, *Resident*  
Mary Kinkade, *Pima County Health Department*  
Matt Horetski, *Oro Valley Police Department*  
Nic Cogdall, *Pima County Health Department*

**Welcome and Introductions**

Brian Eller from the Pima County Health Department welcomed everyone in attendance and a round-robin of introductions was done.

**VRUMS Overview and History**

Brian provided an overview of the Vulnerable Road User & Motorist Safety (VRUMS) Task Force including a brief history of how the group began and how the group is an integral part of the larger Healthy Pima initiative. Brian also spoke about how the VRUMS goals align with the Pima County Health Department's (PCHD) Bicycle and Pedestrian Program.

A group discussion was held around the main goal the Task Force would like to achieve. Since the group's main focus is centered on bicycle and pedestrian safety, the Task Force chose to revise its main goal to:

*"Reduce the severity and frequency of preventable crashes and collisions for all roadway users with a specific focus on bicyclists and pedestrians."*

**Walk and Bike to School Day (February 2019)**

Brian provided an overview of the Walk and Bike to School Day event that will take place in February of 2019. There are 15 organizations currently involved in planning the event and developing/promoting community messaging for the event. Brian passed around a sign-in sheet for members that would like to provide supplies, staff time, or be involved in the planning of the event.

**Action Plan Implementation**

A group discussion was held to identify organizations that are promoting messaging around transportation safety. The group also discussed messages currently being promoted by local organizations:

What organizations are promoting messaging around transportation safety?	What are the messages being communicated to the community?
<ul style="list-style-type: none"><li>• LSA</li><li>• GABA</li><li>• CASAz</li><li>• LSAL</li><li>• El Group</li><li>• PAG</li><li>• PDOT</li><li>• DOT</li><li>• Local law enforcement</li><li>• ADOT</li></ul>	<ul style="list-style-type: none"><li>• Hands-free devices</li><li>• Bike safety (state-wide plan)</li><li>• Pedestrians / intersections</li><li>• User education</li><li>• Infrastructure / behavior-related messaging</li><li>• Walking in front/behind buses</li><li>• "Get your head out of your apps and drive safely." – UA advertising</li></ul>



**Community Health Improvement Planning  
VRUMS Task Force Meeting  
Meeting Minutes – Wednesday August 29, 2018  
11:00-12:00 PM  
Abrams Public Health Center: Room 2110**

The group discussed the need for coordinated messaging around bike/pedestrian safety (e.g., some organizations promote giving a bicyclists 3-ft and some organizations promote 5-feet). Additionally, a group discussion was held around hosting a campaign. The group discussed targeted messaging they would like to promote. Concepts included:

- How to properly use a cross-walk High Intensity Activated Crosswalk (HAWK), both for pedestrians and the drivers that encounter them
- Driving the speed limit and preventing speeding
- Driver awareness and cross-walk user awareness
- Near-misses and pedestrians being hit by cars. (Law enforcement is seeing a lot of pedestrians being hit at Oracle and First Ave, Oracle and Magee is also a hot spot, as well as Innovation Parkway)
- The two blinking lights confuse roadway users
- Pedestrian dangers associated with running for the bus
- Dangers associated with school parking lots / student drop-off areas / car idling (many near collisions with student's walking and biking)
- Student safety / culture change
- Distracted driving
- Seatbelt safety
- Complete Streets/Complete Transportation
- Safety at night – promoting reflective clothing/vests and appropriate lighting with considerations for individuals experiencing homelessness
- Humanizing messaging – “These are your children, your wives, your husbands.”
  - Community messaging through photos of actual community members
  - Targeting high school students (next generation)

Brian shared the following YouTube videos with the group:

- <https://youtu.be/MbFD8Z0AIMI>
- <https://youtu.be/G2VQVwiw0Pc>
- <https://youtu.be/hjuME3gal6M>
- <https://youtu.be/08mYExUqu8g>
- <https://youtu.be/3eo5kuwnSfs>
- <https://youtu.be/1qHXk6IX9Uw>
- <https://youtu.be/FRpsbFKdxZg>
- <https://youtu.be/3vwU4Jlbi18>

The group agreed to review some of the videos and provide feedback at the next meeting.

*Comment: PCHD is looking to participate in campaigns around driving and texting and driving while intoxicated because those are the two activities with the highest rates of death and injury in Pima County.*

A group discussion was held around the dangers of school parking lots and distracted driving. The group also discussed advocacy work on promoting Arizona legislation that bans distracted driving.



**Community Health Improvement Planning  
VRUMS Task Force Meeting  
Meeting Minutes – Wednesday August 29, 2018  
11:00-12:00 PM  
Abrams Public Health Center: Room 2110**

**Healthy Pima Website and VRUMS Action Plan**

Brian provided the group with an overview of the Healthy Pima website and the [VRUMS Task Force's webpage](#) that contains the group's strategic action plan.

Brian requested that the group review the action plan to see if the tactics and activities (developed earlier this year) are still activities the group would like to work on.

**Next Meeting**

The group identified a **new meeting date and time**. The group would like to meet the 2<sup>nd</sup> Wednesday of every month from 11am-12pm.

**Date:** Wednesday, October 10, 2018

**Time:** 11:00 AM – 12:00 PM

**Location:** Abrams Public Health Center: 3950 S. Country Club Rd. Tucson, AZ 85714

**Room:** 2110

**Adjourn**