



**Meeting Minutes - Approved Sept. 16, 2015
City of Tucson Pedestrian Advisory Committee**

July 15, 2015
6:00 p.m.
Ward 6 Council Office
3202 East 1st Street
Tucson, AZ 85716

1. Call to Order, Introductions, Approval of Minutes
Quorum established. Maia called the meeting to order at 6:01 p.m.

B.J. moved to approve the minutes; Davita seconded. All were in favor.

Pedestrian Advisory Committee Members:

Present	Absent
B.J. Cordova	Crystal Somers
Davita Mueller	
Valerie Vinyard	
Maia Ingram	
John Anderson	
Moniqua K. Lane	
Forest Weier	
Jeannie Maldonado	
Emily Yetman	
Wendy Lotze	
Christian Padilla	

City of Tucson Staff and Members of the Public present:

Sheila Storm
Brian Hauwiler
Collin Forbes
Sgt. David Fernandez
Andy Bemis

Vanessa Cascio
Ryan Fagan
Jessica Hersh-Ballering
Julie Zapolski.

2. Call to the Audience: 6:02pm
No action taken.

Andy Bemis said he came across a report from Advocacy Advance about best practices for advisory committees. He will email the link out to everyone and passed around a hard copy. Maia suggested having it put on a future agenda.

3. Tucson Police Department Liaison Update 6:06pm
No action taken.

Sgt. Fernandez said he compiled a list of pedestrian injuries and fatalities for the past month and gave a hard copy to Valerie, who gave it to B.J. to scan. John asked him what Fernandez's perspective was on who's at fault in most of pedestrian-vehicle crashes. Fernandez said he thought it was about 50-50. John recapped some of the committee members' experience at the two-day pedestrian workshop downtown. Maia said that we haven't yet had someone talk to the committee about the intricacies of the laws. She asked if it seemed like it would be beneficial for some officers to be trained further. Fernandez said that they are short-staffed, and they need to prioritize their duties. He said the officers are versed on pedestrian law from their 16 weeks of training through the academy, but he said people can submit training ideas for the officers.

Moniqua asked if there was talk for having more officers on foot patrols. He said that logistics would make that unlikely.

Jeannie asked if he has seen a change or if the police department now is part of a comprehensive program for pedestrians. He said they work with TDOT. They're in the business of enforcing statutes, and it's not his position to give advice.

BJ asked if the ratio of pedestrians at fault was typical to other months. He reiterated the importance of paying attention and that many of the incidents involve people who saw the vehicle but still kept walking. He talked about another fatality at Craycroft Road and 22nd Street. He said there was still no information about the fatality that occurred at Fourth Avenue 22nd Street. Emily said there was a fatality at Ajo Way and Cholla, but Fernandez said that was in the county so he had no information on it.

4. PAG's new pedestrian safety campaign - Sheila Storm and Brian Hauwiller with Pima Association of Governments
6:25pm
No action taken.

Pima Association of Governments is a nonprofit metro planning organization that has been around more than 40 years. The Regional Transportation Authority is a political subdivision and is managed by PAG. The RTA is the fiscal manager of the \$2.1 billion, 20-year RTA plan, which was approved by voters in May 2006 along with a half-cent tax.

Sheila said they wear many hats and showed the committee organization chart.

She went over several plans, including the PAG Regional transportation Plan, PAG Transportation Improvement Program and RTA Regional Transportation Plan.

They've completed 662 projects to date, including installing 37 HAWKS: Treat at Broadway, Craycroft and Fort Lowell Park and Fifth and Euclid (Bike HAWK).

PAG Regional Pedestrian Plan: Adopted by council in December 2014. She said that it has three goals, including safety, and people can read about it in more detail online. She thinks the pedestrian safety part is still in its infancy stages. She listed some things, such as the newsletters, that are building momentum. She reminded us they are working with a limited budget.

She said that 250 pedestrians are injured annually on our streets, and 20 are fatal. She showed some PAG Crash Data research that went into the campaign. She noted that more men and more young people are more likely to be hit when walking in Tucson. As a result, the video was targeted toward young men. She touched on the "Walk Safe. Drive Safe." campaign. She talked about campaign outreach, including a pedestrian safety-focused website and a pedestrian safety pledge. She said the PSA has been aired on various stations. She hopes to get sponsors to be able to schedule better time slots. She said they're looking to work with schools, too. They're looking to do crosswalk promotions in the fall in different locations during morning and evening rush hours.

Emily wondered if they have identified benchmarks to see if the campaign is successful. She said they want to promote shared and personal responsibility. She said they don't have any numbers set and that it's primarily an awareness campaign. She said it will take a lot of effort.

Wendy noted that it seems the target audience is the pedestrians that are being hurt, so how do we balance and target the other side? Sheila said a second video would be more driver focused. She said limited funding will make it a gradual buildup.

Moniqua asked how the committee can get involved with these discussions before and not after the fact. BJ agreed, adding that if the concept already is there, PAC can weigh in quickly. Maia added that we are full of experts, including Vanessa Cascio, and we should be at the table in some way. Sheila said she would be interested in accessing some of that research. Maia said we're putting a lot of time into this and we have something to share. Davita said it would have been nice to have known who the target audience was, and our input could have made the message stronger; we just need to be involved earlier. Andy said it was "heartening" that the next PSA might target drivers. Sheila asked us to funnel suggestions and ideas her way.

Vanessa asked what the timeline for the campaign was. She wasn't sure, but said maybe about two years. Maia asked her to think of the Education subcommittee and include them before making any major moves. B.J. said she should view the Education subcommittee as a guinea pig. Jeannie offered up the idea that the education subcommittee minutes go to her

5. Housekeeping (new leadership, August meeting, retreat) 6:50pm

Maia asked if we wanted to take off August's meeting. Wendy moved to take a break in August. Forest seconded. All were in favor.

Maia asked for thoughts about a retreat. Jeannie wants to consider it. BJ suggested our September meeting could be a mini retreat instead of devoting an entire Saturday to it.

It was decided to switch the leadership, because the current members have been serving for almost two years. Forest offered to be secretary. John moved to nominate B.J. as chair; Wendy vice chair; and Forest as secretary. All were in favor.

6. Subcommittee reports 7:09pm **No action taken.**

a. **Policy and implementation:** Wendy talked about the two-day workshop downtown on pedestrian issues. She wanted to look more into the pedestrian leading interval lights. Jeannie said TPD, OIP, TDOT need to work together. They meet the first Wednesday of the month at Fronimo's.

b. **Funding and infrastructure:** Forest said they did not meet.

c. **Education, promotion and enforcement:** BJ said we hadn't met in three months, so some of our most recent meeting was just looking back. The subcommittee also looked at more opportunities; doing outreach at events; and grant opportunities. He said we have more crash reports, and Collin is working on compiling the data.

**7. Diversion Program Curriculum - Jessica Hersh-Ballering 7:32pm
No Action Taken.**

Jessica is the owner and director of Active Living Initiatives, which does public health and active transportation consulting. She said that EZ AZ Traffic School is run by two former police officers. They have diversion programs in person and online in English and Spanish and meet from 9 a.m. to noon Saturdays and 6 to 9 p.m. some weekdays. It will have a \$39 fee to take it, which is much less than the actual fine. It can be taken once a calendar year.

She went over the course syllabus, including how planning has changed; theoretical perspective; benefits and risks of biking and walking; bicycle and pedestrian basics; common bike and pedestrian infractions; route planning; safety tips; and tips for drivers.

The pilot class will be on Saturday. She said Gabe Thum is also very involved. There will be evaluations after each class. She said she would welcome overall feedback from PAC.

Maia said she would be interested in how the education impacted behavior if there was any opportunity.

It was asked if we could audit the class. She said there would be opportunities for that.

**8. Mayor's Challenge 7:52pm
No action taken.**

Ryan said he is working on an inventory of how the city's doing in seven key areas. He said there's no funding, but they are going to send suggestions to the mayor. Maia is going to go to the meeting as will let us know how it goes.

9. TDOT Staff Updates 7:50pm

Andy mentioned the Ronstadt renovation meeting and that they received the 30% Plans for pedestrian improvements as part of the Henry Elementary School Safe Routes to School program.

10. PAC Member profiles - Wendy Lotze

This was tabled because of a lack of time.

11. Adjourn

Maia moved to adjourn the meeting at 8:03 p.m.