



Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Pedestrian Advisory Committee and to the general public that the Pedestrian Advisory Committee Education, Policy, & Enforcement Subcommittee will hold the following meeting, which will be open to the public:

**City of Tucson Pedestrian Advisory Committee
Education, Policy, & Enforcement Subcommittee**

December 7, 2015

Minutes

The Education, Policy, & Enforcement Subcommittee of the City of Tucson Pedestrian Advisory Committee conducted an “Action” meeting, Wednesday, December 7, 2015, 5:30 p.m. at Fronimo’s Greek Café, 3242 E. Speedway Blvd., Tucson, AZ 85716.

Present: BJ Cordova, Valerie Vinyard, Vanessa Cascio

TDOT Staff: Jessica Hersh-Ballering

1. Call to order. Quorum established and meeting called to order by Valerie Vinyard at 5:45pm.
2. Introductions. No one new was present.
3. Review of minutes from previous meeting (10/7/15). BJ moved to approved the minutes. Valerie seconded approval of the minutes. The subcommittee voted unanimously in favor of approving the meeting minutes.
4. Call to the Audience. No one from the public was present.
5. Update on pedestrian crash reports. Collin was not present, but sent a link out with an update of crash data. BJ will no longer be involved with the PAC in the new year so discussed getting the police reports forwarded to Vanessa and sending them to TDOT to be archived, after entered by Collin,.

6. Safety Grant-Jessica. Tucson Department of Transportation received \$18,000 from the Tohono O'odham Nation. The casino is required to give back 12% of its revenue to community projects. \$9000 will go to police training and education regarding pedestrian laws and enforcement and the other \$9000 will go to education. The money needs to be spent by the end of the fiscal year. Jessica has met with Sgt. Jaime Brady who is open to having this type of training for select police. Jessica is also looking into have a billboard as well as safety messaging on the back of busses. She's looking for input from the PAC as far as the type of messages, as well as campaign names. She would like feedback by the end of January and she will return drafts of messaging to the committee for review. She also plans to run the campaign via Instagram. BJ suggested messages that pedestrians can cross at every intersection, and educate the public on unmarked crosswalks. Vanessa asked who will be doing the training. Jessica said that they are waiting to hear from the FHWA to see if they will conduct a free training. If not, then they may ask Peter Flucke, a consultant on bike/ped issues and former police about potentially doing something here.

7. Update on current Project and Programs

A. Follow-up on outreach opportunities:

- a. Meet at Maynard's. Vanessa and Julie were at MMM last month to do some outreach. They had "suggestion cards" and educational handouts about walking. Vanessa felt that maybe it was not the most effective outreach. Most people don't pick up handouts/brochures and are there for a specific purpose and enjoy more interactive demos. BJ said that the organizers put out a newsletter and that they were open to including some safety messages and perhaps when TDOT rolls out their campaign, they can consider that newsletter as another point of outreach.
- b. BJ mentioned that another opportunity may be at Family Fun Fest at Reid Park which happens in November. This is a central location and generally happens every November.

- c. Jessica also mentioned that TDOT has done bicycle safety education during the library's Kids Story Time. They read a book about bicycles and distribute helmets and other safety material. She said that they may be able to incorporate a pedestrian component to that.
- d. Additional printed material. Vanessa asked if any printed material would be covered through the grant. Jessica said she didn't think so and would let us know about grants that could possibly fund the printing and design for more materials. BJ suggested going back to potential sponsors like AllState (who sponsored Tucson on 2) to see if they would pay for the re-printing of existing materials like the safety coloring books, which are almost out of print.

7. Future subcommittee meetings---Tentatively set for end of January, beginning of February 2016

8. Adjourn. Meeting adjourned at 6:40pm by Valerie Vinyard.