

# ROADWAY SAFETY

*A Top Community Health Need in Pima County*

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Pima County's Traffic Safety Crisis — What It Costs Us and What We Can Do About It

Presented by: Banner – University Medicine Tucson · TMC Health · The Chamber of Southern Arizona ·  
Pima County Health Department



2024

## PIMA COUNTY

Community Health  
Needs Assessment



## Bringing it all together: Priorities for health in Pima County

This section presents the health priorities for Pima County based on the results from all data collection activities.

### The top health priorities in Pima County include:

- Child and Adolescent Health
- Mental and Behavioral Health
- Substance Use Disorder

Some of the most important factors that influence these health priorities are access to care, including the availability of providers and appointments and the cost of care.

### The social determinants of health that most influence health in Pima County include:

- Inflation and rising cost of living
- Lack of affordable housing
- Roadway safety

# Why Businesses Must Care

*Traffic crashes are a bottom-line business issue — not just a public health problem*

## Direct Cost to Employers

U.S. employers lose an average of \$740 per employee annually in off-the-job crash expenses — absenteeism, disability claims, and lost productivity. Traffic crashes cost employers \$47+ billion nationally each year.

## Workforce Disruption

Traffic incidents are the leading cause of work-related deaths in the U.S. Over 1.6 million workdays are lost nationally each year due to crashes — nearly 90% involving off-the-job incidents involving employees or their families.

## Healthcare System Burden

Thousands of injury crashes funnel trauma, emergency, and rehabilitation costs into our health system every year — costs that are shared across employers, insurers, and taxpayers region-wide.

## Arizona's \$5.9B Annual Toll

Car crashes cost Arizona nearly \$6 billion per year in lost productivity, medical costs, property damage, and legal fees — roughly \$817 per Arizonan. Auto insurance rates in Arizona are among the highest in the nation — our crash rate is a primary driver.

## Economic Competitiveness

When Tucson ranks among the nation's most dangerous cities for pedestrians and cyclists, it affects talent recruitment, site selection, tourism, and the perception of our community as a place to invest and grow.

## Community Accountability

Businesses are anchors of community health and safety. Our employees, customers, and their families use these roads daily. Roadway safety is an equity issue — the most vulnerable users are often the most economically vulnerable people.

# Introducing: A Regional Roadway Safety Campaign

## WHERE WE ARE

This campaign is in its early stages. We are here today to share the data, make the case, and begin the conversation. The specifics of how the campaign will be organized, branded, and structured are still being developed — and we want community partners at the table as we build it.

### Data-Driven

Built on Pima County crash data, CHNA findings, and national benchmarks — not just advocacy.

### Cross-Sector

Health systems and the business community working alongside public agencies and community voices.

### Community-Led

Campaign shape and priorities will be informed by the partners who join — including you.



# Roadway Safety Initiative

9.25.26

# Our Data

A transportation-related fatality is:

**Any accidental death resulting from an incident involving at least one road-user or vehicle designed for transportation, including motorized and non-motorized vehicles, occurring on public roadways, private property, or off-road locations within Pima County.**

This definition includes, but is not limited to:

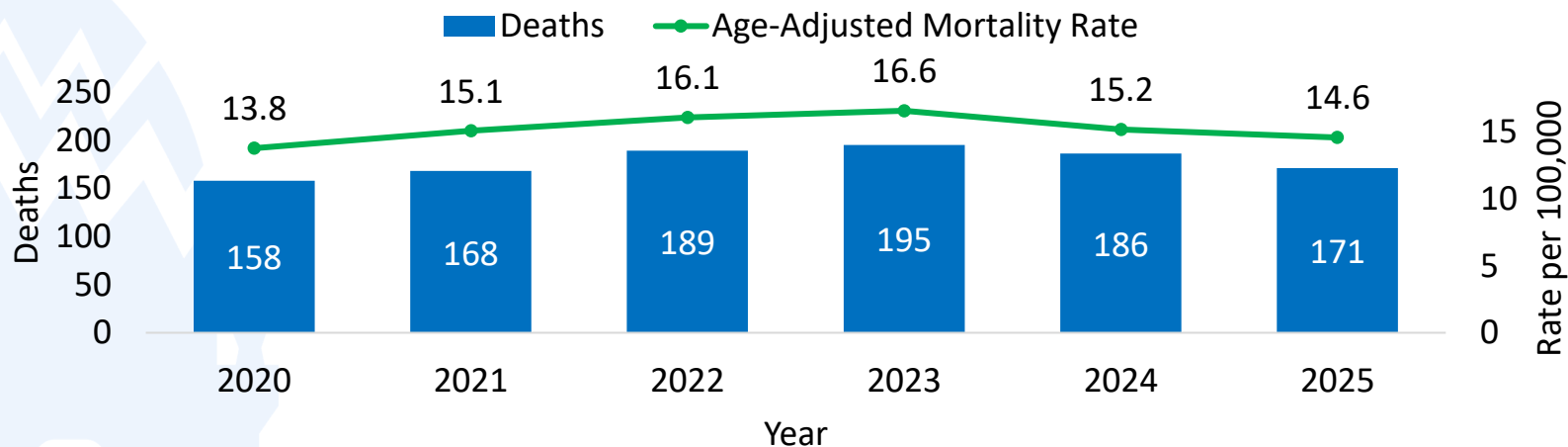
- **Motor vehicles** (e.g., cars, motorcycles)
- **Non-motorized vehicles** (e.g., bicycles, e-bikes, scooters)
- **Off-road vehicles** (e.g., ATVs, dirt bikes, golf carts)
- **Pedestrians**

## Exclusion Criteria

- Injury occurred outside of Pima County
- The death results from a historical injury, or complication following delayed survival or discharge
- Suicide or homicide as manner of death

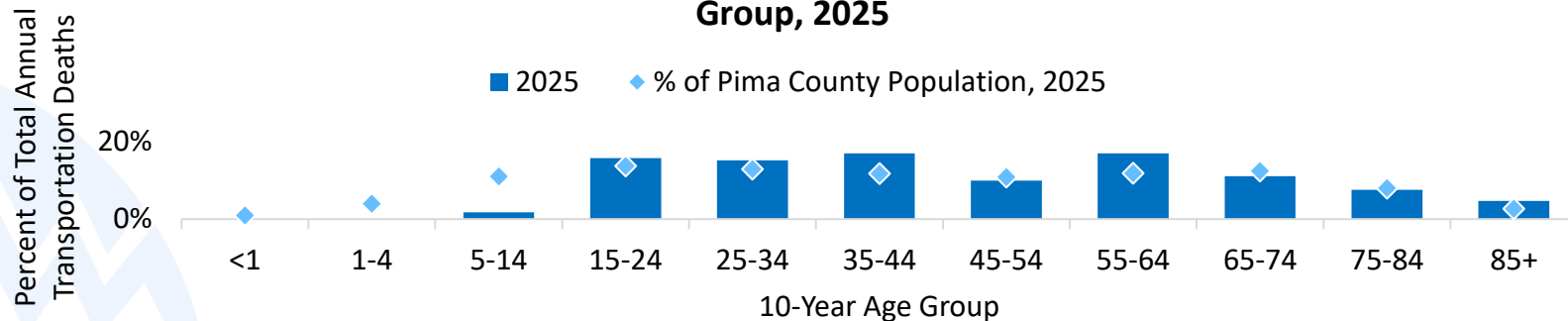
# Transportation-Related Fatalities in Pima County, 2020-2025

## Pima County Unintentional Transportation Deaths

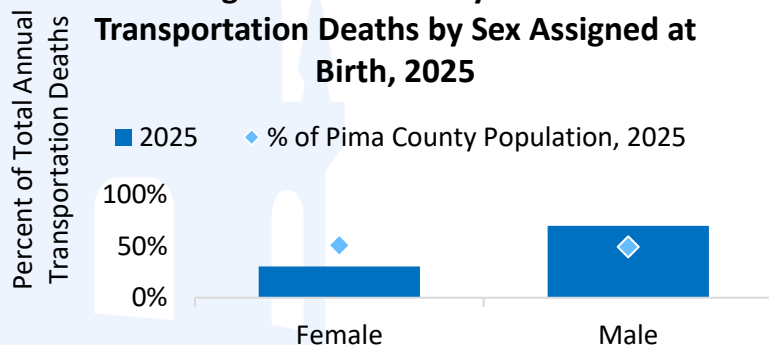


# Transportation-Related Fatalities in Pima County, 2025

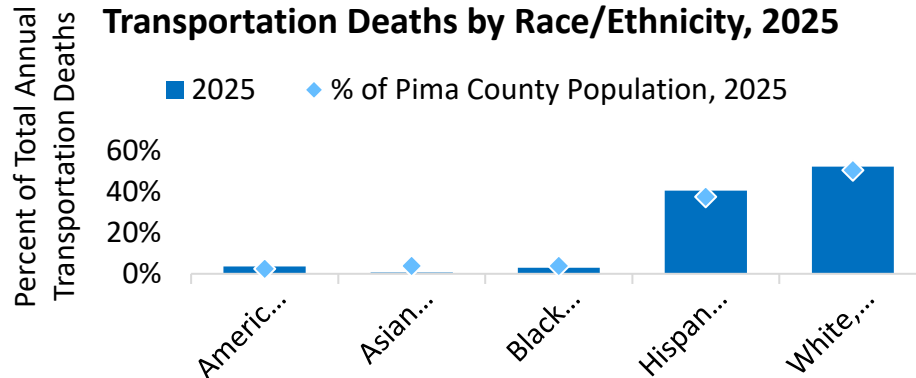
## Percentage of Pima County Unintentional Transportation Deaths by 10-Year Age Group, 2025



## Percentage of Pima County Unintentional Transportation Deaths by Sex Assigned at Birth, 2025

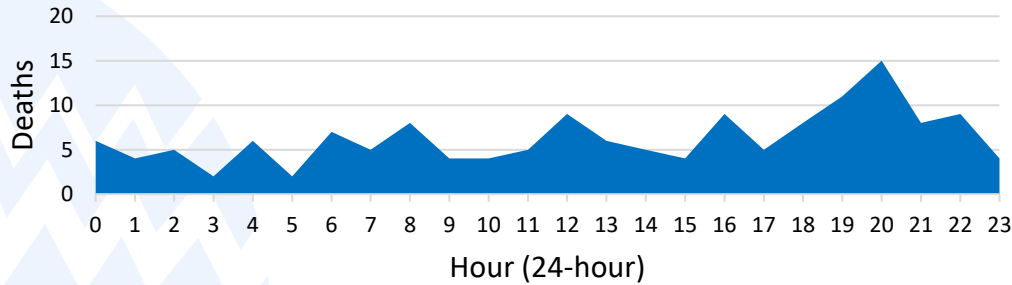


## Percentage of Pima County Unintentional Transportation Deaths by Race/Ethnicity, 2025

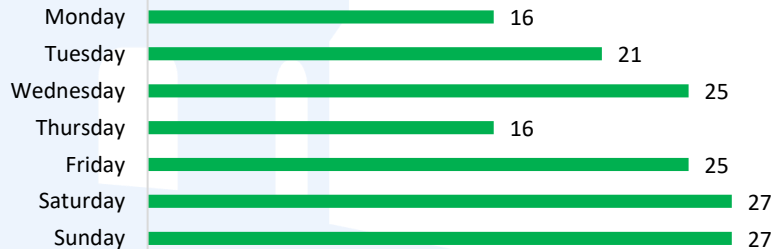


# Fatal Transportation Incidents in Pima County, 2025

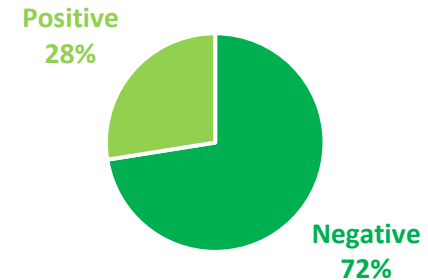
## Fatal Transportation Incidents by Hour, 2025



## Fatal Transportation Incidents by Day, 2025



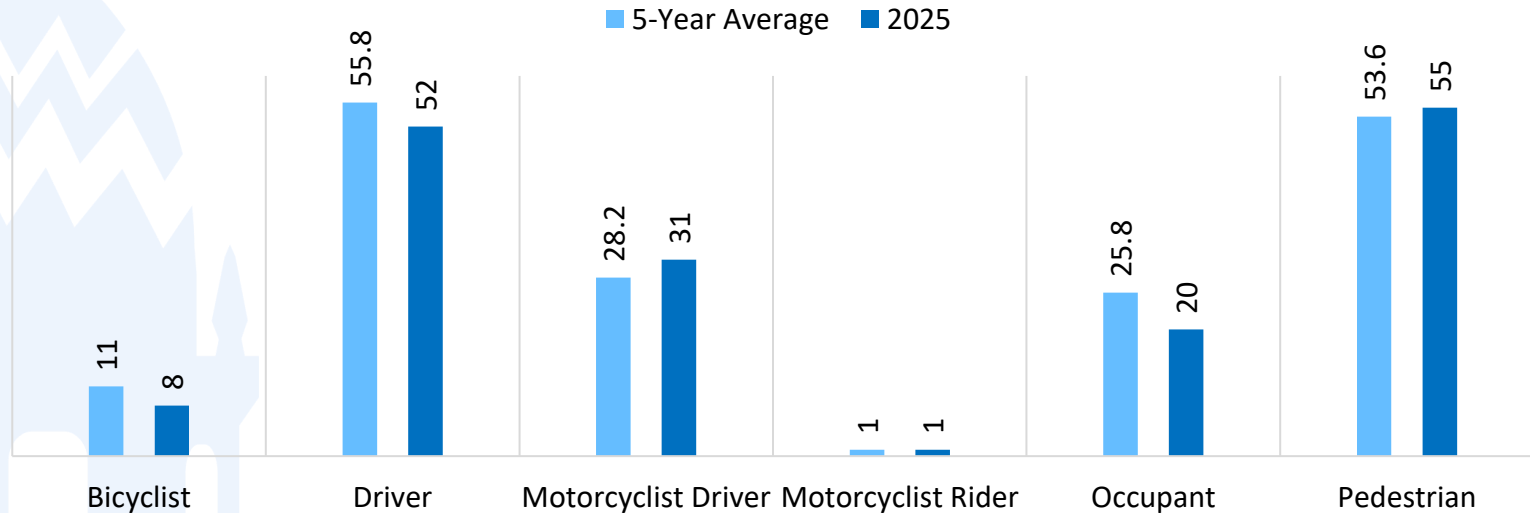
## Motor Vehicle Driver Toxicology Results, 2025



\*Post-mortem toxicology is not performed on all decedents. Hospital toxicology results following delayed deaths and toxicology results only positive for cannabinoids were excluded.

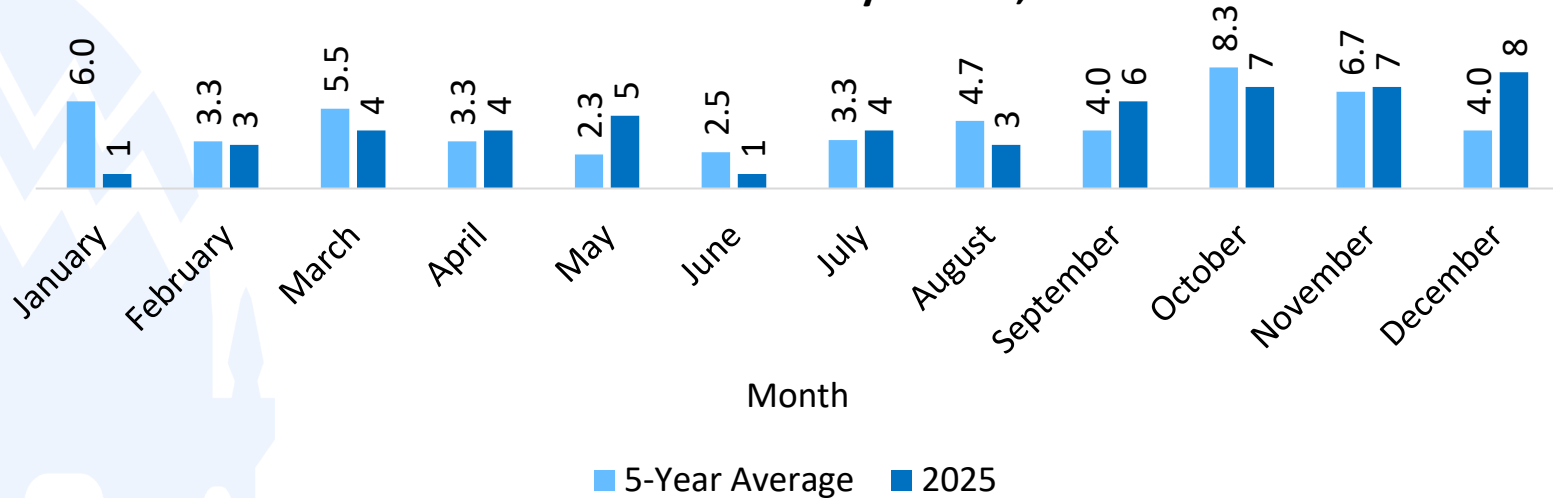
**Pedestrians made up about one-third of all transportation fatalities in 2025. They were the second most represented group among all transportation fatalities, behind motor vehicle drivers and occupants. Pedestrian Fatalities, 2025**

**Transportation-related Fatalities By Crash Type, 2025**



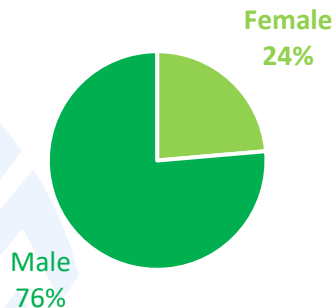
# Pedestrian Fatalities, 2025

**Pedestrian Fatalities by Month, 2025**

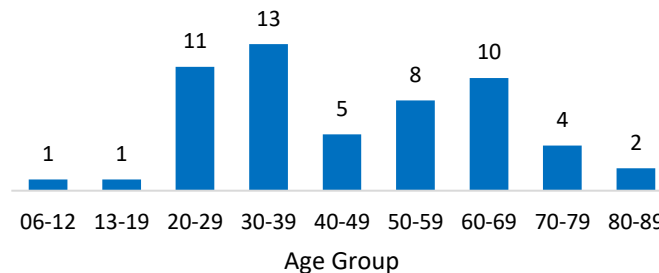


# Pedestrian Fatalities, 2025

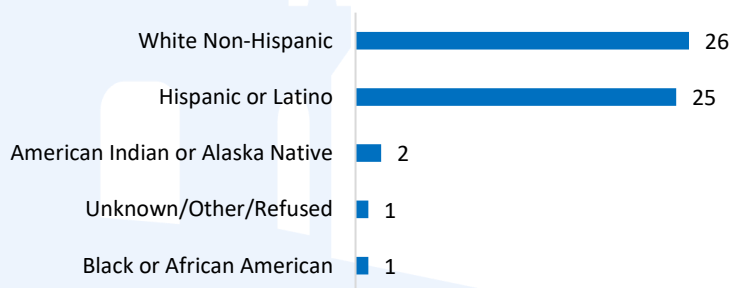
**Pedestrian Fatalities by Sex  
Assigned at Birth, 2025**



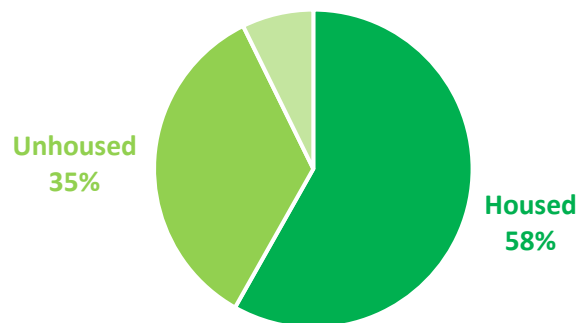
**Pedestrian Fatalities by Age Group,  
2025**



**Pedestrian Fatalities by Race &  
Ethnicity, 2025**

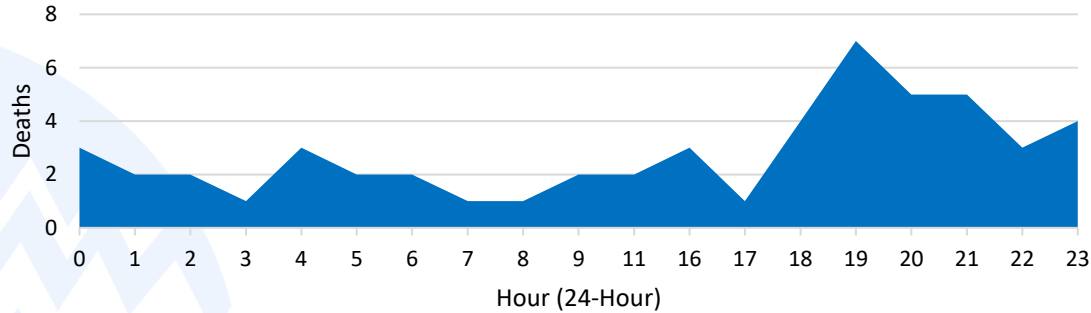


**Pedestrian Fatalities by Housing Status,  
2025**

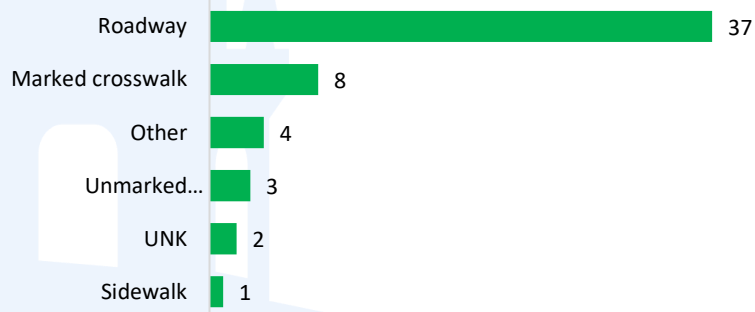


# Pedestrian Fatalities, 2025

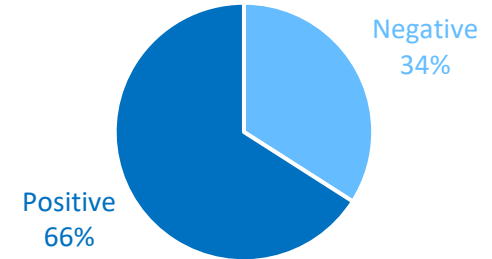
## Pedestrian Fatalities by Time of Day, 2025



## Pedestrian Fatality Incident Locations, 2025



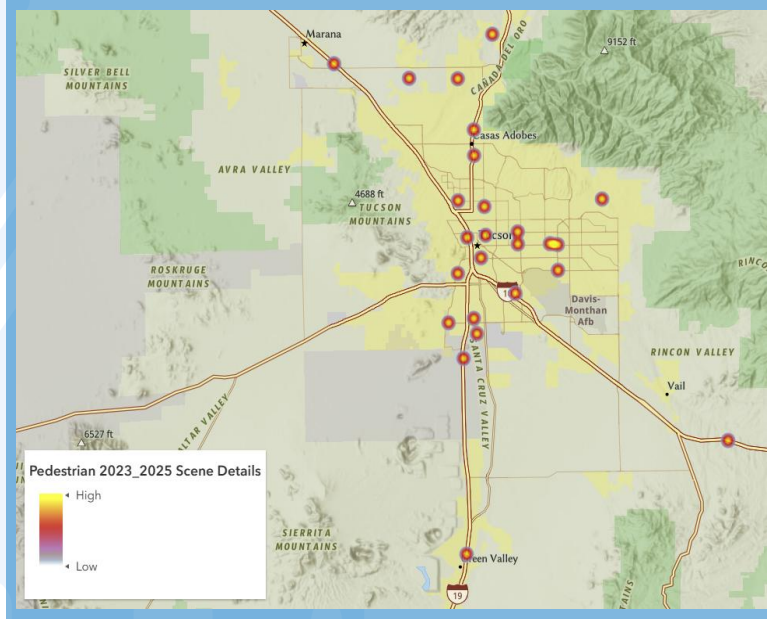
## Pedestrian Toxicology Results, 2025



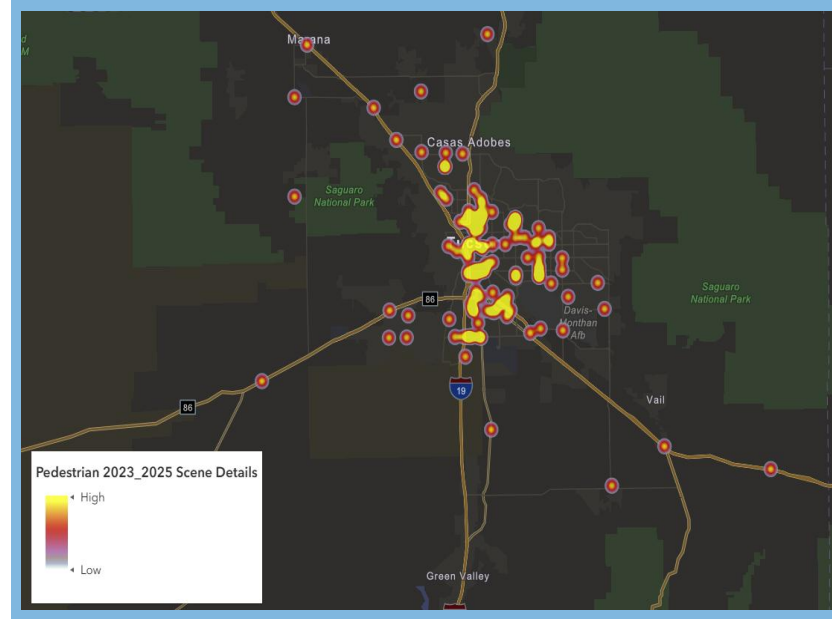
\*Post-mortem toxicology is not performed on all decedents. Hospital toxicology results following delayed deaths and toxicology results only positive for cannabinoids were excluded.

# Pedestrians Fatalities, 2023-2025

*Daytime vs. Nighttime*



*Day*



*Night*

# Questions? Contact Us 😊

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# Timeline

| Phase | Name                          | Timeline                 |
|-------|-------------------------------|--------------------------|
| 1     | Coalition Building & Outreach | July - September 2026    |
| 2     | Community Engagement          | September - October 2026 |
| 3     | Community-Wide Convening      | November - December 2026 |
| 4     | Campaign Launch               | January - February 2027  |

# Our Ask

*We are not here with a finished plan — we are here because we believe the community should help shape one.*

1

## Stay Informed

We'll keep you updated as the campaign takes shape — goals, structure, opportunities to engage.

2

## Signal Your Interest

Let us know if your organization wants to invest and contribute as we develop the campaign framework.

3

## Spread the Word

Share what you heard today — the more voices we have at the table early, the stronger this effort will be.

*Thank You*

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