



**Draft Meeting Summary
BROADWAY BOULEVARD CITIZENS PLANNING TASK FORCE**

February 7, 2013

5:30 p.m.

Child & Family Resources Angel Charity Building
2800 East Broadway Boulevard
Tucson, Arizona 85716

The Broadway Boulevard Citizens Planning Task Force meeting summaries provide a brief descriptive overview of the discussions, decisions and actions taken at the meetings. The summary and the audio recording of the meeting comprise the official minutes of the Broadway Boulevard Citizens Planning Task Force Meeting.

Meeting summaries and audio recordings of the meetings are available online at the City Clerk's web page at:

<http://cms3.tucsonaz.gov/clerks/boards?board=100>.

Requests for CD copies of the audio recordings are taken by the City Clerk's Office at (520) 791-4213.

MEETING RESULTS

1. Call to Order/Agenda Review/Announcements

The meeting was called to order by Citizens Task Force (CTF) facilitator Nanci Beizer. A quorum was established and the agenda for the meeting was reviewed by Nanci Beizer.

Citizen Task Force Members

Present		Absent
Bob Belman	Jon Howe	Steven Eddy
Michael Butterbrodt	Shirley Papuga	Farhad Moghimi
Anthony R. DiGrazia	Elizabeth Scott	
Mary Durham-Pflibsen	Diane Robles	
Bruce Fairchild	Jamey Sumner	
Colby Henley		

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2. First Call to the Audience

One (1) member of the audience filled out a speaker's card and was called upon to address the task force. During the previous CTF meeting (January 17), at the round table, Task Force members expressed that they wanted to extend the time for the call to the audience so that each audience member was allotted 2-3 minutes.

Ruth Beeker: Ruth addressed the CTF with following remarks: As a member of the community, I continue to be concerned that you are having a community meeting in 21 days with little meaningful input. What is it that the Task Force wants to accomplish? I have no clue, so I compiled what I, as a member of the community, want for the community.

1. Certainty as to whose meeting it is - who moderates the meeting will be the answer - Jen? Steve? RTA?
2. How has the data collected at the first public meeting been used? How does this meeting build on that?
3. Who represents my interests on the Task Force? How can I get my input to that person?
4. What have you been up to?
5. How will my voice be heard tonight and how does it compare to what other community members think?

To get answers, I suggest the following organization:

Convene large group session - Moderator gives background, purpose of meeting and group is introduced to the break-out stations by CTF members. (Each Task Force member will be assigned to a station to hear what the public is saying to the subject matter expert.) The station introduction will be the Task Force member's name, who s/he represents and a one sentence statement of topic.

Break-out stations - Topics for these to be determined by the CTF tonight and City staff will make contact with the individuals who need to be there.

Reconvene large group session - Moderator calls on CTF rep at each station to: again give name and whom s/he represents and 1-2 minute summary or what the input was. The moderator will ask for a show of hands to get total group input on what was just said: Agree? Neutral? Opposed?

I go home knowing I had a voice, I know what the public sentiment was and I have been given a list of CTF members, representation and how to contact them.

This would be an evening well spent!!

3. Public Input Report

Jenn Burdick distributed the most current Public Input Report to the Task Force which covered input from December 1, 2012 until January 21, 2013. Four (4) items

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were received from the public during this time. The next Public Input report will be distributed for the March 21, 2013 CTF meeting.

4. Approval of Meeting Summaries: December 13, 2012 and January 17, 2013

Nanci Beizer asked the Task Force to approve the meeting summaries from the December 13, 2012 and January 17, 2013 CTF meetings. The Task Force approved the meeting summaries from these two meetings with a small change requested to the December 13, 2012 summary to better reflect a statement made by Laura Tabili during the call to the audience.

5. Reports: Past and Upcoming Presentations

Time was set aside for a quick briefing on what outside presentations have been made, to whom, and general impressions or comments that were received; what presentations have been scheduled; and if there are any new requests for presentations that have been made. Requests for new presentations can be made via email between meetings and announced at the following CTF meeting (email: broadway@tucsonaz.gov or Jenn Jennifer.burdick@tucsonaz.gov or Nanci nbeizer@dakotacom.net).

- ***RTA Citizens Accountability for Regional Transportation (CART) Committee - Doug Mance:***

Doug Mance gave a brief summary of the previous RTA (CART) Committee meeting and the topics that were related to the Broadway project.

Mr. Mance stated that project manager Jenn Burdick did a great job presenting to the CART members and reiterated his role as a pipeline and conduit of communication between the CART and CTF. As a member of the CART committee, Mr. Mance oversaw large projects such as the Twin Peaks Interchange and Downtown links and stated that his experience on these projects will enable him to help on the Broadway project. Mr. Mance went on further to say that the two groups are similar because they are volunteers and care about the community and that both groups serve as “watch dogs” for public spending, explaining that the CART Committee oversees the allocation of \$2.1-2.3 billion sales tax revenue that makes up the RTA plan. Mr. Mance stated that the Broadway project is an important piece of this plan.

During Doug’s report, Jenn Toothaker Burdick interjected, stating, that the main question that arose during the CART Committee meeting in regard to the Broadway project was the legality of the City to be able to change the project scope. Jim DeGrood stated that this question, as well the question of what exactly functionality is, will come back to the committee after being reviewed by the RTA’s legal counsel.

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Doug concluded by stating that being a CTF member is an emotional process that requires a lot of time and energy, along the way you will become educated and take ownership in the process and the project and eventually it will calm down, there will be speed bumps occasionally but I trust that the outcome will be favorable because of you all and the work that you put into it.

- ***Tucson-Pima County Advisory Commission (BAC) - Beth Scott:***

CTF member Beth Scott, also a member of the BAC, invited her fellow CTF members to the BAC's next meeting on Wednesday, February 13, 2013 at 6 P.M. at the Himmel Park Library. Beth stated that the meeting is open to the public and will have a call to the audience and the focus of the meeting presentation will be on bicycle issues related to the Broadway project. Beth encouraged everyone to invite people to the meeting who are concerned with bike issues so they can give input. She concluded by stating that the BAC is very active in working with members of all of the Pima County jurisdictions to improve bike facilities and get positive changes put into place.

- ***New Requests for Presentations***

Following Beth's and Doug's presentations the project team asked if any of the CTF members had requests for further presentations. CTF member Rocco DiGrazia stated that in the next call to the audience if anybody has any ideas of groups that have not been adequately represented please make suggestions.

6. City-wide Planning Efforts: Plan Tucson

City of Tucson planners, Maria Gayosso and Rebecca Ruopp, provided a brief overview of the draft of Plan Tucson, the City of Tucson's new General Plan. This plan will replace the City's current General Plan which was adopted in 2001. The Plan Tucson Draft will address seventeen elements that are integral to a City's livability. The preparation of the Plan Tucson Draft included a public participation process approved by Mayor and Council in 2011. The draft of the Plan is now in the formal review and comment process, with a Planning Commission Public Hearing scheduled for February 2013. The Plan is targeted to go to Mayor and Council for adoption in late Spring 2013 and to the voters in November 2013.

Maria and Rebecca's presentation focused on providing a general overview of Plan Tucson's content, in particular the goals and policies that may be applicable to the Broadway project and the future design of the roadway. The presentation also took into account the policies from the 2001 General Plan that were highlighted in the Broadway project's "Land Use, Urban Form and Significant Structures Existing Conditions Report." Following the presentation the following conversation took place:

Summary of CTF Questions and Comments

- As a point of clarification: can you help clarify something that was previously part of your map - that of Broadway being designated as a highway.

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- Can you tell us about how you go from the ten (10) year plan and policies to implementation and effective change on the ground that you can see?
- (In follow up to the question above) If we were living in a specific neighborhood along Broadway and had interest in further discussing how this implementation would occur, is there is a process that is being developed?

Summarized Responses

- That was simply an error in the legend. We have corrected that on the map, if you go the website, www.tucsonaz.gov/plantucson, you will be able to see the corrected version (exhibit LT 5).
- That is the 10 year process that I mentioned earlier. This is currently being worked out, and it is work in progress, to create a process that is much more comprehensive and applies much more broadly than the General Plan that was previously implemented. To be specific, how the planning goes down the from higher levels, our area and neighborhood plans need to be in conformance with the General Plan, this would be the next level down as you start to think about how you would implement these actions and make change. Land use codes are also a prime example of this as they need to conform to the General Plan as well.
- Yes there is, if you come to the meeting on Saturday this is what we will be discussing and if there is further interest, Plan Tucson is happy to come and speak to individual group as well.
- Additionally, and I do not know if this was mentioned, Plan Tucson will be taken to the voters per state law, the target is November 5, 2013.
- I want to help clarify the above point too, about the election and Plan Tucson going to the voters. The way that Plan Tucson would be implemented in terms of this part of Broadway or even the corridor further down the road, a question that needs to be clarified is, does the document (plan) that gets voted in supersede what we are doing, and the decisions we make as a Task Force? It is my understanding that it would not because the work we are doing is so detailed that it takes it to another level of refinement.
- If the plan is implemented the intention would be for the project to be in conformance with the Plan. I don't believe the plan would supersede what you all are doing but I would suggest to you to look at the plan as you move along and we are happy to help with you with that. Again, these are pretty high level visions that have to do with many of the things that you all have been talking about. As you decide what you are going to do it will be helpful to keep going back to the plan.
- Up to this point in the assessment work that we have been doing we have been focusing on the adopted community plan. But now as Plan Tucson moves toward the election, and especially after November, we will do exactly that in working with all of you and look at the direction this project is taking. I would agree that in most areas there are pretty strong parallels.

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- One of the things we definitely want to look at is how the plan defines a mixed use corridor and then how the plan reinforces regional transportation and policy goals and make sure everything is in line with the RTA Plan.
- We like to think of it as a “living document,” not a dead document, that will continue to grow through the Mayor and Council and community comments. In the end I think of it as a community document. We have over 700 documented comments, which is great because that means people are looking at it.
 - I would like to add one more thing and that is that I have been talking with the folks at IGT because Task Force members requested some of their tools. I got a hold of these documents and have scanned them in and will provide it to the task force. Because questions have arisen about what mixed-use is and what that signifies, and because it will be helpful for future conversations, I will provide both the descriptions from the Plan and the information from IGT.
 - Just be clear we did not base our mixed use definition off of IGT’s. We really are separate efforts.
 - When we looked at the scenario for Plan Tucson we compared it to IGT and what current zoning would allow and the Balanced Housing Model in general and we realized the IGT’s model is a little too ambitious. They help us and inform our process but we have to work with what we hear from the public and it has to conform to the draft goals and policies of the Plan. The intensity level is lower with Plan Tucson.

7. Broadway Project Schedule, the Public Participation Plan, and the 2/28/20123 Community-Wide Meeting Format

This item will revisit the overview of the Broadway project process originally shared at the second meeting of the Citizens Task Force on July 26, 2012. Members of the project team described how this process is envisioned to occur over the coming months, and the strategic framework for obtaining and using public input on this project. The February 28, 2013 community-wide meeting, the first of five major project milestone meetings envisioned for this project was also discussed as well as the provided recommendations for the format of this meeting, based on discussions at the January 17, 2013 CTF meeting.

Jenn Burdick outlined the goals of the community-wide meeting to be: provide a project overview and next steps to the public, to allow the Task Force to meet with the public, to expand our stakeholder contact list, show progress that the Task Force has made to date and to respond to questions and disseminate project information. Jenn also outlined the proposed meeting format. The meeting would begin with a brief presentation and then introductions by the individual CTF members. After this the public would be able to visit individual stations that would have information centered around different project topics. This format was largely based off of stakeholder input that was received at the previous CTF meeting. The

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CTF was then asked to reach a shared decision on the meeting format. Listed below is a description of the conversation that took place during this agenda item.

Summary of CTF Questions and Comments

- Is there some type of handout that you will have for the general public (That way if they have it they can have a clearer understanding of what's going on and where to go, etc.) that would allow them to go station to station? The handout could also give people an idea about the design considerations and allow them to feel like they have input.
- If you are going to do that you should give them the cross section information with the scale - like what a foot value is for each lane, similar to what we did in our group exercise so they can do the math and figure what they want to achieve and how you can achieve that within certain widths. Something else I need before this meeting as soon as possible is a large map of the location, and agenda with bullet points and project information to give to my customers.
- I would like to ask then that you make the postcard legible and in large type with just a few key points on it. No one wants a postcard with Microfiche on it. They will just throw it in the trash.
- Having information about the cross section concerns me because that is not what we are doing, because we have not even gotten there yet. I do not want to give the impression that that is what we are going to do at this open house. The public may be confused and take home this information and think that it is the final design recommendation.
- Perhaps instead we could just have other images at the stations that could depict future alignments and design considerations.
- We need to adapt to all level of those who are interested in the project from those who were interested enough to want to be on the Task Force to those who are not that informed at all.
- Perhaps something like a glossary of terms would be helpful.
- I sent the Save the Date card out electronically and I have to say I am a bit concerned about the fact that the only thing that relates the card to the project is the logo. Nowhere does it talk about the project and I am concerned that if a member of the public saw this card they would not know what they were saving the date for. There is no indication of what the meeting will be about.
- Back to the cross section activity, I think it is important and some point down the road will be a great to do with the public. But, at this meeting it may be a bit distracting because people would gravitate to it and want to play with the cards and it may draw people away from interacting with us.
- And just a more general comment. It seems like we are asking the public to react to our displays and give spontaneous input but it may be more helpful to ask specific questions such as "what is your vision for Broadway?" This may help us to further refine our vision and goals statements.

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- I would like to add to that. I have been thinking since the last meeting that there should be a way for everyone to see the input that others have made immediately or in a very easy way. There are a lot of stakeholders and it's important for them to see each other's input. It is important for them to listen to one another's visions and comments. Our consensus is contingent upon our stakeholder's consensus and we will not be able to arrive at one unless they do as well. We need to listen to the stakeholders but they also need to listen to each other and we need to find a way to structure this so that they can hear each other as well as us being able to hear them.
- I would like to reiterate Ruth's suggestion of having one to two minutes per CTF member dedicated at the end of the meeting to have each CTF member report out of the stations the top themes or questions they heard so that the audience hears as a whole what came out of the meeting.
- If we were to do this we would have to stay at the same station the entire time. We are being offered the opportunity to move around.
- People could cluster things behind the stations, if there is wall space, and give people a visual of the conversation that is developing.
- Before we approve the format of the meeting I have one question, in the timeline it says that there will be a brief presentation. To address the concern from the call to the audience earlier who will be doing this?
- How are we going to determine what stations we will be at and where we will be located? Is the project team going to determine this for us?

Summarized Responses

- I would like to interject and say that the RTA MainStreet Business Assistance team has been going along the corridor distributing a Save the Date card along with their business packets. Also, all mail receptacles within a quarter mile north, south, east and west of the project study area will be receiving a postcard with the meeting information on it. We hope to have this dropped in the mail by next Wednesday but wanted to wait to get your input regarding the format of the meeting. Also, we will printing an overrun of these and will distribute them if you like. Rest assured, our mailing list is comprehensive and includes over 7,000 addresses. Additionally, if the quarter-mile limit split a neighborhood we made the decision to mail to the entire neighborhood, for example all of Sam Hughes will receive the postcard even though not all of Sam Hughes is within the boundaries we established. We will also use the entire distribution list we have gathered from the Listening Session and the past 10 meetings. The meeting will also be advertised on the project website and on the City's homepage. Our intent is to make as many people aware of the public meeting as possible. It is critical to gather input now to move the project forward. We will get you all of these materials as soon as they are available.
- That is our intent. We will be using an oversized version of the invitation to distribute so that we can use the front for information and the mailing panel

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and then the whole back for information. We want it visually appealing so that people will attend.

- The project team has the same concern. Presenting the cross section information to the public could be very confusing. We know that this is a very useful exercise to do and will go through that exercise with them in the future.
- It sounds like what we need is a display that defines the key elements, like what is a cross section? What is an alignment?
- I think the discussion we have tonight will help us better develop something that will have more information about the meeting on it.
- The project team was thinking along the same lines. The vision statement doesn't really belong to the sub areas. The idea of the Master Input Wall is to have wherever we end up on the vision statement tonight and all of the goals associated with the vision so that the public can just see these and not have to react to the technical reports that they are associated with.
- Also there will be a variety of ways for the public to provide input at each station: via easel pads, comment cards, etc.
- With respect to that we could put the comments up at each station so that everyone can see what is being said.
- One thing that we have done with these types of interactions is to have a great deal of post-its so that people could place a post-it next to another person's post-it and create a debate or dialogue that way. We are envisioning the Master Input Wall to be an especially good area to do this at.
- I imagine there will also be good discussion happening at the individual stations as people gather around.
- To clarify, this is a more open house style than the small group table discussions that occurred at the listening session, but there may be that type of dynamic that occurs at the stations.
- My first reaction to having each member report out at the end is that that is a significant time consideration.
- Just to build on that, as a Task Force member you could display things as they come out. We see the Task Force as being active and encouraging participation at the stations.
- We could come back to this idea of clustering and figure out how to make it work. I think it is a really good idea.
- At this point we really need your approval for the format and design that has been suggested for the event taking into account the suggestions and improvements that you all have made.
- Jenn will be doing the presentation, and then each of you will be introducing yourselves, and then we will move to the stations. The idea too is to make the stations multi-faceted so that the public can see how integrated the project is, that there are a great deal of presentations and reports that are under the broader context.

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- It's up to you all where you would like to be stationed. There are logical alignments but many of you have a lot of interest. You can go where you want.
- Would it make sense to identify who will be at each station? We were thinking that ideally there would be two of you at each station. People can also be stationed at the Master Input Wall.

Following this discussion the Task Force approved the format of the meeting and assigned themselves to the different stations. Listed below are the stations where each member will start off at.

1. Building and Site Design
 - John Howe
2. Sustainability and Multi-Modal Street Design
 - Michael Butterbrodt
 - Beth Scott
 - Jamey Sumner
3. Neighborhoods and Districts
 - Mary Durham-Pflibsen
 - Colby Henley
 - Rocco DiGrazia
4. General Project Information
 - Bob Belman
 - Diane Robles
5. Master Input Wall
 - Bruce Fairchild
 - Shirley Papuga

8. Draft Vision and Goals Framework

A key component of the February 28, 2013 Community-Wide Event will be to present the Draft Vision and Goal statements that have been developed to date. To help further refine these draft statements project team member, Phil Erickson, led the CTF in an exercise where they discussed the goal statements in depth and highlighted what they thought were most important, what should be removed, and what should be added. A summary of this discussion is listed below.

CTF Questions and Comments

Vision Statements

- Is it necessary for a vision statement to include everything? We need something more concise, something short enough to give an elevator speech.
- I like everything in the first statement, in particular: maximize benefits & minimize negative impacts. Add the last part from Jon's suggested statement to the first option: all guided by a public participation process, and a full diversity of stakeholder dialogue.
- Just saying multi-modal is important.

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- To help the public understand what multi-modal is it is also important to say that the range of (multi-modal) options includes transit, bicycle, pedestrian, and vehicles.
- We need to emphasize regional transportation needs.
- Add: equitable to affordable, efficient, and sustainable statement.
- What does equitable mean?
- From the view point of affordability, so that everyone can access the system.
- If it already says affordable then we do not need to say equitable.
- It may be important to say cars. I do not want people to think there are no automobiles, so it should state something like "maintain and improve transportation options, which are affordable" etc.
- This may be nitpicky but I do not think it is good to say "improve and support economic development" because we cannot ensure that the economic situation will improve.
- Maybe state provide opportunity instead of this
- I value the term character, it is important to say. What does it mean to improve the transportation relationship to adjacent neighborhoods? We need to find a more succinct way to say this, maybe saying instead "strengthen the relationship between the neighborhoods and the Boulevard."
- The physical condition of the public realm is an important aspect of that, maybe there is a better way to say this, improve visual character. Maybe it is both of these things.
- Attractiveness can go under visual character.
- In reference to the term "historical:" Is it just based upon age? What does it refer to?
- Will designating one building as historical make us have to jog the roadway to avoid demolition of historic buildings?
- I would like to add access to line - Provide safety, access, and comfort to all users.
- I would like to include improving public health in the statement.

Goal Statements

Neighborhoods and Districts

- Affordable housing: I would strongly suggest that we keep this as a goal but replace it with the term "workforce housing." Another thing to look at is the cost of housing and transportation combined. We need to keep this on our radar, and I don't know how much we can influence it, because it has to do with businesses and the notion of "mixed-use."
- How about saying "equitable housing."

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- That is a good point, especially if we are talking about businesses. We do need to address residential areas but do it in a way that doesn't state that we have authority over it. Maybe we should speak to what the design impacts to the residential area will be and remain sensitive to that. We have realized, through our past conversations that there is a limit to what we can really say and what we can really affect.
- Is there a land use component to the project and to what we are doing?
- Most of the existing housing (between Euclid & Campbell) is affordable; over the years a lot my employees have lived in this area. Not only are they affordable but their frontage is directly on Broadway so they will definitely impacted by the design considerations
- Character for the different segments of the streets is also something that we have discussed.
- Being mindful of and supportive of the residential nature of portions of Broadway and supportive of affordability, state it that way.

Building and Site Development

- Signage is very important for accessibility and we need to ensure that we are thinking of it. It makes a world of difference.
- Directional signage for pedestrians is important. Signage could also identify distinct segments of the roadway and character areas. Perhaps we should look at how signage is mentioned as part of other goals as opposed to making it an independent goal.

Multi-Modal Street Design

- Leave maximum flexibility for all transit options.
- Leave it open to discuss things at a network level.
- As a goal statement I think it is great to have options for parallel routes and directly on Broadway.

Sustainability

- For the economic part, I would like to leave it in but take a different bend on it and say to use public funds efficiently and build something that is economically sustainable and something that we can afford to maintain in the long term and that is the best way to use funds.

Planning and Design Process

- Leaving the goal statements in regarding the planning and design process is the responsible thing to do and we should probably go on record saying so.
- I wonder if it is valuable to keep some of the goals separate or combine them even further. For example, in the pedestrian area many of the goal statement are similar and could be combined. I feel that it is good to be that specific but could they be combined? Does anyone have a strong opinion?
- The goal statements seem to be passively phrased. It is obvious that we are actively cultivating input from our stakeholders but the statements are

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passive. Should we change the language so that it is more active and engaging?

Summarized Responses

Vision Statements

- There are two possible options to shorten the vision statement. We could boil it down into something more concise or we could create a preamble that is more high level, is shorter and summarizes the longer vision statement.
- What do you think of multi-modal as a term? Do you think the community understands this term?
- The intent of the statement about improving the physical condition of the public realm is capturing: "improving the visual character of the street."
- The Historic Buildings Report states what the qualifications are for a building to be deemed "historical." At first blush it is age, it must be at least 50 years old, but there are other characteristics that will give it a historic designation. It may have to do with the character of the district as a whole. For example Rincon Heights just got designated as a Historic District for the community character it has as a whole. To that end, the City of Tucson has offered to help with the Historic District Nomination for the entire project study area. The building's character and integrity is also important for a "historic" designation.
- Even if a historic district is in place, demolition of individual buildings can happen. We have to go through the process of deciding how the roadway will impact the buildings next to it. So demolition can happen. Even if a historic designation is not in place we must document the structures that would possibly contribute to a historic designation. That is a concern we will have to pay attention to when we start getting into the conversation about cross sections and roadway design.
- I am sympathetic to succinctness, but we are just not there yet. We will work on a preamble with succinct bullet point to help people understand the vision statement. As we get more comfortable with what we are doing we will arrive at a shorter statement. It will take some process but we will get there.

Goals Statements

Neighborhoods and Districts

- Is affordable housing, even though we do not touch on it in-depth, an issue that this project should be addressing, or is it something that the City should be doing at a higher level through a different planning process?
- We are still unsure how direct of a land use component there will be to what we do with this project.
- Center for Neighborhood Technology: linkage between affordable housing and transportation. Increasing transportation options make housing more affordable

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Building and Site Development

- There were comments from the Listening Session that got into pretty great detail regarding signage; a lot of them have something to do with the character of the area. No one highlighted this as an important area last time we met, is this something that is getting into too great of detail as we have many other goals that relate to the character of the area and pedestrian amenities? It is something we can include as a plan - for signage - but is this important to have as a separate goal topic?
- So maybe not have this an independent goal but look at other places where it should be mentioned as part of another goal statement.

Multi-Modal Street Design

- For transit and the issue of through mobility, should we leave the door open for any particular options? Everyone who highlighted this goal highlighted the statement, "provide effective east - west high-capacity transit on Broadway" but the other statement that was highlighted was "provide effective east - west high capacity transit throughout the study area." Should we look at transit through the study area or just directly on Broadway? Do we want to leave the door open to look at transit at a network level?
- We may need to look at way of wording these statements so that the differences between looking at something as a transit network or just directly on Broadway are clear.
- For the bicycle section, should the route be placed directly on Broadway or should we have parallel routes. The third goal statement is open to allow for a broad statement and allows for a variety of options.

Sustainability

- One of the things that falls under Sustainability is social equity. Given our previous conversations regarding this is that something that we want stressed as a separate goal or have it integrated into other areas.

Planning and Design Process

- Another thing to talk about, and this relates back to the vision statement is we have this area in the planning and design process that is a combination of the process that we are going to use but also combines statements that people have made regarding the future after the planning and design process when the project gets into construction and the future after. Many of these things are considered givens but may not necessarily be. It is our recommendation to leave these in as goal statements that you all really support.
- A suggestion: as we move forward some of these could become a broader statement that is general but the details are there to describe the

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complexity of the issue. These details could become bullets under the general statement. We can do this in the future as we move along. Part of where we are at now is to use these statements to provide the detail and breadth to the public so that when they are looking at it the goals resonate to them.

After this discussion Phil explained how the vision and goals statement will be displayed at the public meeting. Each station will have a list of goals displayed that are relevant to that station and the Master Input Wall will all of the goals displayed as well as comments that have been received that are related to these goal statements next to them. These comments are both from the Listening Session and also from input that has been received since. This will provide another feedback opportunity for the public as they can see the goals and comments in the same place. Phil also explained that the project team will make it clear through the process that this is not the last time the public will have a chance to comment on the vision and goals statements, stating that the process is iterative and will be revisited many more times in the future.

Following this, project team member, Nanci Beizer, asked the CTF if they were comfortable with the format of the Vision and Goals and how they will be displayed during the February 8, 2013 Public Meeting. The Task Force agreed to the format and stated that they were comfortable with the statements and how they will be displayed.

9. Second Call to the Audience

Three (3) members of the audience filled out a speaker's card and were called upon to address the task force.

Laura Tabili: Ms. Tabili made the following remarks to the Task Force.

First, to address Rocco's statement earlier (regarding suggestions for future presentations): Demion Clinco and Tucson Modernism was on the agenda at one time but has since disappeared. I know you saw it (looking at Jenn Burdick) because you saw it when I did but I think many people in this room would benefit from seeing it. It would be able to address many of Bruce's questions regarding historic designations. I see Broadway in a completely different way since seeing his presentation and I think it would be a good agenda item. I suggest he presents and Katie Gannon for Context Sensitive Solutions (CSS) as well, I thought I knew what CSS was until I heard her presentation which was absolutely stupendous.

Also having Jonathan Mabry, present on historic information, who had a brief presentation but could probably talk for hours.

The second item, did you all get the link from the Mayor and Council December 18, 2012 study session I sent?

The third thing I would like to announce is Rincon Heights just received a Historic District designation. Also, to reiterate Ruth comments, many neighbors and people I

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have spoken to were disgusted about not getting hear what others said during the listening session. I heard some strategies for doing this today but people really want to hear what others have to say, so I really suggest having some manner to do this at the end of the public meeting to have some clarity. Some people are visual learners but some of us are oral learners, and many of my neighbors wanted to hear the conversation others were having without it being dismantled into pieces.

Gene Caywood: Mr. Caywood decided not to address the Task Force at this time.

Ruth Beeker: Ms. Beeker had the following comments for the Task Force:

In terms of signage, I see signage as a part of the streetscape when it is planned. Shopping and historic districts desperately need signage so people can easily recognize them. Tonight's meeting was much more participatory than before. That is a good sign and I see you starting to take ownership Congrats for this! I have the following comments regarding the public meeting:

- How many participants do you plan on having?
- Are you prepared to have many people huddled around just four stations to have a conversation? I suggest having two stations per topic or people will become frustrated that they are not being listened to and will leave.
- You have to have closure at the end of any meeting! What are you going to do to end it? I didn't hear that in your presentation.
- I suggest each CTF member give a 1-2 sentence statement highlighting what was important to them and what you heard when you were interacting with the group that will help you inform your decision making process during the planning phase, people need closure.

10. Next Steps /CTF Roundtable

At each Task Force meeting time is set aside for to discuss next steps and allow each CTF member to discuss and give feedback about any aspect of the project or process to the project team.

Directly after the call to the audience a CTF member made a **motion** to add 10 minutes to the end of the February 28, 2013 public meeting to allow each CTF member to make a one minute statement about what they heard and felt was important during the public meeting. This motion was seconded and the project team suggested extending the meeting time to end at 8:30 p.m. instead of 8 p.m. The Task Force agreed and the extended meeting time was added to the design of the format for the meeting.

After this Jenn Burdick discussed the agenda items for the next confirmed meeting which will be on Thursday, March 21, 2013. The following agenda items will be discussed at that meeting.

- 2/28/2013 Meeting Review of Public Input/Debrief
- Reports: Past and Upcoming (Outside) Presentations

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- Project Schedule
- Public Participation Plan
- Guest Presentation
 - o RTA MainStreet Business Assistance

The Task Force engaged in a brief discussion regarding future agenda items following Jenn's presentation. Listed below is a summary of their remarks:

- Presentations from Demion and Katie Gannon of the Drachman Institute and Local First all have higher priority to me than MainStreet.
- I want to respond to that. I would rather have us utilize local expertise as we need it. We have had all of this information given to us and a lot of efforts put into presentations. It would make more sense to have the presentations made when we need the information. We need to move the project forward.
- There has been a lot presented, but here have been times when people have been missing and there are information gaps. We need these presentations.
- Maybe we have homework regarding these topics and come back with the information gaps we have identified and discuss them.
- If my stakeholders request presentations and I come back to them it is hard to tell them they are not getting them.
- As much as you want these other presentations, MainStreet is precisely what I need for my stakeholders. MainStreet addresses many of the concerns that my stakeholders have.
- I need a timeline for the project. I have a lot of people come up to me and ask when their property is going to be acquired or what the impact will be.
- Is there a way to bring a list of the "parking lot" of presentations to see who wants what presentation and who the presenters would be?
- The CTF needs to know what the verdict of the RTA CART and Mayor and Council Meeting is as soon as it happens because it could directly affect our goals.
- The postcard for the February 28, 2013 meeting is a good idea but how else is the word being spread to the tens of thousands of people who commute down Broadway about the meeting?

11. Adjourn

Nanci Beizer called meeting to a close at 8:37 p.m.

The presentations given at this meeting can be reviewed by visiting the Broadway Boulevard Citizens Task Force web page at:

<http://cms3.tucsonaz.gov/broadway/broadway-citizens-task-force>

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