



BROADWAY BOULEVARD CITIZEN PLANNING TASK FORCE

MEMORANDUM

TO: Broadway Boulevard Citizens Task Force
FROM: Broadway Boulevard Project Team
DATE: October 11, 2012
RE: Preparation for the October 18, 2012 CTF Study Session focusing on Multi-Modal Transportation and Performance Measures

The 10/18/2012 study session is designed to introduce the technical transportation engineering components of the project to the CTF. The focus will be on multi-modal transportation and performance measures. The study session will help set a context for discussions on capacity and performance improvements for Broadway. The presentations and discussion planned will build on previous information shared on regional transportation and land use planning, and traffic analyses performed for Broadway, at the 8/30/2012 meeting. By end of meeting, the CTF should have a better understanding of transportation modes and systems, standard performance measures and indicators for different modes and other approaches for transportation evaluation, and how these may apply to the project. The following paragraphs introduce the topics that will be covered by the agenda items.

Functionality

As requested at the 10/4/2012 CTF meeting, this item has been agendaized to include a presentation at the beginning of the meeting, in addition to the discussion planned at the end. Mike Johnson of HDR, Inc., and Phil Erickson of Community + Design Architecture will provide an overview of what functionality is, how it is measured, and how the U.S. EPA's *Guide to Sustainable Transportation Performance Measures* can play a role in the conversation about Broadway's functionality (see next topic description).

Also, since the 8/30/2012 CTF meeting, the process to define 'functionality' has been discussed by some of these bodies: City of Tucson Mayor and Council (9/19/2012), the RTA Technical/Management Committee (10/3/2012), and the RTA CART Committee (10/4/2012). A quick update on these conversations will be provided by RTA and City of Tucson staff.

Background: As RTA director of transportation services Jim DeGroot presented at the 8/30/2012 CTF meeting, the RTA Board adopted policies in 2005 about how it would oversee the implementation of the RTA Plan. One of the policies states that the "functionality should not and cannot be diminished" for voter-approved roadway and transit improvement projects. This policy is a measure by which potential modifications proposed for RTA projects, and in our case, the Broadway project, will be judged by the RTA.

In general, the term 'functionality' relates to how well something performs for a user, or fulfills its purpose for being. Performance measures can be used to compare the expected functionality of various improvement options (e.g.; Option A has a corridor travel time of 15 minutes while Option B has a travel time of 18 minutes and 24 seconds) and to set goals for future performance (e.g.;

corridor travel time should not be more than 16 minutes during the peak pm period). While the focus of the 10/18 study session will be on transportation functionality, as the project moves ahead it is likely that other “non-transportation” functions and performance measures will be considered, such as: environmental sustainability, social and economic equity, economic vitality, community character, and other broader quality of life measures. In the context of RTA’s policy, each roadway or transit project included in the RTA Plan had specific capacity improvements and performance measures that were developed by two public bodies: the RTA Technical/Management Committee and the Citizens Advisory Committee, now known as CART.

This study session meeting will mark the first of many conversations at CTF meetings covering the topic of Broadway’s functionality, which is expected to take a while to define fully. Cross-communication between a variety of bodies is also recommended by RTA staff and City staff, and will be planned as part of the project schedule. These bodies, in addition to the CTF, include the Broadway project’s soon-to-be-assembled Technical Advisory Committee, the RTA’s CART Committee and Technical/Management Committee, Tucson’s Mayor and Council, and the RTA Board. Public bodies may also be included in this process, including, but not limited to, Tucson’s Citizens Transportation Advisory Committee, the Transit Task Force, and the Tucson-Pima County Bicycle Advisory Commission.

About the Presenters:

Mike Johnson is the consultant team project manager for HDR, Inc. He is a Tucson native and fondly remembers shopping as a child with his grandmother at Broadway Village Market. He has been involved in many roadway and drainage projects throughout the community over the years, and understands the value public input can provide.

Phil Erickson is president of CD+A the urban design and Context Sensitive Solutions (CSS) lead for this project. A key focus of his professional practice is the application of CSS in the revitalization of urban and suburban corridors. Phil was the lead urban design and pedestrian design author of the ITE recommended practice *Designing Walkable Urban Thoroughfares*, and has lectured throughout the country about CSS and placemaking through Complete Street design. CD+A has had considerable success applying those principles to corridor development projects throughout the country (including Grant Road in Tucson). Phil is a licensed architect in Arizona and has worked on numerous projects in Arizona over the past dozen years.

Sustainable Transportation Performance Measures

A Mayor and Council study session on 9/19/2012 resulted in unanimous direction from the Mayor and Council to the Broadway CTF conduct their work under a definition of functionality that allows for consideration of performance measures detailed in the U.S. EPA’s *Guide to Sustainable Transportation Performance Measures*. A copy of that document is enclosed in this packet. As mentioned above, Mike Johnson and Phil Erickson will present this information. A handout will be distributed at the meeting for purposes of starting the conversation about performance measures, detailing in a matrix the performance measure recommendations contained in the *Guide*, as well as other measures being discussed in the transportation planning community that could be applicable to Broadway.

Background: The following points are provided to you to help give you a context for the breadth of information included in the document.

- The EPA's *Guide* is intended as a tool to help agencies and organizations recognize areas in which their current processes can be augmented to incorporate more sustainable and livable goals:

"many transportation agencies are now being called upon by their stakeholders to plan, build, and operate transportation systems that - **in addition to achieving the important goals of mobility and safety for all modes** - support a variety of environmental, economic, and social objectives. These include protecting natural resources, improving public health, strengthening energy security, expanding the economy, and providing mobility to disadvantaged people."
(EPA, page 3) [*Emphasis added*]

In addition, the *Guide* references the growing focus on preservation and enhancement of community character and public health.
- The *Guide* covers different stages of transportation planning in Section 2, which are listed below and include brief descriptions of how each stage is handled, and whether it is primarily a City of Tucson (COT) or a Pima Association of Governments (PAG) process.
 - Land Use Visioning - (COT) Part of the City of Tucson's *General Plan*, currently being updated. General plans, sometimes also known as comprehensive plans, can be characterized as "blueprints" for how and where the jurisdiction will grow and develop, and how services and utilities will be provided. In Arizona, all cities, towns, and counties must have a comprehensive/general plan.
 - Long-Range Transportation Plans - (PAG; COT) PAG conducts a regional plan update process every 5-10 years that uses projections to identify ways that the regional transportation system will change over the next 30 years. All jurisdictions help inform the contents of the plan, which also undergoes a public participation process. The most current plan is the *2040 Plan*, adopted in March 2012.
 - Corridor Studies - All jurisdictions perform corridor studies, as needed. Within this spectrum of planning stages covered in the *Guide*, the Broadway project is most appropriately addressed by measures recommended for this stage, although there are ways to address some of the other measures from the *Guide* in the Broadway planning process.
 - Programming - PAG, TDOT, and all other jurisdictions have 5-year Transportation Improvement Plans (TIPs) that program their organizations' funding specifically for transportation-related projects. For most cities and towns, a Capital Improvements Plan is also used that supplement their budget documents and includes all capital projects, including transportation. The City's budget is updated every two years.
 - Environmental Review - Environmental reviews related to transportation projects are influenced by regulations of the property-owning agency and the funding agency or agencies. The City of Tucson has administrative directives that govern cultural, historical, and environmental assessments for property acquisition and capital improvements.
 - Performance Monitoring - PAG regularly monitors and reports on transportation system performance. Reports that can be accessed online include: urban mobility reports, volume-to-capacity ratios, travel time and speed, emergency evacuation, and system performance assessment reports.
- The nature of these different stages of transportation planning means that performance measures recommended in Sections 3 and 4 of the *Guide* may or may not be directly applicable

to the Broadway project. As part of the study session presentations and discussion, we will identify which ones these are and why. We will also discuss some potential performance measures that go beyond those recommended in the *EPA Guide*.

The project technical team recommends that you:

- Read this overview memorandum.
- Review the U.S. EPA's *Guide to Sustainable Transportation Performance Measures* (copy enclosed).
- Review the Summary of Traffic Analysis (August 30, 2012). This was also distributed at the 8/30/2012 meeting and available online at <http://cms3.tucsonaz.gov/broadway/broadway-documents-studies>.
- Consider the following and bring your thoughts/ideas to the discussion:
 - How do you travel?
 - What aspects of your experience as you travel would be important to measure?
 - How do your stakeholders travel?
 - Based on the two documents, what stands out to you?
 - Are there specific measures or ideas presented that you want to discuss?

Broadway's Traffic Analyses

In addition to the traffic and transit projections used in the 1980s for the Broadway Corridor Transportation Study, our Broadway project area traffic operations have been analyzed in different ways in recent years by Kittelson & Associates. Jim Schoen, the principal in charge of Kittelson & Associate's Tucson operation, is directing the traffic engineering activities relating to Broadway. He will provide an introduction to these analyses through the PowerPoint presentation he planned to present at the 8/30/2012 CTF meeting, and will cover information provided in the two documents distributed at that meeting, the executive summary of the *Traffic Engineering Study* (March 2012) for the project area and more summary of all traffic analysis done for area described in the *Summary of Traffic Analysis* (8/30/2012).

About the Presenter:

Jim Schoen has over 28 years traffic engineering experience, much of it in Tucson and is well aware of what works, what doesn't, and the strengths and shortcomings of current traffic engineering technology. He has also helped author aspects of the national standards used for transportation, the *Highway Design Manual*.

The project technical team recommends that you:

- Read this overview memorandum.
- Review the executive summary of the *Traffic Engineering Study for Broadway Boulevard: Euclid to Country Club* (March 2012). This was distributed at the 8/30/2012 meeting. A full copy of the report and exhibits are available on the project web site at <http://cms3.tucsonaz.gov/broadway/broadway-documents-studies>.
- Review the Summary of Traffic Analysis (August 30, 2012). This was also distributed at the 8/30/2012 meeting and is also available online at the same link listed above.

Broadway, a Transit Corridor

An introduction to transit planning, in general and also for the Broadway corridor, will be provided by Carlos de Leon. For decades, Broadway bus routes have led the region in ridership and revenues, making it the leading regional transit corridor (see enclosed summaries). In 2009, PAG

conducted a study of the region's transit system in an effort identify near-term, mid-term, and long-term infrastructure improvements and investments. The study recommended two potential pilot corridors for near-term implementation of Bus Rapid Transit (BRT), and Broadway was one of them. Carlos will review this study and what current efforts are underway related to Broadway.

About the Presenter:

Carlos de Leon is formerly director of transit services at Pima Association of Governments/RTA and was recently hired as Deputy Director of Tucson's Department of Transportation. Before working at PAG/RTA, Carlos worked at the City of Tempe Transportation Department for 17 years.

The project technical team recommends that you:

- Read this overview memorandum.
- Review the executive summary of PAG's 2009 *High Capacity Transit Study* (copy enclosed).
- Review the Sun Tran bus route data for Broadway's Routes 8 and 108x (copies enclosed).