





**BROADWAY BOULEVARD**  
EUCLID to COUNTRY CLUB

July 26, 2012  
Broadway Citizens Task Force Meeting

## Meeting Agenda

1. Call to Order/Agenda Review 10 min
2. Call to the Audience 20 min
3. Representation and Public Participation Worksheet
4. Discussion on Broadway Task Force Mission 5 min
5. Lessons Learned From Grant Road Task Force 15 min
6. Discussion on Broadway Task Force Process 15 min
7. Decisions on Mission and Process 2 min
8. Approve Meeting Summary 25 min
9. Overview of Project Approach





## Meeting Agenda

10. Approve schedule of meeting dates 5 min
11. Discussion on Listening Session Draft Report 25 min
12. Approve Listening Session Draft Report 5 min
13. Introduction of Vision and Goals Framework 15 min
14. Next Steps 10 min
15. Roundtable 10 min
16. Call to the Audience 15 min
17. Adjourn





## Call to the Audience





## Call to the Audience Guidelines

- 2 Call to the Audience opportunities
- Must fill out participant card
- Participants called in order cards are received
- 2 minutes allowed per participant
- CTF Facilitator will call on speakers and manage time
- CTF members cannot discuss matters raised
- CTF cannot take action on matters raised
- CTF members can ask project team to review an item





## 1<sup>st</sup> Call to the Audience

**10 Minutes**

**Please limit comments to 2 minutes**

- CTF members cannot discuss matters raised
- CTF cannot take action on matters raised
- CTF members can ask project team to review an item

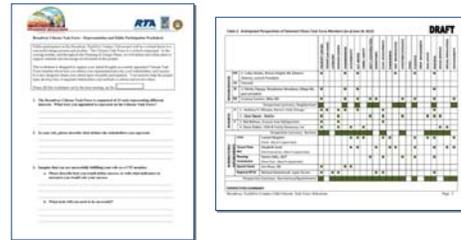




# Representation and Public Participation Worksheet



# Representation & Public Participation Worksheet



*Discussion of representation and roles.*



## Participation Worksheet

1. What interests were you appointed to represent?
2. What defines the stakeholders you represent?
3. What would you like to accomplish? How do you define success in fulfilling your role?



## Draft Mission

The Broadway Boulevard CTF has been formed by Mayor and Council to work with the Project Team to evaluate and select alternatives and develop stakeholder supported recommendations regarding the project roadway alignment, roadway and streetscape design, and urban interface. Task force members will help provide effective communication between the neighborhoods and stakeholders they represent and the Broadway Boulevard Project Team.



## Broadway CTF Meeting Process

- Establish Ground Rules
- Determine Meeting Structure
  - Call to Audience
  - Setting Agendas
  - Consensus versus Traditional Voting Decision Making
- Determine CTF Organization



## Broadway CTF Ground Rules

*What rules do we want to impose on ourselves to create a climate in which this group can work together effectively to accomplish our Mission?*



## Lessons Learned – Grant Road CTF

1. What about the way you worked together helped you to accomplish your mission? What would you coach the BBCTF to adopt?
2. What would you do differently? How would you improve the meeting process (within the constraints of the open meeting laws)?



## Lessons Learned – Grant Road CTF

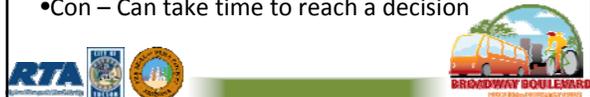
Grant Road CTF Uses a Consensus Based Model  
vs  
Parliamentary Procedure Model



## Broadway CTF Process- Consensus

Project team recommends a consensus based decision making process

- Pro – Allows for continuum of responses vs. yes/no answers
- Pro – Contributes to a cohesive group
- Pro – Mirrors individual decision process
- Pro – Requires information and understanding
- Con – Can take time to reach a decision



## Consensus Decision Continuum

1. I can say an **unqualified 'yes'** to the decision.
2. I find the decision **perfectly acceptable**. It is the best of the real options available to us.
3. I can **live with the decision**; however, I am not especially enthusiastic about it.
4. I will **stand aside** and not block the decision; I do not fully agree and need to register my views.
5. I do not agree with the decision and feel the need to **block** the decision being accepted as consensus.



## Decisions on Mission and Process

Does the CTF approve the proposed Broadway Boulevard Citizen Task Force Mission?

Does the CTF approve the proposed:

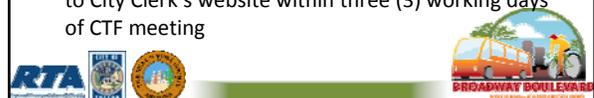
- **Ground Rules**
- **Meeting Structure**
  - Call to Audience
  - Setting Agendas
  - Consensus versus Traditional Voting Decision Making
- **CTF Organization**



## Decision on Meeting Summary

- Meeting Summary covers action from June 20 2012 CTF Meeting (Meeting 1)
- Meeting Summary and Audio Recording comprise official minutes
- Only CTF can act on the meeting summary
  - CTF can disapprove meeting minutes requiring them to be tabled until a future meeting

Please note: prior meeting's summary and a Legal Action report of the current meeting will be posted to City Clerk's website within three (3) working days of CTF meeting

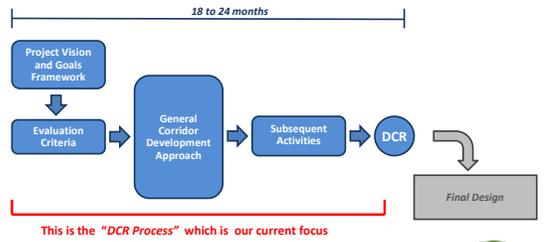


# Overview of Project Approach



# Overview of Project Approach

The Two Stages of the Planning and Design Process



# Overview of Project Approach

Sponsoring Agencies

Responsible agencies for this project

City of Tucson:	Lead agency
Regional Transportation Authority:	Primary funding source
Pima County:	Major funding source

The sponsoring agencies will make final decisions and adopt the final plan. We need to work closely with them throughout this process.



# Overview of Project Approach

Project Vision and Goals Framework

The Project Vision and Goals Framework will

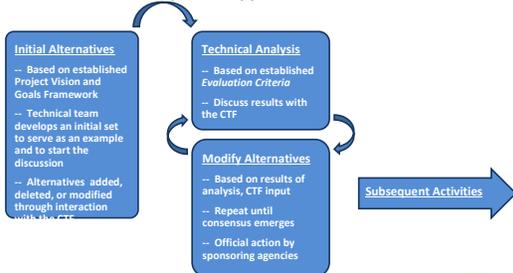
- reflect the values that stakeholders, sponsoring agencies, and the general community hold for this project
- guide the formulation and evaluation of alternatives including the evaluation criteria used
- provides a touchstone to keep our efforts focused and on track

Work on Project Vision and Goals Framework begins tonight!



# Overview of Project Approach

General Corridor Development Approach



Arriving at a general approach is an iterative process



# Overview of Project Approach

Evaluation Criteria

The Evaluation Criteria will

- establish object processes and measures for comparing alternatives
- reflect the full range of corridor functions
- reflect the Project Vision and Goals Framework
- provide a technically sound,

Evaluation criteria will include the process by which they will be applied



## Overview of Project Approach

### Evaluation Criteria

**Examples of criteria**

- Multi-modal transportation function
- Commercial/residential viability of adjacent parcels
- Pedestrian and bicycle friendliness
- Visual quality
- Protection of historic resources
- Impact on valued buildings
- Accessibility for disabled individuals
- Impacts to existing businesses and property owners
- Suitability for future high capacity transit
- Respect for Tucson history and culture
- Broadway's function as a downtown gateway
- Creating an identifiable sense of place
- Revisions to codes, ordinances, regional plans, and other regulations needed

**Evaluation criteria should cover the whole range of intended functions of the corridor**





## Overview of Project Approach

### General Corridor Development Approach

**Data available for technical analysis**

- Topographic mapping and aerial photos
- Preliminary right-of-way survey
- Historic buildings survey
- Traffic study
- Land use - urban form

**Prior studies will be presented over next several meetings**





## Overview of Project Approach

### General Corridor Development Approach

**The evaluation process**

- will provide hard, numerical comparisons where possible (number of historic structures impacted, construction cost, etc)
- Subjective judgments will be professional opinions with documented reasoning (visual quality, sense of place, etc)
- Drawings for each alternative will be prepared that graphically illustrate the alternative and provide a basis for determining costs and impacts





## Overview of Project Approach

### General Corridor Development Approach

**Key issues will addressed here such as**

- The number, use, and width of lanes
- The accommodation of bicycles
- Width and placement of sidewalks
- Other pedestrian improvements such as shade, separation from traffic, and separate pedestrian or joint use pathway
- Enhancements to the commercial/residential environment (buffers, frontage roads, etc.)
- Measures to accommodate future high capacity transit
- The direction to which any widening will be made
- Type and extent of landscaping and other behind-the-curb features

**Questions regarding the larger ideological issues will be resolved with the adoption of the General Corridor Development Approach**





## Overview of Project Approach

### Subsequent Activities

With the *General Corridor Development Approach* established, specific components will be considered in more detail

- roadway geometrics including profiles
- landscape/streetscape plans will be advanced
- first look at drainage, utilities, other engineering issues
- initial access plan
- land use implementation strategies
- initial cost estimate
- 15% street design plans





## Overview of Project Approach

### Design Concept Report

Entire effort will be documented in the *Design Concept Report* (DCR)

- alternatives considered
- decisions made and why
- initial (15%) street design plans
- initial cost estimate

**Action by sponsoring agencies anticipated on this document**









## Design of the Street

Topic	Preserve	Enhance	Change
Impact on Existing Uses & Community Character	✓	✓	✓
Noise Mitigation	✓	✓	
Street R.O.W.: sidewalks & number of lanes	✓	✓	✓
Overall Broadway Design & Condition	✓	✓	✓
Speed Management			✓
Streetscape and Landscape			✓
Sustainable Design			✓
Construction and Maintenance Costs		✓	✓



## Design of the Street

- R.O.W. Size– lanes number/width, sidewalks, landscaping
  - Provide landscape, trees, shade (13)
  - Provide bus pullouts (8)
  - Preserve current width (6)
  - Widen to some degree, varied opinions on number of lanes (4)
  - Provide light rail (4) or streetcar (3)
  - *8-lanes is too wide* (3)
  - Provide pedestrian sidewalks/walkways (4)
  - Turn Broadway into a place where people want to be; holistic sense of place (2)



## Economic Development

Topic	Preserve	Enhance	Change
Affordable & Diverse Housing	✓		✓
Financial Impacts & Incentives		✓	✓

- Loss of property value who will buy property in the future?; blight (5)
- Tax incentives or grant money for façade enhancements and restoration of historic buildings (2)



## Process & Making the Vision Happen

Topic	Preserve	Enhance	Change
Efficiency of Delivering Project			✓
Stakeholder Involvement in Current and Future Decisions			✓
Veracity of Data and Analysis		✓	✓



## Process

- Stakeholder Involvement
  - Find a Plan that pulls community together (2)
  - *What is planned will happen regardless of public input* (2)
- Veracity of data and analysis
  - Need to address perception that transportation and growth projections are out of date (2)
- Construction and Maintenance Costs
  - *Estimates of construction/acquisition costs are inaccurate and funding won't be available* (3)



## Listening Session Experience Worksheet



Due at next Meeting 8/30/2012



## Approve Listening Session Draft Report for Public Review

- Listening Session Report will act as minutes of publically noticed Listening Session
- CTF will be asked to approve Listening Session Report at August 30 Meeting
- Approval for public review gives CTF and public about 1 month to review the Listening Session Report
- Draft Report will be posted to the website



## Vision and Goals Framework



## Introduction of Vision and Goals Framework

- Purpose
  - Document public needs, wants, and expectations
  - Guide development of design strategies and alternatives concepts
  - Shape evaluation criteria and methods
  - Highlight key areas of tension in stakeholder opinions



## Introduction of Vision and Goals Framework

- Living document will be revised as project progresses
- Goal to define a consensus vision and goals for the future of Broadway Boulevard

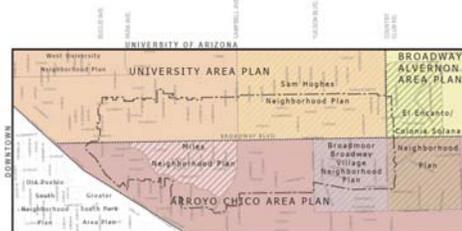


## Introduction of Vision and Goals Framework

- Review of Listening Session feedback and goals from Area and Neighborhood Plans leads to 3 approaches to addressing issue areas:
  - Preserve
  - Enhance
  - Change



## Broadway Study Area Area & Neighborhood Plans



## Introduction of Vision and Goals Framework

- Preserve – recognize distinct neighborhoods and districts:
  - Small and local businesses and services
  - *Noise*
  - *Road becomes more of a divider*
  - Minimize acquisitions



## Introduction of Vision and Goals Framework

- Preserve – diversity and character of historic and significant buildings:
  - Special buildings – Broadway Village, Miles School, 1<sup>st</sup> Assembly of God Church
  - Enhance and complement historic character



## Introduction of Vision and Goals Framework

- Enhance – complete and tie together multimodal network in the planning area:
  - More pedestrian and bicycle friendly
  - Enhance crossings of Broadway
  - Improve safety
  - Enhance transit



## Introduction of Vision and Goals Framework

- Enhance – leverage strategic location:
  - Turn Broadway into a place where people want to be; holistic sense of place
  - Improve appeal of businesses and roadway
  - Gateway to downtown
  - Strong relationship between businesses and patrons



## Introduction of Vision and Goals Framework

- Change:
  - Greener and shadier street
  - Corridor land uses
    - Support new development at perimeter of neighborhoods to protect and enhance quality of life
    - *Fear of overlay*
  - Make it a place that people want to be



## Introduction of Vision and Goals Framework

- Area and Neighborhood Plans do not adequately address Broadway Boulevard as it is the 'edge' of those planning areas
  - Need to examine community input to define goals
    - More pedestrian friendly (17)
    - Preserve and improve bicycle access (7)
    - Enhance transit (14)
    - Manage speed (6)





**Thank You for Coming –  
Please Stay in Touch!**

**Broadway: Euclid to Country Club**

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**RTA Plan**

[www.rtamobility.com](http://www.rtamobility.com)

