Meeting Agenda

1. Call to Order/Agenda Review  
2. Call to the Audience  
3. Representation and Public Participation Worksheet  
4. Discussion on Broadway Task Force Mission  
5. Lessons Learned From Grant Road Task Force  
6. Discussion on Broadway Task Force Process  
7. Decisions on Mission and Process  
8. Approve Meeting Summary  
9. Overview of Project Approach  
10. Approve schedule of meeting dates  
11. Discussion on Listening Session Draft Report  
12. Approve Listening Session Draft Report  
13. Introduction of Vision and Goals Framework  
14. Next Steps  
15. Roundtable  
16. Call to the Audience  
17. Adjourn

Call to the Audience

Please limit comments to 2 minutes

Call to the Audience Guidelines

1st Call to the Audience

- 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
Representation and Public Participation Worksheet

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
  o Call to Audience
  o Setting Agendas
  o 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)?

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

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.

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

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

The Two Stages of the Planning and Design Process

- 18 to 24 months

Project Vision and Goals Framework

Evaluation Criteria

General Corridor Development Approach

Subsequent Activities

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

General Corridor Development Approach

Initial Alternatives
- Based on established Project Vision and Goals Framework
- Technical team develops an initial set of alternatives and to start the discussion
- Alternatives added, adjusted, or eliminated through interactions with the CTF

Technical Analysis
- Based on established Evaluation Criteria
- Discuss results with the CTF

Modify Alternatives
- Based on results of analysis, CTF input
- Repeat until consensus emerges
- Official action by sponsoring agencies

Arriving at a general approach is an iterative process

Overview of Project Approach

Evaluation Criteria

The Evaluation Criteria will
- establish objective processes and measures for comparing alternatives
- reflect the full range of corridor functions
- reflect the Project Vision and Goals Framework
- provide a technically sound, objective basis for decision making

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

Overview of Project Approach

Overview of Project Approach

Overview of Project Approach
Overview of Project Approach

Evaluation Criteria

Examples of criteria:
- Multi-modal transportation functions
- Commercial/industrial visibility of adjacent properties
- Pedestrian and vehicle friendliness
- Visual quality
- Evaluation of historic resources
- Impact on valued buildings
- Accessibility for disabled/elderly

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

Overview of Project Approach

General Corridor Development Approach

The evaluation process will provide hard, numerical comparisons where possible (number of historic structures impacted, separation, etc.) and subjective judgments will be professional opinions with documented reasoning (visual quality, sense of place, etc.).

Overview of Project Approach

General Corridor Development Approach

Key issues will be addressed here such as:
- Number, use, and width of lanes
- The accommodation of bicycles
- Width and placement of sidewalks
- Separation from traffic, and maximum potential for pedestrian pathway
- Enhancements to the commercial/residential environment (buffers, foraying roads, etc.)

Overview of Project Approach

Subsequent Activities

With the General Corridor Development Approach established, specific components will be considered in more detail:
- Roadway geometries including profiles
- Landscape/urban design plan will be developed
- Initial assessment of 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 cost estimate

Prior studies will be presented over next several meetings.
Overview of Project Approach

Public Input

Multiple sources of community input:
- CTF (primary source)
- Public meetings
- Stakeholders (groups and individuals with specific concerns about how the project is developed, both from within and outside the corridor)
- Agency staff
- Elected officials

Approve Proposed Schedule of Meeting Dates through March 2013

• August 30th – Approved CTF Meeting 3
• No September meeting
• October 4th – Proposed CTF Meeting 4
• October 18th – Public Meeting
• November 15th – Proposed CTF Meeting 5
• December 13th – Proposed CTF Meeting 6

Approve Proposed Schedule of Meeting Dates through March 2013

• January 17th – Proposed CTF Meeting 7
• February 21st – Proposed CTF Meeting 8
• March 21st – Proposed CTF Meeting 9
• Early April 2013 – Public Meeting
• Late April – Proposed CTF Meeting 10

Results: CTF endorsement of tentative development approach

Listening Session Draft Report

Discussion of Listening Session Draft Report

1. What characteristics in the Broadway Boulevard project area should be preserved?
2. What characteristics in the Broadway Boulevard project area should be changed?
3. What do we fear and hope for in the Broadway Boulevard project area?
   • 9 Tables with a total of about 57 participants, and 100-170 comments per question
   • 9 comment cards and 4 stakeholder group resolutions in report appendices

Discussion of Listening Session Draft Report

• Word Cloud of what should be preserved
Discussion of Listening Session Draft Report

- Word Cloud of what should be changed

Discussion of Listening Session Draft Report

- Key Issue Areas
  - Corridor Character
  - Transportation Function
  - Design of the Street
  - Economic Development
  - Process and Making the Vision Happen

Corridor Character

<table>
<thead>
<tr>
<th>Topic</th>
<th>Preserve</th>
<th>Enhance</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Businesses &amp; Services</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neighborhoods</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building Height &amp; Massing</td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Land-Use Character</td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Historic &amp; Significant Buildings</td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Overall Identity &amp; Placemaking</td>
<td>魔术®</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

Corridor Character

- Existing Identity and Placemaking
  - Result will be loss/death (5)
  - Value existing sense of community/place, "it's not generic" (2+)

- Potential Identity and Placemaking
  - Turn Broadway into a place where people want to be; holistic sense of place (2)

Transportation Function

<table>
<thead>
<tr>
<th>Topic</th>
<th>Preserve</th>
<th>Enhance</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business &amp; Service Access</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traffic Volume &amp; Mobility</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Pedestrian Access &amp; Safety</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Bicycle Access &amp; Safety</td>
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<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Transit Access &amp; Safety</td>
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<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Overall Network</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Overall Broadway Function</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
</tbody>
</table>

Transportation Function

- Traffic Mobility and Volume
  - Improve efficiency of traffic flow, signal coordination (2)
  - Maintain business access (4)

- Pedestrian Access and Safety
  - Maintain business access (4)
  - More pedestrian friendly (17)
  - Provide more sidewalks and handicap access (2)
**Design of the Street**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Preserve</th>
<th>Enhance</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impact on Existing Uses &amp; Community Character</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Noise Mitigation</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Street R.O.W.: sidewalks &amp; number of lanes</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Overall Broadway Design &amp; Condition</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Speed Management</td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Street Landscape</td>
<td></td>
<td>✔️</td>
<td></td>
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<tr>
<td>Sustainable Design</td>
<td></td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Construction and Maintenance Costs</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
</tbody>
</table>

- 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**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Preserve</th>
<th>Enhance</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable &amp; Diverse Housing</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Financial Impacts &amp; Incentives</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
</tbody>
</table>

- 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**

- 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 publicly 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

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

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

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

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

- Preserve — diversity and character of historic and significant buildings:
  - Special buildings — Broadway Village, Miles School, 1st Assembly of God Church
  - Enhance and complement historic character

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

- 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

- 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

- 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)
**Introduction of Vision and Goals Framework**

- **Vision Statement**
  - Preserve and enhance existing services and businesses (tension: how much change?)
  - Preserve historic and significant buildings (tension: extent of street widening?)
  - Enhance and change pedestrian, bicycle, and transit conditions (tension: minimize widening while enhancing)
  - Stakeholder involvement in current and future decisions (tension: lack of trust and concerns about veracity of data and analysis)

**Vision and Goals Framework**

**CTF ‘Homework’**

*Due at next Meeting 8/30/2012*

**Next Steps**

- **Next CTF Meeting:**
  - Thursday, 8/30/2012, 5:30 p.m., Child and Family Resources
- **Proposed Agenda Items:**
  - Discussion and approval of the Draft Listening Session Report – Bring completed Listening Session Experience Worksheet
  - Initial draft of Vision and Goals Framework – Bring completed Visions and Goals Brainstorming Worksheet
  - Presentation RTA staff and discussion, including Project Charter
  - Presentations related to traffic analysis and transit
    - Broadway traffic studies to date
    - PAG high capacity transit study and other transit considerations

**Round Table**

- Each CTF member gets a chance to share
- Feel free to share anything you want
- Feel free to ask any questions you want answered by staff

**2nd Call to the Audience**

15 minutes

*Please limit comments to 2 minutes*

- Called forward in order received
- CTF members cannot discuss matters raised
- CTF cannot take action on matters raised
- CTF members can ask project team to review an item
Thank You for Coming – Please Stay in Touch!

Broadway: Euclid to Country Club
Web: www.tucsonaz.gov/broadway
Email: broadway@tucsonaz.gov
Info Line: 520.622.0815

RTA Plan
www.rtamobility.com