



BROADWAY BOULEVARD EUCLID to COUNTRY CLUB **GENERAL PUBLIC – Listening Session Experience Worksheet**

This worksheet was designed to help the Broadway Citizens Task Force (CTF) put into a written format what they heard and experienced at the public Listening Session. It has been changed to allow you, the general public, to use it for review. Please read the Draft Listening Session Report and then fill out this worksheet. Your answers will help the CTF and the project team refine and enhance the report.

Please fill this worksheet out by August 22, 2012, and email it to broadway@tucsonaz.gov. The project team will share your input with the CTF prior to the August 30, 2012 CTF meeting.

1. After reading the Draft Listening Session Report, do you think the report accurately captures and conveys what you heard in the group discussion? Why or why not?

Yes, but I hear complaints from other participants that their points were either ignored in the meeting itself or absent from the report of the meeting. I have forwarded this form to them.

2. Based on your experience at the Listening Session, is there anything you would add to or change about the report?

The meaning of some input was misinterpreted. For example, bus pullouts are an alternative to bus lanes, which would necessitate widening.

3. When thinking about the stakeholders you represent and input that is documented in the Draft Listening Session Report:

a. Please indicate how well you think the views of your stakeholder group are represented in the report.

Despite the stifling atmosphere, the message seems overwhelmingly in favor of preserving the businesses and historical cultural resources and adding “improvements” judiciously. There was massive support for bicycle and pedestrian improvements, including street trees, continuous sidewalks, and safer bike lanes.

b. Do you think this report will help you represent your stakeholder group?

I have confidence in my representative.

4. In general, do you think the public Listening Session was an effective way to involve the public and stakeholders in the project and the CTF process? (Your answers will help the project team develop the Public Involvement Plan that guides the public process.)

The consultants are heavy-handed and seem manipulative. The highly controlled format of the “Listening Session” was offensive and stifled public input. People felt “herded.” The consultant team needs to back off. See comments on Pocobravo website after the meeting.

5. For future public input opportunities, do you think the small group discussion format is an effective way to allow people to give input and hear the views of others?

My neighbors were disappointed they did not get to address their concerns to the whole CTF. They also wanted to hear what others thought—not just at their table. They wanted dialogue with CTF members.

6. The Draft Listening Session Report will be shared with participants, agency officials, neighborhood groups and the general public. Who else, if anyone, would benefit from reading this report?

I would hope that since the COT is the lead agency, the City Council will be furnished with all reports.

7. What themes outlined in the report do you consider the most important?

- a. What characteristics in the Broadway Boulevard project area should be preserved?

Existing businesses and the architecturally diverse, historic built environment. Merchants who have managed to keep their businesses viable and even grow them despite the sword hanging over their heads are key engines of economic vitality on the street. They have survived by meeting the actual needs of the surrounding communities. They must not be swept aside by speculative development. As Demion Clinco observed at the 20 April press conference, the unfolding of Tucson's history can be read in the built environment and the streetscape.

As for "mixed use," we already have a mix of commercial and residential uses on the street and in the surrounding neighborhoods. Just because they are not under the same roof does not mean they do not function in a similar way. Sam Hughes Place and other efforts to induce such mixture artificially lack the vibrancy of the real thing. We should be able to improve the street without destroying the things we value. Let's not throw the baby out with the bathwater.

- b. What characteristics in the Broadway Boulevard project area should be enhanced?

Broadway is already an asset and a destination, with an eclectic mix of businesses and services that serve the immediate locality as well as neighborhoods for at least a mile radius, who lack their own business strips. We should build on and strengthen this unique, organic and synergistic service sector.

A "regional gateway" should reflect the unique character that makes Tucson a tourist destination by being respectful of the historic fabric of the area. Existing business owners and historic buildings should get first crack at development and investment funds.

- c. What characteristics in the Broadway Boulevard project area should be changed?

1. We need investment in improving the appearance of the built environment, adding trees, safer bike lanes, continuous sidewalks and public art. We need reinvestment, particularly in City-owned properties which have been allowed to degenerate, blighting the appearance of the street.

2. Best practices in road construction and urban regeneration have changed since the last century. Bus bays and pullouts and turn bays should eliminate the need for more lanes: pullouts are not "in tension" with maintaining existing curb-to-curb width overall. This is consistent with the Major Streets and Routes Plan, as well as COT Ordinance #6593.

3. Bus shelters need to be provided to shade bus riders before anyone who has a choice will ride buses routinely.

- d. What do we fear and hope for in the Broadway Boulevard project area?

1. I fear destruction of local businesses and historic fabric: I hope for a state-of-the-art street that rejects widening and preserves local vibrancy and the built environment. I hope changes are made with a scalpel and not a sledgehammer.

2. As a pedestrian I object to medians for several reasons: they make crossing the street more hazardous because foliage obstructs both pedestrians' and drivers' sight lines; they add width to the street, sometimes forcing pedestrians to wait through two changes of lights to get across; cars drive faster because they assume no one is crossing; when driving I find medians obscure jaywalkers who seem to pop out of nowhere; trees should be at the edges of streets to shade sidewalks, pedestrians and bicyclists; medians fill up with trash and must be maintained. The Major Streets & Routes Plan (p.20) forbids medians in historic areas where they will adversely affect the historic character. I quote: "Landscaped medians shall be provided on routes of more than four through lanes, except where the route passes through or adjacent to a historic area and the width of the roadway would intrude on the character of historic structures,"

3. I fear enhanced transit is being used as a stalking horse for more lane width. The City's commitment to improving transit on Broadway--or lack thereof--is reflected in their failure to conduct a transit study between 1990 and now--when it is really too late for this project. Light Rail may not be the best fit on this road: buses or streetcars offer more flexibility in stopping at the various destinations along the route: Chaffin's, the Mexican Tile Company, the First Assembly of God church, Safeway, Lerua's, Rocco's, Zeman's, etc. Per the 1990 transit study posted on the Broadway Project website, rail transit will only happen if the Federal government decides ridership justifies their matching funds. What are those numbers currently, and how do they match up to Federal guidelines? We need hard numbers on this. Transit should be an enhancement and not a detriment to our existing assets--and we should know how it will be paid for before making irreversible changes on the assumption it will magically appear "some day."

4. I fear Broadway being treated as a "sacrifice zone" in the name of "regional" betterment. There is no evidence that the greater good of the community or region can be served by destabilizing central Tucson through street widening and speculative development. The region can only thrive if its individual parts do: community and regional health are indivisible.

2. Is there anything else you would like to share about the public Listening Session or the Draft Listening Session Report?