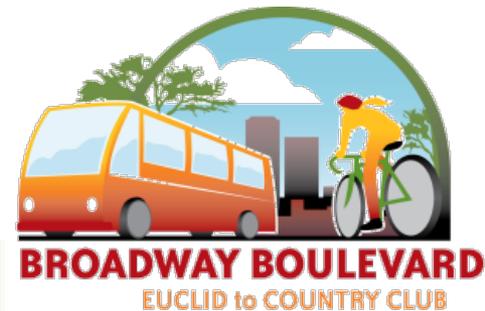


Group Debrief and Discussion Regarding the 2/28/2013 Community Input Meeting and Initial Input Results, Stakeholder Outreach and Draft Public Participation Plan

Jenn Toothaker Burdick, Project Manager
City of Tucson Department of Transportation

Phil Erickson
Community Design + Architecture



2/28/2013 Community Wide Meeting

Media Coverage

- Bill Buckmaster Show
- KVOA News 4
- KOLD News 13
- UA Journalism Students



2/28/2013 Community Wide Meeting

Notification and Advertising of Event

- Save the Date Card
- Postcard Mailing (~8,000 pieces)
- Postcard distribution at various businesses
- Newspaper and Radio Advertising
- eBlast to Project Listserv (400+ emails)
- City of Tucson, Project, and RTA Websites
- Ward newsletters
- CTF Outreach

Save the Date for:
Community Wide Public Input Meeting
Thursday, February 28, 2013
6 – 8 p.m.
Sabbar Shrine Hall
450 S. Tucson Boulevard
(South of Broadway at 15th Street)



BROADWAY BOULEVARD
EUCLID to COUNTRY CLUB



Main Street **RTA** **Regional Transportation Authority**

For more information, please:
CALL (520) 622-0815
EMAIL tucson@tucsonaz.gov/broadway

This is a project of the Regional Transportation Authority. The project is subject to the Arizona State Constitution and the Arizona State Public Access to Information Act. The project is subject to the Arizona State Public Access to Information Act. The project is subject to the Arizona State Public Access to Information Act. The project is subject to the Arizona State Public Access to Information Act.

LEARN, ASK, GET INVOLVED!

BROADWAY BOULEVARD EUCLID to COUNTRY CLUB IMPROVEMENT PROJECT



PROGRESS REPORT & COMMUNITY INPUT EVENT

Thursday, February 28, 2013
6 – 8:30 PM
Sabbar Shrine Hall
450 S. Tucson Boulevard



Broadway Boulevard
1500 S. Cholla Ave., Suite 0010
Tucson, AZ 85706-8127

Persons who need sign language interpretation or other accommodations, should contact Josh Weaver at (520) 622-0815 or broadway@tucsonaz.gov at least 48 hours in advance of the meeting.

PROGRESS REPORT & COMMUNITY INPUT EVENT



BROADWAY BOULEVARD
EUCLID to COUNTRY CLUB
IMPROVEMENT PROJECT

The Broadway Citizens Task Force, the City of Tucson, and the Regional Transportation Authority (RTA) invite you to an open house to meet and talk with Task Force members and the project team, visit information booths, see displays, ask questions and share feedback about the project.

LEARN, ASK, GET INVOLVED!

Thursday, February 28, 2013
6 – 8:30 PM
6:15 PM – Brief Project Overview
Sabbar Shrine Hall
450 S. Tucson Boulevard



The Broadway Boulevard: Euclid Avenue to Country Club Roadway Improvement Project is part of the 2006 voter-approved RTA Plan. This project will shape future regional mobility, the roadway's look and feel, community character, economic vitality, and the future of Broadway as a downtown gateway.

VISIT www.tucsonaz.gov/broadway

CALL (520) 622-0815

EMAIL broadway@tucsonaz.gov

SCAN 

Persons who need sign language interpretation or other accommodations should contact Josh Weaver at (520) 622-0815 or broadway@tucsonaz.gov at least 48 hours in advance of this meeting.



BROADWAY BOULEVARD
EUCLID to COUNTRY CLUB

Initial Input

Attendance

- 145 people signed in (many more in attendance)
- 40 new contacts added to listserv

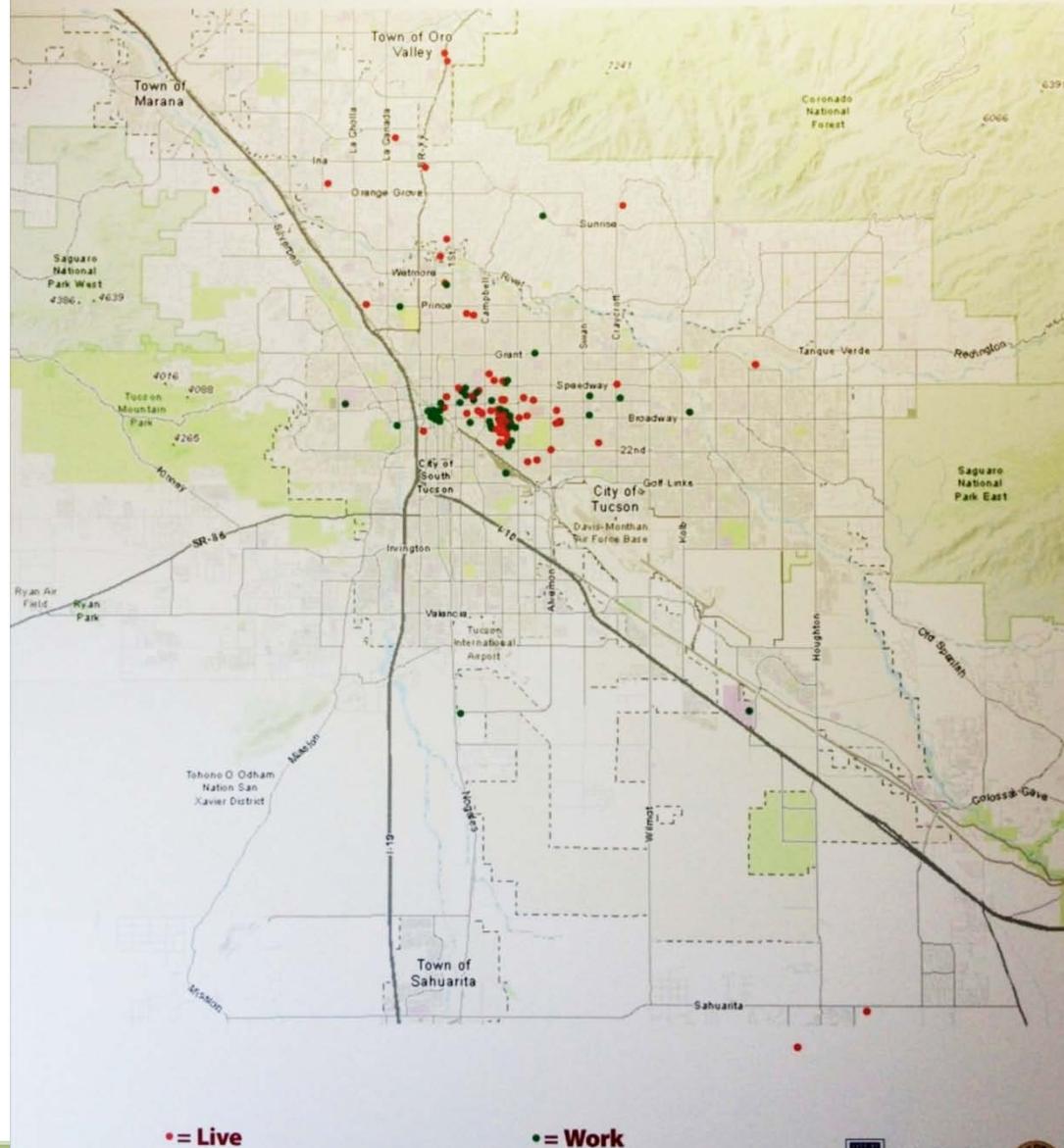


Initial Input

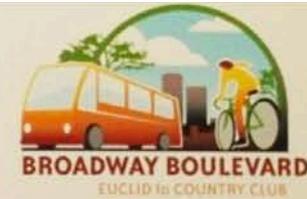
Where People Live and Work

- Near Project Area = 22nd St to Speedway Blvd, 1-10 to Country Club
 - **30/54** respondents live near the project area
 - **35/49** Respondents work near the project area

Where Do You Live / Work?



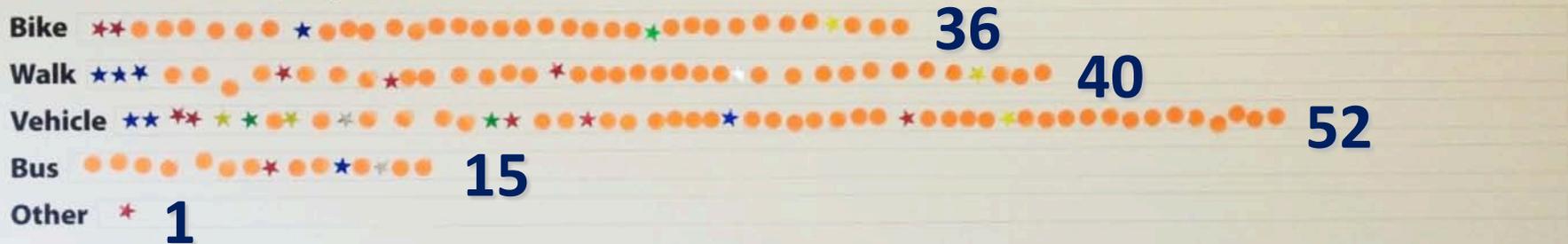
Initial Input



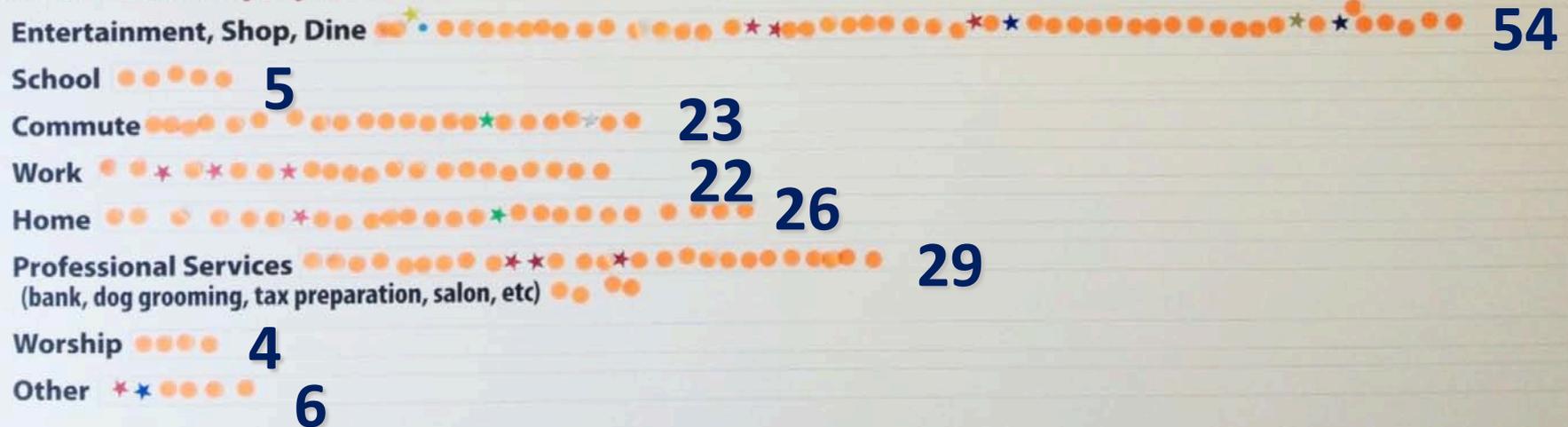
How Do You Use Broadway?

Help us understand the kind of activities you engage in and how you travel in the project corridor. Apply one dot or star for each category that applies to you. Multiple answers may apply. For example, if you bike and walk in the project study area, you'll apply two stickers in the block to the right of the category. Thanks!

★ ★ How I travel in the project zone:



• What I do in the project zone:



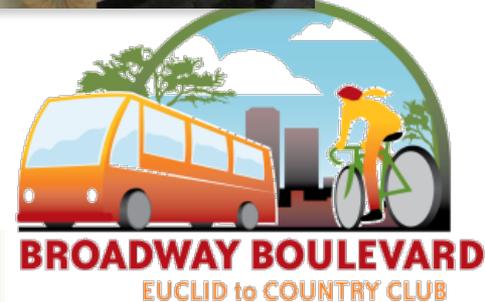
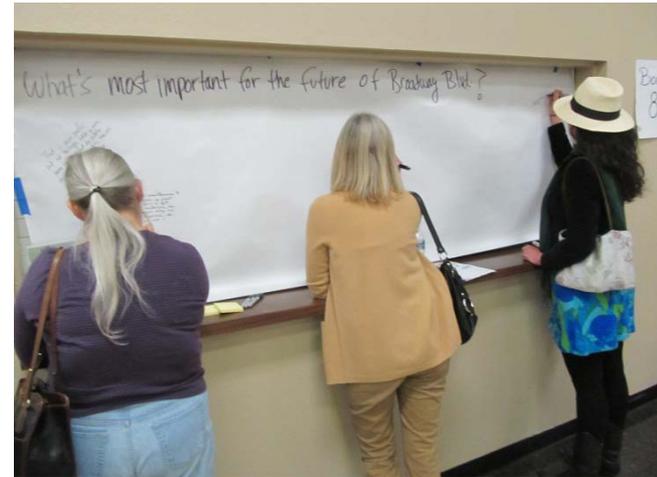
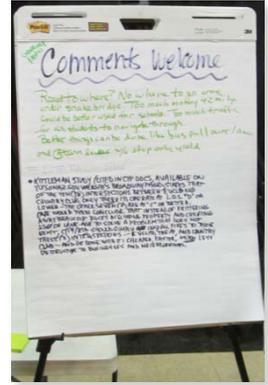
Initial Input

Comments Received

- 114 Written Comments
- 29 Comment Cards
- 4 Video Booth Comments

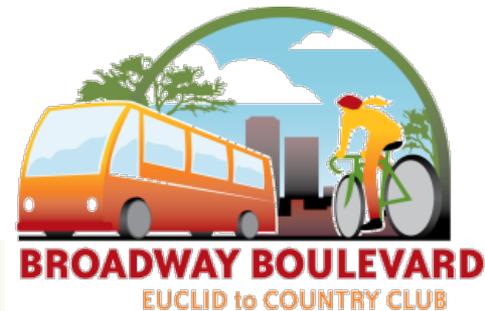
147 Total Comments

Resulting in 242 goal-specific comments



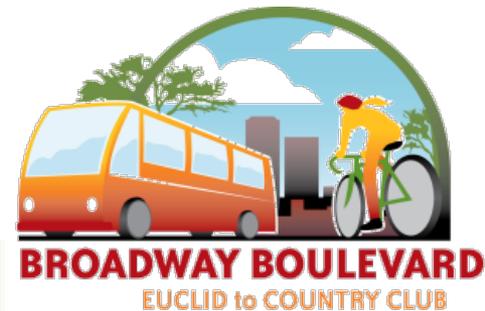
Preliminary Summary of Input

- Majority of comments could be tied to existing goal statements
- Some modified existing goals
- Some represent new potential goals
- Several are comments on specific design concepts rather than goals



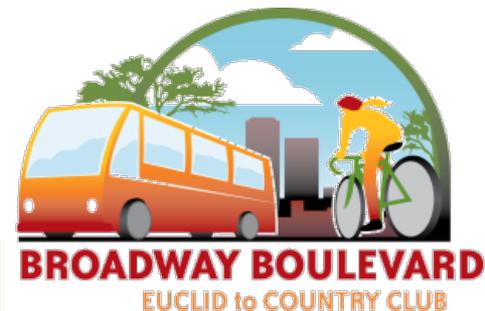
Preliminary Summary of Input

- Comments supporting specific goals – example:
Traffic projections along Broadway have not come to be. There is not enough new housing East of downtown to significantly increase the traffic. It would be much better to preserve our architectural heritage along this route. Keep the buildings, forgo the asphalt
- Relates to the following goal statements:
 - Do not widen Broadway Boulevard
 - Protect all individually historic and contributing buildings, signage, and sites.
- Key comment not related to goals:
 - Update traffic projections



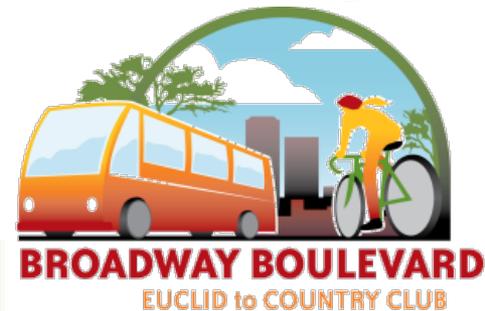
Preliminary Summary of Input

- Comments supporting specific goals – example:
Historic preservation with local businesses providing services for your neighborhood – Multimodal
- Relates to the following goal statements:
 - Nurture Broadway’s role as a place for new and existing small, local and incubator businesses through preserving existing development and its lower rents and by encouraging new policies to require new development to help create commercial space for small, local businesses
 - Recognize and support distinct character of Broadway as a series of places, defined by their historic and significant structures, signage, landscape, and uses
 - Optimize the use of the right-of-way to improve mobility and safety for all modes of travel along and across Broadway



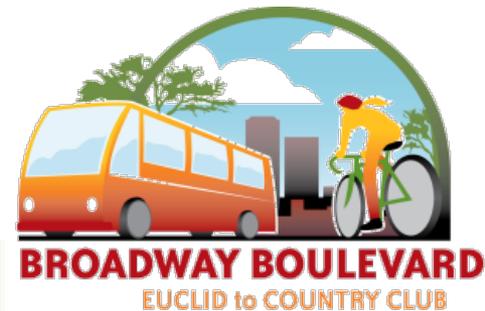
Preliminary Summary of Input

- Goals that were supported:
 - Do not widen Broadway Boulevard (31)
 - Recognize and support distinct character of Broadway as a series of places, defined by their historic and significant structures, signage, landscape, and uses (23)
 - Provide east-west mobility for bicyclists of various skill levels on Broadway Boulevard and parallel streets (19)
 - Create an inviting pedestrian environment that encourages walking along Broadway and for crossing the Boulevard (19)



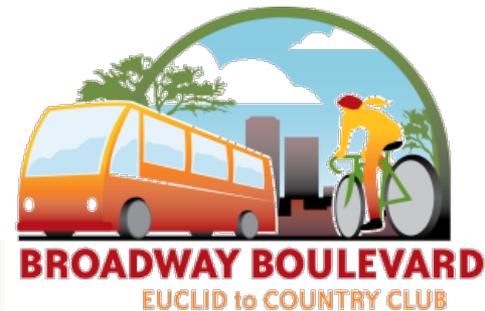
Preliminary Summary of Input

- Goals that were supported:
 - 6 others with 10 or more supporting comments
 - Optimize r.o.w. for all modes
 - Landscaping and lighting
 - Place for new and existing small, local, & incubator businesses
 - Maintain and reinvest to complement today's aesthetic character
 - Minimize widening
 - Provide high capacity transit on Broadway
 - 7 others with 4 to 9 supporting comments
 - 19 others with 1 to 3 supporting comments



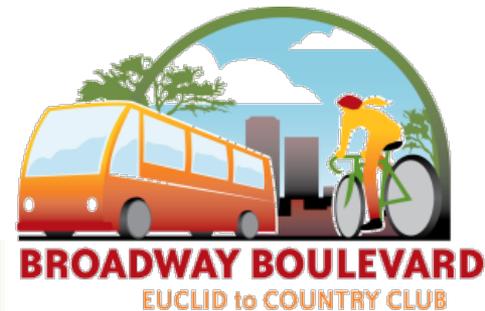
Preliminary Summary of Input

- Four potential new goals:
 - Do not improve for automobile through traffic or access (3)
 - Widen Broadway to accommodate through and commute traffic (2)
 - Improve economic and transportation linkages with Downtown and UofA (1)
 - Maintain and improve property values of adjoining neighborhoods (1)

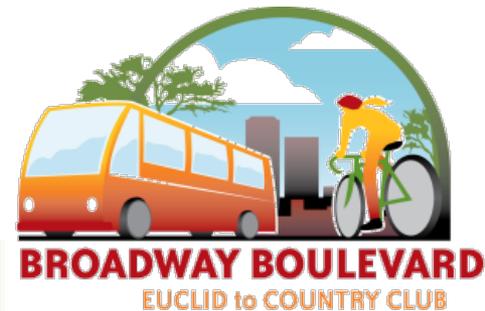


Preliminary Summary of Input

- Several other topics or design issues raised:
 - Provide bus pullouts (17)
 - Provide park-and-ride (6)
 - Update traffic projections (6)
 - Underground utilities (4)
 - Increase frequency and hours of transit service (2)
 - Several more with one comment

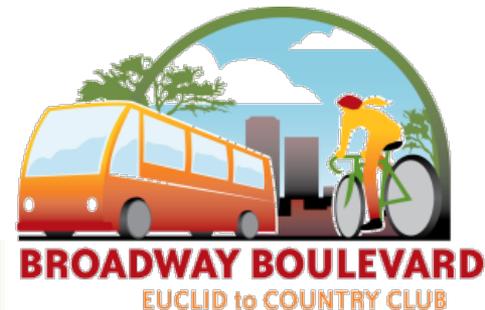


CTF Debrief and Discussion about the 2/28/2013 Event



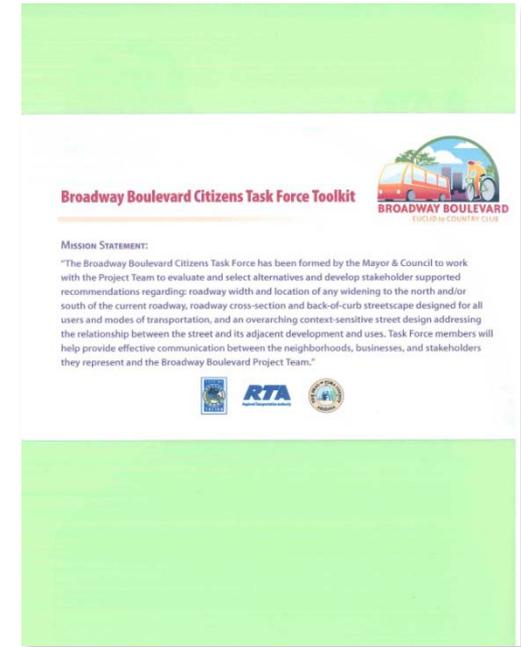
Next Steps for Public Input Assessment

- Finalize overall assessment of input
 - Prepare summary memorandum
 - Identify potential modifications to vision and goals
 - Identify new potential goals
- Send out to CTF between meetings and post on the project website
- Discuss at next CTF meeting



Stakeholder Outreach

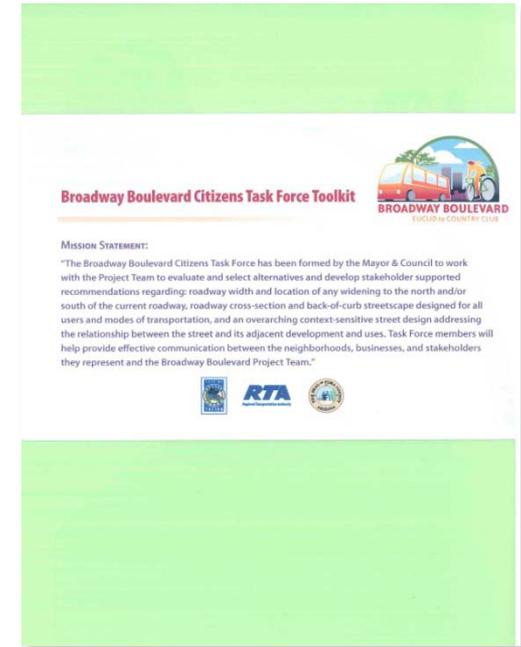
- Did you meet new stakeholders at the event?
- Did you do any outreach after the meeting?
- Have you had the opportunity to review and use the CTF Toolkit? Was it useful?



Stakeholder Outreach

Suggested Approach for Tracking Outreach

- Tracking sheet
- Share with other CTF and project team at the CTF meetings
- Forward comments, questions, and potential design ideas to broadway@tucsonaz.gov and we can add to the Public Input Report as a running record of the public sentiment.
- Other?



Broadway Project

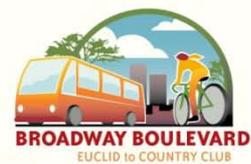
Public Participation Plan

Broadway Project P³

- P³ is a strategic framework
- Describes key elements that will be used to make information available to the public, and methods used to obtain feedback
- General concept of communication plan
- Identifies initial stakeholders
- Describes review & approval processes with agencies

Broadway Project Public Participation Plan

Planning & Design Phase: Key Input & Decision Points in the Public Participation Process



The Broadway Project's Planning and Design Phase provides the most opportunity for the public to inform and shape the resulting improvements. The project technical team has developed a process for the project that will be guided by Context Sensitive Solutions approach and the International Association of Public Participation (IAP2) 'collaborate' level of public participation, and will incorporate applicable recommendations from the U.S. Environmental Protection Agency's Guide to Sustainable Transportation Performance Measures.

The diagram below represents the technical tasks that must be accomplished to develop the Design Concept Report and Initial Plans. The Citizens Task Force meetings and the Public Meetings will allow presentation of technical information and the gathering of public input, which can then be utilized in the design process. The Agency Reviews will keep the sponsoring agencies involved in the development of the design, and ensure that the project is "on the right track." The Mayor and Council meetings will provide action and direction on the resulting Design Concept Report.

