As the Planning Team has been working with the CTF to develop the project’s performance measures the question of how the measures relate to specific project goals has been raised. The attached table provides a listing of performance measures that relate to the goals that have been drafted for the project to date. How a design concept for the street design performs in relation to the set of related performance measures will help the CTF and the project’s stakeholders evaluate how well a design concept performs in meeting a project goal.

A few notes in regards to the table:

- There are several goals that do not directly relate to any performance measures, mainly because those goals do not relate to design concepts for the street. We have provided short explanations of why these goals do not link to performance measures, and these notes are in italics in the table.

- A new performance measure (5a’. Significant Resources) is being proposed (it is in blue text in the table). This performance measure is being proposed, because there are separate draft goals related to significant resources and historic resources. A new set of performance measure descriptions is provided as a separate document that defines this new proposed performance measure.

- While working on this table, the Planning Team notes one goal that could be clarified with some editing. Edits are indicated in blue text.

The CTF meeting on June 20th will provide an opportunity to discuss the attached draft proposed relationship between the draft performance measures and the project’s draft vision and goals.
Vision Statement DRAFT

The Citizens Task Force’s recommended design solution for Broadway Boulevard from Euclid to Country Club will balance the varied needs of the Boulevard’s users and surrounding neighborhood and districts. It will maximize benefits and minimize negative impacts.

The recommended design will support future for Broadway that will—
- maintain and improve the provision of affordable, efficient, and sustainable transportation choices serving local and regional transportation needs for walking, bicycling, transit, and vehicles;
- provide improved safety and comfort for all users;
- support and improve the economic vitality and the valued character of development along the boulevard;
- improve the visual character of the street and the physical condition of the public realm in support of the unique character of the historic and unique character of the places along the boulevard;
- strengthen the relationship between transportation and uses along the boulevard to adjacent neighborhoods through appropriate access, visual and physical character, and encouraging supportive uses;
- balance the Boulevard’s function as a major street serving citywide multimodal mobility with its function as a stronger retail, service, and civic destination;
- provide opportunities for the improved public health of those within the planning area and the region; and,
- improve environmental sustainability in Tucson.

The Broadway Boulevard planning and design work will all be guided by a public participation process that actively seeks out and engages the full diversity of stakeholders in a substantive dialogue, and utilize a design process that aims for the change resulting from the transportation improvements to support positive improvement to the districts and neighborhoods along the boulevard.
<table>
<thead>
<tr>
<th>Goal Topics</th>
<th>Potential Goal Statements</th>
<th>Related Performance Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recognize &amp; support the distinct character of Broadway and its context of Neighborhoods and Districts</strong></td>
<td>• Broadway Boulevard is a series of places along a corridor</td>
<td>• 4g. Access Management for Adjacent Properties</td>
</tr>
<tr>
<td></td>
<td>- Recognize and support distinct character of Broadway as a series of places, defined by their historic and significant structures, signage, landscape, and uses.</td>
<td>• 5a. Historic Resources</td>
</tr>
<tr>
<td></td>
<td>- Recognize and reinforce existing areas with distinct character and support the creation of distinct new places so that Broadway is a linked series of places, defined by their historic and significant structures, signage, landscape, and uses.</td>
<td>• 5b. Visual Quality</td>
</tr>
<tr>
<td><strong>Visually enhance district identities</strong></td>
<td>• Develop identities for segments and centers of activity along Broadway.</td>
<td>• 5c. Broadway as a Destination</td>
</tr>
<tr>
<td></td>
<td>- Design the roadway, its streetscape, wayfinding signage, and the uses along it to give identity to the 'gateways' along Broadway - to neighborhoods, to Downtown, and to the University, and others.</td>
<td>• 5d. Conduciveness to Business</td>
</tr>
<tr>
<td><strong>Encourage an appropriate mix of uses to support distinct districts</strong></td>
<td></td>
<td>• 5e. Conduciveness to Business</td>
</tr>
<tr>
<td></td>
<td>• Preserve and protect the existing special features and places along Broadway</td>
<td>• 5f. Walkable Community</td>
</tr>
<tr>
<td></td>
<td>• Preserve and enhance key features of this segment of Broadway</td>
<td>• 5g. Land Use Mix</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 5h. Affordability</td>
</tr>
<tr>
<td><strong>Consider existing special features (“Sacred Places”)</strong></td>
<td></td>
<td>• 7i. Business Impact</td>
</tr>
</tbody>
</table>
### Neighborhoods and Districts - continued

<table>
<thead>
<tr>
<th>Goal Topics</th>
<th>Potential Goal Statements</th>
<th>Related Performance Measures</th>
</tr>
</thead>
</table>
| **Link neighborhoods to district uses** | • Provide better integration of neighborhoods to districts on Broadway with a walkable circulation network and by encouraging policies for neighborhood-supporting uses | • 1c. Pedestrian-Oriented Facilities or Improvements  
• 1d. Walkable Network / Neighborhood Connections  
• 1e. Pedestrian Crossings  
• 1h. Walkable Destinations  
• 3j. Ease of Transition to Walking  
• 2f. Bike Network Connections  
• 2h. Bike Crossings  
• 5f. Walkable Community  
• 6g. Affordability |

| **Improve quality of Broadway and its context** | – Encourage improvements to existing development  
• Respect the aesthetic character of Broadway and the destinations along it while encouraging maintenance and reinvestment to improve aesthetic appearance of existing development. Also, encourage new development that complements today’s aesthetic character. | • 1a. Functionality of Streetside for Pedestrian Activity  
• 1c. Pedestrian-Oriented Facilities or Improvements  
• 2e. Bike Facility Improvements  
• 3b. Transit Stop Facilities  
• 4g. Access Management for Adjacent Properties  
• 5a. Historic Resources  
• 5a’. Significant Resources  
• 5b. Visual Quality  
• 5c. Broadway as a Destination  
• 5e. Conduciveness to Business  
• 5f. Walkable Community  
• 5g. Certainty |

| – Encourage high quality new development | | • 1a. Functionality of Streetside for Pedestrian Activity  
• 1c. Pedestrian-Oriented Facilities or Improvements  
• 2e. Bike Facility Improvements  
• 3b. Transit Stop Facilities  
• 4g. Access Management for Adjacent Properties  
• 5b. Visual Quality  
• 5e. Conduciveness to Business  
• 5f. Walkable Community  
• 5g. Certainty  
• 7i. Business Impact  
• 7j. Job Impact |

| – Provide and encourage public gathering places | • Encourage the creation of public gathering places and provide for public places as feasible through design of the boulevard. | • 1a. Functionality of Streetside for Pedestrian Activity  
• 1b. Separation from Vehicular Traffic  
• 1c. Pedestrian-Oriented Facilities or Improvements  
• 1d. Walkable Network / Neighborhood Connections  
• 1g. Universal Design  
• 2e. Bike Facility Improvements  
• 3b. Transit Stop Facilities  
• 5b. Visual Quality  
• 5c. Broadway as a Destination  
• 5f. Walkable Community |
<table>
<thead>
<tr>
<th>Neighborhoods and Districts - continued</th>
<th>Potential Goal Statements</th>
<th>Related Performance Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Protect Adjacent Neighborhoods</strong></td>
<td>• Minimize noise, light, and air quality impacts</td>
<td>• 1. Pedestrian Access and Mobility performance measures</td>
</tr>
<tr>
<td></td>
<td>• Minimize overflow parking, cut through traffic, noise, light, and other impacts from development along Broadway into adjacent neighborhoods</td>
<td>• 2. Bicycle Access and Mobility performance measures</td>
</tr>
<tr>
<td></td>
<td>• Maintain and improve privacy between neighborhoods and development along Broadway</td>
<td>• 3. Transit Access and Mobility performance measures</td>
</tr>
<tr>
<td></td>
<td>• Do not allow new intensity along Broadway</td>
<td>• 4a. Movement of Through Traffic</td>
</tr>
<tr>
<td></td>
<td>• Design any new development along Broadway to transition to a lower intensity where it is adjacent to neighborhoods</td>
<td>• 4b. Intersection Delay – Overall Intersection Performance</td>
</tr>
<tr>
<td></td>
<td>• Protect all contributing structures for existing and potential NRHP Historic District designations</td>
<td>• 4c. Intersection Delay – Worst Movement</td>
</tr>
<tr>
<td></td>
<td>• Protect best examples of contributing structures to existing and potential NRHP Historic District designations</td>
<td>• 4d. Movement of Through Traffic</td>
</tr>
<tr>
<td></td>
<td>• To extent feasible given needed transportation and other improvements along Broadway, protect the best examples of contributing structures to existing and potential NRHP Historic District designations while maintaining the viability of Historic Districts</td>
<td>• 4g. Access Management for Adjacent Properties</td>
</tr>
<tr>
<td></td>
<td>• 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.</td>
<td>• 5a. Historic Resources</td>
</tr>
</tbody>
</table>

**Note:** This is a land use policy issue that is outside the scope of the project.

---

**Goal Topics**

**Potential Goal Statements**

**Related Performance Measures**

**Protect existing businesses and enhance the business environment**

• Affordable rents / potential for business to own property

• 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.

• 1c. Pedestrian-Oriented Facilities or Improvements

• 1d. Walkable Network / Neighborhood Connections

• 1e. Pedestrian Crossings

• 1f. Ease of Transition to Walking

• 2e. Bike Facility Improvements

• 2f. Bike Network Connections

• 2h. Bike Crossings

• 3b. Transit Stop Facilities

• 4a. Movement of Through Traffic

• 4g. Access Management for Adjacent Properties

• 5b. Visual Quality

• 5c. Broadway as a Destination

• 5d. Gateway to Downtown

• 5e. Conduciveness to Business

• 5f. Walkable Community

• 5g. Certainty

• 7i. Business Impact
<table>
<thead>
<tr>
<th>Goal Topics</th>
<th>Potential Goal Statements</th>
<th>Related Performance Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighborhoods and Districts - continued</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| – Neighborhood-serving uses | • Encourage a mix of neighborhood and regional serving businesses to support vibrant mixed use districts along Broadway. | • 1c. Pedestrian-Oriented Facilities or Improvements  
• 1d. Walkable Network / Neighborhood Connections  
• 1e. Pedestrian Crossings  
• 1h. Walkable Destinations  
• 3i. Ease of Transition to Walking  
• 2e. Bike Facility Improvements  
• 2f. Bike Network Connections  
• 2h. Bike Crossings  
• 3b. Transit Stop Facilities  
• 4a. Movement of Through Traffic  
• 4g. Access Management for Adjacent Properties  
• 5b. Visual Quality  
• 5c. Broadway as a Destination  
• 5d. Gateway to Downtown  
• 5e. Conduciveness to Downtown  
|  |  |  |
| – Viability of businesses before and after construction | • Avoid impacts to the viability of existing businesses and property along Broadway to the extent feasible, and otherwise maximize the viability of property and business before, during and after construction. | • 1i. Ease of Transition to Walking  
• 4a. Movement of Through Traffic  
• 5g. Certainty  
• 7i. Business Impact  
• 8b. Acquisition Cost  |
| – Economic connections | • Improve the cultural, economic, and transportation linkages of Broadway and the uses along it with Downtown and the University of Arizona. | • 1d. Walkable Network / Neighborhood Connections  
• 1h. Walkable Destinations  
• 1e. Pedestrian Crossings  
• 2e. Bike Facility Improvements  
• 2f. Bike Network Connections  
• 3b. Transit Stop Facilities  
• 3f. Accommodation of Future High Capacity Transit  
• 5d. Gateway to Downtown  |
| Protect residences and enhance the environment for residences | – Choice of housing types | • Encourage protection of existing and creation of new housing to maintain diversity of housing types and rental and ownership choices that are affordable to a range of households. | • 5f. Walkable Community  
• 5g. Certainty  
• 6e. Walkability/Bikeability  
• 6f. Land Use Mix  
• 6g. Affordability  |
|  | – Affordable rents and ownership |  | • 1. Pedestrian Access and Mobility performance measures  
• 2. Bicycle Access and Mobility performance measures  
• 3. Transit Access and Mobility performance measures  
• 5g. Certainty  
• 6e. Walkability/Bikeability  
• 6f. Land Use Mix  
• 6g. Affordability  |

Broadway Boulevard Draft Vision and Goals

Page 5 of 10

Revised June 10, 2013
<table>
<thead>
<tr>
<th>Goal Topics</th>
<th>Potential Goal Statements</th>
<th>Related Performance Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Buildings and Site Development</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognize value of historic buildings and sites</td>
<td>• Protect all individually historic and contributing buildings, signage, and sites.</td>
<td>• Sa. Historic Resources</td>
</tr>
<tr>
<td>Recognize value of significant buildings and sites</td>
<td>• Protect all significant buildings and sites.</td>
<td>• Sa’. Significant Resources</td>
</tr>
</tbody>
</table>
| Support development scale and mix of use appropriate to context | • Encourage preservation, remodeling, and new development that is scaled to existing context while allowing for a mix and intensity of use to support walking, bicycling, and transit use. | • Sa. Historic Resources  
• Sa’. Significant Resources |

- To support multimodal investment (mix uses, pedestrian-oriented, intensity, etc.)

- Appropriate to existing context (heights, setbacks, etc.)

- Encourage new development at a scale that is more intense than what exists today if it transitions at its edges to the scale of existing context, and if it supports the multi-modal, economic development, and affordability goals for Broadway.

- 1c. Pedestrian-Oriented Facilities or Improvements
- 1d. Walkable Network / Neighborhood Connections
- 1e. Pedestrian Crossings
- 1h. Walkable Destinations
- 1i. Ease of Transition to Walking
- 2e. Bike Facility Improvements
- 2f. Bike Network Connections
- 2h. Bike Crossings
- 3b. Transit Stop Facilities
- 4a. Movement of Through Traffic
- 5c. Broadway as a Destination
- 5e. Conduciveness to Business
- 5f. Walkable Community
- 5g. Certainty
- 6f. Land Use Mix
- 7a/7b. Change in Economic Potential
- 7c/7d. Change in Business Revenue
<table>
<thead>
<tr>
<th>Goal Topics</th>
<th>Potential Goal Statements</th>
<th>Related Performance Measures</th>
</tr>
</thead>
</table>
| Buildings and Site Development - continued      | - Consider importance of parking supply and demand  
  - Encourage efficient management of corridor’s parking demand and supply to provide enough, but not too much parking.  
  - Encourage development of district parking lots and other methods to help maintain viability of existing businesses and properties and to help manage parking supply.                                                                                                                                                                                                                     | - 1. Ease of Transition to Walking                                                                                                                                                                                                                                                                                                                                                  |
| Multimodal Street Design                        | - Balancing modes to create a 'Complete Street'  
  - Optimize the use of the right-of-way to improve mobility and safety for all modes of travel along and across Broadway.                                                                                                                                                                                                                                                                                                                                                                               | - 1a. Functionality of Streetside for Pedestrian Activity  
  - 1b. Separation from Vehicular Traffic  
  - 1c. Pedestrian-Oriented Facilities or Improvements  
  - 1e. Pedestrian Crossings  
  - 1f. Vehicle / Pedestrian Conflicts at Driveways  
  - 2a. Separation of Bikes and Arterial Traffic  
  - 2b. Bike Conflicts with Crossing Vehicles  
  - 2d. Pavement Condition  
  - 2e. Bike Facility Improvements  
  - 2g. Corridor Travel Time  
  - 3b. Transit Stop Facilities  
  - 3c. Corridor Travel Time  
  - 3f. Accommodation of Future High Capacity Transit  
  - 3g. Riders per Vehicle  
  - 4. Vehicular Access and Mobility all performance measures                                                                                                                                                                                                                                                                                                                      |
| Broadway’s role in the transportation network   | - Vehicular traffic  
  - Through mobility  
    - Improve vehicular mobility along Broadway through any means other than widening the roadway  
    - Increase capacity of Broadway to accommodate future growth in through and commute traffic  
  - Corridor/neighborhood access  
    - Provide high-quality access for vehicles to adjacent development and neighborhoods.                                                                                                                                                                                                                                                                                                                                                     | - 1f. Vehicle / Pedestrian Conflicts at Driveways  
  - 2b. Bike Conflicts with Crossing Vehicles  
  - 3f. Accommodation of Future High Capacity Transit  
  - 4a. Movement of Through Traffic  
  - 4b. Intersection Delay -- Overall Intersection Performance  
  - 4c. Intersection Delay -- Worst Movement  
  - 4e. Lane Continuity  
  - 4f. Persons Trips  
  - 4g. Access Management for Adjacent Properties                                                                                                                                                                                                                                                                                                                                                     |

See specific goals
<table>
<thead>
<tr>
<th>Goal Topics</th>
<th>Potential Goal Statements</th>
<th>Related Performance Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Multimodal Street Design - continued</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Transit | ▪ Provide effective east-west high capacity transit through the Broadway study area on Broadway Boulevard and/or parallel routes. | ▪ 3b. Transit Stop Facilities  
▪ 3c. Corridor Travel Time  
▪ 3d. Schedule Adherence  
▪ 3e. Frequency and Hours of Service  
▪ 3f. Accommodation of Future High Capacity Transit  
▪ 4a. Movement of Through Traffic  
▪ 4b. Intersection Delay — Overall Intersection Performance  
▪ 4c. Intersection Delay — Worst Movement |
| – Through mobility |  | |
| – Corridor/neighborhood access | ▪ Improve the quality, comfort, and convenience of transit access for the Broadway study area, including improved safety at transit stops. | ▪ 1a. Functionality of Streetside for Pedestrian Activity  
▪ 1b. Separation from Vehicular Traffic  
▪ 1c. Pedestrian-Oriented Facilities or Improvements  
▪ 1d. Walkable Network / Neighborhood Connections  
▪ 1e. Pedestrian Crossings  
▪ 1f. Vehicle / Pedestrian Conflicts at Driveways  
▪ 2a. Separation of Bikes and Arterial Traffic  
▪ 2b. Bike Conflicts with Crossing Vehicles  
▪ 2e. Bike Facility Improvements  
▪ 2f. Bike Network Connections  
▪ 3a. Distance to Transit Stops  
▪ 3b. Transit Stop Facilities  |
| – Improve transit stops |  | |
| Bicycling | ▪ Provide east-west mobility for bicyclists of various skill levels on Broadway Boulevard and parallel streets | ▪ 2. Bicycle Access and Mobility performance measures  |
| – Provide east-west mobility for bicyclists of various skill levels |  | |
| – Broadway crossings / Bicycle network connections | ▪ Improve crossings for bicyclists, including those that connect with bicycle network | ▪ 2b. Bike Conflicts with Crossing Vehicles  
▪ 2f. Bike Network Connections  |
| Pedestrian | ▪ Create an inviting pedestrian environment that encourages walking along Broadway and for crossing the Boulevard.  
▪ Provide a buffer between pedestrians and traffic on Broadway that is effective given the speed and amount of vehicular traffic. | ▪ 1a. Functionality of Streetside for Pedestrian Activity  
▪ 1b. Separation from Vehicular Traffic  
▪ 1c. Pedestrian-Oriented Facilities or Improvements  
▪ 1e. Pedestrian Crossings  
▪ 1f. Vehicle / Pedestrian Conflicts at Driveways  
▪ 3g. Universal Design  
▪ 1h. East of Transition to Walking  |
| – Provide for movement along and across Broadway, include buffering pedestrians from the roadway |  | |
| – Provide connections between districts and neighborhoods | ▪ Enable and provide quality connections between districts and neighborhoods | ▪ 1d. Walkable Network / Neighborhood Connections  
▪ 1h. Walkable Destinations  |
<p>| Universal design (ADA access) | ▪ Exceed ADA minimum requirements where ever feasible to maximize the level of universal design, including enhanced wayfinding techniques. | ▪ 1g. Universal Design  |</p>
<table>
<thead>
<tr>
<th>Goal Topics</th>
<th>Potential Goal Statements</th>
<th>Related Performance Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multimodal Street Design - continued</td>
<td>• Design improvements to Broadway to encourage traffic to travel no faster than the speed limit</td>
<td>This is more related to design criteria and the detailed design of any of the street cross section concepts for speed management. Factors such as number of lanes and presence of landscaping do vary with the cross sections, but lateral shifting of lanes at intersections and to minimize negative property impacts will not be known until the later stage of the project when alignments are designed. Still “Accommodation of Speed Management” could be made a new Vehicular Access and Mobility performance measure.</td>
</tr>
</tbody>
</table>
| Speed Management / Traffic Calming | • Increase the amount and quality of landscaping and lighting along Broadway through an approach that is efficient in terms of capital and maintenance costs. | • 1c. Pedestrian-Oriented Facilities or Improvements  
• 6c. Water Harvesting |
| Landscape / Streetscape Design    | – Improve the environment along Broadway  
• Use plants that are native to the Sonoran Desert or plants that are adaptive to the Tucson environment, and that along with other streetscape elements help to create the desired character for the districts along Broadway. | This is more related to design criteria and the detailed design of any of the street cross section concepts and is open to qualitative interpretation. Does not seem appropriate to have a performance measure for this goal, but could try to develop one. |
|                                   | – Select context appropriate plants and other design elements | |
| Public Art                        | • Provide opportunities for public art that complement the aesthetic and placemaking goals for Broadway | This is a design detail that any design concept should be able to satisfy. |
| Right-of-way Impacts              |                                                                                           | |
| Minimize physical impacts         | • Avoid physical impacts to all existing property and businesses along Broadway Boulevard. | • 8b. Acquisition Cost |
|                                   | • To the extent feasible, minimize physical impacts to existing property and businesses along Broadway Boulevard while achieving the transportation and other goals for improvement to the Boulevard. | |
| Width of Broadway Boulevard       | • Do not widen Broadway Boulevard.  
• Minimize widening of Broadway Boulevard  
• Widen Broadway Boulevard to the extent needed to achieve other goals. | • 8b. Acquisition Cost |
| Sustainability                    |                                                                                           | |
| Environmental                     | • Utilize materials and design techniques in the improvements to Broadway that minimize environmental impacts, including energy efficient lighting and other means. | • 6a. Greenhouse Gases  
• 6b. Other Tailpipe Emissions  
• 6c. Heat Island  
• 6d. Water Harvesting  
Beyond these for performance measures there is much that can be achieved through design details, materials specifications, definition of construction technique, and other details as the project moves forward towards construction. |
|                                   | • Emphasize use of water harvesting and storm water management techniques in landscaped areas and the use of permeable surfaces and paving to extent feasible | • 6d. Water Harvesting |
|                                   | • Design the improvements to Broadway to help reduce air quality impacts from green house gases, particulates, and other emissions. | • 6a. Greenhouse Gases  
• 6b. Other Tailpipe Emissions |
|                                   | • Reduce heat island effect through various design measures, such as shading and high albedo pavement, while also providing shade for pedestrian comfort. | • 1c. Pedestrian-Oriented Facilities or Improvements  
• 6c. Heat Island |
| Economic                          | • Design improvements to deliver them within available budget, and to allow the roadway, its landscape, transit improvements, and other elements to fit the budget constraints for operations and maintenance. | • 8a. Construction Cost  
• 8b. Acquisition Cost |
<table>
<thead>
<tr>
<th>Goal Topics</th>
<th>Potential Goal Statements</th>
<th>Related Performance Measures</th>
</tr>
</thead>
</table>
| Planning and Design Process         | **Learn from best example practices (in Tucson and other places)**<br>- Take process to stakeholders and report back to CTF<br>- Planning, Design, Construction, and Post Construction phases<br>  
  • Learn from exemplary multimodal and context sensitive transportation projects in Tucson and elsewhere in the planning and implementation of the Broadway Boulevard process.  
  • Efficiently and effectively seek out public input to draw from stakeholders in the study area and throughout the city and region to provide input for the on-going Citizens Task Force process.  
  • Continue the public process into the construction and post-construction phases of the project.  
  • Coordinate with other agencies and organizations that are project stakeholders so they can understand the on-going efforts and goals for the future of Broadway Boulevard.  
  • Utilize more than just transportation performance measures in the decision-making process for the design and implementation.  
  • Design and build Broadway as a long-term, quality improvement that will last and be effectively maintained for decades into the future; and create certainty for existing businesses and property owners and support investment.  
  • Be as efficient in terms of time and budget as possible in the planning, design, and construction process.  
| Public input                        |                                                                                                                                                                                                                          | This and the following are planning and design process goals that do not vary based on the street design concepts.                                                                                                                                                       |
| Agency and organization coordination|                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                       |
| More than transportation performance metrics |                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                       |
| Be effective                        |                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                       |
| Be efficient                        |                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                       |