

Broadway Boulevard, Euclid to Country Club

DRAFT PROPOSED **RELATIONSHIP BETWEEN DRAFT PERFORMANCE MEASURES** **AND** **DRAFT VISION AND GOALS**

June 11, 2013

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.

Goal Topics	Potential Goal Statements	Related Performance Measures
<p>Neighborhoods and Districts</p> <p>Recognize & support the distinct character of Broadway and its context of Neighborhoods and Districts</p> <p>– Broadway Boulevard is a series of places along a corridor</p>	<ul style="list-style-type: none"> ▪ Recognize and support distinct character of Broadway as a series of places, defined by their historic and significant structures, signage, landscape, and uses. ▪ 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. 	<ul style="list-style-type: none"> ▪ 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 ▪ 6f. Land Use Mix ▪ 6g. Affordability ▪ 7i. Business Impact
<p>– Visually enhance district identities</p>	<ul style="list-style-type: none"> ▪ Develop identities for segments and centers of activity along Broadway. ▪ 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. 	<ul style="list-style-type: none"> ▪ 1a. Functionality of Streetside for Pedestrian Activity ▪ 1c. Pedestrian-Oriented Facilities or Improvements ▪ 2e. Bike Facility Improvements ▪ 3b. Transit Stop Facilities ▪ 5a. Historic Resources ▪ 5a'. Significant Resources ▪ 5b. Visual Quality ▪ 5d. Gateway to Downtown ▪ 6d. Water Harvesting ▪ 8a. Construction Cost
<p>– Encourage an appropriate mix of uses to support distinct districts</p>		<ul style="list-style-type: none"> ▪ 1a. Functionality of Streetside for Pedestrian Activity ▪ 1c. Pedestrian-Oriented Facilities or Improvements ▪ 1d. Walkable Network / Neighborhood Connections ▪ 1h. Walkable Destinations ▪ 2e. Bike Facility Improvements ▪ 2f. Bike Network Connections ▪ 3a. Distance to Transit Stops ▪ 3b. Transit Stop Facilities ▪ 3e. Frequency and Hours of Service ▪ 3f. Accommodation of Future High Capacity Transit ▪ 4g. Access Management for Adjacent Properties ▪ 5b. Visual Quality ▪ 5c. Broadway as a Destination ▪ 5e. Conduciveness to Business ▪ 5f. Walkable Community ▪ 6f. Land Use Mix ▪ 6g. Affordability ▪ 7i. Business Impact
<p>– Consider existing special features ("Sacred Places")</p>	<ul style="list-style-type: none"> ▪ Preserve and protect the existing special features and places along Broadway ▪ Preserve and enhance key features of this segment of Broadway 	<ul style="list-style-type: none"> ▪ 5a. Historic Resources ▪ 5a'. Significant Resources ▪ 5b. Visual Quality ▪ 7i. Business Impact

Goal Topics	Potential Goal Statements	Related Performance Measures
Neighborhoods and Districts - continued		
Link neighborhoods to district uses	<ul style="list-style-type: none"> ▪ Provide better integration of neighborhoods to districts on Broadway with a walkable circulation network and by encouraging policies for neighborhood-supporting uses 	<ul style="list-style-type: none"> ▪ 1c. Pedestrian-Oriented Facilities or Improvements ▪ 1d. Walkable Network / Neighborhood Connections ▪ 1e. Pedestrian Crossings ▪ 1h. Walkable Destinations ▪ 1i. Ease of Transition to Walking ▪ 2f. Bike Network Connections ▪ 2h. Bike Crossings ▪ 5f. Walkable Community ▪ 6g. Affordability
Improve quality of Broadway and its context	<ul style="list-style-type: none"> ▪ 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. 	<ul style="list-style-type: none"> ▪ 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
<ul style="list-style-type: none"> – Encourage improvements to existing development 		
<ul style="list-style-type: none"> – Encourage high quality new development 		<ul style="list-style-type: none"> ▪ 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
<ul style="list-style-type: none"> – Provide and encourage public gathering places 	<ul style="list-style-type: none"> ▪ Encourage the creation of public gathering places and provide for public places as feasible through design of the boulevard. 	<ul style="list-style-type: none"> ▪ 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

Goal Topics	Potential Goal Statements	Related Performance Measures
Neighborhoods and Districts - continued		
Protect Adjacent Neighborhoods – From noise, light, and air quality impacts	<ul style="list-style-type: none"> Minimize noise, light, and air quality, and cut through impacts traffic from traffic on Broadway Boulevard 	<ul style="list-style-type: none"> 1. Pedestrian Access and Mobility performance measures 2. Bicycle Access and Mobility performance measures 3. Transit Access and Mobility performance measures 4a. Movement of Through Traffic 4b. Intersection Delay -- Overall Intersection Performance 4c. Intersection Delay -- Worst Movement 6a. Green House Gases 6b. Other Tailpipe Emissions 6c. Heat Island
– From cut through traffic and overflow parking	<ul style="list-style-type: none"> Minimize overflow parking, cut through traffic, noise, light, and other impacts from development along Broadway into adjacent neighborhoods 	<ul style="list-style-type: none"> 4a. Movement of Through Traffic 4b. Intersection Delay -- Overall Intersection Performance 4c. Intersection Delay -- Worst Movement 4g. Access Management for Adjacent Properties
– Privacy from adjacent district development	<ul style="list-style-type: none"> Maintain and improve privacy between neighborhoods and development along Broadway 	<i>This is a land use policy issue that is outside the scope of the project.</i>
– By transitioning intensity from corridor towards neighborhoods	<ul style="list-style-type: none"> Do not allow new intensity along Broadway Design any new development along Broadway to transition to a lower intensity where it is adjacent to neighborhoods 	<i>This is a land use policy issue that is outside the scope of the project.</i>
– Particularly existing and potential National Register of Historic Places (NRHP) Historic District designations	<ul style="list-style-type: none"> Protect all contributing structures for existing and potential NRHP Historic District designations Protect best examples of contributing structures to existing and potential NRHP Historic District designations 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 	<ul style="list-style-type: none"> 5a. Historic Resources
Protect existing businesses and enhance the business environment – Small and local businesses – Affordable rents / potential for business to own property	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 1c. Pedestrian-Oriented Facilities or Improvements 1d. Walkable Network / Neighborhood Connections 1e. Pedestrian Crossings 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 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

Goal Topics	Potential Goal Statements	Related Performance Measures
Neighborhoods and Districts - continued		
<p>– Neighborhood-serving uses</p> <p>Protect existing businesses and enhance the business environment - continued</p>	<ul style="list-style-type: none"> Encourage a mix of neighborhood and regional serving businesses to support vibrant mixed use districts along Broadway. 	<ul style="list-style-type: none"> 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 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 6f. Land Use Mix 7a/7b. Change in Economic Potential 7c/7d. Change in Business Revenue
<p>– Viability of businesses before and after construction</p>	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 1i. Ease of Transition to Walking 4a. Movement of Through Traffic 5g. Certainty 7i. Business Impact 8b. Acquisition Cost
<p>– Economic connections</p>	<ul style="list-style-type: none"> Improve the cultural, economic, and transportation linkages of Broadway and the uses along it with Downtown and the University of Arizona. 	<ul style="list-style-type: none"> 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
<p>Protect residences and enhance the environment for residences</p> <p>– Choice of housing types</p>	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 5f. Walkable Community 5g. Certainty 6e. Walkability/Bikeability 6f. Land Use Mix 6g. Affordability
<p>– Affordable rents and ownership</p>		<ul style="list-style-type: none"> 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

Goal Topics	Potential Goal Statements			Related Performance Measures
Buildings and Site Development				
Recognize value of historic buildings and sites	<ul style="list-style-type: none"> Protect all individually historic and contributing buildings, signage, and sites. 	<ul style="list-style-type: none"> Protect best examples of individually historic and contributing buildings, signage, and sites. 	<ul style="list-style-type: none"> To extent feasible given needed transportation and other improvements along Broadway, protect the best examples of individually historic and contributing buildings, signage, and sites. 	<ul style="list-style-type: none"> 5a. Historic Resources
Recognize value of significant buildings and sites	<ul style="list-style-type: none"> Protect all significant buildings and sites. 	<ul style="list-style-type: none"> Protect best examples of significant buildings and sites. 	<ul style="list-style-type: none"> To extent feasible given needed transportation and other improvements along Broadway, protect the best examples of significant buildings and sites. 	<ul style="list-style-type: none"> 5a'. Significant Resources
<p>Support development scale and mix of use appropriate to context</p> <p>– Appropriate to existing context (heights, setbacks, etc.)</p> <p>– To support multimodal investment (mix uses, pedestrian-oriented, intensity, etc.)</p>	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 5a. Historic Resources 5a'. Significant Resources 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 	

Goal Topics	Potential Goal Statements	Related Performance Measures
Buildings and Site Development - continued		
Consider importance of parking supply and demand	<ul style="list-style-type: none"> Encourage efficient manage corridor's parking demand and supply to provide enough, but not too much parking. 	<ul style="list-style-type: none"> 1i. Ease of Transition to Walking
	<ul style="list-style-type: none"> Encourage development of district parking lots and other methods to help maintain viability of existing businesses and properties and too help manage parking supply. 	<ul style="list-style-type: none"> 1i. Ease of Transition to Walking
Multimodal Street Design		
Balancing modes to create a 'Complete Street'	<ul style="list-style-type: none"> Optimize the use of the right-of-way to improve mobility and safety for all modes of travel along and across Broadway. 	<ul style="list-style-type: none"> 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		<i>See specific goals</i>
Vehicular traffic – Through mobility	<ul style="list-style-type: none"> Improve vehicular mobility along Broadway through any means other than widening the roadway Improve vehicular mobility along Broadway while minimizing widening of the roadway and otherwise minimizing impacts to adjacent property to the extent feasible Increase capacity of Broadway to accommodate future growth in through and commute traffic 	<ul style="list-style-type: none"> 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
– Corridor/neighborhood access	<ul style="list-style-type: none"> Provide high-quality access for vehicles to adjacent development and neighborhoods. 	<ul style="list-style-type: none"> 1f. Vehicle / Pedestrian Conflicts at Driveways 2b. Bike Conflicts with Crossing Vehicles 4g. Access Management for Adjacent Properties

Goal Topics	Potential Goal Statements	Related Performance Measures
Multimodal Street Design - continued		
<p>Transit – Through mobility</p>	<ul style="list-style-type: none"> ▪ Provide effective east-west high capacity transit through the Broadway study area on Broadway Boulevard and/or parallel routes. ▪ Provide effective east-west high capacity transit on Broadway Boulevard. 	<ul style="list-style-type: none"> ▪ 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
<p>– Corridor/neighborhood access</p> <p>– Improve transit stops</p>	<ul style="list-style-type: none"> ▪ Improve the quality, comfort, and convenience of transit access for the Broadway study area, including improved safety at transit stops. 	<ul style="list-style-type: none"> ▪ 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
<p>Bicycling – Provide east-west mobility for bicyclists of various skill levels</p>	<ul style="list-style-type: none"> ▪ Provide east-west mobility for bicyclists of various skill levels on Broadway Boulevard and parallel streets 	<ul style="list-style-type: none"> ▪ 2. Bicycle Access and Mobility performance measures
<p>– Broadway crossings / Bicycle network connections</p>	<ul style="list-style-type: none"> ▪ Improve crossings for bicyclists, including those that connect with bicycle network 	<ul style="list-style-type: none"> ▪ 2b. Bike Conflicts with Crossing Vehicles ▪ 2f. Bike Network Connections
<p>Pedestrian – Provide for movement along and across Broadway, include buffering pedestrians from the roadway</p>	<ul style="list-style-type: none"> ▪ 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. 	<ul style="list-style-type: none"> ▪ 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 ▪ 1g. Universal Design ▪ 1h. East of Transition to Walking
<p>– Provide connections between districts and neighborhoods</p>	<ul style="list-style-type: none"> ▪ Enable and provide quality connections between districts and neighborhoods 	<ul style="list-style-type: none"> ▪ 1d. Walkable Network / Neighborhood Connections ▪ 1h. Walkable Destinations
<p>Universal design (ADA access)</p>	<ul style="list-style-type: none"> ▪ Exceed ADA minimum requirements where ever feasible to maximize the level of universal design, including enhanced wayfinding techniques. 	<ul style="list-style-type: none"> ▪ 1g. Universal Design

Goal Topics	Potential Goal Statements	Related Performance Measures
Multimodal Street Design - continued		
Speed Management / Traffic Calming	<ul style="list-style-type: none"> Design improvements to Broadway to encourage traffic to travel no faster than the speed limit 	<p><i>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</i></p>
Landscape / Streetscape Design <ul style="list-style-type: none"> – Improve the environment along Broadway – Select context appropriate plants and other design elements 	<ul style="list-style-type: none"> Increase the amount and quality of landscaping and lighting along Broadway through an approach that is efficient in terms of capital and maintenance costs. 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. 	<ul style="list-style-type: none"> 1c. Pedestrian-Oriented Facilities or Improvements 6c. Water Harvesting <p><i>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.</i></p>
Public Art	<ul style="list-style-type: none"> Provide opportunities for public art that complement the aesthetic and placemaking goals for Broadway 	<p><i>This is a design detail that any design concept should be able to satisfy.</i></p>
Right-of-way Impacts		
Minimize physical impacts	<ul style="list-style-type: none"> Avoid physical impacts to all existing property and businesses along Broadway Boulevard. 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. 	<ul style="list-style-type: none"> 8b. Acquisition Cost
Width of Broadway Boulevard	<ul style="list-style-type: none"> Do not widen Broadway Boulevard. Minimize widening of Broadway Boulevard. Widen Broadway Boulevard to the extent needed to achieve other goals. 	<ul style="list-style-type: none"> 8b. Acquisition Cost
Sustainability		
Environmental <ul style="list-style-type: none"> – General environmental impact 	<ul style="list-style-type: none"> Utilize materials and design techniques in the improvements to Broadway that minimize environmental impacts, including energy efficient lighting and other means. 	<ul style="list-style-type: none"> 6a. Greenhouse Gases 6b. Other Tailpipe Emissions 6c. Heat Island 6d. Water Harvesting <p><i>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.</i></p>
<ul style="list-style-type: none"> – Water use and stormwater management 	<ul style="list-style-type: none"> Emphasize use of water harvesting and storm water management techniques in landscaped areas and the use of permeable surfaces and paving to extent feasible 	<ul style="list-style-type: none"> 6d. Water Harvesting
<ul style="list-style-type: none"> – Air quality 	<ul style="list-style-type: none"> Design the improvements to Broadway to help reduce air quality impacts from green house gases, particulates, and other emissions. 	<ul style="list-style-type: none"> 6a. Greenhouse Gases 6b. Other Tailpipe Emissions
<ul style="list-style-type: none"> – Shade 	<ul style="list-style-type: none"> Reduce heat island effect through various design measures, such as shading and high albedo pavement, while also providing shade for pedestrian comfort. 	<ul style="list-style-type: none"> 1c. Pedestrian-Oriented Facilities or Improvements 6c. Heat Island
Economic <ul style="list-style-type: none"> – budget and cost of operations and maintenance 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 8a. Construction Cost 8b. Acquisition Cost

Goal Topics	Potential Goal Statements	Related Performance Measures
Planning and Design Process		
Learn from best example practices (in Tucson and other places)	<ul style="list-style-type: none"> ▪ Learn from exemplary multimodal and context sensitive transportation projects in Tucson and elsewhere in the planning and implementation of the Broadway Boulevard process. 	<i>This and the following are planning and design process goals that do not vary based on the street design concepts.</i>
Public input – Take process to stakeholders and report back to CTF	<ul style="list-style-type: none"> ▪ 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. 	
– Planning, Design, Construction, and Post Construction phases	<ul style="list-style-type: none"> ▪ Continue the public process into the construction and post-construction phases of the project. 	
Agency and organization coordination	<ul style="list-style-type: none"> ▪ 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. 	
More than transportation performance metrics	<ul style="list-style-type: none"> ▪ Utilize more than just transportation performance measures in the decision-making process for the design and implementation. 	
Be effective	<ul style="list-style-type: none"> ▪ 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 efficient	<ul style="list-style-type: none"> ▪ Be as efficient in terms of time and budget as possible in the planning, design, and construction process. 	