

## BROADWAY BOULEVARD: EUCLID TO COUNTRY CLUB

### Announcements

**11/29/13 Arizona Daily Star article on RTA revenues projected shortfall** – This recent article highlights information regarding economic projections study UA Eller College conducted for RTA revenues collections through 2026. The article reflects a shortfall of almost \$334 million. This information show shortfalls of revenues, and does not reflect cost savings on projects or other reductions in potential expenses. It also does not reflect any approaches RTA may take to address these potential shortfalls; the RTA staff, committees, and Board will be discussing what the projections mean to implementing the RTA Plan and how to approach cost reductions. This is an issue that will be discussed over many months to come.

[http://azstarnet.com/news/local/govt-and-politics/rta-shortfall-grows-to-million-new-projections-show/article\\_c3a4c2bf-8aff-5baf-a32d-4bac026fc56a.html](http://azstarnet.com/news/local/govt-and-politics/rta-shortfall-grows-to-million-new-projections-show/article_c3a4c2bf-8aff-5baf-a32d-4bac026fc56a.html)

**12/4/13 City of Tucson Bond Advisory Committee** – Sunshine Mile Project Proposal for inclusion in Pima County's 2015 Bond Initiative – Information about the meeting is available online:

<http://cms3.tucsonaz.gov/clerks/boards?run=currentagenda&board=117>

**12/7/13 Sunshine Mile Merchants Crawl, 4-7 pm** – Experience the unique shops and hospitality of the Sunshine Mile this Saturday, and do your holiday shopping!

**12/10/13 Launch Event for Tucson on 2 - Pedestrian/Bike Campaign** – A special event will be held on Tuesday, December 10th at 11 a.m. at Santa Rita Park, on 22nd Street near 2nd Ave to launch this new campaign. City of Tucson is excited to partner with Allstate Insurance, Living Streets Alliance, Tucson Police Department and others to improve safety of walking and biking and to get more Tucsonans out on 2 wheels or 2 feet. Attached is a map of the launch site. Speakers include Mayor Rothschild, Council Member Fimbres, Tucson Police Department Lt. Rich Anemone, Living Streets Alliance Executive Director Emily Yetman, and an Allstate representative.

**Broadway Volvo Site Redevelopment Opportunity** – This project is just in the initial stages of discussion. We want to alert you that conversations are starting, and to provide you with the very general overview of what is being proposed. We anticipate having a presentation at a future meeting to allow City staff to present more about what is being proposed, timing, and activities.



## OVERVIEW

Allstate declared Tucson an “Allstate Safe & Secure Community” in 2013, one of 14 cities throughout the country to receive the designation. The purpose of Allstate’s Safe & Secure Communities program is to improve safety and the quality of life in chosen cities by joining forces with city stakeholders to improve a safety issue of the city’s choosing. Tucson city officials identified pedestrian safety as a priority, so Allstate, the City of Tucson and Living Streets Alliance joined forces to make Tucson a safer place to walk and ride bicycles. This public, private, and non-profit collaboration is a model of how these sectors can utilize their strengths to make Tucson a better place.

The “Tucson on 2” campaign aims to raise awareness of pedestrians and bicyclists on the road and encourage residents to enjoy Tucson on 2 wheels or 2 feet. Allstate funded a survey that was randomly distributed by West Group Research via phone to help inform all aspects of the campaign.

To launch Tucson on 2 on December 10<sup>th</sup>, four components of the campaign will be ready to highlight:

1. Allstate will fund and the City will install two LED Pedestrian and Bicyclist Crossing signs that will be located along a high bicycle and pedestrian crash corridor. LED signs attract motorist attention and therefore, raise awareness of the presence of pedestrians and bicyclists in that area.
2. Bus Stop Shelter ads will feature pedestrian and bicycle safety messages. These ads encourage motorists to look out for people on two wheels or two feet on our roads as a reminder that looking once especially at intersections is not enough.
3. Allstate is purchasing other safety materials to start distributing at the onset of this campaign. The safety materials include reflective backpacks, clip-on reflectors, reflective pant straps and LED arm bands.
4. Allstate and the City will be distributing Tucson on2 window-clings to raise awareness on the campaign. Cling design to the right.



The City of Tucson and Allstate will launch the campaign with a media event at the location in which the LED crossing sign will be installed. The launch event seeks to create positive momentum and exposure for the City of Tucson and Allstate’s Tucson on 2 safety partnership, while conveying an actionable safety message to residents and encouraging them to share their #TucsonOn2 stories on social media.

Tucson on 2 safety education will continue to unfold throughout the campaign via:

1. Bus stop shelter and bench advertisements
2. Billboard advertisement if the budget allows
3. A local PSA contest

4. Editorial advertisements in the *AZ Daily Star* and other local print materials
5. Cyclovia events
6. Safe Routes to School curriculum
7. A bike/pedestrian safety kit giveaways
8. Ongoing infrastructure improvements from the city including installing more HAWK lights and making changes as appropriate to the roads that receive resurfacing treatments to make them safer for all users
9. A partnership with Tucson Police Department to boost enforcement for violations that put pedestrian and bicycle safety at risk, including HAWK enforcement and crosswalk stings

### **KEY MESSAGES**

- The Tucson city administration and safety officials are committed to making Tucson a safer place to walk and ride through awareness, education and infrastructure improvements.
- Tucson officials, Living Streets Alliance and Allstate joined forces to develop “Tucson on 2,” a campaign to increase awareness of pedestrians and bicyclists on the road, while encouraging residents to enjoy Tucson on 2 wheels or feet.
- To kick off Tucson on 2, Allstate and The City of Tucson will install LED Pedestrian and Bicycle crossing signs at a location that has a lot of pedestrian and bicycle activity and a high crash rate.
- Tucson on 2 ads will encourage motorists to look out for people on two wheels or two feet before crossing an intersection, as a reminder that looking once is not enough.
- The Tucson on 2 launch represents the first step on a journey toward zero pedestrian and cyclist deaths and a safer, live-able and walk-able city.

### **TUCSON ON 2 FAQ**

#### **WHY NOW?**

- There have been a record number of pedestrian fatalities in Tucson in 2013, but even a single fatality is unacceptable. We believe that education, signage and pedestrian safety enforcement done in concert can help reduce this statistic. At the same time, one of Tucson’s strengths is the popularity of outdoor activities and pedestrian travel. Tucson is a Gold-Level Bicycle Friendly Community according to the League of American Bicyclists. That’s why Allstate and the City of Tucson joined forces to make Tucson a safer place to walk and ride by increasing usage and awareness of the existing walking and biking facilities, improving safety education, making infrastructure improvements and implementing more vigorous safety enforcement efforts over the course of the next several years.

#### **WHY DID ALLSTATE SELECT TUCSON AS A SAFE AND SECURE COMMUNITY?**

- Allstate selected 14 cities of varying sizes for the ASSC designation based on the strength and community commitment of the agencies in those cities. Tucson has one of the most community-minded and committed body of Allstate agents of any major city nationwide. Many of them are active volunteers or board members for a wide variety of nonprofits. This group of agents is ready to rally behind city officials to support the city’s safety priorities.

#### **HOW DID YOU CREATE TUCSON ON 2?**

- Allstate declared Tucson an Allstate Safe and Secure Community in 2013, one of 14 cities throughout the country to receive the designation. The purpose of Allstate’s Safe

& Secure Communities campaign is to improve safety and quality of life with a safety category chosen by city officials. Tucson officials identified pedestrian and bicycle safety as priority issues. Throughout the next year, Allstate and local Allstate agents will help bring bike and pedestrian safety awareness to the local community, donating their time and talent to support this important local cause.

#### **WHAT IS TUCSON ON 2?**

- Tucson on 2 is an example of how Allstate and Tucson city and safety officials are working together to make Tucson a safer place to get around on two wheels or two feet. It defines the movement toward a more connected, people-powered city and aims to generate more awareness about the safety components for drivers and riders to people-powered movement. Tucson on 2 is an awareness campaign created to help reduce the number of bike/pedestrian crashes involving other vehicles. The program carries a simple message for riders and drivers alike: look twice for Tucson residents on two wheels or two feet.

#### **WHY DID YOU CHOOSE THE BIKE/PEDESTRIAN LED CROSSING SIGN?**

- There is not yet consensus from the engineering and planning professional groups on the best sign to improve safety. However, so far observations suggest the LED signs draw motorist attention. By installing a Bike/Pedestrian LED crossing sign at a location with a lot of walkers and cyclists, the hope is that increasing motorist awareness will reduce crashes.

#### **HOW DID YOU CHOOSE THE LOCATIONS TO INSTALL THESE SIGNS?**

- The location is based on bicycle/pedestrian crash activity and other roadway conditions.

#### **OTHER THAN SIGNS, WHAT ELSE IS THE CITY DOING TO IMPROVE THE SAFETY OF RIDERS?**

- The City of Tucson, Allstate and Living Streets Alliance are committed to making the roads safer for drivers, riders and pedestrians. The Tucson on 2 program will continue to live on with support from Allstate through bus stop shelter and bench ads, a local PSA contest, editorial advertisements in the *AZ Daily Star*, Cyclovia events, Safe Routes to School curriculum, bike/pedestrian safety kit giveaways, ongoing infrastructure improvements from the city and a partnership with Tucson Police Department to promote further enforcement.

#### **WHAT ABOUT THE CYCLISTS AND PEDESTRIANS WHO DON'T FOLLOW THE RULES OF THE ROAD**

- Yes, there are bicyclists and pedestrians out there who choose not to follow the rules of the road and/or a lack of safe crossings make it challenging to legally navigate on bike/foot. The Tucson on 2 campaign will include messages about safe riding and walking. We do not promote driving or riding recklessly.



Santa Rita Park

PARKING

Launch Site

Sign Location

22<sup>nd</sup> Street

2<sup>nd</sup> Ave

100 ft



Scale: 1:600

Tucson on 2 Launch Site



Printed: Nov 27, 2013

## **Broadway Volvo Site – Redevelopment Opportunity**

### **Purpose**

The Broadway Volvo site is strategically placed to be gateway property to both the downtown and the Broadway Corridor. The planning and design efforts underway in association with the Broadway Widening Project, the start of the Redevelopment Plan for sub-area 3 of the Downtown Gateway Redevelopment Area Plan, and the Economic Initiatives Office priority of Investment in Key Commercial Areas provide policy direction to seek development of this catalytic project to provide a positive economic impact resulting in increased tax revenues to the City and to contribute to the urban fabric of the City as a means to attract new employers and residents to the area.

### **Project Scope**

The area of interest is bound by Broadway to the north, Park to the east, Euclid to the west and 12 St to the south. The City of Tucson owns the Broadway Volvo site and two additional parcels to the south. The immediately adjoining parcels are held by the private sector (see attached map). It is the intent of staff to reach out to property owners to discuss interest in developing the described area in a cohesive approach. Staff will also reach out to neighborhood leaders. Property owners, local developers, architects, and neighborhood leaders will be invited to participate in a Charrette.

### **Objectives and Outcomes**

The outcome of the Charrette will provide broad visions, goals and uses suitable for the site. It will also bring up any issues associated with redevelopment of the site. The information gleaned from the Charrette will serve as policy guidance in initiating a rezoning of the entire site into a Planned Area Development (PAD) to render the site more attractive to developers. Requirements and opportunities delineated in the RFP will accommodate both the community view and developer's reality.

### **Timeline (2013-14)**

November, 2013: Ward 5 meeting

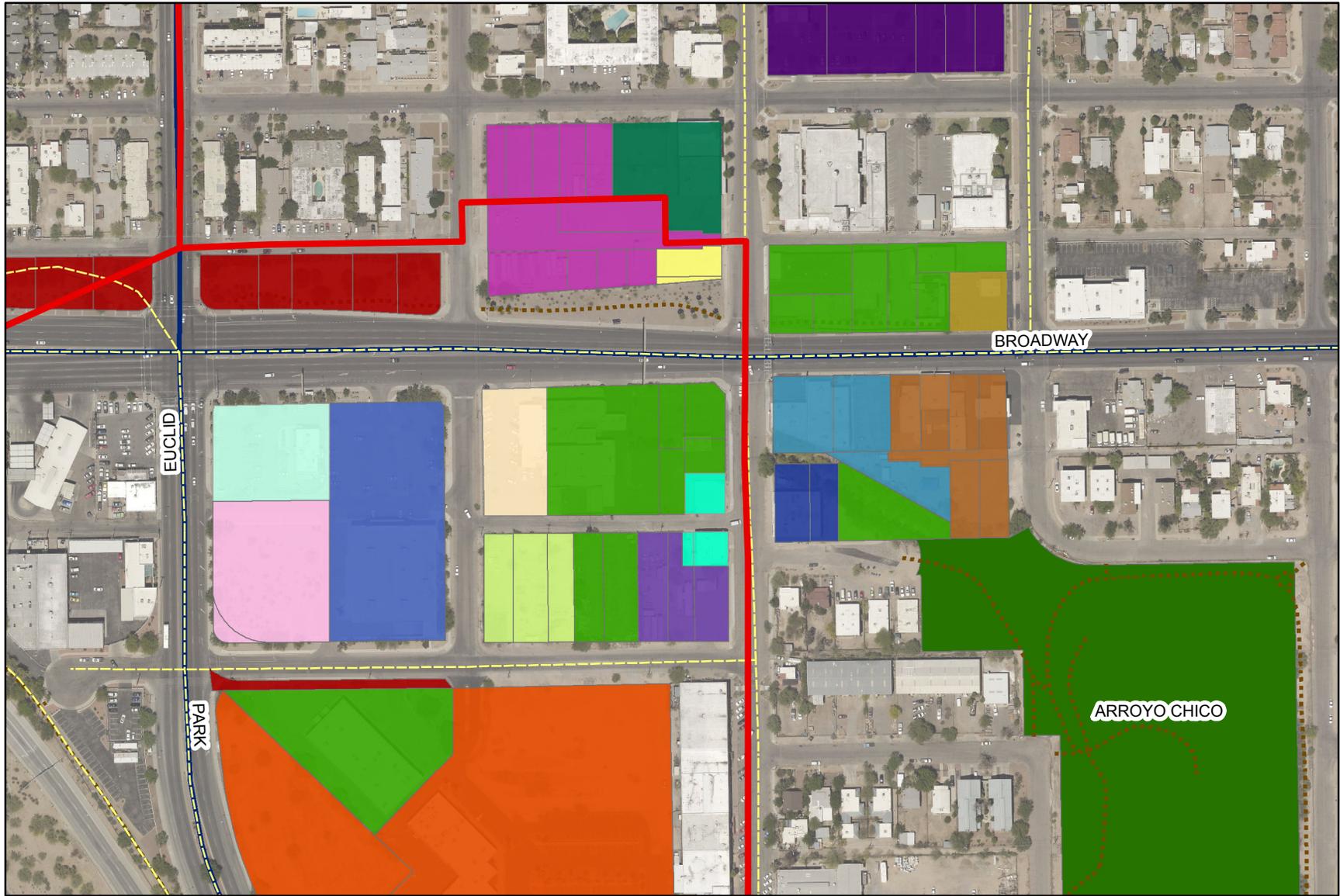
November, 2013 – February, 2014: Outreach to property owners, neighborhood leaders, local developers, and architects

Late February, 2014: Charrette

March- June, 2014: PAD

July, 2014: RFP

# Property Ownership Near Broadway Volvo Site



- |                               |                                   |                                      |
|-------------------------------|-----------------------------------|--------------------------------------|
| CITY OF TUCSON                | BELMAN ROBERT A REVOC TR          | KADRICH PETER & LINDA TR             |
| STATE OF ARIZONA              | BROADWAY EUCLID LLC               | LEFLER STEVEN F & LEFLER MICHAEL T & |
| TUCSON SCHOOL DISTRICT NO 1   | CARRINGTON COMPANY                | MY THREE SONS LLC                    |
| 1010 E BROADWAY LLC           | CHAFFIN JAMES E & BARBARA D JT/RS | PASCOE INVESTMENT-ARIZONA LLC        |
| ARIZONA TERRITORIAL LANDS LLC | DOYLE ROBERT E & GOODWIN          | ROLLINGS TR                          |
| BACON INDUSTRIES              | JOHNSTOWN GATEWAY LLC             | SCHWATKEN DON A                      |

0 125 250 500 Feet

DGRA Boundary

Bike Route

Trails

N

Created: 11/1/13