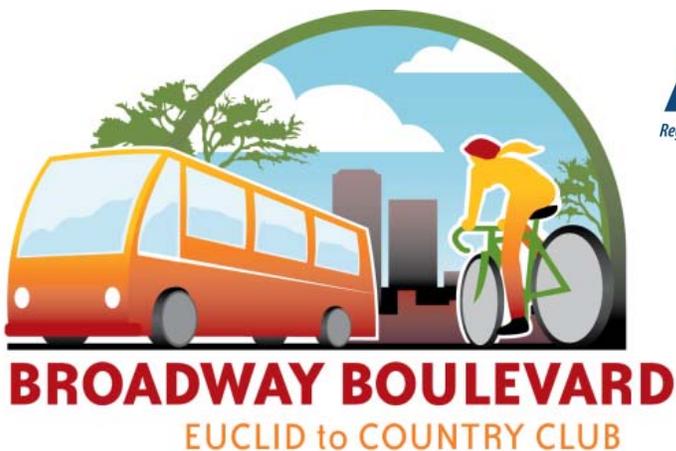


DRAFT

February 28,
2013

Progress Report and Community Input Event



Prepared for:

Jennifer Toothaker Burdick

Tucson Department of Transportation

Project manager



Broadway Boulevard: Euclid to Country Club Improvement Project

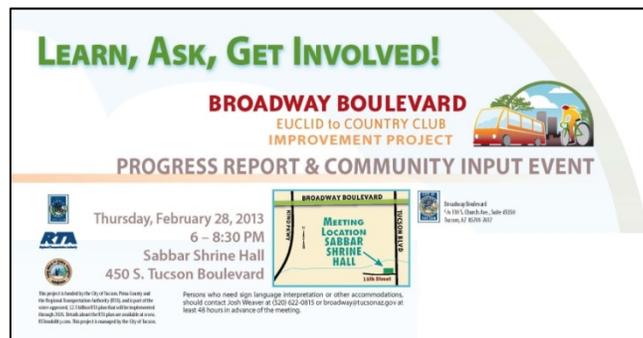
DRAFT February 28, 2013 Progress Report and Community Input Event Report

Public Involvement Process

The Broadway Boulevard: Euclid to Country Club Improvement Project is currently in the Planning and Design Phase, which began June 2012. This phase of the project will provide the public the greatest opportunity to inform and shape the resulting improvements, and there will be many opportunities during this phase to engage with local and regional stakeholders through a variety of mediums. The input obtained throughout this phase of the project will inform the roadway's design and ultimate placement. Public meetings are an important component of the Public Involvement Process and during the course of the project will be held at critical junctures. The February 28, 2013 Progress Report and Community Input event was the second of four planned large-scale public meetings.

Approximately 200 hundred participants attended this meeting and the input received will help the Citizens Task Force (CTF) and project technical team finalize the draft Vision and Goals that will help guide their overall roadway design decisions. Throughout the Planning and Design Phase the CTF will be engaged in in a process that seeks to create a roadway design that best meets the needs and goals of the local and regional communities that this section of Broadway Boulevard serves.

This community-wide event was a publically noticed project event where no decisions were made. Under Arizona State Open Meeting Law, this report will serve as the official meeting minutes from the Progress Report and Community Input Event. The appendices provide documentation of the input received (A), how the input has been incorporated into the project draft Vision & Goals (B), and the displays presented at the event (C).



This project is funded by the City of Tucson, Pima County and the Regional Transportation Authority (RTA), and is part of the voter-approved, \$2.1 billion RTA plan that will be implemented through 2026. Details about the plan are available at www.RTA mobility.com.

Goals

As the second public meeting in the public involvement process that will guide the planning and design of the Broadway Boulevard Improvement project, the Progress Report and Community Input Event was designed to accomplish the following:

- Present the draft Vision and Goals that the CTF and project technical team have developed, which will guide their overall roadway design decisions
- Introduce the CTF and project technical team to the public
- Allow the CTF members to engage with their stakeholder groups
- Present the last six months of data, technical information, and studies that the CTF has been given to inform their design decisions, and providing samples of input the CTF and the participating community have shared so far
- Give individuals in the community the opportunity to provide input, ask questions and learn about the project, progress to date, and the draft Vision and Goals
- Contribute to the public participation process and the transparent dialogue regarding the improvement project

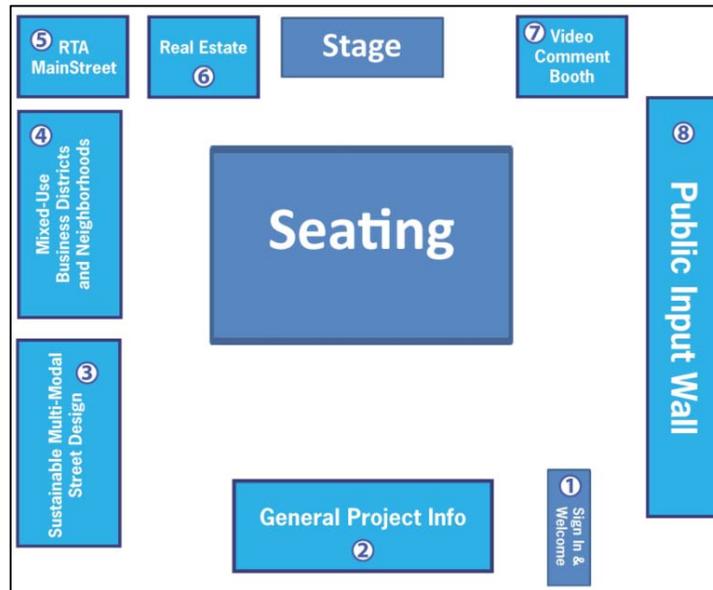
Accomplishing these goals will help advance the public participation process and help the CTF and project technical team further refine the draft Vision and Goals, or other aspects of the project. Additionally, the meeting format will enable the public and the CTF to interact with each other and allow the CTF to engage with their stakeholder groups.

Format

The Progress Report and Community Input Event was organized by the project technical team after receiving input from the CTF and the community regarding the meeting goals, format, and input methods. The event utilized an open house style format with multiple stations organized by goal topics. It began with a brief presentation given by Project Manager, Jennifer Toothaker Burdick, which gave an overview of the project and discussed the progress made to date. After the presentation each CTF member introduced themselves to the public and described the interests they represent and why they were serving on the task force. To facilitate meeting new stakeholders, some of the CTF members shared at which station they would be starting the evening. After the CTF introductions, the participants were encouraged to walk around the room to visit each station to ask questions, learn about the topics and provide input. In addition to the displays boards, each station also featured easel pads that participants could provide input related to the information presented at the station. Further, a “Master Input Wall” was set up to gather further public input and a “Video Comment Booth” was made available to anyone wishing to make comments that would be video recorded (please see

This project is funded by the City of Tucson, Pima County and the Regional Transportation Authority (RTA), and is part of the voter-approved, \$2.1 billion RTA plan that will be implemented through 2026. Details about the plan are available at www.RTAmobility.com.

the appendix for images of all the display boards and comments received). Listed below is a description of each station:



1. **Sign-in and Welcome:** The sign-in and welcome station provided an area for attendees to sign-in and provide contact information for future project notices, project fact sheets, and also provided a location for meeting attendees to provide input through comment cards. Project team members welcoming and orienting incoming attendees were from Kaneen Public Relations and Advertising.

This station also had two interactive display boards, one where attendees could place a dot where they work and live on a Tucson Metropolitan City Limits Area map, and another that asked which mode of travel people utilize in the project zone and what type activities they participate in along the corridor. CTF members and project team members representing Regional Transportation Authority and Pima County Department of Transportation were present to help attendees provide input on the boards. The following is a list of the categories that were included on this board and the number of responses for each category:

- **How I travel in the project zone:**
 - Bike: 36
 - Walk: 40
 - Vehicle: 52
 - Bus: 15
 - Other: 1
- **What I do in the project zone:**
 - Entertainment, Shop, Dine: 54
 - School: 5

This project is funded by the City of Tucson, Pima County and the Regional Transportation Authority (RTA), and is part of the voter-approved, \$2.1 billion RTA plan that will be implemented through 2026. Details about the plan are available at www.RTAmobility.com.

- Commute: 23
- Work: 22
- Home: 26
- Professional Services: 29
- Worship: 4
- Other: 6

2. **General Project Information:** The general project information station included displays that showed project facts, history, and what has been accomplished to-date. This station also included information about the public participation process and the overarching models - Context Sensitive Solutions (CSS) and the International Association of Public Participation (IAP2) Spectrum of Public Participation - that guide it. CTF members and a liaison from the Regional Transportation Authority's Citizens Accountable for Regional Transportation (CART) Committee, as well as members of the project team were present to answer questions. Project team members represented Kaneen Public Relations and Advertising and the Regional Transportation Authority.
3. **Sustainable Multi-Modal Street Design:** This station provided information regarding traffic projections, street design, cross section alternatives, and performance measures. The technical traffic study was highlighted, as was an overview of the U.S. Environmental Protection Agency's suggested sustainable transportation performance measures that will be part of the evaluation criteria and work ahead. Project team members available to answer these technical questions included HDR Engineering and Kittelson & Associates.
4. **Mixed-Use Business Districts and Neighborhoods:** One of the larger stations, this one featured information and displays related to the project area businesses and neighborhoods. Prominent reports highlighted through displays included the *Historic Buildings Inventory Report* and map, and the *Land Use, Urban Form, and Significant Structures Existing Conditions Report* and map. General topics included in this area covered existing and potential land use within the study corridor, study area demographics, surrounding neighborhood and historic districts boundaries, and an overview of what a context sensitive solutions approach is. Project team members and City staff available to answer technical questions represented Community Design + Architecture, Swaim Associates Ltd, and City of Tucson Historic Preservation Office.
5. **Regional Transportation Authority (RTA) MainStreet Business Assistance Program:** The free business assistance services that the RTA MainStreet program offers to qualified businesses and commercial property owners located within a

This project is funded by the City of Tucson, Pima County and the Regional Transportation Authority (RTA), and is part of the voter-approved, \$2.1 billion RTA plan that will be implemented through 2026. Details about the plan are available at www.RTAmobility.com.

quarter mile of RTA-funded transportation projects were highlighted at this station. The MainStreet program focuses on minimizing impacts to business during the construction phase of roadway projects such as the Broadway Boulevard Roadway Improvement Project. Representatives from the MainStreet program were available to answer questions and to sign-up new businesses and property owners into the program.

6. **Real Estate/Tierra Right-of-Way:** Project team members and staff from the City of Tucson Real Estate Office and Tierra Right-of-Way provided information regarding the property acquisition process and the right-of-way acquisition and relocation assistance programs that are available for property owners and qualified businesses impacted by the improvement project.
7. **Video Comment Booth:** The Video Comment Booth Station offered event attendees the opportunity to have their comments videotaped regarding the Broadway Improvement Project. Four event attendees took advantage of this opportunity and provided comments that will be taken into consideration by the project team and CTF when finalizing the project's draft Vision and Goals. Project team members assisting with this station represented Regional Transportation Authority.
8. **Master Input Wall:** The Master Input Wall provided the public an area to provide commentary on any aspect of the project. The project team also captured input on the following two topics: 1. Describe your vision for Broadway; and, 2. What's most important for the future of Broadway Boulevard? In addition to this, the project team also displayed all of the Draft Vision and Goals Statements and asked for event attendees to comment upon them. A children's input table was also made available at the Master Input Wall station. CTF members and project team members from MetaWest and Community Design + Architecture assisted participants.

All of the input that was collected at the individual stations, through comment cards, the Video Comment Booth, and Master Input wall have been recorded, transcribed, analyzed by the project team and assimilated into revised Draft Vision and Goals Statements. Digital images of the comments received have been posted to the project website at <http://cms3.tucsonaz.gov/broadway/public-meeting-2> and included in the appendix.

Input

A total of 145 people signed in at the event, but because not everyone signed in, the project team estimates that approximately 200 community members were in attendance. Approximately 50 participants provided colored dots on a map entitled “Where do you live? and work?” Green dots represented where they ‘work’ and orange dots, where they ‘live’. A cluster of dots near the project area emerged, within an area bounded on the north by Speedway, on the south by 22nd Street, on the west by I-10, and on the east by Country Club. 55% of respondents (30 of 54) live, and over 71% (35 of 49) work, within this cluster.

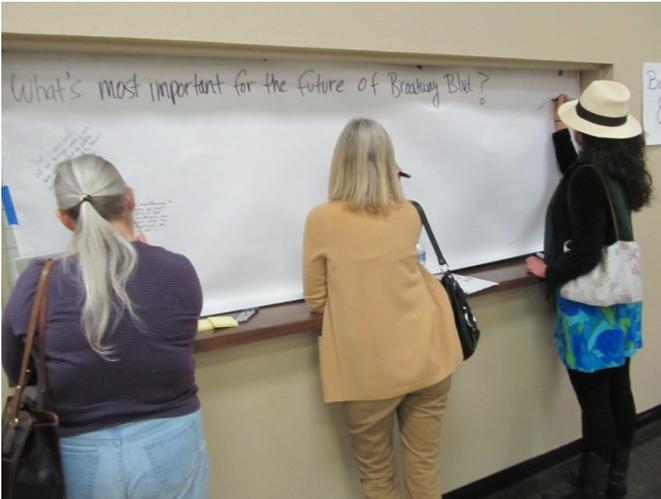
In total, 151 comments were collected at the open house. These include written comments made on display boards; written comments on the Public Input Wall; filled-out comment cards; a letter, and video booth comments. The project team assembled and read through these comments and then related each comment, or portions of the comment, to one or more goals, although some comments were called out as not related to a goal. Of these comments not related to a goal, some were flagged as possibly warranting a new goal or a modification to a goal. It is important to note that most of the comments did not respond directly to goal statements; the relationship of comments to the goals was extrapolated by project team members.

Some clear themes emerged from the comments that were received at this public meeting. The first is the desire for no widening of Broadway. The second is the desire for Broadway to be a destination, for neighborhood residents and Tucsonans. The third is an appreciation for Broadway’s existing character, especially that of its architecture. The fourth is the desire an environment that is more supportive of alternate modes on Broadway, such as walking and bicycling, and all users in general. Additionally, small businesses, aesthetics, and bus pullouts were the subject of many comments.

Themes shared by the CTF members at the end of the meeting based on their conversations with attendees echo the themes stated above, and included two additional themes not reflected in the written and video comments included in this report: 1) to “make a decision soon,” and 2) to make sure the roadway design and construction is “done right”. These themes will be presented for discussion as possible additions/revisions to the draft Vision and Goals.

The next section summarizes specific goal statements that received the most supportive comments (at least 10 supportive comments); a table listing all comments and their relationship to the goals, as well as their relationship to other issues is included in the appendix.

This project is funded by the City of Tucson, Pima County and the Regional Transportation Authority (RTA), and is part of the voter-approved, \$2.1 billion RTA plan that will be implemented through 2026. Details about the plan are available at www.RTA mobility.com.



Top Supported Goals

The Draft Vision and Goals are being developed by the Broadway Boulevard project team in conjunction with the CTF. This document is still a work in progress. Many of the current goal statements contradict one another, and groupings of goals are often included to reflect the full spectrum of opinion about the issues on which the community has placed importance. Therefore, it is important to gauge the feelings of the public - including the adjacent neighborhoods and businesses as well as the entire region - on the goal statements.

1. *Do not widen Broadway Boulevard.*

31 comments supported this goal. They included:

- "The Broadway widening plans as originally envisioned are no longer feasible, valuable, or conducive to a progressive or sustainable future Tucson."
- "Keep the buildings, forgo the asphalt."
- "Build wider roads - Cars will fill it up."
- "I suggest a road diet! Let's move people not vehicles!"
- "A sense of place is of utmost importance. No increased width! We do not need a dismal no-hum corridor for just cars."

This project is funded by the City of Tucson, Pima County and the Regional Transportation Authority (RTA), and is part of the voter-approved, \$2.1 billion RTA plan that will be implemented through 2026. Details about the plan are available at www.RTAmobility.com.

2. *Recognize and support distinct character of Broadway as a series of places, defined by their historic and significant structures, signage, landscape, and uses.*

23 comments supported this goal. They included:

- “This is an opportunity to preserve & enhance this unique district.”
- “Integrate old and new structures.”
- “Let’s stop destroying the unique character we have in Tucson.”
- “If you destroy all of the North side businesses how do you expect this area to be/remain a destination?”
- “Promote the “Sunshine Mile” as a historic designation.”

3. *Create an inviting pedestrian environment that encourages walking along Broadway and for crossing the Boulevard*

20 comments supported this goal. They included:

- “Pedestrian friendly, wide sidewalks, lots of trees.”
- “I am concerned that light will be eliminated or Broadway will be so wide to make crossing it dangerous or scary, like Campbell at Broadway.”
- “Walk able Broadway- inviting to stroll- easy to cross-easy to shop and access businesses.”
- “I want to see this road redesigned to put the safety and comfort of our most vulnerable roadway users first. Build improvements for people not cars! It’s people that come into and support businesses-not cars. More people would come by foot or by bike and transit if it was a more convenient and comfortable option.”

4. *Provide east-west mobility for bicyclists of various skill levels on Broadway Boulevard and parallel streets.*

20 comments supported this goal. They included:

- “Build better bike paths and extra lanes for cars won’t be needed, especially for the short commute from the Country Club area to Downtown.”
- “Separated bike lanes.”
- “Encourage bicycles to use 3rd street. Clearly marked, well-lighted and crossings for a usable bike route.”
- “Wider bike lanes.”

5. *Optimize the use of the right-of-way to improve mobility and safety for all modes of travel along and across Broadway.*

19 comments supported this goal. They included:

This project is funded by the City of Tucson, Pima County and the Regional Transportation Authority (RTA), and is part of the voter-approved, \$2.1 billion RTA plan that will be implemented through 2026. Details about the plan are available at www.RTA mobility.com.

- “Make my commute safe whether I drive, bike or bus!”
- “Make it pretty and inviting to walk or drive or bike.”
- “People move in a variety of ways-Not just by car to places not just to a through area.”
- “There are so many awesome and creative ways to satisfy the bond that do not include widening road bed.”

6. *Increase the amount and quality of landscaping and lighting along Broadway through an approach that is efficient in terms of capital and maintenance costs*

14 comments supported this goal. They included:

- “Pedestrian friendly, wide sidewalks, lots of trees.”
- “Please include “green space” between East and West traffic.”
- “Trees and landscaping.”

7. *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*

12 comments supported this goal. They included:

- “Preservation of small local businesses.”
- “Please encourage pedestrian and bike friendly mass-transit options that will encourage local opportunities-not just chain/franchise.”
- “Celebrate its mid-century heritage with more local businesses”

8. *Respect the aesthetic character of the districts along Broadway while encouraging maintenance and reinvestment to improve aesthetic appearance of existing development. Also, encourage new development that complements today’s aesthetic character*

12 comments supported this goal. They included:

- “Elegant, Historic.”
- “Make it pretty and inviting to walk or drive or bike.”
- “We need to beautify Broadway to have it represent the beauty of Tucson as a gateway to downtown.”

9. *Minimize widening of Broadway Boulevard*

11 comments supported this goal. They included:

This project is funded by the City of Tucson, Pima County and the Regional Transportation Authority (RTA), and is part of the voter-approved, \$2.1 billion RTA plan that will be implemented through 2026. Details about the plan are available at www.RTA mobility.com.

- “Restore the pedestrian environment by widening sidewalks not the road.”
- “No 8 Lanes!”
- “Instead of widening all of Broadway, only widen intersections. Bus pullouts at all bus stops.”

10. Encourage a mix of neighborhood and regional serving businesses to support vibrant mixed use districts along Broadway

10 comments supported this goal. They included:

- “Yes! Destination. Not a corridor place of architecture business, Taxpaying, local owners, more people in lots of ways not just cars.”
- “To become a destination for people to shop, eat, meet, congregate. To be a vibrant urban place NOT a traffic corridor to thoroughly move people through.”

11. Protect all individually historic and contributing buildings, signage, and sites

10 comments supported this goal. They included:

- Save the buildings! Especially the church just west of Campbell-beautiful!”
- “It would be much better to preserve our architectural heritage along this route. Keep the buildings, forgo the asphalt”
- “...the historic buildings and exceptional mid-century character along Broadway Boulevard must be spared in conjunction with the planning for this roadway expansion.”

12. Provide effective east-west high capacity transit on Broadway Boulevard

10 comments supported this goal. They included:

- “A lot more people could travel in a narrower roadway using Bus Rapid Transit.”
- “Minimal median in anticipation of future center lane LRT (following 2009 PAG HCT Plan).”

There were 48 other goals that received less than 10 comments of support, including 26 that had one supportive comment. Furthermore, 17 comments supported the incorporation of bus pull-outs, which were not included in a specific goal statement. These are listed in a table included in Appendix B.

Recommendations for Vision and Goals

This project is funded by the City of Tucson, Pima County and the Regional Transportation Authority (RTA), and is part of the voter-approved, \$2.1 billion RTA plan that will be implemented through 2026. Details about the plan are available at www.RTAmobility.com.

While many open house comments supported the Draft Vision and Goals, some comments raised issues that had not already been addressed. The following are the project team's recommendations for potential new goal statements to add to the Draft Vision and Goals, as well as, modifications to the existing vision and goal statements.

Recommended new goals

- *Improve the economic and transportation linkages of Broadway and the uses along it with Downtown and the University of Arizona.*

This goal is based on the comment, "Broadway can become a vital extension of downtown and the U of A if it remains sensitive to the unique historic context and it encourages the economic development of small local businesses along the corridor."

- *Widen Broadway to accommodate through and commute traffic.*

This goal is based on two comments: 1) "Broadway is the only East-West direct route to downtown and its current purpose is as commuter route. However no committee member has interests to the east or west of the small area and only 2 posters in entire presentation are traffic information. These stats show 50,000 daily trips will be impacted without representation. If you close road with bikers/light rail, what is the alternative for commuters, downtown, El Con, or points East?" and 2) "Broadway needs widening to 6 lanes to avoid congestion on the 4 way street portion of Broadway."

- *Do not widen Broadway beyond the existing curbs.*

This goal is based on the comment, "There are so many awesome and creative ways to satisfy the bond that do not include widening road bed. We could have an exciting and fantastic improvement to Broadway to make it a place not a thru-way."

Recommended modifications to Vision and Goals

Destination comments

More than a dozen comments mentioned the word "destination," typically in reference to the desire for the Broadway corridor to remain or become a destination. The use of the destination term was often in opposition to a throughway for traffic. These "destination" comments included the following:

This project is funded by the City of Tucson, Pima County and the Regional Transportation Authority (RTA), and is part of the voter-approved, \$2.1 billion RTA plan that will be implemented through 2026. Details about the plan are available at www.RTAmobility.com.

- “Make sure Broadway improves as a destination, not just a roadway to somewhere else!”
- “To become a destination for people to shop, eat, meet, congregate.”
- “A destination that deserves to be nurtured and cultivated beyond preservation.”
- “If you destroy all of the North side businesses how do you expect this area to be/remain a destination?”

Because Broadway being a destination is a cross-cutting issue with implications to community character, economic development, and transportation, the project team believes the way to address this issue is to make an addition to the Vision Statement.

The team’s recommendation is to choose one of these two bullets to add to the Vision Statement:

- Balance the Boulevard’s function as a major street serving citywide mobility with its function as an attractive destination; or
- Design the street improvements to support making Broadway a stronger retail, service, and civic destination.

Historic preservation comment

One comment regarding historic preservation led the project team to recommend broadening a historic goal to support maintaining the viability of Historic Districts. This modification is italicized below.

“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.*”

Aesthetic character comments

Six comments resulted in the team proposing to modify a goal regarding aesthetic character to clarify that the goal is about the combination of street and development aesthetics. This modification is italicized below.

“Respect the aesthetic character of *Broadway and the places along it* while encouraging maintenance and reinvestment to improve aesthetic appearance of existing development. Also, encourage new development that complements today's aesthetic character.”

Next Steps

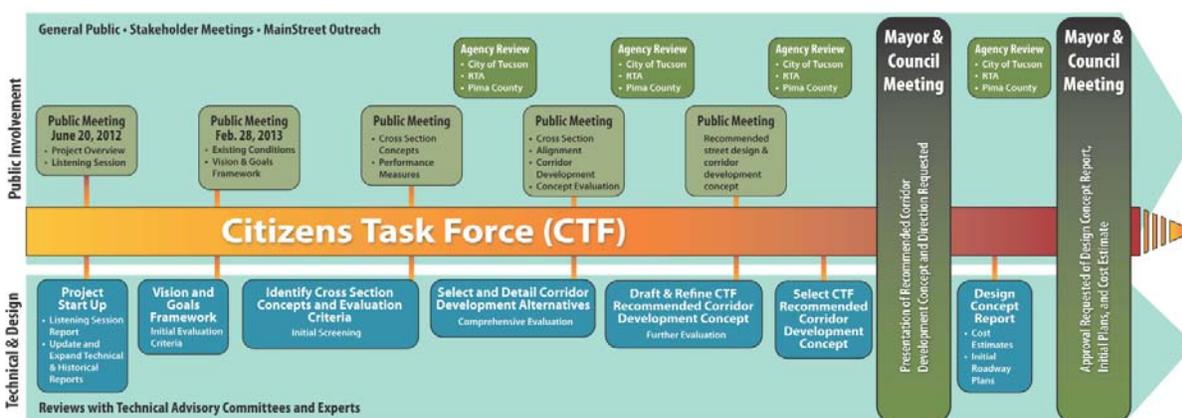
The public input received at the Progress Report and Community-Wide Input Event will be critical in helping the project team and the CTF refine and finalize the Draft Vision and Goals Statements. The finalized Draft Vision and Goals Statements will help guide the

This project is funded by the City of Tucson, Pima County and the Regional Transportation Authority (RTA), and is part of the voter-approved, \$2.1 billion RTA plan that will be implemented through 2026. Details about the plan are available at www.RTA mobility.com.

selection of cross section alternatives, performance evaluation criteria, and the draft corridor concepts that the CTF take into consideration when making their ultimate design decisions and recommendations.

As the CTF moves further into the planning and design phase, the public and stakeholders will be provided with more opportunities to provide input at key points in the design process that will help inform the roadway’s design and “final” alignment. A framework of these strategic decision points in relationship to the key Planning & Design phase work can be seen in the diagram below.

The ultimate product of this process will be a Mayor and Council approved Design Concept Report (DCR) that takes the project to 15 percent design plans. The DCR will define many of the physical aspects of the selected corridor development approach.



This event report, all current and future CTF meeting summaries and the results of all activities associated with the public involvement process will be made available to the general public and decision makers via the project website, and regular updates. This will allow the general public to gain a better understanding of the input and processes used to create the DCR. It will also give decision makers a tool that will guide the decision making process to achieve equitable and community-supported outcomes for the constituents of all sponsoring agencies involved.

Please visit www.tucsonaz.gov/broadway for more detailed information.

This project is funded by the City of Tucson, Pima County and the Regional Transportation Authority (RTA), and is part of the voter-approved, \$2.1 billion RTA plan that will be implemented through 2026. Details about the plan are available at www.RTAmobility.com.