

# LEARN, ASK, GET INVOLVED!

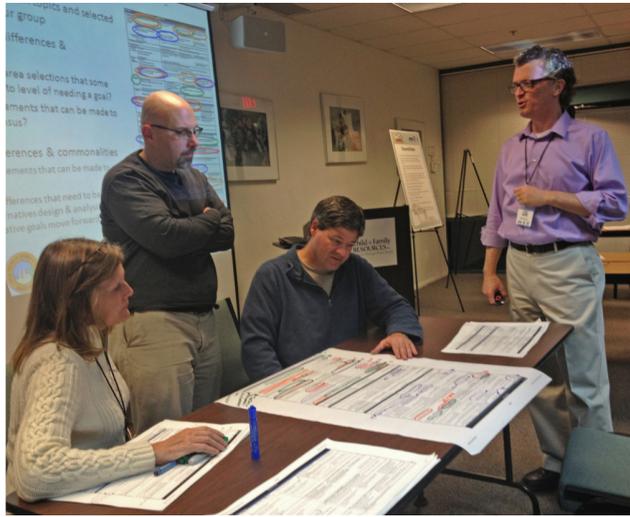
**The Broadway project is now in the Planning and Design Phase, offering the public the greatest opportunity to shape future improvements.**



**BROADWAY BOULEVARD**

EUCLID to COUNTRY CLUB

# Public Participation during Planning & Design



**Attend a Citizens Task Force (CTF) meeting:** The 13-member CTF is the primary vehicle for Broadway's public participation process and represents different stakeholder interests in the project area. Monthly meetings are public and offer at least one call to the audience.

**Go to Community-wide Public Meetings:** There are four key decision points in the design process, and community-wide public meetings are planned at each one. The meeting format will vary depending on the input needed.

## Outreach and Support from the MainStreet Business Assistance Program:

The This program provides support to businesses located on Broadway and within a quarter mile of the project area.

MainStreet representatives provide information, facilitate communication and offer individual and group business consulting services free of charge to qualifying businesses.



**Reviews by Agency Decision-makers:** The sponsoring agencies for the project – the City of Tucson, the Regional Transportation Authority (RTA) and Pima County – all have a role in approving the outcomes of this process. Regular updates will be provided to keep agencies informed about public participation, recommendations to date, and issues to be addressed.



**The RTA's Citizens Accountable for Regional Transportation (CART) Committee** is a key partner in this process. The CART tracks the implementation of the RTA Plan and makes recommendations to the RTA Board. A CART member serves as a liaison to/ex-officio member of the Broadway CTF, and provides regular updates to the CART Committee.

# The Citizens Task Force (CTF)



STAKEHOLDER GROUP REPRESENTATION	TASK FORCE MEMBER
Neighbor Interests - NW	Colby Henley, Rincon Heights NA (Historic District), current President
Neighbor Interests - NE	Mary Durham-Pflibsen, Sam Hughes NA (Historic District), CTF Vice Chairperson
Neighbor Interests - SE	Shirley Papuga, Broadmoor-Broadway Village NA, past president
Neighbor Interests - SW	Michael J. "Jamey" Sumner, Miles NA
Business Interests - North	Anthony R. DiGrazia, <i>Rocco's Little Chicago</i>
Business Interests - North	Bruce Fairchild, <i>Bruce's Lock Shop</i>
Business Interests - South	Bob Belman, <i>Arizona Auto Refrigeration</i>
Business Interests - South	Diane Robles, <i>Child &amp; Family Resources, Inc.</i>
Citizens Transportation Advisory Committee (CTAC)	Farhad Moghimi, CTAC Chairman
Tucson Pima County Bicycle Advisory Committee	Elizabeth Scott
Tucson Planning Commission	Steven Eddy, AICP, CTF Chairperson
Special Needs	Jon Howe, Sam Hughes NA
Regional Interests (RTA appointment)	Michael Butterbrodt, <i>Inglis Florists</i>

# SEATS	STAKEHOLDER GROUP REPRESENTATION (NOMINATING/APPOINTING AUTHORITY)
4	Neighbor interests along the project Corridor, TDOT Director, with input from Wards 5 & 6
4	Business interests along the project Corridor, TDOT Director, with input from Wards 5 & 6
1	Regional interests, Regional Transportation Authority (RTA)
1	Special needs and interests, TDOT Director, with input from Commission on Disability Issues (CODI)
1	Citizens Transportation Advisory Committee (CTAC) representative
1	Alternative modes of transportation representative, Tucson Pima Bicycle Advisory Committee
1	Tucson Planning Commission representative, TDOT Director



**Tapping into Community Stakeholders:** A variety of stakeholders has been identified initially and include these broad categories:

- CTF applicants
- project area property owners, business owners, residents, neighborhood associations, and grassroots advocacy groups



- elected officials and agency public committee members
- community interest organizations and professional groups.

It is expected that this stakeholder list will grow as the project continues.

**Project Area**

- Residents (including Wards 5 & 6; County Sup Districts 2 & 5)
- Neighborhood Associations and Historic Districts
  - Rincon Heights Historic District
  - Sam Hughes Historic District
  - Broadmoor-Broadway Village Neighborhood Association
  - Miles Neighborhood Association
  - Arroyo Chico Neighborhood Association
- Broadway Coalition
- Businesses (All on north side & south side; within ¼ mile of Broadway project area)
- Property Owners (Residential & commercial)
- Specific Properties/Populations
- Citizens Task Force Applicants
- Broadway Project email listserv
- First Assembly of God Church
- Miles Elementary School
- Council house
- Casitas on Broadway
- Special Populations: Differently-abled, young children, families, senior citizens, elderly
- Multi-modal transportation users:
  - Auto Commuters – Area and non-area residents
  - Cyclists
  - Walkers
  - Runners
  - Bus Riders
  - Differently-abled populations
  - Customers visiting businesses

**Outside/Near Project Area**

- Neighborhoods along Broadway
- Businesses along Broadway

**Public Agencies**

- City of Tucson (Mayor and Council, staff)
- City of Tucson Boards, Committees, Commissions
- Bicycle Advisory Committee, Tucson-Pima County (TPCBAC)
- Commission on Disability Issues (CODI)
- Planning Commission (PC)
- Transportation Advisory Committee, Citizen (CTAC)
- Historical Commission, Tucson-Pima County (TPCHC)
- RTA (CART, Technical/Management Committee, Board, staff)
- Pima Association of Governments (Working groups and committees, staff)
- Pima County (Board of Supervisors, Bond Oversight Committee, BCCs, staff)
- Tucson Unified School District (Board, staff)
- University of Arizona (President, CAPLA, Transportation Planning, Eller College)

**Other Populations / Related Organizations**

- Downtown
- Downtown Tucson Partnership
- Downtown Neighborhoods & Residents Council
- Business
  - Black Chamber of Commerce
  - Green Chamber of Commerce
  - Hispanic Chamber of Commerce
  - Local First Arizona
  - Metro. Tucson Chamber of Commerce
  - NAWBO (Women’s Business)
  - Tucson Originals
- Planning, Development, Land Use, Engineering, Real Estate
  - Arizona Planning Association
  - American Institute of Architects (AIA)
  - Imagine Greater Tucson
  - Living Streets Alliance
  - Metropolitan Pima Alliance
  - Southern Arizona Home Builders Association (SAHBA)
  - Southern Arizona Transit Advocates
  - Tucson Association of Realtors
  - Women in Transportation Seminars
  - UA CAPLA & Drachman Institute
  - Urban Land Institute
  - Climate & Sustainability
  - Sustainable Tucson

**We want to expand the Stakeholder List. Who needs to know about this project? Who should be invited to be involved?**

*Sign Up Here!* 



# Project Team



- The project team mission is to develop a Design Concept Report based on feedback and direction from the Citizens Task Force and the public.
- Project prime and other experts selected through a competitive procurement process.

ROLE / DISCIPLINE	MEMBER
Lead Agency/ Project Manager	<b>City of Tucson</b> Jennifer Toothaker Burdick, City of Tucson Department of Transportation
Prime Consultant/ Project Manager	<b>HDR Engineering</b> Michael T. Johnson, PE, RLS
Context Sensitive Boulevard Design	<b>Community Design + Architecture</b> Phil Erickson, AIA, Architect, President Tim Sullivan, AICP, Associate
Public Involvement	<b>Kaneen Advertising &amp; Public Relations, Inc.</b> Joan Beckim, IAP2 certified Joshua Weaver
Traffic Engineering	<b>Kittelson &amp; Associates, Inc.</b> Jim Schoen, PE, Principle
Architecture, Historic Assessment	<b>Swaim Associates, LTD</b> Phil Swaim, AIA Laura Vertes
Right-of-Way Cost Estimating	<b>Tierra Right of Way Services, Ltd.</b> Mack Dickerson, SR/WA, RW/RAC Myrlene Francis, SR/WA
Cooperating Agency	<b>Pima County</b> Rick Ellis, PE, Engineering Division Manager, Pima County Department of Transportation
Cooperating Agency	<b>Regional Transportation Authority (RTA)</b> James R. DeGrood, PE, Director of Transportation Services
Business Assistance	<b>MainStreet Program</b> Britton Dornquast, Program Manager Jan Aalberts-Waukon



# Public Participation Guided by 2 Philosophies

- 1) Context Sensitive Solutions (CSS):** CSS is a collaborative, interdisciplinary process that involves stakeholders to plan and design a roadway that fits its applicable setting and preserves scenic, aesthetic, historic and environmental resources, while maintaining safety and mobility. The CSS process is defined by these guiding principles.
  - Strive towards a shared stakeholder vision to provide a basis for decisions.



- Demonstrate a comprehensive understanding of contexts.
- Foster continuing communication and collaboration among and within groups to achieve consensus.
- Exercise flexibility and creativity to shape effective transportation solutions, while preserving and enhancing community and natural environments.

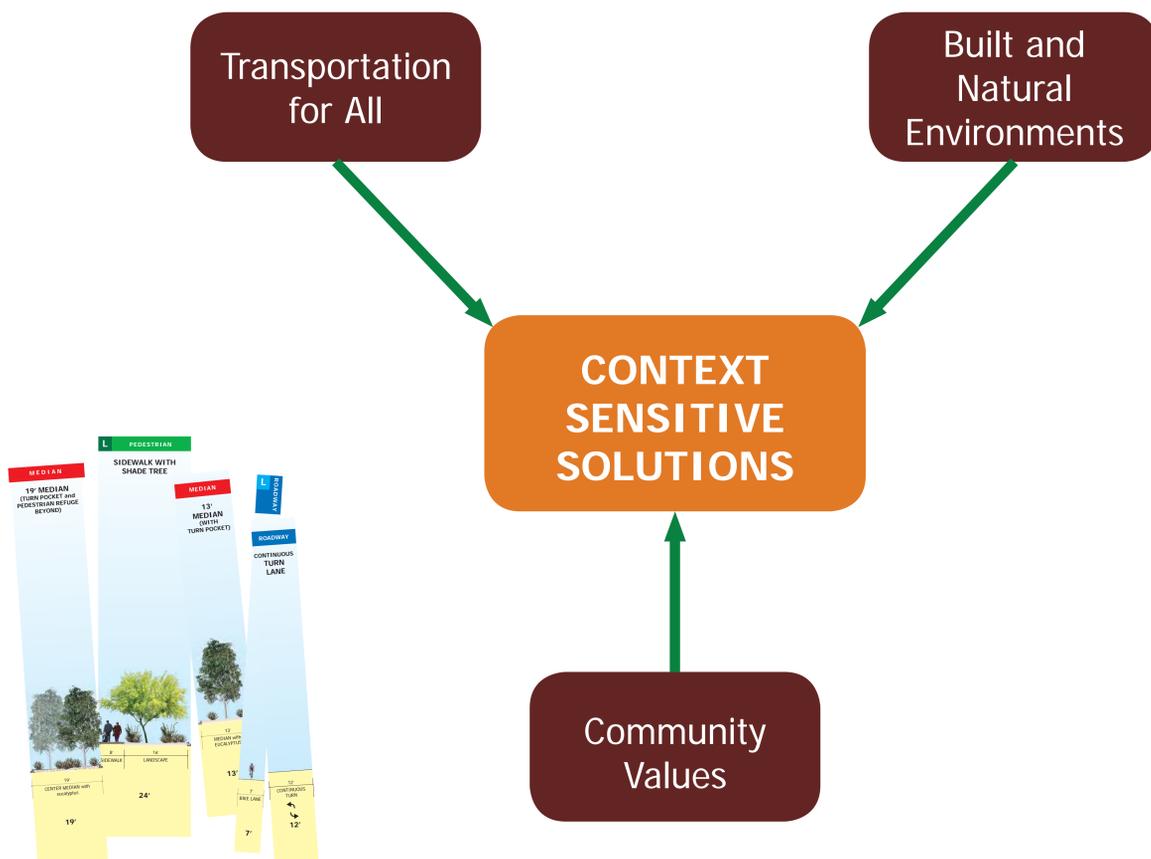
- 2) International Association of Public Participation (IAP2):** IAP2 has the primary mission of advancing public participation by providing tools, information, and educational resources to help facilitate and conduct high quality public involvement and participation programs. The Collaborate level of IAP2 participation is sought for the Broadway Project's Planning and Design Phase.

CONTEXT SENSITIVE SOLUTIONS is a collaborative, interdisciplinary, holistic approach to the development of transportation projects that involves both the process and end result. The Broadway Boulevard project is using a CSS approach and the project's team includes members who are experienced in applying CSS principles in transportation projects.

## What CSS is:

- SHARING DECISION MAKING
- BALANCING TRAVEL AND OTHER NEEDS
- EMBRACING COMMUNITY VALUES
- MULTIMODAL, BENEFITING ALL USERS
- SUSTAINED, ITERATIVE, AND PARTICIPATORY
- PLACEMAKING—BRINGING TOGETHER COMMUNITY DESIGN AND STREET DESIGN

## An Integration of:



## What CSS is NOT ?

- DESIGNER/ENGINEER KNOWING BEST
- IMPROVING TRAVEL PERFORMANCE ONLY
- SACRIFICING SAFETY OR GOOD DESIGN
- JUST AESTHETICS
- PUTTING NEEDS OF A SINGLE MODE FIRST
- ADD-ON TO CONVENTIONAL APPROACH
- "US AGAINST THEM"

## CSS Decision Making

- SOLVE MULTI-DIMENSIONAL PROBLEMS
- FRAME CHALLENGES/TENSIONS EARLY
- CONFRONT TRADE-OFFS AND SUPPORT A COMMON OUTCOME
- IDENTIFY EVALUATION CRITERIA BASED ON GOALS
- OPEN, HONEST, AND RESPECTFUL





International Association  
for Public Participation

**Public  
participation  
goal**

# IAP2 Spectrum of Public Participation

*Increasing Level of Public Impact*

## **Inform**

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

## **Consult**

To obtain public feedback on analysis, alternatives and/or decisions.

## **Involve**

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

## **Collaborate**

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

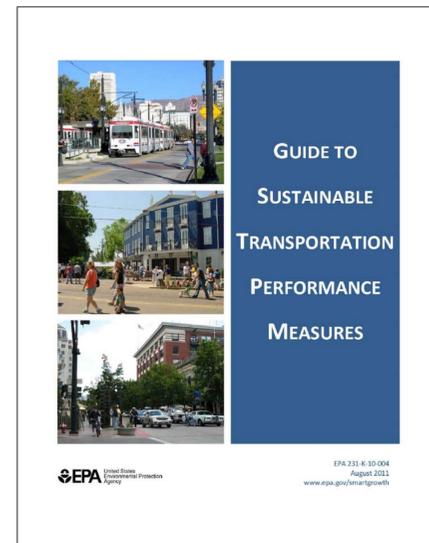
## **Empower**

To place final decision-making in the hands of the public.

# EPA GUIDE TO SUSTAINABLE TRANSPORTATION PERFORMANCE MEASURES

Reference: *Guide to Sustainable Transportation Performance Measures*, U.S. Environmental Protection Agency publication EPA 231-K-10-004; August, 2011

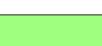
Purpose: ". . . plan, build, and operate transportation systems that -- in addition to achieving the important goals of mobility and safety -- support a variety of environmental, economic, and social objectives."  
(Page 3 of reference)



EPA Performance Measure	Description	Suggested Evaluation Metrics	Plausible Policy and Design Measures
1. Transit Accessibility	Reflects the relative convenience of transit as a mode choice	Distance to transit stops Destinations accessible by transit	Focus on transit-promoting policies when considering density and mix of jobs, housing, and commercial activity in developing land use planning
2. Bicycle and Pedestrian Mode Share	Bicycling and walking are core elements of a sustainable transportation system	Proportion of trips taken by bicycle and walking mode	Provide land use mix and density conducive to bicycle activity  Consider separation from traffic, number of driveways and unsignalized crossings of the bike path, and other elements that influence bicycle level of service
3. Vehicle Miles Traveled (VMT) per Capita	VMT contributes to congestion and air pollution	VMT per capita	Identified by EPA as a regional issue not applicable to individual projects.  Choices regarding development of the Broadway corridor are not likely to affect VMT.
4. Carbon Intensity	CO <sub>2</sub> is the primary greenhouse gas emitted by transportation	Annual CO <sub>2</sub> produced by vehicles using Broadway	Approaches that reduce congestion will produce less greenhouse gas and other tailpipe emissions.
5. Mixed Land Uses	Conventional zoning often segregates residential from commercial land uses necessitating longer commutes to and from work	Ratio of jobs to housing -- should be as close to 1:1 as possible	Develop land use plan and roadway design to support mix of uses, reduce commute
6. Transportation Affordability	The ability of transportation system users to pay for transportation based on cost and income level	Annual cost of transportation relative to annual income.	Provide viable transportation and residential options.
7. Benefits by Income Group	The transportation system should not disproportionately burden low-income and minority communities.	Factors supporting viability transit system such as – Distance to nearest transit stop – Travel time to work and other destinations – Availability of nighttime service – Available low-cost transit options – Frequency of service – Degree of crowding – Number and quality of bus shelters	Plan the corridor to support a viable transit system
8. Land Consumption	Compact development patterns and transportation investments that support these patterns use land more efficiently.	Net loss of residential property Net loss of commercial property Net loss of historic structures Net loss of significant structures	Consider innovative approaches such as combining streetside improvements with private sidewalks and landscaping  EPA focuses on open space, natural habitat, and so forth, and does not consider this criterion applicable to corridor studies
9. Bicycle and Pedestrian Activity/Safety	Primarily used to determine where bicycle and pedestrian improvements are justified.	Bicycles per day Pedestrian per day	Utilize landscaping, buffering, sufficiently wide sidewalks and bike lanes street furniture, and other element to create an appealing streetside design
10. Bicycle and Pedestrian Level of Service (LOS)	Historically level of service measures for bicycles and pedestrians focused on speed and minimizing delay.  The Transportation Research Board's <i>2010 Highway Capacity Manual</i> significantly revises the approach to reflect comfort, safety and other factors that reflect the users' perspective.	Factors affecting bicycle LOS – Traffic volume – Directional and peak hour factors – Number of through lanes – Speed limit – Percentage of trucks – Surface condition – Width of outside lane – On-street parking – Distance to outside travel lane – Parking width (to right of bike lanes)  Factors affecting pedestrian LOS – Traffic volume – Directional and peak hour factors – Number of through lanes – Traffic speed – Buffer widths – Sidewalk width – Outside lane width – On-street parking permitted – Distance to outside travel lane – Existence and spacing of trees	Utilize landscaping, buffering, sufficiently wide sidewalks and bike lanes street furniture, and other element to create an appealing streetside design
11. Average Vehicle Occupancy	Higher occupancy rates result in fewer vehicle on the roadway, reducing congestion.	Number of passengers per vehicle	Primarily depends on regional rather than individual project decisions and policies. Examples include car pooling programs, high-occupancy vehicle (HOV) lanes, tolls, and preferential parking.
12. Transit Productivity	Measures the return on investment in the transit system	Passenger miles traveled per vehicle revenue mile and other similar measures.	Plan the corridor to support a viable transit system (Same as 7 above)

Transportation performance measures applicable for this project: 

Transportation performance measures not applicable for this project: 

Non-transportation measures applicable for this project: 

## CTF COMMENTS, SUGGESTIONS, AND CONCERNS TO DATE

REMARK	RESPONSE
Questions the use of traditional "Level of Service" to measure roadway performance.	Follow recommendations of EPA's "Guide to Sustainable Transportation Performance Measures" as indicated above. Note that the guidelines of that document supplement rather than replace standard capacity considerations.

# Planning and Design Process

## Representative Task Force Comments and Issues Raised to Date

These and other issues and concerns that have been raised during the on-going planning dialogue, and that will continue to be raised through the public input process, will be addressed through further planning, design, and evaluation of alternatives as the Broadway Boulevard project moves forward.

### CTF DEFINED SUCCESS REPRESENTING STAKEHOLDERS

“Stakeholders feel their interests represented, input considered, discussed; two-way communication—stakeholders provide input into decisions, understand how decisions made.”

“Solid information is shared.”

“A majority of interests are satisfied.”

“Adds to opportunities for all businesses to benefit.”

“Broadway treated as unique road that it is.”

“Livability, sustainability for Broadway, City, Metropolitan area.”

“Getting up to speed on the design process.”

“Impossible to represent north side interest as planned; livelihood will be obliterated. Amend plan for north side business interests.”

### PUBLIC INPUT / PARTICIPATION

“Public input is a big deal; need a feedback loop to identify how public input is going. Not sure we have this.”

“Could use this project to set the standard and pave the way for future projects.”

“Would like to learn about other projects going on to get a knowledge base and be informed.”

“Bring Downtown Links into the Broadway equation. Once Aviation is completed it will siphon traffic from Broadway. East of Aviation they are building an extension off of Palo Verde which will add traffic down on Aviation which could put more traffic on Broadway. A big map would be useful. I believe Jim DeGrood or PAG may have one.”

### RTA DECISION-MAKING RELATIONSHIP TO BROADWAY PROJECT / PROJECT MODIFICATION

“Looking for direction from RTA Board, feedback if off-track.”

“What if design is different from the voter-approved scope (6-lane arterial + 2 dedicated bus lanes, bike lanes, sidewalks)?

Will RTA withdraw funding?”

“Does the RTA Board have authority to make changes and not send the entire plan back to voters?”

“What does mandate, funding, implementation of plan mean?”

“10% threshold? By specific projects, or all improvement projects in aggregate?”

“Are members of CART or TAC compensated? List on website?”

“Is Grant Road Improvement Project a template for how to communicate with RTA?”

### “FUNCTIONALITY” POLICY

“Does CTF get to define the definition of functionality?”

“Hate for CTF to bring broad community vision to RTA Board, and it is thrown out.”

“What is your best interpretation as to what the RTA Board understands functionality to be? Metrics?”

“Can we assume studies undertaken thus far reflect the values of RTA Board regarding functionality?”

“Was functionality language on the ballot?”

“Has any part of RTA Board policy ever been changed by Board? Any reason Board could change policy since original assumptions didn’t pan out?”

“Encouraged to see a broad conversation regarding functionality. The term in the RTA’s policy is not defined and the City has empowered us to do so. Happy there have been committees established to help with the definition; let CTF study the corridor and not give away the job of defining functionality for it.”

“We are not experts on functionality, nor planners; however, we will have a good sense of what works and what does not work as we move along. Recommend we continually bring in experts from the RTA, and City Transportation.”

“Have you considered how different income groups are affected by the different high capacity transit options (BRT, light rail, streetcar)?”

“In the slide explaining performance measures, why are some measures grayed out? Isn’t mixed land uses a concern?”

“How can you look at bicycle and pedestrian level of service without considering the activity and safety of both?”

### CONTEXT SENSITIVE SOLUTIONS

“What communities have had good solutions from CSS, where has it proven effective?”

For more information plus Task Force meeting materials and reports

**SCAN**



**VISIT**



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