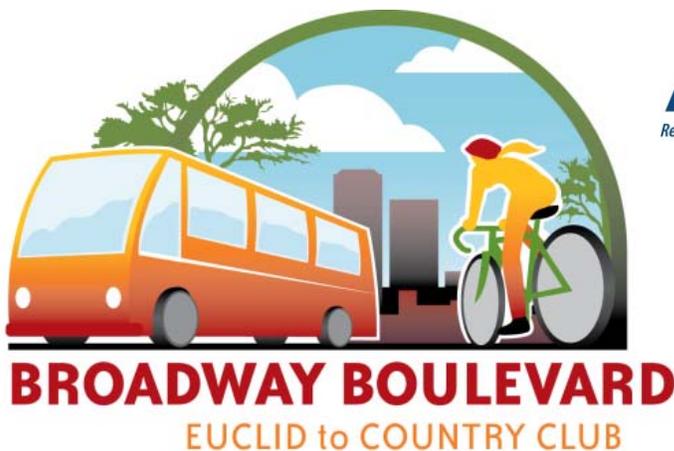


Work in Progress

June 15, 2014

Planning Update and Public Open House Report



Prepared for:

Jennifer Toothaker Burdick

Tucson Department of Transportation

Project Manager

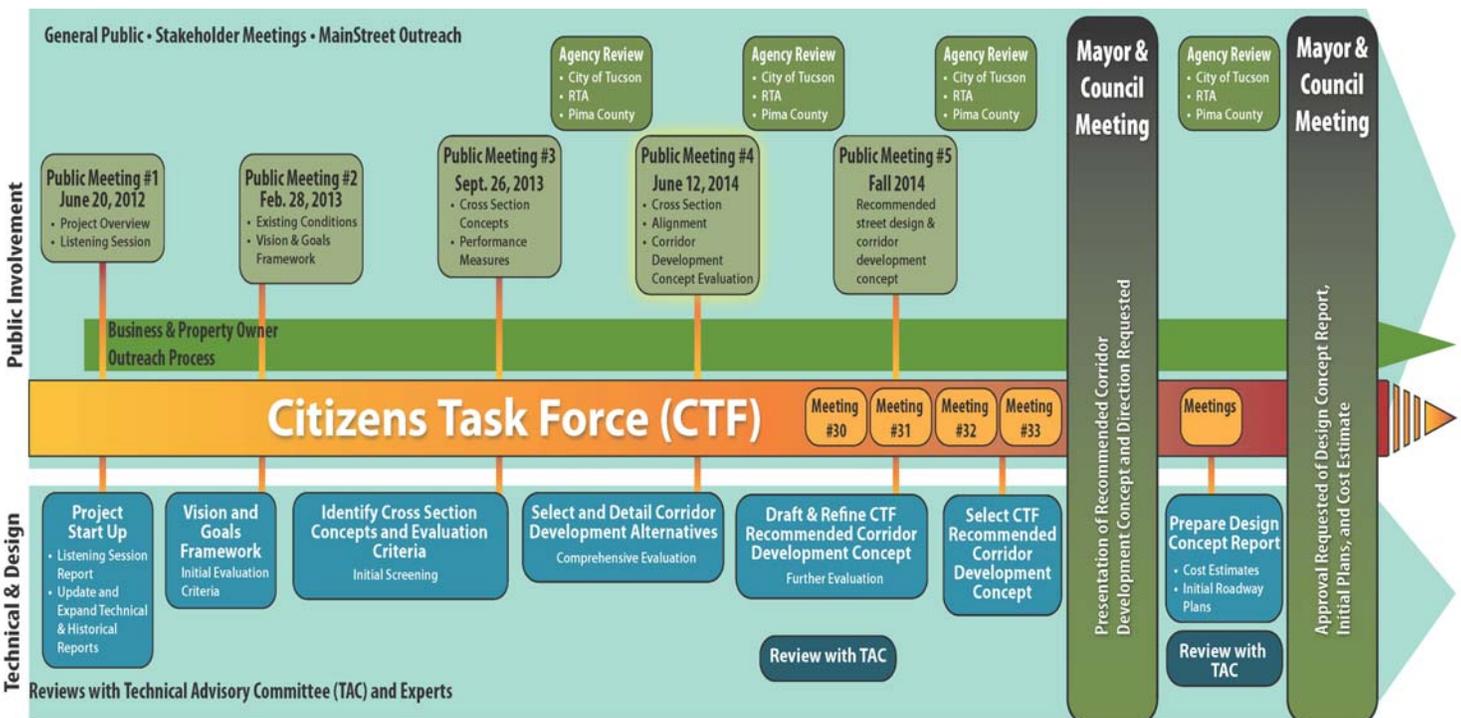


Broadway Boulevard: Euclid to Country Club Improvement Project

DRAFT June 12, 2014 Planning Update and Public Open House Report

Public Involvement Process

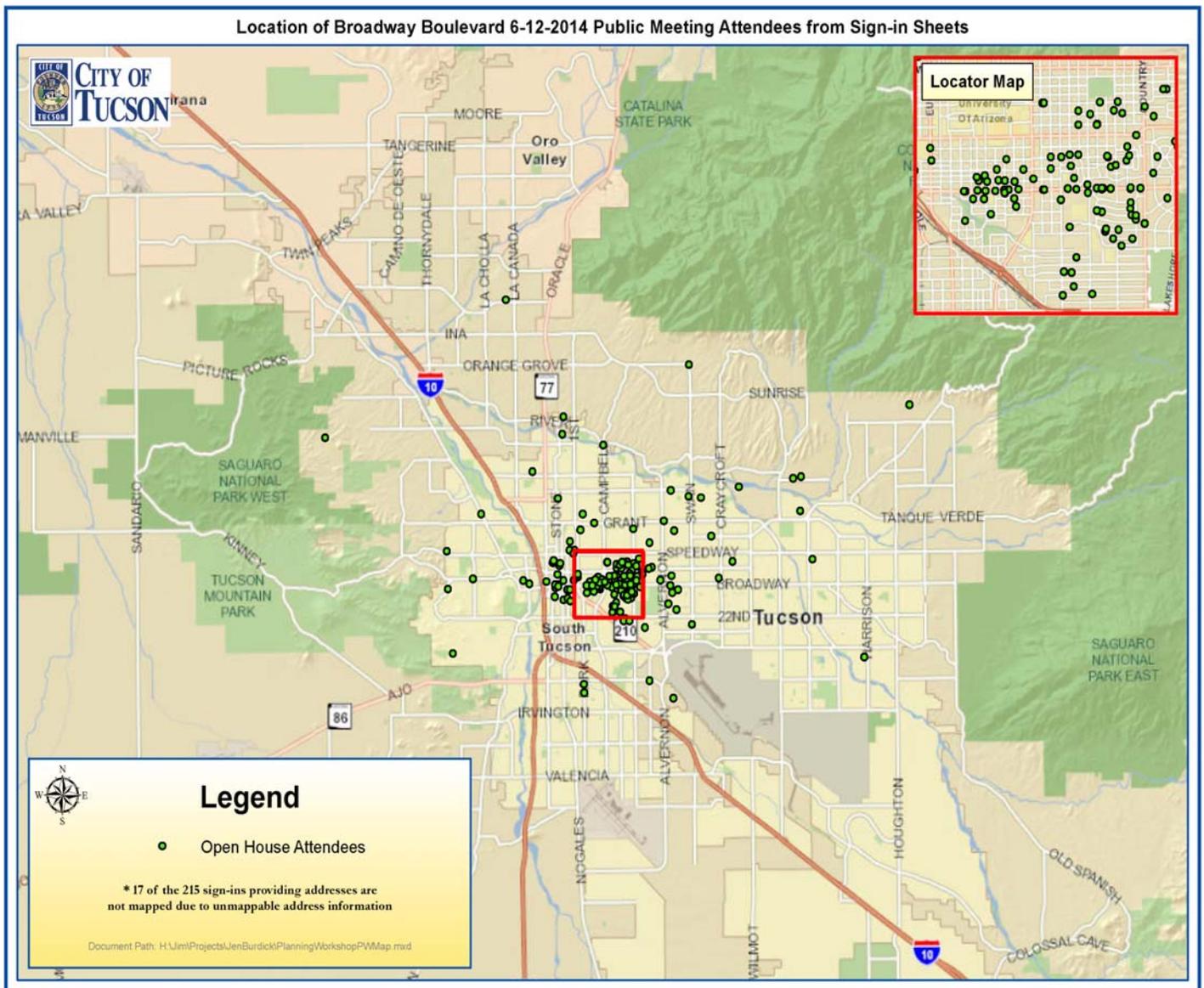
The Broadway Boulevard: Euclid to Country Club Improvement Project is currently in the Planning and Design Phase, which began June 2012. This phase of the project will provide the public the greatest opportunity to inform and shape the resulting improvements, with many opportunities during this phase to engage with local and regional stakeholders through a variety of mediums. The input obtained throughout this phase of the project will inform the street’s design and ultimate placement. Community-wide meetings are an important component of the Public Involvement Process and during the course of the project will be held at critical junctures. The June 12, 2014 Planning Update and Public Open House event was the fourth of five planned large-scale public meetings.



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.

Attendees

Approximately 246 participants signed in at the June 12, 2014 event (the project team estimates that there were more than this in attendance) and the input received will help the Citizens Task Force (CTF) and project technical team advance one to two design alternatives for detailed design analysis and help inform their ultimate project recommendation to the Mayor and Council. Of the approximately 246 participants who signed in, 226 (92%) left their address information. A GIS analysis of this information shows that 107 of the participants live within one mile of the Broadway project; further information about the distribution of open house participants is provided in the Comment Form Background section, below.



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.

Throughout the Planning and Design Phase the CTF will be engaged in a process that seeks to create a street design that best meets the needs and goals of all 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 Planning Update and Community Workshop event. The appendices provide documentation of the input received (A), transcribed database of community input (B), and the displays presented at the event (C).

Goals

As the fourth public meeting in the public involvement process that will guide the planning and design of the Broadway Boulevard Improvement project, the Planning Update and Public Open Event was designed to accomplish the following:

- Reintroduce the CTF and project technical team to the public
- Share CTF key concerns and project take-away's
- Provide information about the planning process to date:
 - Performance Measures as derived from the project Vision and Goals
 - Design alternatives and assessments
 - Project progress and schedule
 - Next steps
- Give individuals in the community the opportunity to provide input, ask questions and learn about the project progress to date, and review the performance measures and street cross section design alternatives that have been developed to date
- Garner input regarding what design alternatives to advance to further stages of design and analysis
- Contribute to the public participation process and engage in dialogue regarding the improvement project

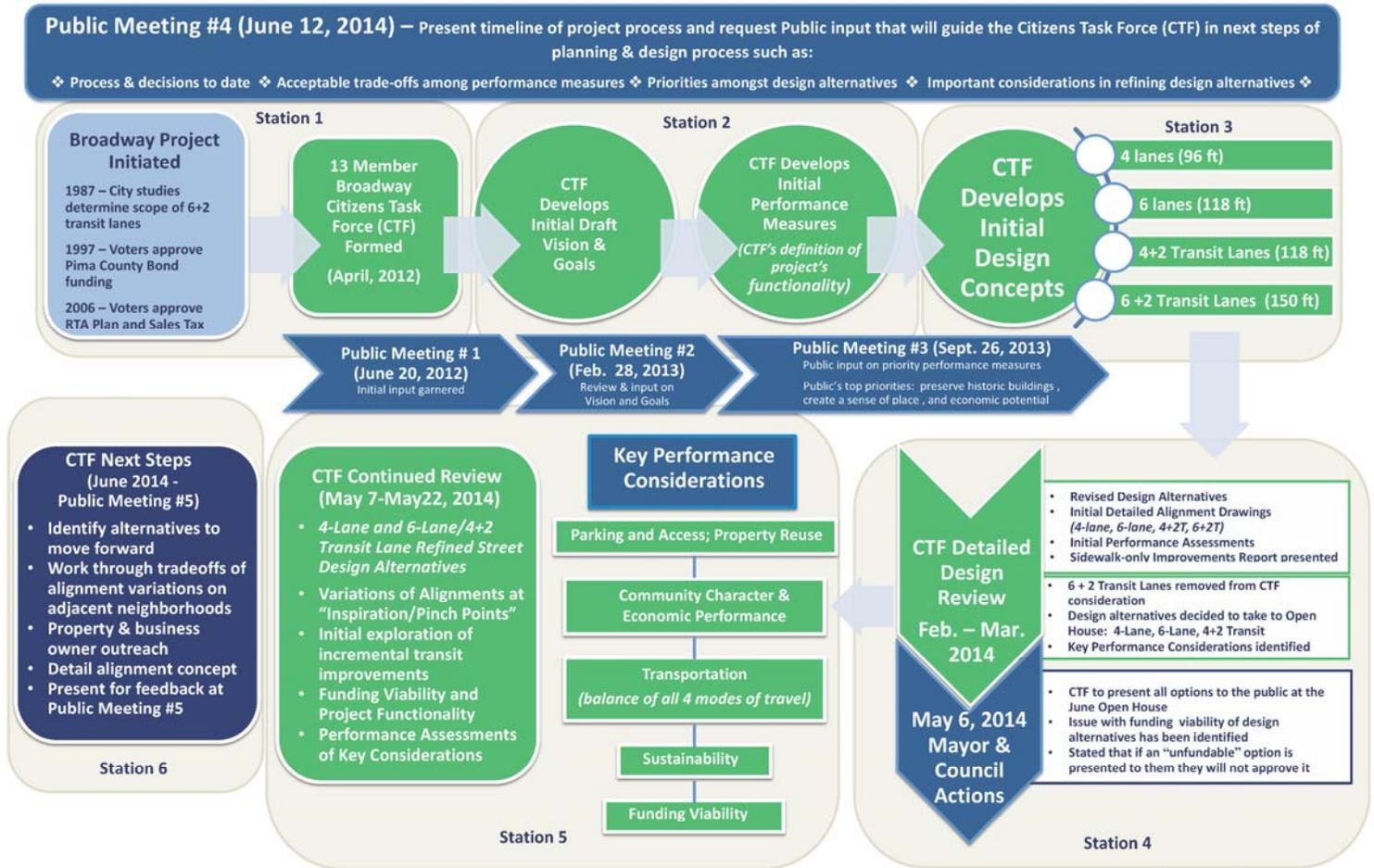
Accomplishing these goals will help advance the public participation process and assist the CTF and project technical team in selecting and refining the preferred design alternative(s) to advance into further study and more detailed analysis.

Format

The Planning Update and Public Open House 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 a small open house format with six stations organized through a timeline of the planning and design phase process. The meeting was designed to be informal and included a brief presentation by Project Manager Jennifer Toothaker Burdick that provided an overview of the open house format.

Work in Progress (revised 7/30/14)

During 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. Additionally, a looping slideshow played during the entirety of the open house that presented quotes from the CTF regarding what has stood out for them so far and what they hoped to hear from the public and accomplish as they move forward with the planning and design process. The Planning Update and Public Open House event format gave the public the opportunity to view the history of the planning and design phase as it has moved forward, the project's critical milestones, and the design alternatives that have been advanced for further study. In short, the Open House told the 24-month story of what the CTF has studied and accomplished.



Comment Form

As members of the public signed in for the meeting they were handed a nine page comment form that included a series of background questions and other questions focused on the materials at each of the six informational stations of the open house. 250 comment forms were available and all of them were distributed to stakeholders. 142 of the forms were filled out and returned at the open house, a 57% response rate; this is a high response rate for this type of opportunity for providing stakeholder input. Copies of the filled out comment forms are provided in Appendix A. Responses to the comment

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.

forms were entered into a Microsoft Excel database and key responses that could inform the CTF’s on-going work were assessed. The assessment is provided in the following background section and the discussion of each open house station, below.

Background Information from Comment Form Responses

The comment form included the following background questions:

Background Questions

- In what zip code do you live? _____
- In what zip code do you work? _____
- How frequently do you travel on Broadway between Euclid and Country Club using the following modes?

Modes	Purpose: (for example work, shopping, etc.)	Daily	Weekly	Monthly	Never
Drive		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Do you patronize businesses along this segment of Broadway? Which ones and frequency

Business Type:	Daily	Weekly	Monthly	Never
Restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Auto Repair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retail Shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The two zip codes that cover the project study area are 85716 and 85719. Table 1 provides information about the number of respondents who live and/or work in the 85716 or 85719 zip codes.

Table 1
Zip Codes that Respondents Live and Work In

Zip Codes	Live In		Work In		Live and Work In [1]	
85716/85719	82	59.4%	48	37.8%	33	23.2%
Other	56	40.6%	79	62.2%	109	76.8%
Total Responses	138	100.0%	127	100.0%	142	100.0%

1. The category Live and Work in the Study Area also includes those respondents who listed themselves as retired for the work question.

Answers to these background questions show that responses to the comment form are from a group that is more varied in terms of where they live and work, in relation to the project study area, than the attendance was at previous public outreach events for the Broadway project. For example, about 78% of the Public Meeting #3 participants who put a dot on a map to indicate where they live, live within 1 mile of the project area. As mentioned earlier in this report, 47 of those who signed in for this public open house and left an address gave one that is within 1 mile of the project area.

The form also asked a question about how people travel along Broadway within the project area. The following chart and table summarize the responses to this question:

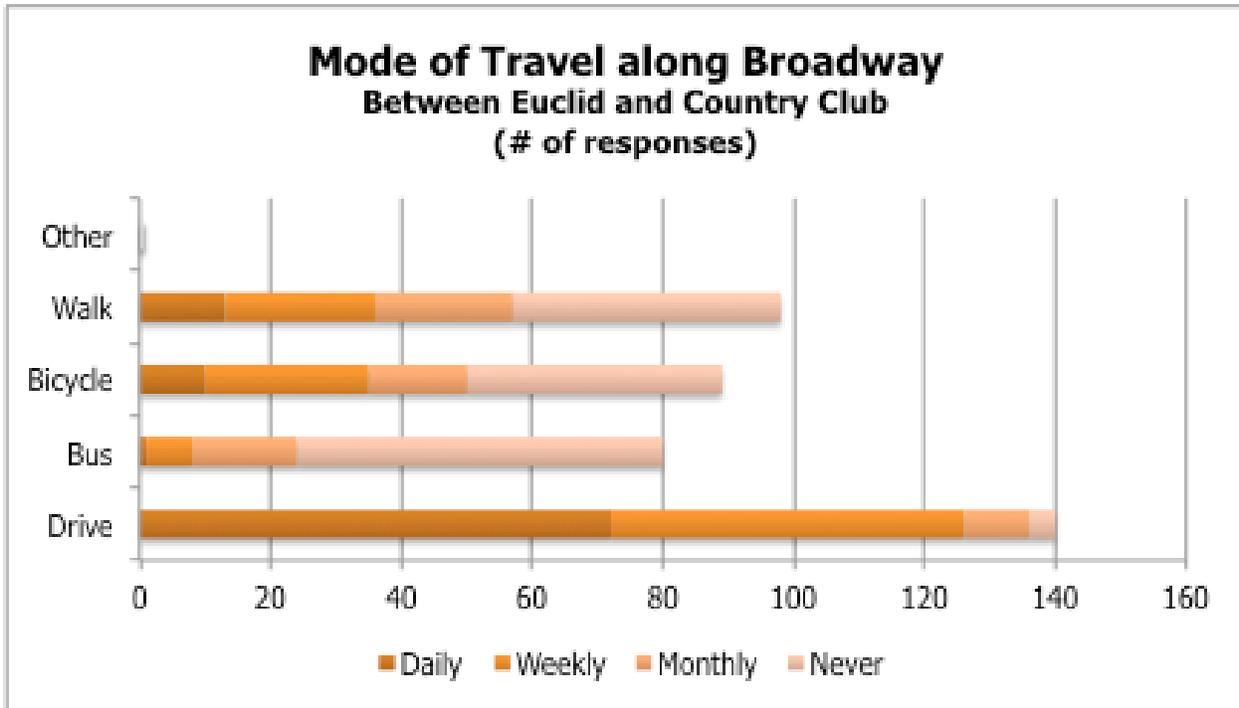


Table 2
Mode of Travel along Broadway between Euclid and Country Club
(% of responses)

	Mode	Live In	Work In	Live and Work In Study Area [1]	Live and Work Outside Study Area	All Responses
Daily	Drive	86%	95%	91%	90%	90%
	Bus	0%	3%	0%	0%	1%
	Bike	21%	10%	13%	5%	13%
	Walk	19%	5%	22%	10%	16%
Weekly	Drive	64%	43%	45%	70%	63%
	Bus	10%	4%	5%	5%	8%
	Bike	28%	39%	45%	35%	29%
	Walk	31%	36%	35%	10%	27%

1. The category Live and Work in the Study Area includes those respondents who listed themselves as retired for the work question.

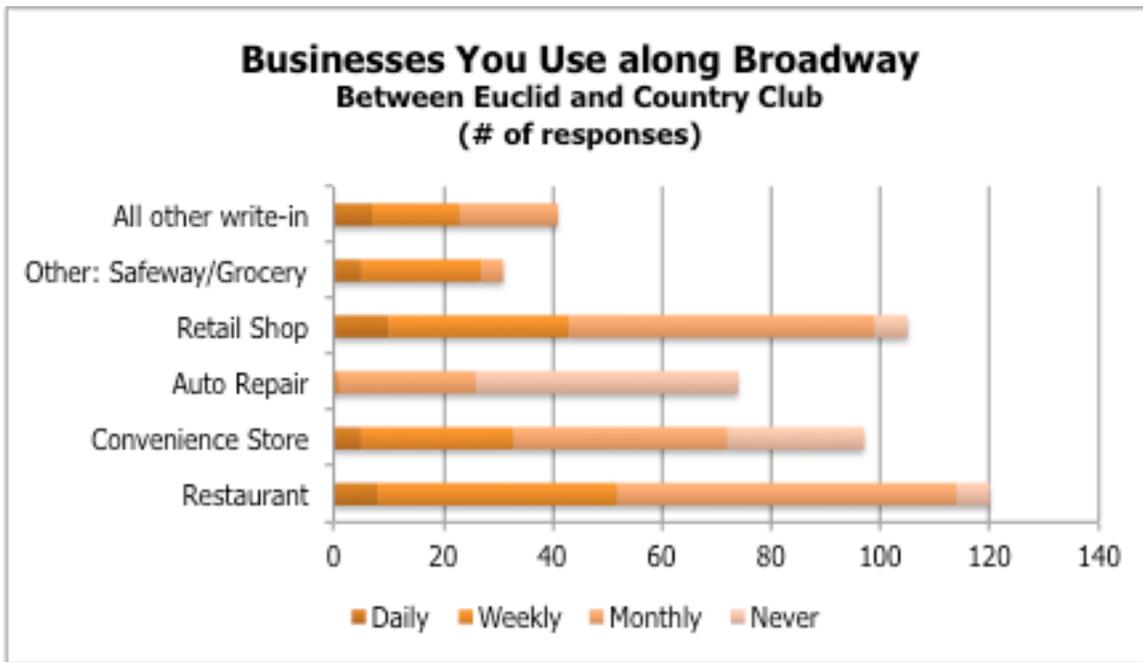
As Table 2. shows, driving is the most frequently used mode of transportation for all respondents, as well as for people in subgroups related to where people live and work. At the other extreme, very few people take the bus daily (1 respondent) or weekly (7 respondents). The percentage of respondents that bicycle along Broadway daily is four times higher for those who live or work within the area compared with those that live and work outside the area. Those that live and work in the area are the most likely to walk along Broadway, which is to be expected because many of them likely work on properties that front Broadway. One conclusion from this information is that improvements to the bicycle and pedestrian environment would benefit about 1/5 to 1/3 of the respondents that live and/or work within the project area.

A comparison between the way that people travel along Broadway today and how they order the importance of vehicle, transit, bicycle, and pedestrian user types highlights the desire to balance street space for all users, and a desire to improve conditions for non-auto users in what is an auto-dominated environment today. See the discussion in the Station 3 section below.

Stakeholder Quotes from Comment Forms

“I would prefer we consider it an ecosystem that works for all - I do not consider bikes more important but do consider them generally under-privileged.”

“Given that the 'playing field' is currently overwhelmingly tilted in favor of one mode-- automobiles-- corrective design to bring parity(?) to all other modes is in order.”



People were also asked about the businesses they use along Broadway in the project area. The figure above and Table 3. show the response results. General retail shopping and dining at restaurants are the most popular commercial activities amongst respondents. People who live and/or work in the area visit restaurants and retail shops along Broadway more frequently than people from outside the area on a daily basis. But on a monthly basis, people from outside the study area do frequent these business types along Broadway. A relatively high percentage of people wrote in under “other” that they visit Safeway or shop for groceries frequently on a daily or monthly basis if they live and/or work in the area. Finally, a third of those that live and/or work in the area visit an auto repair use monthly.

Table 3
Business Patronage along Broadway between Euclid and Country Club
 (% of responses)

	Commercial Activity	Live In	Work In	Live and Work In Study Area [1]	Live and Work Outside Study Area	All Responses
Daily	Restaurant	47%	24%	33%	0%	33%
	Convenience Store	13%	24%	11%	0%	21%
	Auto Repair	0%	0%	0%	0%	0%
	Retail Shop	33%	47%	33%	0%	42%
	Other: Safeway/grocery	33%	24%	44%	0%	21%
	Other: other	20%	29%	22%	100%	29%
Weekly	Restaurant	46%	64%	45%	47%	54%
	Convenience Store	35%	45%	45%	24%	34%
	Auto Repair	2%	0%	0%	0%	1%
	Retail Shop	33%	39%	35%	59%	40%
	Other: Safeway/grocery	33%	27%	35%	18%	27%
	Other: other	25%	30%	40%	6%	20%
Monthly	Restaurant	52%	39%	42%	78%	58%
	Convenience Store	40%	25%	29%	38%	36%
	Auto Repair	32%	33%	33%	3%	23%
	Retail Shop	52%	39%	79%	59%	52%
	Other: Safeway/grocery	3%	6%	4%	3%	4%
	Other: other	22%	31%	25%	9%	17%

1. The category Live and Work in the Study Area includes those respondents who listed themselves as retired for the work question

Open House Stations and Comment Form Responses

Station 1¹ : Project Initiation - Basic Facts about the Project

Goal: Introduce those who have not participated previously to basic information about the project.

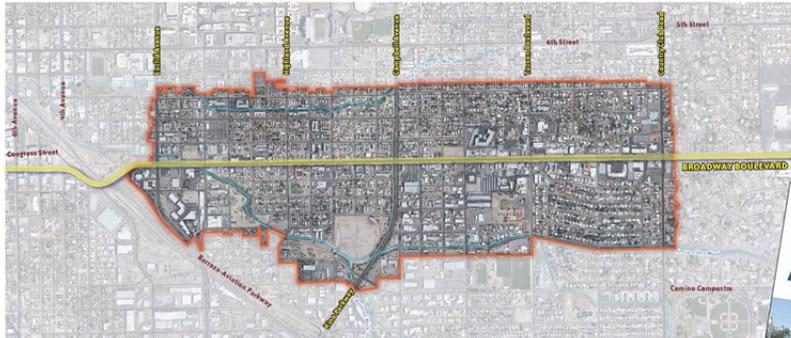
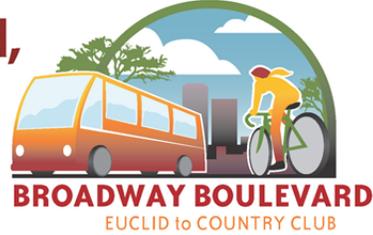
Station 1 detailed the history of the project including specifics of the original 1987 plan and the formation of the Citizens Task Force. The following displays were presented at Station 1:

- What is the Broadway Boulevard, Euclid to Country Club Project

¹ Please see Appendix C for a complete listing of the displays presented at the open house stations.

- Planning & Design schedule / Public input process overview
- Citizens Task Force members and representation
- Project Team members

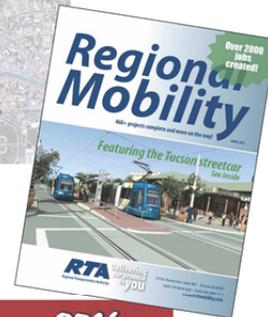
What is the Broadway Boulevard, Euclid to Country Club, Improvement Project?



The Broadway Boulevard, Euclid to Country Club, Improvement Project is a Corridor Transportation Project that encompasses a 1/4-mile wide corridor along both sides of Broadway Boulevard between Euclid Avenue and Country Club Road. The Project is one of 35 roadway improvement projects included in the 2006 Regional Transportation Authority (RTA) Plan.

The project scope, in the RTA Plan, is listed as: widen to 6 travel lanes plus 2 dedicated bus lanes, bike lanes, and sidewalks.

The project is broken out into three phases: Planning and Design, Final Design, and Construction.



2012	2016	
PLANNING & DESIGN	FINAL DESIGN	CONSTRUCTION
<ul style="list-style-type: none"> • Formation of Citizens Task Force • Initiate Project & Background Assessment • Street Design Concept Development & Assessment • Corridor Development Options & Assessment 	<ul style="list-style-type: none"> • Draft Street Design • Draft Corridor Development Plan • Finalize Street Design • Approve Street Alignment • Approve Corridor Development Plan 	<ul style="list-style-type: none"> • Prepare Street Construction Documents • Construction Bidding • Finalize Right-of-Way Acquisition • Begin Construction
Provide Business Support Through MainStreet Business Assistance Program →		

Currently the project is in the planning and design phase. This planning and design process will utilize a Context Sensitive Solutions planning approach to ensure a roadway planning and design process that is transparent, involves the public early and often, and takes into account the entire design and mobility context for the area, not just the roadway itself. The planning approach will have integrated roadway design with alternate mode use, and has, and will continue to, evaluate economic development strategies and enhance community character through recommendations for land use planning and urban design concepts.



Project Budget

FUNDING SUMMARY			
Funding Sources	Amount	Source	
A. RTA*	59.0%	\$ 42,125,000	Roadway Element
B. City of Tucson	4.2%	3,000,000	Development Impact Fees
C. Pima County**	35.0%	25,000,000	1997 Transportation Bonds
D. Regional	1.7%	1,222,000	PAG Regional Funds (previously expended)
		\$71,347,000	

* IGA with RTA executed February 1, 2007
** IGA with Pima County executed September 7, 2004

FUNDING

The total amount of funds allocated for the Broadway Boulevard, Euclid to Country Club, Improvement Project is \$71.3 million. Approximately \$42 million of project funding will be provided by the Regional Transportation Authority, with another \$25 million coming from the 1997 Pima County Transportation Bond Improvement Plan, and \$3 million from the City of Tucson.



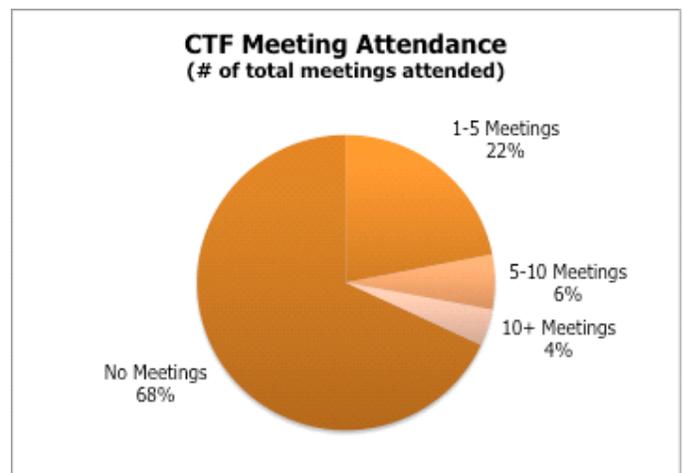
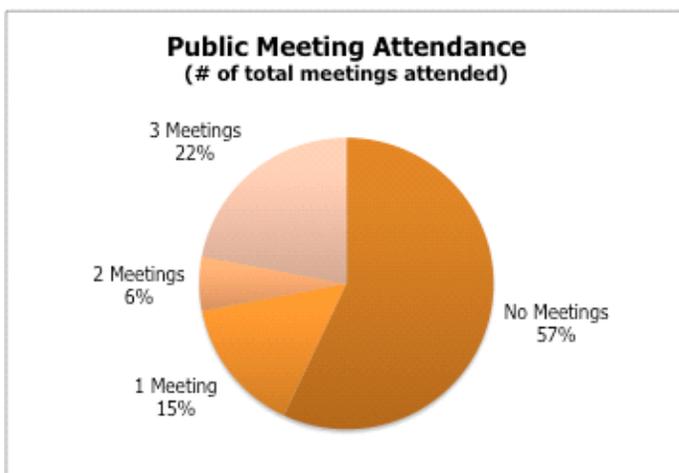
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Comment Form Questions and Responses

The comment form included the following background questions:

Station 1 - Project Initiation: Basic facts about the project

- How did you learn about the Broadway – Euclid to Country Club design process?
Please check all that apply:
 Family Friend Neighbor
 Radio Newspaper Previous meeting
 Other
- How did you learn about tonight’s Open House?
 Family Friend Neighbor
 Radio Newspaper Previous meeting
 Other
- Have you attended previous project public meetings? (provide check boxes and list meetings)
 Public Meeting # 1 (June 20, 2012) Public Meeting # 2 (Feb. 28, 2013)
 Public Meeting # 3 (Sept. 26, 2013)
- Have you attended Citizens Task Force meetings for this project?
 Yes No
 How many: _____



While over half of respondents had not attended a previous public meeting and about two-thirds have not attended a CTF meeting, about one-quarter of respondents have attended all the public meetings and between one and five CTF meetings. That level of

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participation shows a strong commitment from a relatively significant portion of participants to stay involved in the project. While there is not data from previous public meetings to use for comparison, the responses to this question show that those who responded to the comment form are a rich variation of new and consistent participants in the process.

Station 2: Vision and Goals - Range of Stakeholder Emphasis and How to Measure Performance

Goal: Overview of the widening of project considerations beyond transportation as well as establishment of transportation goals for all users.

The items presented at Station 2 outlined the public input that has been received to date as well as the refined vision and goals, and performance measures that have guided the CTF planning and design process. Listed below are the display boards that were located at Station 2:

- Stakeholder Feedback from Public Meeting #2
- Other stakeholder perspectives (perspectives that have been raised by CTF members and stakeholder agencies)
- Refined Vision and Goals
- Performance Measures - introduction to the broad range of measures used for assessment of Initial Design Concepts, relationship to definition of functionality, and the direction from Mayor & Council to broaden assessment per the EPA guidance document



STATION 2: PUBLIC MEETING #2 FEEDBACK

FEBRUARY 2013 PUBLIC MEETING

The February 28, 2013 Progress Report and Community Input event was the second of four planned large-scale public meetings. This community-wide event was a publicly noticed project event where no decisions were made, but input obtained throughout this phase of the project helped inform the roadway's design and ultimate placement.

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. 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.

TOP SUPPORTED GOALS

The public input received was varied and wide-ranging and included feedback from residents of adjacent neighborhoods and businesses as well as the entire region. At the time, many of the goal statements forwarded by the Citizens Task Force contradicted one another, but were included to reflect the full spectrum of opinion about the issues on which the community has placed importance. Public input from the Community Input event revealed the top supported goals to be the following:



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Comment Form Questions and Responses

The comment form included the following questions:

**Broadway Boulevard June 2014 Public Open House
Comment Card**

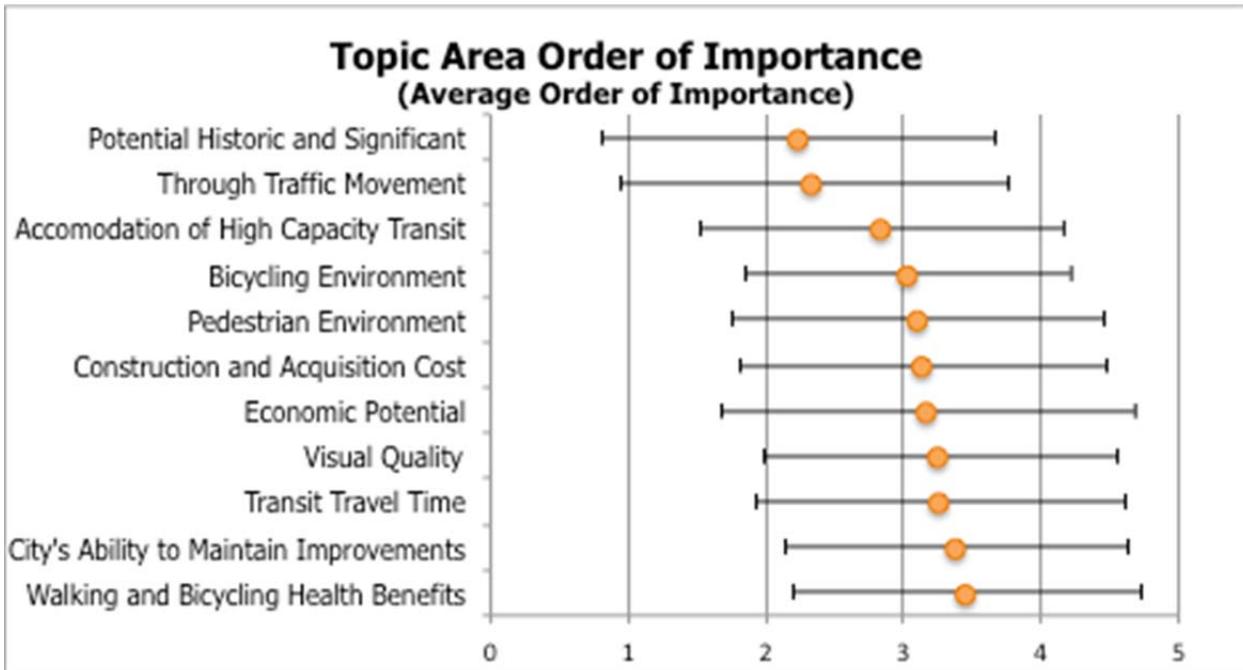
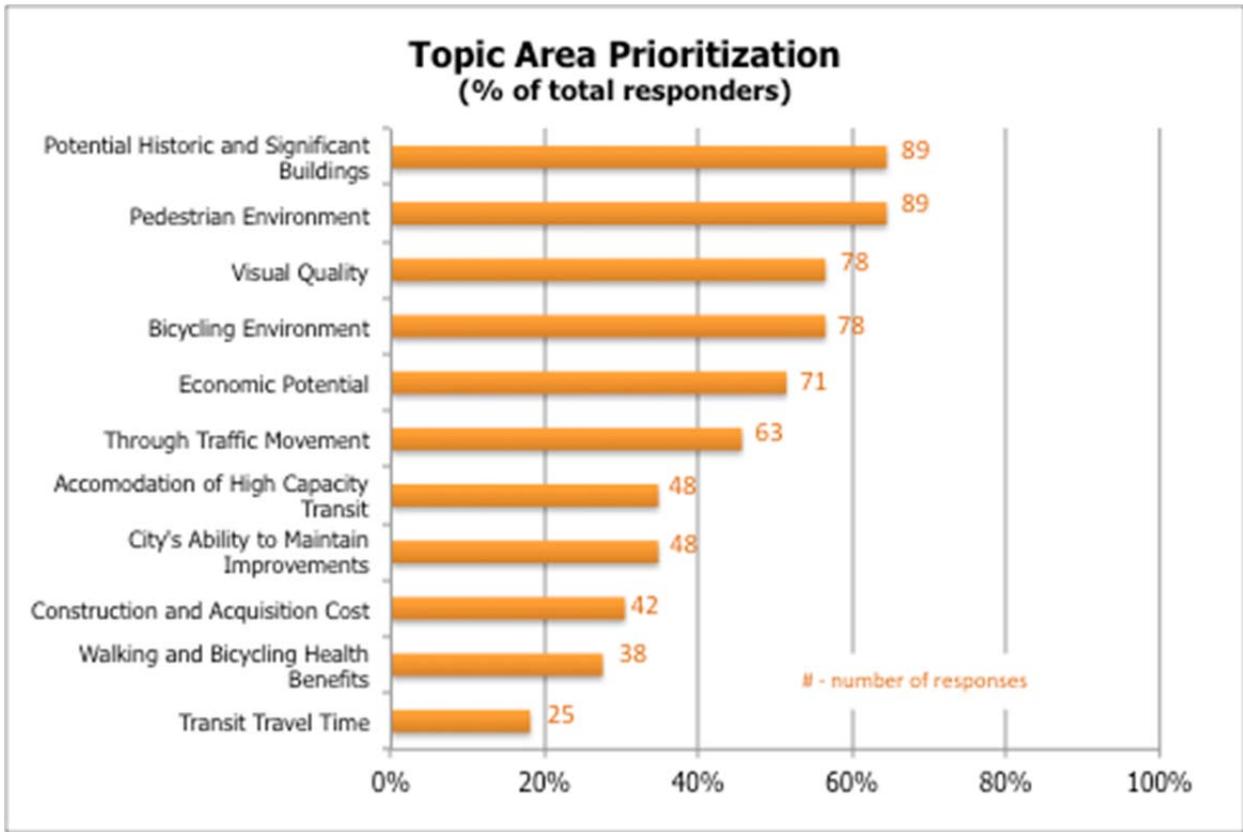
Station 2 - Vision and Goals: range of stakeholder emphasis and how to measure performance

- Please check the five performance measure topic areas that are most important to you. Once you have done that, rank those five in order of importance to you (1 being the most important and 5 being the least important):

Performance Measure Topic Areas	5 most important (✓)	Order of Importance
Pedestrian Environment	<input type="checkbox"/>	---
Bicycling Environment	<input type="checkbox"/>	---
Through Traffic Movement	<input type="checkbox"/>	---
Transit Travel Time	<input type="checkbox"/>	---
Accommodation of Future High Capacity Transit	<input type="checkbox"/>	---
Potential Historic and Significant Buildings	<input type="checkbox"/>	---
Visual Quality	<input type="checkbox"/>	---
Walking and Bicycling Health Benefits	<input type="checkbox"/>	---
Economic Potential	<input type="checkbox"/>	---
Construction and Acquisition Cost	<input type="checkbox"/>	---
City's Ability to Maintain Improvements	<input type="checkbox"/>	---

Two charts have been prepared to present the results of responses to the question for this station, both are on the next page. The first, Topic Area Prioritization, presents the number of times that different performance measure topic areas were selected, as well as the percentage of people who selected the topic areas. The second chart, Topic Area Order of Importance, presents the order of importance by which people ranked the topic areas with 1 being most important and 5 being the least important of their top five topic areas. This chart illustrates the average level of importance and the standard deviation around that average.²

² Standard Deviation measures the dispersion of data points from the average. A low standard deviation indicates more clustering around the average. In the case of the bar charts that illustrate standard deviation in this report the shorter the lines are to the left and right of the average point the more clustering there is in the rankings made by the responders who ranked that category.



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In comparing the top five selected Topic Areas from the June 2014 workshop with the top goals selected at the last public workshop in February 2013, which was the subject of a portion of this open house station, an alignment between the responses can be seen:

February 2013 Open House Top Five Goals

1. Do not widen Broadway Boulevard
2. Recognize and support the distinct character of Broadway as a series of places, defined by their historic and significant structures, signage, landscape, and uses
3. Create an inviting pedestrian environment that encourages walking along Broadway and for crossing the Boulevard
4. Provide east-west mobility for bicyclists of various skill levels on Broadway Boulevard and parallel streets
5. Optimize the use of the right-of-way to improve mobility and safety for all modes of travel along and across Broadway

June 2014 Open House Five Most Important Topic Areas

1. Potential Historic and Significant Buildings
2. Pedestrian Environment
3. Visual Quality
4. Bicycle Environment
5. Economic Potential

The third and fourth ranked goals from the February 2013 Open House align with the second and fourth ranked topic areas from the June 2014 Open House. The goals of not widening Broadway and recognizing the character of Broadway, first and second from 2013, have a relationship to the first and third topic areas from June 2014. The following Comment Form response is representative of many people that are encouraging no widening and preserving existing character—

Stakeholder Quote from Comment Forms

"Most important to me ... Maintain a roadway that fits the human scale. If you build for people (not cars!) then bikes, pedestrians can be safe and encouraged to use the road, historic buildings maintained, business districts will grow and thrive, and we won't have to deal with exorbitant maintenance costs or acquisitions."

But when participants in the June 2014 Open House were asked to rank the topic areas in order of importance, the trade-offs that people might be willing to accept become more complicated. The chart on page 14, Topic Area Order of Importance, illustrates the order of importance that respondents indicated and the variation of responses. The first four topic areas distinguish themselves from the rest, while the other topic areas have more similar average scores and variations that make distinctions in importance less clear. The following are notable results:

- Only two of the four best-ranked scores for topic areas were amongst the most often checked top five topic areas - *Potential Historic and Significant Buildings* and *Bicycling Environment*.
- The other two - *Through Traffic Movement* and *Accommodation of High Capacity Transit* - were in the middle of the topic areas in frequency of being included in people's top five topics. This indicates that while fewer people include them in their top five, for those that did include them, they ranked high in order of importance. These topic areas have also ranked lower in previous workshops.

An additional analysis was done looking at differences between the selection and ranking of topic areas by those who live or work within the project area and those that do not, and this shows a higher interest in Traffic Movement and High Capacity Transit. This is particularly true for High Capacity Transit, which was a priority topic area for 56% of those from outside the project area compared to only 27% for those within the area, although both subgroups ranked High Capacity Transit in the middle in terms of order of importance. For Traffic Movement, 44% of those from inside the project area checked it as important, but ranked it in the middle in terms of importance; while for those outside the project area tied it for most significant with Historic and Significant Buildings.

Other interesting information from this look at preferences indicates a high interest in Historic and Significant Buildings, regardless of relationship to the project area.

As participants progressed through the comment form and the open house stations, information regarding design options and how they perform against the various performance measures refined and, in some cases, changed the relative importance of performance measures. Further assessment of this is included in the discussions of Stations 4 and 5.

Station 3: Initial Design Concepts - Street Design and Performance Assessment for Functionality

Goal: Overview of initial street design and assessment process and resulting public input; target audience is those who have not participated to date in the public input efforts.

This station provided information regarding the initial concepts that were developed by the CTF and project team and displayed the following:

- Designing and assessing the design concepts
- Public Meeting #3 Feedback and CTF direction on developing Street Design Alternatives





STATION 3: PUBLIC MEETING #3 FEEDBACK

STAKEHOLDER FEEDBACK FROM PUBLIC MEETING #3



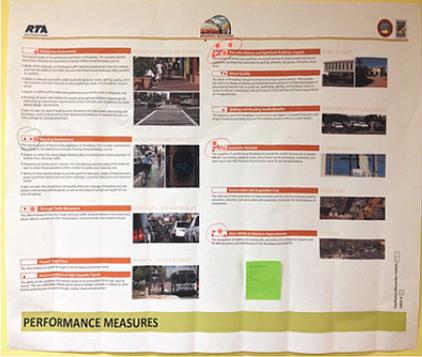
The September 26, 2013 Planning Update Report and Community Workshop was the third of four planned large-scale public meetings. This community-wide event was a publicly noticed event where no decisions were made, but the input received will help the Citizens Task Force (CTF) and project technical team select three to four street width (cross section) design alternatives to advance for further design and more detailed analysis. Of the approximately 217 participants who signed in, 169 (78%) left their address information. A GIS analysis of this information showed that 132 (61%) of the participants live within one mile of the project study area.

EXERCISE 1: PERFORMANCE MEASURES DISCUSSION AND PRIORITIZATION

The goal of this exercise was to identify the groups' top four performance measures that they felt were most important for the evaluation of the design of Broadway Boulevard. Individual participants were asked to identify their top performance measures and the table was asked to identify the top four performance measures as a group.

KEY FINDINGS:

- The rank order of performance measures is nearly identical for individuals and for groups with only a slight variation with Pedestrian and Bicycling Environments
- The top three performance measures selected are non-transportation measures
- Transit Travel Time rated last. Note that the two transit measures when combined were 10% and 7% of the selected top measures for individuals and groups respectively.
- Traffic Movement is ranked 6th, tied with Health Benefits of Walking and Biking, by comparison the Historic and Significant Building measure was selected roughly twice as frequently.



INDIVIDUAL SELECTIONS			PUBLIC WORKSHOP GROUP SELECTIONS		
RANK	MEASURE	PERCENTAGE	RANK	MEASURE	PERCENTAGE
1	Historic and Significant Buildings	16%	1	Historic and Significant Buildings	20%
2	Economic Potential	15%	2	Economic Potential	16%
3	Visual Quality	13%	3	Visual Quality	12%
4	Pedestrian Environment	12%	4	Bicycling Environment	11%
5	Bicycling Environment	10%		Pedestrian Environment	
6	Health Benefits of Walking and Biking	8%	6	Health Benefits of Walking and Biking	9%
	Traffic Movement			Traffic Movement	
8	Accommodation of High Capacity Transit	7%	8	Accommodation of High Capacity Transit	7%
9	Ability of City to Maintain	4%	9	Ability of City to Maintain	3%
10	Construction and Acquisition Cost	3%	10	Construction and Acquisition Cost	1%
11	Transit Travel Time	2%	11	Transit Travel Time	0%

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Comment Form Questions and Responses

The comment form included the following questions:

**Broadway Boulevard June 2014 Public Open House
Comment Card**

Station 3 - Initial Design Concepts: street design and performance assessment for functionality

The initial design concepts illustrate how the elements within the cross section of the street (i.e. number of lanes, provision of transit lanes, width and detail of bicycle and pedestrian infrastructure) and the total combined width of these elements in a conceptual street section affect the assessment of the design's performance. A review of these issues and selection of cross sections for further study was the focus of Public Workshop #3.

- A goal for the Broadway project is to balance street space for all users. Ultimately, given desire to minimize impacts to adjacent buildings and to minimize costs, it is likely that some users will get less than the most desirable space in the street for their needs. Given that, please rank the following user types by order of importance (Rank from 1 to 4 with 1 being the most important, feel free to say that they are equally important)

User Types	Order of Importance (1 through 4)
Vehicles	___
Transit	___
Bicycles	___
Pedestrians	___

- The bus route that runs along Broadway has the highest ridership today within the SunTran system. SunTran and the city have a long-term goal to improve transit service on Broadway from Downtown to the eastern edge of the city. Improvements could include the development of bus rapid transit, streetcar, or light rail – high capacity transit. Tell us what you think about SunTran:
 - Overall how often do you ride SunTran
 - Daily
 - Weekly
 - Monthly
 - Rarely
 - Never
 - How often do you ride SunTran on Broadway between Euclid and Country Club?
 - Daily
 - Weekly
 - Monthly
 - Rarely
 - Never

**Broadway Boulevard June 2014 Public Open House
Comment Card**

c. If you selected never or rarely on previous question, which of the following would most encourage you to ride SunTran service on Broadway? (check all that are appropriate):

- More frequent service
- Faster travel time
- Improved "on time" service
- More comfortable transit vehicles
- More comfortable transit stops
- Stop location closer to where I get on or off the transit
- Other please specify: _____
- Nothing, riding a bus is not an attractive or viable option for me

d. Which of the following design elements of a transit stop is most important to you?

- Electronic real-time transit arrival display
- Seating
- Good quality lighting
- Shade trees
- Other landscaping
- Transit shelter structure (for shade and weather protection)
- Bicycle racks
- Public art
- Wheelchair accessibility
- Other please specify: _____

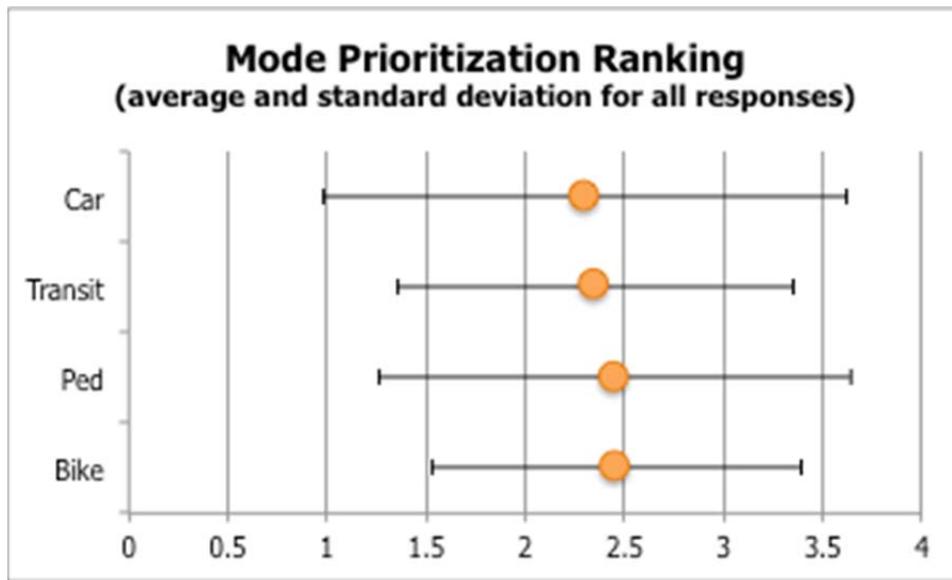


Table 4. provides the results, and the figure above illustrates the range in responses for prioritization of modes and the resulting average priority for each mode. While the highest percentage of respondents drive along Broadway daily or weekly (see discussion of Background comment form question on page 6 of this input report), average prioritization of street space for all the modes is quite close, ranging from 2.3 for cars to 2.46 for bicycles (1 is highest priority and 4 is lowest). But prioritizing space for cars had the most variation in priority ranking, as illustrated by the standard deviation for cars in the bar chart above, while prioritizing space for bikes had the highest average and the lowest standard deviation. Another way of looking at this information that may be more legible than the standard deviation in the chart is to look at Table 4, that lists the modal rankings for all the responses made to this question, and which includes the percentage distribution of rankings for each mode. Opinions of vehicles are clearly at the extreme ends, while bicycles and transit cluster in the middle, and the priority rankings for pedestrians are the most evenly distributed. It is interesting to note that while 90% of respondents drive every day, only 45% gave it the highest priority ranking; some comments that clarify how this was a conscious decision are included in the stakeholder quotes sidebar.

Table 4
User Types: Order of Importance

Vehicles: Ranking	Responses	% of People Responding	Transit: Ranking	Responses	% of People Responding
1	58	45%	1	31	24%
2	15	12%	2	40	31%
3	14	11%	3	38	30%
4	41	32%	4	19	15%

Bicycles: Ranking	Responses	% of People Responding	Pedestrians: Ranking	Responses	% of People Responding
1	21	16%	1	39	30%
2	45	35%	2	28	22%
3	44	34%	3	25	20%
4	18	14%	4	36	28%

Stakeholder Quotes from Comment Forms

"TDOT needs to stop planning for current conditions and build for the FUTURE. Behaviors and studies are already revealing: people want options that frees them from their cars! Give them options - the funding will follow!"

"Vehicle movement is very important - by ranking it '4' I'm not diminishing this importance - but the other modes have so much to make up - they have been left behind for too long."

This part of the comment form also included a number of questions related to transit use and what might make transit a more attractive option for project stakeholders, and results are provided in Table 5.

Table 5
SunTran Ridership
(total responses)

	General Use		Broadway btwn. Euclid and Country Club	
Daily	3	2%	3	2%
Weekly	8	6%	5	4%
Monthly	11	8%	7	5%
Rarely	58	42%	51	37%
Never	59	42%	73	53%

Transit use by those that filled out the comment form is low at 2%, or 3 people for daily use; this is similar to the region’s average 2.5% of daily trips by transit. The vast majority, over 80%, of responders rarely or never take transit.

Table 6
What would most encourage you to ride transit on Broadway?

	Total Responses	% of People Responding
More frequent service	46	40%
More comfortable transit stops	36	32%
Nothing, bus not attractive	34	30%
Faster travel time	33	29%
Improved "on time" service	21	18%
Stop location closer to where I get on or off the transit	21	18%
More comfortable transit vehicles	19	17%
Other	35	31%

Table 6 provides the responses to what would most encourage them to ride transit, and the highest response was ‘more frequent service;’ it should be noted that service frequency is relatively high on Broadway today with the Line 8 bus running every 15 minutes between the start of service and 11:30am, and between 4:30 to 7:00pm. The assumption in the transportation analysis for the Broadway project, to date, has been a 10 minute frequency. The second most mentioned improvement is ‘more comfortable transit stops,’ and this is planned as part of the Broadway project with installation of bus shelters and the possibility of wider sidewalks, additional seating, and trees for shade. The third most frequent answer at 30%, 34 respondents, is ‘nothing [as the] bus is not attractive;’ several people mentioned that the bus does not efficiently take them where they want to go. ‘Faster travel times’ was mentioned nearly as frequently as ‘nothing,’ and ‘faster travel times’ is a goal for the redesign on Broadway.

Table 7
What transit stop design elements are most important?

	Total Responses	% of People Responding
Transit shelter structure	93	72%
Shade trees	73	57%
Seating	54	42%
Good quality lighting	49	38%
Electronic real-time transit arrival display	44	34%
Wheelchair accessibility	32	25%
Public art	30	23%
Bike racks	28	22%
Other landscaping	22	17%
Other: All other responses	9	7%
Other: Safety	6	5%

Stakeholder Quotes from Comment Forms

“too slow! Bikes are always faster” “But, I would love to ride SunTran more often now if it were convenient, faster, etc.”

“The work schedule of a caregiver makes this not usually feasible...”

Expecting that the quality of transit stops would be important to people, the last transit question asked what potential improvements to transit stops would be most desirable. Results are in Table 7 above. The first and second most mentioned elements - ‘transit shelter structure’ and ‘shade trees’ - were mentioned by far more respondents than the other elements. These elements, and the other elements ‘seating’ and ‘good quality lighting’, which combine to make up the four most selected elements, are likely to be included in the improvements to Broadway, just as they have been in the recent Grant-Oracle improvement project (see Figure 1).



Figure 1: Recent transit stop improvements on Grant Road east of Oracle Road.

Station 4: Street Design Alternatives - Alignment Options and Performance Assessment for Functionality

Goal: Provide overview of CTF’s explorations and decision making in the Design Meetings (aka “charrette”), and the resulting reduction in design alternatives and desire for direction from agencies and elected officials regarding funding viability of the remaining design alternatives.

Station 4 presented the following:

- 6+2T and 4-Lane Design Concept Alternatives
- Sidewalk Only Improvements Study - there is not a “no build” option
- CTF Focused Design Meetings
 - Exploring and refining alternatives - materials developed during design meetings
 - Identifying and exploring key performance considerations
 - Parking and Access
 - Property Reuse
 - Community Character and Economic Performance
 - Multi-Modal Transportation Performance - balance performance across pedestrian, bicycle, vehicle, and transit modes
 - Funding Viability / “Functionality”
 - Sustainability Performance
 - 6+2T removed from CTF consideration
 - Asked for Mayor and Council direction regarding funding viability

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STATION 4: CTF INTENSIVE DESIGN MEETINGS

The Citizens Task Force (CTF) decided to hold a series of 4 intensive design meetings in late February and early March of 2014, in order to advance discussions about the street design alternatives.

This series of board provides an overview of the designs, assessments, discussions, and decisions that came out of this intensive process:

GOALS FOR DESIGN MEETINGS

- Develop a shared understanding of performance assessments of the alternatives;
- Recommended refinements and changes to alternatives;
- Recommend the street design concept alternatives to move forward into further design and analysis; and,
- Discussed desired public input to gain from the public at Public Meeting #4

STREET DESIGN ALTERNATIVES

Following on receiving input from the public at Public Meeting #3, in September, 2013, the CTF decided that the four main street section options should all remain under consideration and to start with examining the narrowest and widest alternatives to bracket the range of performance that could be expected from all alternatives; these are the alternatives that were developed for the start of the intensive design meetings:

4 Lane "Minimize Property Impacts" Alternative

- Align street to minimize risk of full property acquisitions
- Avoid direct building impacts as feasible
- Includes right of way alignment for 4+2T and 6-Lane Alignments

Generalized 4-lane cross section *Generalized 6-Lane/4+2T cross section*

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Comment Form Questions and Responses

The comment form included the following questions:

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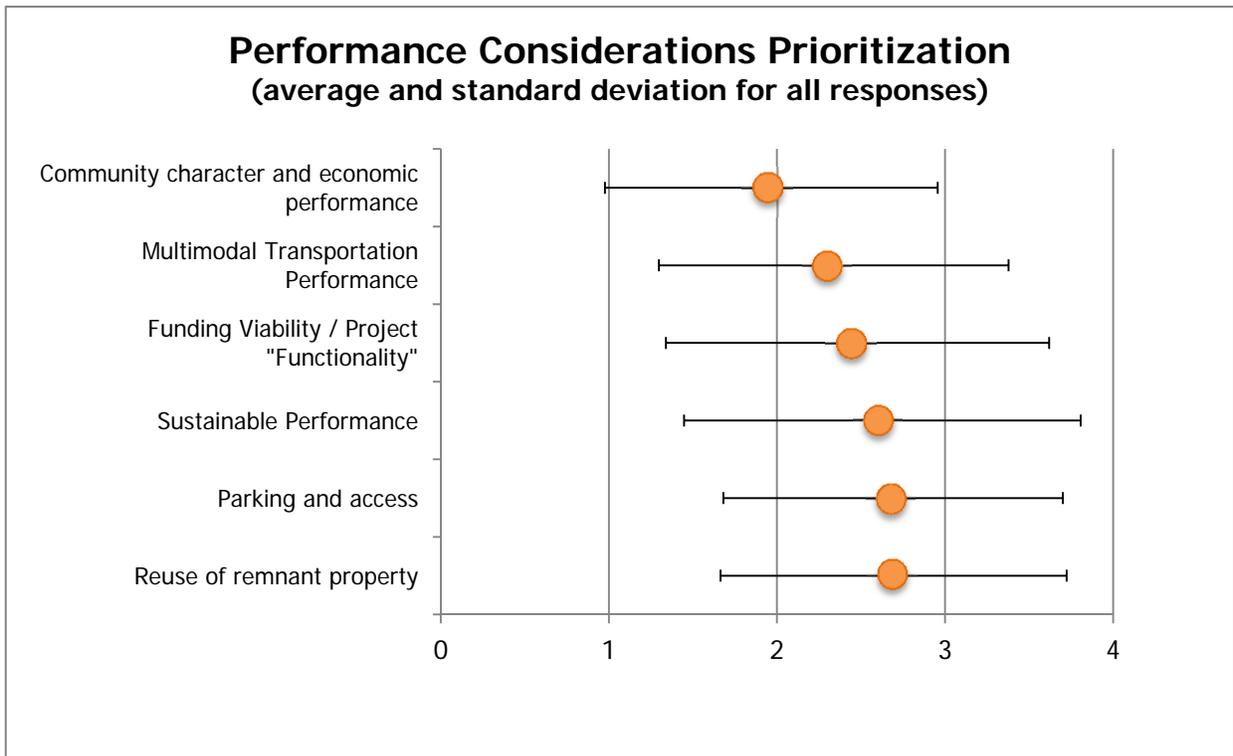
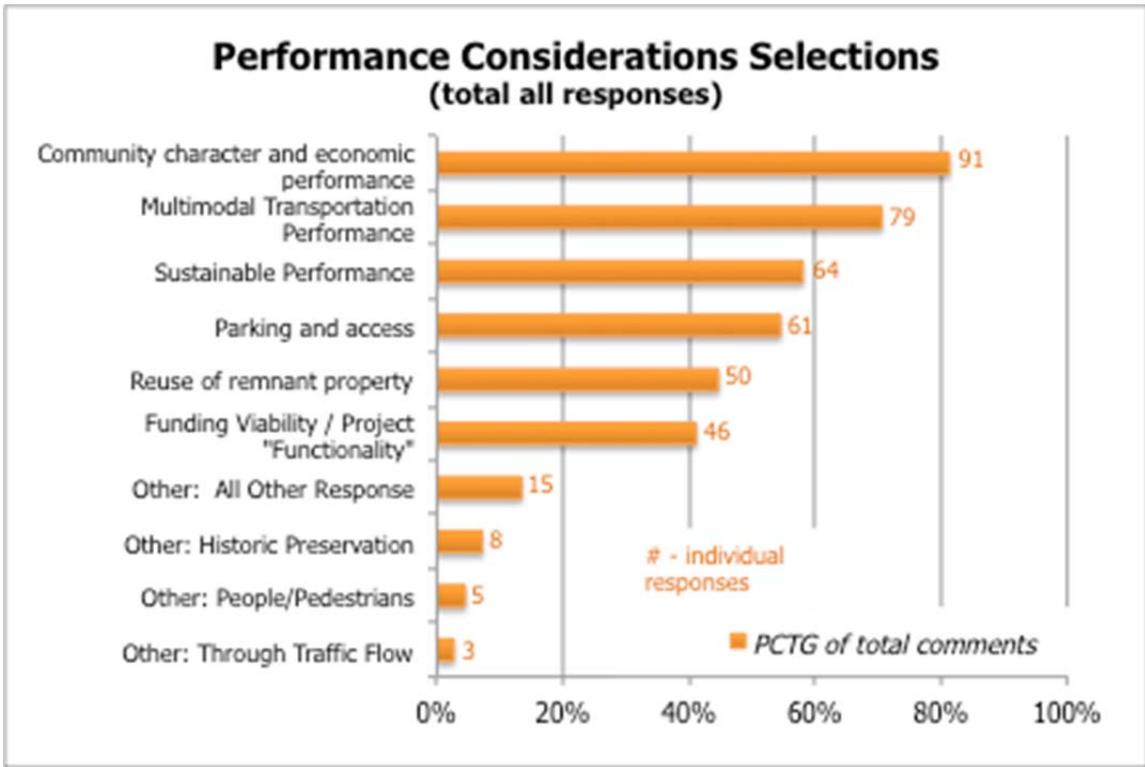
Station 4 - Street Design Alternatives: alignment options and performance assessment for functionality

- Based on the earlier review of Performance Measures at stations 2 and 3, and the materials provided at this station, do you agree with the Task Force's identification of the key performance considerations? Yes or No, and provide space for comments
- How would you prioritize the key performance considerations; please check the four that are most important to you. Once you have done that, rank those four in order of importance to you (1 being most important, the next important being 2, and so on):

Performance Considerations	4 most important (✓)	Order of Importance
Parking and access	<input type="checkbox"/>	___
Reuse of remnant property	<input type="checkbox"/>	___
Community character and economic performance	<input type="checkbox"/>	___
Parking and access	<input type="checkbox"/>	___
Multi-modal Transportation Performance	<input type="checkbox"/>	___
Funding Viability / Project "Functionality"	<input type="checkbox"/>	___
Sustainable Performance	<input type="checkbox"/>	___
Other please specify: _____	<input type="checkbox"/>	___
Other please specify: _____	<input type="checkbox"/>	___
Other please specify: _____	<input type="checkbox"/>	___

At this and the following station, a more distilled set of performance considerations was reviewed and ranked by open house participants. The responses and rankings from this part of the comment form, see charts on the following page, can be compared with those from the Station 2 section of the form. The Performance Considerations Selections chart shows the ranked performance criteria based on the number of selections made. At this point, a higher proportion of respondents, more than 80%, marked 'Community Character and Economic Performance' as being one of their top four performance considerations. This aligns with the importance of *Historic and Significant Structures* as well as *Economic Potential* from Station 2. The next most mentioned consideration is 'Multimodal Transportation Performance,' performance for walking, bicycling, riding transit, and driving, with about 70% of respondents marking it. There is then a bit of a drop off to the next two considerations - 'Sustainability Performance' and 'Parking and Access' at just under 60%. Note that the most mentioned other entries are related to the top for performance considerations.

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The Performance Considerations Prioritization chart above illustrates the ranking of the performance considerations from 1 to 4 in order of importance, with one being the highest. 'Community Character and Economic Performance' is the most important, averaging just under 2 and having the narrowest variance in the rankings by all

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respondents. See the stakeholder quotes sidebar for some representative comments. 'Multimodal Transportation Performance' is the next most important which is similar to the relationship between these considerations in terms of the number of respondents that included them in their top four. Interestingly, Funding Viability / Project "Functionality" ranks third in terms of average performance, but has the second highest variance. This performance consideration was last in terms of the number of respondents that included it in their top four. So, for those that did include it, it ranked relatively high. For more on the funding viability issue, see the discussion of performance assessment responses in the Station 5 section that follows.

Stakeholder Quotes from Comment Forms

Community Character and Economic Performance —“This is really the only criterion that matters - what will this project do to the existing neighborhoods and commerce-scape. Unfortunately, the folks beating on about more asphalt have no skin in the game - they don't live near the project and will not live with impacts.”

Community Character and Economic Performance—“Strip malls do not add any character to the street. Try to use specific historic homes for creative uses. I do not want another Speedway - it is still the ugliest street.”

Multimodal Performance— “Broadway is already too wide, too fast, and too dangerous for people on foot or on bike. Please do not widen any more roads in Tucson. 23 people died last year on foot largely because our roads are not engineered to be safe, convenient places for them.”

Station 5: Revised Street Design Alternatives - We need your Feedback to Help the CTF Develop their Recommended Design

Goal: This station is the main focus of the Open House - develop understanding of the 4-, 4+2T-, and 6-lane concepts, assessments, trade-offs, and key decision points.

This station was designed to present the alternatives that have advanced through detailed design and analysis to the public and request feedback to help the CTF make a final design recommendation. The displays at this station covered:

- **Alignment Drawings**
 - 4-Lane – alignment drawing
 - 6-Lane and 4+2T - base alignment and variations with street cross sections
- **Transit element options for creating the 4+2T**
 - Campbell intersection studies (plans and cross sections): Base 6-Lane, Alt A Side Station, Alt B Median Station, and Alt D Indirect Left Turn Median Station
 - Photos of median boarding examples
 - Plan and photos of cycle track behind bus islands
- **Performance Assessments on Key Considerations**

This information was presented both on boards and on 11x17 handouts that participants could

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Work in Progress (revised 7/30/14)

have with them while reviewing the alignment drawings and while providing comments on the comment form.

- Community Character and Economic Performance (including use of parking and access tools to enhance property reuse and maintain viability of existing development)
- Transportation Performance – balance performance across all modes
- Funding Viability and Project Functionality
- Sustainability Performance
- **Funding Viability and Project Functionality**
 - Discussion of County and RTA statements to date and May 6th actions by Mayor and Council; dilemma if 4-Lane not funded then eventually city has to do repavement and build sidewalks.

In addition to this, the station featured an area **FOR PROPERTY and BUSINESS OWNERS** that included the following:

- **Issues, Tools, and Options**
 - Opportunities to ask staff and project team about impacts the mapped variations may have, and what parking and other mitigation options and tools exist
 - Revitalization Tools and Development Diagrams that show possible configurations of properties that meet City Development Codes and Standards
 - RTA MainStreet Business Assistance Program
 - City of Tucson Real Estate Office
 - Office of Economic Initiatives



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Comment Form Questions and Responses

The comment form included the following questions:

**Broadway Boulevard June 2014 Public Open House
Comment Card**

Station 5 - Revised Street Design Alternatives: we need your feedback to help the CTF develop their recommended design

Performance Assessments on Key Considerations

There are 14 key consideration assessments listed for the Design Alternatives at this station, check those that are important to you and the ones that must absolutely be addressed by the ultimate design of the project:

Key Consideration	Important (✓)	Must Address (✓)
Funding Viability and Project Functionality		
Funding	<input type="checkbox"/>	<input type="checkbox"/>
Construction Cost	<input type="checkbox"/>	<input type="checkbox"/>
Acquisition Cost	<input type="checkbox"/>	<input type="checkbox"/>
Community Character and Economic Performance		
Historic/Significant Building Impacts	<input type="checkbox"/>	<input type="checkbox"/>
Potential for Acquisition	<input type="checkbox"/>	<input type="checkbox"/>
Business Impacts	<input type="checkbox"/>	<input type="checkbox"/>
Transportation Performance		
Pedestrian	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle	<input type="checkbox"/>	<input type="checkbox"/>
Transit	<input type="checkbox"/>	<input type="checkbox"/>
Vehicular	<input type="checkbox"/>	<input type="checkbox"/>
Sustainability Performance		
Multimodal Transportation Performance	<input type="checkbox"/>	<input type="checkbox"/>
Water Harvesting and Green Streets	<input type="checkbox"/>	<input type="checkbox"/>
Reduce Heat Island	<input type="checkbox"/>	<input type="checkbox"/>
Operations and Maintenance Costs	<input type="checkbox"/>	<input type="checkbox"/>

The comment form provided another opportunity to rank performance measures, in this case while looking at the most recent alignment concepts and variations with the performance assessments for the related measures directly at hand.

Participants had the opportunity to check and rank the performance measures that contribute to more generalized performance considerations. Table 8 displays the compilation of responses to checking off important performance considerations and those that participants felt “must absolutely be addressed”. In compiling Table 8, the response

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numbers listed for the four generalized performance topic areas are the average number of times respondents selected the more detailed performance measures listed for each category. Bolded text is for those performance topic areas and specific considerations that were ranked in the top four for importance and for those measures that must be addressed; to help identify the specific topic areas in the top four a blue shading has also been provided.

Table 8
Performance Assessment Key Considerations

	Important			Must Address		
	Total Responses	% of People Responding	Rank by People Responding	Total Responses	% of People Responding	Rank by People Responding
Funding Viability	55	44%	2	44	36%	4
Funding	62	49%	4	49	41%	8
Construction Cost	56	44%	10	41	34%	11
Acquisition Cost	48	38%	12	41	34%	11
Community Character/Economic Performance	53	42%	4	52	43%	2
Historic/Significant Building Impacts	69	55%	2	80	67%	1
Potential for Acquisition	31	25%	14	17	14%	14
Business Impacts	58	46%	8	58	48%	5
Transportation Performance	64	50%	1	61	50%	1
Pedestrian	61	48%	6	58	48%	5
Bicycle	72	57%	1	62	52%	3
Transit	63	50%	3	64	53%	2
Vehicular	58	46%	8	58	48%	5
Sustainability Performance	55	44%	2	47	39%	3
Multimodal Transportation Performance	62	49%	4	61	51%	4
Harvesting and Green Streets	56	44%	10	42	35%	10
Reduce Heat Island	61	48%	6	44	37%	9
Operations and Maintenance Costs	41	33%	13	40	33%	13

While ‘Historic/Significant Building Impacts’ was mentioned by the second highest number of respondents and was the highest ranked measure that must be addressed, the ‘Transportation Performance’ category was the most mentioned and highest ranked category. Interestingly, Vehicular Performance was “in the middle of the pack” for performance measures even though the background question responses about mode of travel clearly indicate that most respondents make most of their trips via a car. Reinforcing the importance of multimodal travel to respondents is the high rankings for bicycle and transit performance as well as the category of multimodal transportation

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performance. Note that 'Funding' was tied for the 4th most identified consideration of importance, but it was only 8th most identified as something that must be addressed.

Stakeholder Quote from Comment Forms

Transportation Performance— "Minimal width widening is preferable; 100' is ideal. Within that maximize public transit, walking and cycling. Save the historic mid-century modern buildings. Retain local businesses that make the neighborhood livable and minimize residents' driving distances."

The issue of viability for funding was the fourth most mentioned in terms of being 'important,' but dropped significantly to the eighth most-mentioned for 'absolutely address.' Possibly a number of respondents who believe fundability is important also believe that the current issues around viability for funding will resolve themselves as the design of the project moves forward towards construction.

Another series of topic questions the comment form inquired about related to street design alternative and alignment preferences.

**Broadway Boulevard June 2014 Public Open House
Comment Card**

Your Preferences for Street Design Alternatives to Move Forward

Given your review of the design drawings, funding viability discussion, and other materials at this and other stations, as well as your personal experiences with Broadway and the general area, what is your preference for the Street Design Alternative or Alternatives that should move forward for further design, assessment, and consideration by the CTF as they craft their recommendations to Mayor and Council (also note if you have a preference for a particular alignment variation and why).

Design Alternative or Variation Preference (check all that apply):

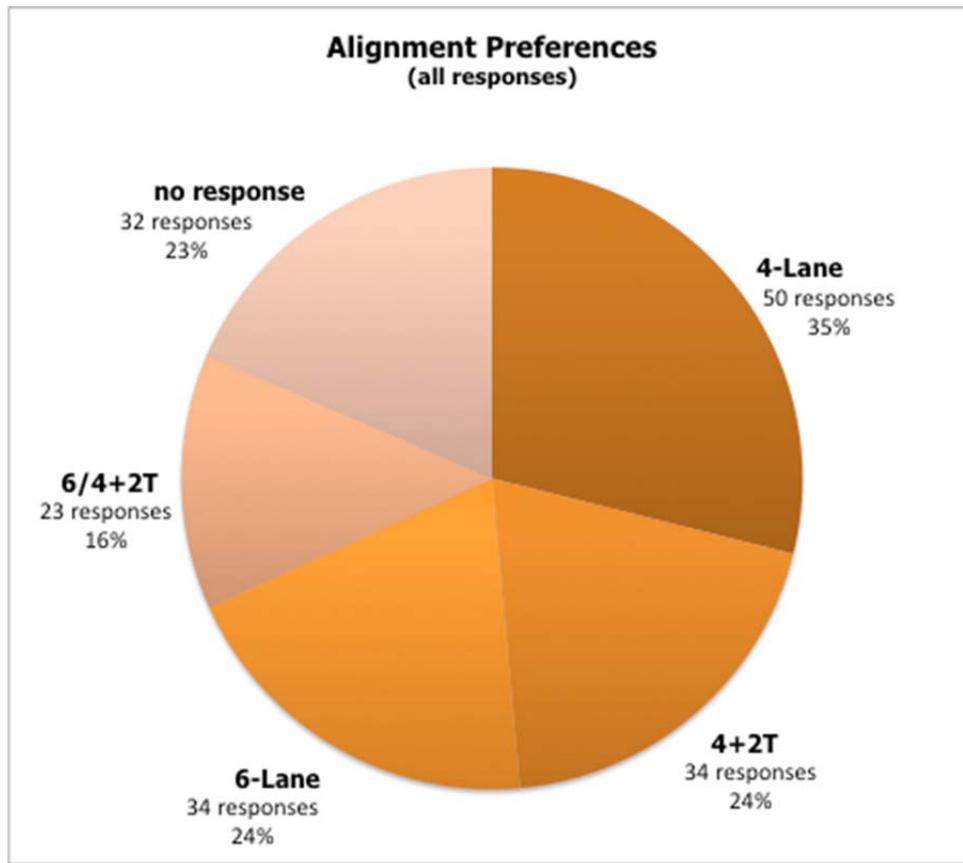
- 4-Lane
 - Variation A
 - Variation A'

- 4+2 Transit Lane (6-Lane but with 2 lanes dedicated to transit)
 - Variation A
 - Variation B
 - Variation C
 - Variation D

- 6-Lane
 - Variation A
 - Variation B
 - Variation C
 - Variation D

- 6 / 4+2 Transit Lane Hybrid (6-Lane with range of improvements for transit)
 - Variation A
 - Variation B
 - Variation C
 - Variation D

Additional Comments about the Design Alternatives or Variations:



This analysis of the alignment preferences indicates that there remains a relatively diverse range of opinions regarding which street design alternative(s) to move forward into the next phase of the study. The response rate and number of people who selected multiple alternatives is important to understand for the analysis of the alternatives selection. Table 9 compiles the number and percent of responses for each alignment, for all responses and for subgroupings of responses by location of where people live and work in relation to the project area. Table 10 provides counts and percentages for the alignment selections for all responses, including those who selected multiple alignment alternatives and those who provided no response or wrote in some other option or comment.

32 comment forms, or 23% of the total forms that were submitted, did not respond to this question by selecting any of the alternatives listed. 7 commenters stated a preference for keeping Broadway as it is, 2 favored the 6+2T alternative per the RTA ballot measure, and 25, 18% of total responders, indicated a desire for an alternative that is 96 to 100 feet wide without selecting a travel lane configuration.

27 responders selected multiple alternatives, nearly 20% of total responders. Note that in the data presented in the pie chart and following bar graph, a responder's selection for a street configuration alternative is counted once, even if they indicated an interest in moving forward with multiple alignment variations of that street alternative (i.e. - if a

responder selected variations A and C for the 4+2T alternative that is counted as one selection for alternative 4+2T).

**Table 9
Alignment Preferences**

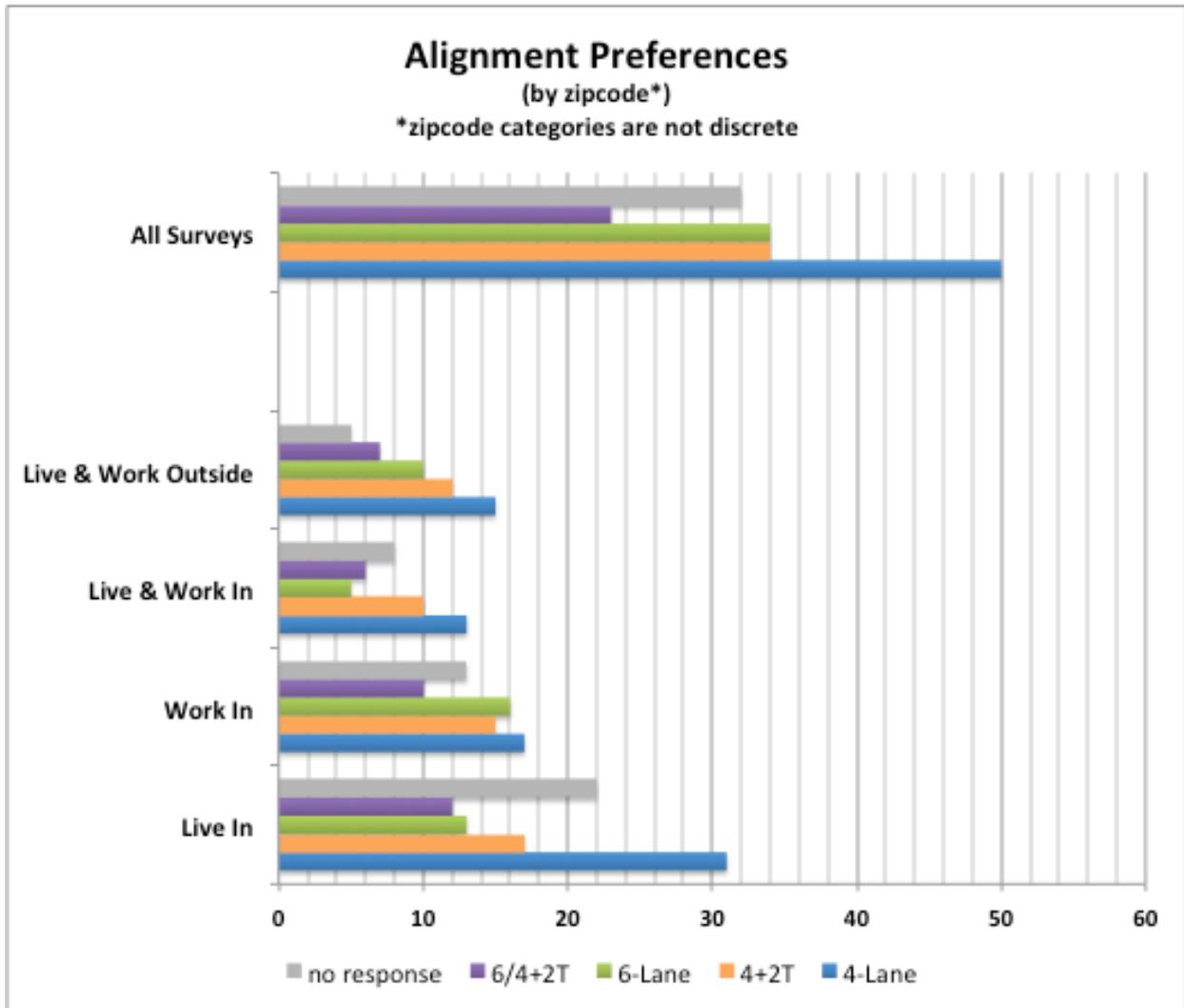
Alternative	Live In		Work In		Live & Work In		Live & Work Outside		All Responses	
	Proj. Area		Proj. Area		Proj. Area		Proj. Area			
Write-in or No Response	22	27%	13	25%	8	24%	5	14%	32	23%
6/4+2T	12	15%	10	19%	6	18%	7	19%	23	16%
6-Lane	13	16%	16	30%	5	15%	10	28%	34	24%
4+2T	17	21%	15	28%	10	30%	12	33%	34	24%
4-Lane	31	38%	17	32%	13	39%	15	42%	50	35%

35% of the comment forms that were turned in at the Open House had marked a 4-lane alternative to move forward, and 18% recommended moving forward with the 4-Lane and another alternative. Looking at this more narrowly, 45% of those that responded to this question recommended moving the 4-Lane forward, and 10% recommended moving forward with the 4-Lane and another alternative. This can be compared to the selection of street cross section options during Public Meeting #3, at which 17 of the 18 small groups at the meeting, about 95%, identified at least one 4-lane option for further study.

**Table 10
Alignment Preference Combinations**

Combination of Alternatives Selected	Number of Selections	Percentage of Selections
No Selections (including Write-ins)	32	23%
Only 4-lane	38	27%
Only 6-lane	20	14%
Only 4+2T	16	11%
Only 6/4+2T	9	6%
Combination 4-lane and 4+2T	8	6%
Combination 6 Lane and 6/4+2T	7	5%
Combination 4+2T and 6/4+2T	4	3%
Combination 4+2T and 6 Lane	3	2%
Combination 4-Lane and 6-Lane	1	1%
Combination 4-Lane, 4+2, and 6-Lane	1	1%
Combination 4-Lane, 6-Lane, and 6/4+2T	1	1%
Combination 4-Lane, 4+2T, and 6/4+2T	1	1%
Combination 4+2T, 6 Lane, and 6/4+2T	1	1%
Combination 4 Lane and 6/4+2T	0	0%
All 4-lane, 4+2T, 6-Lane, and 6/4+2T	0	0%

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So, while a strong interest remains in moving the 4-Lane alternative forward, the interest amongst stakeholders attending project public meetings is lower now than it was earlier in the study.

Station 6: Where We Go From Here

Goal: Provide schedule to public for the remainder of the planning and design phase. Garner specific public input on what to move forward with.

Station 6 provided attendees a synopsis of where the project will go from here and what the CTF and project team hope to accomplish over the summer months of 2014.

Particularly:

- Identify alternative(s) to move forwards

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expressed a need for clarity regarding funding mechanisms and RTA funding requirements similarly related to potential design alternatives that limited roadway width. There may be some confusion regarding the public input process and the mechanisms by which individual feedback is considered in design alternatives.

Comment Cards

65 comment cards were also submitted at the open house. Comments covered a broad range of topics, and scans of all the cards are available in Appendix A. The following summarizes some key points made by stakeholders on the comment cards.

The comment card responses reflect the diversity of input made on the comment forms. There are many comments about minimizing impacts to historic commercial buildings, local businesses, and particularly Miles Exploratory Learning Center. But there are also comments about providing for transit, supporting the 4+2T option, and the potential for revitalization of the area as an extension of downtown. Concerns are expressed about the cost of the project and available funding. Some feel that the process has been good and others are concerned that their concerns and opinions are not being heard. Several comments see the Broadway Boulevard project as a chance for Tucson to be “proactive rather than reactive”, take advantage of a “once in a life-time opportunity”, and a time for “CREATIVE SOLUTIONS, PEOPLE!!”

Next Steps

The public input received at the June 12, 2014 Planning Update and Public Event will be of use in helping the CTF and the project team advance one to two design alternatives for further study and analysis as well as stakeholder agency review. A diversity of opinion amongst participants in the process still remains, and to some degree, the diversity has broadened. There is more evidence of support for multimodal solutions, creatively narrowing the street when it provides benefits, providing for pedestrians and bicycles, and an interest in transit investment is being expressed by more participants than in previous public meetings.

The CTF has a breadth of information available from public input and the advanced analysis of the cross section alternatives that will help the CTF and project team to develop a design recommendation that will be presented at a subsequent public event and ultimately, to the Mayor and Council for approval.

As the CTF moves further into the planning and design phase, the public and stakeholders will have more opportunities to provide input at key points in the design process that will help inform the roadway’s design and “final” alignment.

Work in Progress (revised 7/30/14)

The ultimate products of this process will be a Mayor and Council-approved Design Concept Report (DCR) and initial construction plans (15%-30%). The DCR will define many of the physical aspects of the selected corridor development approach.

This input 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. The goal is to create a way for anyone in the community to gain a better understanding of the input and processes used to develop the DCR and plans. It will also give decision-makers from all sponsoring agencies a tool with which to see how the equitable and community-supported recommendations, which this public process seeks to produce in the end, was developed.

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



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