

# **Broadway Boulevard: Euclid to Country Club Roadway Improvement Project Planning & Design DRAFT Public Participation Plan 3.20.2013**

## **INTRODUCTION**

This Public Participation Plan describes the strategic framework for public engagement activities that will be conducted during the planning and design stages for the Broadway Boulevard: Euclid to Country Club Roadway Improvement Project (Broadway Improvement Project). The Broadway Improvement Project intends to improve the current 2-mile segment, which currently acts as an eastern gateway into and out of the heart of downtown.

This Public Participation Plan provides an overview of the project. It outlines key points in the Planning & Design Phase during which public input will be sought from a variety of stakeholders, through to formal review and approval. It will also describe the various methods that will be used to provide information and obtain feedback.

The Public Participation Plan is a living document and will continue to be a working draft until the Planning and Design Phase is complete. The project team welcomes feedback from the public as to how to improve and expand the public participation process. This process will be iterative and will strive to be as inclusive as possible.

### ***Project Description and Scope***

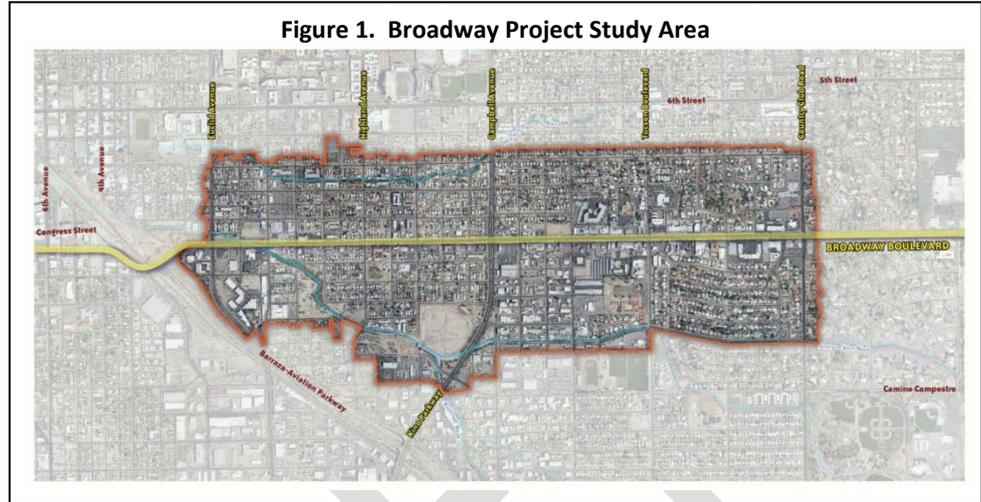
Broadway Boulevard: Euclid to Country Club, is designated as a Gateway Corridor by the City of Tucson connecting the east side of Tucson to Tucson's downtown, along a network of vital activity centers, and bordering a variety of established residential neighborhoods. The urban texture along Broadway is varied and includes residential uses, historic buildings, strip commercial, and neighborhood and regional commercial uses. The project segment lies about one-half mile south of the historic University of Arizona campus. Broadway Boulevard is one of

*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](http://www.RTA mobility.com).*

*Details about the project are available on the web at [www.tucsonaz.gov/broadway](http://www.tucsonaz.gov/broadway) or by calling (520) 622-0815.*

busiest east-west transit corridors in the region in terms of daily ridership, and has consistently been one of the region’s most used transit routes for more than \_\_ decades.

The Broadway Improvement Project will make roadway improvements to Broadway Boulevard between Euclid and Country Club, addressing capacity needs for multiple modes of transportation, providing better safety, and enhanced function and access. The Project Study Area includes the areas ¼-mile north and south of Broadway.



The RTA Plan includes the project scope in the Roadway Improvements Section, under Project #17 – Broadway: Euclid to Country Club, as “Widen to 6 travel lanes plus 2 dedicated bus lanes, bike lanes, and sidewalks”. This cross-section relates to a cross-section approved by the City of Tucson in 1987 for the length of Broadway, from Euclid to Camino Seco, which was then adopted into the *Tucson Major Streets and Routes Plan*.

The Planning & Design Phase will review this 1987 cross-section and alignment, as well as other options, using the best data available today, in order to identify the most appropriate design solution for this segment of the Broadway corridor.

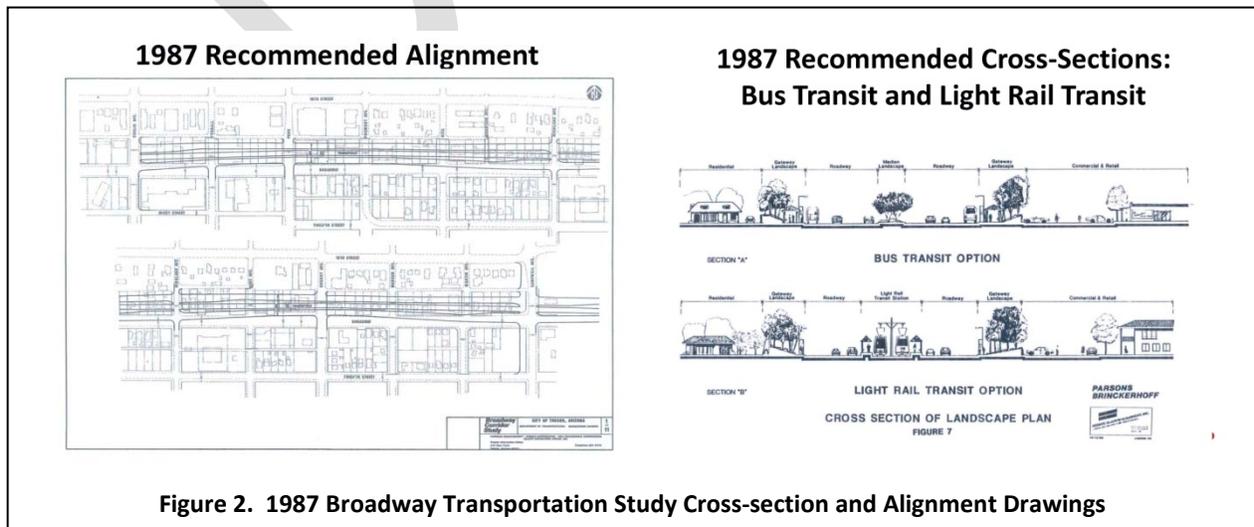


Figure 2. 1987 Broadway Transportation Study Cross-section and Alignment Drawings

## The Broadway Improvement Project Construction Timeline

The construction schedule guiding the project's timeline was established by the RTA, as part of an overall construction schedule for all RTA Plan projects. The Broadway Improvement Project Planning & Design Phase kicked off in June, 2012. The RTA schedule calls for construction on this project by 2016. The timeline below depicts how this is expected to be accomplished in three phases: Planning & Design, Final Design, and Construction.

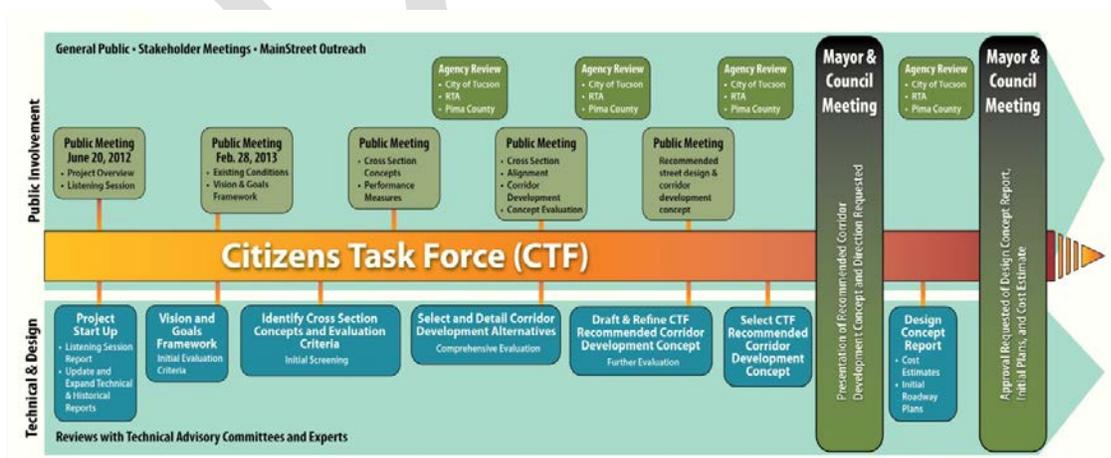
Figure 3. Broadway Project Construction Timeline



## Planning & Design Phase

The Planning & Design Phase will be the most interactive phase of the improvement project, offering the general public many opportunities to engage with various stakeholders through a variety of mediums in order to obtain input on issues that drive the roadway's design and placement. Design solutions can also be influenced by the input received. There are many ways for the public to stay informed and interact and engage with the project, such as the Broadway Citizens Task Force and its meetings, public open houses and community meetings, focused stakeholder presentations and meetings, and comment cards or emails to the project email address ([broadway@tucsonaz.gov](mailto:broadway@tucsonaz.gov)).

Figure 4. Planning and Design Phase Public Participation Diagram



## ***Broadway Project Technical Team***

The City of Tucson Department of Transportation is the lead agency and will manage the project through to completion. Both the Regional Transportation Authority (RTA) and Pima County Department of Transportation, as cooperating agencies and decision-making entities, will be engaged in the process, as described in the following pages.

Figure 5. Planning and Design Phase Project Technical Team

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

---

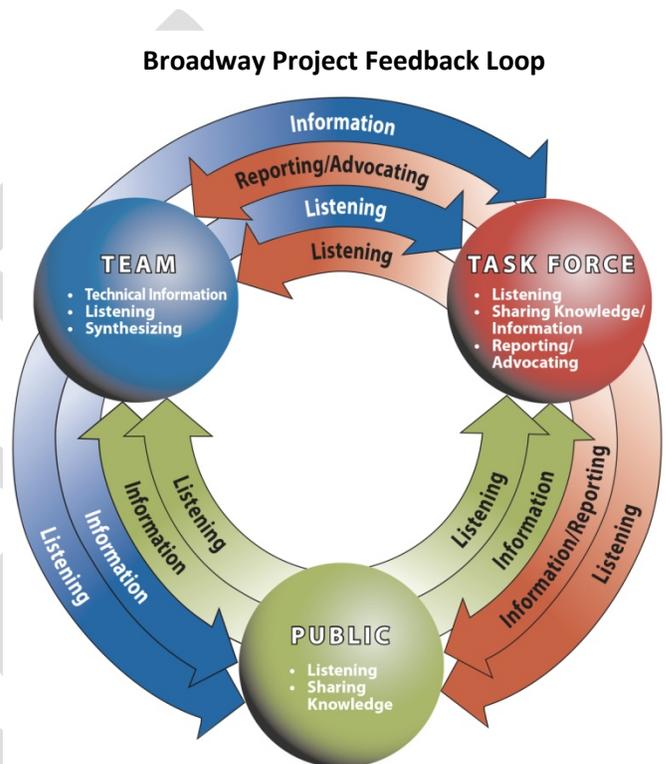
# BROADWAY ROADWAY IMPROVEMENT PROJECT

## PLAN FOR PUBLIC PARTICIPATION

---

Communication with the public is a vital component in the planning process for the Broadway Boulevard Roadway Improvement Project. Accordingly, the overarching goal of the Broadway Improvement Project’s public participation process is to have consistent, meaningful, and ongoing communication and interaction with the public.

The Planning & Design Phase of the project will be the most interactive phase of the improvement project. There will be many opportunities during this phase to engage with local and regional stakeholders through a variety of mediums. The input obtained throughout the project will inform the roadway’s design and ultimate placement. Informing, and interaction and engagement with, the public will occur through the Broadway Citizens Task Force and its meetings, community-wide meetings, focused stakeholder presentations and meetings, and comment cards, emails, or other correspondence to the project email address ([broadway@tucsonaz.gov](mailto:broadway@tucsonaz.gov)).



This Public Participation Plan will be available to local and regional stakeholders, the sponsoring agencies, and the groups that provide recommendations to them regarding the Broadway project design and funding. Presentations about the public participation plan process and copies of this document will be shared specifically with the following community representatives:

- Broadway Project Citizens Task Force
- City of Tucson Mayor and Council, particularly Wards 5 and 6
- Regional Transportation Authority
  - Citizens Accountability for Regional Transportation Committee
- Pima County
  - Board of Supervisors, particularly Districts 2 and 5
  - Bond Oversight Committee

## **Public Participation Plan Continuous Evaluation**

As the Planning & Design Phase progresses, it will be important to support the value of continuous learning and feedback that is built into the public participation process. It will be important to continually monitor the effectiveness of this process as it is implemented. Every effort will be made to include opportunities for local and regional community members, stakeholders, and decision-makers to provide feedback to the project technical team.

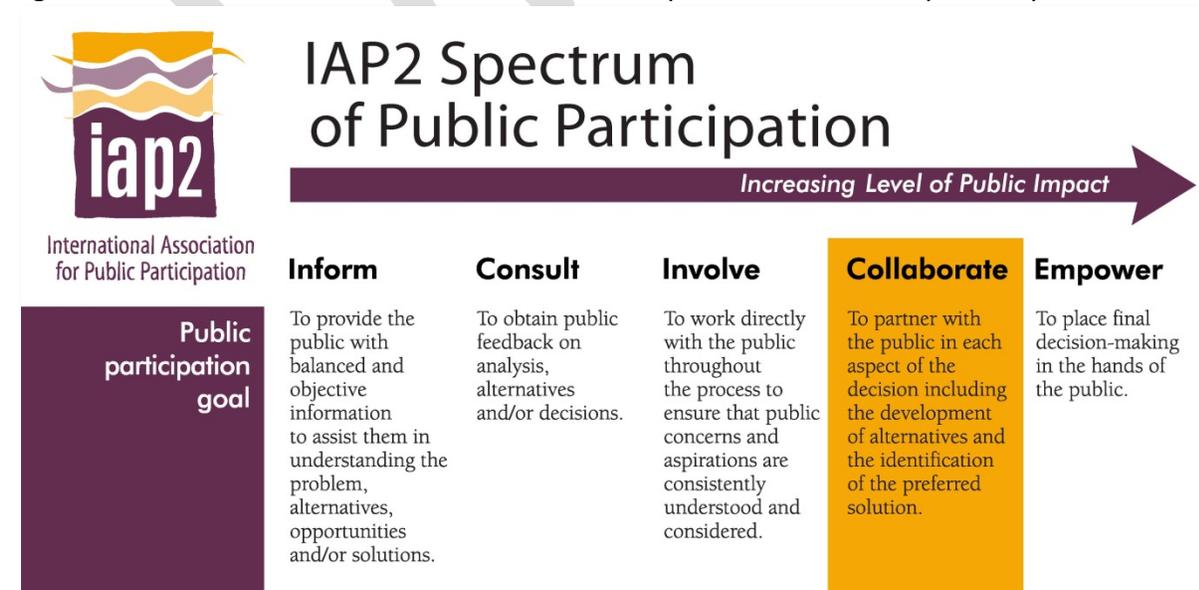
Additionally, the project team will keep an open dialogue with the public and discuss lessons learned and project progress as part of the regularly scheduled Task Force meetings.

## **Broadway’s Public Participation Process Philosophies**

**Context Sensitive Solutions (CSS):** CSS is a collaborative, interdisciplinary process that involves all stakeholders to plan and design a transportation facility that fits its applicable setting and preserves scenic, aesthetic, historic and environmental resources, while maintaining safety and mobility. The CSS process is defined by the following guiding principles: 1.Strive towards a shared stakeholder vision to provide a basis for decisions. 2.Demonstrate a comprehensive understanding of contexts. 3.Foster continuing communication and collaboration to achieve consensus. 4. Exercise flexibility and creativity to shape effective transportation solutions, while preserving and enhancing community and natural environments.

**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 level of public participation that will be sought for the project’s planning and design phase is the ‘Collaborate’ level.

Figure 6. International Association of Public Participation Public Participation Spectrum



---

**Title VI/Environmental Justice Guidelines:** While no Federal funding has been obtained for this project, and it is not anticipated that Federal funds will be sought for any aspects of this improvement project, the City of Tucson will voluntarily comply with Federal guidelines relating to public inclusion and involvement. Title VI of the Civil Rights Act of 1964 and related statutes assure that all individuals are not excluded from participation in, denied the benefit of, or subjected to discrimination on the basis of race, color, national origin, sex, and disability. Executive Order 12898 on Environmental Justice directs that programs, policies, and activities not have a disproportionately high and adverse human health and environmental effect on minority and low-income populations. The implementation of the Broadway public participation process will ensure that these protected populations are given the opportunity to participate, and reasonable accommodations will be made for special needs populations.

### ***Obtaining Public Input in Broadway's Planning & Design Phase***

The project planning and design phase will include the following activities:

- Formation of Citizen Task Force
- Initiate project and background assessment
- Street design concept development and assessment
- Corridor development options and assessment
- Draft street design
- Draft corridor development plan

Throughout this phase, communications and public participation will be integral to the public participation process and will significantly affect the decisions that are ultimately made.

The Planning and Design Phase will utilize a CSS approach to ensure that the public participation process is transparent, equitable to all stakeholders, involves the public early and often, and takes into account the entire design and mobility context for the area, not just the roadway itself. This phase will involve a review of several alternatives to the cross section originally approved by Mayor and Council in 1987 (6 travel lanes, 2 dedicated bus lanes, bike lanes and sidewalks, and alignment only to the north) and will seek to produce a functional engineering solution that is the most appropriate for the study area. Further, the planning approach will integrate roadway design with alternative mode use, and will evaluate economic development strategies and enhance community character through land use planning and urban design concepts.

The output of the Planning and Design Phase will be a Design Concept Report (DCR) that takes the project to 15 percent engineering plans. This Design Concept Report will provide the Task Force's formal recommendation to the RTA and Mayor and Council. These 15 percent plans will

be used to produce the final design plans that are used to construct the project. Thus, it is paramount for the public’s voice to be heard and for the public to actively participate in the process to produce the design concept that will ultimately lead to the finished product.

### ***Public Participation Framework – Key Elements***

- Citizens Task Force (CTF) Meetings:** The 13-member Citizens Task Force is the primary method for Broadway’s public participation process and represents different stakeholder interests in the project area. Their monthly meetings are open to the public, and have at least one Call to the Audience. Ten of the 13 members live on or within the project study area.

Figure 7. Broadway Project Citizens Task Force Membership and Representation

| # SEATS | STAKEHOLDER GROUP REPRESENTATION<br>(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 (RTA)  |
| 1       | Special needs and interests (TDOT Director, with input from Commission on Disability Issues (CODI)) |
| 1       | Citizens Transportation Advisory Committee (CTAC) representative (CTAC Chair)                       |
| 1       | Alternative modes of transportation representative (Tucson Pima Bicycle Advisory Committee)         |
| 1       | Tucson Planning Commission representative (TDOT Director)   |

- RTA Citizens Accountable for Regional Transportation (CART):** This citizens advisory committee of the Regional Transportation Authority will be a key partner in the planning and design process. The CART tracks the implementation of the RTA Plan and makes recommendations to the RTA Board. A CART member has been formally identified as a liaison to/ex-officio member of the Broadway CTF, and makes regular updates to the CART Committee at their meetings.
- Community Stakeholders:** A variety of stakeholders have been identified by the CTF and the Project Technical Team that will be notified about the project as it progresses. It is expected that the stakeholder list will grow as the project continues (see list of stakeholders identified as of February 2013). Stakeholders identified to date broadly include:

- 
1. applicants to the CTF that were not selected;
  2. project area property owners, business owners, residents, neighborhood associations, and grassroots advocacy groups;
  3. Tucson regional residents and commuters;
  4. elected officials and agency public committee members; and,
  5. community interest organizations and professional groups.

Because this project is focused on a regional corridor, and is substantially funded with regional dollars, every effort will be made to ensure that members of the broader regional community are informed about the project progress, are aware of opportunities to provide input, and are invited to all public meetings.

- **MainStreet Program Outreach to Area Businesses:** MainStreet is regional small business assistance program focused on minimizing the construction impact on businesses located along Regional Transportation Authority (RTA) roadway projects, such as the Broadway Boulevard Improvement Project. All businesses located within a quarter mile of RTA-funded transportation projects are eligible for free services. MainStreet's mission is to help businesses struggle less and prosper more during transportation construction projects by providing information, facilitating communication (ombudsman services) and offering individual and group business consulting services. For additional information, including a list of MainStreet's Frequently Asked Questions (FAQs), please visit the MainStreet website at [www.mainstreetinfo.org](http://www.mainstreetinfo.org) or call its small business hotline at 520-838-4352.
- **Public Input Report:** Input received on the project outside of the Citizens Task Force meetings, and the responses provided, are being tracked throughout the process. Additions and updates on input items are shared with the Task Force members via a report at each Task Force meeting. The report is made up of a summary spreadsheet cataloging the public input received, how it was received, by whom, and what actions are necessary. Responses are also tracked. Copies of the input and responses are also kept as PDFs, and are part of the report attachments. Suggestions that might have implications or influence of the roadway design are reviewed, and technical responses provided, as necessary.

- 
- **Public Information and Engagement Toolbox:** The public involvement process will include a number of “tools” to achieve the dialog necessary for a successful project. These include:
    - The Broadway Boulevard Citizens Task Force
    - Public Input Report that tracks input received from all sources other the Task Force meetings, and responses provided
    - Citizens Task Force conversations and CTF Toolbox (provided also online)
    - Community surveys using multiple sources and access points
    - Citizens Task Force workshops, charrettes, and tours of the project area
    - Community-wide meetings
    - Stakeholder briefings or focused meetings
    - Informational presentations and outreach, upon request (presented by the Task Force, Project Team, or others)
    - Project Website [www.tucsonaz.gov/broadway](http://www.tucsonaz.gov/broadway)
    - City’s Social media sites (Facebook and Twitter)
    - Periodic newsletters and milestone reports
    - Comment cards
    - Project email [broadway@tucsonaz.gov](mailto:broadway@tucsonaz.gov)
  
  - **Reviews by Agency Decision-makers:** The City of Tucson, RTA, and Pima County are sponsoring agencies for the Broadway improvements, and all have a role in approving the outcomes of this process. Regular updates will be provided to keep them informed regarding the progress, recommendations to date, and issues to be addressed.

### ***Public Notifications***

For Citizens Task Force meetings, subscribers to the project listserv will be alerted to the meeting date and time, location, and the agenda via email and information posted on the City’s web pages. As public meetings, these meetings will also be noticed per State law through the City Clerk’s Office.

Community-wide meetings will be advertised using the same methods as the Citizens Task Force meetings, and bolstered by direct mail to area residents within the project study area (1/4-mile north and south of the roadway), flyers posted around the local are regional community, paid media (i.e. newspaper and radio ads), media releases, regional and local newsletter listservs, and other opportune methods. The news media and Tucson Cable 12 will also be used to notify interested parties of the time and place.

---

At various points in the project schedule, newsletters or milestone reports may be used to communicate important project information.

### ***Reporting***

Results of the community-wide meetings/open houses will be disseminated through a formal report provided to the Citizens Task Force, via email to those who have signed up to be on the project listserve and through the project website. Copies can also be made available at public locations, such as Tucson Department of Transportation, RTA, Pima County, and elected officials offices throughout the City.

### ***Reviews and Approvals of the Broadway Improvement Project Design Concepts***

Reviews and Approvals of the Broadway Improvement Project Design Concepts: As described, every effort will be made to keep the sponsoring agencies informed of progress in the planning and design of the Broadway roadway improvements. Updates will be made, and at key points, input requested from agency reviewers. These can include the City's public bodies represented on the Citizens Task Force, City administration, and the Tucson Mayor and Council; the RTA's CART Committee, Technical/Management Committee, and Board; and, Pima County Bond Oversight Committee, Board of Supervisors, and Administration.

Once a Citizens Task Force recommendation has been developed regarding a selection of a cross-section, the placement of the roadway improvements to the north and/or south of the existing roadway, and the design concepts for the facilities, the recommendation will be taken to Mayor and Council for review, discussion, and direction to proceed with development of the full design concept report. At the point in time that the draft Design Concept Report and Initial 15% Plans are complete, these will be brought back to the Mayor and Council for approval.

If amendment to the City's Major Streets and Routes Plan is required, the process defined in the City's Unified Development Code will be followed.