





### Call to the Audience Guidelines

- 2 Call to the Audience opportunities
- Must fill out participant card
- Participants called in the order cards are received
- 3 minutes allowed per participant
- CTF Facilitator will call on speakers and manage time
- CTF members cannot discuss matters raised
- CTF cannot take action on matters raised
- CTF members can ask project team to review an item



## BROADWAY BOULEVARD

EUCLID to COUNTRY CLUB

March 21, 2013  
Broadway Citizens Task Force Meeting

### Meeting Agenda

1. Call to Order/Agenda Review/Announcements
2. 1<sup>st</sup> Call to the Audience 15 min
3. Approval of Meeting Summary: February 7, 2013 5 min
4. Public Input Report, and Reports on Project Presentations and Outreach 10 min
5. RTA MainStreet Business Assistance Program: What it Can do for Broadway Project Businesses Now 30 min
6. Group Debrief and Discussion Regarding the 2/28/2013 Community Input Meeting and Initial Input Results, Stakeholder Outreach and Draft Public Participation Plan 55 min
7. Group Discussion of The Broadway Project Planning and Design Schedule and CT Input on Options to Accelerate it 40 min
8. Nominations for New CTF Chair and Selection of Election Date 5 min
9. 2<sup>nd</sup> Call to the Audience 10 min
10. Next Steps/CTF Roundtable 25 min
11. Adjourn






### Call to the Audience

**15 Minutes**



**Please limit comments to 3 minutes**

- Called forward in order received
- CTF members cannot discuss matters raised
- CTF cannot take action on matters raised
- CTF members can ask project team to review an item


### Approval of Meeting Summaries: 2/7/2013 Meeting

**Jenn Toothaker Burdick, Project Manager**  
City of Tucson Department of Transportation



### Review Public Input Report

*Jenn Toothaker Burdick*





Public Input Report consists of a spreadsheet and attachments:

- **Spreadsheet** = Input received from 1/27/2013-3/8/2013
- **Attachments** = Documentation of only new input received

## Reports: Past and Upcoming Project Presentations & Outreach

Jenn Toothaker Burdick, Project Manager  
City of Tucson Department of Transportation

## RTA MainStreet Business Assistance Program


Britton Dornquist, Program Manager  
RTA MainStreet Business Assistance Program



## Group Debrief and Discussion Regarding the 2/28/2013 Community Input Meeting and Initial Input Results, Stakeholder Outreach and Draft Public Participation Plan

Jenn Toothaker Burdick, Project Manager  
City of Tucson Department of Transportation

Phil Erickson  
Community Design + Architecture



## 2/28/2013 Community Wide Meeting

Media Coverage

- Bill Buckmaster Show
- KVOA News 4
- KOLD News 13
- UA Journalism Students




## 2/28/2013 Community Wide Meeting

### Notification and Advertising of Event



- Save the Date Card
- Postcard Mailing (~8,000 pieces)
- Postcard distribution at various businesses
- Newspaper and Radio Advertising
- eBlast to Project Listserv (400+ emails)
- City of Tucson, Project, and RTA Websites
- Ward newsletters
- CTF Outreach




## Initial Input

### Attendance

- 145 people signed in (many more in attendance)
- 40 new contacts added to listserv

### Initial Input

#### Where People Live and Work

- Near Project Area = 22<sup>nd</sup> St to Speedway Blvd, 1-10 to Country Club
- 30/54 respondents live near the project area
- 35/49 Respondents work near the project area

### Initial Input

#### How Do You Use Broadway?

Help us understand the kind of activities you engage in and how you travel in the project corridor. Apply one dot or star for each category that applies to you. Multiple answers may apply. For example, if you bike and walk in the project study area, you'll apply two stickers in the block to the right of the category. Thanks!

- How I travel in the project zone:**
  - Bike: 36
  - Walk: 40
  - Vehicle: 52
  - Bus: 15
  - Other: 1
- What I do in the project zone:**
  - Entertainment, Shop, Dine: 54
  - School: 5
  - Commuter: 23
  - Work: 22, 26
  - Home: 29
  - Professional Services (bank, dog grooming, tax preparation, salon, etc): 29
  - Worship: 4
  - Other: 6

### Initial Input

#### Comments Received

- 114 Written Comments
- 29 Comment Cards
- 4 Video Booth Comments

**147 Total Comments**

**Resulting in 242 goal-specific comments**

### Preliminary Summary of Input

- Majority of comments could be tied to existing goal statements
- Some modified existing goals
- Some represent new potential goals
- Several are comments on specific design concepts rather than goals

### Preliminary Summary of Input


- Comments supporting specific goals – example: *Traffic projections along Broadway have not come to be. There is not enough new housing East of downtown to significantly increase the traffic. It would be much better to preserve our architectural heritage along this route. Keep the buildings, forgo the asphalt*
- Relates to the following goal statements:
  - Do not widen Broadway Boulevard
  - Protect all individually historic and contributing buildings, signage, and sites.
- Key comment not related to goals:
  - Update traffic projections

### Preliminary Summary of Input

- Comments supporting specific goals – example: *Historic preservation with local businesses providing services for your neighborhood – Multimodal*
- Relates to the following goal statements:
  - Nurture Broadway's role as a place for new and existing small, local and incubator businesses through preserving existing development and its lower rents and by encouraging new policies to require new development to help create commercial space for small, local businesses
  - Recognize and support distinct character of Broadway as a series of places, defined by their historic and significant structures, signage, landscape, and uses
  - Optimize the use of the right-of-way to improve mobility and safety for all modes of travel along and across Broadway

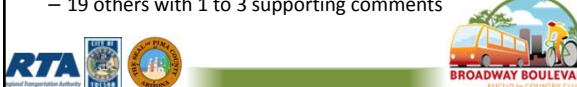
### Preliminary Summary of Input

- Goals that were supported:
  - Do not widen Broadway Boulevard (31)
  - Recognize and support distinct character of Broadway as a series of places, defined by their historic and significant structures, signage, landscape, and uses (23)
  - Provide east-west mobility for bicyclists of various skill levels on Broadway Boulevard and parallel streets (19)
  - Create an inviting pedestrian environment that encourages walking along Broadway and for crossing the Boulevard (19)




### Preliminary Summary of Input

- Goals that were supported:
  - 6 others with 10 or more supporting comments
    - Optimize r.o.w. for all modes
    - Landscaping and lighting
    - Place for new and existing small, local, & incubator businesses
    - Maintain and reinvest to complement today's aesthetic character
    - Minimize widening
    - Provide high capacity transit on Broadway
  - 7 others with 4 to 9 supporting comments
  - 19 others with 1 to 3 supporting comments




### Preliminary Summary of Input

- Four potential new goals:
  - Do not improve for automobile through traffic or access (3)
  - Widen Broadway to accommodate through and commute traffic (2)
  - Improve economic and transportation linkages with Downtown and UofA (1)
  - Maintain and improve property values of adjoining neighborhoods (1)




### Preliminary Summary of Input

- Several other topics or design issues raised:
  - Provide bus pullouts (17)
  - Provide park-and-ride (6)
  - Update traffic projections (6)
  - Underground utilities (4)
  - Increase frequency and hours of transit service (2)
  - Several more with one comment




## CTF Debrief and Discussion about the 2/28/2013 Event






### Next Steps for Public Input Assessment

- Finalize overall assessment of input
  - Prepare summary memorandum
  - Identify potential modifications to vision and goals
  - Identify new potential goals
- Send out to CTF between meetings and post on the project website
- Discuss at next CTF meeting



### Stakeholder Outreach




- Did you meet new stakeholders at the event?
- Did you do any outreach after the meeting?
- Have you had the opportunity to review and use the CTF Toolkit? Was it useful?

### Stakeholder Outreach

**Suggested Approach for Tracking Outreach**



- Tracking sheet
- Share with other CTF and project team at the CTF meetings
- Forward comments, questions, and potential design ideas to [broadway@tucsonaz.gov](mailto:broadway@tucsonaz.gov) and we can add to the Public Input Report as a running record of the public sentiment.
- Other?

### Broadway Project Public Participation Plan

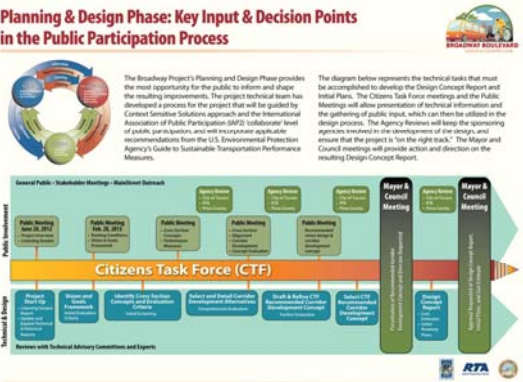
*Broadway Project P<sup>3</sup>*

- P<sup>3</sup> is a strategic framework
- Describes key elements that will be used to make information available to the public, and methods used to obtain feedback
- General concept of communication plan
- Identifies initial stakeholders
- Describes review & approval processes with agencies





### Broadway Project Public Participation Plan

**Planning & Design Phase: Key Input & Decision Points in the Public Participation Process**



The diagram illustrates the integration of public input into the project's design and planning phases. It shows a sequence of public meetings and the formation of the Citizens Task Force (CTF), which provides input to the design team. Key decision points include the Mayor's Council Meeting and the final design approval.



### Group Discussion of the Broadway Project Planning and Design Schedule and Options to Accelerate It

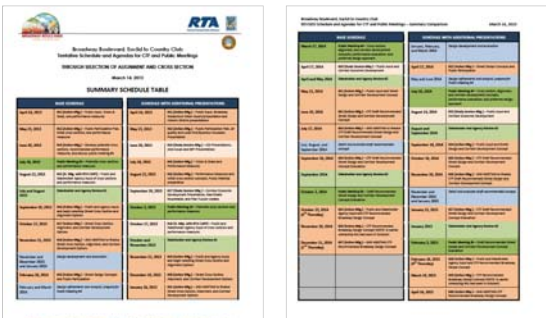
**Phil Erickson**  
Community Design + Architecture

**Jenn Toothaker Burdick, Project Manager**  
City of Tucson Department of Transportation





### Scheduling Options

- Two base options have been developed



The tables provide a detailed comparison of two scheduling options, detailing key milestones, public meetings, and design tasks over time.



### Scheduling Options

- List of Informational Presentation

**Topics to Cover Prior to Development of Potential Cross Sections and Performance Measures**

1. Report on Modernism Week and Broadway's Historic Character (Demion Clinco)	15 mins.	20 mins.	35 mins.
2. Historic Districts (City Historic Preservation Staff)	20 mins.	30 mins.	50 mins.
3. ADA Compliant/Supportive Roadway Design (TBD)	10 mins.	20 mins.	30 mins.
4. CSS Presentation (Katie Gannon)	15 mins.	20 mins.	35 mins.
5. CSS Presentation (Phil Erickson)	15 mins.	20 mins.	35 mins.
6. BRT Study Update (TBD)	20 mins.	30 mins.	50 mins.
7. Tucson's Climate Change and Transportation Policies (Leslie Ethen/Irene Ogata, OCSD)	10 mins.	20 mins.	30 mins.
8. Air Quality and Transportation (Colleen Crownshield, PAG)	10 mins.	20 mins.	30 mins.
9. Local First Arizona & someone about business incubators (from Eller College of Management at UofA?)	20 mins.	30 mins.	50 mins.

**Topics to Cover Prior to Starting Selection of Concepts to Carry Forward into Detailed Design and Evaluation**

1. Corridor Economic Development & TOD (CD+A and EPS)	20 mins.	15 mins.	35 mins.
2. Real Estate Round Table (Tucson development, architect, and realtor representatives)	20 mins.	45 mins.	65 mins.
3. Plan Tucson Update (Trans./LU Policies)	20 mins.	30 mins.	50 mins.

### Scheduling Options

- Base Schedule with CTF Meetings once a month *with informational presentations in meetings*

### Scheduling Options

- Base Schedule with CTF Meetings once a month *with informational presentations outside of meetings*

### Options for Tightening Schedule

- Further topical/informational presentations outside of regular CTF meetings (*approx. 4 months time savings*)
- Allow for two CTF meetings per month at some points (*5 pairs of meetings could be separated by 2-3 weeks; approx. 1.5-2.5 months time savings*)
- Use a "Charrette Approach" for some pairs of CTF meetings (*5 pairs of meetings could occur in one week; approx. 5 months time savings*)
- Some potential 2<sup>nd</sup> Meetings may not be needed if CTF can reach consensus in one meeting (*3 pairs of 2<sup>nd</sup> meetings up to 1.5 months of potential time savings*)
- Additional efficiencies in time needed for design and technical work (*time savings TBD*)

### Possible Schedule Refinements

- Some reordering of meetings through the next workshop is likely to occur

SUMMARY SCHEDULE TABLE	
BASE SCHEDULE	SCHEDULE WITH ADDITIONAL PRESENTATIONS
April 23, 2013 1st Public Meeting - 1st Public Meeting	April 23, 2013 1st Public Meeting - 1st Public Meeting
May 20, 2013 2nd Public Meeting - 2nd Public Meeting	May 20, 2013 2nd Public Meeting - 2nd Public Meeting
June 17, 2013 3rd Public Meeting - 3rd Public Meeting	June 17, 2013 3rd Public Meeting - 3rd Public Meeting
July 14, 2013 4th Public Meeting - 4th Public Meeting	July 14, 2013 4th Public Meeting - 4th Public Meeting
August 11, 2013 5th Public Meeting - 5th Public Meeting	August 11, 2013 5th Public Meeting - 5th Public Meeting
September 8, 2013 6th Public Meeting - 6th Public Meeting	September 8, 2013 6th Public Meeting - 6th Public Meeting
October 6, 2013 7th Public Meeting - 7th Public Meeting	October 6, 2013 7th Public Meeting - 7th Public Meeting
November 3, 2013 8th Public Meeting - 8th Public Meeting	November 3, 2013 8th Public Meeting - 8th Public Meeting
December 1, 2013 9th Public Meeting - 9th Public Meeting	December 1, 2013 9th Public Meeting - 9th Public Meeting
January 1, 2014 10th Public Meeting - 10th Public Meeting	January 1, 2014 10th Public Meeting - 10th Public Meeting
February 1, 2014 11th Public Meeting - 11th Public Meeting	February 1, 2014 11th Public Meeting - 11th Public Meeting
March 1, 2014 12th Public Meeting - 12th Public Meeting	March 1, 2014 12th Public Meeting - 12th Public Meeting

### Options for Tightening Schedule


#### CTF DECISION POINT

- Further topical/informational presentations outside of regular CTF meetings (*approx. 4 months time savings*)
  - Are there any priority presentations that the CTF would want to have during regular meetings
- Allow for two CTF meetings per month at some points (*5 pairs of meetings could be separated by 2-3 weeks; approx. 1.5-2.5 months time savings*)
- Use a "Charrette Approach" for some pairs of CTF meetings (*5 pairs of meetings could occur in one week; approx. 5 months time savings*)
- Some potential 2<sup>nd</sup> Meetings may not be needed if CTF can reach consensus in one meeting (*3 pairs of 2<sup>nd</sup> meetings up to 1.5 months of potential time savings*)
- Additional efficiencies in time needed for design and technical work (*time savings TBD*)

## Nominations for New CTF Chair and Selection of Election Date

**Phil Erickson**  
Community Design + Architecture

**Jenn Toothaker Burdick, Project Manager**  
City of Tucson Department of Transportation



**Comparison of Duties: Traditional Officer Roles and Current Process used for Broadway CTF**

**Overview:** Ordinance 21508, adopted on 4/13/2010, creates the Broadway Boulevard Citizens Planning Task Force. As was presented by the City Attorney's Office at the 8/30/2012 CTF meeting, election of a Chair and Vice Chair from the Task Force's membership is required. The CTF will discuss at the 10/4/2012 meeting what duties the Chair and Vice Chair should have, and what, if any, the facilitator should have. The project team recommends use of the facilitator.

The table below provides descriptions of traditional officer roles, as described in the City of Tucson Board, Committees, and Commissions Member Handbook, Parliamentary Procedure Guidelines' section. <[www.tucsonaz.gov/clebs/bocomb/comthetee-commissions](http://www.tucsonaz.gov/clebs/bocomb/comthetee-commissions)> The current process is also provided, reflecting how the facilitator and other project team members are involved in the various tasks.


Traditional Officer Roles	Facilitator (Kaneen Deiter)	Current Process TDOT Prog. Manager (Jenn Burdick)
<b>Chair</b> - Required by Ord. 21508; Term = 1 year; May be re-elected. Responsible for: <input type="checkbox"/> Conducting meetings <input type="checkbox"/> Serves as official representative of the board <input type="checkbox"/> Sets agendas <input type="checkbox"/> Announces the order of business. <input type="checkbox"/> Recognizes the members who would like to speak <input type="checkbox"/> Appoints members to subcommittees <input type="checkbox"/> Facilitates the motions and declares the votes	<input type="checkbox"/> N/A  <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> (using consensus model)	N/A <input type="checkbox"/> (with CTF and project team input)
<b>Vice Chair</b> - Required by Ord. 21508; Term = 1 year; May be re-elected. Responsible for: <input type="checkbox"/> Presiding over and conducting any meeting at which the Chairperson is not present. If both the Chairperson and Vice Chairperson are absent, the members shall appoint a Chairperson to conduct the meeting.	<input type="checkbox"/> (will arrange for back-up)	<input type="checkbox"/> (will arrange for back-up)
<b>Secretary</b> - NOT required by Ord. 21508. Tasks handled by project team include: <input type="checkbox"/> Keeping the notes of the meeting. <input type="checkbox"/> Records the attendance and keeps a list of current members and subcommittee assignment <input type="checkbox"/> Produces the agenda in conjunction with the Chairperson and handles general correspondence <input type="checkbox"/> Has access to all of the governing documents of the BCC and keeps them current	<input type="checkbox"/> (with Kaneen PR staff) <input type="checkbox"/> <input type="checkbox"/> (with Kaneen PR staff/TDOT Prog. Mgr)	<input type="checkbox"/> <input type="checkbox"/> (with Kaneen PR staff/project team)
<b>Additional duties</b> , not described in Handbook: <input type="checkbox"/> Obtains quorum confirmation <input type="checkbox"/> Emails materials to CTF <input type="checkbox"/> Liaison and advocate on behalf of the CTF to the project team - when issues arise, feedback necessary to give to project team, etc.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

## Call to the Audience

**10 Minutes**

**Please limit comments to 2 minutes**


- Called forward in order received
- CTF members cannot discuss matters raised
- CTF cannot take action on matters raised
- CTF members can ask project team to review an item



## Next Steps/Roundtable

*Jenn Toothaker Burdick*

- Next CTF Meeting: **Thursday, 4/18/2013**  
5:30 p.m., Child & Family Resources, 2800 E. Broadway Boulevard
- Proposed Agenda
  - Welcome/Agenda Review
  - 1<sup>st</sup> Call to the Audience
  - Meeting Summary Approvals
  - Review/Approve Public Input Report for Public Meeting #2
  - Finalize Draft Vision and Goals
  - Initial Draft Transportation "Functionality" Performance Measures
  - Call to the Audience
  - Next Steps/CTF Roundtable



## Thank You for Coming – Please Stay in Touch!

**Broadway: Euclid to Country Club**  
 Web: [www.tucsonaz.gov/broadway](http://www.tucsonaz.gov/broadway)  
 Email: [broadway@tucsonaz.gov](mailto:broadway@tucsonaz.gov)  
 Info Line: 520.622.0815

**RTA Plan**  
[www.rtamobility.com](http://www.rtamobility.com)

