

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 st 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 nd 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 = 22nd 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. Thank!

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
- Commute: 23
- Work: 22
- Home: 26
- Professional Services (bank, dog grooming, tax preparation, sales, 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 and we can add to the Public Input Report as a running record of the public sentiment.
- Other?



Broadway Project Public Participation Plan

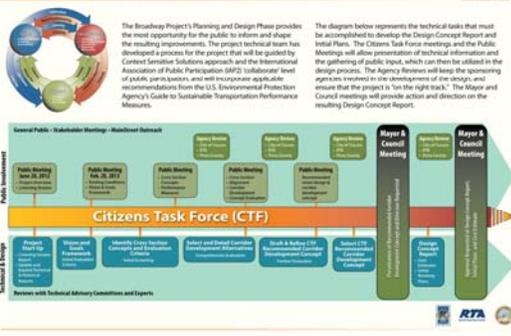
Broadway Project P³

- P³ 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



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

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 relator representatives) | 20 mins. | 45 mins. | 65 mins. |
| 3. Plan Tucson Update (Transp./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*

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
 - 1st 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
Email: broadway@tucsonaz.gov
Info Line: 520.622.0815

RTA Plan
www.rtamobility.com