

The Broadway Citizens Task Force: *In Their Own Words*

June 20, 2012, the Broadway Citizens Task Force had their first Task Force meeting and Public Meeting #1 to begin planning and design for 6-lanes, plus 2 dedicated bus lanes, bike lanes, and sidewalks between Euclid and Country Club - part of the 2006 voter-approved \$2.1 billion RTA plan.

Controversy prompted political bodies to set parameters for the planning design process.

24 months later, after:

- ***30 Task Force meetings (100+ hours)***
- ***Dozens of outreach presentations***
 - ***2 prior community-wide Public Meetings...***



The Task Force Welcomes You To Public Meeting #4!

Because so much has happened over the past 24 months, the Task Force members have created this “snapshot” of key experiences, pressing issues, and their hopes for the future.



In Their Own Words

The following slides are Task Force member responses to the following questions

- 1. What in the process (thus far) has stood out for you?***
- 2. What was a pivotal moment/a game changer for you?***
- 3. What are the most current pressing issues for you? Your stakeholders?***
- 4. What do you hope to gain from this open house?***
- 5. Anything else you would like to share?***



QUESTION 1:

What in the process (thus far) has stood out for you?



What in the process (thus far) has stood out for you?



Mary Durham-Pflibsen

Neighborhood Interests –
North East

“The dedication of Task Force Members and the Project Team.”

“The level of public interest in this project; willingness of stakeholders to provide their opinions. We can’t do this without public input!”



What in the process (thus far) has stood out for you?



“The incredible amount of information staff has provided.”

Jamey Sumner

Neighborhood Interests –
South West

What in the process (thus far) has stood out for you?

“The process is very thorough and complex. Staff has been responsive. Several neighborhoods and the Broadway Coalition are extremely persistent and “on message”. As we get to decision points, the pressure increases.

There will be no ‘winner takes all;’ everyone has to recognize the competing interests.”



Bob Belman
Business Interests –
South



What in the process (thus far) has stood out for you?



*“The passion of an **amazing 6-year-old Miles student** defending the Miles School Garden Program during one our Task Force meeting Call to Audience.”*

Mary Durham-Pflibsen

Neighborhood Interests –
North East



What in the process (thus far) has stood out for you?



“The difficult balance this project requires between the desires of neighbors and other parts of the community.”

Dale Calvert

Citizens Transportation Advisory Committee



What in the process (thus far) has stood out for you?



Mary Durham-Pflibsen
Neighborhood Interests –
North East

“The support of Mayor and Council for the Citizen’s Task Force design process, particularly allowing us to move forward with continued consideration of the 4-lane option due to public support. Mayor and Council’s very explicit instructions for the design to be as narrow as possible to preserve historic buildings, businesses, homes, sense of place, and economic vitality.”



What in the process (thus far) has stood out for you?

“Networking among Task Force members, stakeholders, TDOT, and the RTA.”



Jamey Sumner
Neighborhood Interests –
South West



What in the process (thus far) has stood out for you?

“The passion and dedication that my fellow task members have shown throughout the past two years. They are dedicated to their stakeholders, questioned every aspect of this process to reach conclusion for all parties involved.”



Bruce Fairchild
Business Interests –
North



What in the process (thus far) has stood out for you?



“The consistent and sustained participation from the public in attending meetings, giving thoughtful input, keeping Task Force accountable.”

Colby Henley

Neighborhood Interests –
North West



What in the process (thus far) has stood out for you?

“The commitment, passion and hard work of the Task Force, the community members, and the project team.”



Naomi McIsaac

Alternate Modes –

Tucson-Pima County Bicycle Advisory Committee



What in the process (thus far) has stood out for you?

“The amount of information presented to the Task Force in order that we may arrive at a design that will benefit all.”



Bruce Fairchild
Business Interests –
North



What in the process (thus far) has stood out for you?



“When we save only a few historic buildings in an area, we are left with museums rather than a historic district.”

Mary Durham-Pflibsen

Neighborhood Interests –
North East



What in the process (thus far) has stood out for you?



“How much time and effort the task force, the project team, and the public has put in throughout the process - and how everyone has really grown together because of that.”

Shirley Kurc Papuga

Neighborhood Interests –
South East



What in the process (thus far) has stood out for you?

“I am disheartened by the regulatory restrictions and political nature of the process and thus, the possible realistic outcomes. I am concerned that the collaborative and creative solutions designed by the Task Force may be rejected by Pima County and the RTA.”



Naomi McIsaac

Alternate Modes –

Tucson-Pima County Bicycle Advisory Committee



What in the process (thus far) has stood out for you?



“How mid-century modern buildings could look with restoration of their original facades.”

Mary Durham-Pflibsen

Neighborhood Interests –
North East



QUESTION 2:

What was a pivotal moment/a game changer for you?



What was a pivotal moment/a game changer for you?



Jamey Sumner

Neighborhood Interests –
South West

“When we started talking about diminishing functionality it became clear that 4 lanes would diminish functionality; and that the funding would not be available. Because the 8 lane was taken off the table, the 6 lane and how it can be best designed to meet community needs is the compromise for the present and the future.”

What was a pivotal moment/a game changer for you?

“Many neighborhood and business interests may want to minimize the width of the street not necessarily the number of lanes.”



Dale Calvert

Citizens Transportation Advisory Committee



What was a pivotal moment/a game changer for you?



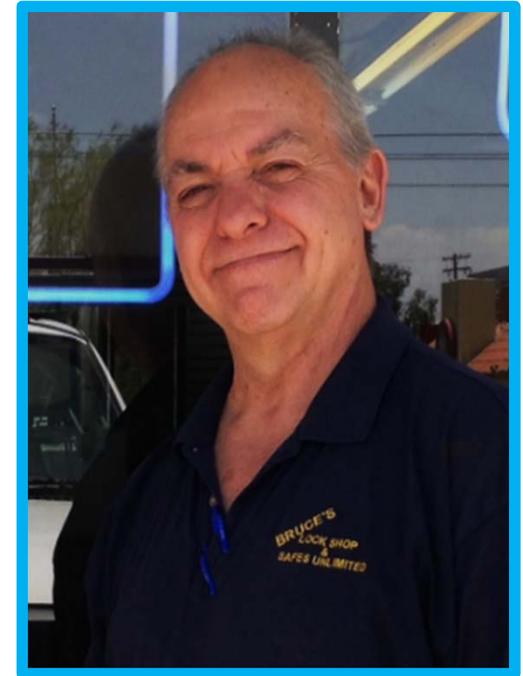
Mary Durham-Pflibsen
Neighborhood Interests –
North East

“Task Force member Naomi McIsaac sharing her experience as a mid-town cyclist and victim of a hit-and-run accident, which left her seriously injured. A cyclist died at the Broadway/Campbell intersection in the past year. Both accidents underscore the opportunity to provide a safer means for cyclists and pedestrians to travel along Broadway.”



What was a pivotal moment/a game changer for you?

“When we learned that, unless we adopt at least a 6 lane proposal, the RTA and Pima County would likely not fund the project.”



Bruce Fairchild
Business Interests –
North



What was a pivotal moment/a game changer for you?

“Learning that existing sidewalks must be widened to comply with Federal ADA regulations, indicating the existing roadway must be altered and funded.”



Naomi McIsaac

Alternate Modes –

Tucson-Pima County Bicycle Advisory Committee



What was a pivotal moment/a game changer for you?



Mary Durham-Pflibsen

Neighborhood Interests –
North East

“The resurrection of the “Sunshine Mile” business district by current business owners, and the investment in new small businesses within the design area.”

“Study of the Phoenix Light Rail route, through congested downtown areas, and strategies used to preserve businesses and historical buildings while still providing transit.”



What was a pivotal moment/a game changer for you?

“When the Task Force was informed that RTA and Pima County will not fund the roadway project if a design less than 6 lanes is selected.”

“If the roadway is not expanded to 6 lanes, the City would be required to repay \$7m and fund \$32m in sidewalk and roadway improvements.”



Diane Robles

Business Interests –
South



What was a pivotal moment/a game changer for you?

“Phoenix Valley Metro Light Rail Project Manager Wulf Grote’s presentation opened my eyes to the possibilities of implementing successful high capacity transit in the Broadway corridor.”



Naomi McIsaac

Alternate Modes –

Tucson-Pima County Bicycle Advisory Committee



What was a pivotal moment/a game changer for you?

“Learning that if we do ‘nothing,’ Broadway would be forced to become ADA compliant when resurfaced. This ‘Sidewalk Only’ option, would lead to acquiring properties and buildings anyway, resulting in a process with much less public input.”



Shirley Kurc Papuga
Neighborhood Interests –
South East



What was a pivotal moment/a game changer for you?

“Learning the history and architectural significance of the mid-century modern buildings on Broadway Blvd between Country Club and Euclid, named one of Arizona’s most endangered historic places by the Arizona Preservation Foundation.”



Mary Durham-Pflibsen

Neighborhood Interests –
North East



What was a pivotal moment/a game changer for you?



Michael Butterbrodt
Regional Interests

“There has been nothing pivotal or game changing. Allow the technical professionals to do what they are paid to do and polish it off with what is best for the majority and satisfy whatever federal requirements are necessary.”



What was a pivotal moment/a game changer for you?



“We can implement water-harvesting strategies without widening the road, using smart design concepts such as roadway gradients and strategic landscaping.”

Mary Durham-Pflibsen

Neighborhood Interests –
North East



What was a pivotal moment/a game changer for you?

“Learning the Technical Advisory Committee does not believe that the RTA or Pima County will fund a project with fewer than 6 lanes dedicated to cars was discouraging – defining the economic restrictions on this project’s designs.”



Naomi McIsaac

Alternate Modes –

Tucson-Pima County Bicycle Advisory Committee



QUESTION 3:

What are the most current pressing issues for you? Your stakeholders?



What are the most current pressing issues for you? Your stakeholders?



“The alignment. That this be truly a multi-modal road, equally balanced for all users.”

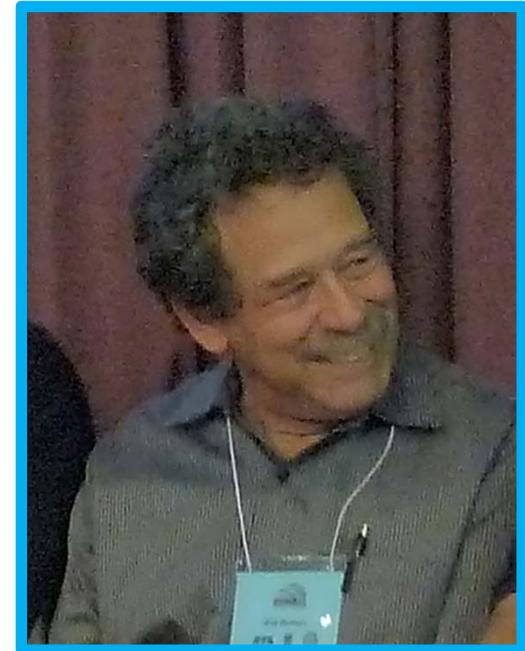
Jamey Sumner

Neighborhood Interests –
South West



What are the most current pressing issues for you? Your stakeholders?

“Because at this late stage there is discussion of taking land on the south side of Broadway, there is more realization that south side business interests need to be engaged.”



Bob Belman

Business Interests –
South



What are the most current pressing issues for you? Your stakeholders?



“To develop a design that leads to the creation of an environment along Broadway that is safe, accessible, usable, and enjoyable for people with disabilities.”

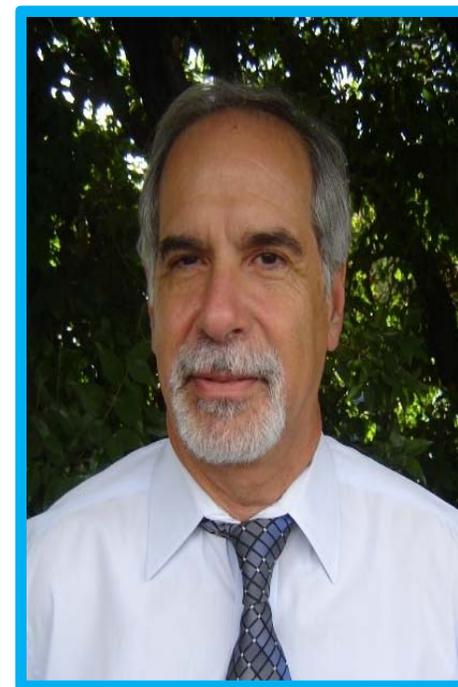
Jon Howe
Special Needs



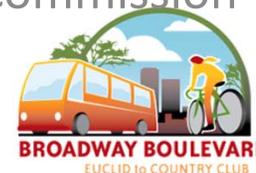
What are the most current pressing issues for you? Your stakeholders?

“As a designer, I have always considered our ‘Tucson Community’ as my stakeholders. Including, especially, ‘property owners and surrounding, adjacent owners’ of property to Broadway.”

“Providing Design direction is critical. There is no overlay zoning, though needed, to be presented to the Planning Commission.”



Joseph Maher, Jr.
Planning Commission



What are the most current pressing issues for you? Your stakeholders?



Mary Durham-Pflibsen

Neighborhood Interests –
North East

“The curb-to-curb width of the road, including travel lanes, bicycle lanes, sidewalks and landscaping.”

“The width, travel speed, and design of the roadway, and impact on the surrounding residential neighborhoods, e.g. cut-through traffic, increased noise and pollution, heat island effect, loss of historically significant properties.”



What are the most current pressing issues for you? Your stakeholders?

“The need to narrow the street as much as possible and still meet the demands from the RTA and County to be at least six lanes and meet functionality requirements.”



Dale Calvert

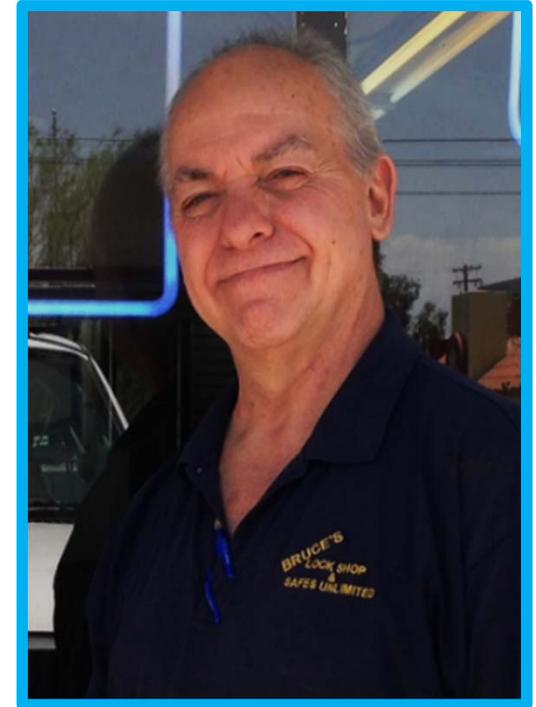
Citizens Transportation Advisory Committee



What are the most current pressing issues for you? Your stakeholders?

“What is actually going to happen. Will it happen on time? Hopefully we will not have to revisit this in another 5-10 years.”

“My stakeholders are concerned about what is going to happen. They have been in limbo for the last 2 years and will be for two more to come. They haven’t been able to make any business decisions because of this.”



Bruce Fairchild
Business Interests –
North

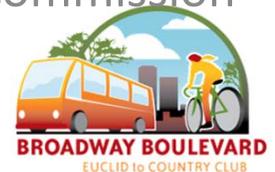


What are the most current pressing issues for you? Your stakeholders?

“Overdue selection NOW of the 4 + 2T/ 6-lane alignment, then move forward with the design and fine tuning of the roadway enabling the ability to retain as many buildings as possible, hopefully with their desire to remain, and help of the property owners and tenants on Broadway.”



Joseph Maher, Jr.
Planning Commission



What are the most current pressing issues for you? Your stakeholders?



Mary Durham-Pflibsen

Neighborhood Interests –
North East

“Pedestrian safety and length of time it will take for pedestrians to cross a wider road, particularly in hot weather. There are two large federally-subsidized housing units with many residents who are not able to drive and rely on services within walking distance.”



What are the most current pressing issues for you? Your stakeholders?

“The safety of pedestrians and cyclists on Broadway! I am optimistic about the design teams' current proposals for a cycle track; but also worried about the safety of vulnerable users if the roadway is significantly widened.”



Naomi McIsaac

Alternate Modes –

Tucson-Pima County Bicycle Advisory Committee



What are the most current pressing issues for you? Your stakeholders?



“Time and money. This roadway improvement needs to be viewed and worked on from a much needed ‘Regional’ perspective.”

Michael Butterbrodt
Regional Interests



What are the most current pressing issues for you? Your stakeholders?



“Neighborhood residents are concerned about the potential loss of lifestyle - services provided by small businesses currently in the area, and the cultural impact if these unique businesses are lost due to property acquisition or construction.”

Mary Durham-Pflibsen

Neighborhood Interests –
North East



What are the most current pressing issues for you? Your stakeholders?

“My stakeholders are most concerned with the right of way not shifting to the south and complying with what the voters approved in 2006 to improve the roadway to the north.”

“They are also very concerned with keeping business thriving during the construction phase of the project.”



Diane Robles

Business Interests –



What are the most current pressing issues for you? Your stakeholders?



“A design that protects the sense of place and allows that to flourish. We want a design that benefits the community and builds into the fabric and foundation currently in place.”

Colby Henley

Neighborhood Interests –
North West



What are the most current pressing issues for you? Your stakeholders?



"I have compassion and sympathy for the north side. I was 'somewhat safe,' being on the south side, until I saw lines coming across my buildings in an alternative design.

I don't agree with a 'meandering' roadway. Do what is best for the overall community; not just the small minority this project will negatively impact."

Michael Butterbrodt

Regional Interests



What are the most current pressing issues for you? Your stakeholders?

“It is imperative that the new design for Broadway improves the safety for all users:

- *25 pedestrians were hit and killed in Tucson last year.*
- *Arizona is currently 6th in the U.S. for highest pedestrian fatality rates.”*



Naomi McIsaac

Alternate Modes –

Tucson-Pima County Bicycle Advisory Committee



What are the most current pressing issues for you? Your stakeholders?

*“Developing a design alternative that takes advantage of the opportunity to do something innovative with project "functionality" by **creating an environmentally responsible multimodal corridor** that:*

- **highlights our unique assets** (such as Broadway Village)*
- **challenges the status quo** (such as developing plans based on what we would like it to be, as opposed to current trends or models based on those trends), and*
- **provides a strong foundation** from which we can build that vision (such as if we want a street car along Broadway we need to pave the way for it now).“*



Shirley Kurc Papuga

Neighborhood Interests –
South East



What are the most current pressing issues for you? Your stakeholders?



Mary Durham-Pflibsen

Neighborhood Interests –
North East

“Historic preservation.

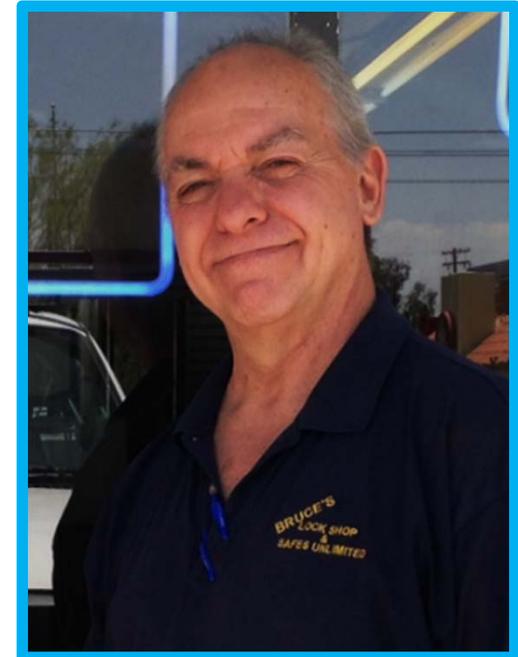
Economic Vitality and the loss of sales tax, property tax and tourism revenues if successful businesses and mid-century modern architecture are lost.

Sense of place.”

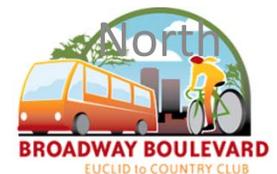


What are the most current pressing issues for you? Your stakeholders?

“Parking and accessibility are major concerns during and after construction.”



Bruce Fairchild
Business Interests –



QUESTION 4:

What do you hope to gain from this open house?



What do you hope to gain from this open house?



“A broader vision for Broadway.

*To hear from a broader constituency
so that a happy medium can be
found.”*

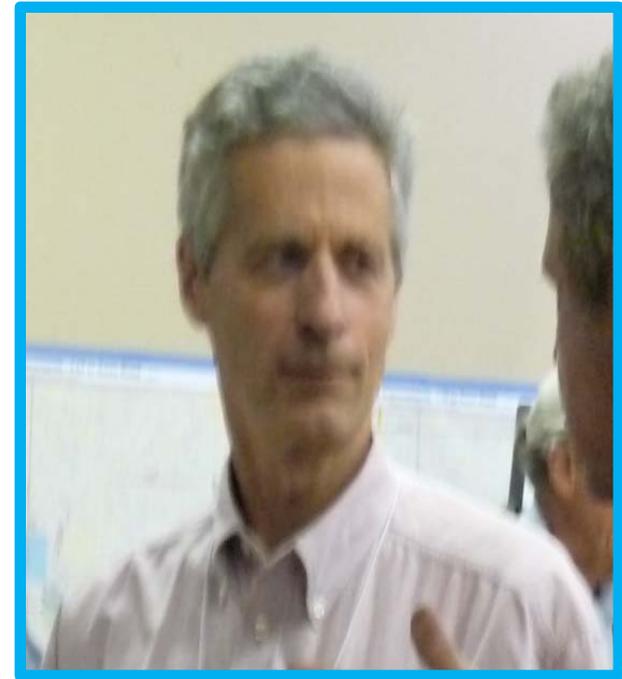
Jamey Sumner

Neighborhood Interests –
South West



What do you hope to gain from this open house?

“Ideas for and examples of roadway features in Tucson or elsewhere that contributes to the roadway being safe, accessible, usable, and enjoyable for people with disabilities.”



Jon Howe
Special Needs



What do you hope to gain from this open house?



“If stakeholders favor the 4-lane design, is it because it’s the narrowest option, or because it’s the right configuration for this part of Broadway?”

Mary Durham-Pflibsen

Neighborhood Interests –
North East



What do you hope to gain from this open house?

“Enough public input so that we can finally start putting forward a design that will benefit all; not just my stakeholders but the city and county as well.

A compromise among my stakeholders. The majority don't wish to have anything done; leave it alone. Change is inevitable, so I hope they can help by giving us positive input on how to make it beneficial to all.”



Bruce Fairchild
Business Interests –

North



What do you hope to gain from this open house?



“I hope those attending the Open House will see and respect the amount of time, energy and information that has been put into the process to get us where we are now.”

Shirley Kurc Papuga

Neighborhood Interests –
South East



What do you hope to gain from this open house?



“To hear stakeholder input in support of ‘Take the north side,’ and ‘Do something that satisfies Regional Transportation Needs.’”

Michael Butterbrodt
Regional Interests



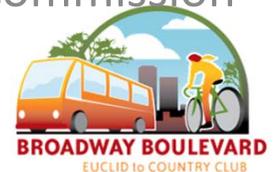
What do you hope to gain from this open house?

“Those who own or lease property on Broadway, or are located adjacent to the edge of the boulevard or across the alley, will understand the importance of:

- what effect the 4 + 2T/ 6 lane has on their property.*
- The project tasks ahead, and*
- the options available to them in this process – which may involve the services of a design consultant to assist you in this understanding and discussions of your property*
- with the City.*



Joseph Maher, Jr.
Planning Commission



What do you hope to gain from this open house?



Colby Henley

Neighborhood Interests –
North West

“A better understanding of the opportunities and trade-offs in the coming important decisions as we get closer to selecting a proposed design. What are negotiable and what are not.”



What do you hope to gain from this open house?



Mary Durham-Pflibsen

Neighborhood Interests –
North East

What are stakeholder's most pressing concerns about this project?"



What do you hope to gain from this open house?



“To challenge stakeholders to look ahead to the future and really provide feedback not based on fear of change and status quo but on what they hope to see the project area look like 30+ years into the future.”

Shirley Kurc Papuga

Neighborhood Interests –
South East



QUESTION 5:

Anything else you would like to share?



Anything else you would like to share?



Jamey Sumner

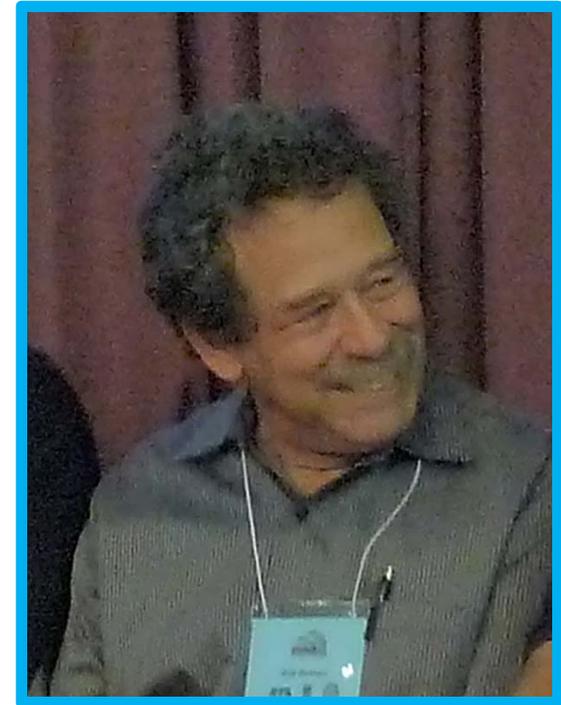
Neighborhood Interests –
South West

“The public voted in 2006 for a roadway project and to tax themselves to fund it. This provides a golden opportunity to make Broadway a visionary road for the future.”



Anything else you would like to share?

“The general city and the county residents and businesses have shown relatively little engagement, and yet their needs are a very major part of what needs to be folded into the plans. Not doing so would have long term crippling results that affect the valley as a whole.”

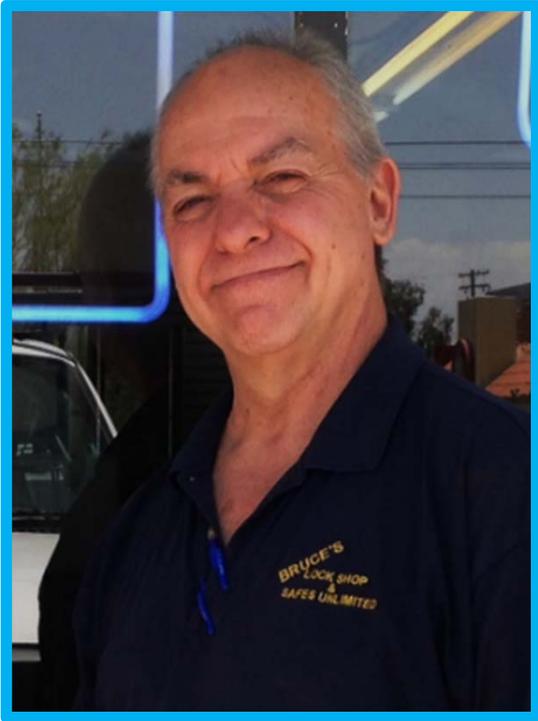


Bob Belman

Business Interests –
South East



Anything else you would like to share?



“Let’s do it right the first time. Plan it right for the betterment of Tucson and future generations.”

Bruce Fairchild

Business Interests –
North



Anything else you would like to share?

“This will be a street improvement project and not a street widening project if we plan and execute it correctly.”



Rocco DiGrazia
Business Interests –
North



Anything else you would like to share?



“Thank you to everyone that has been involved throughout the process, including the invited presenters, for their insights and willingness to think outside of the box on this project.”

Shirley Kurc Papuga

Neighborhood Interests –
South East



***Thank you for your
attention and
participation!***





Broadway Citizens Task Force

