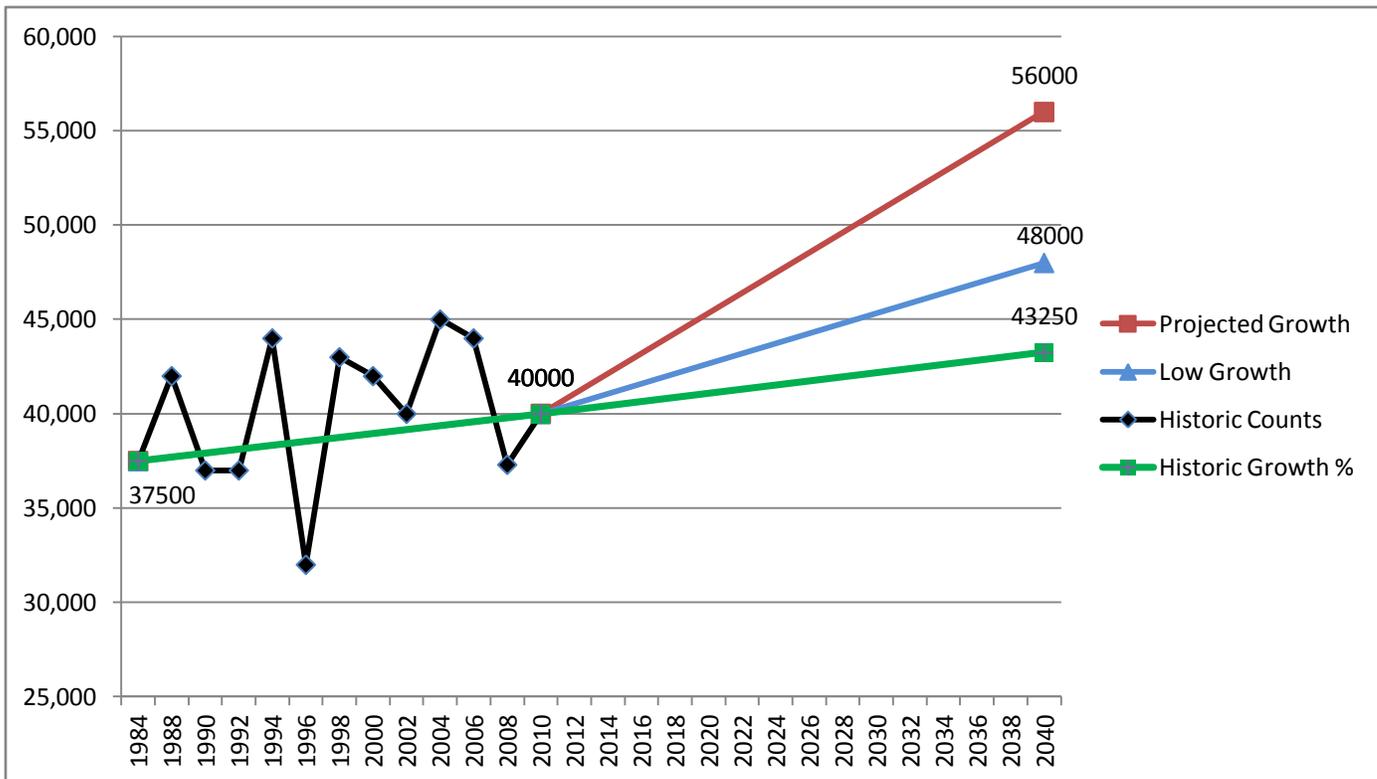


Broadway Blvd Traffic Counts & Projections¹



- 1984 to 2010 (26 years) = increase of 2,500 ADT
- Traffic Model Projection 2010 to 2040 (30 years) = increase of 16,000 ADT (???)

Doesn't reflect recent research on new transportation trends

1. AZDOT Study – Compact, Mixed –use Development Leads to Less Traffic (May 2012)
2. Has the US Reached Peak Car (Scientific American, July 2012)
3. Public Transportation Ridership Use Surged in First Quarter 2012 (American Public Transportation Association, June 2012)
4. The Future Isn't What It Used To Be; Changing Trends and Their Implications for Transport Planning (Abstract, Victoria Transport Policy Institute, July 2012)
5. Transportation and the New Generation; Why Young People are Driving Less and What it Means for Transportation Policy (Executive Summary, Frontier Group/US PIRG Education Fund, April 2012)

¹ Campbell to Tucson; 1987 Parsons Brinckerhoff & 2012 Kittelson & Assoc (Summary Analysis)