

3 Initial Corridor Concepts

3.1 Introduction

Once the Spine corridor’s existing information and issues were compiled in the NAR, a 2-day workshop was scheduled to brainstorm concepts that addressed corridor-wide issues and specific issues at spot locations. All the concepts brainstormed in the workshop were then organized and screened in a four-level screening process (see Chapter 4).

3.2 Alternatives Development Workshop

On June 22 and 23, 2015, MAG hosted the Alternatives Development Workshop to generate ideas to address the Spine corridor issues identified in the NAR. Every partner organization represented by the Charter Partner group was invited to attend and participate in the workshop. The 2-day workshop was attended by personnel from MAG, ADOT, FHWA, City of Phoenix, City of Tempe and transportation and mobility experts from the Spine study team. Participants who signed into the workshop are listed in Table 3-1.

Table 3-1. Alternatives Development Workshop Attendance

Name	Agency	6/22/2015 Attendance	6/23/2015 Attendance
Bob Hazlett	MAG	X	X
Chaun Hill	MAG	X	
Dave Moody	MAG	X	X
Sarath Joshua	MAG	X	
Julie Walker	MAG	X	
Brent Cain	ADOT	X	
Dan Gabiou	ADOT	X	
Mike Kies	ADOT	X	
Steve Boschen	ADOT		X
Abu Mohsenim	ADOT		X
Shajed Haque	ADOT		X
Tom Deitering	FHWA	X	
Alan Hansen	FHWA	X	
Ed Stillings	FHWA	X	X
Toni Whitfield	FHWA	X	
Jenny Grote	City of Phoenix Street Transportation		X
Eileen Yazzie	City of Phoenix Street Transportation	X	X
Kini Knudson	City of Phoenix Street Transportation	X	
Bruce Littleton	City of Phoenix ITS	X	X

Table 3-1. Alternatives Development Workshop Attendance

Name	Agency	6/22/2015 Attendance	6/23/2015 Attendance
Marshall Riegel	City of Phoenix ITS	X	X
Catherine Hollow	City of Tempe	X	
John Hoang	City of Tempe	X	
Brian Bombardier	HDR	X	X
Michael LaBianca	HDR	X	X
Scott Miller	HDR	X	X
Jill Bennett	HDR	X	X
Jeremy Neuman	HDR	X	X
Rick Pilgrim	HDR	X	X
Helayne Dominguez	HDR	X	X
Jack Allen	Jacobs	X	X
Lisa Burgess	Kimley-Horn	X	
Deanna Haase	Kimley-Horn	X	X
Dan Marum	Wilson	X	X
Amy Moran	Wilson	X	X
Mike Falini	CH2MHill	X	X

The Alternatives Development Workshop was organized so that a timeslot was given to each of the 10 segments as follows:

- System wide concepts
- Interstate segment-specific concepts:
 - I-10: SR-202L to Baseline Road
 - I-10: Baseline Road to the Split
 - I-17: Split to the Stack
 - I-17: Stack to ACDC
 - I-17: ACDC to North Stack
- Arterial-specific concepts:
 - 48th Street, 56th/Priest Street and Kyrene Road
 - Broadway Road, Southern Avenue and Baseline Road

- 35th Avenue, 27th Avenue and 19th Avenue
- I-17: east-to-west arterials

Three additional sets of concepts were integrated into each of these 10 segment discussions:

- Technology concepts
- Transit concepts
- Bicycle and pedestrian concepts

The agenda for the workshop is shown in Figure 3-1.

At the beginning of each time allotment, the existing conditions and issues for each of the categories were presented to the attendees. The detailed information presented to the attendees can be found in the presentation included in Appendix A. The remainder of the allotted time was spent developing strategies and specific alternatives to address the issues in those segments. The NAR and the Spine study team were available as resources for the duration of the Alternatives Development Workshop if the attendees had any questions concerning the Spine corridor. Over the course of the 2-day workshop, 450 ideas were generated that fell within the 13 categories of improvements noted above. Attendees were directed to use the Alternatives Log Form, shown in Figure 3-2, for each of their ideas. These forms used unique alternative ID numbers for subsequent cataloging and affiliation with a particular category and segment. Attendees were encouraged to take extra log forms with them and submit additional ideas to the study team up to 3 days after the workshop.

After the Alternatives Development Workshop, the Spine study team took the 450 concepts generated during the workshop and collected in the days afterwards and developed an organizational system through which the ideas could be catalogued by category and geographical segment. Concepts that were outside the Spine study area were referred to the appropriate agencies; duplicate concepts were combined and similar concepts were merged where applicable. Once the Spine study team reviewed and organized all of the concepts, the 450 concepts were reduced to 349 concepts, which were carried forward into the alternatives screening process. The AEP (Management Partners plus the Cities of Phoenix, Tempe and Chandler, the Town of Guadalupe and Valley Metro) was created to assist with the alternatives screening process so that the recommended alternative that emerged from the Spine study would achieve full support from all the agencies involved.

To ensure that the feedback received from the public during the public outreach period 3 months earlier was considered during the brainstorming phase of the study, the feedback was shared with workshop participants in the presentation. To reinforce this messaging throughout the workshop, a poster was created and was prominently displayed during the entire 2-day workshop to serve as a constant reminder regarding what was most important to the public in terms of solutions for the corridor. This poster is shown in Figure 3-3.

Chapter 4 describes in detail the concepts developed and how those concepts were screened down to a single recommended alternative over the course of about 18 months.

Figure 3-1. Alternatives Development Workshop Agenda



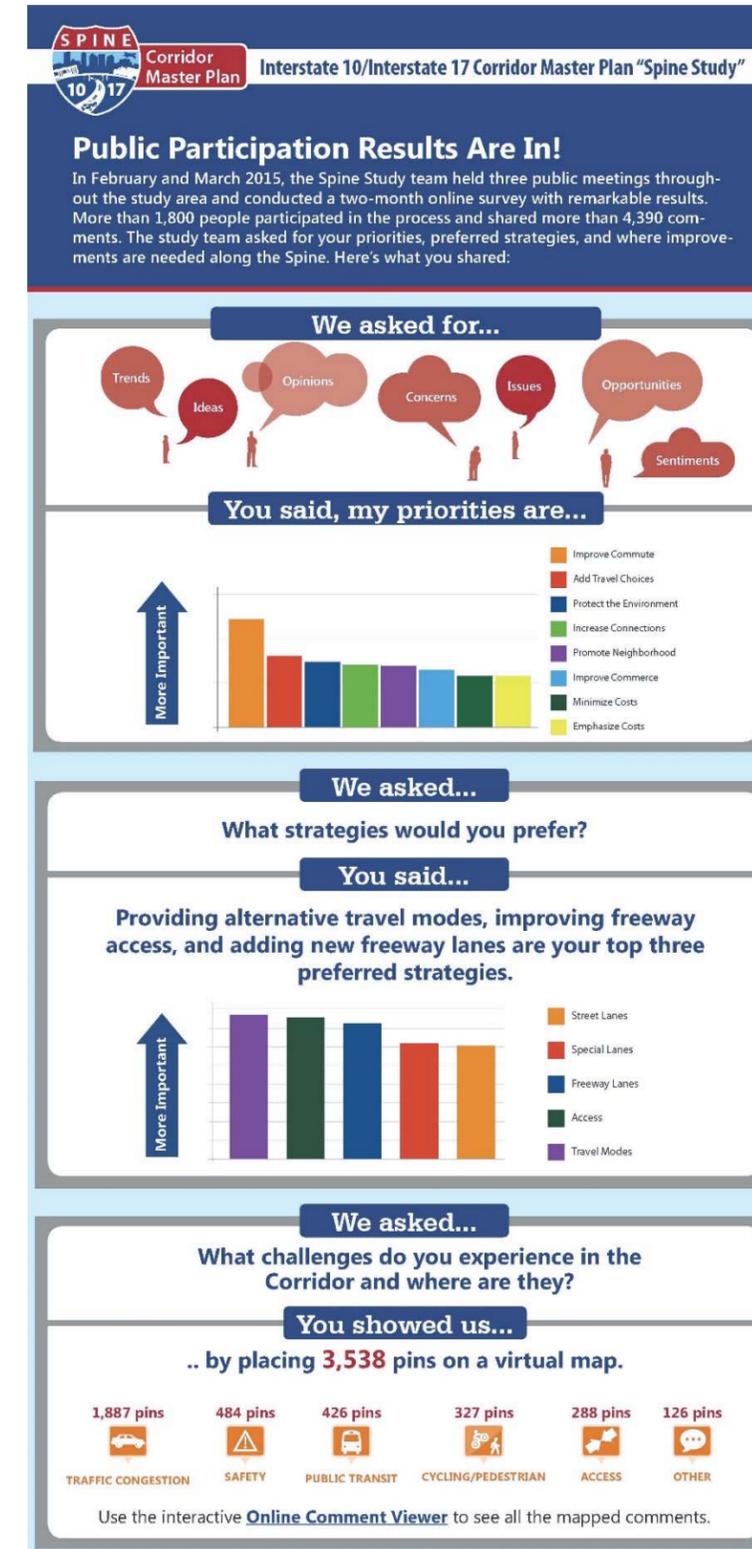
Figure 3-2. Alternatives Development Workshop Log Form

I-10/I-17 "Spine" Corridor Master Plan
Alternatives Brainstorming Workshop (6/22/15 and 6/23/15)
Alternative Log Form
(Due by 6/26/15)

Alternative ID:	A1-500	Submitter Name/Email (in case clarification is needed):
Issues Addressed (check all that apply):		
<input type="checkbox"/> Environmental	<input type="checkbox"/> Arterial Infrastructure	<input type="checkbox"/> Safety
<input type="checkbox"/> Operations	<input type="checkbox"/> Transit	<input type="checkbox"/> Commerce
<input type="checkbox"/> Interstate Infrastructure	<input type="checkbox"/> Bike/Pedestrian	<input type="checkbox"/> Technology
Location:		
Description/Sketch (attach figures if desired with Alternative ID clearly labeled):		
<div style="border: 1px solid black; width: 100%; height: 100%; background-image: linear-gradient(to right, black 1px, transparent 1px), linear-gradient(to bottom, black 1px, transparent 1px); background-size: 20px 20px;"> </div>		
Figure/Map: Yes / No	Other Segments Affected:	

NOTE: Submit all alternatives to Jeremy Neuman (Jeremy.Neuman@hdrinc.com) by no later than 6/26/15.

Figure 3-3. Summary of March 2015 Public Feedback on the Spine Study



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