

## 5 Agency and Public Involvement

The Spine study’s public involvement program was designed to obtain diverse engagement and thorough investigation of issues to best inform study outcomes. This chapter describes the methods, strategies and outcomes of the second round of engagement, which focused on soliciting feedback on draft recommendations. The first round of engagement occurred in support of the Spine NAR in February and March 2015 and is documented in Chapter 10 of that document.

### 5.1 Overview of Agency and Public Involvement Goals, Process and Strategies

From January 4 to February 17, 2017, the study team held stakeholder and public information meetings, attended various community events to educate and engage members of the community, and solicited comments through a variety of techniques. The following sections describe the information and materials provided during this outreach process and summarize comments received during the comment period, which ended on February 17, 2017.

### 5.2 Agency and Public Involvement and Outreach Components

#### 5.2.1 Study Website

The study team used the study webpage on MAG’s website to share information with the public. The webpage, at spine.azmag.gov, contained information related to the study purpose and history and a section dedicated to public outreach. The public outreach section included links to collateral materials, comment submission information, online comment form, interactive map viewer and public meeting locations and times.

#### 5.2.2 Agency Scoping Letters

Agency scoping letters were sent to 218 agency representatives on January 4, 2017. The letters included a description of the purpose and need for the study, an invitation to the four public meetings and a request for comments by February 17, 2017. A copy of the scoping letter and a list of recipients are provided in Appendix C.

#### 5.2.3 Media Relations

A press release (Appendix C) announcing the public meetings, online comment form and map viewer was distributed on January 11, 2017, to the MAG media contact list. Prior to the first public meeting on January 24, numerous media interviews were conducted with Spine study project manager Bob Hazlett and MAG transportation director Eric Anderson. Table 5-1 summarizes the media interviews.

Local news coverage included KJZZ, KTAR, KTVK Channel 3 (independent television station), CBS affiliate KPHO Channel 5, FOX affiliate KSAZ Channel 10 and the local news division of Arizona PBS, Cronkite News.

**Table 5-1.** Media Interviews

Date	Media	Channel/Station
January 11, 2017	KJZZ, Morning Edition, The Show	Radio – 91.5 FM
January 13, 2017	KTVK, independent television station	Television – Channel 3
January 13, 2017	KPHO	Television – Channel 5, CBS
January 23, 2017	KJZZ	Radio – 91.5 FM
January 24, 2017	KJZZ	Radio – 91.5 FM
January 24, 2017	KAET	Television – Arizona PBS Cronkite News
January 24, 2017	KTAZ	Television – Telemundo (Spanish)

#### 5.2.4 E-Blasts and E-Newsletters

On January 9 and 17, 2017, MAG sent an invitation to the meetings (Appendix C) to the study’s stakeholder database. Additionally, ADOT forwarded the invitation to the agency’s database of more than 21,968 Maricopa County subscribers. The MAG newsletter, “MAGazine,” featured the study in the February 2017–April 2017 issue (Vol. 22: No. 1), which was printed for in-person distribution and posted on the MAG website. Partner agencies also assisted in sharing information about the meetings and public comment period with their various stakeholders. Table 5-2 provides an overview of outreach as reported by partner agencies.

**Table 5-2.** Partner Agency Outreach

Date	Type of Outreach	Agency	Reach
January 4, 2017	Twitter post	City of Phoenix	4,000 followers
January 11, 2017	Facebook post	Sustainable Communities Collaborative	775 followers
January 14, 2017	Facebook post	LISC Phoenix	220 followers
January 17, 2017	E-blast ListServ	ADOT	21,968 Maricopa County subscribers
January 17, 2017	E-blast ListServ	City of Tempe	Three listservs, totaling 1,702
January 17, 2017	E-blast (Streets) ListServ	City of Chandler	605 Chandler households
January 17, 2017	E-News Update blast	City of Chandler	903 Chandler households
January 17, 2017	Nextdoor Posting	City of Chandler	23,772 Chandler households
January 20, 2017	R/T via @PHXstreettrans	City of Phoenix	4,000 followers
January 23, 2017	Email blast – WPCG list	Valley Metro	717 email addresses
January 23, 2017	Nextdoor Posting	City of Phoenix	Citywide; did not specify
January 23, 2017	Email blast – NWII list	Valley Metro	312 email addresses
January 23, 2017	R/T via @PHXstreettrans	City of Phoenix	4,000 followers
January 23, 2017	R/T via @CityofPhoenixAZ	City of Phoenix	16,000 followers
January 23, 2017	Social media	Valley Metro	211
February 15, 2017	Social media	Valley Metro	58
February 15, 2017	Social media	Valley Metro	209
February 15, 2017	Social media	Valley Metro	286

### 5.2.5 Social Media

MAG used the agency’s Facebook and Twitter social media accounts to share public meeting information, online feedback form and interactive map viewer details throughout the comment period. The accounts have 600 page likes and 2,461 followers, respectively. Table 5-3 presents social media post messaging and feedback.

**Table 5-3.** Social Media Posts

Date	Website	Number of Shares/Retweets	Message
January 17, 2017	Facebook/ Twitter	2/1	What is the Spine Study? To learn more, complete a survey or attend a meeting visit, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 17, 2017	Facebook/ Twitter	2/1	Spine Study public meetings Jan 24, 25, & 31st. Find a meeting location near you & join us to learn more, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 17, 2017	Twitter	0/4	I-10 and I-17 Spine Corridor Master Plan Public Comment Period Begins <a href="https://lnks.gd/2/36r5Dz">https://lnks.gd/2/36r5Dz</a> , more info at <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 18, 2017	Twitter	0/1	We need your input! To learn more & complete a survey visit, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 18, 2017	Facebook/ Twitter	1/0	Spine Study public meetings Jan 24th, 25th, & 31st. To learn more, find a meeting location near you & join us, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 18, 2017	Facebook/ Twitter	0/4	Spine Study recommendations are out for public input. Take our survey to tell us what you think, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> !
January 19, 2017	Facebook/ Twitter	1/0	40% of daily freeway traffic uses the I-10/I-17 "Spine" Corridor! Attend a public meeting to learn more, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 19, 2017	Facebook/ Twitter	0/0	Spine Study public meetings Jan 24th, 25th, & 31st. To learn more, find a meeting location near you & join us, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 20, 2017	Facebook/ Twitter	0/0	349 Ideas ? Evaluation ? Strategies ? Evaluation = Recommendations. Get more info & complete a survey at <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 20, 2017	Facebook/ Twitter	0/4	Spine Study public meetings Jan 24th, 25th, & 31st. To learn more, find a meeting location near you & join us, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 21, 2017	Twitter	0/2	Take the Spine Study survey to help us improve your commute along the I-10/I-17 corridor, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> !
January 23, 2017	Facebook	0/0	DYK: 2x more traffic crosses OVER the I-17 than uses it! Help us improve your commute by completing a comment form, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .

**Table 5-3. Social Media Posts**

Date	Website	Number of Shares/Retweets	Message
January 23, 2017	Facebook	1/0	Spine Study public meeting TOM. in PHX! Pick one of two mtgs. to attend, 11:30 am to 1pm or 6 to 7:30 pm at MAG, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 24, 2017	Twitter	0/0	DYK: 2x more traffic crosses OVER the I-17 than uses it! Help us improve your commute by completing a comment form, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 24, 2017	Twitter	0/2	Spine Study public meeting TOM. in the Town of Guadalupe! Join us at 6pm at the Mercado to learn more, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 24, 2017	Facebook/ Twitter	0/3	Spine Study public meetings TODAY at MAG! Join us at 11:30am or 6pm to learn more & give feedback, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 24, 2017	Facebook/ Twitter	0/1	Spine Study recommendations are out for public input. Attend a mtg. or take our survey to tell us what you think, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> !
January 25, 2017	Facebook/ Twitter	0/1	Spine Study public meeting TODAY in the Town of Guadalupe! Join us at 6pm at the Mercado to learn more, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 26, 2017	Facebook	0/0	Haven't attended a Spine Study public meeting? Don't worry, the last meeting is scheduled for Jan 31st in PHX, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 27, 2017	Twitter	0/0	Haven't attended a Spine Study public meeting? Don't worry, the last meeting is scheduled for Jan 31st in PHX, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 30, 2017	Facebook/ Twitter	2/1	Spine Study public meeting TOMORROW in PHX! Join us at 6pm at the Washington Activity Center to learn more, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 31, 2017	Facebook	1/1	Spine Study public meeting TODAY in #PHX! Join us at 6pm at the Washington Activity Center to learn more, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
January 31, 2017	Facebook/ Twitter	1/0	DYK: 2x more traffic crosses OVER the I-17 than uses it! The Spine Study is looking to address this reality. Visit us online to learn more and tell us what you think about the recommendations, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
February 1, 2017	Facebook/ Twitter	0/3	Spine Study recommendations are out for public input. Tell us what you think, visit <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> & take the survey!

**Table 5-3. Social Media Posts**

Date	Website	Number of Shares/Retweets	Message
February 2, 2017	Facebook/ Twitter	1/0	349 Ideas ? Evaluation ? Strategies ? Evaluation = Recommendations. Get more info & complete a survey at <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
February 3, 2017	Facebook	5/1	Didn't attended a Spine Study public meeting? Don't worry, you can learn more & complete a comment form online at <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
February 6, 2017	Facebook/ Twitter	7/0	40% of daily freeway traffic uses the I-10/I-17 "Spine" Corridor! To learn more & complete a survey visit, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
February 7, 2017	Facebook/ Twitter	0/0	Didn't attended a Spine Study public meeting? Don't worry, you can learn more & complete a comment form online at <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
February 7, 2017	Twitter	0/0	IT'S NOT TOO LATE: I-10/I-17 Spine Corridor Master Plan Public Comment Period Ends February 17, 2017, more info at <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
February 8, 2017	Facebook/ Twitter	3/0	Spine Study recommendations are out for public input. Learn more & tell us what you think by visiting <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> !
February 10, 2017	Facebook/ Twitter	0/1	It's not too late to participate, take our Spine Study survey today & help us plan your future commute, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
February 13, 2017	Facebook/ Twitter	0/0	349 Ideas ? Evaluation ? Strategies ? Evaluation = Recommendations. Get more info & complete a survey at <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
February 14, 2017	Facebook/ Twitter	8/1	It's Valentine's day: help us, help you LOVE your commute! Take our Spine Survey today at <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
February 15, 2017	Facebook/ Twitter	5/0	DYK, 40% of daily freeway traffic uses the I-10/I-17 "Spine" Corridor! To learn more & complete a survey visit, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
February 16, 2017	Facebook/ Twitter	3/0	Tom.'s the last day for comments RE: I-10/I-17 Spine Study. Don't delay & complete an online comment form today, <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> .
February 17, 2017	Facebook/ Twitter	5/1	Spine Study public input ends TODAY (02/17). Take a moment to complete the online comment form at <a href="http://bit.ly/MAGSpine">http://bit.ly/MAGSpine</a> before 5 p.m.
<b>Total</b>		<b>48/33</b>	

### 5.2.6 Newspaper Display Notices

Five quarter-page-size ads were placed in local newspapers to communicate the January 2017 public meetings. The ads included information about the study purpose, public meetings, online comment form, interactive map viewer and the study team’s contact details. They were printed in general-circulation publications (Table 5-4).

**Table 5-4.** Public Meeting Newspaper Display Notices

Publication	Publication Date
<i>Ahwatukee Foothills News</i>	January 11, 2017
<i>Arizona Informant</i>	January 4, 2017
<i>Arizona Republic</i>	January 5, 2017
<i>East Valley Tribune</i>	January 15, 2017
<i>Prensa Hispana</i>	January 5, 2017

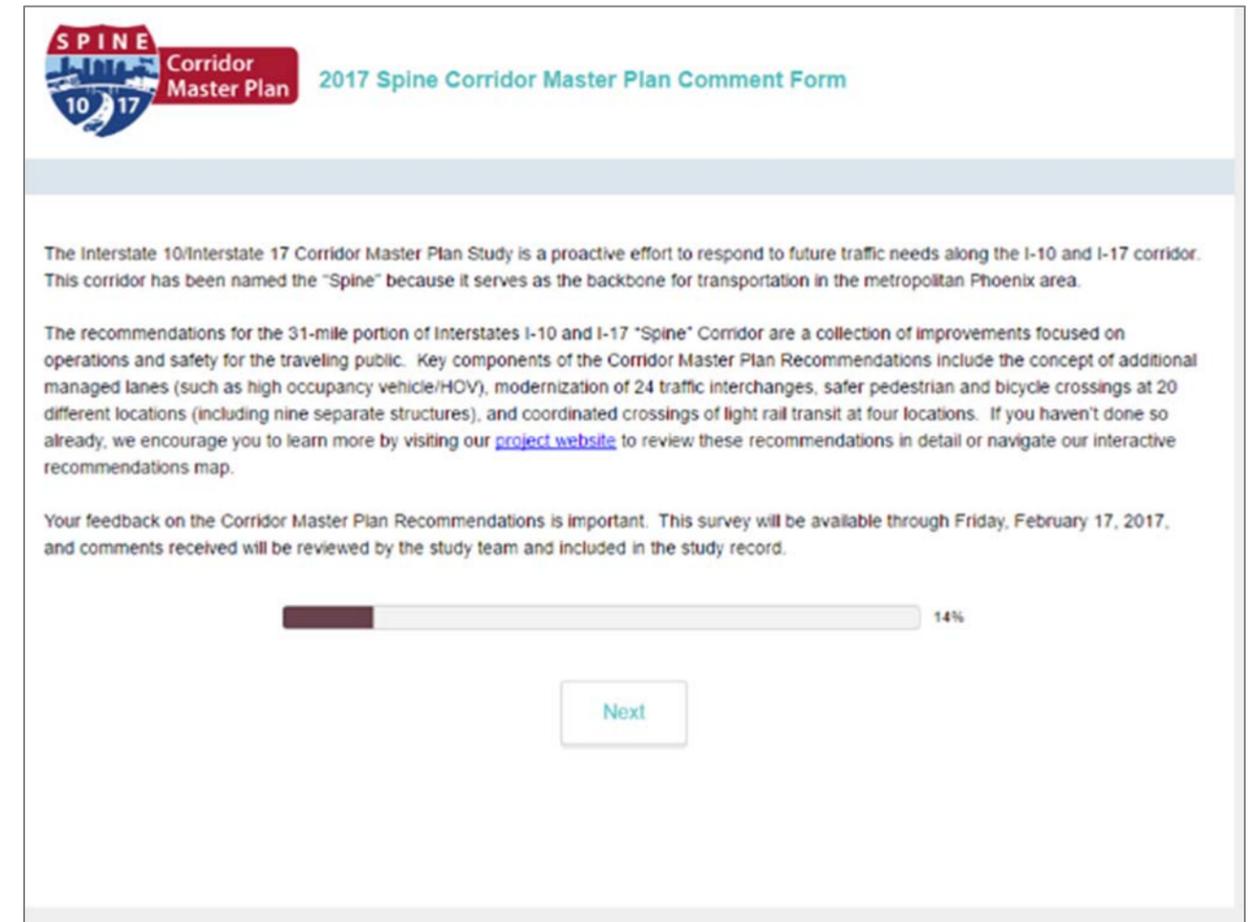
Copies of the advertisements are included in Appendix C.

### 5.2.7 Online Comment Form

On January 10, 2017, the study team launched an online comment form. The online, mobile-compatible comment form featured seven pages mirroring the comment form distributed at the public meetings. Both English and Spanish versions of the comment form were available to online users.

Page 1 served as a welcome screen and provided an introduction to the study purpose and goal of the comment form (Figure 5-1).

**Figure 5-1.** Online Comment Form – Welcome Screen



Page 2 introduced the managed lane concept (Figure 5-2). A rating screen with a comment box asked respondents to rate their thoughts on a managed lane concept. This screen provided information on the concept and featured an illustrated example of double managed lanes.

**Figure 5-2.** Online Comment Form – Managed Lanes Screen

Page 3 asked participants for their feedback on designated entrance and exit points for the managed lanes strategy (Figure 5-3). A rating screen instructed respondents to provide their thoughts on the strategy and to provide comments, if desired. This screen also featured an illustrated example of a designated access-managed lane.

**Figure 5-3.** Online Comment Form – Designated Entrance and Exit Points of Managed Lanes Screen

Page 4 asked respondents whether they support the acquisition of some properties along the corridor to improve traffic operations and safety (Figure 5-4). A comment box was provided to allow respondents to add additional details to their ratings.

**Figure 5-4.** Online Comment Form – Property Acquisition Screen

**SPINE** Corridor Master Plan **2017 Spine Corridor Master Plan Comment Form**

**3. The Corridor Master Plan Recommendations would likely require acquisition (purchasing) of some right of way (properties) along the corridor. Do you support taking some properties along the corridor in order to improve traffic operations and safety?**

Strongly agree    Agree    Neutral/Don't know    Disagree    Strongly disagree

Comments:

57%

Prev    Next

Page 5 asked respondents to provide feedback on any of the other recommended strategies, including bicycle and pedestrian improvements, traffic interchange upgrades and other recommended improvements (Figure 5-5).

**Figure 5-5.** Online Comment Form – Feedback Regarding Other Improvements Screen

**SPINE** Corridor Master Plan **2017 Spine Corridor Master Plan Comment Form**

**4. The Corridor Master Plan Recommendations include a variety of other strategies, including bicycle and pedestrian crossings and traffic interchange modifications. What feedback do you have regarding these other improvements recommended as part of this strategy?**

71%

Prev    Next

Page 6 provided respondents the opportunity to share any additional feedback regarding the Corridor Master Plan recommendations (Figure 5-6).

**Figure 5-6.** Online Comment Form – Feedback Regarding Recommendations Screen



**SPINE** Corridor Master Plan 2017 Spine Corridor Master Plan Comment Form

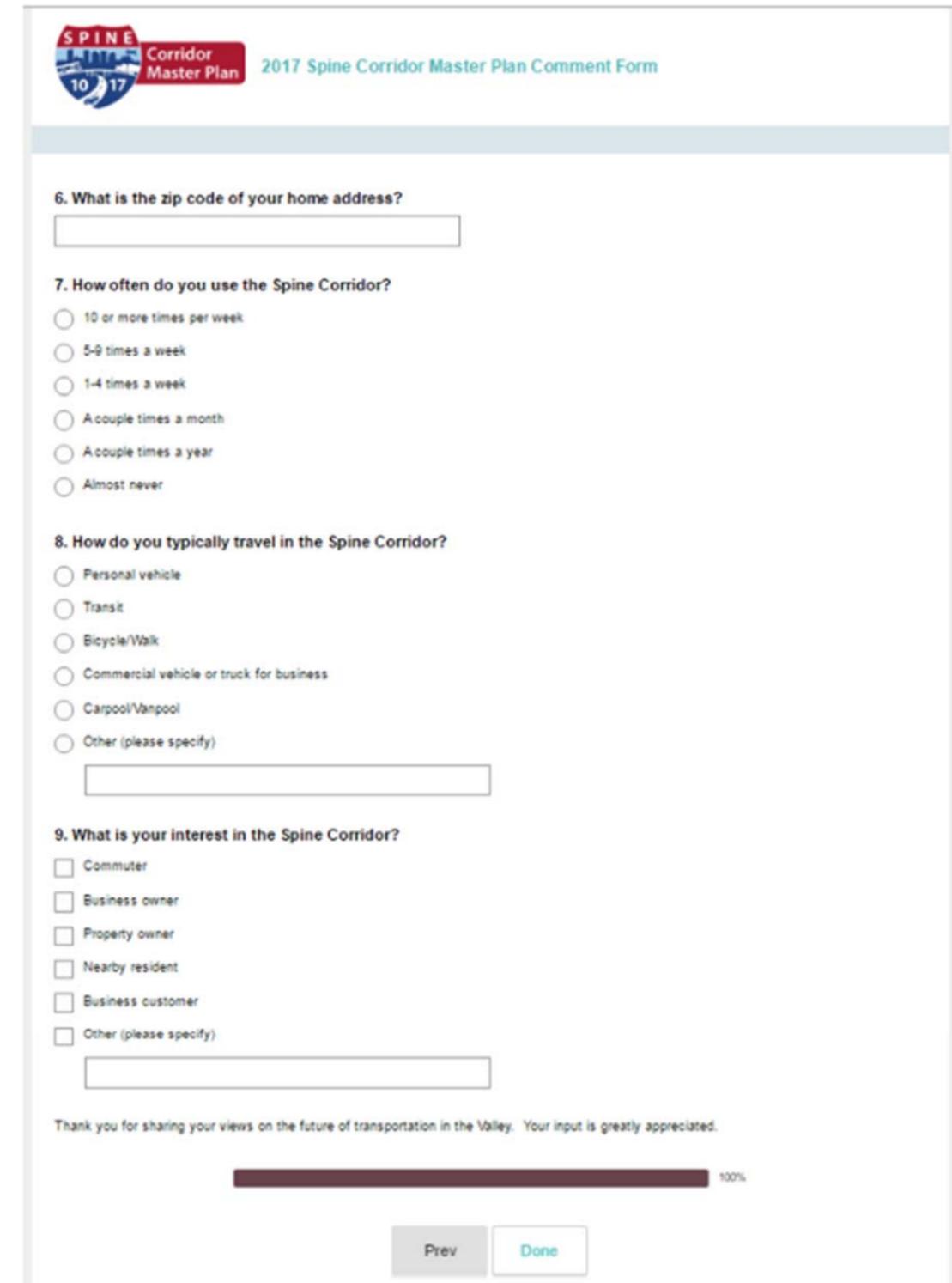
5. Do you have any other feedback regarding the Corridor Master Plan Recommendations?

86%

Prev Next

Page 7 asked for participant information (Figure 5-7).

**Figure 5-7.** Online Comment Form – Demographic Screen



**SPINE** Corridor Master Plan 2017 Spine Corridor Master Plan Comment Form

6. What is the zip code of your home address?

7. How often do you use the Spine Corridor?

10 or more times per week

5-9 times a week

1-4 times a week

A couple times a month

A couple times a year

Almost never

8. How do you typically travel in the Spine Corridor?

Personal vehicle

Transit

Bicycle/Walk

Commercial vehicle or truck for business

Carpool/Vanpool

Other (please specify)

9. What is your interest in the Spine Corridor?

Commuter

Business owner

Property owner

Nearby resident

Business customer

Other (please specify)

Thank you for sharing your views on the future of transportation in the Valley. Your input is greatly appreciated.

100%

Prev Done

Although a February 17, 2017, comment deadline was identified in printed materials, the comment form remained online through the weekend of February 21, 2017. The comments received are summarized in Section 5.4.

### 5.2.8 Interactive Map Viewer

As part of the agency and public involvement effort, MAG also developed an online interactive map viewer. The map viewer provided the public with specific information regarding the proposed recommendations in a dynamic, geospatial format. Users could zoom in and out of the map, clicking on icons to learn more about specific recommended improvements (Figures 5-8 and 5-9). The map viewer was prominently accessible through the study website at: spine.azmag.gov.

Figure 5-8. Interactive Map Viewer – Landing Page

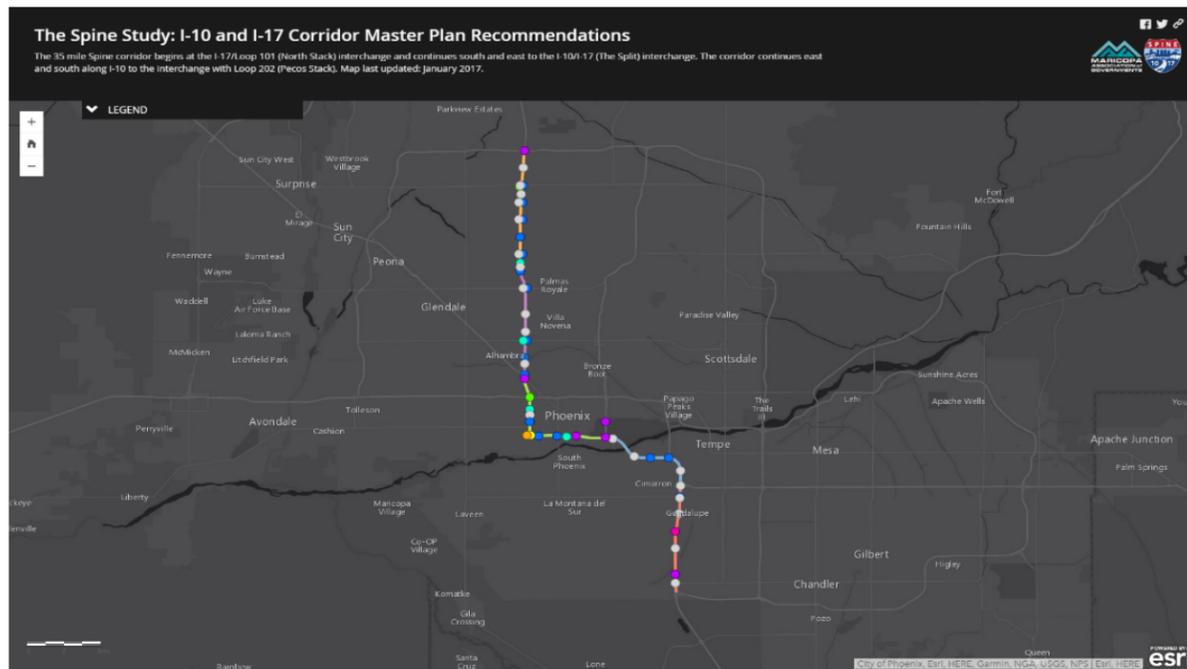
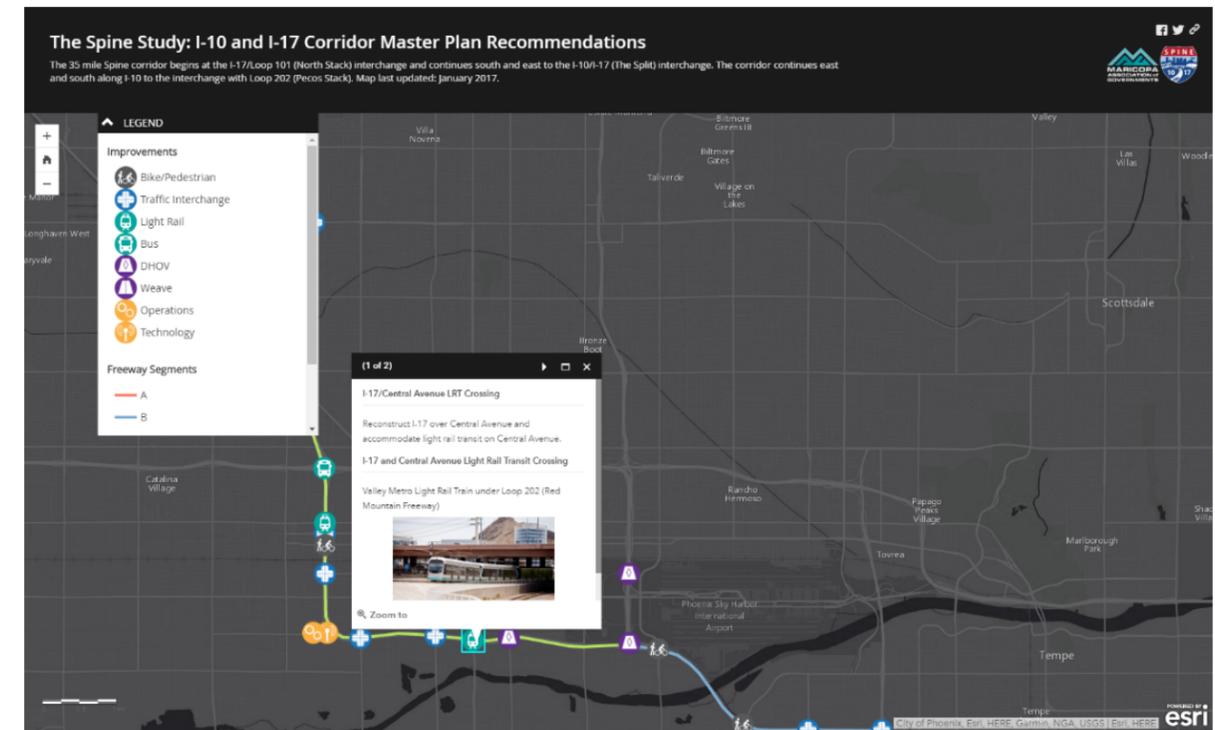


Figure 5-9. Interactive Map Viewer – Example Improvement Selection



## 5.3 Meetings

### 5.3.1 Stakeholder Presentations and Event Attendance

MAG staff attended several stakeholder LRT and agency meetings and special events. Table 5-5 reports the meetings attended during the comment period.

Table 5-5. Stakeholder Presentations and Events

Date	Agency/Event
January 10, 2017	City of Tempe Transportation Commission, Tempe
January 16, 2017	Martin Luther King, Jr. March and Festival, Phoenix
January 20, 2017	Four Southern Tribes Cultural Resources Working Group, Ak-Chin Indian Community, Maricopa
January 26, 2017	Westwood Village and Estates Neighborhood Association, Phoenix
February 14, 2017	City of Phoenix Transportation and Infrastructure Committee, Phoenix
February 17, 2017	African American Conference on Disabilities, Phoenix

### 5.3.2 Public Information Meetings

Four public information meetings were held throughout the study area during January 2017. Each meeting was held in an open house format. The meetings were held in three distinct communities along the Spine corridor to promote easy access for the public and to increase the potential for diverse participation. Table 5-6 shows the meeting locations and number of individuals who signed in at each meeting.

**Table 5-6.** Public Meeting Locations and Attendance

Date	Location	Attendance
January 24, 2017 11:30 a.m. to 1 p.m.	Maricopa Association of Governments Saguaro Room, 2nd Floor, 302 North 1st Avenue, Phoenix	83
January 24, 2017 6 to 7:30 p.m.	Maricopa Association of Governments Saguaro Room, 2nd Floor, 302 North 1st Avenue, Phoenix	19
January 25, 2017 6 to 7:30 p.m.	Town of Guadalupe El Tianguis Mercado Multipurpose Room, 9201 South Avenida del Yaqui, Guadalupe	65
January 31, 2017 6 to 7:30 p.m.	Washington Activity Center Multipurpose Room, 2240 West Citrus Way, Phoenix, 85015	66
<b>Total</b>		<b>233</b>

The four public information meetings were set up with similar formats, including the following five interactive areas:

- Technical data stations (NAR, alternatives screening documentation)
- Display banners
- Projected improvement image gallery
- Online comment form stations and interactive map viewer
- Comment tables

### 5.3.3 Meeting Sign-in

At the sign-in station, meeting attendees were greeted by members of the study team, asked to sign in and given a study fact sheet (produced in English and Spanish; see Appendix C) and a comment form (also available in English and Spanish; see Appendix C). Attendees were encouraged to visit each station and ask questions of study team members.

### 5.3.4 Display Banners

Eight banners (Appendix C) displaying study information were positioned around the meeting rooms for attendees to view (Figure 5-10).

**Figure 5-10.** Display Banners at Public Meeting



### 5.3.5 Online Comment Stations

An online comment form station (Figure 5-11) with laptops was available at each meeting to facilitate attendees' completion of the online form (previously described).

**Figure 5-11.** Online Comment Station at Public Meeting



## 5.4 Comments

Numerous comments were gathered through the agency and public outreach methods previously described. The following sections summarize agency and public comments received.

### 5.4.1 Agency Comments

Prior to the public comment period, the Corridor Master Plan project manager met with representatives from the following cities and departments to present the study's recommendations (Table 5-7).

**Table 5-7. Agency Presentations**

Date	Agency
November 14, 2016	Town of Guadalupe staff; attendees included Acting Town Manager and Town Councilmember
November 17, 2016	City of Chandler staff; attendees included representatives from City Manager's office and Transportation and Development Department (including Streets Maintenance and Transit)
November 17, 2016	City of Tempe staff; attendees included representatives from City Manager's office and Public Works Department (including Transportation and Transit Divisions)
November 18, 2016 and December 2, 2016	City of Phoenix staff; attendees included representatives from City Manager's office, Streets Transportation Department, Transit Department, Aviation Department, Planning and Development Department, Neighborhood Services Department and Community and Economic Development Department

During one of these meetings, City of Tempe representatives requested that the study team consider adding a bicycle/pedestrian (nonmotorized) crossing of I-10 near Knox Road in Tempe and Phoenix. The City of Tempe's Transportation Master Plan (November 2015) identifies Knox Road along its southern boundary with Chandler as its BIKEiT Seat Route bicycle boulevard east of Rural Road to I-10. Tempe staff noted the desire to make a connection across I-10 to give bicyclists the opportunity to access Mountain Vista Park in Ahwatukee.

Similarly, the City of Phoenix requested reconfiguring the I-17/Glendale Avenue traffic interchange into a high-capacity interchange. This request was made to better accommodate east-to-west arterial improvements along Glendale Avenue in recognition of its connections with Glendale on the west and Scottsdale on the east. City staff also requested that the study team consider other operational improvements to increase safety and capacity and to better incorporate bicycle and pedestrian movements.

Both requests were considered by the study team for feasibility. Following the public meeting period, the study's Management Partners recommended adding both requests to the Corridor Master Plan's overall recommendations.

After concluding this coordination effort with the four municipalities in the Spine corridor, the study team turned its attention to other regional agencies and utility companies to provide information regarding the study recommendations.

On January 4, 2017, 218 agency and utility representatives for 71 organizations were notified of the Corridor Master Plan recommendations. Appendix C contains a copy of the agency letter, which included a description of the need for the study, invitation to the public meetings and a request for written comments by February 17, 2017. In the January 4 email that accompanied the letter, a formatting error was discovered and a corrected email was sent to the agency representatives on January 5, 2017.

Immediate responses were received by the Corridor Master Plan project manager to change future agency contacts. These responses were received from the following:

- Arizona State Land Department
- National Park Service
- U.S. Army Corps of Engineers

On January 5, 2017, a representative from the AK-Chin Indian Community requested a presentation at the Four Southern Tribes Cultural Resources Working Group meeting on January 20, 2017. A project presentation was made by the Corridor Master Plan project manager and the MAG intergovernmental relations manager.

Attendees at this meeting included 19 representatives from the following tribes and agencies:

- AK-Chin Indian Community
- Gila River Indian Community
- Tohono O'odham Nation
- Salt River Pima-Maricopa Indian Community
- U.S. Department of the Interior Bureau of Land Management
- University of Arizona

Agency representatives attended the Corridor Master Plan's public meetings that were conducted on January 24, 25 and 31, 2017. Over the course of the four public meetings, 50 representatives from 21 agencies attended the meetings and spoke with study team members. Agencies represented included:

- ADOT
- Arizona State Land Department
- ASU
- City of Apache Junction
- City of Chandler
- City of Glendale
- City of Goodyear
- City of Phoenix Aviation Department
- City of Phoenix City Manager's Office
- City of Phoenix Community and Economic Development Department
- City of Phoenix Councilmember, District 4
- City of Phoenix Councilmember, District 8
- City of Phoenix Streets Transportation Department
- City of Scottsdale
- City of Tempe
- DPS
- FAA
- FHWA
- FCDMC
- Gila River Indian Community

- Maricopa County Department of Public Health
- Southwest Gas
- State of Arizona Attorney General’s Office
- Superior Court for Maricopa County, Arizona
- Town of Guadalupe
- Valley Metro

Following the public meetings, the only requested follow-up was for mapping information near the Split, made by FAA representatives. The Corridor Master Plan project manager provided the requested information on February 10, 2017.

Only positive feedback was received from agencies during the comment period. Continuing coordination was maintained with MAG member agencies involved in the Corridor Master Plan after the period closed on February 17, 2017. Consultation letters were provided by the following City Managers:

- Andrew Ching, City of Tempe, on March 24, 2017
- Marsha Reed, City of Chandler, on March 29, 2017
- Ed Zuercher, City of Phoenix, on April 12, 2017

Copies of these letters are provided in Appendix C.

### 5.4.2 Public Comments

Public feedback was essential to the study team in considering strategies to improve mobility along the I-10 and I-17 corridors through 2040. Members of the public were encouraged to share their thoughts on the Spine corridor and transportation improvement strategies through comment forms, public meetings, emails and phone calls (Table 5-8). In total, 496 comments were received and analyzed. Demographic questions asked of the public were consistent with previous outreach efforts for purposes of comparison. The purpose of the comment forms was to collect public input on the recommended strategy and the elements proposed in the Corridor Master Plan.

**Table 5-8.** Comments, by Response Method

Source	Number of Comments
Online comment form (English and Spanish)	381
Hard-copy comment form	81
Other contacts (calls, emails, etc.)	34
<b>Total</b>	<b>496</b>

Based on the feedback received, the public generally supports the recommendation of expanding the use of managed lanes. However, respondents raised concerns related to traffic flow, enforcement, ROW and safety.

This section provides an overview of key themes that emerged through an analysis of the feedback received. As noted earlier (Section 5.2.7), public feedback centered on five key areas of questioning: managed lanes, designated entry to managed lanes, property acquisition, bicycle and pedestrian crossings and traffic interchanges, and overall program feedback.

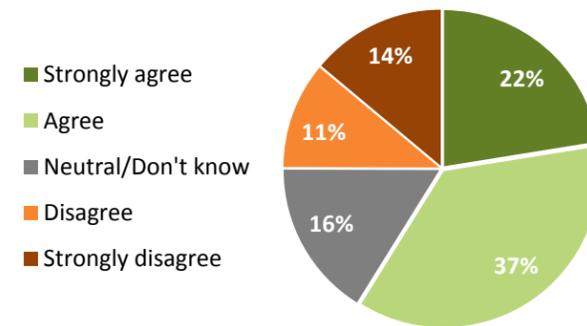
### Feedback on Managed Lanes

The study team asked respondents to provide their feedback on the proposed recommendation—the addition of a managed lane through a large part of the Spine corridor (Appendix C). The initial strategy in the Corridor Master Plan envisions a second HOV lane where HOV lanes currently exist, and a new single HOV lane where HOV lanes do not currently exist. This strategy would support transit, reduce congestion and improve travel time reliability. For this question, 445 persons responded (Figure 5-12).

**Question on Managed Lanes:**

The Corridor Master Plan Recommendation includes the addition of a managed lane through a large part of the I-10/I-17 Spine Corridor. The initial strategy envisions a second high occupancy vehicle (HOV) lane where HOV lanes currently exist, and a new single HOV lane where HOV lanes do not currently exist. This strategy would support transit, reduce congestion, and improve travel time reliability. What are your thoughts on this strategy?

**Figure 5-12.** Responses to Question on Managed Lanes



The majority of participants agreed with the strategy to add new HOV lanes to the corridor, citing congestion problems throughout the Corridor Master Plan area and opportunities for public transportation and improved traffic flow. Considerable reservations were expressed by those who agreed with the strategy related to enforcement of regulations. A concern regarding noncompliance with the regulation of two or more people in a vehicle was often brought up. Those who disagreed with the strategy most often cited perceptions of underutilization of the current HOV lane on the corridor, concerns related to losing a general purpose lane (which is not part of the recommendation but was probably not clearly conveyed during the outreach effort based on the comments received) and safety concerns.

Key themes that emerged through the feedback received included the following:

- **Traffic Flow/Speed:** As the Phoenix population continues to grow, traffic flow and speed continue to be daily considerations of residents. Congestion, traffic flow and speed were commonly cited themes in the open-ended responses to question one. Feedback related to long commutes, rush hour and worsening congestion were often reflected in the comments. Respondents also expressed frustration related to congestion in key areas of the corridor, including the Split, the Stack, the Thomas Road and I-17 interchange, the “Broadway Curve” on I-10 and the I-10/US-60 interchange, the SR-202L/SR-51/I-10 interchange, and I-17 between the Split and the North Stack. However, respondents had differing opinions about how a new HOV lane would affect the highway system. Many suggested that HOV lanes worsen

congestion for single-occupant vehicles and raised questions about whether the current HOV lanes are used enough to warrant a second lane. However, a few noted that the new HOV lane would improve congestion by providing a lane for faster HOV traffic to pass slower HOV traffic without using the general purpose lanes for those passing movements. Several commenters noted that the traffic on I-10 is worse than on I-17.

One comment suggested that autonomous vehicles may eliminate congestion problems altogether, a concept the Spine study did explore. This issue is being discussed nationally with regard to how autonomous vehicles may influence roadway operations. While no consensus currently exists about what to expect, the study concluded with a solution that offers the maximum future flexibility to address these and other emerging technologies. The managed lane concept is an option that offers such flexibility.

- **Enforcement:** As the Spine study considers the addition of new HOV lanes on the corridor, respondents raised questions related to enforcement of HOV traffic regulations. One commonly raised concern was lane violations or use of HOV lanes by drivers without another passenger. Respondents suggested electronic enforcement and ticketing would be necessary to better enforce HOV traffic laws. Several respondents suggested a second HOV lane would increase the rate of noncompliance with the laws and that a new general purpose lane would be more effective in relieving congestion if HOV traffic laws are not more strictly enforced. Another issue raised was the idea of HOV law violators merging or “cross-weaving” in and out of the HOV lane to avoid detection. As one respondent noted, “adding more lanes in any capacity without addressing cross-weave and HOV access will only make things worse.”
- **Carpooling:** The idea of carpooling was commonly discussed in the feedback received. Respondents suggested a lack of incentive to carpool or van pool, even with the existing lanes. A few respondents noted that HOV lanes have been around long enough in the area that the new lane will not attract many new users. Issues related to incentivizing carpool included scheduling conflicts and the lack of a network of people with whom they could carpool. A small group of respondents felt the addition of a new HOV lane would encourage more carpooling and be more environmentally friendly.
- **Public Transportation and Freight:** Public transportation and freight traffic’s use of the HOV lanes was a theme throughout the comments. Several respondents suggested using the new HOV lane for public transportation as a way to improve travel time, noting that greater mass transit initiatives must be added in conjunction with the new HOV lanes to make the lanes more effective in reducing congestion. Respondents also suggested the idea of using HOV lanes for freight and commercial vehicle traffic to improve the mobility and speed of the general purpose lanes.

The Spine study team investigated using the managed lanes (currently managed as HOV) for other uses, including commercial and/or truck-only use during certain times of the day. With the information available, this concept did not advance as a recommendation; however, this option has not been dismissed. In the future, if this need exists, the managed lane could change to accommodate that need. This is another example of how the managed lane recommendation could adapt to future changes.

- **Highway Widening versus Existing Lane for HOV:** A consideration of many respondents was the idea of converting an existing general purpose lane for the new HOV lane or further widening the highway. Many respondents suggested they would support the addition of a new HOV lane only if the lane did not take away an existing general purpose lane. Respondents also considered the addition of new general purpose lanes to the highway system. Most were in favor of widening the highway to reduce congestion. As one commenter stated, “more lanes that ALL drivers can use are needed.” However, a few commenters suggested that the addition of new lanes would not solve congestion problems and investment should

instead be made in more innovative transportation frameworks, such as managed lanes, toll lanes and redirecting resources to safer, more reliable public transit.

As noted previously, the Spine recommendation is not proposing converting an existing general purpose lane into a managed lane. The new managed lane would be achieved through widening. In hindsight, this information was not clear in the materials shared with the public.

- **Right of way:** Properties adjacent to the highway were on the minds of several respondents. Commenters raised concerns about whether the government had the ability to acquire ROW adjacent to the highway for expansion. Commenters asked that homeowners located along the highway system have the opportunity to provide input on the plan. They also mentioned that “significant” property acquisition be avoided to build the recommended plan. Property identified to protect included homes on the corridor, such as the Bethany Crest housing cooperative.
- **Safety and Mobility:** Comments regarding safety and mobility on the highway system were often cited. Respondents expressed concerns related to HOV traffic entering and exiting the highway system, including emergency vehicles. Respondents often reported difficulties merging across general purpose lanes to and from the HOV lanes and predicted more driver confusion and accidents from reckless driving in and out of a second HOV lane. Improvements to relieve concerns related to HOV traffic access included a median or barrier to prevent unnecessary lane changes, left-hand exit and entrance ramps, using one of the lanes for through traffic only and U-turn bridges.

It should be noted that the recommendation does include many new HOV access ramps to the system to help create a safer and more efficient HOV lane system. The recommendation also explores the implementation of designated entry points in and out of the managed lanes. This is the topic of question two below.

- **Tolling:** Respondents also addressed the topic of using tolling on a new HOV lane. Several respondents supported the possibility of using tolling in a new HOV system to manage traffic. However, other respondents opposed the idea of tolling, saying it would reduce the system’s efficiency and segregate drivers based on ability to pay.

MAG studied the possibility of HOT lanes during the Managed Lanes Network Development Strategy project in 2012. This project examined the feasibility of introducing congestion pricing to the region. This recommendation continues to undergo additional study as part of a comprehensive approach for addressing congestion on the regional freeway system. Although HOT lanes did not clear the screening process for this Corridor Master Plan, the overall managed capacity recommendations do not preclude the opportunity to consider pricing in the future, if policy allows.

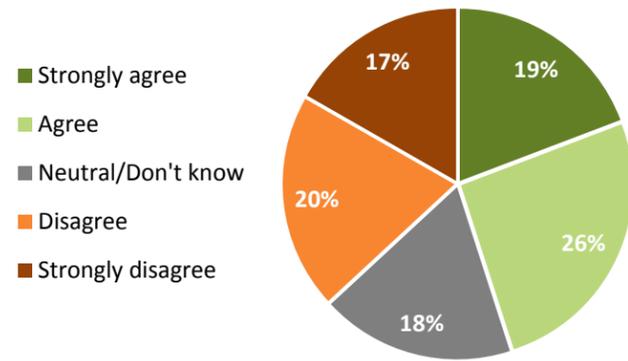
### Feedback on Designated Entry Points to Managed Lanes

The study team asked respondents to provide their feedback on a designated entry and exit strategy for managed HOV lanes throughout the I-10/I-17 Spine corridor (Appendix C). If a second HOV lane is added to the corridor where HOV lanes currently exist, the corridor recommendations anticipate using a designated entry and exit strategy. This means HOV lane entrance and exits would be specified at designated points for safety. In total, 442 persons responded to the question (Figure 5-13).

#### Question on Designated Entry Points:

Currently, drivers can enter and exit the HOV lane at will. Having two managed lanes in each direction would result in limiting entrance and exit to those lanes at specific, designated points for safety. What are your thoughts on this strategy?

**Figure 5-13.** Responses to Question on Designated Entry Points



The idea of designated entry and exit points from the managed HOV lanes received mixed feedback. Those who agreed with the strategy felt the designated entry and exit points would reduce dangerous HOV merging and congestion. However, those who disagreed with the strategy raised concerns related to driver confusion, missed exits and congestion, and high accident rates at the designated access points.

Notable public feedback related to designated entry points included experiences of using a similar concept in other states. Those who commented on experiences in other states had mixed reviews. For example, one commenter stated, "I have driven these types of lanes in Los Angeles County," and another commenter stated, "the Express Lanes in Chicago seem to help traffic flow. If you know that you'll be taking highway for the next 12 miles, get in the far lane, get out of the way, and keep it moving!"

Key themes that emerged from the feedback include the following:

- **Safety and Congestion:** Safety concerns were paramount to respondents when considering designated entry and exit points. Driver confusion was a heavily discussed topic as respondents raised concerns about mistakenly missed exits, mistaken entry into the HOV lane and rash decisionmaking as drivers attempt to merge back into general purpose lanes. Some respondents suggested the designated points of entry and exit would become congested and accident-prone because of driver confusion. Respondents also raised concerns about the difference in speed in the HOV and general purpose lanes and how that could cause accidents. Some respondents said the designated entry and exit points would make the HOV system safer because it would cut the amount of traffic weaving in and out of the HOV lanes illegally and reduce congestion related to merging. The use of directional signs was a common suggestion to improve safety if this strategy is implemented.
- **Enforcement:** Another common concern of respondents was the idea of enforcing the HOV entry and exit points. As expressed previously, commenters suggested that concrete barriers or other physical separation elements might help enforce the designated entry and exit. Respondents were wary of double-line striping and believed violators would continue to weave in and out of the HOV lanes. Some respondents also commented that designated entry and exit points would make it easier for law enforcement officers to manage violators.
- **Use of HOV Lanes:** Respondents raised concerns related to the spacing of the entry and exit points and the use of the lanes. Comments suggested that without enough entry and exit points to the HOV lanes, there is no incentive for local traffic to use the lanes. Several commenters suggested using one HOV lane to exit at will (for local traffic) and one HOV lane for restricted access (for long-distance travel).

- **Emergency Response:** Several comments included questions about the strategy's ability to facilitate emergency response during accidents. Concerns included emergency vehicle access to restricted areas of the HOV system and traffic back-ups should an accident happen in an HOV lane with restricted exits.

During the analysis of question two comments, the study team discovered that many of the participants who agreed with the idea of adding a managed lane to the Spine Corridor disagreed or strongly disagreed with the designated entry strategy. This finding indicates the need for a robust public information and education campaign, should this strategy be implemented. It will be important that members of the public understand how to use managed lanes and why this strategy was recommended. Because of this discontinuity in feedback between question one and two, the Spine study team conducted additional research to further explore details of a designated entry HOV system. The result of that research is included in Appendix B, as a reference as the Spine study recommendations are implemented.

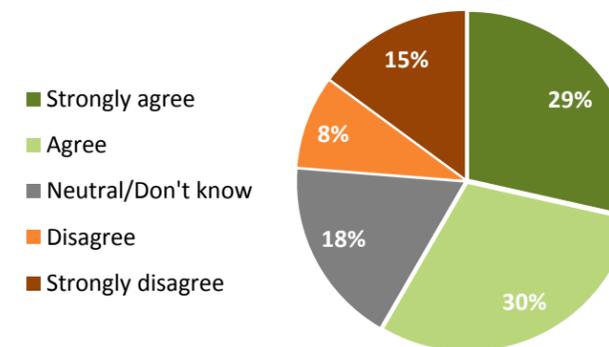
### Feedback on Property Acquisition

Property acquisition is often a controversial issue among corridor stakeholders. The study team asked respondents for feedback on the issue of taking property along the corridor to implement the Spine study recommendation (Appendix C). In total, 442 persons responded to the question (Figure 5-14).

#### Question on Property Acquisition:

Do you support taking some properties along the corridor in order to improve traffic operations and safety? What are your thoughts on this strategy?

**Figure 5-14.** Responses to Question on Property Acquisition



The majority of commenters agreed with property acquisition, many noting that property owners receive fair compensation for their land. Those who disagreed with the idea of property acquisition cited concerns related to displacing homeowners and businesses.

Key themes that emerged through the feedback include the following:

- **Compensation:** Many respondents agreed with the strategy of acquiring some properties along the corridor so long as property owners receive fair compensation. Respondents had differing opinions about fair compensation for properties. Some felt the government should offer more than the property is worth, whereas others felt the government should try to get properties for fair market value. Those who disagreed with the strategy often cited the cost of compensation and unfair compensation as reasons why they did not agree with property acquisition.

Because the original question used the word “taking” rather than “acquiring,” some respondents were concerned that the word “taking” implied acquisition without fair compensation, which may have created some confusion. In retrospect, the question should not have used the word “taking.”

- **Residential Displacement and Cultural Resources:** Respondents raised concerns related to historic properties on the corridor and low-income, minority populations. Many comments suggested that they would agree with this strategy so long as historic properties are protected and low-income residents are not disproportionately affected. Those who disagreed with property acquisition expressed reservations related to displacing residents and businesses.
- **Alternatives to Property Acquisition:** Several respondents who disagreed with property acquisition offered strategies to work around purchasing additional ROW. Strategies included differentiating office hour scheduling to minimize traffic during commutes, stacking or double-decking the highway, initiating BRT service and using existing lanes as HOV lanes.

The Spine study did explore these ideas, or variations of these ideas, as alternatives to property acquisition during the alternatives screening process. The results of this exploration are outlined below:

- Converting existing general purpose lanes to HOV lanes on the Interstate freeway system is generally prohibited, so that option was not carried forward.
- Employer-based alternative working hours is a TDM strategy that could be employed regionally, but would not be effective on a project-level basis. Such a strategy would likely have to be voluntary, and its effectiveness would be challenging to predict or quantify.
- The recommended alternative would encourage more transit use because the managed lane concept provides more predictability with HOV lane operations. Predictability is essential for BRT or express bus scheduling and its attractiveness to users.
- Stacking or double decking the highway is a common idea suggested to minimize ROW impacts. On I-17, where this would be the most likely option, impacts on adjacent properties along the freeway would switch from direct impacts to indirect impacts, which could actually be worse for property owners. Noise, air quality and visual impacts would negatively affect entire communities along the freeway, not just the first row of homes along the freeway ROW. In some instances, this strategy is limited in the acquisition of more property and ROW. As a result, the stacked freeway concept was not carried forward because it would disproportionately affect many of the low-income, minority residential areas along the I-17 corridor.
- **Aesthetics and Safety:** Many of those who supported property acquisition noted that properties along the corridor are blighted and in need of repair. They noted that acquisition would encourage businesses and residents to move into safer areas. Many commenters also noted that property acquisition would benefit the overall safety of the community through an improved highway system.

### Feedback on Bicycle and Pedestrian Crossings and Traffic Interchanges

In the fourth question on the comment form, the study team asked for general feedback related to bicycle, pedestrian and traffic interchange improvements. In total, 370 persons responded to the question.

The vast majority of responses to this question focused on the proposed I-17 and Osborn Road bicycle and pedestrian crossing. These respondents, many who live in a community just east of I-17 around Osborn Road,

overwhelmingly oppose a new pedestrian and bicycle crossing over I-17 at Osborn Road. Respondents frequently cited concern for an increase in crime with greater access to their neighborhood.

Respondents also considered the addition of bicycle lanes to the area, new traffic interchange features and the ability of bicycle and pedestrian improvements to connect neighborhoods and improve safety.

Key themes that emerged through the feedback received include:

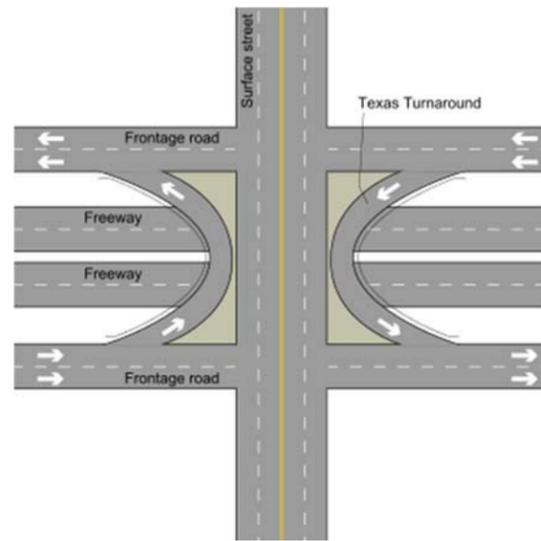
- **Cost:** Many respondents opposed the construction of pedestrian and bicycle crossings on the highway system because of cost. Commenters expressed concerns about underused crossings, given the city’s sprawling nature and the region’s hot weather. Respondents suggested resources would be better spent on transit and automobile transportation-related investments. Some respondents, however, supported additional investment in pedestrian and bicycle crossings, saying the improvements are “overdue.”
  - **Crime:** Crime was a often-cited theme in response to question four. Respondents opposed pedestrian and bicycle crossings because of fears of increased crime in their neighborhoods. Specific concerns related to transient activity and impacts of persons experiencing homelessness. Many commenters believed that if constructed, a pedestrian crossing at Osborn Road would increase neighborhood crime rates.
  - **Bicycle Lanes:** The idea of adding bicycle lanes to key areas of the corridor was frequently mentioned in responses. Respondents were in favor of adding bicycle lanes in densely populated urban areas and adding shading features to address the region’s hot climate. Those opposed to bicycle lanes raised concerns related to the danger of having a bicycle lane on the freeway, little use of the lanes and disruptions in traffic flow caused by narrow streets and bicycle crossings.
- Note that the Spine study is not recommending bicycle lanes on the freeway. Bicycle and pedestrian facilities are proposed only at crossings of the freeway or along certain arterials.
- **Traffic Interchanges:** Respondents supported interchange improvements including modifications around the “Broadway Curve,” Warner Road and I-17 from Bell to McDowell roads. Those who supported interchange improvements prioritized safety, east-to-west traffic flow and merging on and off the freeway as top considerations. Two suggestions were adding Texas-style U-turns (Figure 5-15) to the I-17 corridor and using designs that discourage wrong-way driving.

Texas-style U-turns have been used throughout the United States on freeways with frontage roads. In this corridor, I-17 has a continuous frontage road system for its entire 18 miles within the study limits, extending from 16th Street on the south to the North Stack on the north. The U-turns were studied as a concept during the development of the Corridor Master Plan’s recommendations. Although the concept was dropped as a corridor-wide recommendation, the project’s Management Partners believe that ADOT should consider their development on a project-specific basis along I-17 where travel demand warrants.

#### Question on Bicycle and Pedestrian Crossings and Traffic Interchanges:

The Corridor Master Plan Recommendations include a variety of other strategies, including bicycle and pedestrian crossings and traffic interchange modifications. What feedback do you have regarding these other improvements recommended as part of this strategy?

**Figure 5-15.** Example of Texas-style U-turn



- **General Support for Bicycle/Pedestrian Improvements:** Those who supported bicycle and pedestrian improvements cited reasons such as the ability of bicycle and pedestrian crossings to connect neighborhoods and bicycle path networks and to improve safety. Some commenters also suggested that these improvements would reduce traffic on the roadway.
- **Public Transportation:** Several commenters proposed improvements to public transportation. Bus pullouts, park-and-rides, express bus routes and the addition of light rail transit to the I-10 corridor were among the improvements discussed.

Many of these suggestions are either included in the recommendation, or will help encourage these elements. Support of public transportation is a major reason the recommendation was made. The recommendation was made because managed lanes/HOV lanes create an environment where public transportation will be a more attractive option because of travel time reliability improvements.

### Summary of General Feedback

The study team invited general feedback in the final question of the comment form. A total of 289 persons responded to the question. The key themes were as follows:

- **Improvement Focus:** Some respondents asked that funding be used primarily for highway improvements, whereas others asked that public transportation and bicycle and pedestrian improvements be prioritized.
- **Flooding Infrastructure:** Several respondents noted a need for flood management infrastructure, citing rainwater drainage systems and the 2016 flood.

Several storm drain improvements are included in the Spine study recommendations.

#### Question Requesting General Feedback:

Do you have any other feedback regarding the Corridor Master Plan Recommendations?

- **Noise Walls:** Respondents also noted a need for trees and sound barriers along the highway system. New and replacement noise walls are included in the recommendations. It is important to note that trees do not mitigate noise.
- **Enforcement:** Respondents repeated concerns related to the lack of enforcement of traffic laws, speed limits and HOV regulations on the current highway system.
- **Highway Widening:** Respondents offered differing options on adding an additional lane to the highway system. Some respondents encouraged a highway expansion, citing a decrease in congestion if more general purpose lanes are added to the system. Others asked that the study team be wary of adding an additional lane because they believed it would not provide traffic relief. Other respondents also asked that the study team not add an additional HOV lane to the highway system.  
  
The Spine study did evaluate adding additional general purpose lanes. However, the analysis concluded that additional lanes would not notably reduce congestion. Currently, so much demand exists in the corridor that additional general purpose lanes would fill up immediately. As a result, that option was carried forward in a only few select areas of the Spine corridor.
- **Light Rail:** Several respondents asked the study team to consider adding light rail transit to the corridor. The Spine study did evaluate this option, but found that ridership forecasts do not support such a route. Therefore, it was not carried forward to the recommendations.
- **Pedestrian Bridges:** Many respondents reiterated that they oppose the construction of bicycle and pedestrian crossings, specifically at I-17 at Osborn Road.
- **Project Timeline:** Respondents noted a need to implement improvements swiftly with future technology in mind. They also expressed some concerns about the timing and impacts of construction.
- **Public Involvement:** Respondents thanked the study team for the opportunity to attend public meetings and asked for continued public involvement in the Corridor Master Plan. Respondents specifically suggested corridor neighborhood meetings as a way to respond to resident concerns.

### 5.4.3 Demographic Information of Comment Form Respondents

Respondents were asked a series of questions to help the study team learn when, why and how they used the corridor. In addition, they were asked to provide a home ZIP Code. Figure 5-16 shows the ZIP Code areas in which residents reside. Roughly a third of the comments received were from the 85015 ZIP Code.

**Figure 5-16.** Comment Form Respondents, by ZIP Code Area

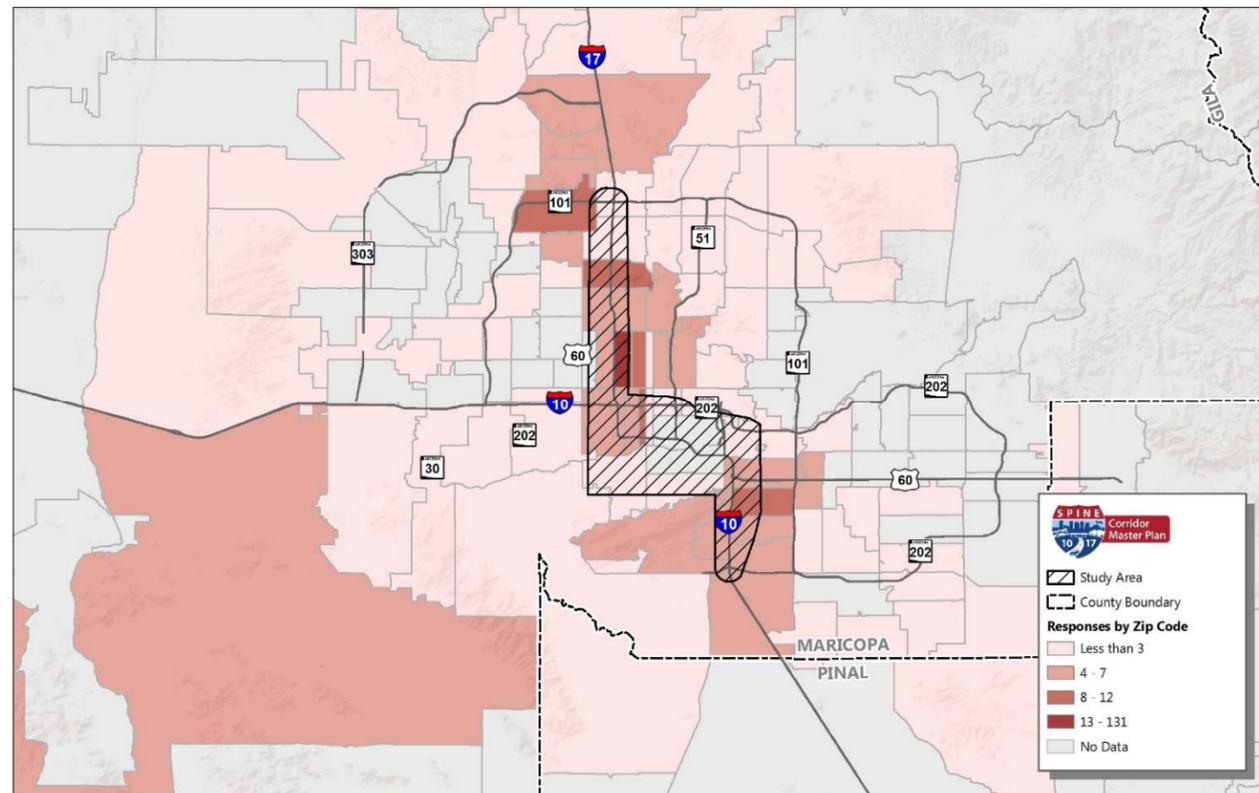
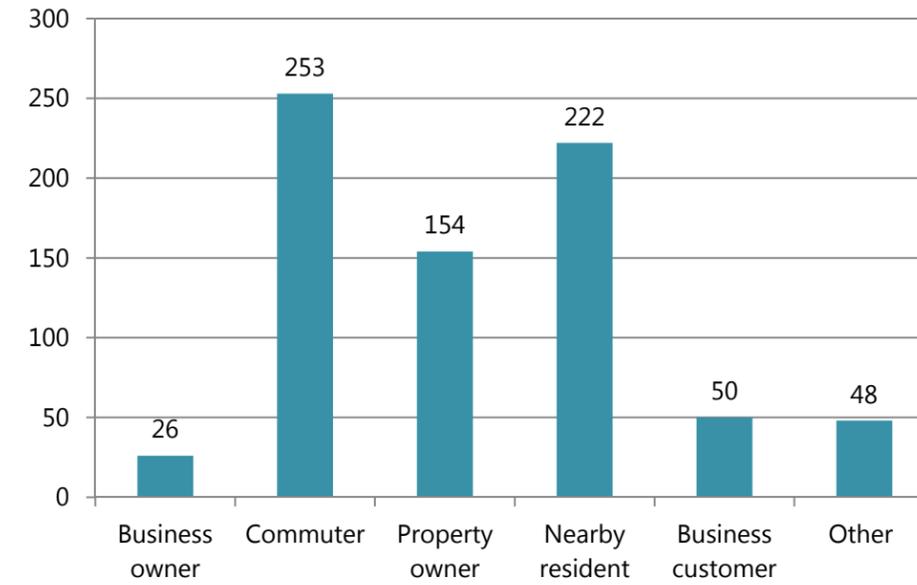


Figure 5-17 shows the participants' interest in the corridor. Participants were able to select all choices that applied to their interest area. Participants selected "commuter" most often, followed by "nearby resident." Examples of other interest areas specified included "community activist," "bicycle advocacy," "family in the area," and "truck driver."

**Figure 5-17.** Responses to Question: What is your interest in the Spine Corridor?



How often participants used the corridor is represented in Figure 5-18.

**Figure 5-18.** Responses to Question: How often do you use the Spine Corridor?

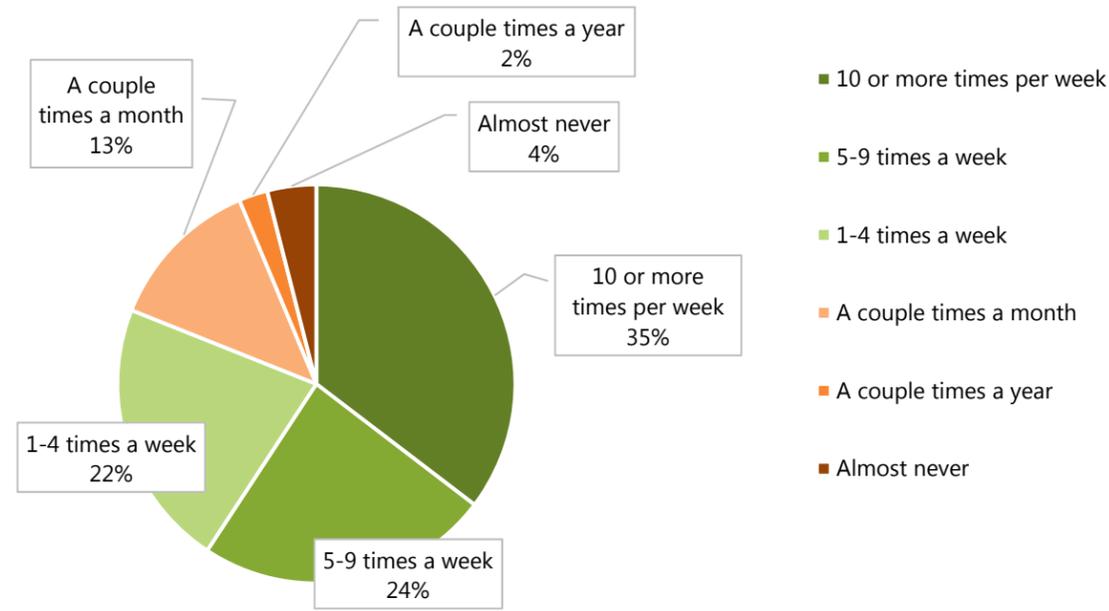
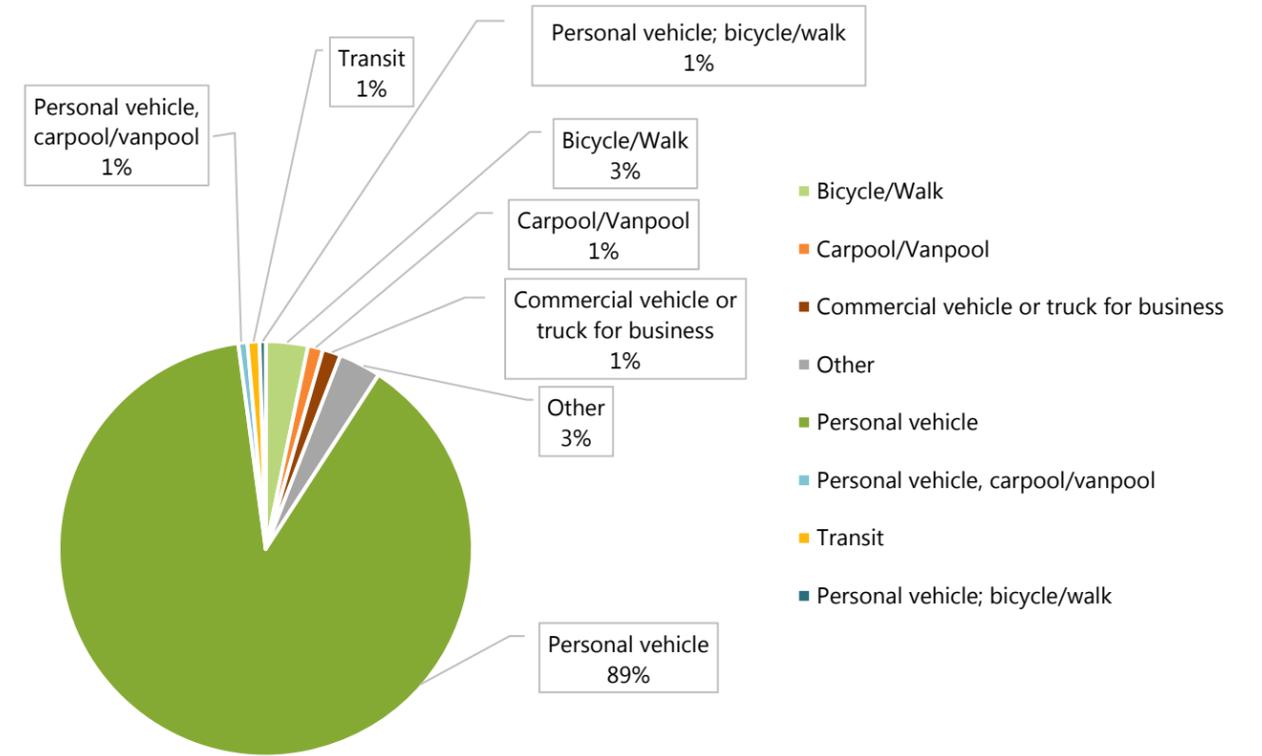


Figure 5-19 represents how participants travel in the corridor. Respondents most often used personal vehicles to travel in the Spine corridor.

**Figure 5-19.** Responses to Question: How do you typically travel in the Spine Corridor?



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