



I-10 Broadway Curve Update

Transportation Policy Committee
September 23, 2020

Presentation Overview

1. Project Benefits
2. Schedule Update
3. Contract – Closures
4. Mitigating Risk
5. TDM Strategies
6. Strategic Communication Plan



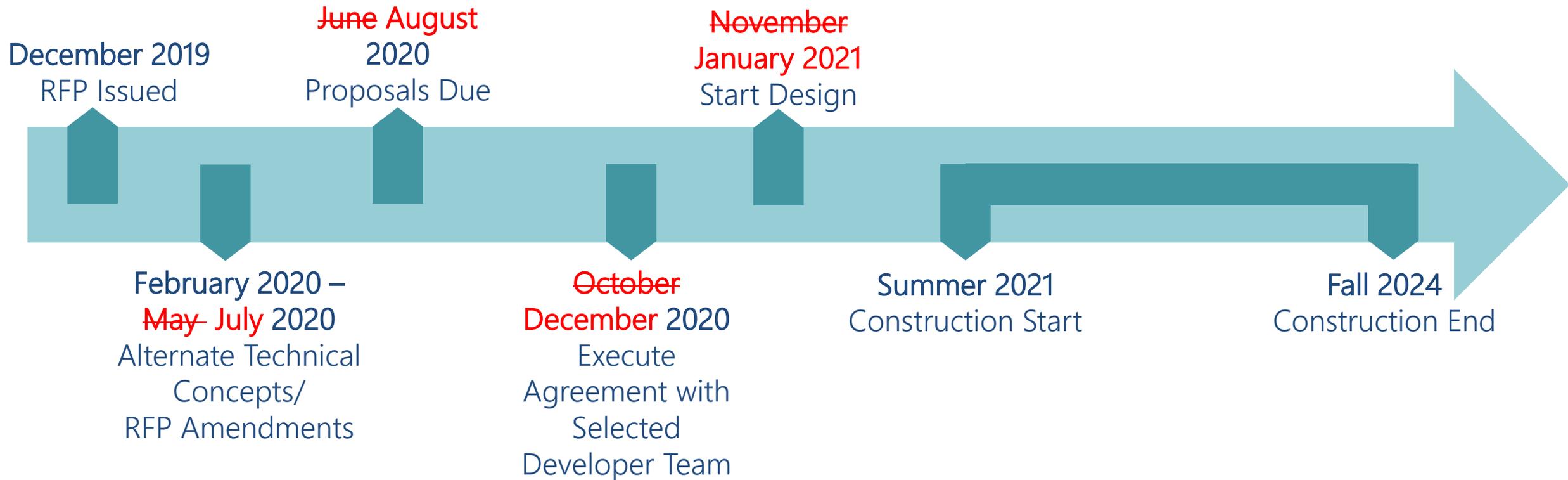


Project Benefits

- When the project is complete, rush hour traffic will move more than **25 percent faster** than it would without the improvements.
- The project will **improve access** to **4,637** businesses located along the corridor.
- Current weekday traffic at the Broadway Curve is nearly 300,000 vehicles a day. By 2040, the **projected growth** will be 375,000 vehicles a day.
- Construction activities will **grow local business sales** by **\$1.2 B** and generate 1,400 new construction jobs.
- Improvements to I-10 Broadway Curve will result in **250 new long-term jobs** for the region.



I-10 Broadway Curve: Schedule Update



Freeway Life Cycle Program

Current Contract Provisions for Closures

All I-10 lanes, including HOV, to remain open during the weekday

Nighttime lane closures

- 8:00pm to 4:00am weeknights (Sun, Mon, Tues, Wed, Thurs)
- 10:00pm Friday night to 7:00am Saturday morning
- 10:00pm Saturday night to 9:00am Sunday morning

Weekend lane closures

- 10:00pm Friday night to 4:00am Monday morning

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- ✓ Both directions of I-10 cannot be closed at the same time
 - ✓ Holidays restricted
 - ✓ Special events restricted



Photo Courtesy of the Arizona Department of Transportation



I-10 Broadway Curve: Minimizing Project Risk

- Started with the Risk Assessment Workshop held last year
- “User Experience” items were ranked as the highest risk to the project
 - Direct impact on drivers
 - Public’s expectations for construction
 - Tolerance for congestion



I-10 Broadway Curve: TDM Strategies



Arterial Traffic Operational Analysis

Purpose of the Analysis

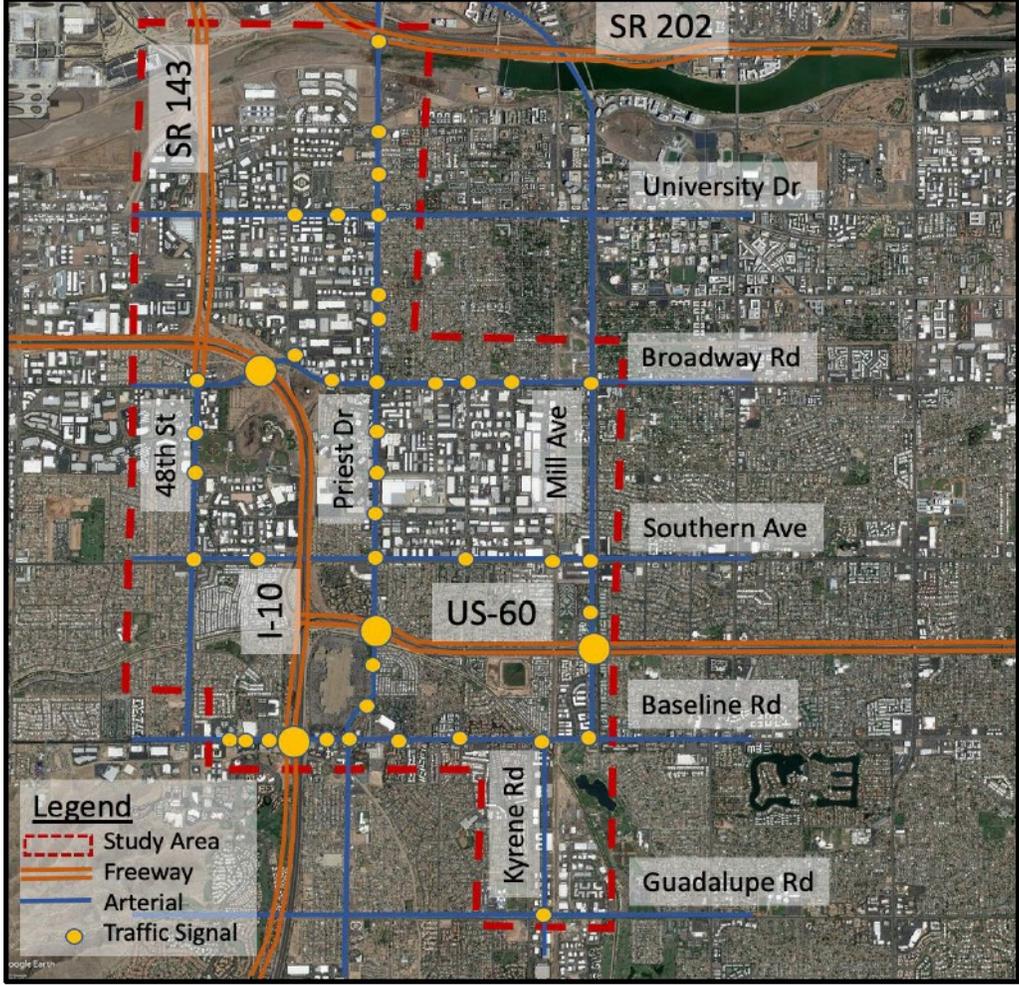
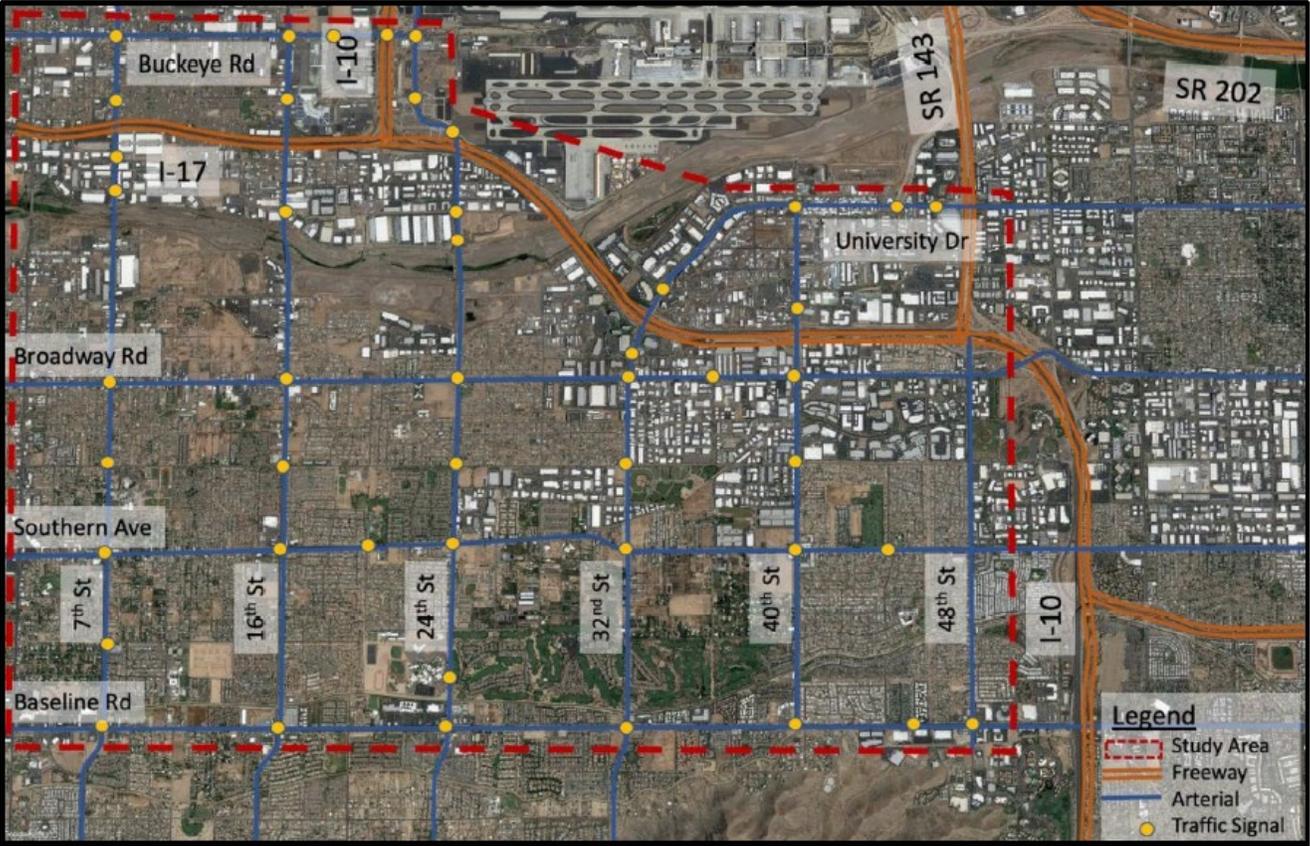
- Assess the traffic management capabilities of the arterial routes near Broadway
 - ❖ East-west arterials between 7th St and Mill Avenue
 - ❖ North-South Arterials between Baseline Rd/Guadalupe Rd and University Drive/Buckeye Rd

Key components of the Analysis

- System component and traffic management data collection and evaluation of the routes.
- Identifying potential improvements achievable before start of construction.



I-10 Broadway Curve: Traffic Operational Analysis



Freeway Life Cycle Program

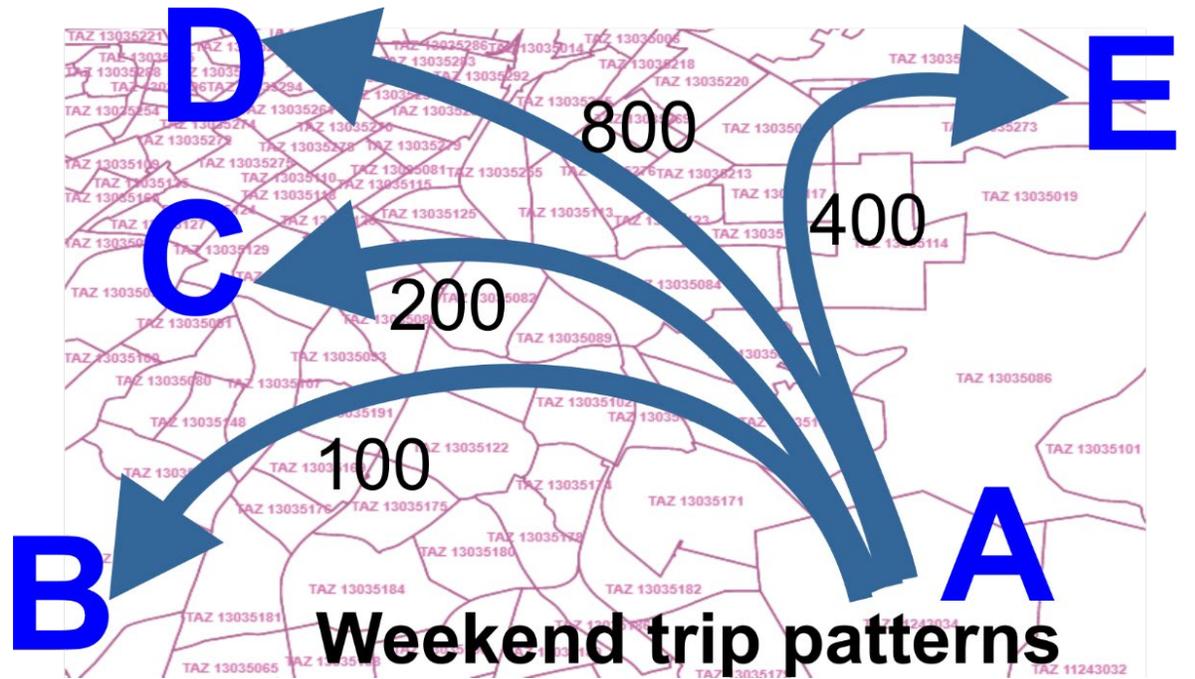
I-10 Broadway Curve: Dynamic Modeling

Purpose

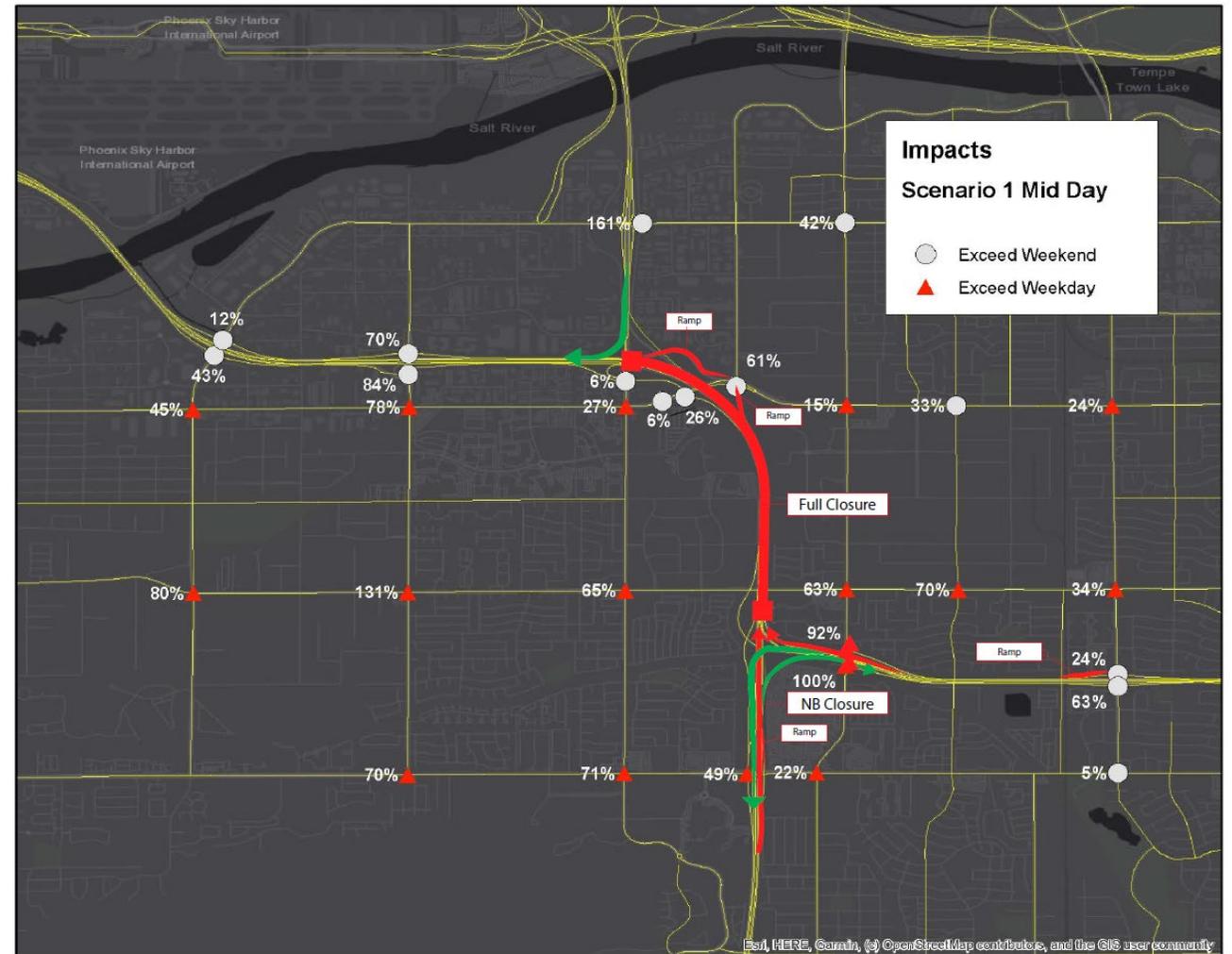
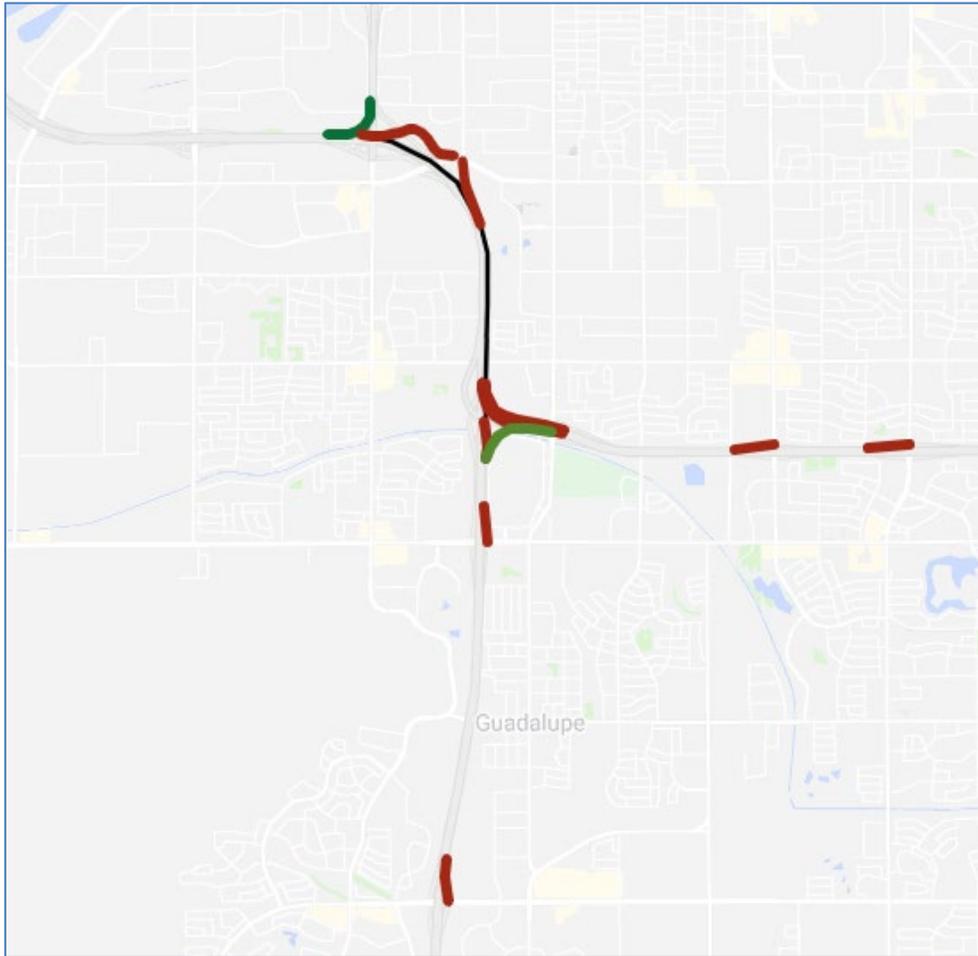
- Identify stress in the network
- Identify impacts to local areas
- Frequency of impacts

Metrics

- Volume changes
- Travel time/speed changes
- Spread of impacts



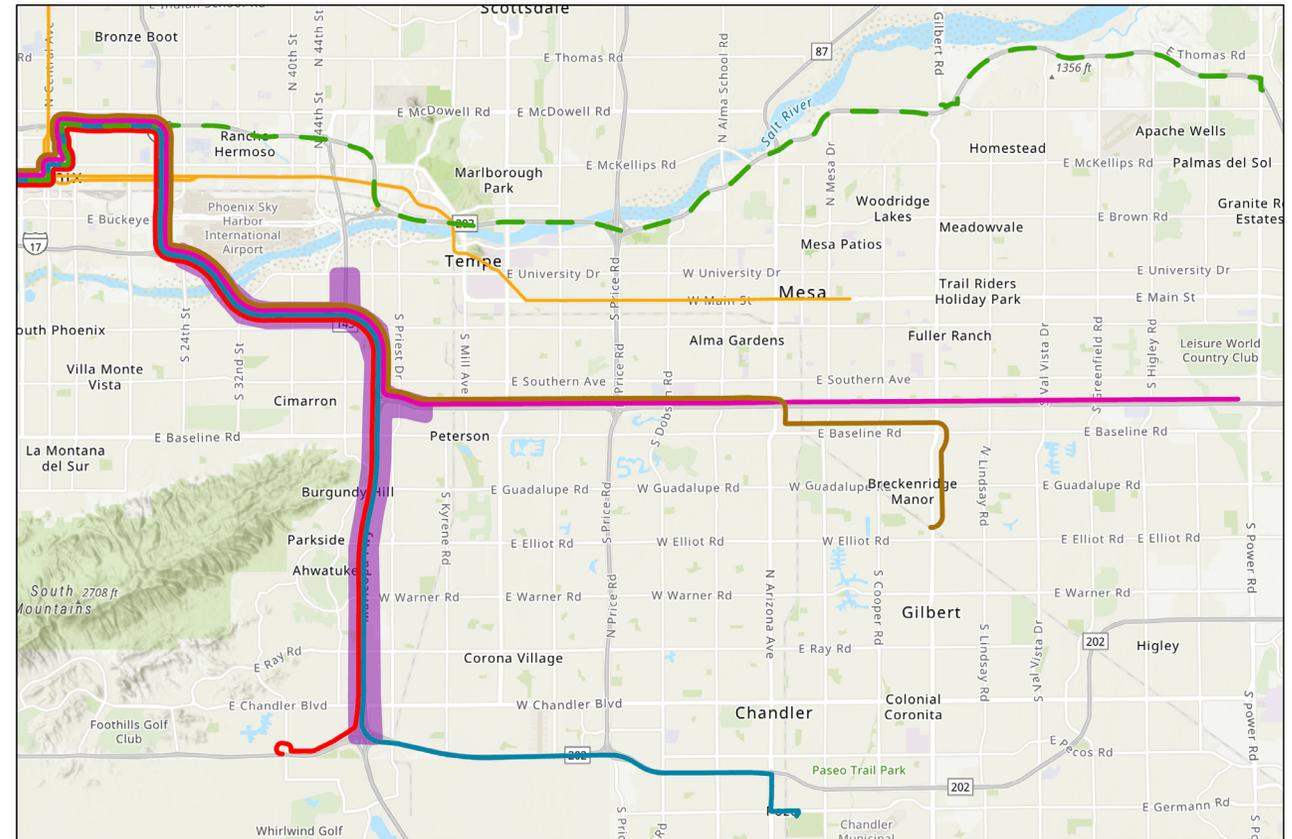
I-10 WB Closure between US 60 & SR 143



Freeway Life Cycle Program

Potential Transportation Demand Management and Transit Mitigation Measures

- Commuter-based routes
- TDM
 - Vanpool
 - Carpool
 - Alternative Commutes
- Messaging and marketing
 - Valley Metro and regional efforts



Broadway Curve Potential Transit Mitigation Measures

LEGEND

- Broadway Curve Project Area
- Valley Metro Rail
- 531
- 533
- 542
- I-10 East
- 535 - Potential Reliever



Freeway Life Cycle Program

I-10 Broadway Curve: Strategic Communication Plan

This Strategic Communication Plan will ensure the Broadway Project Team deploys proper outreach tools, conveying accurate and timely information to project partners, stakeholders and users.

Timeline of Events

- **May 2020:**
Partner Workshop
- **June 2020– September 2020:**
Plan development. Distribution
- **December 2020 – June 2021:**
Preconstruction communication
- **June 2021 – construction:**
Robust communication and outreach



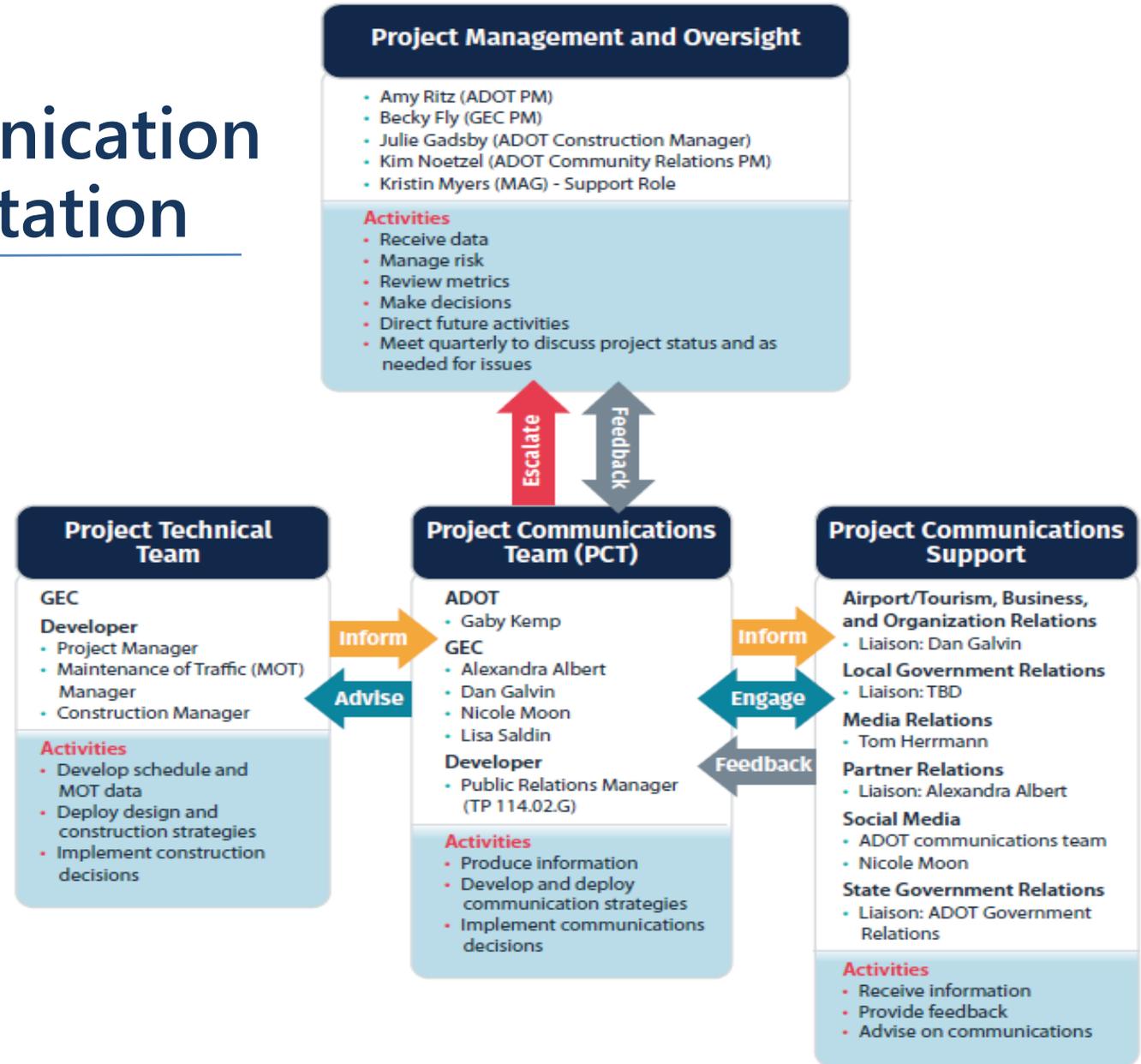
Photo Courtesy of the Arizona Department of Transportation





Strategic Communication Plan Implementation

- Consistent Communication
- Active Listening
- Transparency
- Community Connections
- Issue Resolution
- Performance Metrics





Summary and Next Steps

- First major reconstruction project in the region.
- Commitment made with Proposition 400.
- Improving commute times for the traveling public.
- This project brings local and regional economic benefits during and after construction.
- Regional discussion to evaluate the prioritized list of potential holistic mitigation measures will commence this fall.
- Strategic communication plan will be distributed to agencies by the end of this week.





I-10 Broadway Curve Update

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