



**Interstate 10 / Baseline Road Traffic Interchange Study  
ADOT Project No. F0523 01L**

**Public Meeting Summary Report  
June 27, 2023**

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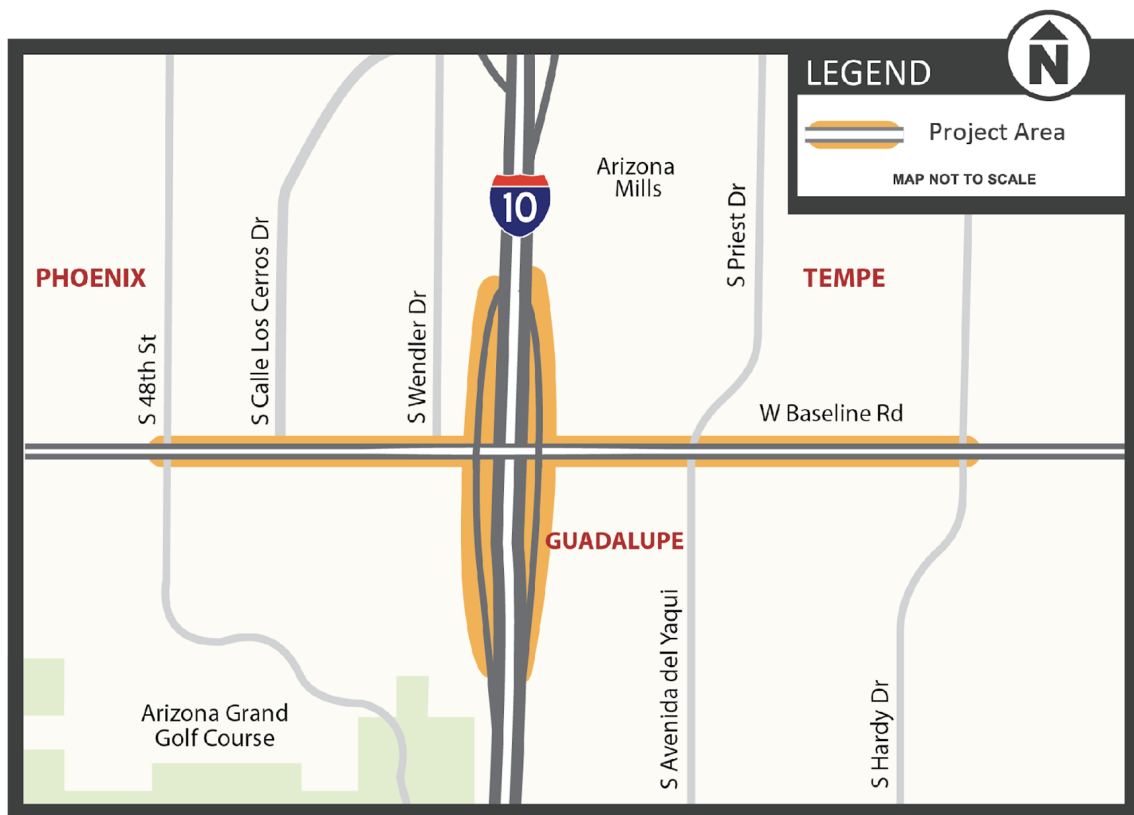
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# 1. INTRODUCTION

Baseline Road at Interstate 10 is a major arterial road serving approximately 60,000 vehicles per day and experiences heavy congestion and delays. There are several intersections and numerous driveways along the corridor serving adjacent commercial and residential development, which contribute to congestion and crashes. Additionally, the corridor has heavy pedestrian and bicycle traffic, with connectivity and safety challenges, including curb and driveways that do not meet current standards, intersections without marked crosswalks on all legs and lack of dedicated bike lanes.

Due to these issues, the current infrastructure and interchange design may no longer be adequate to meet the needs of the diverse traveling public. The development and evaluation of alternatives to address these concerns were found to be necessary. A feasibility study completed in May 2020 by the Maricopa Association of Governments (MAG) identified alternatives to enhance regional travel and safety in this corridor with various improvements to the Interstate 10/Baseline Road Traffic Interchange and serves as the basis for the current study. The purpose of this study and project is to further evaluate the two design options for the interchange and select a preferred alternative for further action.

## Project Map



## 2. PUBLIC MEETING

The Arizona Department of Transportation (ADOT) and AZTEC Engineering (AZTEC) held a virtual public scoping meeting on Wednesday, May 9, 2023, from 6 – 7:30 p.m. The purpose of the meeting was to share information about the project and the potential improvements to be considered. It also was intended to allow for public input on the scope of the study as well as gather input on concerns and desires related to the project area before the team presents potential improvement alternatives. The meeting provided options for the public to ask questions and make comments.

The public meeting was hosted online through Zoom Webinar with simultaneous interpretation in Spanish. Participants could also call into the meeting if they did not have the ability or preference to participate online. The meeting featured a presentation by the project team, followed by a question-and-answer period. Participants, who were provided information on how to ask questions and provide comments, could submit written questions in either English or Spanish through the Zoom Webinar Q&A feature and use the Raise Hand feature to be called on to ask their questions verbally. English call-in participants could also ask questions by phone by pressing \*9 to raise their hand. Spanish call-in participants could ask questions via a toll-free conference line.

Project team members from ADOT, partner organizations and AZTEC Engineering served as panelists to hear comments and respond to questions at the meeting. Panelists included:

- Olivier Mirza (ADOT)
- Nancy Becerra (ADOT)
- Daina Mann (ADOT)
- Nikki Green (ADOT)
- Dennis Haley (ADOT)
- Mark Gilliland (AZTEC)
- Daniel Voight (AZTEC)
- Diana Dunn (AZTEC)
- Ravi Ambadipudi (Jacobs)
- Catherine Hollow (City of Tempe)
- Jeff Kulaga (Town of Guadalupe)
- Myesha Harris (City of Phoenix)
- Quinn Castro (MAG)

Additional project team staff and a Spanish interpreter were present to assist in facilitating the online meeting and Q&A session. Participants were notified that comments and questions about the project could also be submitted during the public comment period ending May 23, 2023, through email, telephone, USPS mail or online survey/comment form. Participants were notified that project-related materials, including the presentation, were available online.

The public meeting presentation was recorded in English and Spanish and posted to the project website. During the meeting, the Spanish interpreter let the audience know where they could find the project website and that she would be available for the Q&A portion of the meeting. The interpreter also read

the explanation of the Title VI Nondiscrimination Notice to the Public, which was included in Spanish on a separate slide, as well as how to take the self-ID survey.

Seventy-seven (77) people were recorded as attending the virtual public meeting and 215 people completed the online survey/comment form during the survey period.

Copies of the public meeting materials posted to the website are included in Appendix A.

## 2.1. Public Meeting Notification

### 2.1.1. Project Website

ADOT hosts a project website <https://azdot.gov/i10baseline>, which was launched on April 10, 2023. The project website provides a project overview, including a list of the project elements, a timeline, the public meeting date, recordings in English and Spanish, project fact sheets in English and Spanish and information on how to ask questions or make comments. A link to an online survey/comment form was also included through May 23. All materials related to the public meeting are posted on the project website, including:

- Project area map and information
- Fact sheet (in English and Spanish)
- Public meeting information/recordings (in English and Spanish)
- Public meeting presentation and script

Copies of the public meeting materials posted to the website are included in Appendix A.

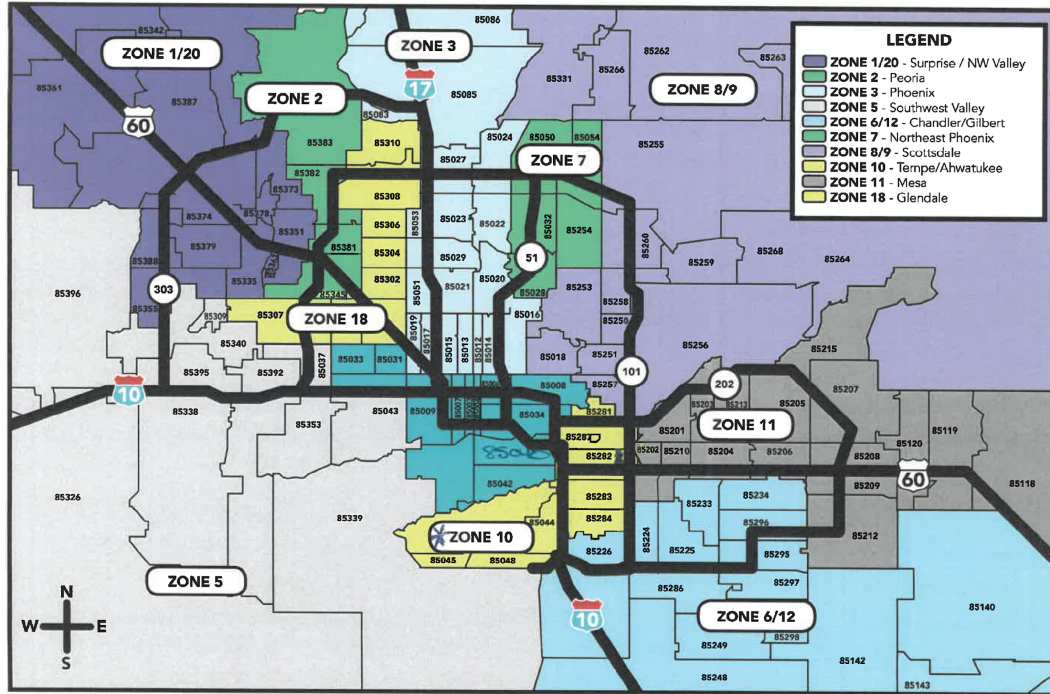
### 2.1.2. GovDelivery Emails

Information on how to participate in the virtual public meeting and reminder notices were distributed by ADOT on April 19, 25 and May 3, 8, 16 and 22 via GovDelivery. A total of 172,152 emails were sent out with an average of nearly 24,600 recipients per distribution.

Copies of the GovDelivery notices can be found in Appendix B.

### 2.1.3. Print Ads and E-blast

The virtual public meeting was advertised with English print ads in the *Tempe/Ahwatukee Republic Zone 10* (see zone map below) on April 26, 28 and 29, along with an *AZ Republic* E-blast on April 27. The E-blast went to an estimated 15,034 households within the project area but outside of Zone 10.



Additionally, the public meeting was advertised in a Spanish-language print ad in *Prensa Arizona*, published on April 27.

Copies of the publication tear sheets and e-blast can be found in Appendix B.

**2.1.4. News Release/Media**

ADOT Public Information staff distributed a news release to media outlets on May 3. The news release can be found in Appendix B.

News articles about the public meeting were posted online by ABC 15 and AZFamily (3TV/CBS 5) on May 9, 2023. Copies of news articles can be found in Appendix D.

**2.1.5. Social Media**

ADOT Digital Communications staff posted to ADOT’s Facebook and Twitter accounts on April 19, 25 and May 2, 8, 12 and 22, and on Next Door on April 19, 25 and May 3, 8, 16 and 22, providing information about the public meeting and commenting opportunities.

Images of the social media posts can be found in Appendix C.

**2.1.6. Stakeholder Outreach**

The Study Team held meetings with project stakeholders, including representatives from the Town of Guadalupe, City of Phoenix, City of Tempe and the Maricopa Association of Governments. An in-person

site visit was held on February 24. Virtual meetings with project stakeholders to plan for the public meeting were held on February 10, March 10 and 30, and April 6, 13, 14, 20 and 27.

In addition, the ADOT Community Relations team created a contact list that included stakeholders in the project area, such as businesses, HOAs, schools and churches. The team communicated with these 114 contacts via email to provide information about the project and the public meeting. Information about the public meeting was emailed to these stakeholders on April 24, May 8 and May 16.

A copy of the emails can be found in Appendix C.

### **2.1.7. Direct Mail**

Bilingual (English and Spanish) self-mailers were sent via Presorted Standard postage to all businesses and residential properties within one mile of the project area, as well as any property owners of record with addresses outside the area (12,938 total). The 8.5" x 4.67" tri-fold mailer included information about the project, how to participate in the virtual public meeting and how to provide comments. The mailer also included information, instructions and a QR code for requesting language accommodations and seeing the scoping public meeting mailer in Simplified Chinese (Mandarin) online.

The mailers were sent out on April 21 and began to arrive in-home on April 24.

A copy of the mailer can be found in Appendix C

## **2.2. Public Meeting Materials**

A variety of public meeting materials were made available in English and Spanish to the public online via the project website. Materials also included accommodation language in Simplified Chinese, and the project webpages could be translated into over 100 languages (including Spanish and Simplified Chinese) using the browser's language tool. These public meeting materials included:

- Project Map and Information (English and Spanish)
- Fact sheet (English and Spanish)
- Presentation with script (English)
- Online survey/comment form (English and Spanish)
- Self-Identification survey (English and Spanish)

After the meeting, recordings of the presentation in English and Spanish were posted on the project website.

Copies of the materials listed above can be found in Appendix A.

### **2.2.1. Presentation**

A presentation was made at the public scoping meeting to provide an overview of the study along with the alternatives that will be developed through the study process. The public was also given the opportunity to provide comments and ask questions to help guide the study team.



The presentation can be found in Appendix A and covered the following topics:

- Overview of Interstate 10/Baseline Road Traffic Interchange Study
- Study Area
- Study Purpose and Need
- Study Process
- Interchange Options:
  - Tight Diamond Interchange (TDI)
  - Diverging Diamond Interchange (DDI)
- Study Elements
- Study Timeline
- Project Website
- Comments and Questions

### 3. PUBLIC COMMENTS

This section summarizes the comments received during the public comment period from April 18 through May 23. Comments were accepted through the following methods: USPS mail, telephone, e-mail and online. A total of 284 comments were received through the following methods:

- Online survey/comment form responses: 215
- Project information telephone line comments: 6
- Email comments: 13
- Virtual public meeting comments: 13
- Virtual public meeting questions: 36
- Mail: 1

The most common questions received during the virtual public meeting were requests for more detailed information on the various interchange options. The project team informed the public that detailed alternatives are in development and more information will be shared at future meetings. Additionally, during the virtual public meeting and through the online survey, the public expressed the greatest concerns in the project area to be traffic congestion, signal timing and safety.

The public comments and questions are included in Appendix E.

#### 3.1. Public Comment Topics

Comments and questions received during the public comment period and at the virtual public meeting addressed the following topics:

- Interchange options, details and alternatives = 55 questions/comments
- Traffic signals and timing = 33 questions/comments
- Traffic volume and speeds = 24 questions/comments
- Pedestrian and bike traffic and safety = 18 questions/comments
- Business access and economic impact = 17 questions/comments

- Timeline, schedule and closures = 12 questions/comments
- Broadway Curve impact = 9 questions/comments
- Freeway/ramp access = 9 questions/comments
- Turn lanes and options = 9 questions/comments
- Right of way and property impacts and questions = 8 questions/comments
- Wendler Drive options = 6 questions/comments
- Homeless and panhandling = 5 questions/comments
- Noise and sound barriers = 5 questions/comments
- Costs and funding = 4 questions/comments
- Neighborhood access and impacts = 4 questions/comments
- Road and pavement quality = 3 questions/comments
- Mass transit = 1 question/comment
- 

### 3.1.1. Survey/Comment Form Questions

An online survey was developed to help the study team identify the public's interest in the study area, what mode(s) of transportation they use, and what concerns and/or suggestions they have around the traffic interchange. The survey/comment form was also available in print upon request. The following are the survey/comment form questions and responses:

Please tell us your interest in this project. (Check all that apply)

- Drive in the project area = 165
- Resident in the project area = 105
- Shop, dine or visit hotels and attractions in the project area = 88
- Walk or bike in the project area = 36
- Work in the project area = 26
- Business/commercial property owner in the project area = 5
- Other = 4
  - Professional civil engineer who has noticed the problems with the current configuration.
  - Resident nearby project area.
  - Interested in improving access to South Mountain Community College for pedestrians
  - 48th street and Baseline

Which of these transportation modes do you use in the project area? (Select all that apply)

- Vehicle = 211
- Bike = 33
- Walk = 27
- Bus = 2
- Wheelchair/scooter = 2
- Other = 3
  - Electric unicycle
  - Delivery truck
  - Interested in improving access to South Mtn CC for peds

Please tell us your level of concern related to the existing I-10/Baseline Road traffic interchange and the surrounding project area.

(With 1 being Not at All Concerned and 5 being Extremely Concerned)

- Traffic congestion
  - Responses = 214
  - Average = 4.5
- Number of signals/signal timing
  - Responses = 213
  - Average = 4.0
- Driver safety
  - Responses = 212
  - Average = 4.0
- Bicycle connectivity and safety
  - Responses = 208
  - Average = 3.2
- Pedestrian connectivity and safety
  - Responses = 209
  - Average = 3.4
- Ease of access to businesses/shopping centers
  - Responses = 209
  - Average = 3.5
- Neighborhood cut-through traffic
  - Responses = 210
  - Average = 3.1

How often do you access Baseline Road from Calle los Cerros Drive?

(With 1 being Never and 5 being Frequently)

- Responses = 215
- Average = 2.0

How often do you access Calle los Cerros Drive from Baseline Road?

(With 1 being Never and 5 being Frequently)

- Responses = 214
- Average = 2.0

## 4. TITLE VI REPORTING

### 4.1. Self ID Surveys

Meeting participants were asked to complete ADOT's self-identification survey for Title VI reporting purposes. A total of 17 people, out of 77 attendees, completed the self-ID survey during the meeting (excluding the panelists and ADOT/MAG/FHWA staff), which was a 22 percent response rate. Also, an additional 46 people completed the survey throughout the duration of the commenting period, for a

total of 63.

Of the 63 self-identification survey responses, seven participants (11.1%) identified as Hispanic/Latino, three (4.8%) identified as Asian, two (3.2%) identified as American Indian/Alaskan Native, one (1.6%) identified as African American/Black, one (1.6%) as Native Hawaiian/Other Pacific Islander, and 49 (77.8%) identified as White.

## 4.2. Title VI Meeting Summary

A Title VI public meeting summary documenting ADOT's compliance with Title VI and Title II nondiscrimination and accommodations was submitted to the ADOT Civil Rights Office on May 23.