I-10 & I-17 Spine Corridor Master Plan

Optimizing Online Public Involvement for Broad & Diverse Outreach

Audra Koester Thomas
31-mile corridor

$1.47 billion programmed
Offer multiple ways to engage
Public meetings
Presentations
Social media

Online tool
Provide insightful, delightful opportunities
The Spine Study: I-10 and I-17 Corridor Master Plan

The 35 mile Spine corridor begins at the I-17/Loop 101 (North Stack) interchange and continues south and east to the I-106-17 (The Spine) interchange. The corridor continues east and south along I-10 to the interchange with Loop 202 (Pecos Stack). This map represents the Corridor Master Plan accepted by Regional Council on May 24, 2017, inclusive of feedback received from the public and stakeholders. Map last updated: June 2017.
I-17/Central Avenue LRT Crossing

Reconstruct I-17 over Central Avenue and accommodate light rail transit on Central Avenue.

I-17 and Central Avenue Light Rail Transit Crossing

Valley Metro Light Rail Train under Loop 202 (Red Mountain Freeway)
3. Communicate back results
We asked for...

You said, my priorities are...

- Improve Commute
- Add Travel Choices
- Protect the Environment
- Increase Connections
- Promote Neighborhood
- Improve Commerce
- Minimize Costs
- Emphasize Jobs
We asked...  
What strategies would you prefer?

You said...  
Providing alternative travel modes, improving freeway access, and adding new freeway lanes are your top three preferred strategies.

93% of you said to build something rather than do nothing.
We asked...
What challenges do you experience in the Corridor and where are they?
You showed us...

... by placing 3,538 pins on a virtual map.

- 1,887 pins: Traffic Congestion
- 484 pins: Safety
- 426 pins: Public Transit
- 327 pins: Cycling/Pedestrian
- 288 pins: Access
- 126 pins: Other
So...what?
68 total attendees at 3 public meetings

over 1,800 online participants
Detailed how the study recommendation responded to priorities conveyed by the public at the beginning of the study.
Garnered **precise** feedback.
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