



PLEASE SILENCE ALL ELECTRONIC COMMUNICATION DEVICES. THANK YOU.

NOTICE OF POSSIBLE QUORUM OF THE CITY OF BUCKEYE PLANNING AND ZONING COMMISSION OR OTHER COUNCIL APPOINTED BOARD: PLEASE NOTE THAT THERE MAY BE A QUORUM PRESENT BUT THERE WILL BE NO VOTING TAKING PLACE BY THE CITY PLANNING AND ZONING COMMISSION OR OTHER COUNCIL APPOINTED BOARD AT THIS MEETING.

**CITY OF BUCKEYE
COUNCIL WORKSHOP
MARCH 2, 2021
AGENDA**

**City Council Chambers
530 E. Monroe Ave.
Buckeye, AZ 85326
4:30 p.m.**

**IMPORTANT NOTICE REGARDING PUBLIC PARTICIPATION - PLEASE CLICK HERE:
<https://www.buckeyeaz.gov/home/showdocument?id=8582>**

Accessibility for all persons with disabilities will be provided upon request. Please telephone your accommodation request (623) 349-6911, 72 hours in advance if you need a sign language interpreter or alternate materials for a visual or hearing impairment.

Members of the City Council will either attend in person or by telephone conference call or video presentation. Items listed may be considered by the Council in any order.

- 1. Call to Order/Roll Call**
- 2. Staff will present ideas on ways that the City can mitigate the expected economic impacts of the I-10 construction program, which is expected to begin in the next 3-4 months.**

Summary:

Staff has developed a number of possible programs that could be utilized to mitigate the expected economic impact of the I-10 construction on the community, and wants to solicit Council thoughts on this program.

Staff Liaison: Dave Roderique, Economic Development Director, (623) 349-6971, droderique@buckeyeaz.gov

Annie DeChance, Communications Manager, (623) 349-6974, adechance@buckeyeaz.gov

- 3. Adjournment**

The Council Workshop will adjourn at approximately 5:30 p.m. Council will break before the Regular Council Meeting - all times stated are estimates. During the break, there may be a quorum of the Council present, but there will be no discussion of city business or voting taking place. For questions, please contact the City Clerk.

CITY OF BUCKEYE
City Council Workshop
COUNCIL ACTION REPORT

MEETING DATE: 3/2/2021	AGENDA ITEM: I-10 Construction Impact Mitigation Program
DATE PREPARED: 2/11/2021	DISTRICT NO.: All
STAFF LIAISON: Dave Roderique, Economic Development Director, (623) 349-6971, droderique@buckeyeaz.gov	
Annie DeChance, Communications Manager, (623) 349-6974, adechance@buckeyeaz.gov	
DEPARTMENT: Economic Development	AGENDA ITEM TYPE: Workshop Item

ACTION / MOTION: (This language identifies the formal motion to be made by the Council)

Staff will present ideas on ways that the City can mitigate the expected economic impacts of the I-10 construction program, which is expected to begin in the next 3-4 months.

RELEVANT GOALS:

GOAL 1: Fiscal Wellness and Financial Flexibility and Accountability

GOAL 2: Enhanced Economic Well-Being and Vitality

SUMMARY

PROJECT DESCRIPTION:

ADOT is about to embark on a major improvement program for I-10 between Verrado Way and SR85, which will include widening the freeway and completely rebuilding the Watson and Miller interchanges. While this work is long overdue and the community will benefit long term from the improvements, during the construction period there will be direct impacts to the community in terms of ramp closures, reduced traffic capacity, and traffic restrictions, which are likely to cause hardships on the local business community.

Staff has been developing a comprehensive plan to help mitigate the impacts of the construction, which will be discussed with Council. Possible components of this plan include:

- Enhanced signage: This could include renting additional signage on the freeway to insure drivers are aware of detours, enhanced detour wayfinding signage on local streets, etc.
- Enhanced Communication: Additional regular communication through multiple methods (i.e. social media, website, ads, utility bill inserts) to local businesses about upcoming closures and other traffic disruptions, as well as to residents about closures and alternative routes to businesses
- Temporarily relaxed development standards: Allowing restaurants to have additional outdoor dining (as we have done for the pandemic), and allowing businesses to have additional banners or sandwich board signs near the street to better let customers know they are open
- A "Shop Buckeye" program: A program, in conjunction with the Buckeye Chamber, to promote all local businesses to the residents, which could include weekly drawings for cash prizes for residents who submit receipts from local businesses. There could be additional incentives offered for shopping in downtown Buckeye.
- Business Tool Kit: Regular in person/virtual meetings or info sent to businesses with ideas on promotions, discounts, and other techniques to attract more customers. Can also include store window decals, customized videos or graphics, etc.
- Other programs that may be utilized from time to time

Staff would like to gauge level of interest from the Council in these ideas, as well as soliciting other ideas, in order to put together a comprehensive program and ultimately seek Council authorization.

BENEFITS:

This program will assist the local business community during the I-10 construction by helping to mitigate the expected impacts. This would also benefit the City which could see decreased tax revenues if businesses are impacted.

FUTURE ACTION: Council and staff; does this need to be communicated internally/externally?

Staff will develop a final comprehensive program and bring this back to the Council for approval, likely in April.

FINANCIAL IMPACT STATEMENT: Must be completed before submission

Unknown at this time; this will depend on the extent and duration of the programs desired by Council. Communications and Economic Development both have some monies in their current year budgets that can be contributed towards this effort.

Items related to a project or facility location must include an attached vicinity map for Council review.

ATTACHMENTS:

Description

- ▣ **Presentation**



I-10 Construction Impact Mitigation

City Council Study Session – March 2, 2021



Introduction

- ADOT is about to embark on a major improvement program on I-10 between Verrado Way and SR85, including freeway widening and complete reconstruction of Watson and Miller interchanges
- While we all highly anticipate the ultimate outcome of this effort, we know that in the short term there will be impacts to the community
- Staff has developed a number of ideas as to how we could try to mitigate some of the expected impacts. We'd like to share those with you today, get your feedback and any additional ideas, and then come back to you in April for formal approval of a program.

Latest Update on I-10 Construction

Paul Lopez - Engineering

Tentative Start Outlook

- FHWA approval 2/17/2021
- Project Advertised 2/19/2021
- Bid opening on 4/23/21
- Award of contract in May 2021
- Contractor to start work in June/July 2021

Contractor Limitations

- Long Term Closures (up to 40 day Duration)
 - 21 calendar day pre-notification
 - TI's are split into 3 work areas
 - North Ramps, South Ramps, Arterials
 - Only one area closed at a time
 - Financial Incentives & Penalties
 - Short Term Closures (DAILY)
 - 9pm -5am Weekdays
 - 10 pm to 5 am Weekends
 - Financial Penalties
-
- ✓ No Concurrent closures at TI's.
 - ✓ No closures during City Special Events.

Special Thanks to:

Deann Kupsick

BUCKEYE COC

David Roderique

COB ED Director

Annie DeChance

COB Comm. Manager

George Diaz

COB Intergov Manager

John Willett

Senior PE (Traffic)

Traffic Control Impacts

TABLE 104-1 ALLOWABLE SHORT-TERM CLOSURE PERIODS

Closure Type	Weekdays	Weekends
	(Monday PM – Friday AM)	(Friday PM – Monday AM)
I-10 Single Lane Closure	9:00 PM – 5:00 AM Nightly	10:00 PM – 5:00 AM
Ramp Single Lane Closure	9:00 PM – 5:00 AM Nightly	10:00 PM – 5:00 AM
Ramp Full Closure	9:00 PM – 5:00 AM Nightly	10:00 PM – 5:00 AM
Crossroad Single Lane Closure	9:00 PM – 5:00 AM Nightly	10:00 PM – 5:00 AM

Full closure of the I-10 Eastbound and I-10 Westbound mainlines will not be allowed.

The contractor shall maintain at least one lane in each direction on I-10 at all times.

No rolling closure to transfer any equipment or perform any work will be allowed at any time unless otherwise approved by the Engineer.

The contractor shall maintain at least one lane in each direction on Miller Road and Watson Road, except as specified below.

The contractor may reduce Miller Road north of the Miller Road TI to one lane, two-way operation utilizing temporary traffic signals or flaggers. Full closure of Miller Road north of the Miller Road TI will not be allowed.

Short-term closures at the Watson Road TI will not be allowed simultaneously with short-term and long-term closures at the Miller Road TI.

Short-term closures at the Miller Road TI will not be allowed simultaneously with short-term and long-term closures at the Watson Road TI.

Short-term closures shall be subject to liquidated damages assessed at 15-minute intervals as specified below in Table 104-4.

TABLE 104-2 – ALLOWABLE LONG-TERM RAMP FULL CLOSURE DURATIONS

Ramp:	Duration
*Miller Road Ramps A and B	40 Calendar Days
*Miller Road Ramps C and D	40 Calendar Days
*Watson Road Ramps A and C	40 Calendar Days
*Watson Road Ramps B and D	40 Calendar Days

* Both ramps shall be constructed simultaneously within one consecutive long-term closure. Both ramps shall be fully opened to traffic to be eligible for the incentives as specified in Subsection 104.04(F)(7) of the specifications.

Only one consecutive long-term closure will be allowed for each location.

Only one long term closure shall be active at any given time; simultaneous long-term closures will not be allowed.

Long-term ramp closures will not be allowed during long-term crossroad closures.

The contractor shall not perform any work at SR-85 until all lanes and ramps at the Miller Road TI are open in their final configuration.

Long-term closures shall be subject to incentives and liquidated damages assessed at daily intervals per Subsection 104.04(F)(6) of the specifications.

The allowable durations specified in this table shall not be changed. If the contractor completes an activity in less than the specified duration provided in this table, the number of days saved shall not be used to extend the allowable duration of any other closures.

TABLE 104-4 - LIQUIDATED DAMAGE RATES FOR SHORT-TERM CLOSURES

Closure Location	Closure Type	15-Minute Period Rate
I-10 Lane Closure	Single Lane Closure	\$ 850
Ramp Closure	Full Closure	\$ 500
Crossroad Lane Closure	Single Lane Closure	\$ 500

List of Special Events & Holidays

- Special Events shall include the following. Dates are approximate and may vary slightly from year to year.
 - Oktoberfest – 2nd week of October
 - Halloween Carnival – End of October
 - Veterans Day Parade
 - Fall Demolition Derby – 3rd weekend in November
 - Hometown Holiday Boutique – 1st week of December
 - Magic on Monroe – 1st week of December
 - Glow on Monroe Parade/Santa Visits – 2nd week of December
 - Race to the Runway Marathon – 1st Weekend of January
 - Buckeye Days Carnival – Last week of January
 - The Buckeye Air Fair – 2nd weekend of February
 - Dog Days of Buckeye – 1st weekend of March
 - Spring Celebration – Last weekend of March
 - Spring Demolition Derby – 3rd weekend of April

Holidays

- MLK Day/Civil Rights Day
- President's Day
- Memorial Day
- Independence Day
- Labor Day
- Columbus Day
- Veteran's Day
- Thanksgiving
- Christmas / New Years

Economic Development, Signage, and Business Support

Potential Economic Impacts

- During major construction projects, the impact to businesses can be significant
- During ramp closures and other disruptions, typical patterns of business can be disrupted
- It can be especially difficult for businesses who rely on drive-by freeway traffic – hotels, restaurants, gas stations, etc.
- This could be even worse in Buckeye as alternative exit and entrance ramps to the freeway are 2-3 miles away
- This can also have a significant impact to the City finances – just a 5% decline in retail sales would translate into the loss of \$2 million in City revenues

Information is Critical

- In looking at other areas that have experienced significant construction impacts, the number 1 recommendation is that **INFORMATION** is critical
- There are many ways to get the word out about closures
- We will talk shortly about how we will get information out to the residents and businesses
- For highway travelers and visitors the best way to let them know about closures is with freeway messaging signs

Portable Vehicle Messaging Signs



Freeway Signage

- ADOT will place temporary VMS to notify motorists about upcoming closures, but those will be fairly generic – i.e. “Watson exit closed 9p-5a”
- One way the City could assist is by renting additional VMS signs and adding more detail:
 - “Watson closed, for hotels, gas, food, detour via Miller”
- Two additional signs in each direction would cost about \$80,000 per year.
- Another option would be renting private electronic billboards along the freeway

Local Signage

- In addition, we believe that enhancing signage on local streets will also be important
- As travelers detour off of the freeway, they need to have frequent and consistent signage directing them. This could also be beneficial for locals who don't typically use the alternative streets.
- In order to stand out, we believe the signs will need to be different than usual City signs – more colorful, larger, etc.

Concept for Wayfinding Signage



Business Tool Kit

- We also think a “Business ToolKit” could be of assistance to local businesses
 - Marketing suggestions
 - Ideas on promotions and special events
 - How to use social media to promote your business
 - Business seminars or training
 - Information about additional temporary signage
 - Decals and signs
- Could be done by a consultant under contract to City

Communication, Outreach, and Shop Buckeye Campaign

Annie DeChance, Marketing & Communications

Communication Process

Goals

- Provide consistent messages to residents and businesses regarding construction impacts
- Encourage residents and businesses to actively participate in a “shop local” campaign

Methods

- Social media
- Utility bill inserts
- E-newsletters
- Dedicated city web page with links to ADOT’s project page
- Videos



Direct Business Outreach

- Partnering with Chamber
 - Assist with providing consistent info to businesses
 - Business Kits – marketing materials, etc.
 - Encourage businesses to offer special discounts or sales during construction
- Specific messages catered for:
 - Miller Road
 - Watson Road
 - Downtown



Business Outreach

Work with Chamber to assist businesses with:

- Customized videos, graphic design and marketing ideas
- Connect with specific industries
 - Transportation/Trucking
 - Major Employers

City will also reach out to churches, schools, HOAs, etc.



Outreach to Residents

- Provide frequent, consistent messages on construction
 - Sharing ADOT content
 - Social media/e-newsletters
 - Videos
- Encourage residents to shop local
 - Direct them to Chamber web pages for specials and discounts
 - Explain benefits of shopping local
- Promote “Shop Buckeye” campaign



Shop Buckeye Campaign

Support businesses during construction by encouraging residents to shop local

- Direct residents to Chamber website for promotions, discounts and incentives from businesses
- Receipt Reimbursement Program
 - Weekly cash drawings by Chamber
- Specific incentives to shop in downtown



City Regulations

Terri Hogan, Development Services

Temporary Regulatory Relief Options

There could be some temporary relief granted to our normal development standards, such as:

- Additional signage: Allowing additional signs such as “We Are Open” banners on buildings, or allowing the use of sandwich boards along the street



- The ability for restaurants to have additional outdoor dining areas (as we have done during the pandemic)
- Streamlined and/or no cost approval process

Summary

- A comprehensive program is the best way to minimize any potential impacts of the freeway construction
- We know there are certain things we can't do, such as:
 - Advertise specific businesses on freeway signage
 - Write a check to a business to cover losses
- Some of these items will have specific costs associated with them, while some are simply staff time
- Both E.D. and Communications have some money in our budgets to assist with these costs, but depending on the extent of desired activities we might need contingency
- Plan is to come back to council for formal action 4/6

Summary of Suggested Programs

1. Additional Freeway Signage
2. Additional Local Signage
3. Business ToolKit
4. Enhanced Business and Resident Communication
5. Direct Business Outreach/Partner with Chamber, including messaging to specific areas and groups
6. Shop Buckeye Campaign
7. Temporary Regulatory Relief

Questions, Comments, Other Ideas?