

PROJECT SCOPE STATEMENT

PROJECT NAME: US 180 Implementation Plan

PROJECTED START: 7/1/17

COMPLETED BY:

PROJECTED END: 9/30/18

PROJECT PURPOSE:

To improve the US 180 travel experience for residents and visitors by making it safer, cleaner and less congested.

PROJECT DESCRIPTION: (What are we going to do by when)

1. Obtain high quality traffic data by January 30, 2018 as a basis for informed decision-making.
2. Assess and determine if and how emergency vehicles, residents and/or the general public might use alternate access by June 30, 2018.
3. Write a transit management plan by June 30, 2018. Plan will include schedules, costs, incentives, peer review, performance measures, rider amenities, park and rides, funding sources and target markets.
4. Assess and determine predictable, dedicated funding source(s) to staff corridor management by July 1, 2018.
5. Develop a comprehensive marketing and information management plan including signage, ITS, social media, and traditional media tools by October 1, 2018.
6. Develop and sign a written agreement between ADOT and NAIPTA to clarify ADOT's infrastructure role and NAIPTA's program planning role by December 31, 2017.
7. Determine and document legal authority to close or limit access on US 180 by March 31, 2018.

DESIRED RESULTS: (We will be successful if:)

1. Maximum travel time along this corridor (intersection of US 180 and Snowbowl Road to Flagstaff City Hall) is reduced to 60 minutes in the next 5 years during peak recreation.
2. Illegal parking along US 180 is dramatically reduced.
3. Statistically valid surveys document a measurable increase in satisfaction between 2018 season and 2019 season for the following distinct groups:
 - a. Visitors
 - b. Businesses
 - c. Residents
4. Litter collection along the entire US 180 recreation area is improved as measured by qualitative surveys and agency monitoring.
5. We prioritized strategies based on what people supported, avoided strategies that had strong opposition and adopted a comprehensive implementation plan of top solutions we believed would be successful including transit, marketing and management.
6. We were clear on which agencies would manage which components of the plan.
7. Residents, business owners and stakeholders agree there was an intentional, energized and inclusive effort to solve this problem.

8. Adequate funding to plan, manage and mitigate peak congestion impacts on the US 180 corridor has been established.
9. ADOT, City, County, NAIPTA, USFS and Community Winter Recreation Task Force coordinate and collaborate to develop plan and keep duplications of effort and miscommunications to a minimum.
10. Transit is viewed as a viable alternative to driving a car as measured by consistent increases in ridership.

EXCLUSIONS:

1. Limiting or reducing tourism marketing
2. Capping or reducing US 180 business visitation
3. Heavy handed enforcement and or punishment focus
4. A new paved bypass
5. Fully closing US 180

COMMUNICATION NEEDS:

Monthly Key Stakeholder Meetings in coordination with Agency Winter Recreation Task Force

Pre-meeting e-mail updates

Weekly call between NAIPTA project manager and ADOT 180 Master Plan Project Manager

Next Door App used effectively

Quarterly updates to public

Annual update to Council and Supervisors

ACCEPTANCE CRITERIA:

Plan endorsed Winter Recreation Task Force Community/ Agency Group representatives, Chamber of Commerce or Business Group.

Plan adopted by NAIPTA Board of Directors

CONSTRAINTS:

Quality; Time; Cost

APPROVALS

[illegible]