



# Rail-Volution 2005

## “Traction Power to The People”

### Proposition 400 - Phoenix



**Wulf Grote**  
**Director, Project Development**

**September 9, 2005**



# Valley Metro Rail, Inc.



- **Purpose**

- Plan, design, construct and operate the light rail system, including future extensions

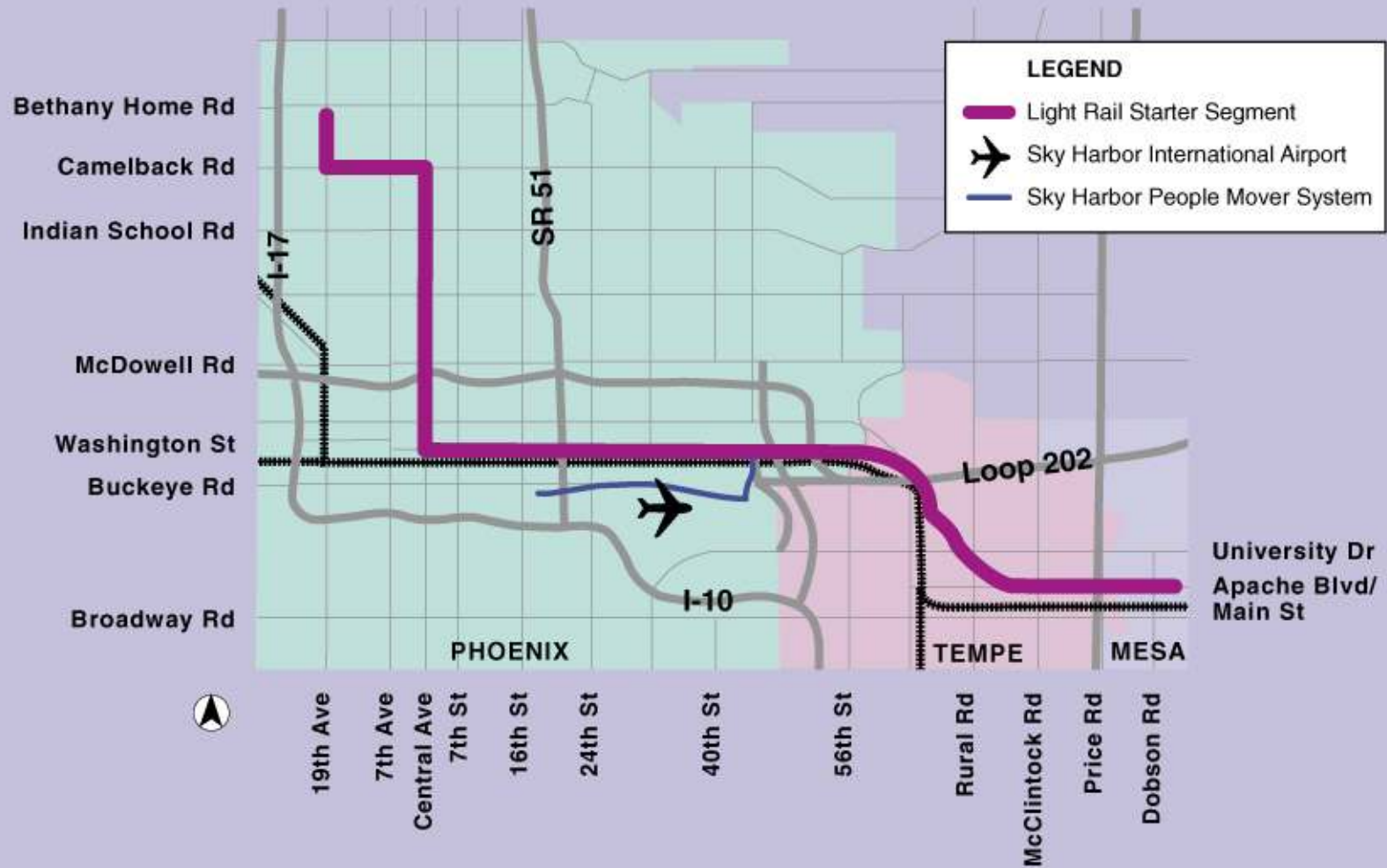
- **Members**

- Phoenix Mayor Phil Gordon
- Tempe Mayor Hugh Hallman
- Mesa Mayor Keno Hawker
- Glendale Mayor Elaine Scruggs

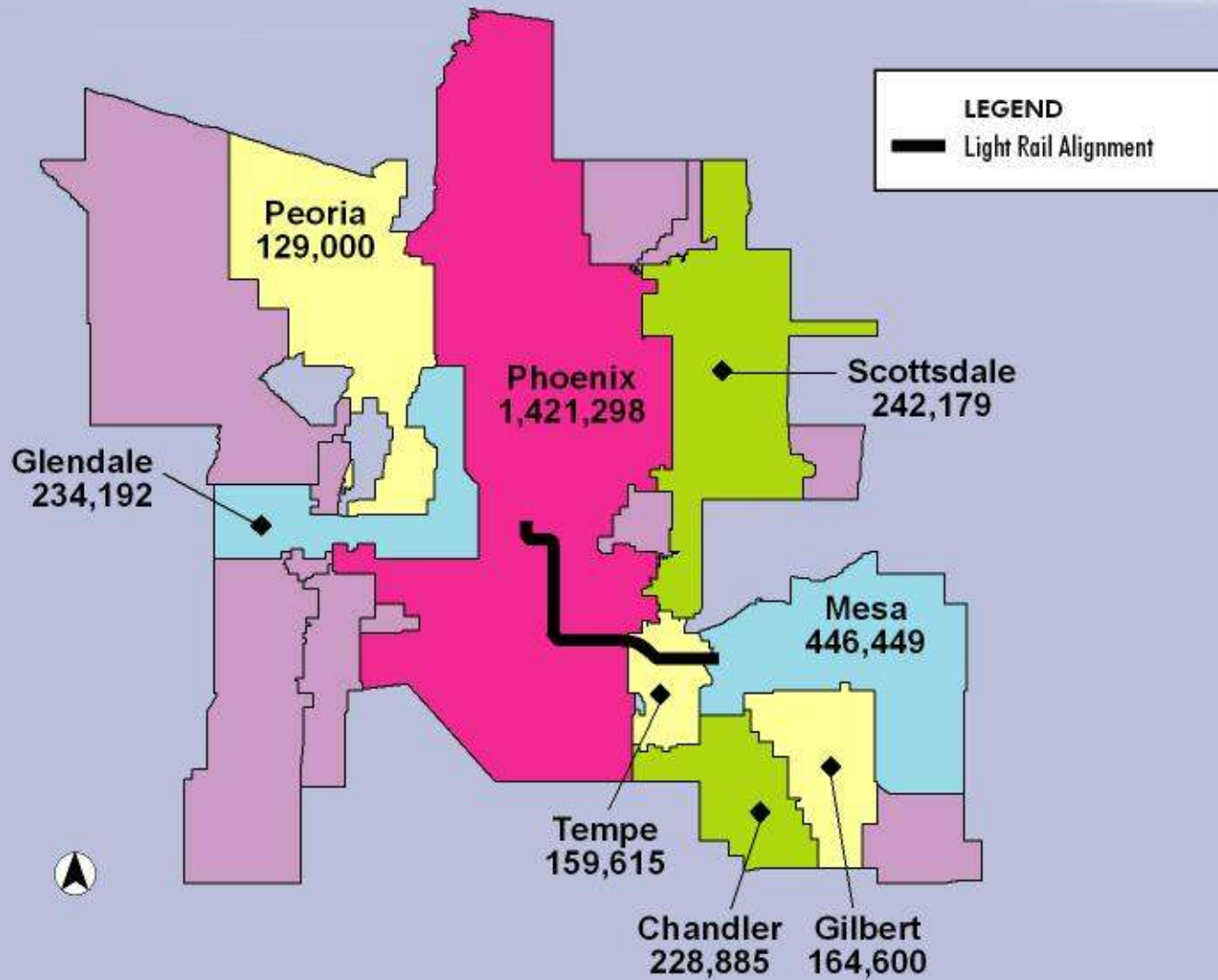




# 20-Mile Initial Line

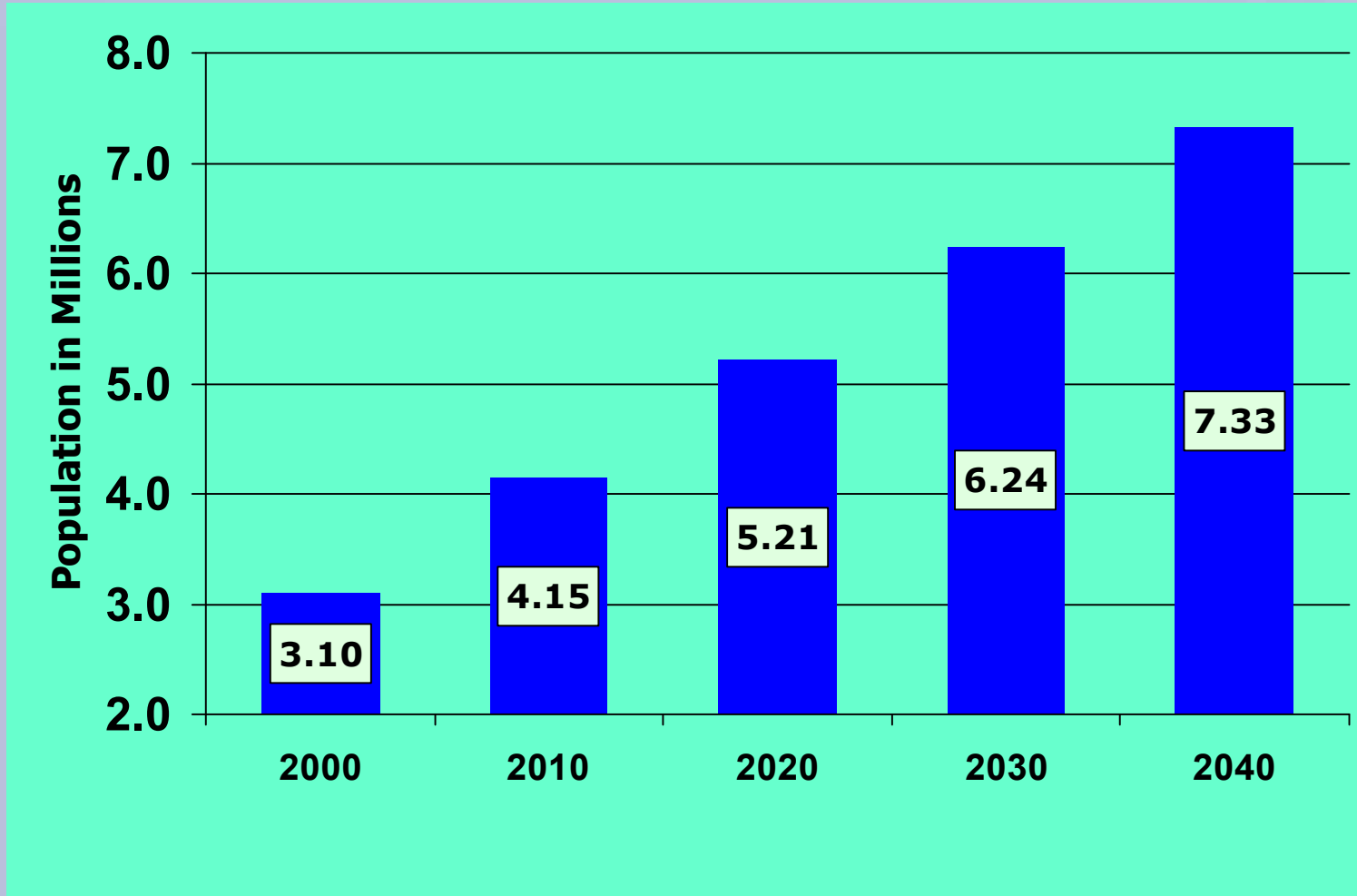


# City Populations and Light Rail





# Continued Population Growth







# Varied Transportation Challenges





# Transportation Election History



**1985: ½ cent regional sales tax for freeways**

**1989: ValTrans – Regional**

**1994: Proposition 400 – Regional**

**1996: Proposition 400 – Tempe**

**1997: Proposition 1 – Phoenix**

**1997: Proposition 1 – Scottsdale**

**1998: Question #1 – Chandler**

**1998: Quality of Life Tax - Mesa**

**2000: Proposition 2000 – Phoenix**

**2001: Proposition 402 - Glendale**

**2004: Proposition 400 – Regional**



# Regional Transportation Plan



- Most comprehensive multimodal transportation planning effort in 40 years.
- Blueprint for transportation investments for next 20 years - \$15.8 billion (\$9 billion from tax)
- Foundation for half-cent sales tax extension.
  - Current tax expires December 31, 2005.
- Developed by Transportation Policy Committee
  - a new way of doing business







# Transportation Policy Committee

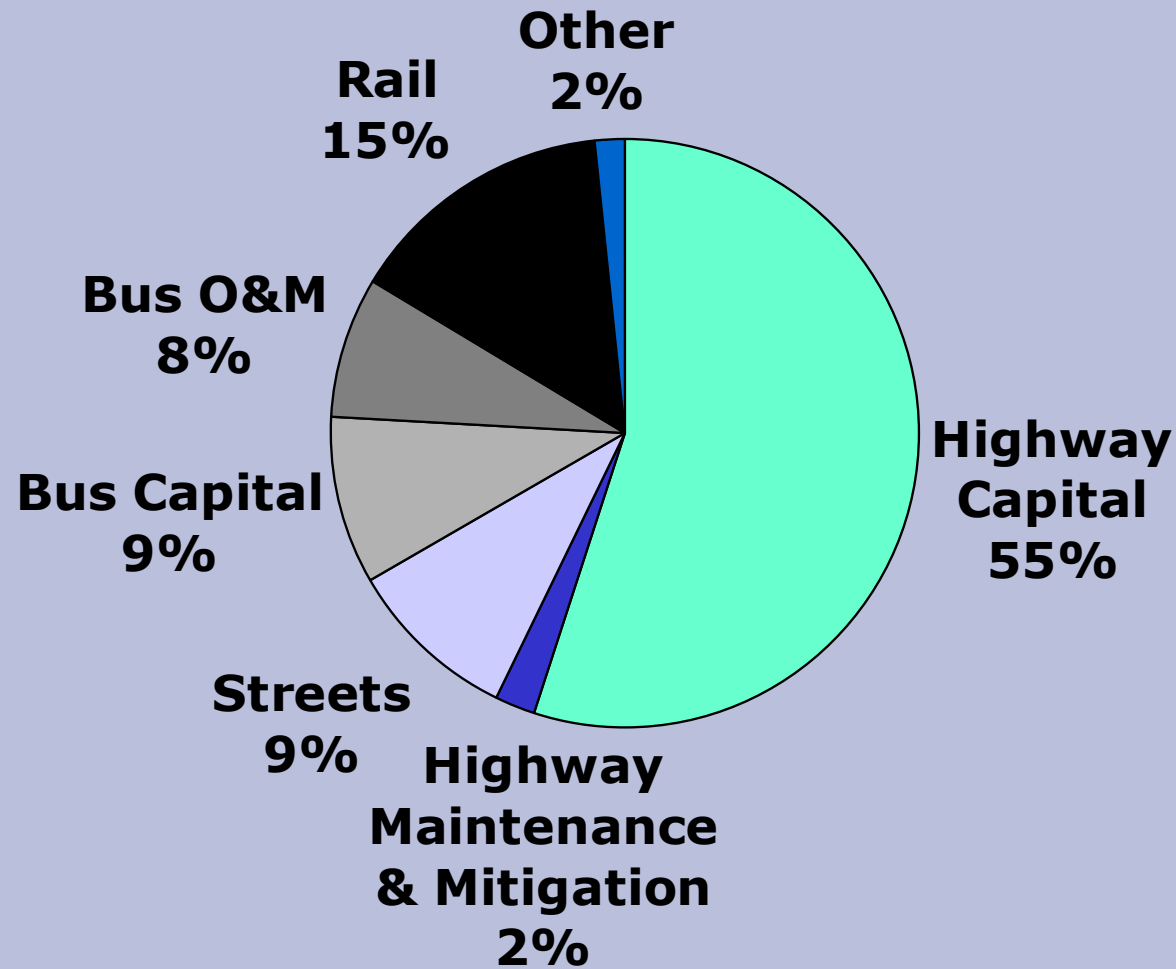


- Created in May 2002 by MAG Regional Council
- 23 Members
  - MAG member agencies
  - Business community
  - Representatives from transit, freight, Citizens Transportation Oversight Committee, and ADOT





# Total Plan Spending by Mode





# Freeway Funding



- **57% of funds for freeways and highways**
  - **344 miles of new and improved freeways**
  - **Construction of new HOV lanes.**
  - **\$354 million for litter control, maintenance and noise mitigation**



# Arterial Street Funding



- **9% of funds for street improvements**
  - **275 miles of new arterial streets**
  - **34 re-engineered intersections**
  - **1,200 bus pullouts easing traffic flow**
  - **Intelligent Transportation Systems (ITS) that improve traffic**



# Regional Bus Funding

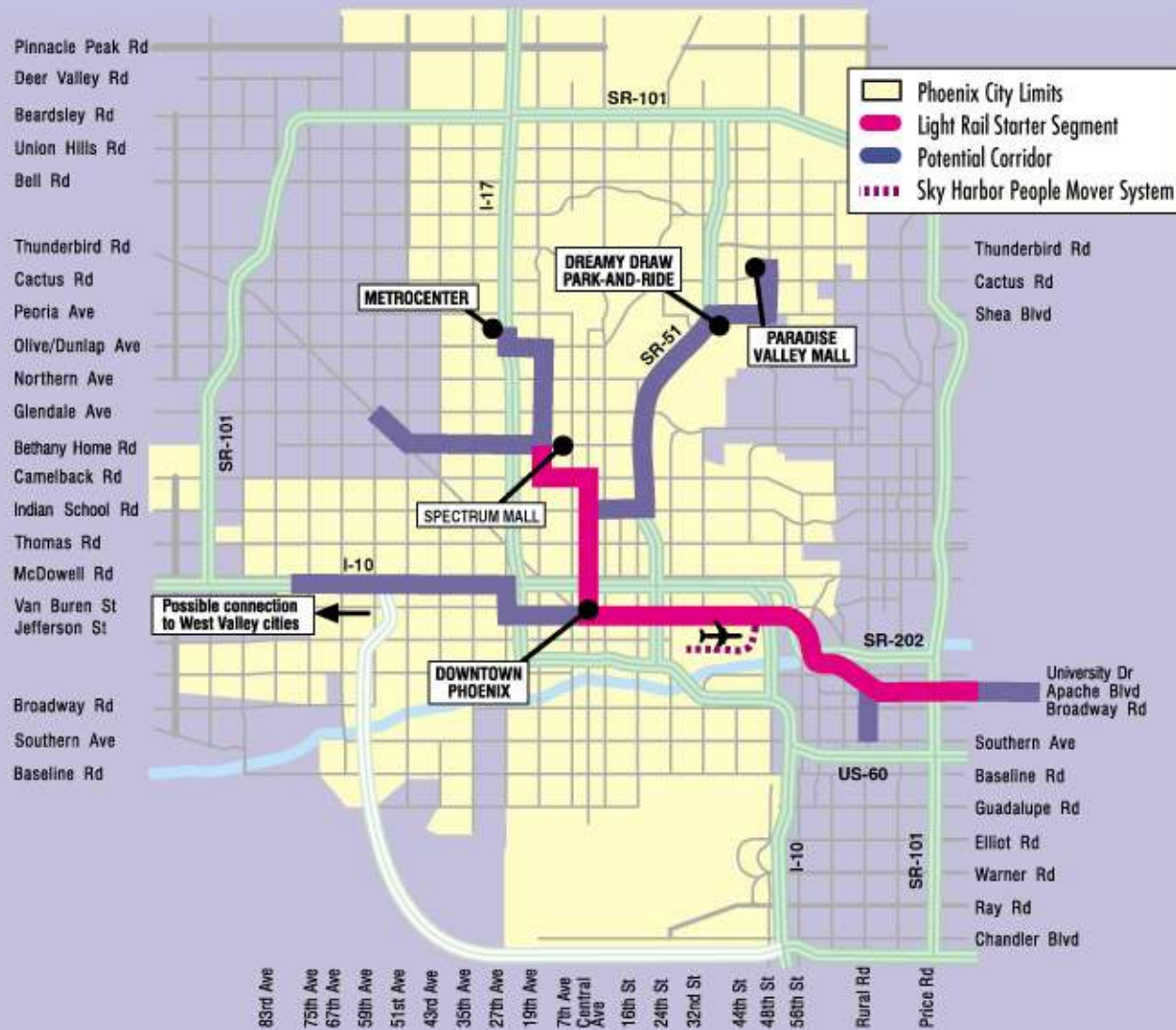


- **17% of funds for regional bus improvements**
  - **New or enhanced bus service on 28 routes, plus creation of 12 new routes**
  - **Improvements to express/bus rapid transit service including 14 new routes**
  - **Tripling of ADA Dial-a-Ride services**
  - **Tripling of Vanpool services**
  - **13 park-and-ride lots and 13 transit centers**
  - **More than 2,100 new buses and 1,000 new Dial-a-Ride vehicles**





# Light Rail Corridors – 15% of funds





# The Plan – Other Programs



- **2% of funds for other programs**
  - **Safety planning**
  - **Bicycle projects**
  - **Pedestrian facilities**
  - **Regional planning programs**
  - **Rideshare and other programs to address federal air quality requirements**



## Plan Accountability



- Funds assigned separately for freeways, streets and transit
- Independent performance audits scheduled every five years
- Major changes required to undergo public review and strict amendment process
- “Life Cycle” program to balance revenues and expenditures – annually updated



# Benefits of Plan



- **System performance improvements**
  - Reduces delay by 50%
  - Improves regional mobility
- **Economic benefits**
  - Congestion costs time and money
  - Cities with a substantial commitment to sustainable transportation do better economically.
  - A strong economy is dependent on a good transportation system.
  - Transportation = jobs

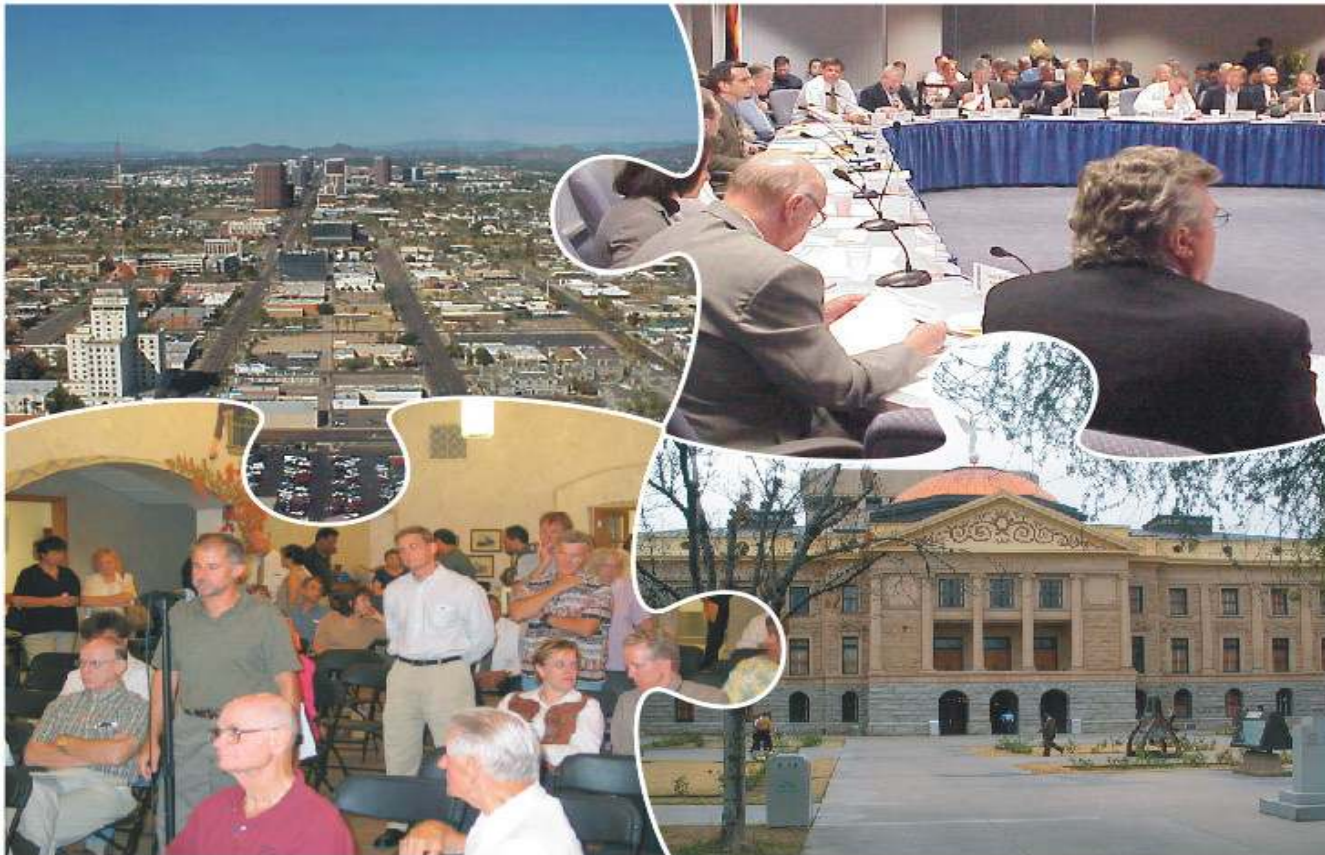


# Keys to Success

**Bringing all the pieces together...**

Business Community

Local Governments



Valley Citizens

State Legislature

**to build a plan that fits the needs of our region.**





# Business Participation a Key to Success



- Developed the Plan – balancing regional interests
- Voted on Transportation Policy Committee
- Worked with Legislature
- Informed the public



# Unanimous Approval



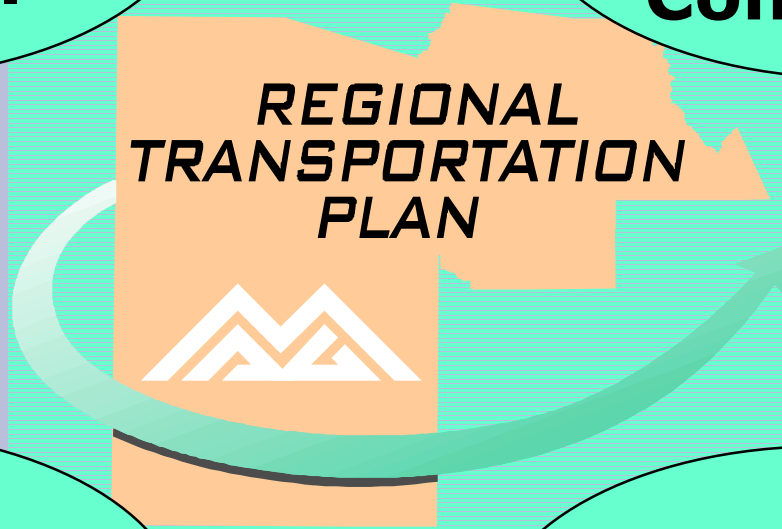
**MAG  
Regional  
Council**

**Transportation  
Policy  
Committee**

**REGIONAL  
TRANSPORTATION  
PLAN**

**State  
Transportation  
Board**

**Regional Public  
Transportation  
Authority**





# TRANSIT \$15.7 billion county plan backed

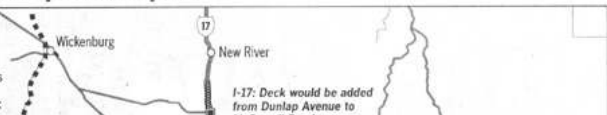
From Page A1

## Regional transportation plan

press lanes along a stretch of Interstate 17. The plan includes \$2.3 billion for the light rail system, \$2.4 billion for regional buses and new general and carpool lanes on virtually every existing Valley freeway.

### FREEWAYS

The regional freeway plan, as envisioned 22 years from now:



# THE ARIZONA REPUBLIC

THURSDAY • SEPTEMBER 18, 2003

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LIFE AND DEATH  
One family's yearlong journey

ARIZONA LIVING

# \$15.7 bil transit plan endorsed

## Valley officials' OK clears way for possible vote

By Marty Sauerzopf

Wednesday from Valley officials and business leaders. The plan, bolstered by \$480 million in last-minute grant and freeway increases.

the Maricopa Association of Governments' Regional Council next week, where it is expected to be approved.

azcentral.com

View an animated graphic of Valley freeway expansion at [traffic.azcentral.com](http://traffic.azcentral.com).

plan.

The plan includes a new freeway from southwest Phoenix to Buckeye, funding for the South Mountain Freeway through the Ahwatukee area, a new parkway to Williams Gateway Airport and double-decked ex-

## Our stand: Valley transit plan too vital to be held hostage

A series of meetings are being scheduled. Phoenix Mayor Skip Rimsza will be there. So will several state lawmakers. They'll be meeting to discuss the Valley's massive \$15.8 billion transportation plan to pay for freeways, arterials, light rail and buses across Maricopa County.

■ Not enough money would go to the West Valley.

■ Too much money would go to extend light rail into the suburbs.

Sens. Robert Blundo, R-Litchfield Park, and Marilyn Jarrett, R-Mesa, and Rep. Gary Pierce, R-Mesa, have threatened to hold up the plan once it gets to the Legislature, attaching all kinds of



Skip Rimsza

# The Glendale Star

Glendale's Community Weekly

Monday, September 29, 2003

## MAG members solidly behind 20-year transportation plan



## EDITORIAL

Editorials represent the opinion of the newspaper, whose Editorial Board consists of: Phil Boas, Richard de Uriarte, Jennifer Dokes, Cindy Hernandez, Kathleen Ingley, Doug McCachern, Joel Nilsson, Dan Nowicki, O. Ricardo Pimentel, Robert Robb, Paul Schutt, Linda Valdez, Ken Western and Steve Benson.

# THE ARIZONA REPUBLIC

SATURDAY, SEPTEMBER 20, 2003

azcentral.com

## East side ... West side

Our stand: And all around the Valley, the transit proposal is a balanced beginning



Mayor Neil Giuliano  
City of Tempe  
Transportation Policy Committee





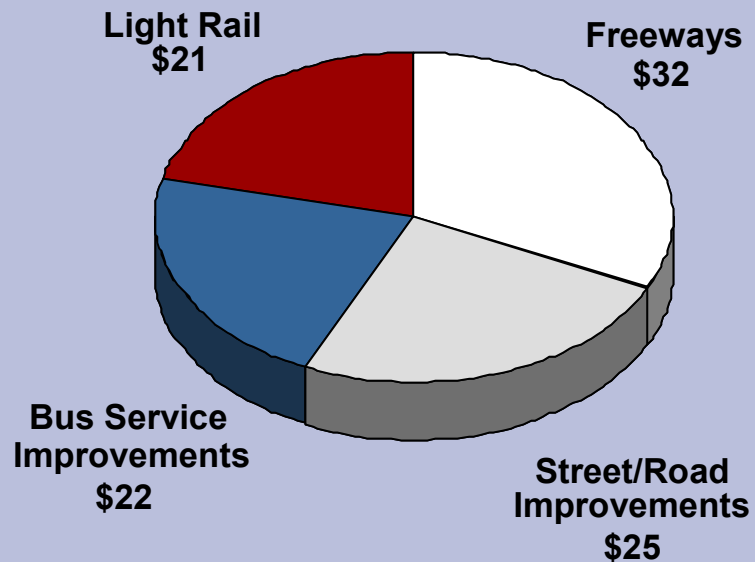
# 150+ Public Input Opportunities 1000's of Citizens



# Comparison of Poll & Survey

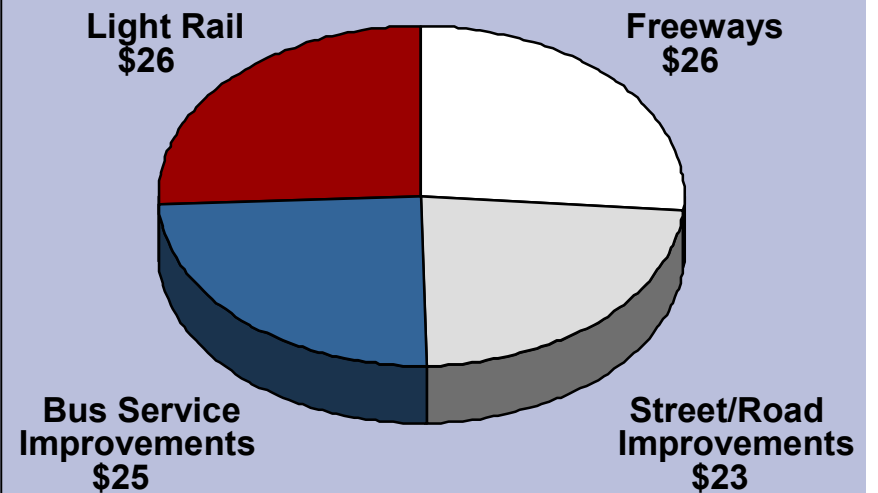
## Behavior Research Center Poll December 2002

(How Voters Would Distribute \$100)  
N = 1,009



## Public Involvement Events Combined Surveys

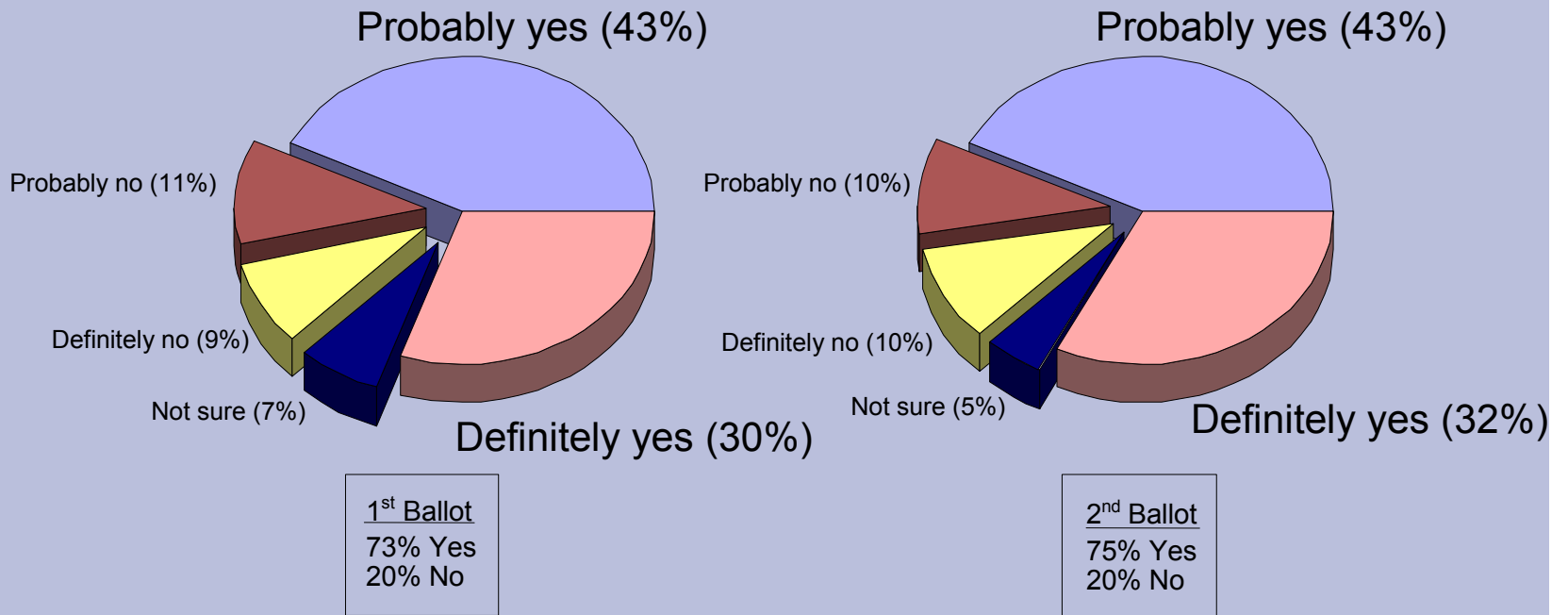
(How Voters Would Distribute \$100)  
N = 985







# Test Votes on Half-Cent Sales Tax Extension





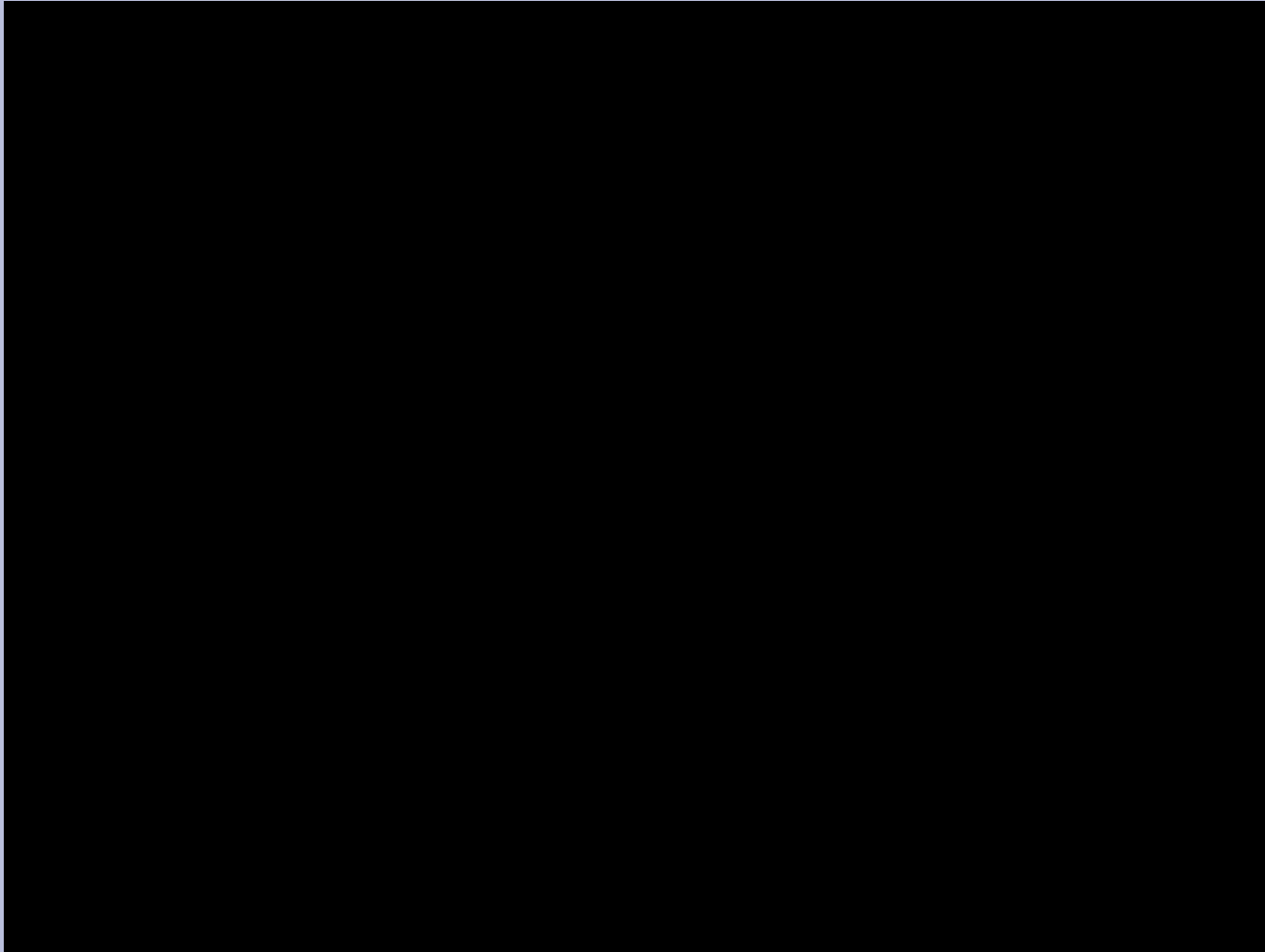
# Campaign Highlights



- **\$4 million campaign**
  - Split 50/50
  - 90% of opposition funding from one individual
- Major television advertising on both sides
- Regional referendum on light rail
  - All opposition ads targeted light rail
- Campaign success factors
  - Editorials
  - Continued public support from majority of elected officials



**Vote No On Prop. 400!**





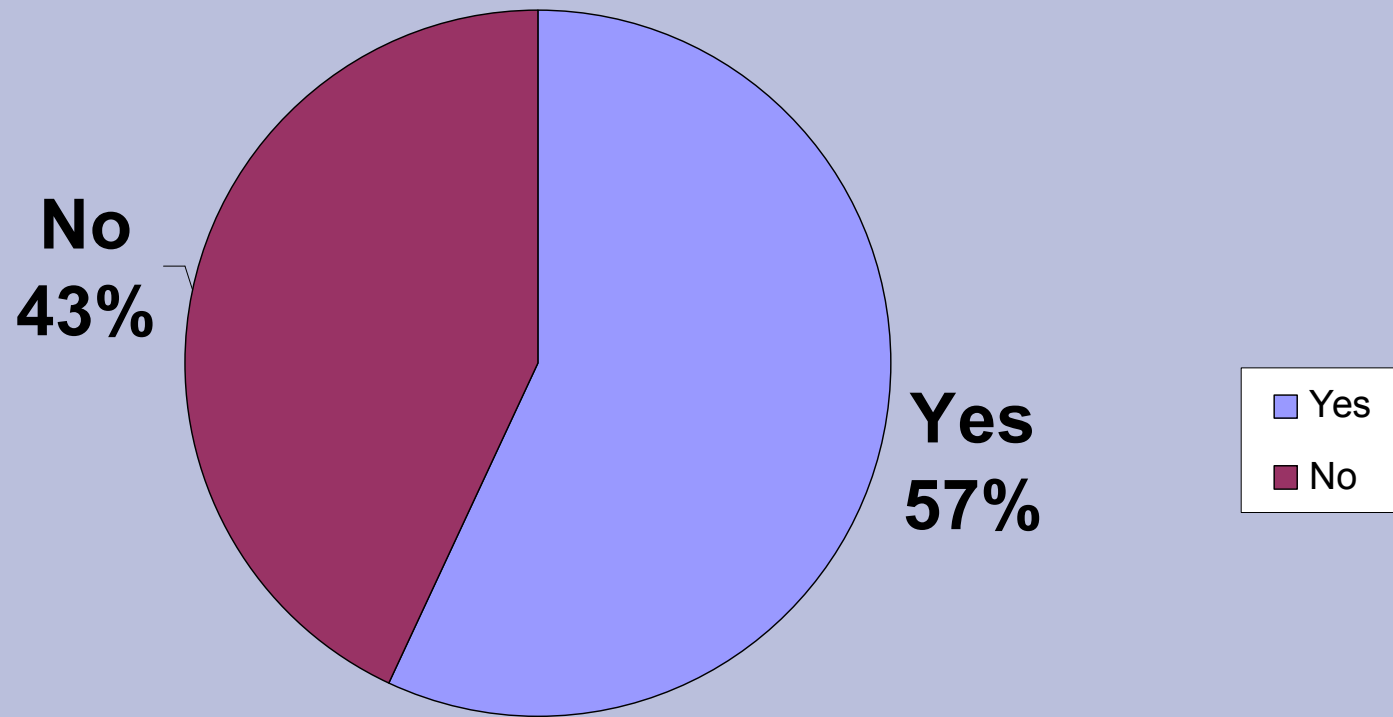
**Vote Yes on Prop 400!**





# Election Results

## Half-Cent Sales Tax Extension





The image features a large, stylized purple 'V' logo in the center. The word 'Valley' is written in a teal, italicized font to the left of the 'V', and 'Metro' is written in a white, italicized font inside the right side of the 'V'. A teal horizontal line runs across the middle of the 'V'. Below the 'V', the word 'RAIL' is written in a large, bold, teal, italicized font. The background is a faded, purple-tinted photograph of a city street scene. In the foreground, two modern, white and grey light rail trains are stopped at a station platform. In the background, there are several buildings, including a large stadium with a curved roof and a sign that says 'KEONE PARK'. A street sign for 'WAY' is visible. The sky is overcast with grey clouds.

*Valley Metro*

***RAIL***