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

LEGEND
- Light Rail Starter Segment
- Sky Harbor International Airport
- Sky Harbor People Mover System
Continued Population Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Population in Millions</th>
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<tbody>
<tr>
<td>2000</td>
<td>3.10</td>
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<tr>
<td>2010</td>
<td>4.15</td>
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<tr>
<td>2020</td>
<td>5.21</td>
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<tr>
<td>2030</td>
<td>6.24</td>
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<tr>
<td>2040</td>
<td>7.33</td>
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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
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
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
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

State Transportation Board

Regional Public Transportation Authority

REGIONAL TRANSPORTATION PLAN
$15.7 bil transit plan endorsed

Valley officials’ OK clears way for possible vote

By Marty Suaucoof

Wednesday from Valley officials and business leaders.

The plan, bolstered by $140 million in last-minute

view an animated graphic of
Valleymetro.org.

The plan includes a new free-
way from southwest Phoenix to

The Arizona Republic
Thursday, September 18, 2003

50 CENT$
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

- Light Rail $21
- Freeways $32
- Bus Service Improvements $22
- Street/Road Improvements $25

Public Involvement Events
Combined Surveys

(How Voters Would Distribute $100)
N = 985

- Light Rail $26
- Freeways $26
- Bus Service Improvements $25
- Street/Road Improvements $23
Test Votes on Half-Cent Sales Tax Extension

**1st Ballot**
- Probably yes (43%)
- Definitely yes (30%)
- Probably no (11%)
- Definitely no (9%)
- Not sure (7%)

- 73% Yes
- 20% No

**2nd Ballot**
- Probably yes (43%)
- Definitely yes (32%)
- Probably no (10%)
- Definitely no (10%)
- Not sure (5%)

- 75% Yes
- 20% No
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

Yes 57%
No 43%