Growth in the Valley of the Sun
Phoenix is Booming!

- Fastest-growing region in U.S. (total new residents)
- 100,000 new residents each year
- Population expected to double in 30 years
City Populations and Light Rail

- Peoria: 129,000
- Phoenix: 1,421,298
- Glendale: 234,192
- Tempe: 159,615
- Chandler: 228,885
- Gilbert: 164,600
- Scottsdale: 242,179
- Mesa: 446,449

LEGEND

- Light Rail Alignment
Population growth since 1960
45% increase each decade
Continued Population Growth
1 million per decade

<table>
<thead>
<tr>
<th>Year</th>
<th>Population in Millions</th>
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<tbody>
<tr>
<td>2000</td>
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<td>2010</td>
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<tr>
<td>2020</td>
<td>5.21</td>
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<td>2030</td>
<td>6.24</td>
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<td>2040</td>
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</tbody>
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Travel Increasing Faster Than Population

Growth Index: 1940 = 100

Population
Vehicles

Travel Increasing Faster Than Population
METRO TRIVIA?
Metro Trivia???

- How long will the first Light Rail Starter line be?
- Name the four (4) participating Cities
- What is the cost to build the system?
- How many business are located on the alignment?
- When will the system be opened?
The Problem

- Transportation infrastructure has not kept pace with population, travel growth
- Travel speeds on freeways and arterial streets reduced to less than half current speeds within the next 20 years
- The Phoenix region is the 16th largest in the U.S., but has the 34th largest transit system
Phoenix Voters Say Yes by 2 to 1 Margin

March 2000
TRANSIT ELECTION HISTORY

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
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
METRO Route & Station Locations
Tempe and Mesa

LEGEND
- Light Rail Alignment
- Light Rail Station Location
- Park-and-Ride Location
Expected Ridership

- Opening year ridership: 26,000 boardings
- 2020 ridership: 50,000 boardings
Benefits of Light Rail

- Valuable investment in our future quality of life
- Capacity – Equal to freeways
- Options – Reduce reliance on autos
- Air quality– Light rail doesn’t cause pollution
- Economic – Stimulates new development and jobs
Economic Benefits (cont.)

- 2,000 direct jobs to plan, build & operate METRO
- 60,000 total jobs in the community as a result of this new infrastructure
- New development will add to sales tax base
- Will increase our region’s economic competitiveness
Project Status

- Federal funding secured
- In-street construction began in March
- 20-mile initial line to open in December 2008
New Development Along Route

- Phoenix Civic Plaza expansion
- Translational Genomics Research Institute (T-Gen)
- New Sheraton hotel (1,000 rooms)
- ASU Downtown Campus (12,000 students)
Photosimulation – Central Ave
Project Update and Status
Light Rail Progress

Full Funding Grant Agreement secured
Construction Has Begun

- Maintenance and Storage Facility
- Bridge over Tempe Town Lake
- In-street construction near Washington/52nd St.
- Construction in other areas by end of year
First Tracks Installed!

METRO Maintenance Facility
August 2005
Vehicle Concept
Vehicle Features

- Tinted windows and large A/C units
- Low floor – entries at same height as platform
- Four bikes per vehicle
- Four wheelchair spaces per vehicle
Public Involvement and Community Outreach
Community Outreach Coordinators

LS 1 – Christina Lenko
LS 2 – Sonya Pastor
LS 3 – Monica Hernandez
LS 4 and MF – Gary Flunoy
LS 5 (Tempe and Bridge) – Carla Reid
LS 5 (Mesa) – Erin Seibel
Public Input to Date

- Periodic door-to-door canvassing of stakeholders along alignment
- 600 one-on-one meetings with neighborhood, civic and business leaders
- 1000+ presentations/meetings with groups
- 125 community events
- 3 Business Outreach Forums
- 1,200 telephone hotline messages
- 2,400 e-mail messages
- 2,195 on-line vehicle surveys completed
Metro Program

- Designed to encourage public input
- Identify our stakeholders
- Determine the most effective method(s) for communication
Four major elements to VMR’s Plan

- Communication
- Operations
- Marketing Assistance
- Staffing
Communications

- 24-Hour, 7 day per week project hotline (live voice)
- VMR project web-site information posting, e-mail responses and recent photos of construction progress
- Published cellular phone numbers for the VMR PI staff
- Street closure notification via project web site, broadcast e-mail and flyers distributed by the line section coordinators
Communications Con’t

- Periodic construction update meetings
- Use of a Community Advisory Board (CAB) for each light rail construction line section, to provide input to Valley Metro Rail on contractor community relations to be used as a measure for contractor performance
Operations

- Courtesy and traffic guide signage
- Traffic circulation plan for all line sections that maintains access to buildings
- Access information on project web-site
3,500 businesses along the 20-mile light rail line
Aimed at assisting businesses during construction
Courtesy signage and banners
Marketing Assistance

- Business promotions, including a light rail discount card and directory of businesses along the route
- VMR encouraging contractors and staff to patronize businesses along rail alignment
- Work with business associations to help promote businesses
Prepare booklet and conduct forums on ways to maintain business operations during light rail construction

Bring in business owners who have experienced light rail construction in other cities
Business Assistance
METRO MAX Card Launch
Construction Education Ads

- Billboards along route
- Print ads
- AZCentral.com
Light rail construction-phase outreach staffing:

- Five full-time Public Involvement Area Coordinators (one assigned to each line section) to serve as first point of contact for stakeholders
- Full-time Public Involvement Manager and project coordinator
- Two Business Outreach Specialist/Business Courtesy Sign Coordinators
- Four Public Involvement Specialist to administer CAB program
Community Advisory Boards (CAB’s)
A key component of Valley Metro Rail's construction Outreach Plan for the METRO Light Rail Transit Project is the formation of citizen boards to serve as the voice of the community during light rail construction. These citizen boards will be known as Community Advisory Boards (CABs) and will be composed of residents and business representatives from the community adjacent to the light rail route. The Project will form five CABs for the 20-mile light rail project, one to represent each of the five construction line sections.
Role of the CAB

- Serve as the voice for the community during light rail construction
- Attend monthly construction review meetings
- Evaluate contractor activities using CAB Evaluation Form
Community Advisory Boards (CABs) being finalized
- CABs will evaluate the contractor’s performance in minimizing impacts to the community
- CABs can award contractor incentive bonuses for good performance
Monthly CAB Meeting Format

- Review Line Section Activity Report – sent to CAB members one week prior to meeting
- Contractor Presentation – 3-week look-ahead and Response / Update to Line Section Activity Report
- Completion of the Contractor Evaluation Report / Summary – group activity
Evaluation Criteria

- Public Outreach / Information
- Contractor Response / Communications
- Traffic Management / Impact Mitigation Efforts
- Property Restoration / Clean-up
Working Relationships with our Partnering Cities
Issues

- Poor understanding of Agency & City roles and responsibilities
- Lack of Communication between VMR and Partnering Cities
- “Us” vs. “Them” mentality
- Establish Partnering sessions with each of the Participating Cities
- Conduct Monthly LRT Team meetings with each of the Participating Cities
- Coordinate Weekly/Bi-weekly meetings with Technical Teams
• Understanding that we can be “Flexible” with policies and procedures
• Key contacts were clarified/identified
• Increased participation and understanding of joint responsibility
• New and “fresh” perspective and respect for roles and responsibilities
- Increased effort to share information (Intranet development; Reports)
- Development of comprehensive contact list
- Team Work + camaraderie
- Social Activities
METRO Photosimulation
Central and Osborn in Phoenix
Contact Us

- Howard Steere
  Public Involvement Manager
  Valley Metro Rail
  411 N Central Ave., Ste. 200
  Phoenix, AZ 85004

- Hotline (602) 534-1807

- www.valleymetro.org