The Three-Legged Stool of Transit Agency Sustainability

Alan C. Wulkan
Managing Partner
20-Mile Light Rail Line
Pre-Public Grand Opening Events

- Grand Opening Ceremony
  December 27, 2008
  - Formal ribbon-cutting ceremony held at Operations & Maintenance Center
  - Comments from U.S. Secretary of Transportation Mary Peters
Public Grand Opening Day

- Successful debut
- Over 150,000 people in attendance
- 3- to 4-hour boarding wait
## Passenger Totals

<table>
<thead>
<tr>
<th>Projected Ridership</th>
<th>Actual Ridership</th>
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<tbody>
<tr>
<td></td>
<td>Jan</td>
</tr>
<tr>
<td>Average Weekday</td>
<td>26,090</td>
</tr>
<tr>
<td>Average Saturday</td>
<td>20,800</td>
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<tr>
<td>Average Sunday and Holiday</td>
<td>11,267</td>
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<tr>
<td>Total Monthly Riders</td>
<td>911,883</td>
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</tbody>
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Light Rail for Events

- 600 people in three-car trains
- 10-15% of venue attendees will ride
- Past events include NBA All-Star Event, New Year’s Eve Block Party, and ASU Graduation
Connecting ASU

- Students take classes from Tempe to downtown Phoenix
- U-Pass – students can use on both the train and bus
- Travel time is approximately 30 minutes between campuses
Sky Harbor Connection

- 1,200 people per day are taking METRO to airport
- Free shuttle stops at all terminals
- Runs 7 days a week / mirrors train schedule
- Phoenix Sky Train coming in 2013
Innovative Revenue

- Pilot program between U. S. Airways Center and METRO
- Focus: Integrate METRO ridership into ticket sales for events at US Airways Center
- Advertising - Train wraps, floor decals, display cases and parts of the station
Development Along 20-mile Route
2004 to Present

- $7.4 billion total investment along alignment (planned, under construction, or completed)
  - $5.9 billion private investment
  - $1.5 billion public investment
- 17,000+ residential units
- 9+ million square ft. commercial
- 3,200+ hotel rooms

Light rail investment: $1.4 billion
Non-rail investments: $7.4 billion
Development Along METRO Residential

- 17,000+ New Units
  - Metro Manor
  - Century Plaza
  - Tapestry on Central
  - Portland Place
  - 44 Monroe
  - Grigio Metro

Images of various developments around METRO stations, including Metro Manor, Chateaux on Central, 44 Monroe, Centerpoint, Artisan Village, and Tapestry on Central.
Development Along METRO
Large Mixed-Use

- Cityscape
  - Central Ave. & Washington St.
  - $900 million project
  - 1200 condominiums
  - 2 boutique hotels (400 beds)
  - 600,000 sf Class A office
  - 250,000 sf retail/restaurant
  - Groundbreaking Nov. 2007
  - First phase open in 2009, project build-out in 2011

- Hayden Ferry Lakeside
  - Master-planned waterfront 17-acre site on Tempe Town Lake
  - Office, Retail and Hotel Development—1M sf of Class A office
  - Plaza-level restaurant / retail in three mid-rise towers and full-service hotel
  - Residential Development—Approx. 438 luxury lakefront condos
  - Currently under construction with 2009 completion date
Development Along METRO
Public Investment

- Translational Genomics Research Institute 2005
- Sheraton Downtown Phoenix October 2008
- Phoenix Convention Center December 2008
- ASU Downtown Campus 2006 – 2009
  - 15,000 students at completion
  - 1.5 million SF academic & support space
  - 4,000 student beds within 10 yrs
Development Along METRO

Public/Private Investment: Grigio Metro

- Originally a surface park-and-ride lot
- City of Tempe engaged a private developer
- McClintock & Apache Blvd.
- Apache Blvd. redevelopment district
- 408 residential units
- 16,000 sf retail
- 300 park-and-ride spaces in an enclosed garage
- Completed Summer 2009
Downtown Phoenix
2005
Future High Capacity / Light Rail
57-Mile System