

# Regional Transportation Plan

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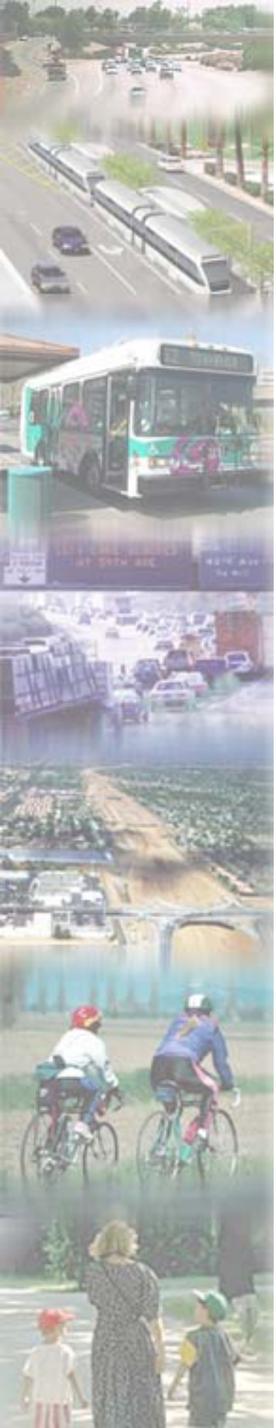
## Public Involvement Report

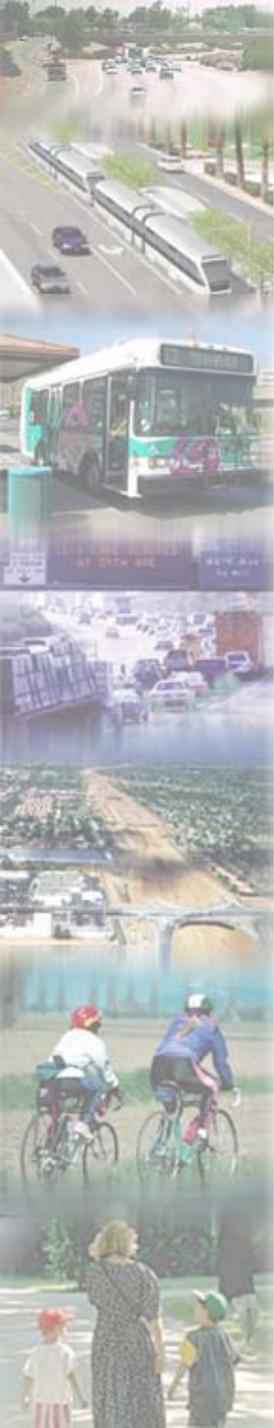


# Public Outreach Purpose

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- Early public input into the RTP process.
- Determine the funding priorities of the general public.
- Present public priorities to the TPC.

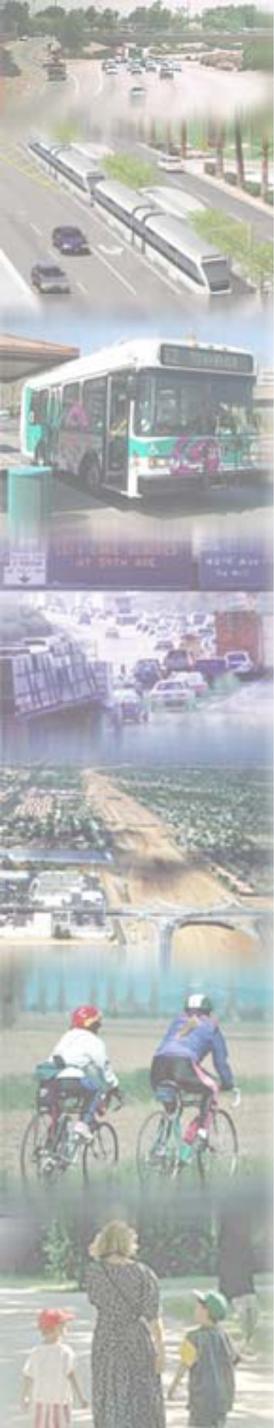




# Input Opportunities

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- Telephone Poll - 1,000 persons
- Funding Priorities Survey
  - 5 public workshops - 151 responses
  - 11 community groups – 126 responses
  - 9 groups - presentation only
- Four-Question Survey – 1,014 responses
  - 16 large public events
  - 4 community group meetings

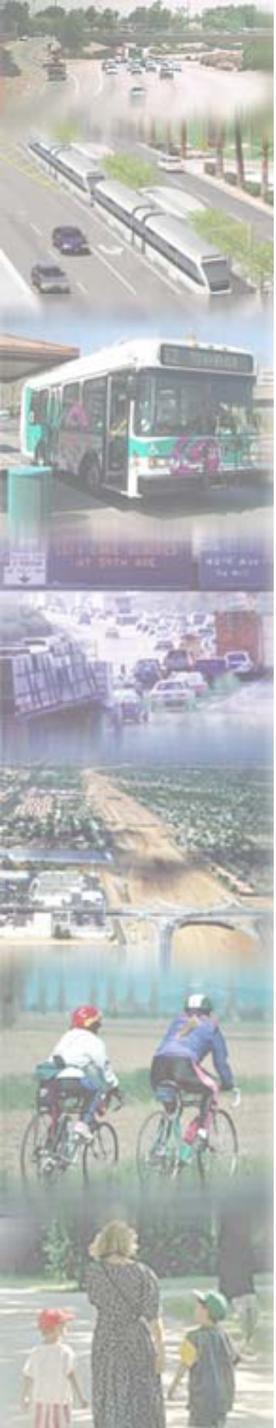
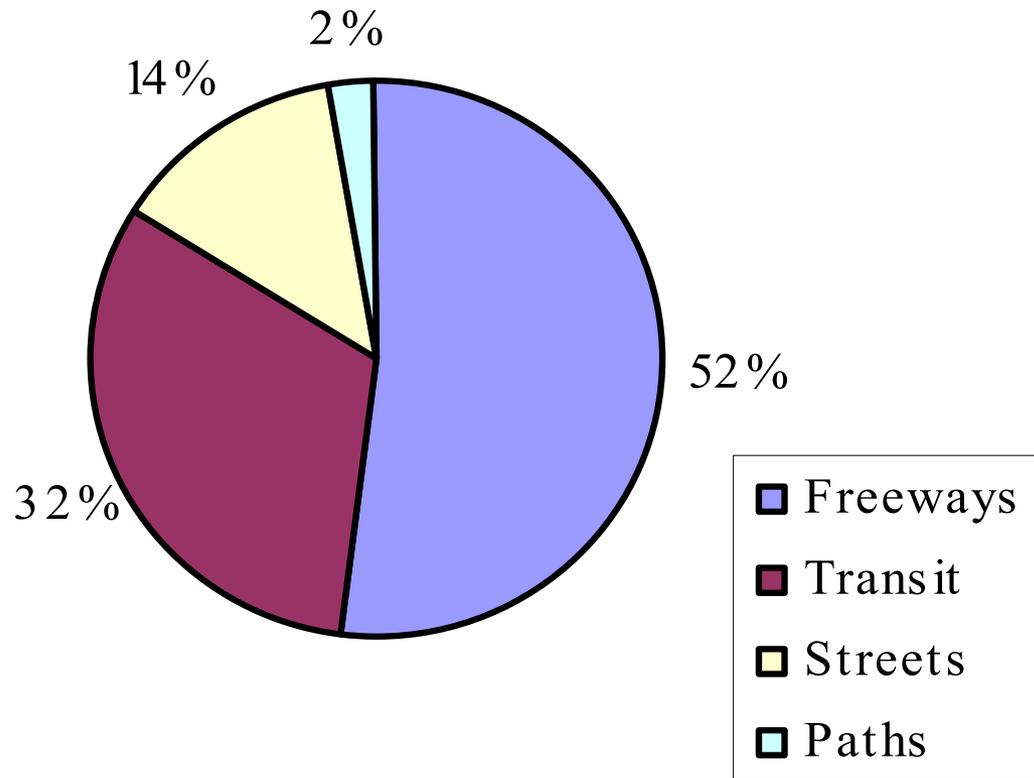


# Funding Priorities Survey

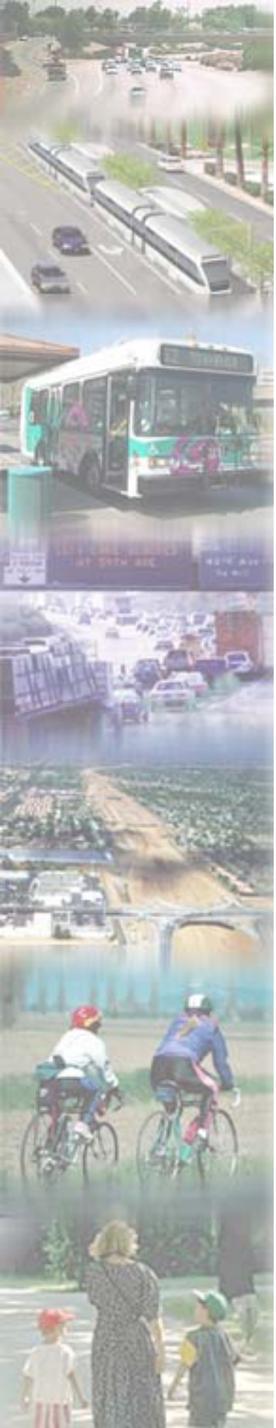
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- Participants were asked to identify their funding priorities:
  - Given 19 transportation projects costing \$21.9 billion:
    - \$12.3 billion freeway projects
    - \$5.4 billion transit projects
    - \$3.7 billion street improvements
    - \$0.5 billion multi-use paths
  - \$8.3 billion budget
  - People at tables were also asked to reach a group consensus.

# Summary of 277 Responses

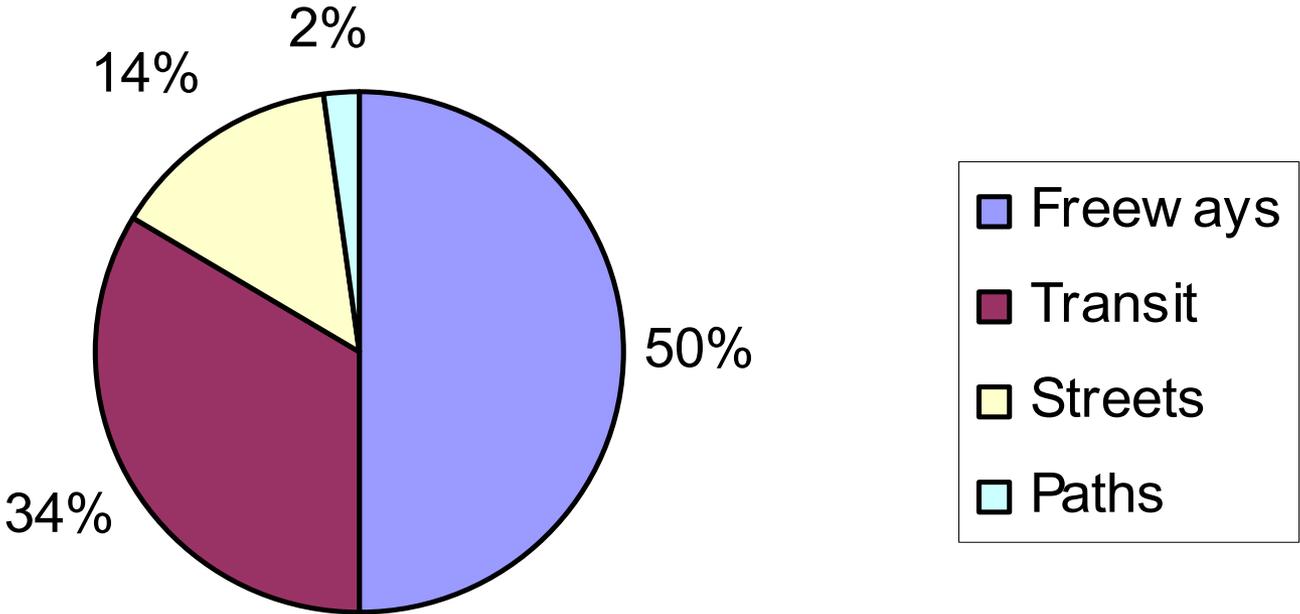


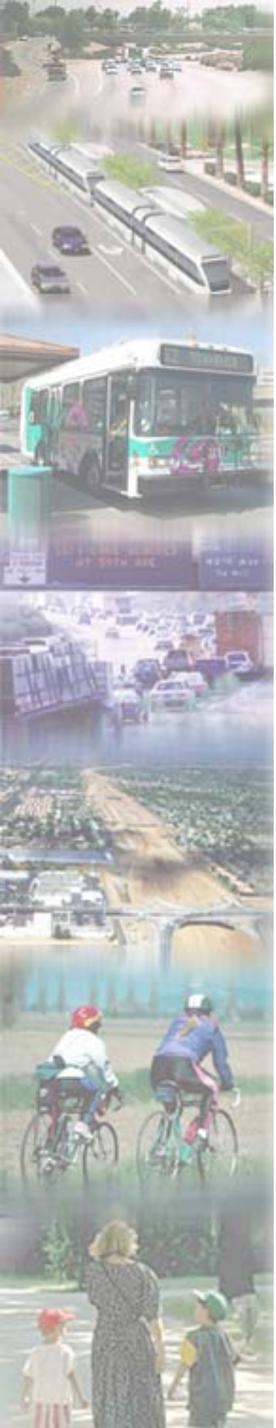
# Regional Transportation Plan Public Workshops



# Public Workshops Results

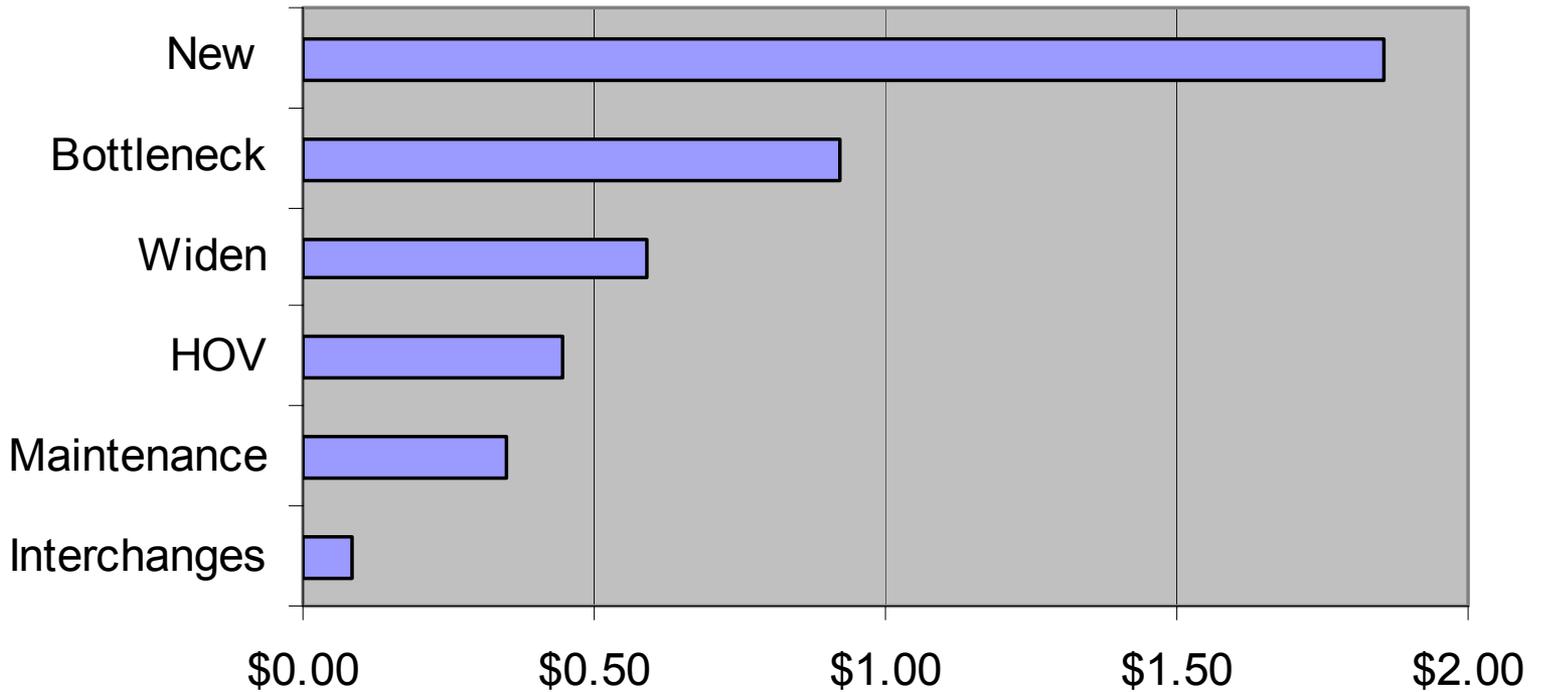
## Average of All Workshop Participants





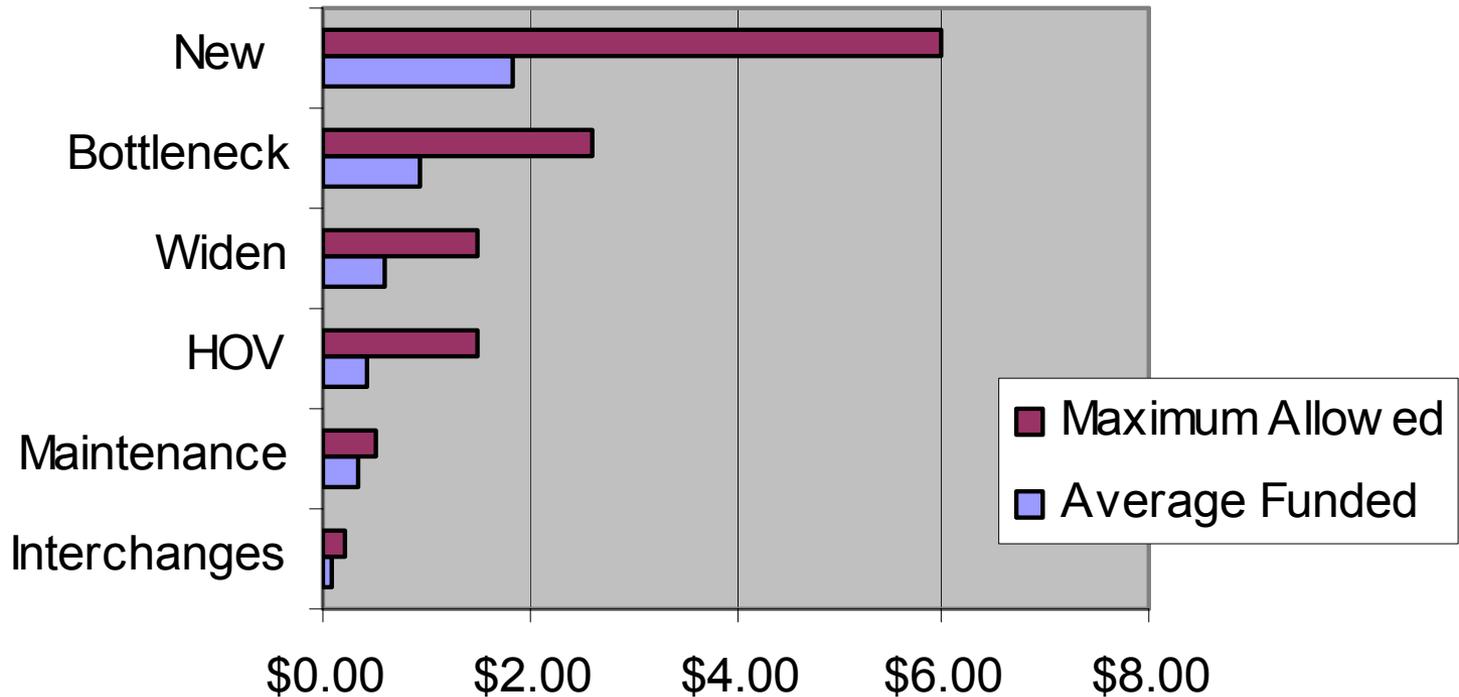
# Freeway Funding

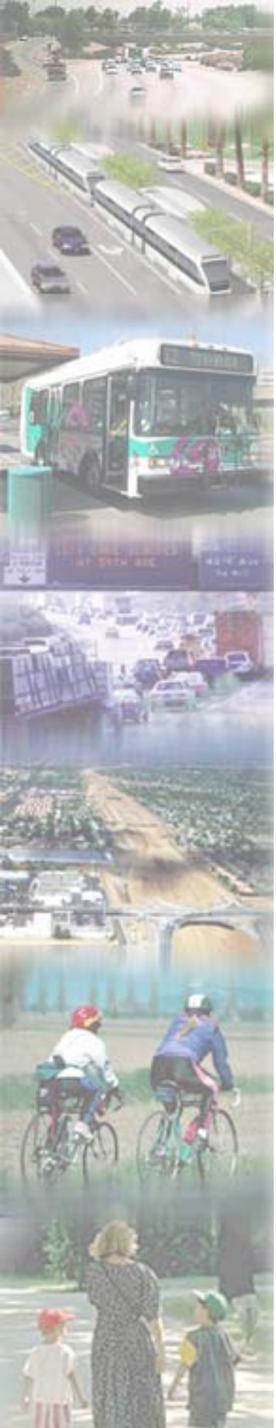
Funding by Project



# Freeway Funding

Funding Averages vs. Maximum





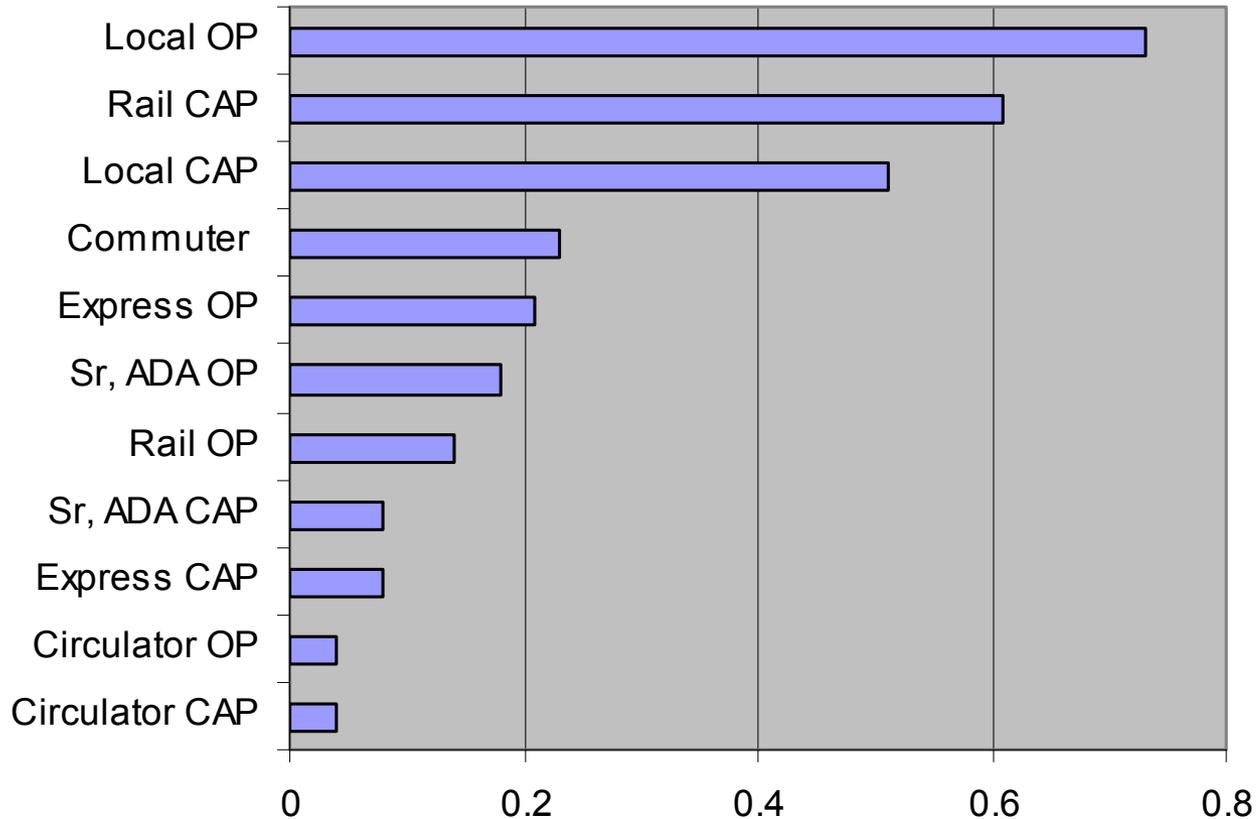
# Freeway Funding Findings

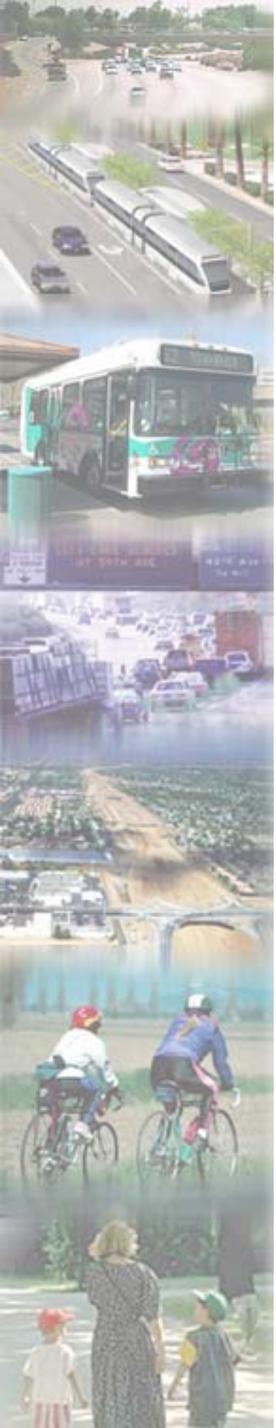
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- Support for new freeways but at lower funding levels.
- Support for improving the existing system.
- Minimal support for new HOV lanes.
  - Lack of enforcement
  - Incomplete system
- Strong support for freeway maintenance.

# Transit Funding

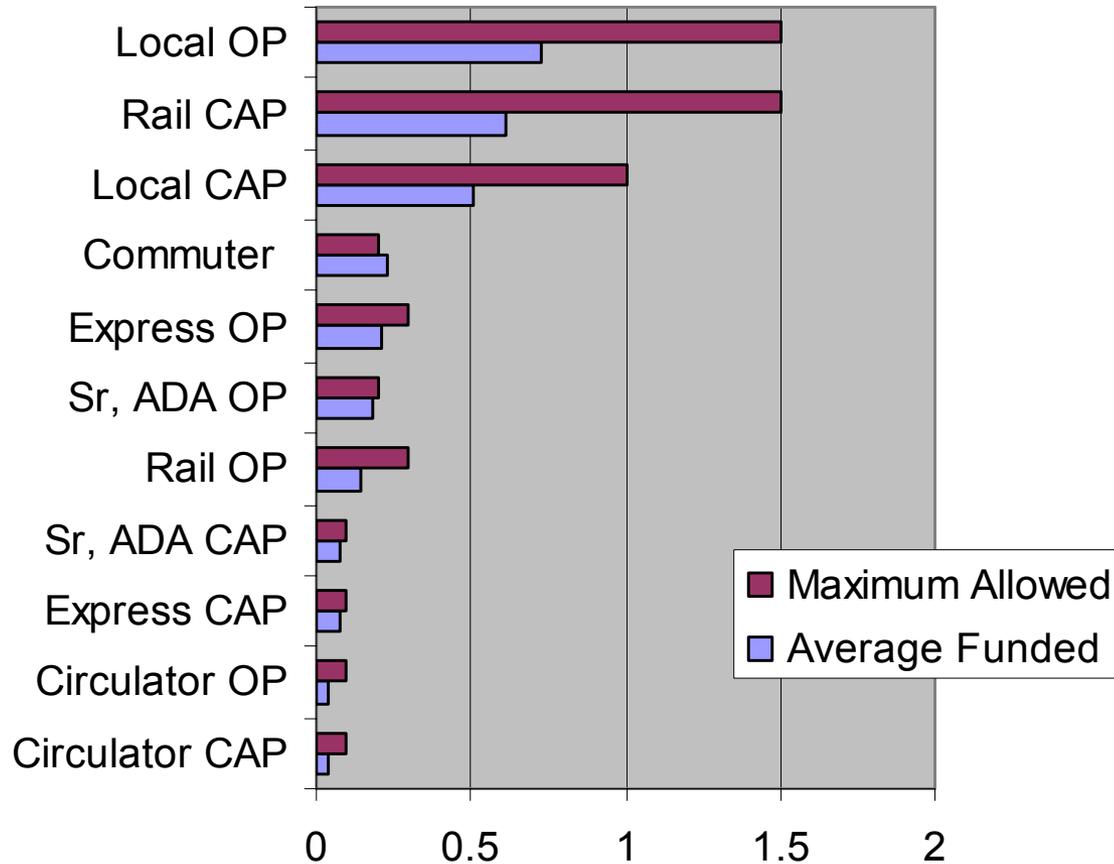
Funding by Transit Project





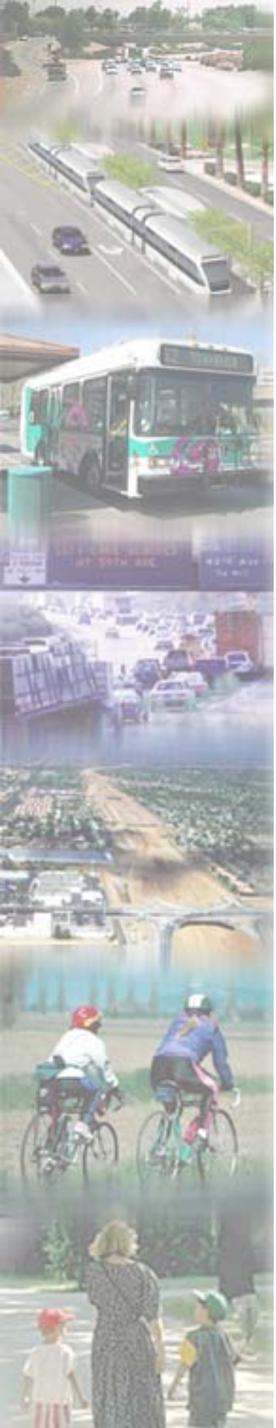
# Transit Funding

Funding Averages vs. Maximum



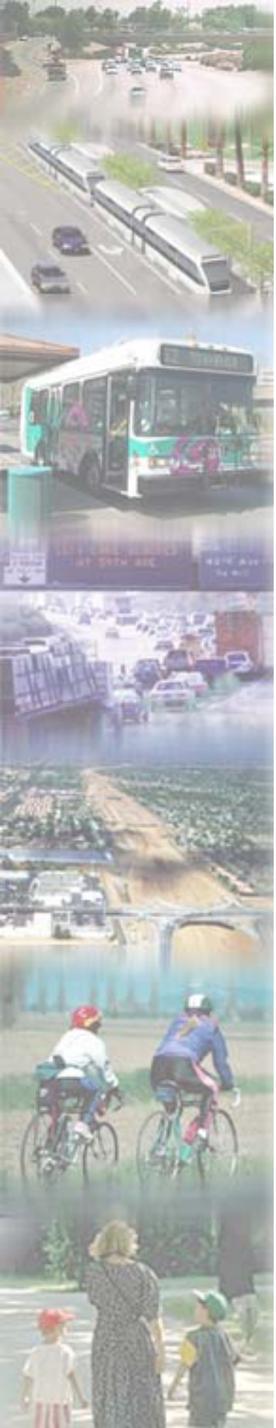
# Transit Funding Findings

- Categories that were nearly or fully funded were:
  - Commuter Rail
  - Express Bus
  - Senior, ADA and Rural Transit services



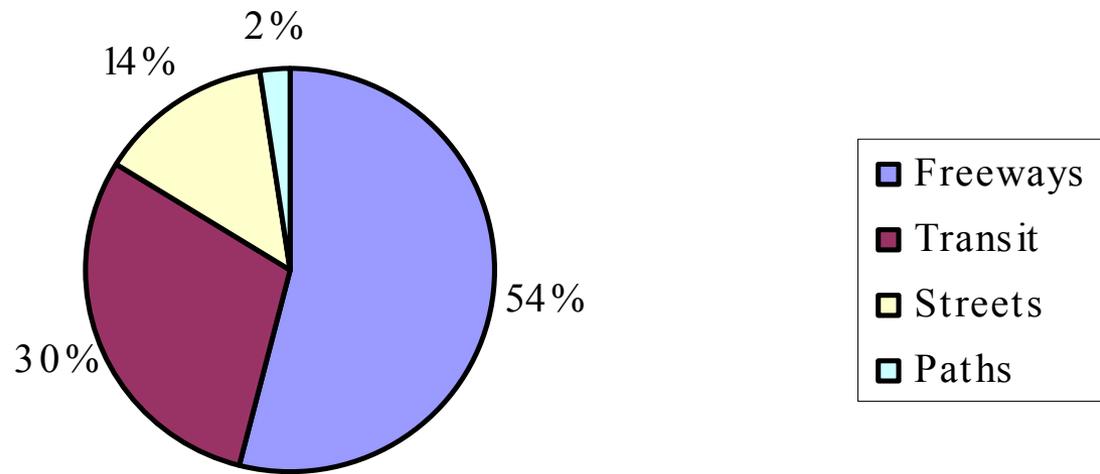
# Community Organizations

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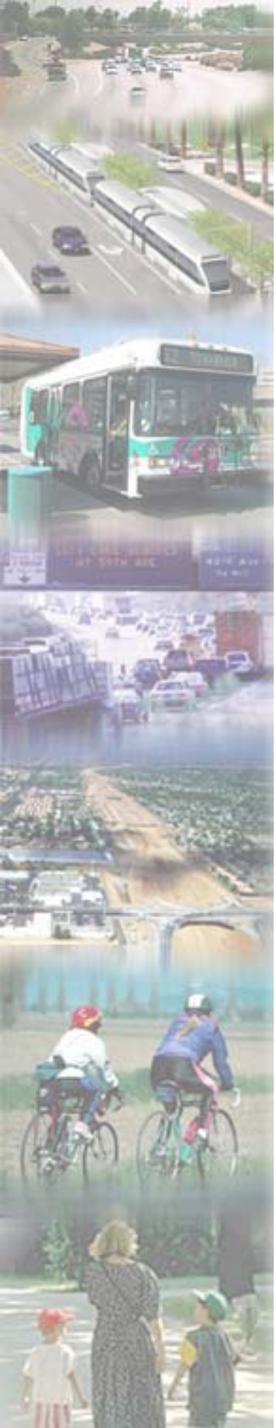
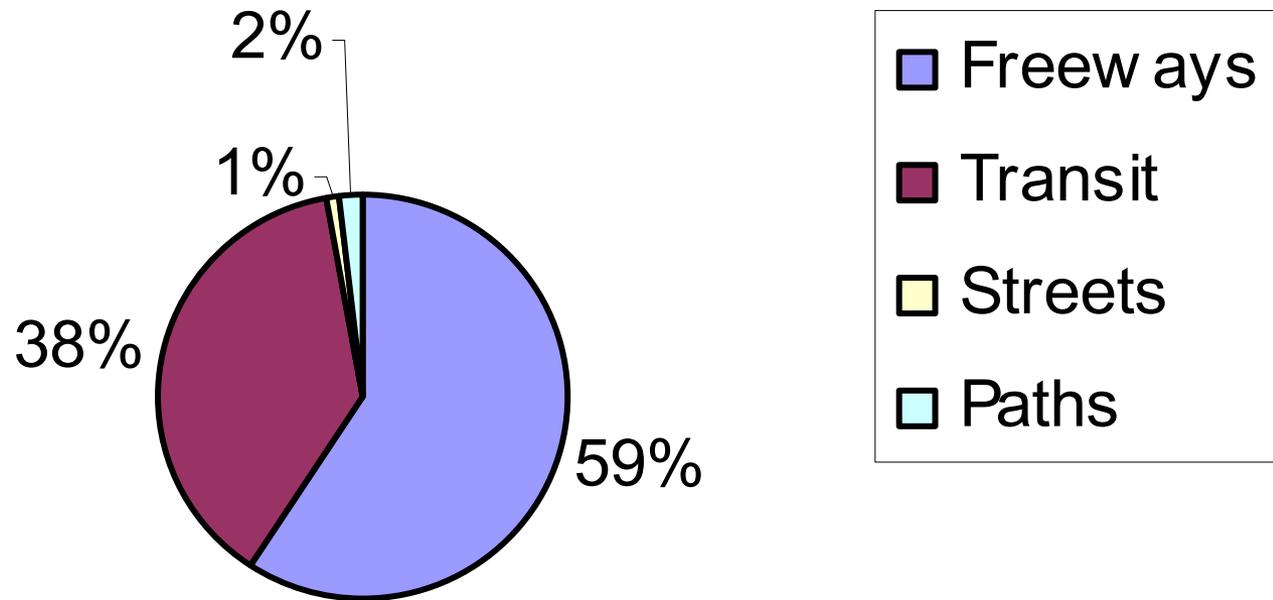


# Community Organizations Funding Priorities

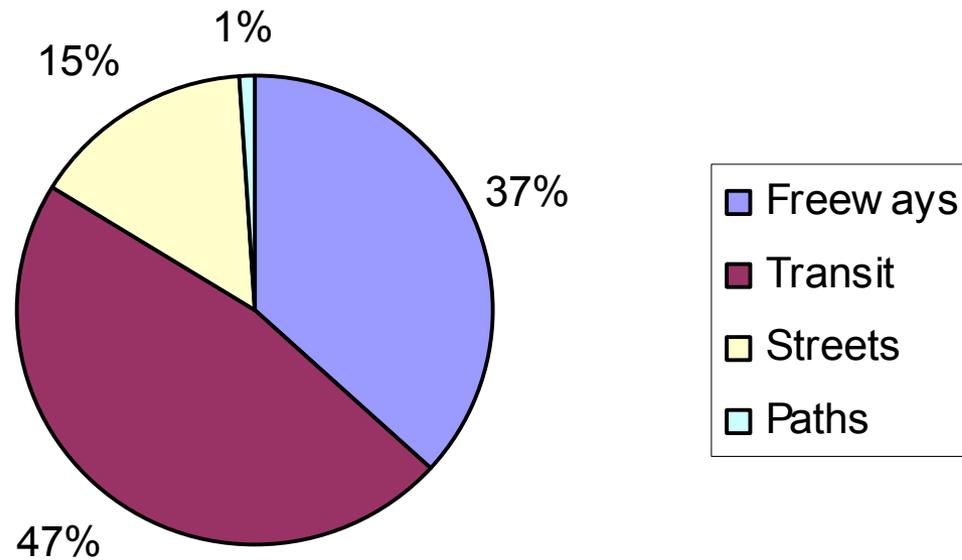
## Average of Community Group Participants

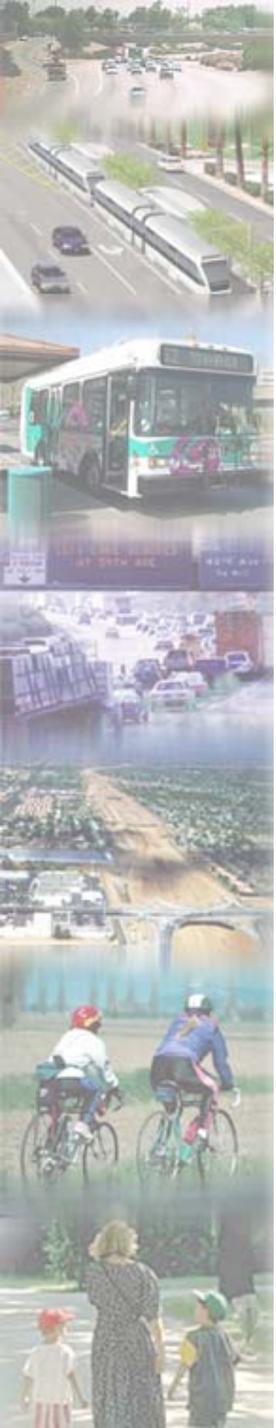


# Valley Citizens League

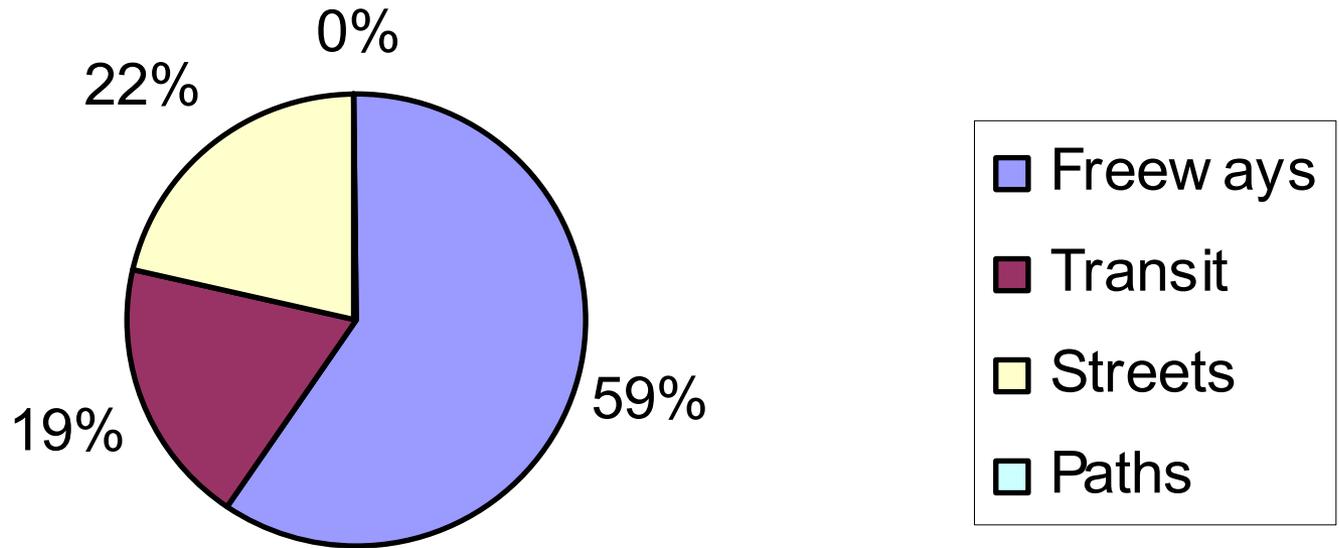


# Glendale CTOC

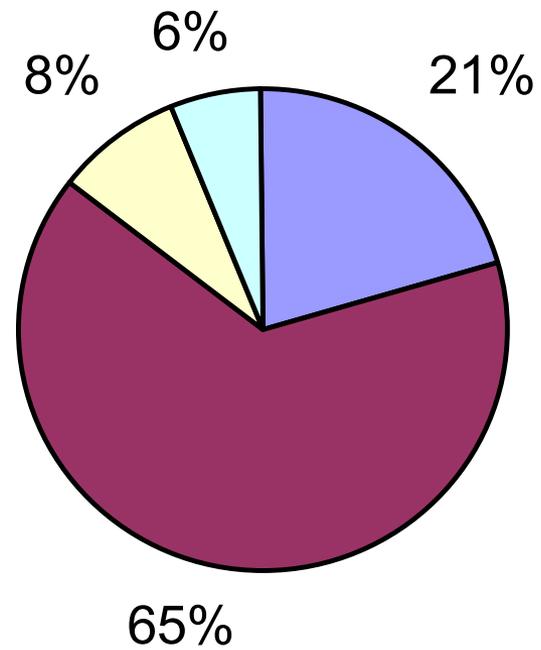




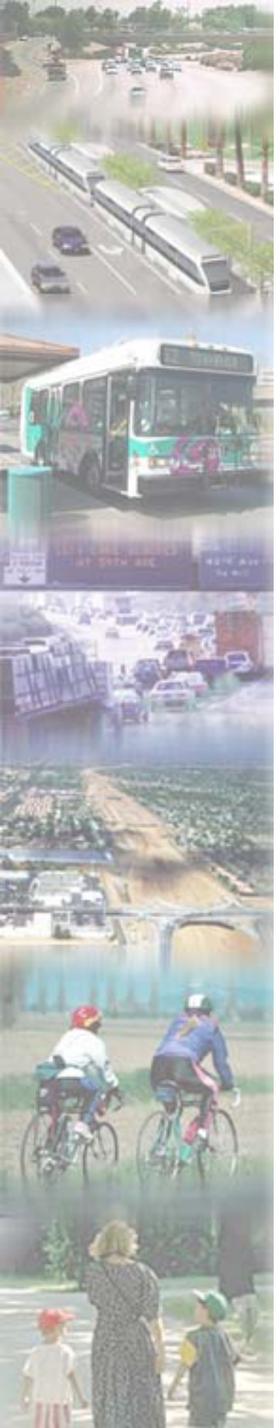
# Phoenix STAC



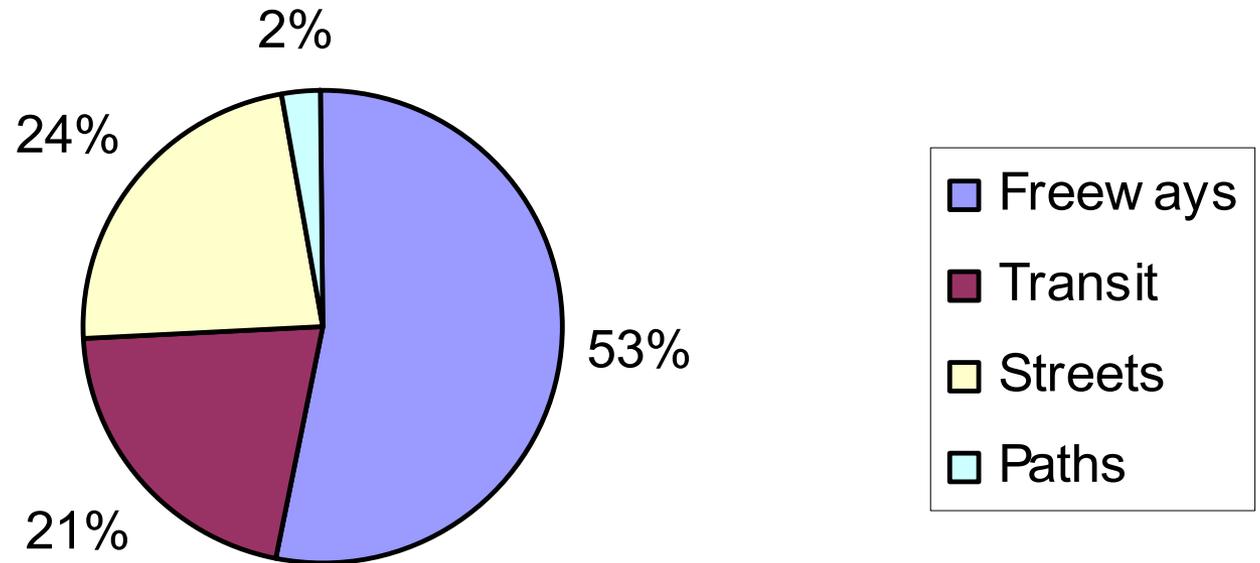
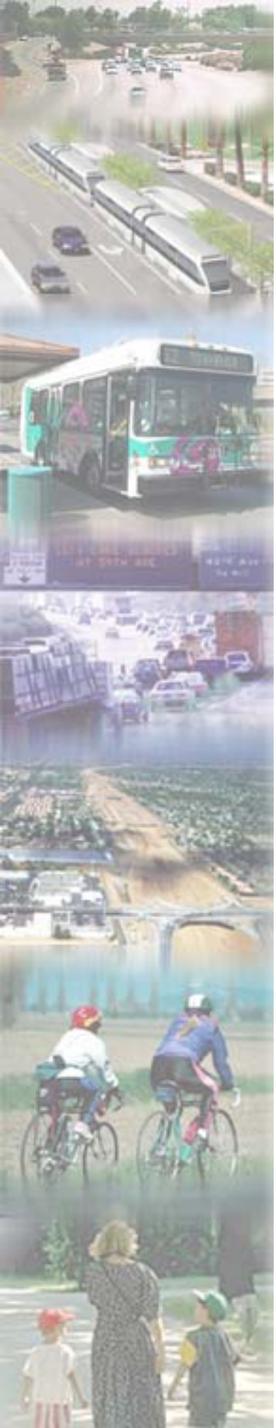
# Environmental Leaders



- Freeways
- Transit
- Streets
- Paths



# Sun City Grand Neighborhood Representatives



# Online Surveys and Mail

**Let's Keep Moving!**

[Transportation Policy Committee](#)   [MAG Regional Transportation Plan](#)   [Let's Keep Moving Public Meetings](#)

[The Problem](#)

[The Plan](#)

[The People](#)

[The Poll](#)

[The Process](#)

[Participate](#)

[Did You Know?](#)

[Take the Survey](#)

[News Updates](#)

**Let's Keep Moving!**

It should surprise no one that Maricopa County is among the fastest growing regions of the United States. Anyone who has been in the Valley more than a few years has seen it grow – and lived with the consequences of that growth – good and bad.

More than 3 million people live in the Valley at the beginning of the 21st century – and that number is expected to more than double in the next 20 years. Where will those people live? Where will they work? Where will they get there? Will they...

**Maricopa Association of Governments (MAG) - Microsoft Internet Explorer**

Address: <http://www.mag.maricopa.gov/survey.cms?item=2151>

302 North 1st Avenue  
Suite 300  
Phoenix, Arizona 85003

Phone (602) 254-6300  
FAX (602) 254-6490

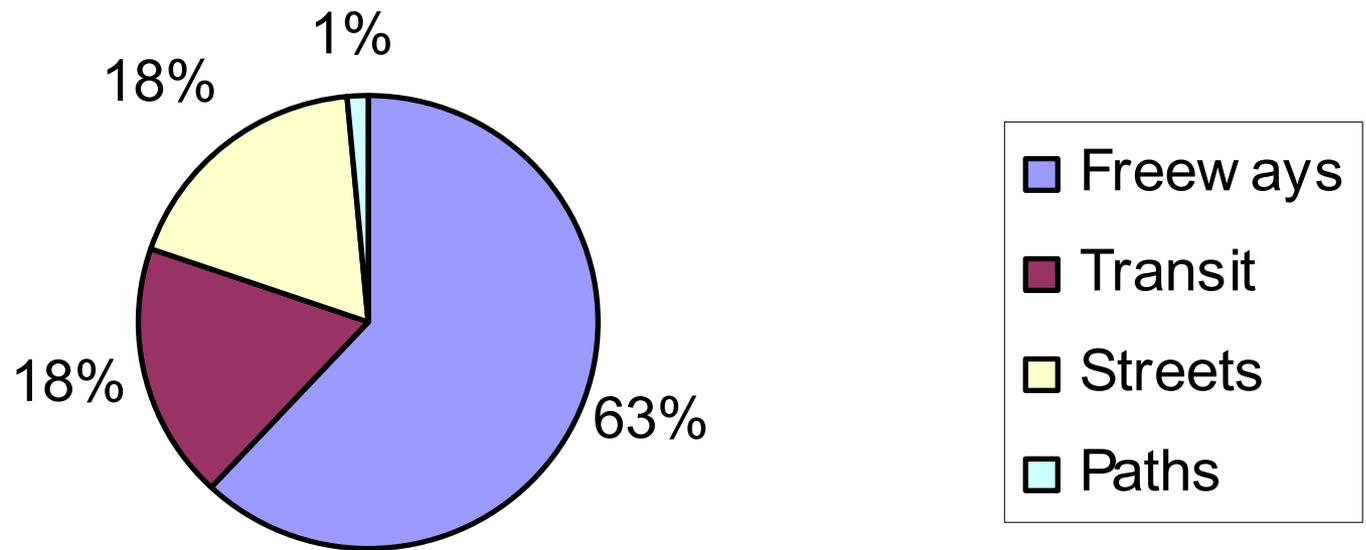
Spanish language assistance available at (602) 452-6080

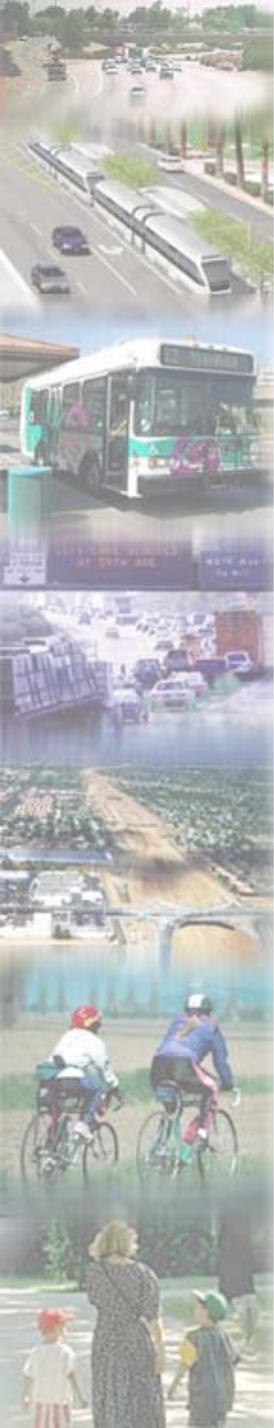
Here's how I would distribute \$100

- 3) Freeways
- 4) Bus Service Improvements
- 5) Light Rail Transit
- 6) Street and Road Improvements
- 7) In 1985, Valley voters passed Proposition 300, a 20-year, one-half cent sales tax increase to improve the transportation system in Maricopa County. Were you aware or unaware that this tax would expire in 2005?

Aware  
 Unaware  
 Not Sure

# Mail and Online





# Differences by Region

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- **NW Valley**

- **53% Freeway - 33% Transit – 12% Streets**

- **SW Valley**

- **56% Freeway - 32% Transit – 10% Streets**

- **Central**

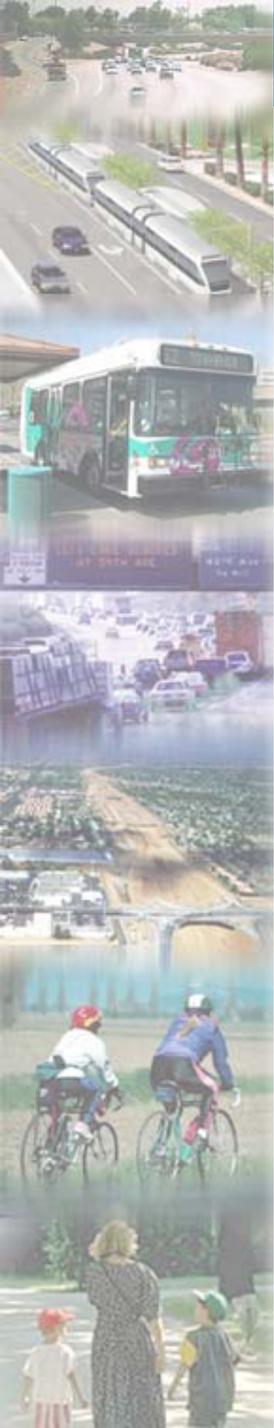
- **49% Freeway - 40% Transit – 8% Streets**

- **NE Valley**

- **53% Freeway - 26% Transit – 18% Streets**

- **SE Valley**

- **44% Freeway – 35% Transit – 19% Streets**



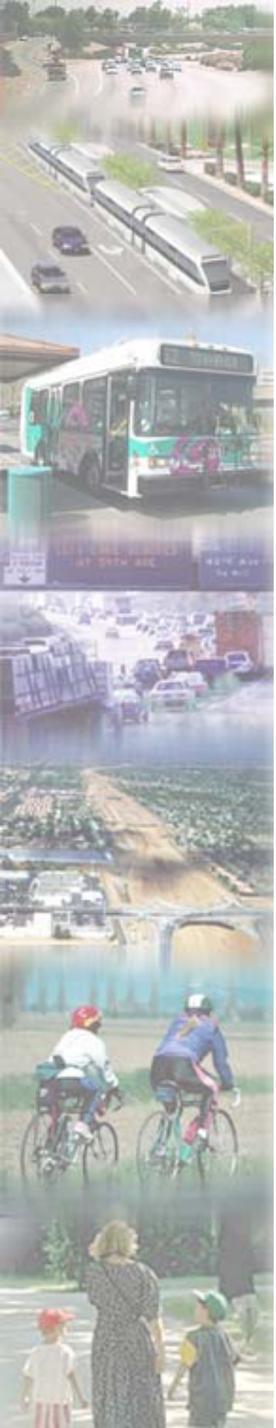
# Additional Involvement

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*Let's Keep Moving!*

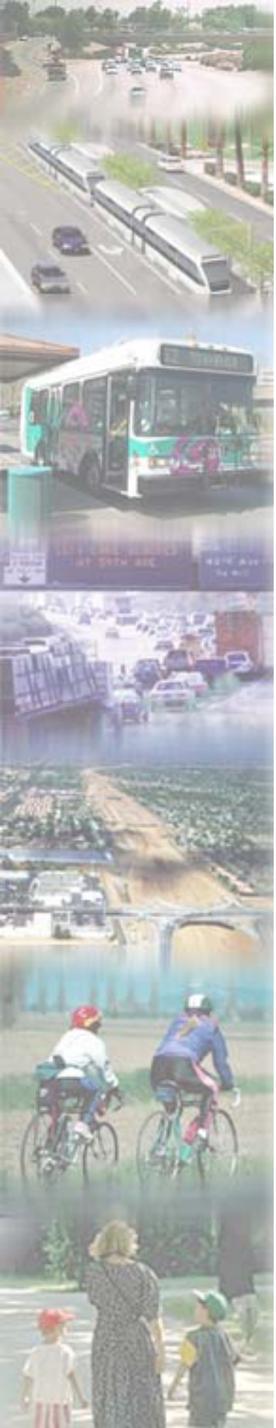
# Public Involvement and Community Events

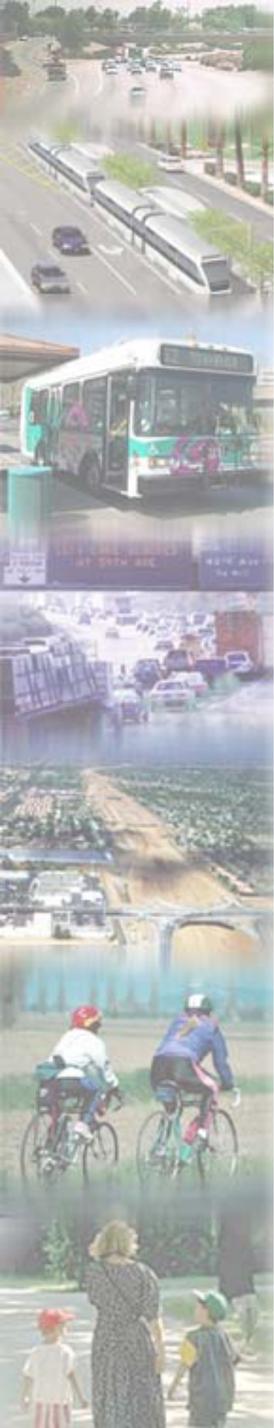


# Public Events

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- Red Mountain Freeway Opening – January
- Black History Event/Peoria – February
- Tempe Rotary Club – February
- Business Expo Civic Plaza – February
- Black History Event/Phoenix – February
- Phoenix Latino Institute PV – February
- Glendale Latino Institute – February
- MAG at the Mall Metrocenter – March
- Town Hall – March
- Chicanos Por La Causa Cesar Chavez Festival – March
- Sunday On Central – April



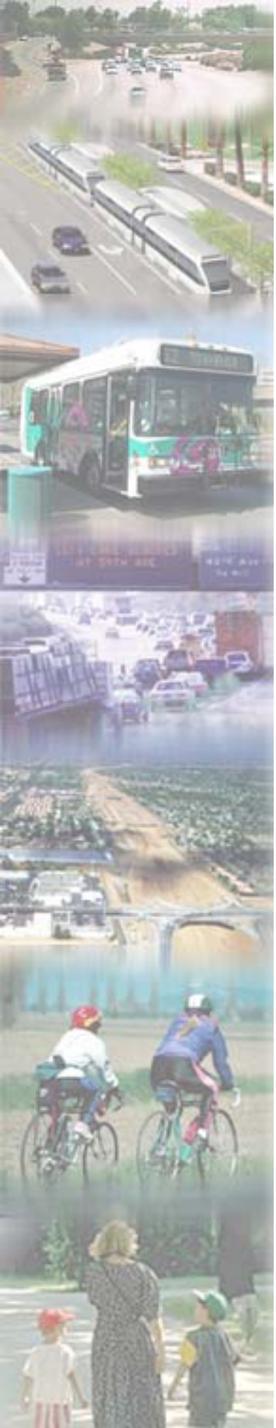


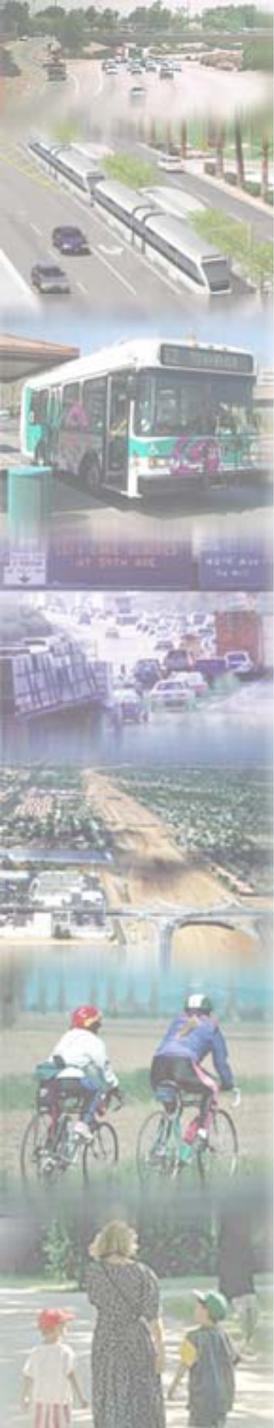
# Public Events (cont'd)

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- Cinco de Mayo Festival – May
- Media Briefing/Press Conference - May
- Papago Area Transportation Coordinators Association Alliance – May
- NW Valley Transportation Coordinators – May
- Arizona Hispanic Chamber of Commerce – May
- Go Glendale Transportation Open Houses (3) – May
- MAG at the Mall Arrowhead – May
- SR 51 Freeway Opening Bell Road to the 101 – May
- MAG at the Mall Chandler Fashion Square – May
- MAG at the Mall Spectrum Mall – May

# Regional Transportation Plan Press Conference

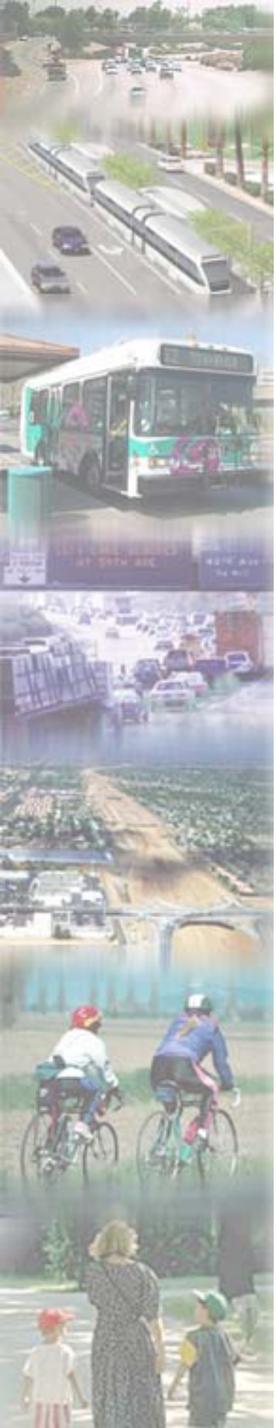




# Community Groups

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- American Council of Consulting Engineers
- Association of Equipment Distributors of America
- Business Coalition/Maricopa 2020
- Business Coalition Leadership Council
- Chandler Chamber of Commerce Policy Committee
- Citizens Transportation Oversight Committee
- East Valley Partnership
- Glendale Citizens Transportation Oversight Committee
- Maricopa County Board of Supervisors

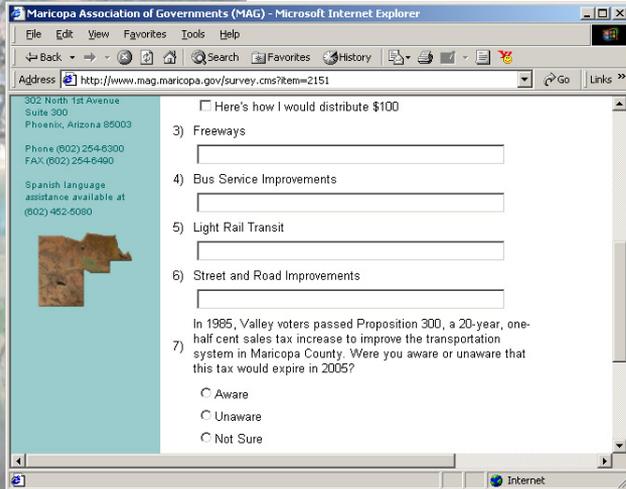


# Community Groups (cont'd)

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- Phoenix Chamber of Commerce
- Phoenix Citizens Transit Commission
- Phoenix Transit Commission
- Valley Citizens League
- Valley Forward
- Tempe Chamber (June 19<sup>th</sup>)
- Valley Partnership (June 27<sup>th</sup>)

# Transportation Survey



**Let's Keep Moving!**

## Transportation Policy Committee

**Mayor Neil Giuliano**  
Tempe, Chair

**Mayor Elaine Struggs**  
Glendale, Vice Chair

**Benito Almanza**  
Bank of America Arizona

**F. Reekie Arnett**  
Citizens Transportation Oversight Committee

**Mayor Steven Berwan**  
Gilbert

**Dave Berry**  
Swift Transportation

**Jed S. Billings**  
FNF Construction

**Councilmember Peggy Blisten**  
Phoenix

**Councilmember Pat Dennis**  
Peoria

**Mayor Ren Drake**  
Avondale

**Mayor Boyd Dunn**  
Chandler

**Rusty Gant**  
Arizona Department of Transportation

**Mayor Kero Hawker**  
Mesa

**Enoco Kane**  
OMB Associates

**Vice Mayor Seth Kanter**  
Goodyear

**Mayor Mary Manross**  
Scottsdale

**Mayor Lon McDermott**  
Wickenburg

**Diane Scherer**  
Phoenix Association of Realtors

**Vice Mayor Daniel Schweiker**  
Paradise Valley

**Martin Shultz**  
Pinnacle West Capital Corp.

**Supervisor Don Stapley**  
Maricopa County

**Mayor J. Woodfin Thomas**  
Litchfield Park



## Tell Us What You Think

1. What is the single most important thing that can be done to improve the Valley's transportation system?

2. If it was your job to decide how to distribute our tax dollars on transportation improvements, and you had a total of \$100 of tax money to distribute, how would you distribute it among the following four areas?

Freeways	\$ _____
Bus Service Improvements	\$ _____
Light Rail Transit	\$ _____
Street and Road Improvements	\$ _____
<b>TOTAL</b>	<b>\$100.00</b>

3. In 1985, Valley voters passed Proposition 300, a 20-year, one-half cent sales tax increase to improve the transportation system in Maricopa County. Were you aware or unaware that this tax would expire in 2005? Circle one.

Aware                      Unaware                      Not Sure

4. From what you have read, seen or heard, would you say the funds provided from Proposition 300 have had a major impact, a minor impact or no impact on improving the transportation system in Maricopa County? Circle one.

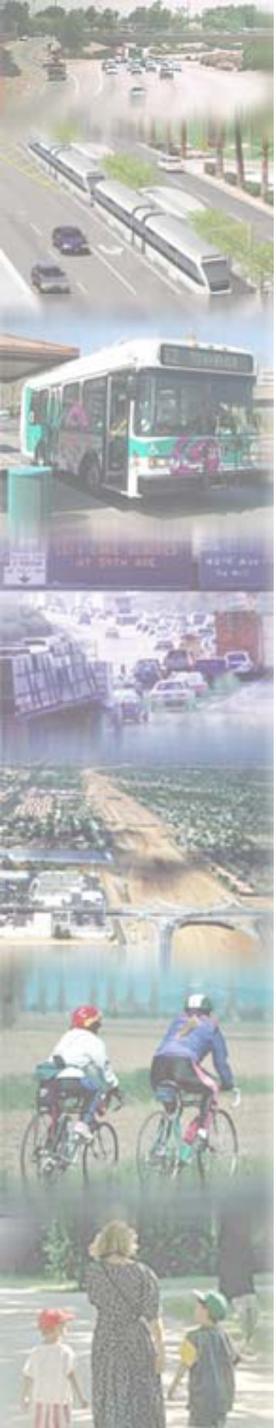
Major                      Minor                      No Impact                      Not Sure

# Four-Question Survey

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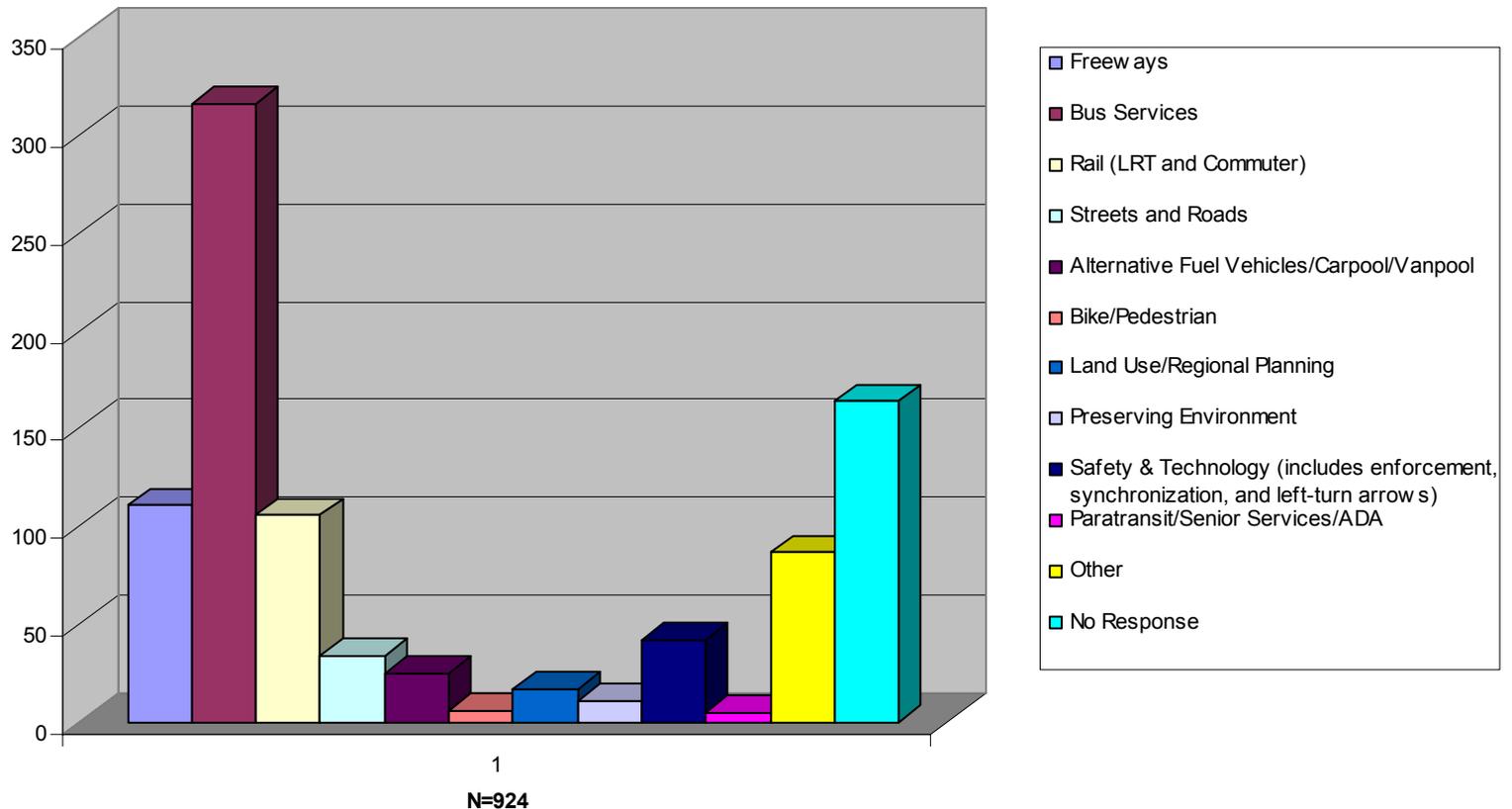
## Question 1

**What is the single most important thing that can be done to improve the Valley's transportation system?**



# Public Events Combined Results

Public Involvement Event Comments by Category  
January - June 2003



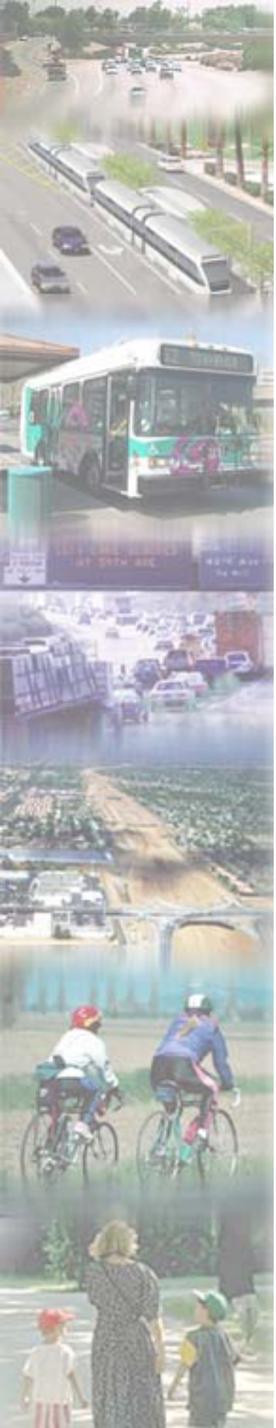
# Four-Question Survey

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## Question 2

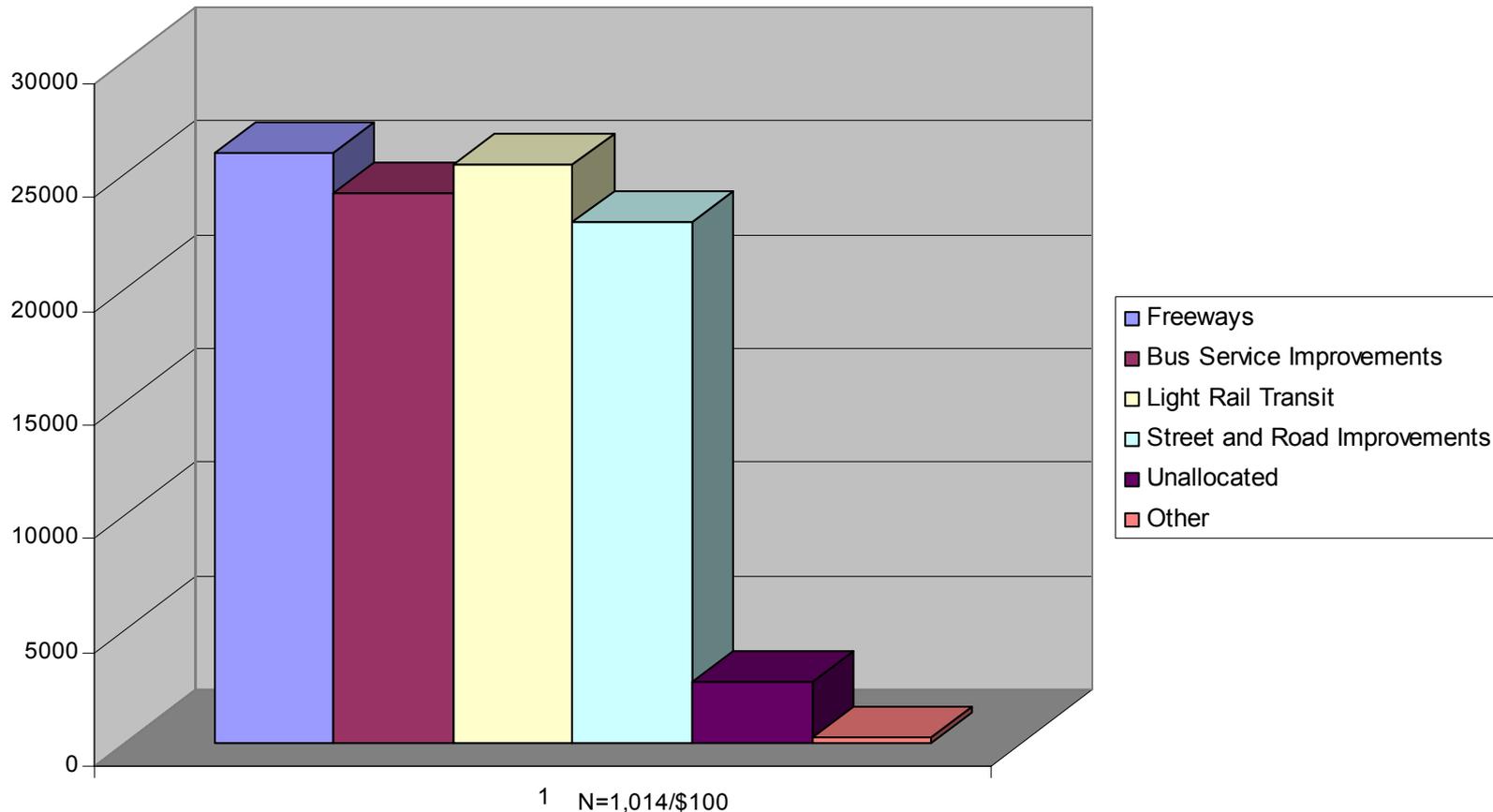
**If it was your job to decide how to distribute our tax dollars on transportation improvements, and you had a total of \$100 of tax money to distribute, how would you distribute it among the following four areas?**

- Freeways
- Bus Service Improvements
- Light Rail Transit
- Street and Road Improvements

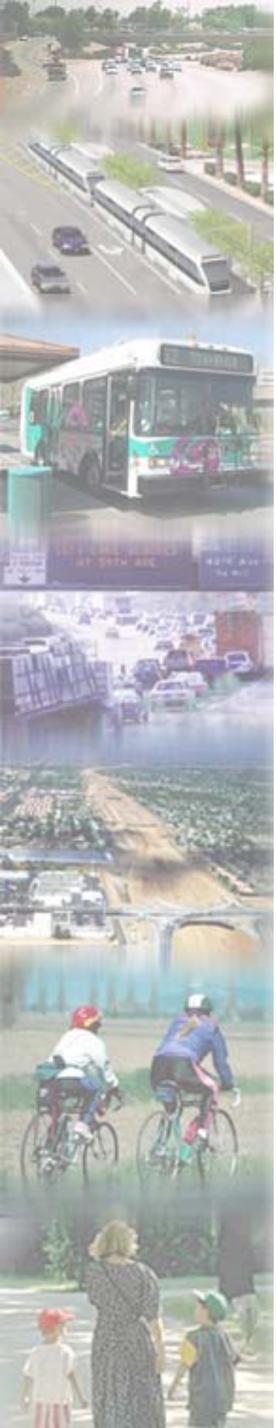


# Public Events Combined Results

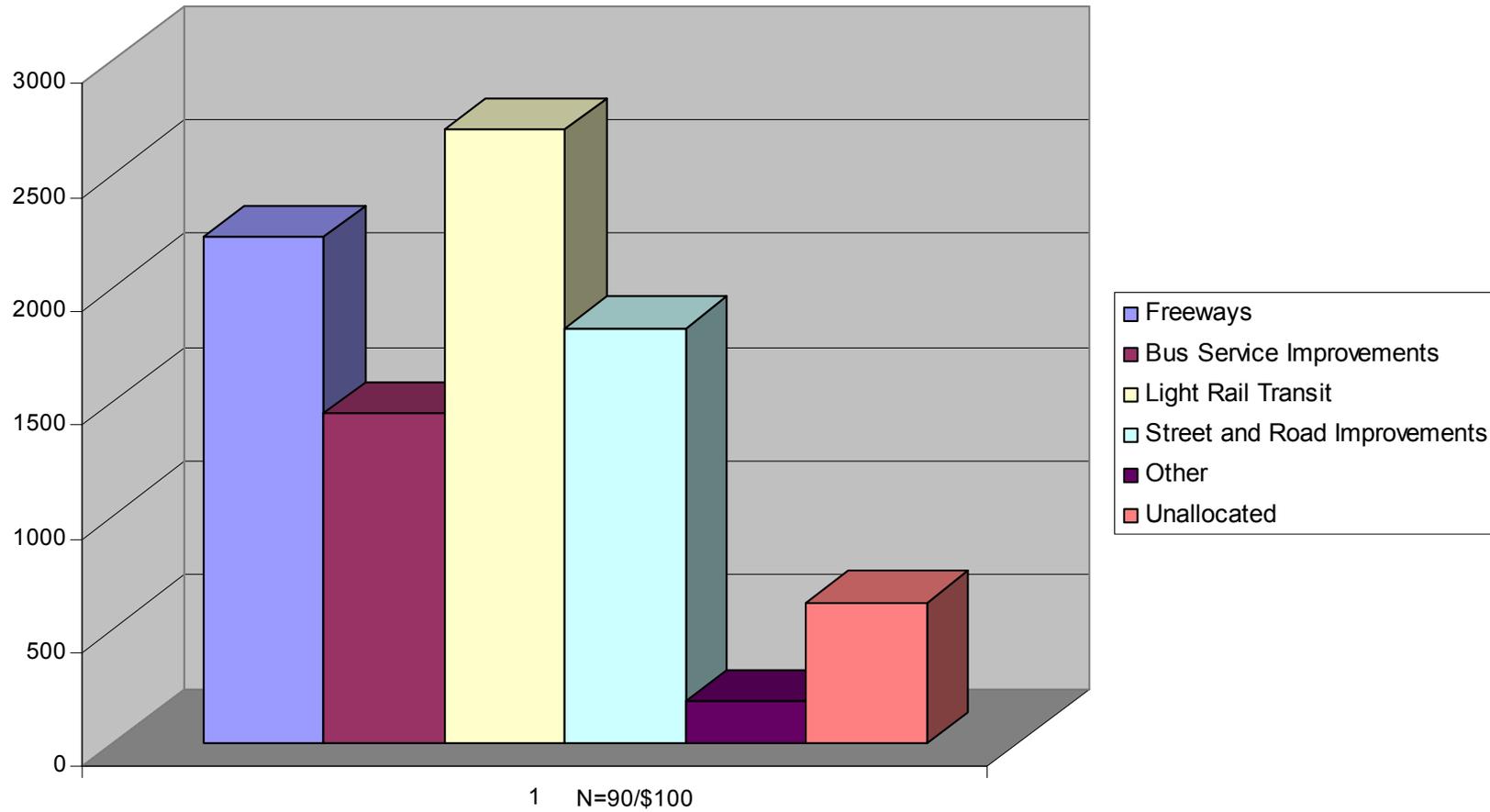
**Public Involvement Events January - June 2003**  
**How would you distribute \$100 among the following**  
**areas? N - 1,014**



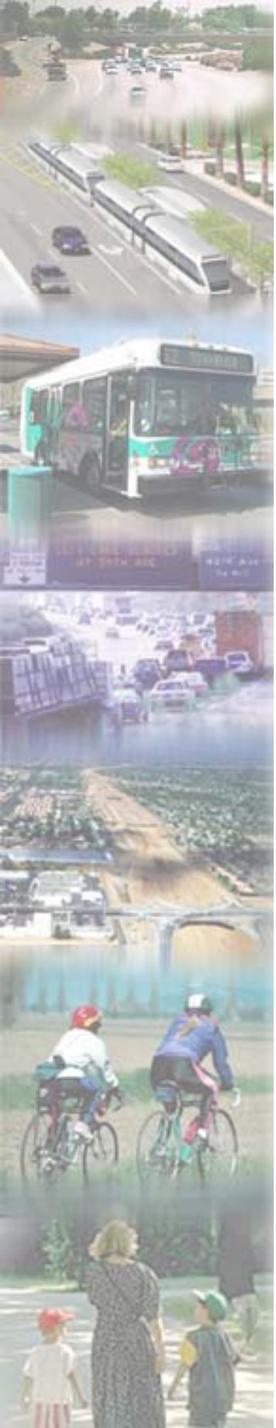
# Transportation Town Hall



# Town Hall

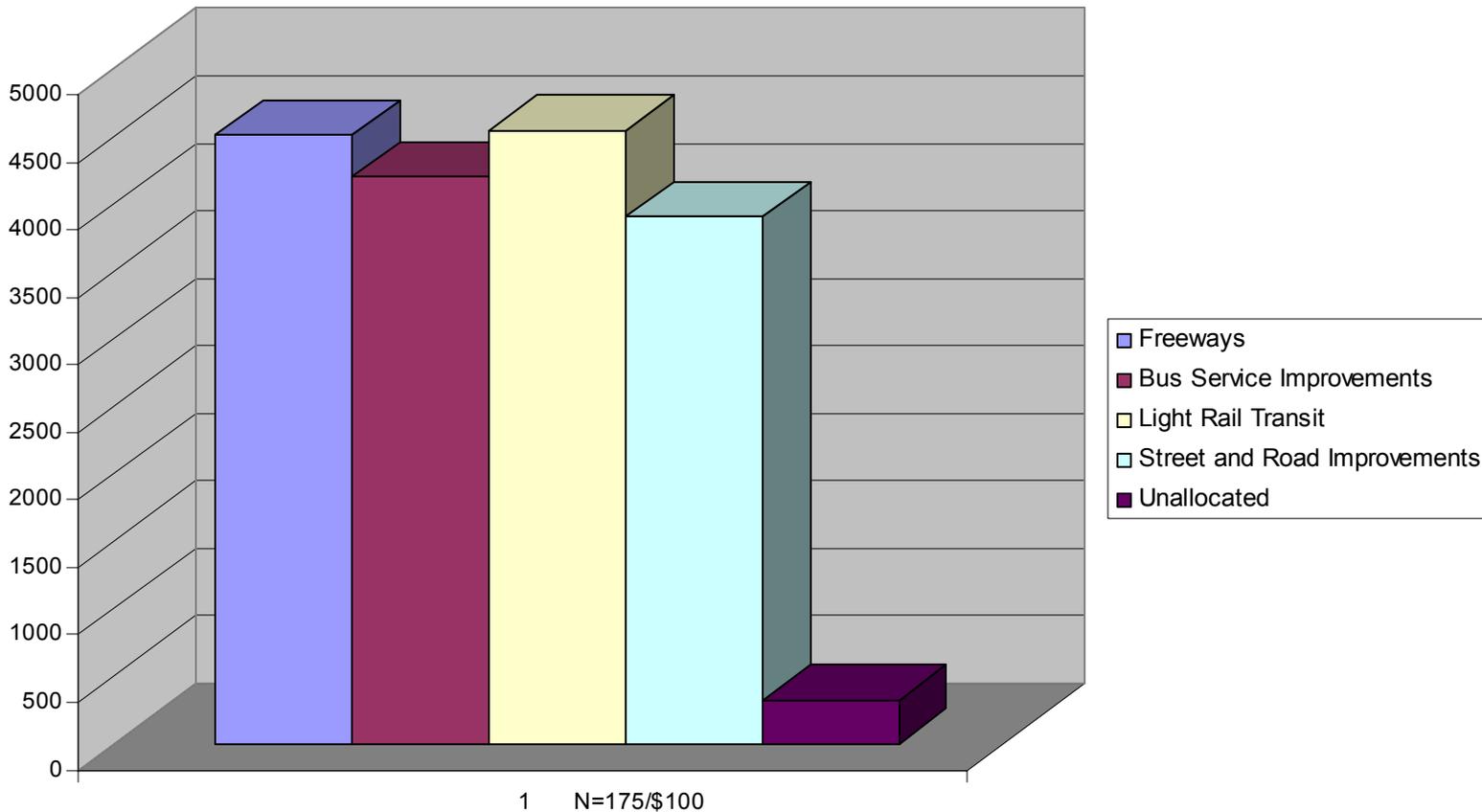


# MAG at the Mall Events

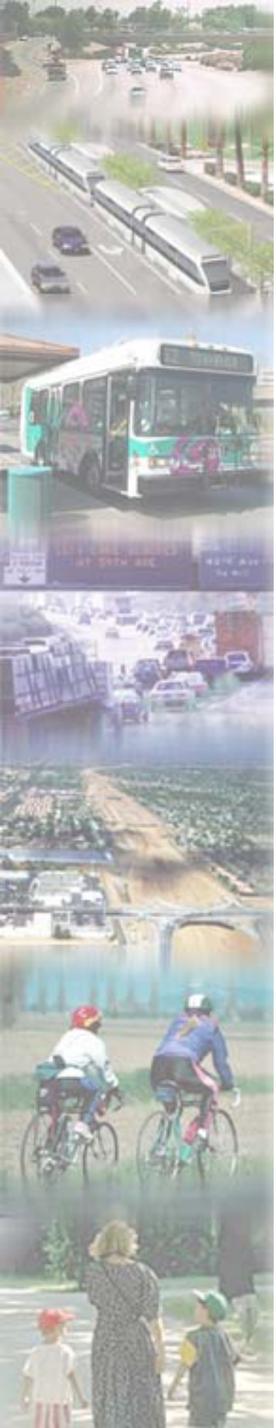


# MAG at the Mall Events

**Metrocenter**  
**Arrowhead Mall**  
**Chandler Fashion Square**  
**Spectrum Mall**

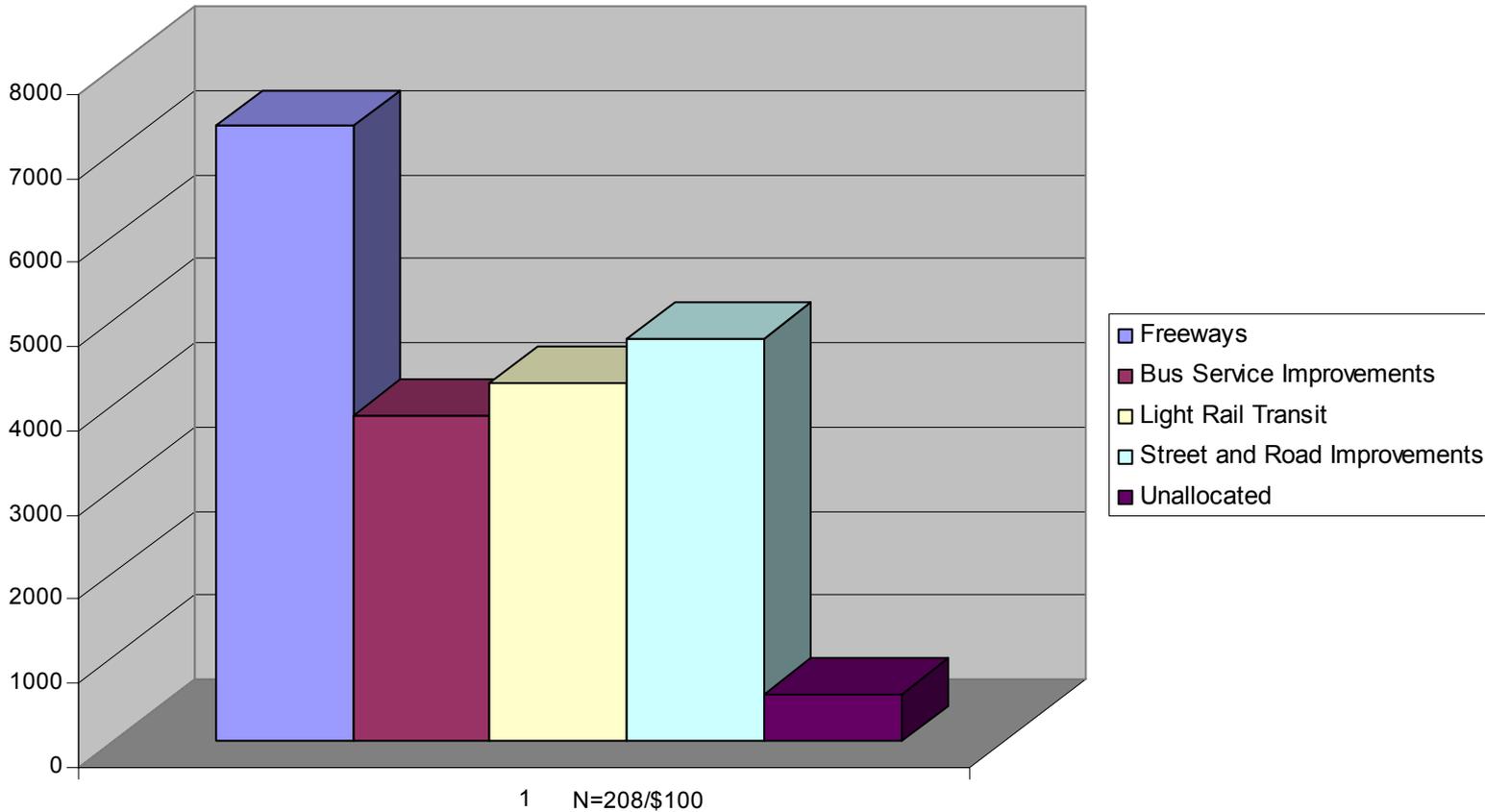
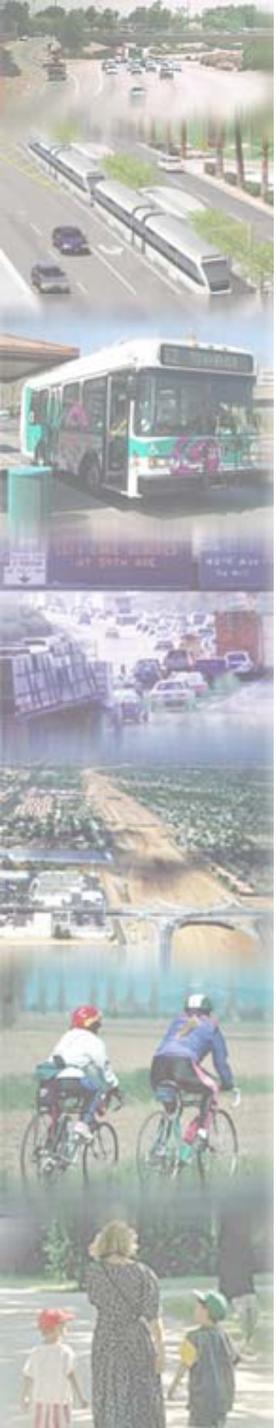


# Freeway Openings

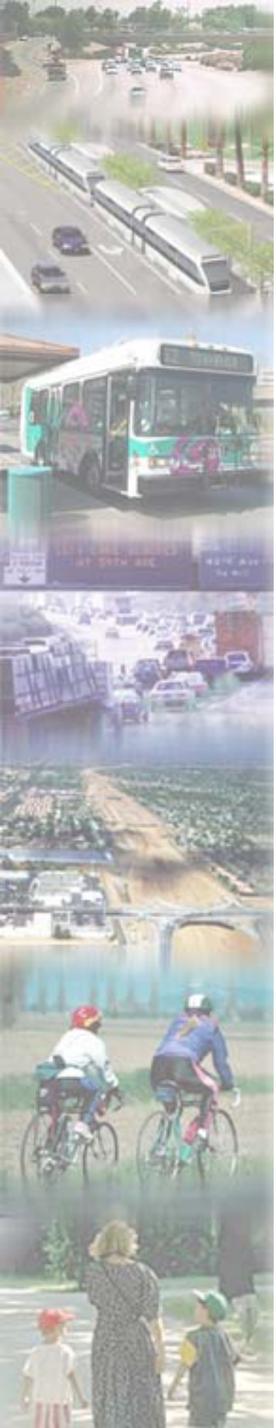


# Freeway Openings

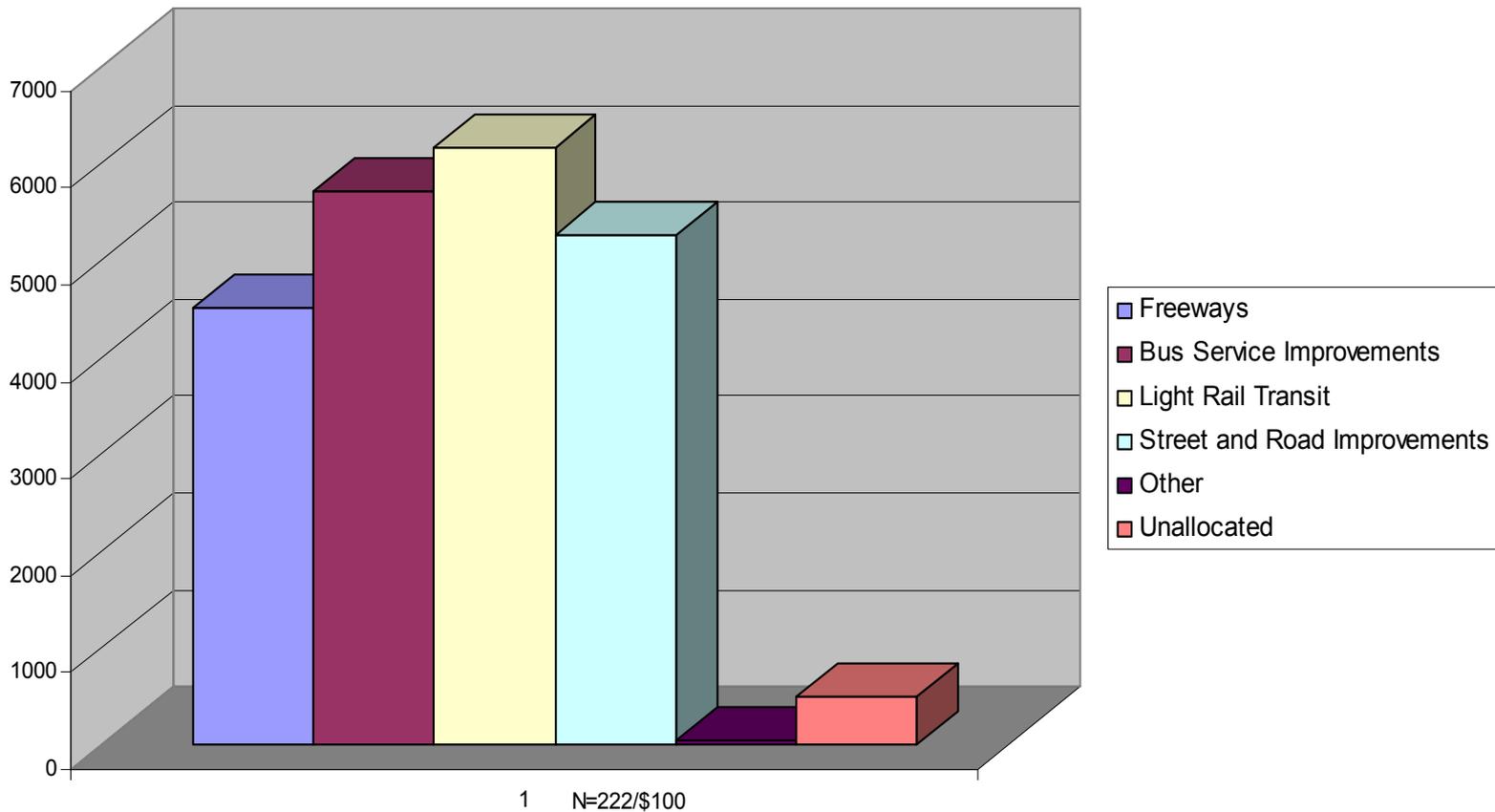
## SR 51 & Red Mountain

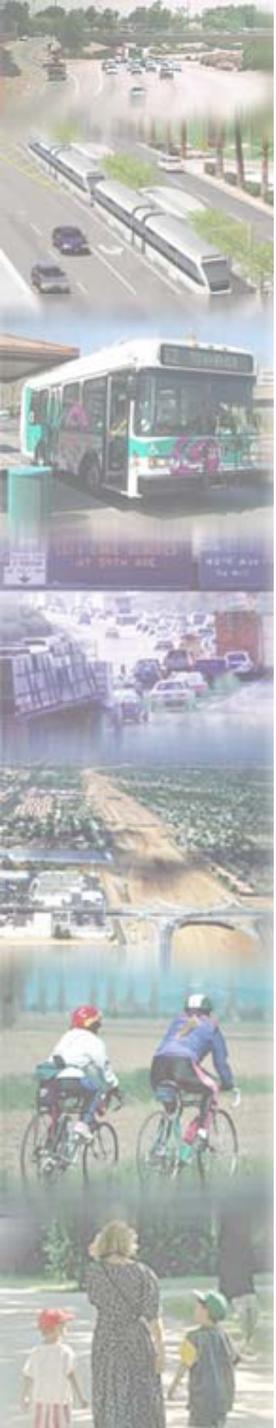


# Sunday on Central



# Sunday on Central

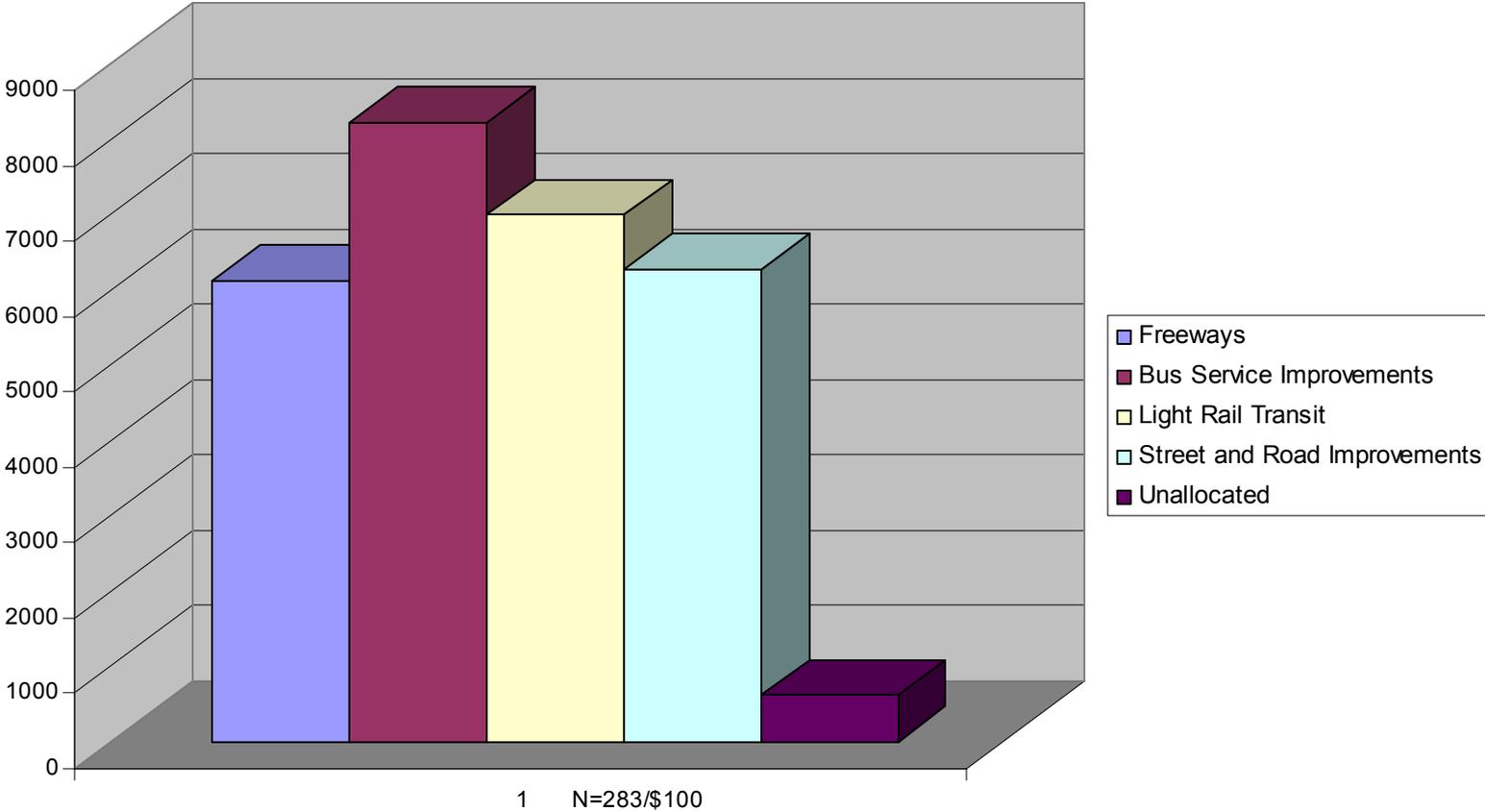




# Title VI Communities



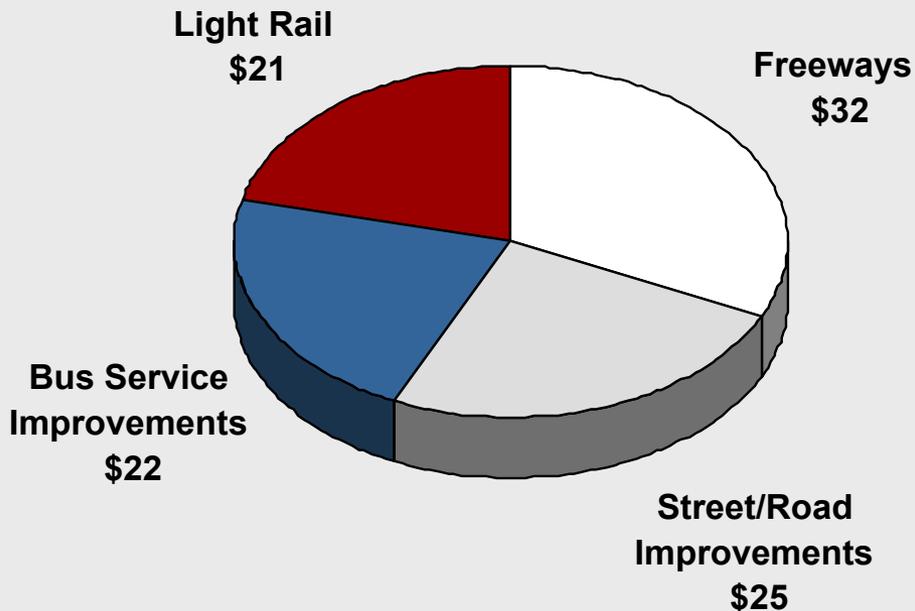
# Title VI Communities



# Comparison of Poll and Survey

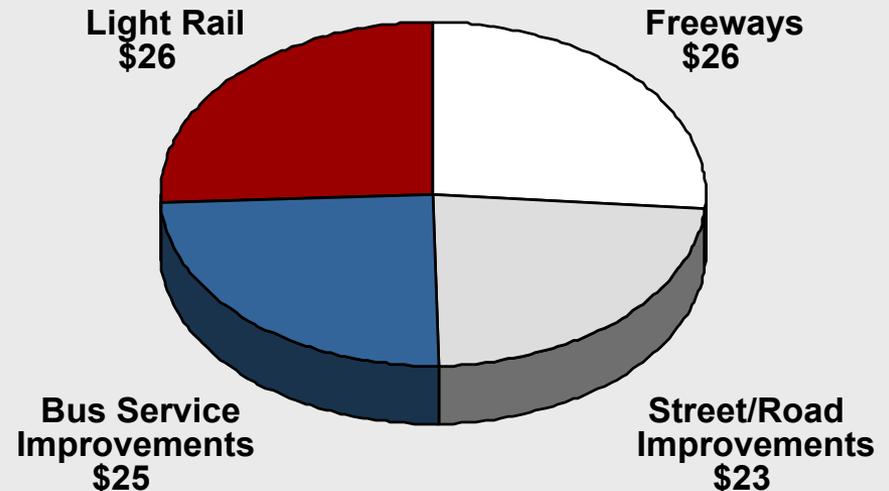
## Behavior Research Center Poll December 2002

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



## Public Involvement Events Combined Surveys

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

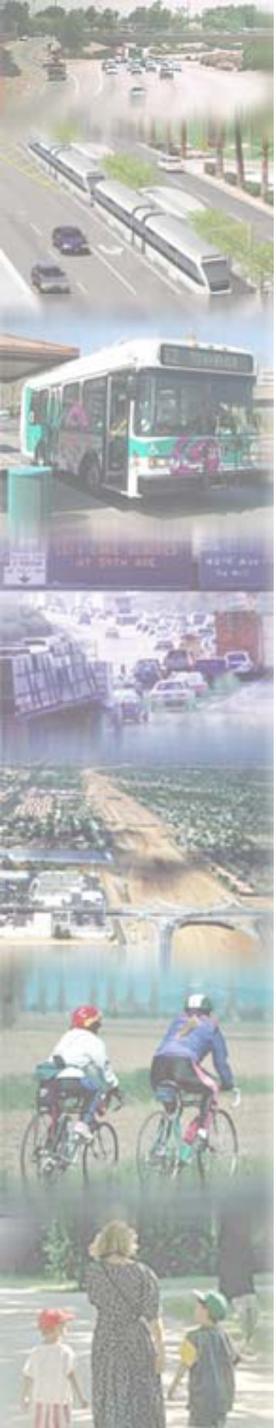


# Four-Question Survey

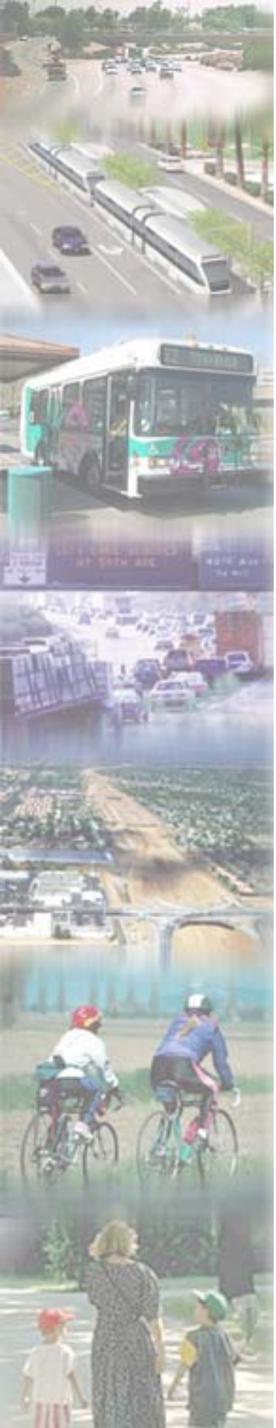
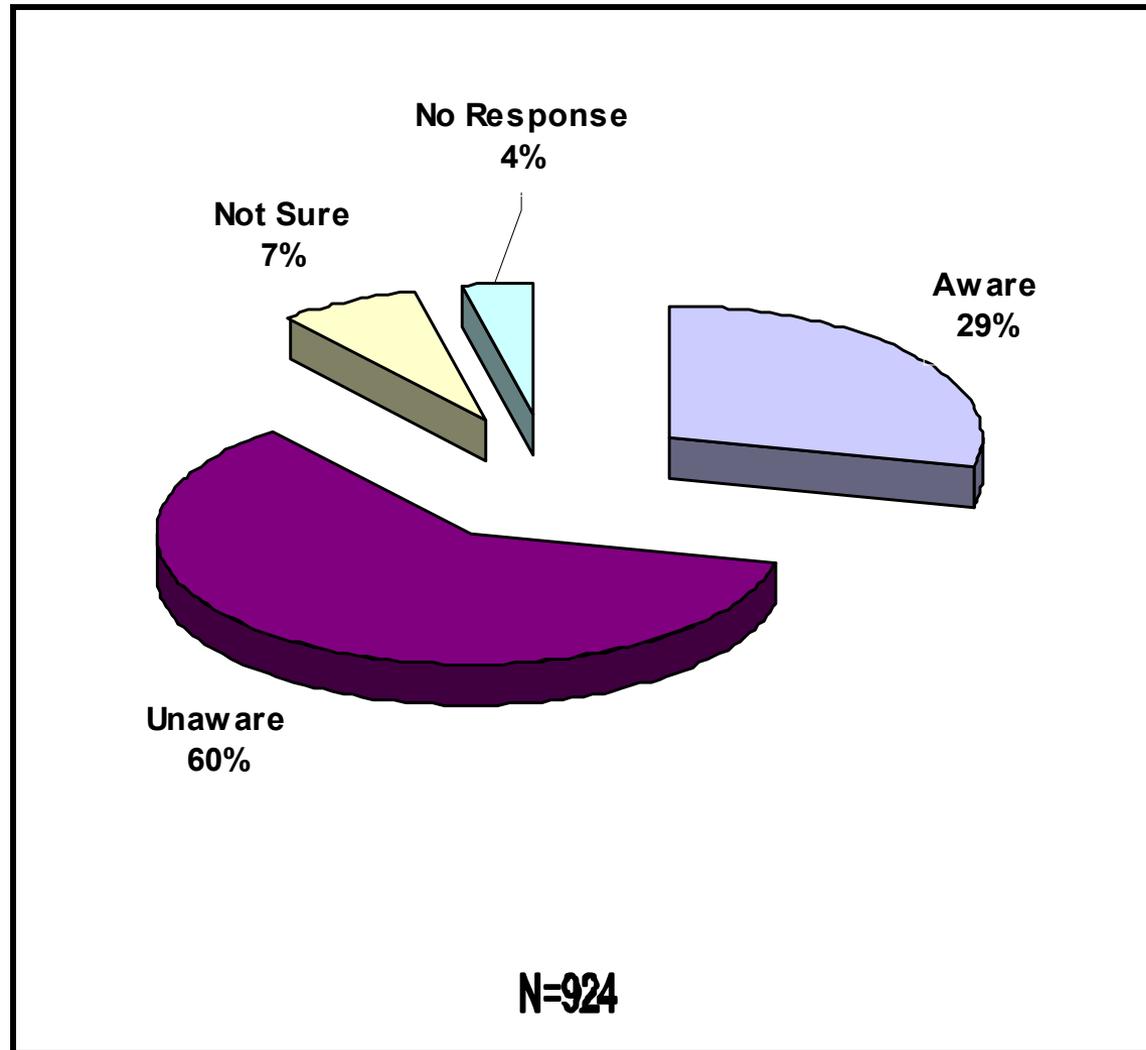
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## Question 3

**In 1985, Valley voters passed Proposition 300, a 20-year, one-half cent sales tax increase to improve the transportation system in Maricopa County. Were you aware or unaware that this tax would expire in 2005?**



# Public Events Combined Results - Aware

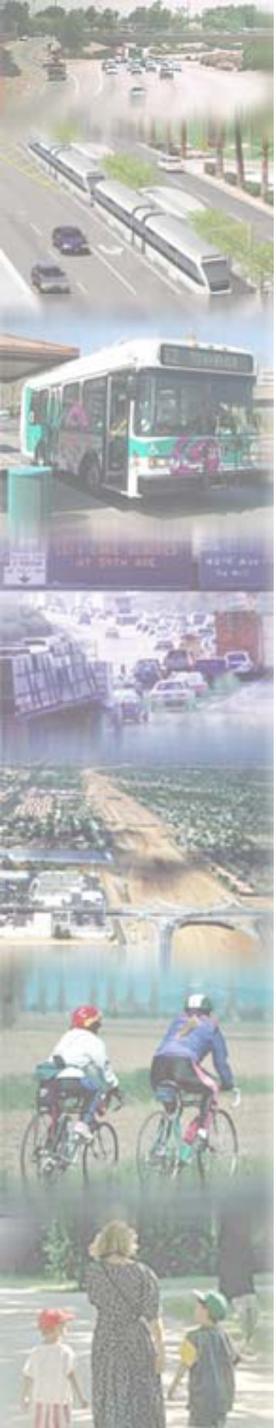


# Four-Question Survey

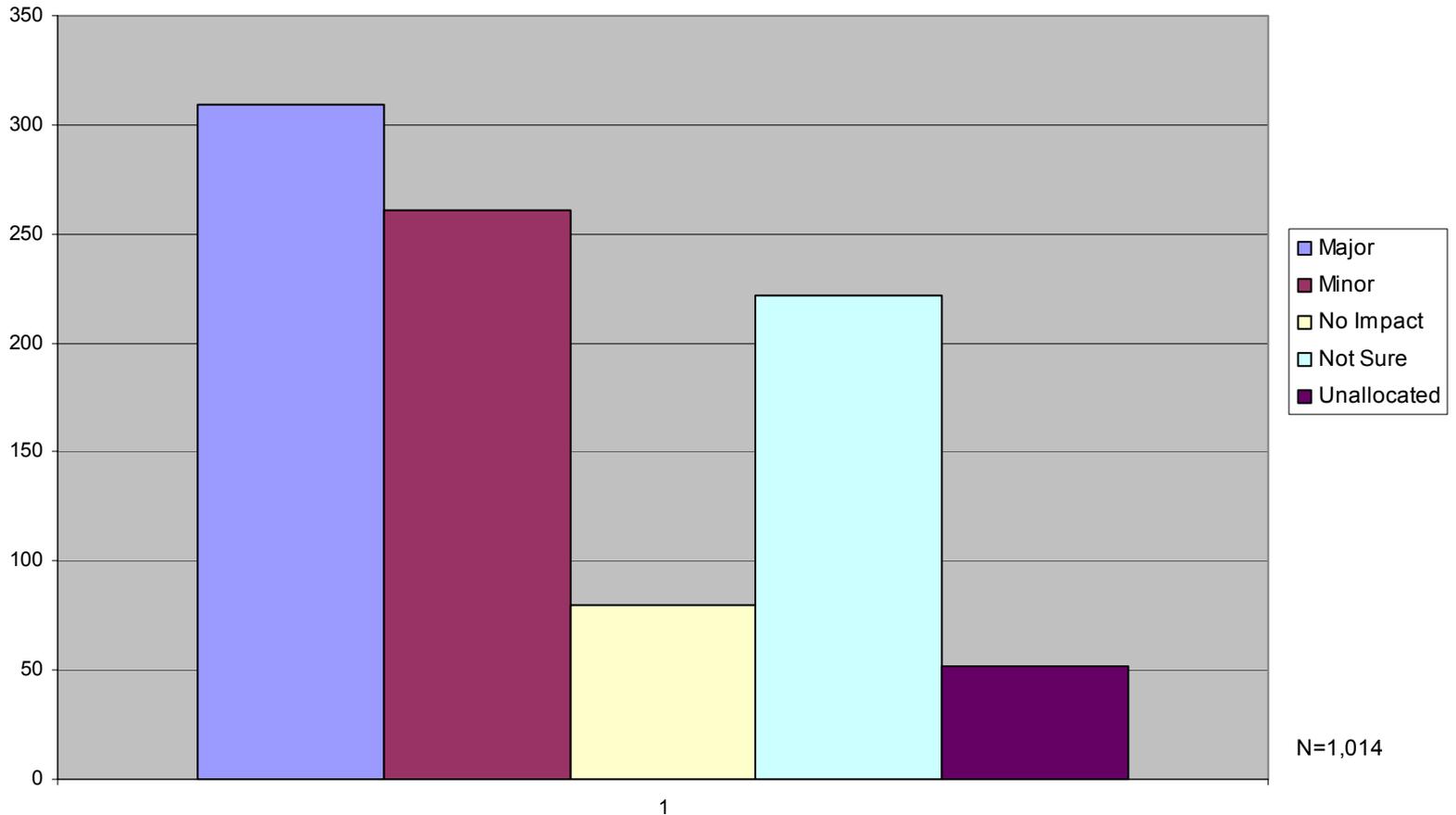
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## Question 4

**From What you have read, seen or heard, would you say the funds provided from Proposition 300 have had a major impact, a minor impact or no impact on improving the transportation system in Maricopa County?**



# Public Events Combined Results-Impact

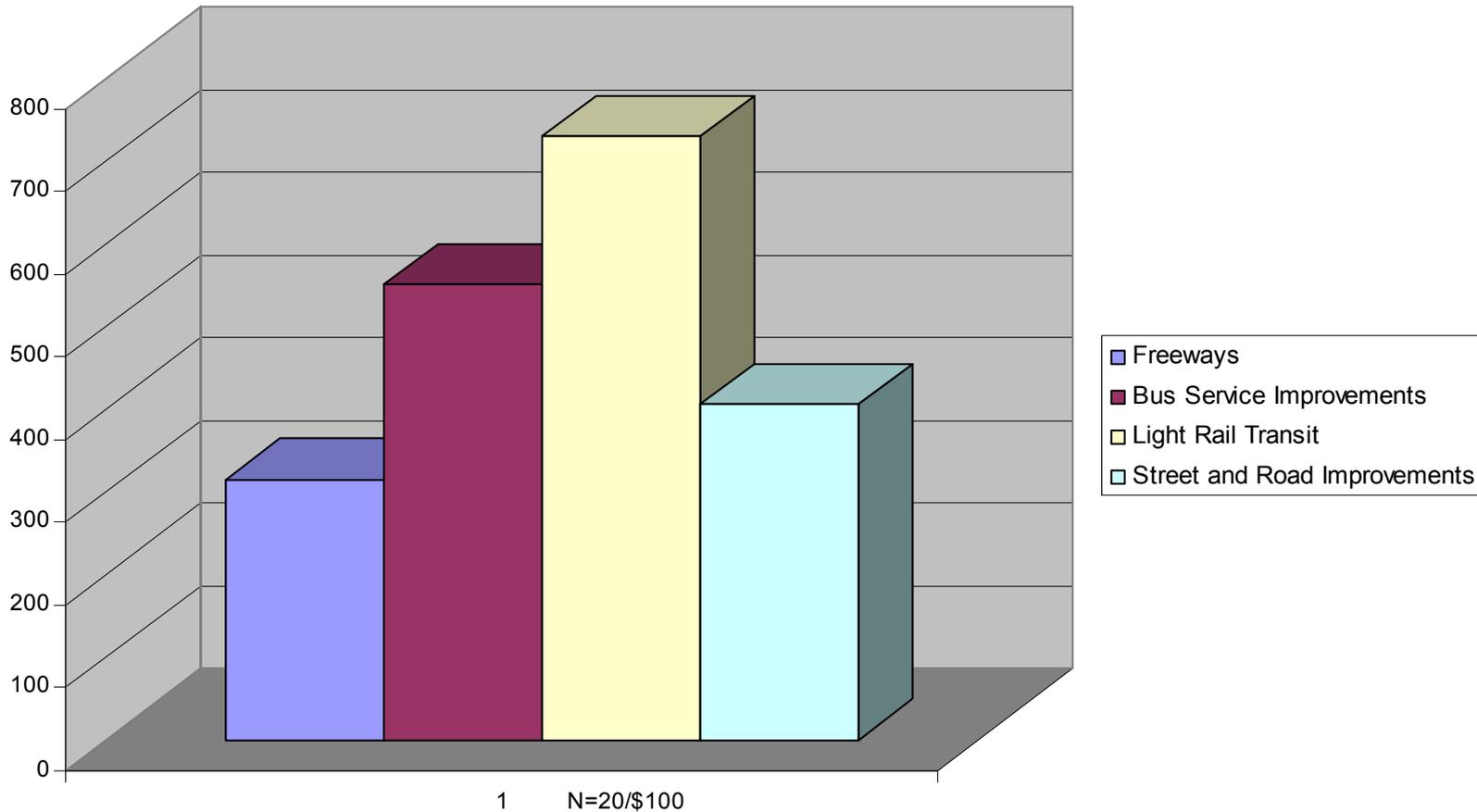


1

N=1,014

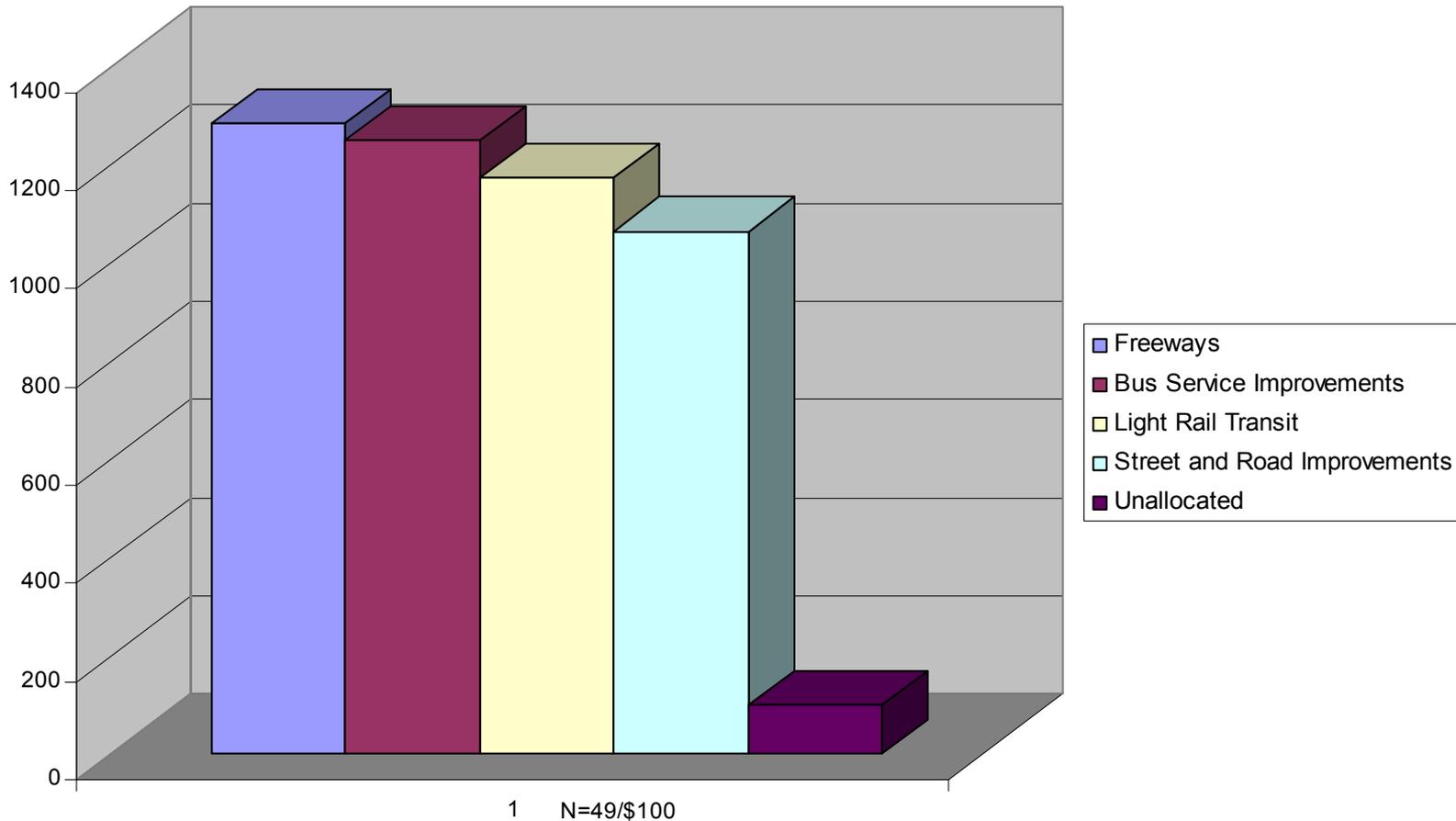
# Glendale Latino Institute

Glendale Latino Institute at GCC February 22, 2003  
How would you distribute \$100 among the following areas?



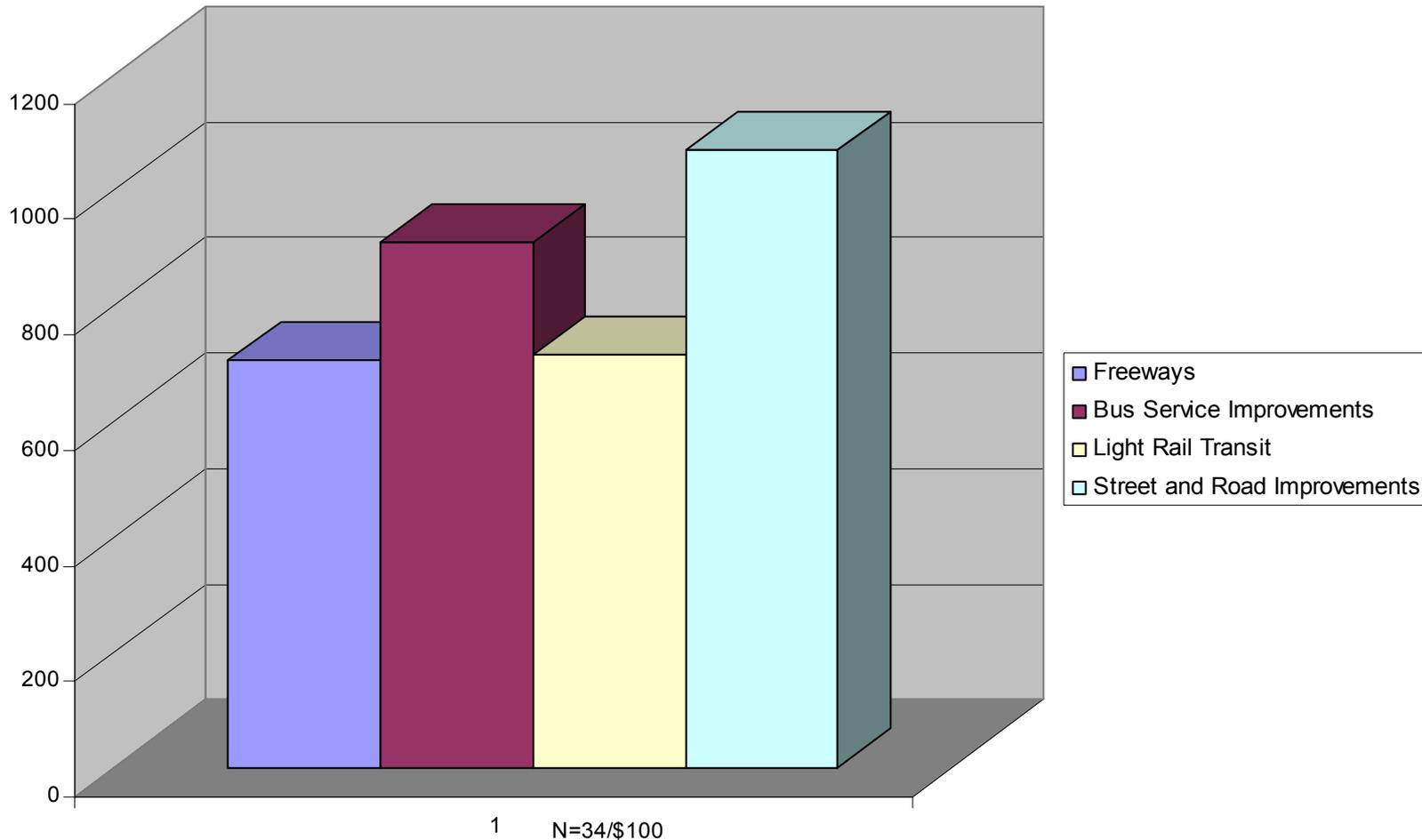
# Metro Center Mall

**MAG at the Mall Metro March 1, 2003**  
**How would you distribute \$100 among the following areas?**



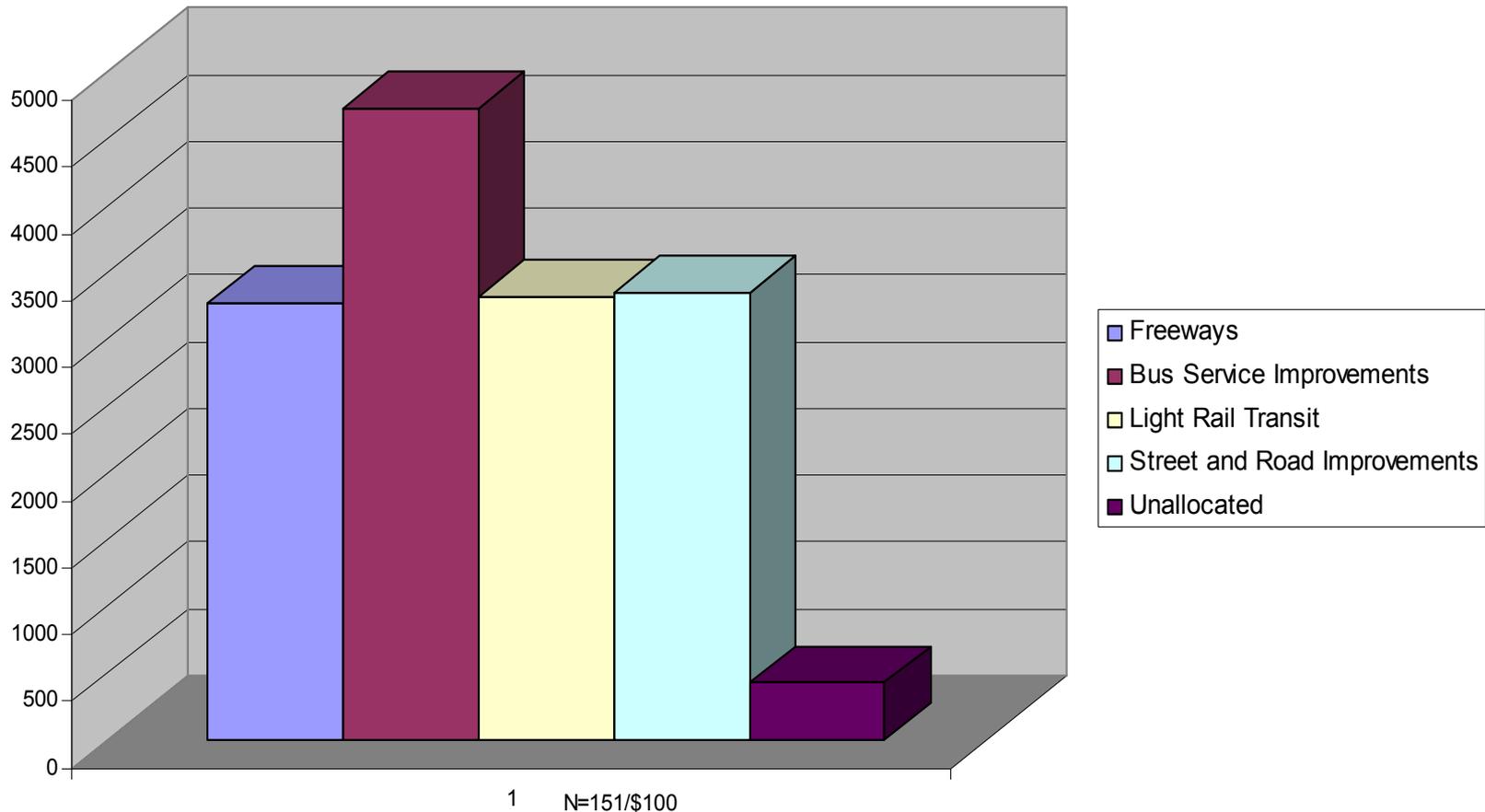
# Cesar Chavez Festival

Chicanos Por La Causa Cesar Chavez Festival March 22, 2003  
How would you distribute \$100 among the following areas?



# Cinco de Mayo-Phoenix

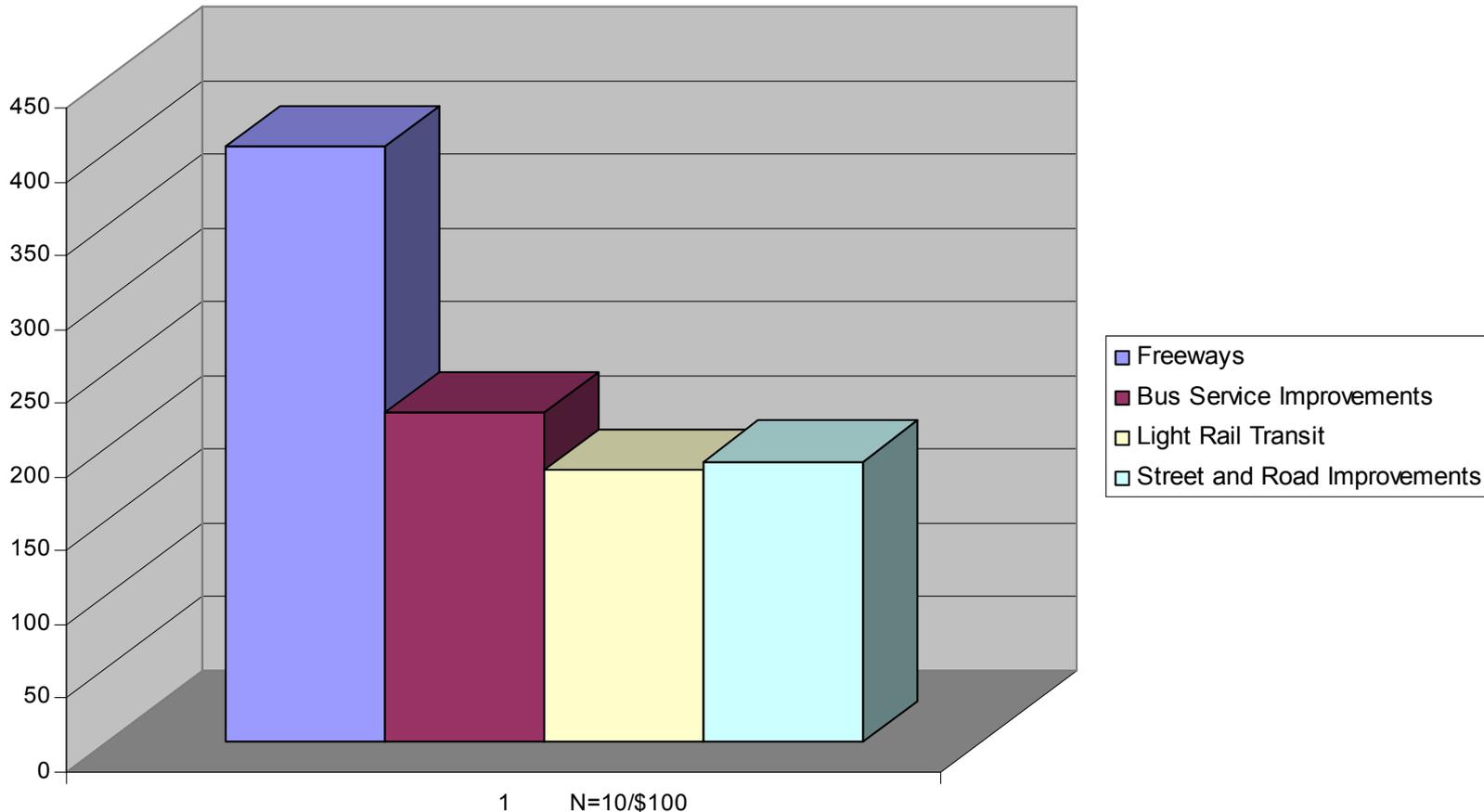
Cinco de Mayo Festival in Downtown Phoenix May 2003  
How would you distribute \$100 among the following areas?



# Papago Area TCA

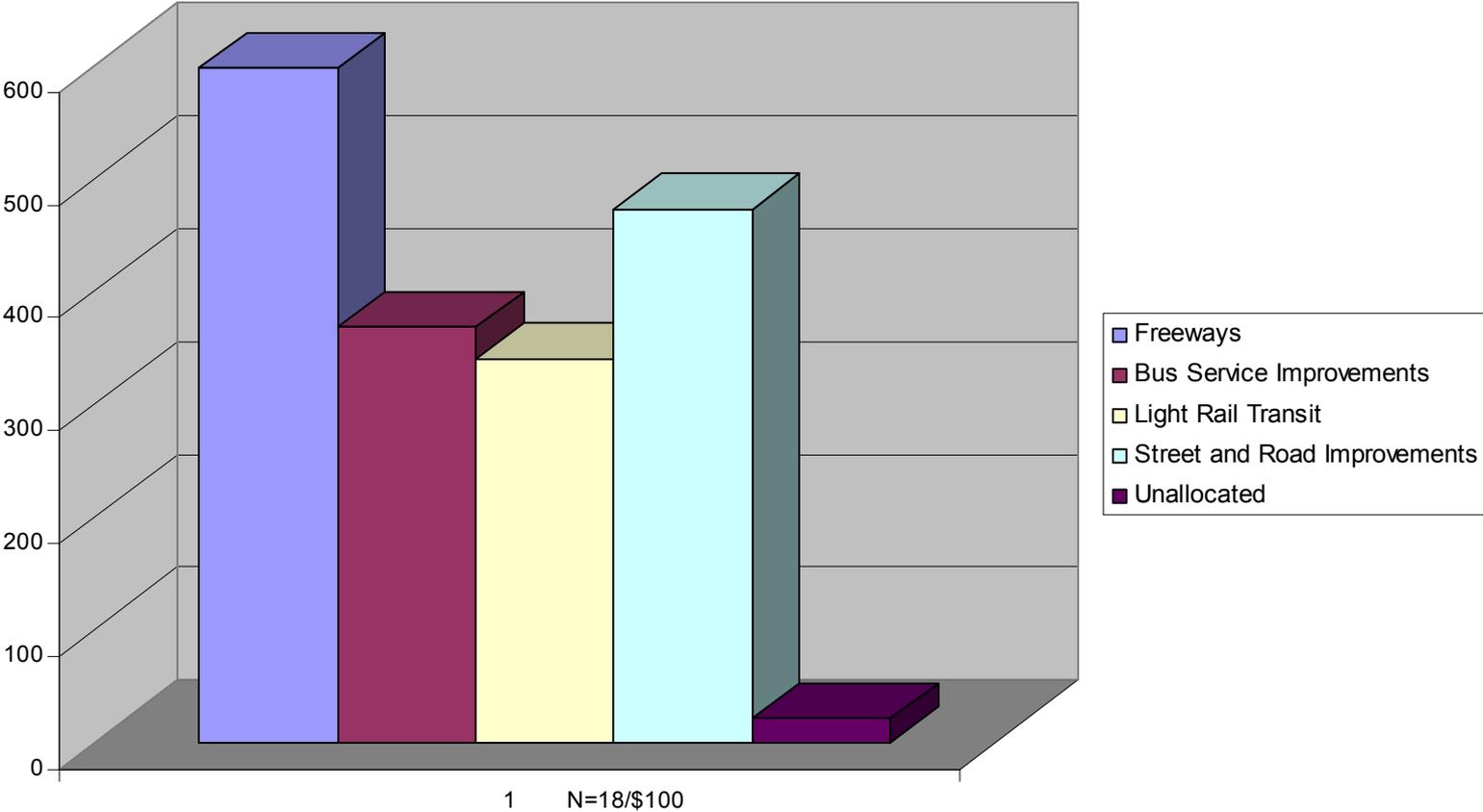
Papago Area Transportation Coordinators Association Alliance May 7, 2003

How would you distribute \$100 among the following areas?



# Northwest Valley TCA

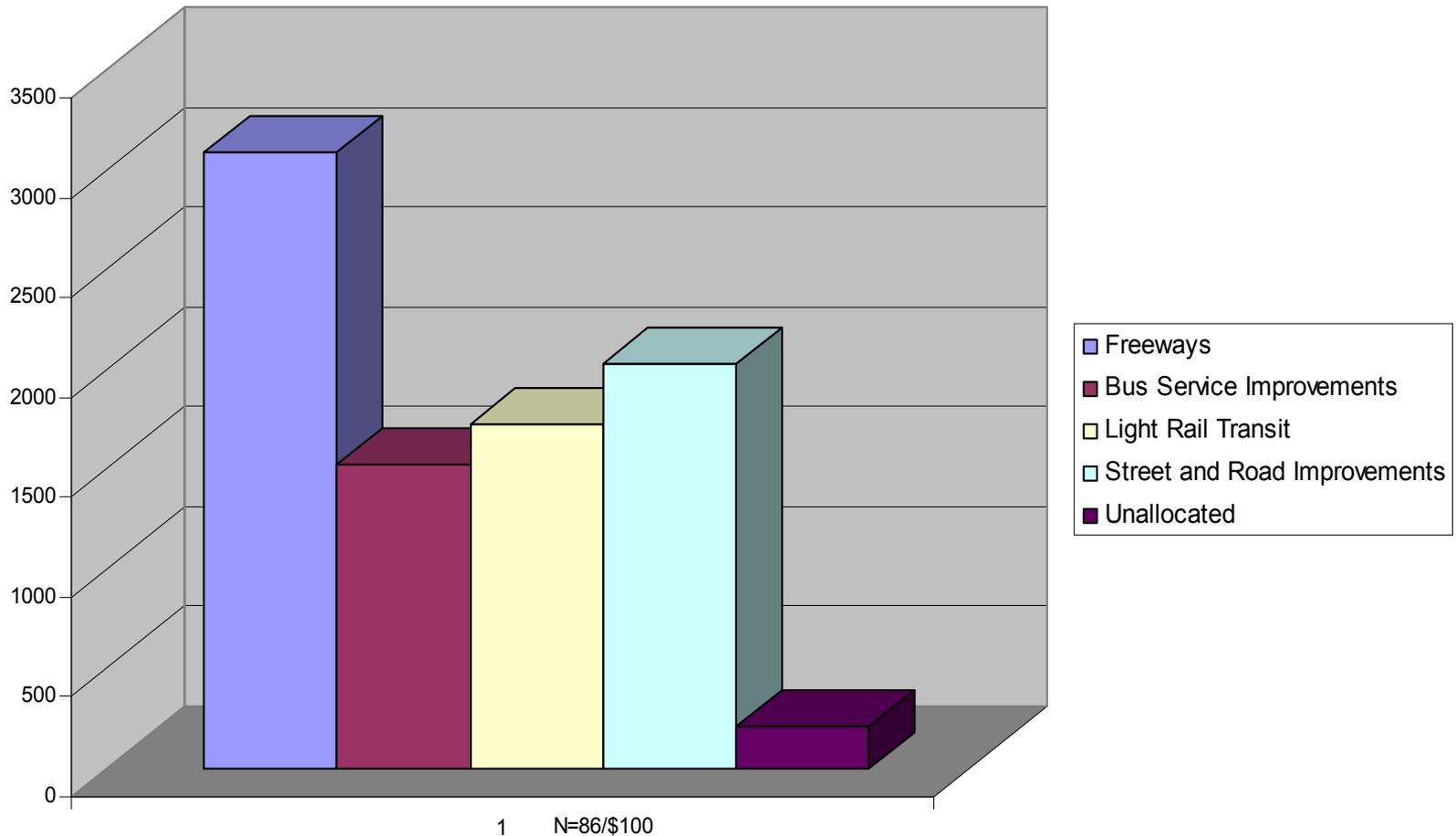
NW Valley Transportation Coordinators May 21, 2003  
How would you distribute \$100 among the following areas?



# Loop 202 Freeway Opening

Red Mountain/Loop 202 Freeway Opening  
January 11, 2003

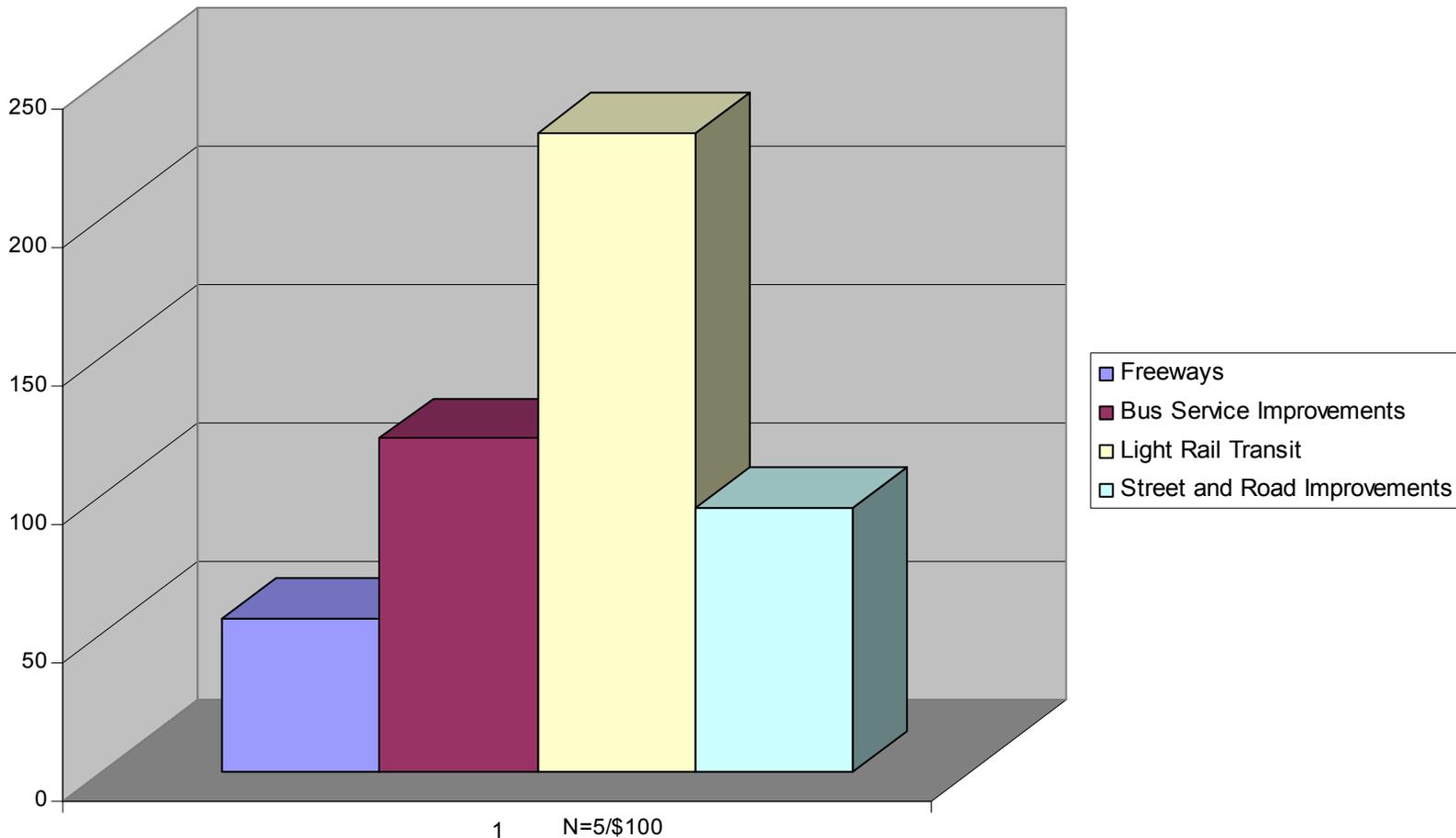
How would you distribute \$100 among the following areas?



1 N=86/\$100

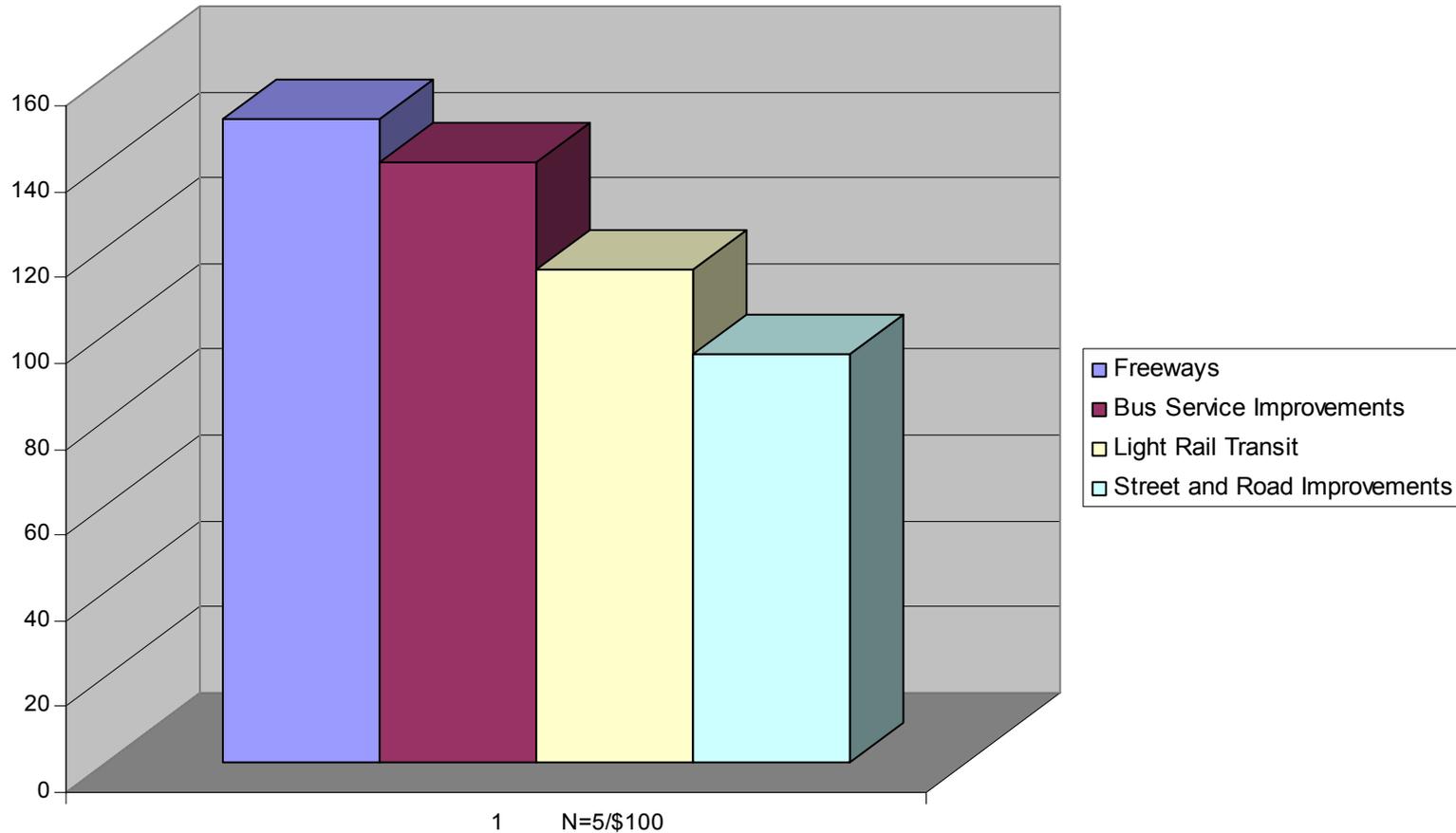
# Black History Event-Peoria

**Black History Event Peoria February 2003**  
**How would you distribute \$100 among the following areas?**



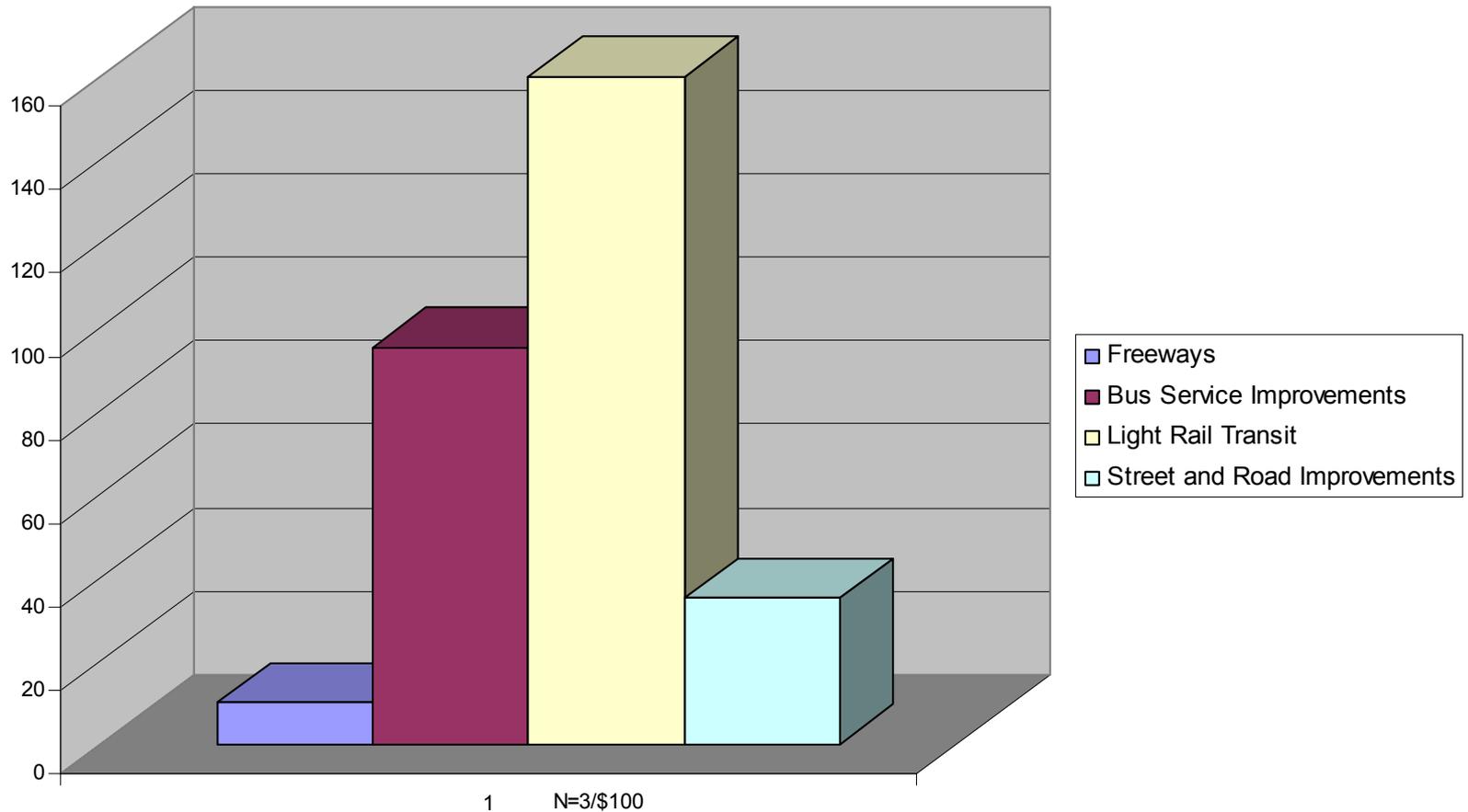
# Black History Event-Phoenix

Black History Event Phoenix February 2003  
How would you distribute \$100 among the following areas?



# Tempe Rotary

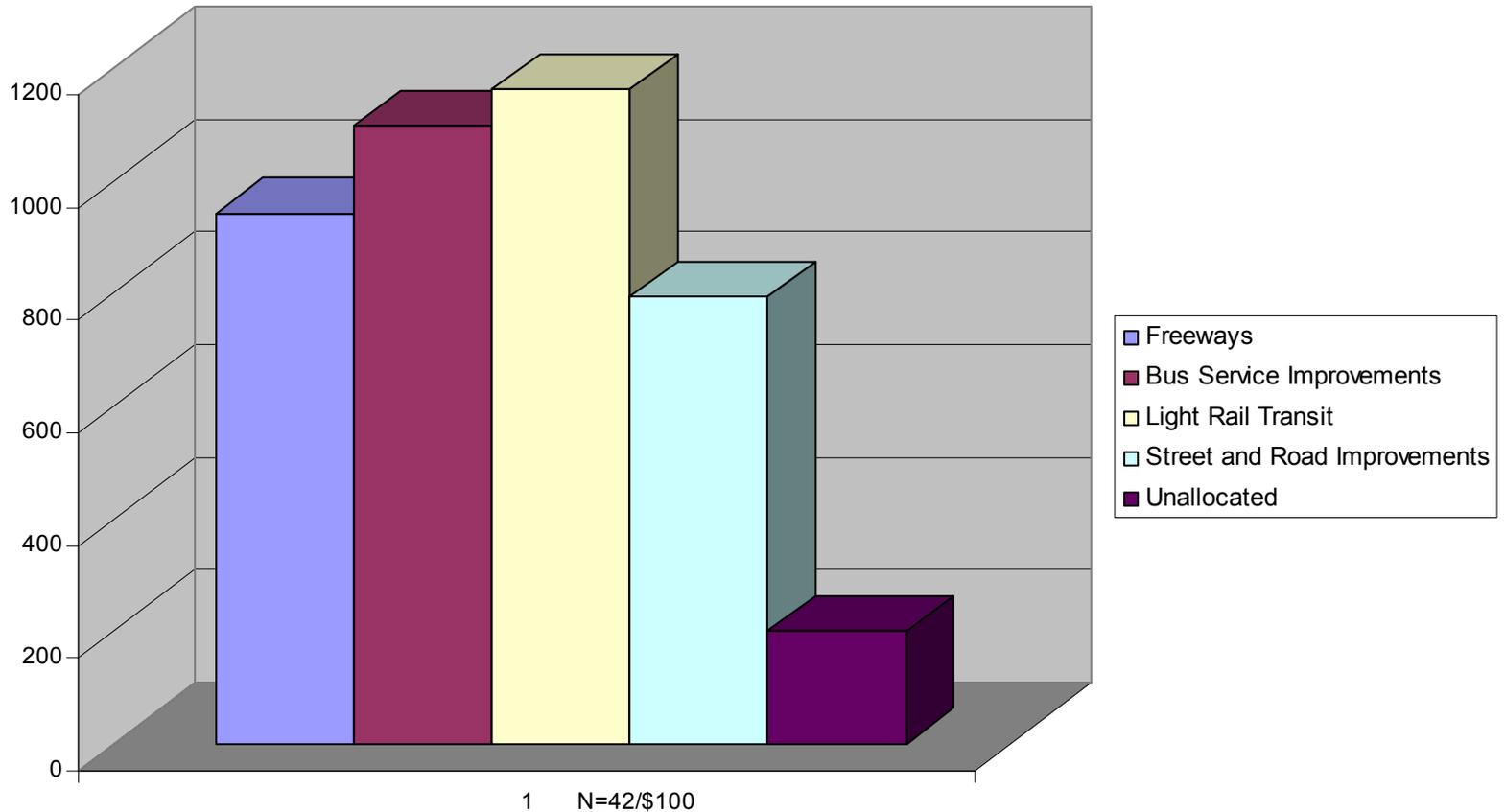
Tempe Rotary February 2003  
How would you distribute \$100 among the following areas?



# Spanish Business Expo

Business Expo Spanish Seminar Civic Plaza February 6, 2003

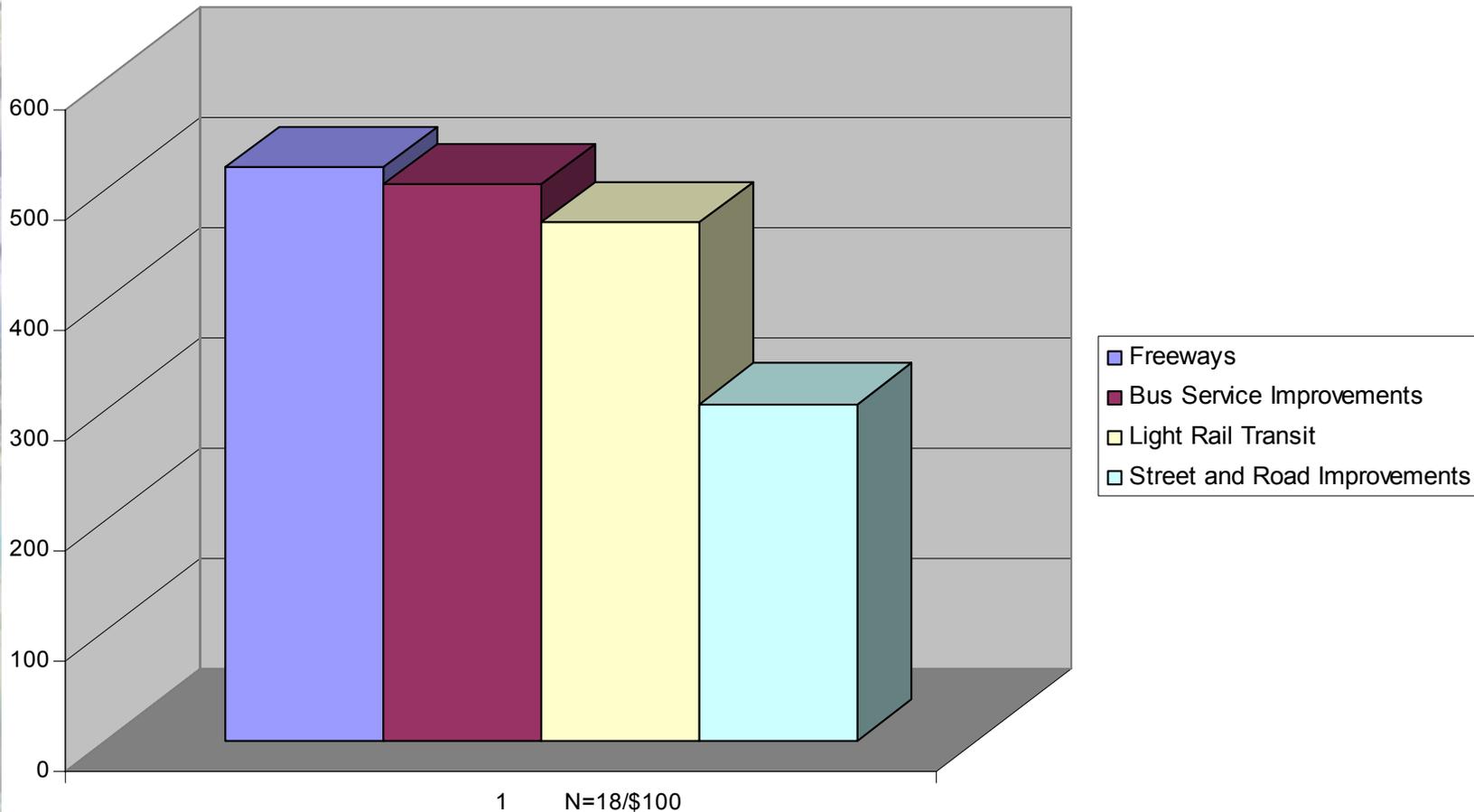
How would you distribute \$100 among the following



# Phoenix Latino Institute

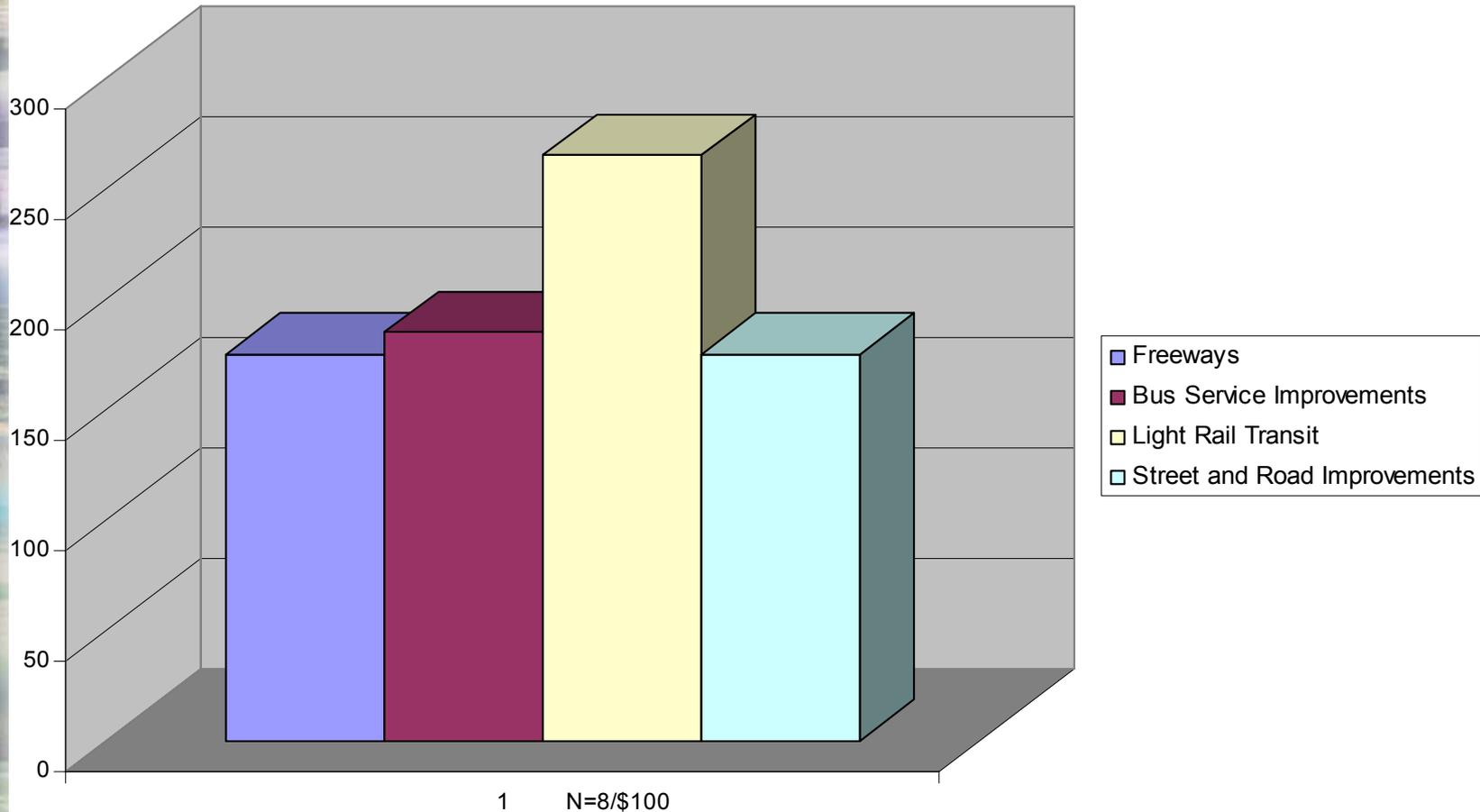
Phoenix Latino Institute at Paradise Valley Community Center  
February 8, 2003

How would you distribute \$100 among the following areas?



# Hispanic Chamber of Commerce

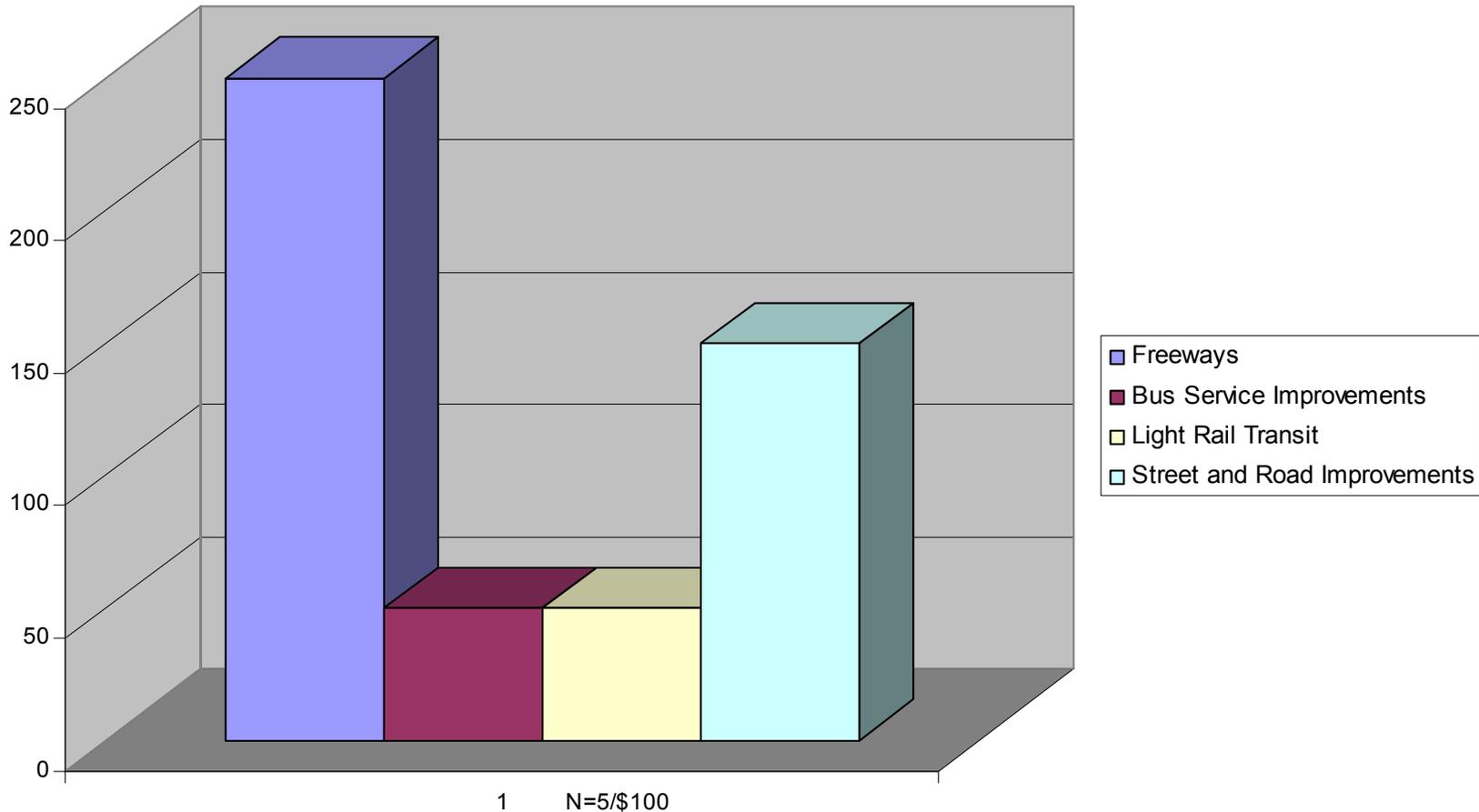
Arizona Hispanic Chamber Of Commerce May 13, 2003  
How would you distribute \$100 among the following areas?



# Glendale Open Houses

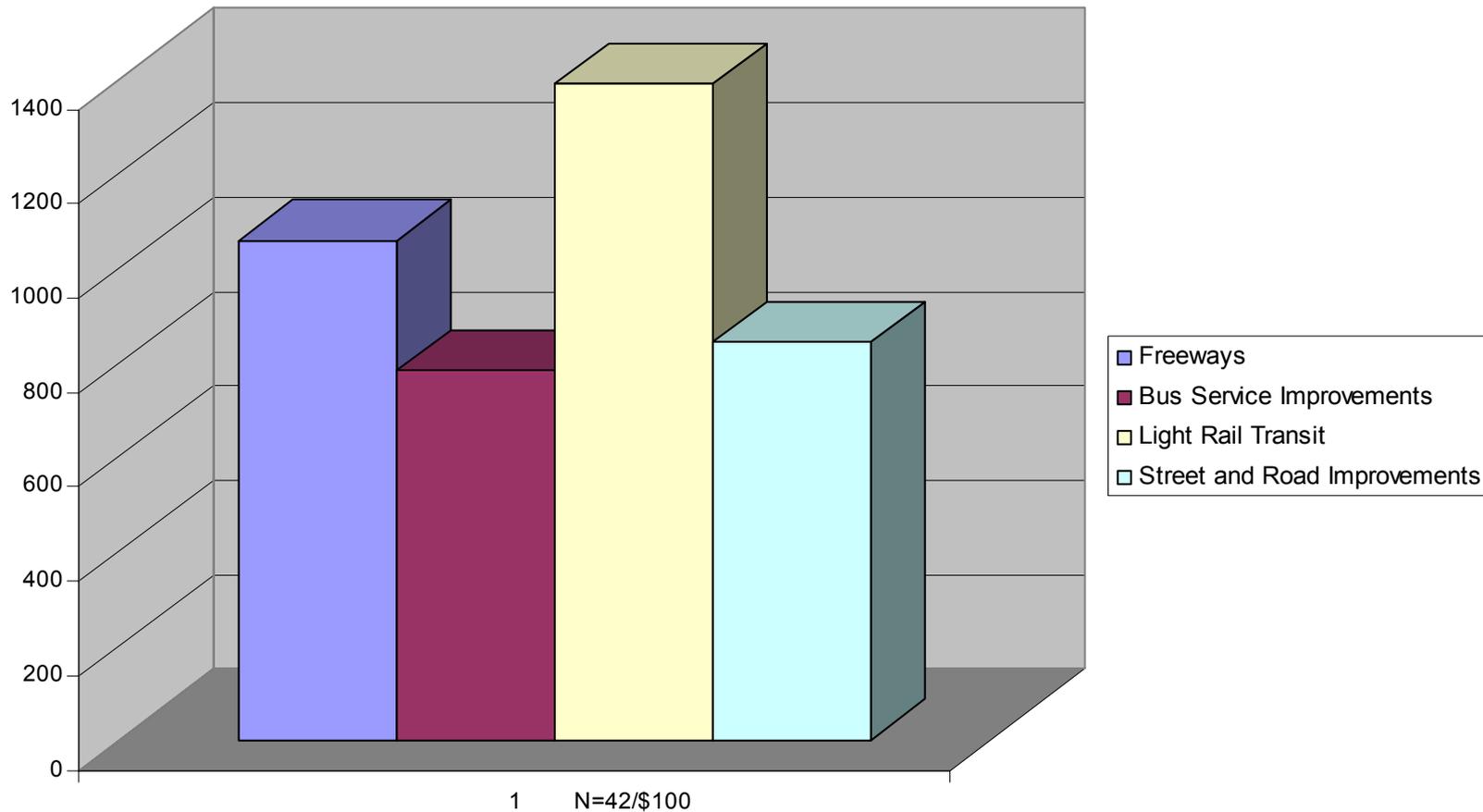
Glendale Transportation Open House May 15, 21, 22, 2003

How would you distribute \$100 among the following



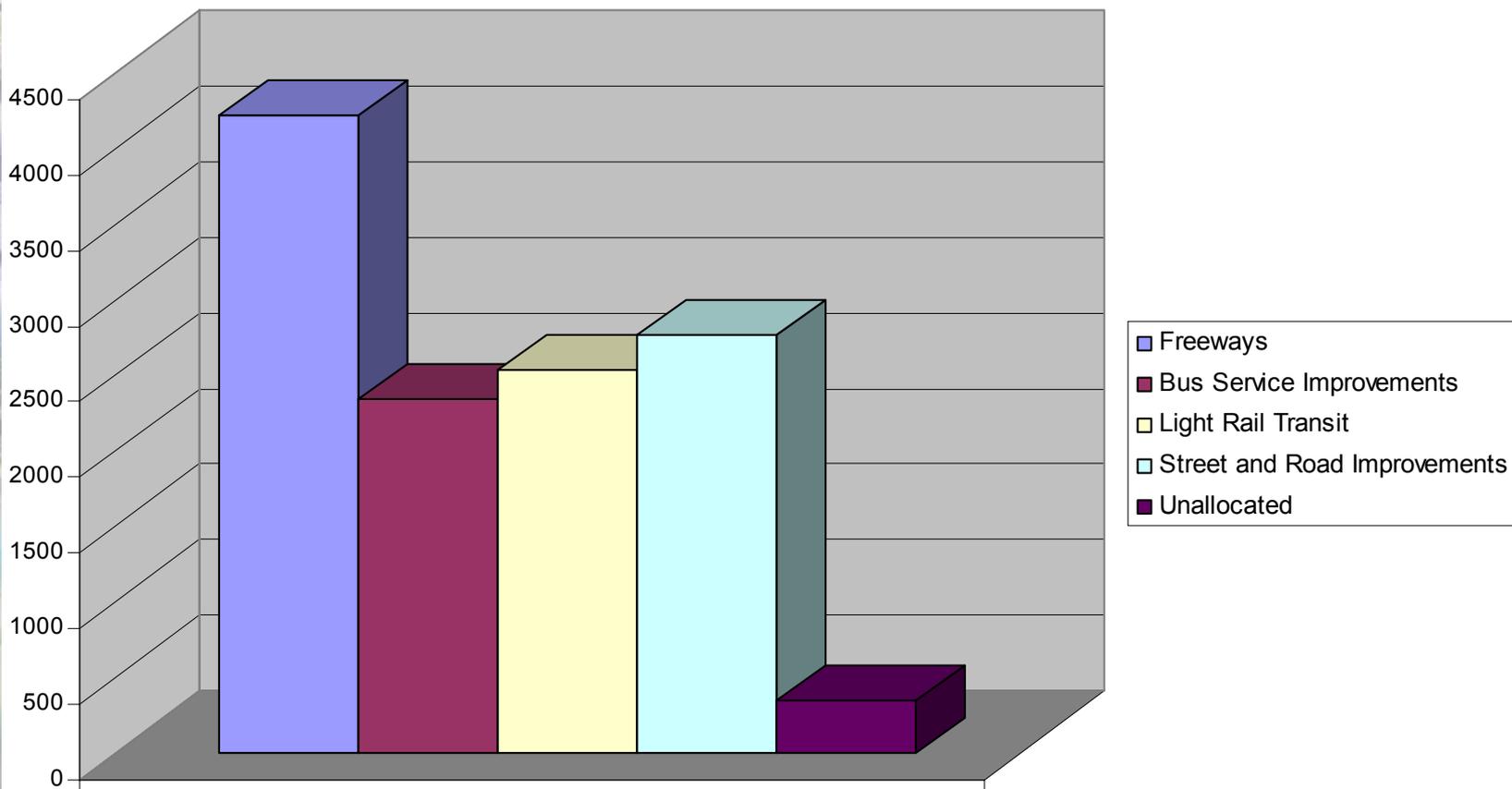
# Arrowhead Mall

**MAG At The Mall - Arrowhead May 17, 2003**  
**How would you distribute \$100 among the following areas?**



# SR 51 Freeway Opening

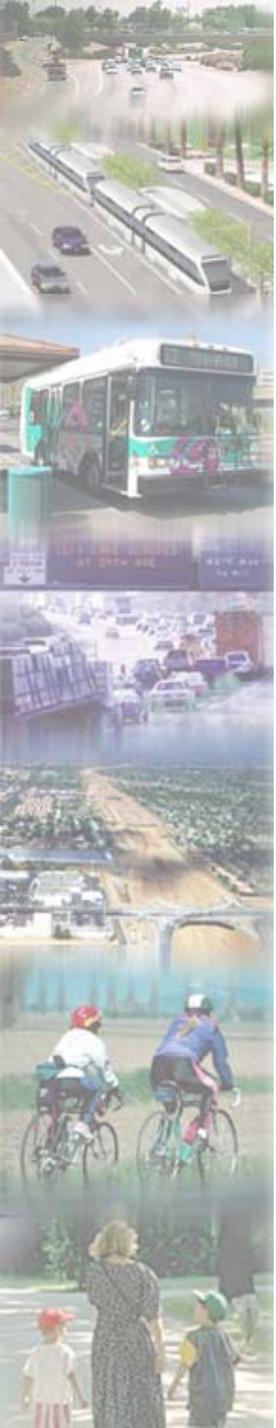
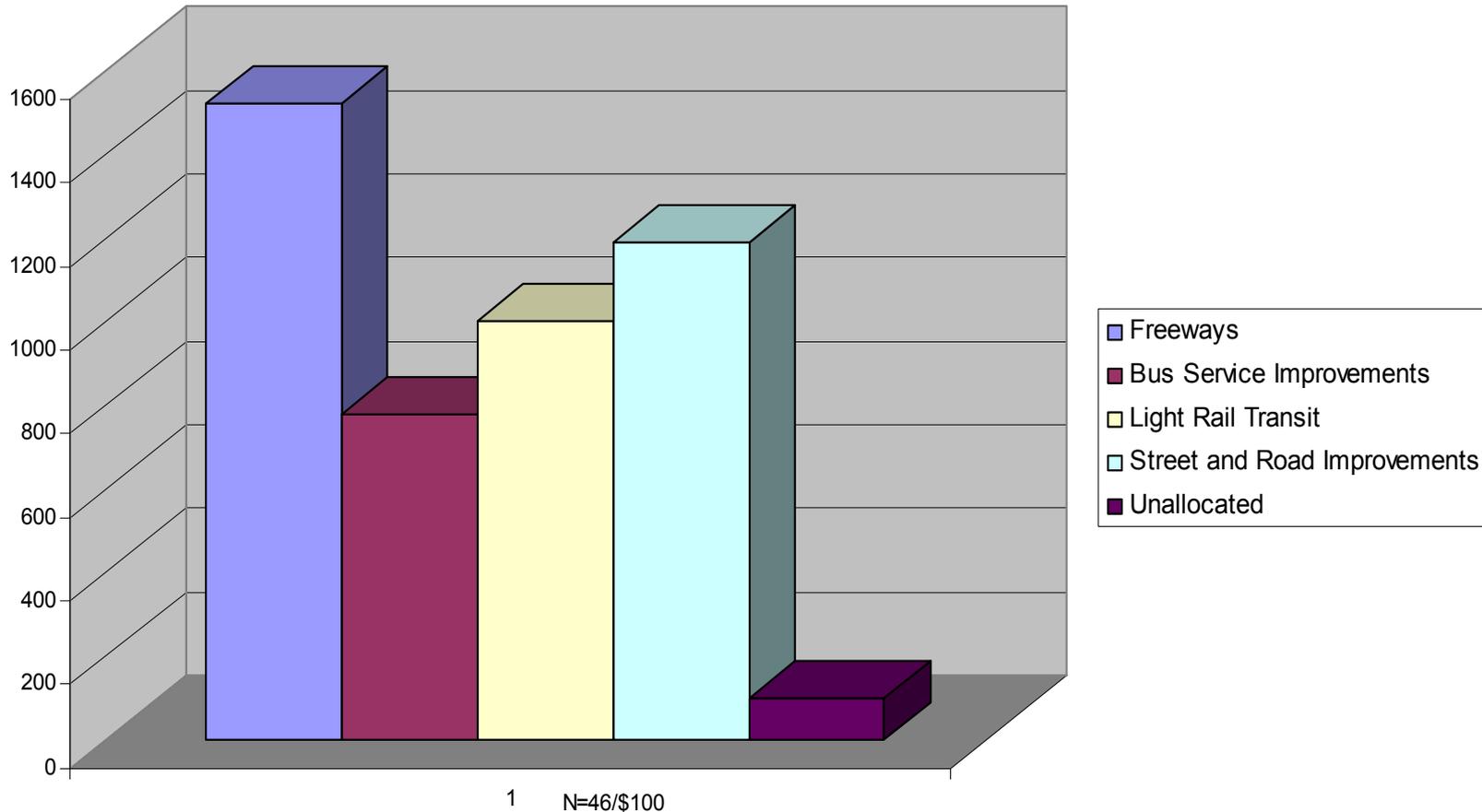
SR 51 Freeway Opening Bell Rd to 101 May 24, 2003  
How would you distribute \$100 among the following areas?



1 N=122/\$100

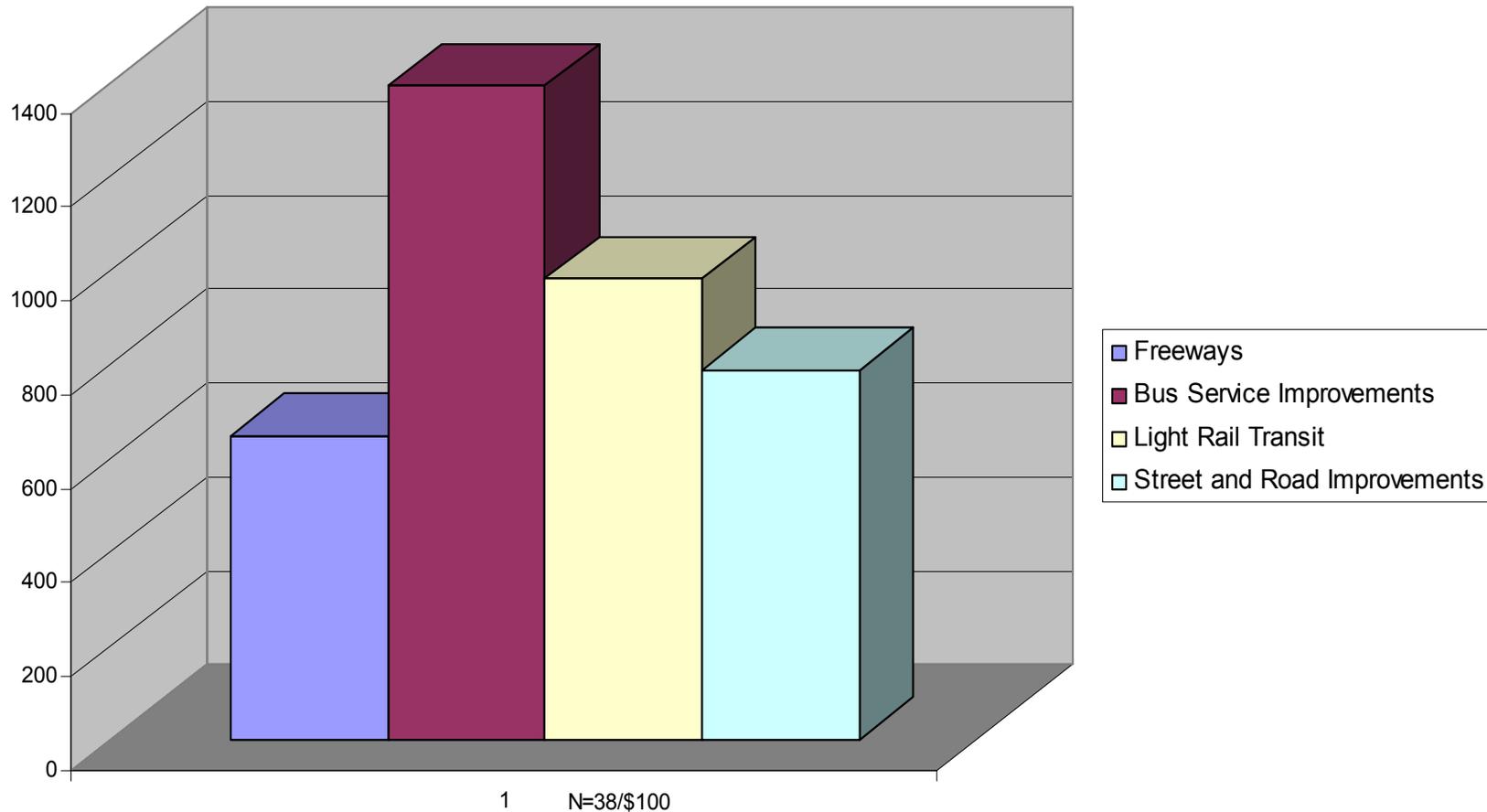
# Chandler Fashion Square

**MAG At The Mall - Chandler Fashion Square May 31, 2003**  
**How would you distribute \$100 among the following areas?**

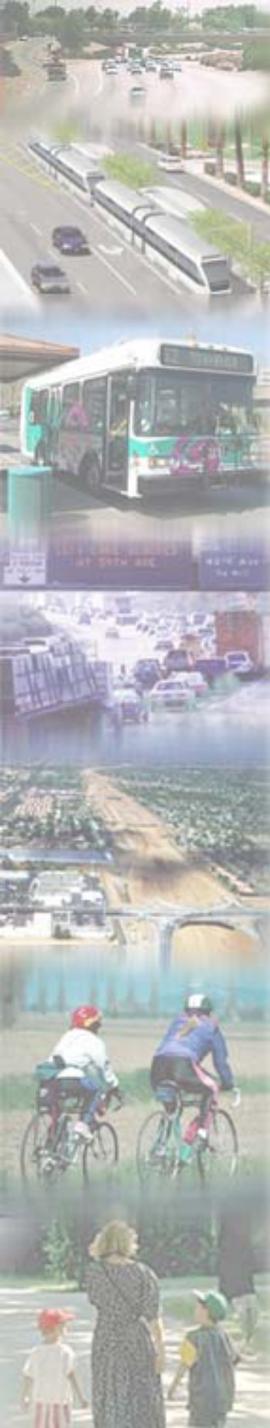


# Spectrum Mall

**MAG At The Mall - Spectrum June 7, 2003**  
**How would you distribute \$100 among the following areas?**



# LetsKeepMoving.com



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## Let's Keep Moving!

MARICOPA ASSOCIATION OF GOVERNMENTS

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- [The Plan](#)
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- [The Poll](#)
- [The Process](#)
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### Let's Keep Moving!

It should surprise no one to learn that Maricopa County is among the fastest [growing regions](#) of the United States. Anyone who has been in the Valley for more than a few years has seen it happen – and lived with the consequences, good and bad.

More than 3 million people inhabited the Valley at the beginning of the new century – and that number is expected to more than double in the next 20 or so years. Where will those people live? Where will they work? Where will they shop? And how will they get there? Will the inevitable influx



Internet

# *Let's Keep Moving!*

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