Capitol/I-10 West Light Rail Extension

JANUARY 2020 PUBLIC MEETINGS SUMMARY

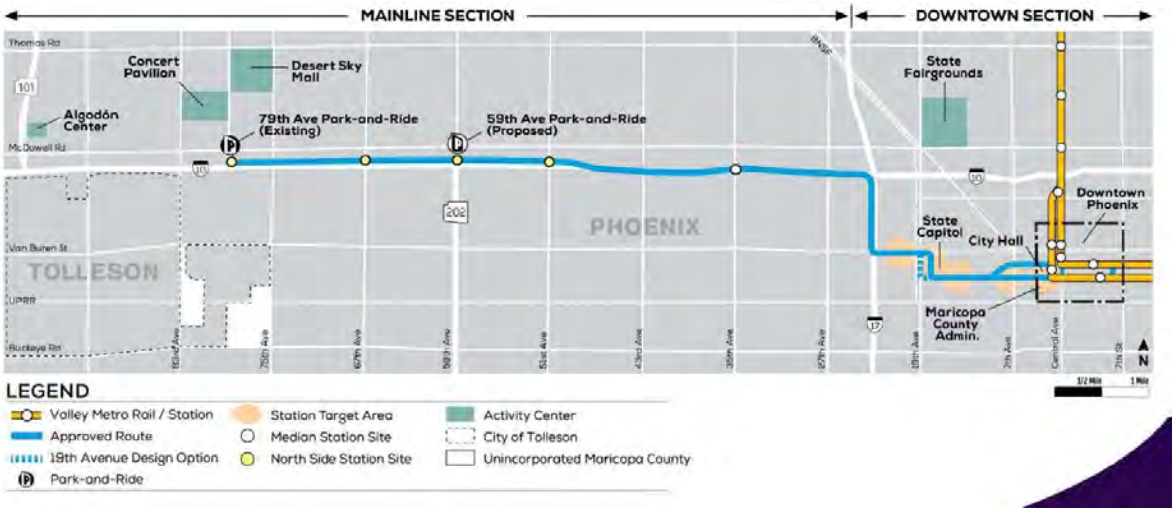
Table of Contents

Background 1
Purpose 1
Notifications 1
Locations and Venues 1
Attendance 2
Meeting Notification 2
Materials 5
Meeting Content 5
Public Input 6
Public Comments 6
Appendix (see additional document on webpage) 9
A – Notifications 10
B – Materials 24
C – Written Public Comments 52
D – Online Public Comments 63

BACKGROUND

The Capitol/I-10 West Light Rail Extension project is currently planned to operate between Downtown Phoenix and the 79th Avenue Park-and-Ride. Figure 1 illustrates the project's 2012 Approved Route.

Figure 1: 2012 Approved Route



PURPOSE OF THE PUBLIC MEETINGS

A series of public meetings were hosted in January 2020 to inform the public of the project's history and current status in order to seek feedback on project elements including options for the Downtown Section light rail route, potential extension of the end-of-line from the 79th Avenue Park-and-Ride to Desert Sky Mall, potential phasing options to accelerate completion of the project, Mainline Section transit mode options and next steps for the project. Each meeting offered the same information and was followed by an open house with staff available to answer questions from and discuss the project with meeting attendees. All meeting materials, including a narrated (English and Spanish) version of the presentation were provided on the project webpage.

NOTIFICATIONS

LOCATIONS AND VENUES

The project will connect to the South Central Extension/Downtown Hub, travel west to the State Capitol, north along Interstate 17 and then west along Interstate 10 to the 79th Avenue Park-and-Ride. The three public meeting locations were selected in consideration of these key areas along the project corridor and were hosted at the following dates and locations:

Tuesday, January 14 | 6:00 – 7:30 p.m.
Desert West Community Center
6501 W Virginia Ave., Phoenix

Wednesday, January 15 | 6:00 – 7:30 p.m.
Isaac Middle School

3402 W McDowell Rd., Phoenix

Saturday, January 18 | 9:00 – 11:00 a.m.
Spanish language public meeting followed by English presentation
Neighborhood Ministries
1918 W Van Buren St., Phoenix

The meeting venues were selected based on:

- Location within the project area.
- Americans with Disabilities Act (ADA) accessibility.
- Accessibility by public transit.
- Free and ample parking availability.
- Ability to accommodate anticipated capacity.
- Ability to accommodate technical and audio/visual needs.

January 15, 2020 Public Meeting at Isaac Middle School

ATTENDANCE

The three public meetings hosted a total of 95 attendees. Table 1 provides a breakdown for each public meeting. Copies of the sign-in sheets are available in Appendix B.

Table 1: **Attendance**

Date	Location	Number of Attendees
January 14	Desert West Community Center	20
January 15	Isaac Middle School	37
January 18	Neighborhood Ministries	38

MEETING NOTIFICATIONS

The project team utilized several methods to notify the public about the meetings as described below. Each notification method included details of the meeting purpose, dates, times, locations, accommodation requests and project contact information.

Door Hangers

Fourteen days prior to the first meeting, door hangers were distributed to households in the area from 19th Avenue to 27th Avenue between Van Buren Street and Madison Street, as well as from 19th Avenue to Interstate 17 between Fillmore Street and Van Buren Street. This distribution area comprises 1,335 households. A copy of the door hanger is available in Appendix A.

Canvassing

Flyers were delivered to the following places along the project corridor:

- Apartment Complexes
    - Dakota Apartments
    - Ambassador Apartments
    - Monroe Street Abbey Apartments
    - West Town Court Apartment Homes
    - The Cove Apartments
    - Casa Anita Apartments
    - Bolero Apartment Homes
- Community Centers
    - Neighborhood Ministries
    - Saint Matthew Church
    - Maryvale Revitalization Corporation Headquarter Offices
    - Heart of Isaac Community Center
    - Golden Gate Community Center
    - Desert West Community Center
    - Desert Sky Mall Transit Center
    - Chicanos Por La Causa Engagement Center at Desert Sky Mall
- Schools
    - Capitol Elementary School
    - Saint Matthew Catholic School
    - JB Sutton Elementary School
    - Isaac Middle School
    - Morris Middle School
    - Alta E Butler School
    - Fowler Elementary
    - Carl Hayden High School
    - Esperanza Elementary School
- Government Buildings
    - Phoenix Municipal Court
    - Sandra Day O'Connor US Courthouse
    - Phoenix Police Department
    - Arizona Department of Education
    - Arizona Department of Transportation (refused flyers)
    - Arizona Department of Insurance
    - Arizona Department of Health Services

    - Arizona Supreme Court
    - Arizona Corporation Commission
    - Arizona Department of Administration
- Grocery Stores
    - Jefferson Food Market
- Libraries
    - Desert Sage Library

Signage

An A-frame sign was placed at the 79th Avenue Park-and-Ride one week prior to the first public meeting. A copy of the sign is included in Appendix A.

Community Partners and Organizations

- City of Phoenix Council
    - Article published in the January 8, 2020 PhxConnect newsletter for City of Phoenix employees promoting the public meetings
    - District 5:
        - Vice Mayor Guardado included meeting information in email signature lines
        - Canvassed the neighborhood adjacent to the first meeting location
        - Included information in the District 5 December and January newsletters
    - District 7
        - Councilman Nowakowski included meeting information in weekly newsletter

Electronic Mail

On January 10, 2020, an email was distributed to the Valley Metro project stakeholder list (277 original emails), inviting the public to the meetings. A copy of the email is included in Appendix A.

Media

Table 2: **Media Outlets**	
Purchased Ads	Outlet Type
La Voz Newspaper Ad	Print
Prensa Hispana Newspaper Ad	Print
Facebook Ads (English & Spanish)	Online
Instagram Ads (English & Spanish)	Online

On January 6, 2020, Valley Metro Communications issued a media advisory to English and Spanish language news media (print, radio and broadcast) announcing the public meetings and providing an overview of the project. A copy of the media advisory (English and Spanish) is included in Appendix A.

Media ads were also purchased by Valley Metro for the outlets indicated in Table 2. Copies of each ad are also included in Appendix A.

The following organizations promoted the public meetings on their social media accounts: Valley Metro, City of Phoenix, Maricopa Association of Governments, Maryvale Revitalization Corporation, and Friends of Transit. Valley Metro tracking showed 6,327 stakeholders viewed, liked, commented or clicked on the postings.

Additionally, Valley Metro purchased social media ads to boost awareness of the meetings on Facebook and Instagram. The campaign ran from January 8th to January 18th, resulting in 500,035 total impressions and 4,458 clicks. A copy of the analytics is included in Appendix A.

MATERIALS

MEETING CONTENT

Presentation

The formal presentation was given by members of the project team in order to inform the public about the following:

- Project overview
- Brief History
- Downtown Section reevaluation
- Current status
- Potential extension to Desert Sky Mall
- Project acceleration
- Next Steps

A copy of the presentation and other materials, listed below, are all provided in Appendix B.

Display Boards

During the open house sessions of the meetings, 16 boards were available for public viewing. Valley Metro staff was available to answer any project-related questions following the formal presentation. The boards displayed information from the formal presentation in addition to providing more detailed information about exclusive busway, transit type comparison and typical project funding.

Victoria Bray, Valley Metro, referencing the roll plot to answer stakeholder questions and concerns.

Roll Plot

An enlarged map of the 2012 Approved Route (*see photo above*) provided a detailed view of the project study area and alignment. Meeting attendees could write on the map or post-it notes, presenting questions or informational items.

Website

Prior to the public meetings, all meeting materials, including a narrated (English and Spanish) version of the presentation, were posted to the project webpage. The English presentation had a total of 370 views and the Spanish presentation had 60 views.

Accommodation

No requests for accommodation were received. However, to accommodate the high percentage of project area community members who are monolingual Spanish speakers, a Spanish language interpreter was available at the meetings along with several bilingual staff members. Using audio headsets and individual translation, oral translation of the meeting materials and presentation was provided for attendees requesting, or identified as needing, assistance. Additionally, one of the public meetings was presented in Spanish (with English translation available).

Feedback Form

Stakeholders filling out online feedback forms during January 18, 2020 Public Meeting at Neighborhood Ministries.

A feedback form was available at the meetings and online to allow in-person and online meeting participants to provide their feedback on options for the Downtown Section light rail route, a possible extension to Desert Sky Mall and potential phasing options to accelerate project completion. In addition, the form provided an option for open-ended comments on the project. The two-page form was provided in English and Spanish and an option for participants to include their contact information to be added to the project's stakeholder database.

PUBLIC INPUT

PUBLIC COMMENTS

Valley Metro provided various opportunities to submit written comments starting on January 14, 2020 through March 27, 2020, including:

- Copies of the feedback form provided at each public meeting
- Online feedback form on the project website at www.valleymetro.org/capitol
- Direct communication with community outreach staff

Table 3: **Summary of Feedback Forms**

Comment Type	English	Spanish
Paper feedback form	19	2
Online feedback form	161	1
Totals	180	3
GRAND TOTAL	**183**	

In total, 183 feedback forms were received through these outreach methods, as shown in Table 3.

The questions and comments collected from 183 respondents from both online and paper feedback forms have been summarized in Figures 2 and 3 below (**see the full list of forms, questions and comments in Appendices C and D**).

Figure 2: **Public Comment Summary**

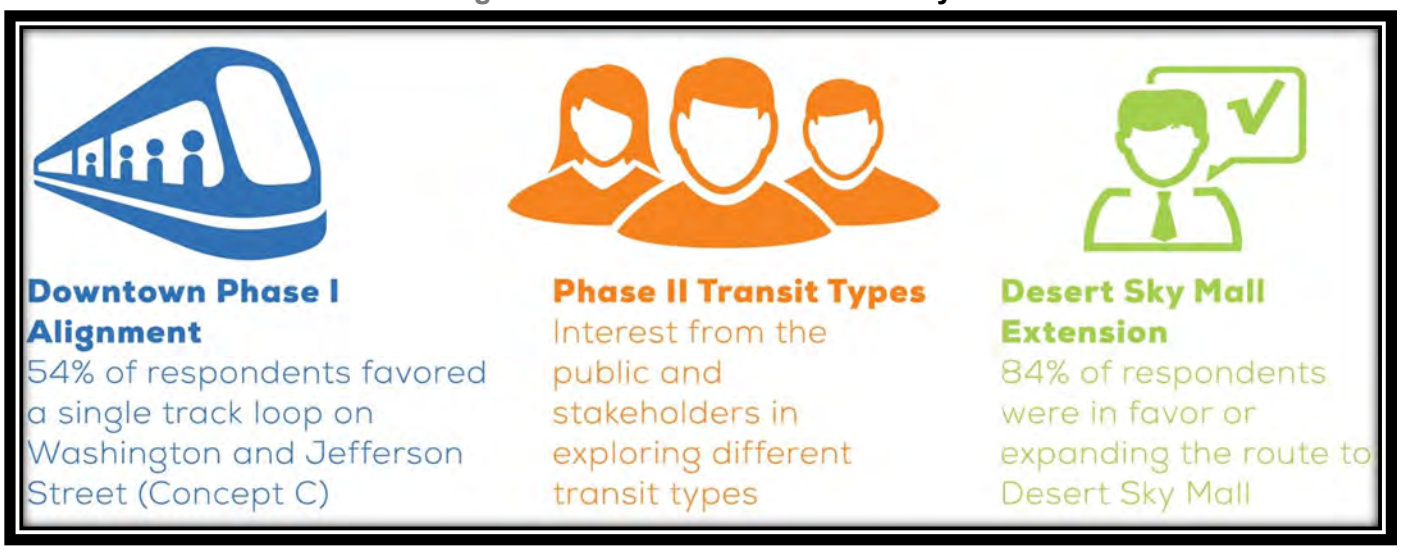


Figure 3: **Public Comment Summary Continued**