

Memorandum

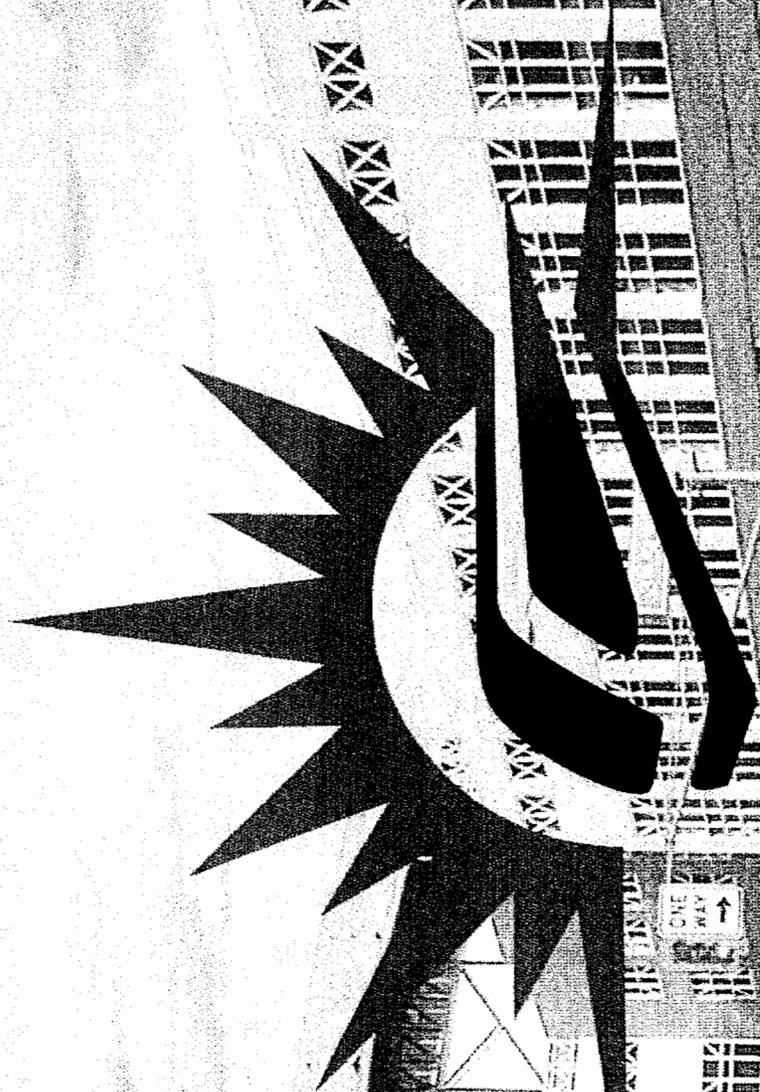
Public Works Department



DATE: March 21, 2008
TO: Mayor & Council
FROM: Jyme Sue McLaren, Light Rail Project Manager (350-8803)
THRU: Glenn Kephart, Public Works Manager (350-8205)
SUBJECT: **LRT Safety Campaign Presentation – IRS 4/3/08**

In April 2008 Valley Metro Rail (VMR) will begin testing the light rail system within downtown Tempe and in June 2008 testing will be expanded to Apache Boulevard. Each vehicle in the METRO fleet must be checked to ensure it meets safety and performance specifications. The rail, signals, power system and all other components are also tested to ensure quality performance. METRO has developed a safety campaign to educate drivers, bicyclists and pedestrians on safety tips while traveling along the light rail system. Richard Simonetta, Chief Executive Officer of Valley Metro Rail, Inc. and Marty McNeil, Marketing Manager will provide Councilmembers a presentation on the light rail safety campaign. This presentation is for information purposes.

Attachment: LRT Safety Campaign Presentation



METRO

ONE WAY
↑

ONE WAY
↑





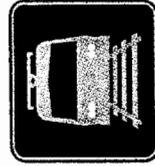
Traffic Safety by Design

METRO designers reviewed other systems' best practices.

- Houston
- Salt Lake City
- Minneapolis

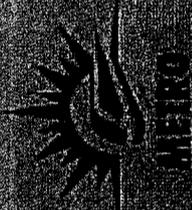
Lessons learned

- No shared lanes
- Protected left turns with *train approaching* symbol
- Alley crossings have *Stop here for train* signs



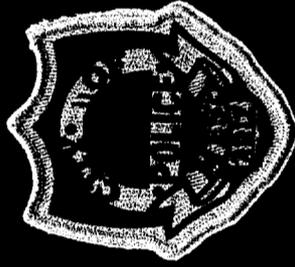
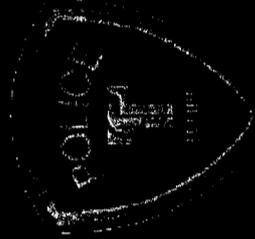
**STOP
HERE
FOR
TRAIN**





Leveraging Partnerships

- City of Tempe
- Mill Avenue District
- AAA Arizona
- ADOT Motor Vehicle Division
- ASU - Phoenix Suns - Az Dbacks
- Az Injury-Free Coalition for Kids
- Az Driver Safety Education Assoc.
- Sky Harbor Airport
- Tempe CVB
- Valley businesses & employers
- Boys & Girls Clubs



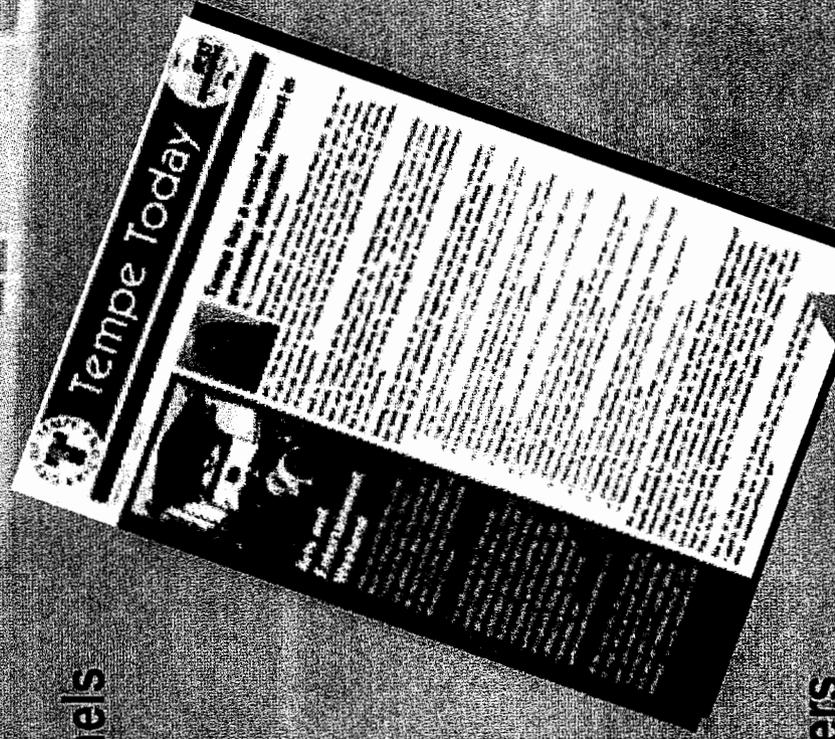
LIGHT RAIL
SAFETY





Education Materials

- All City of Tempe communication channels
- Brochures
- Driver education video
- www.MetroLightRail.org/Safety
- News media
- Advertising: TV-radio-print-outdoor
- Door-hangers & direct mail
- Personal presentations
- Fliers and posters
- Paycheck stuffers & employee newsletters



Welcome to **Tempe in Touch**



METRO

Messages

- Obey the traffic signals.
- Light rail is quiet: listen and look around the tracks.
- Pedestrians use the crosswalk.
- Don't stop your car on tracks.
- No biking, walking or skateboarding in the trackway.



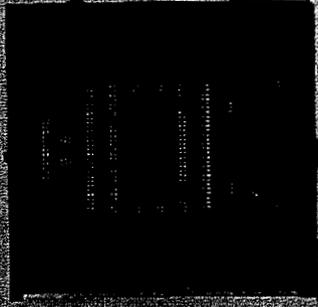
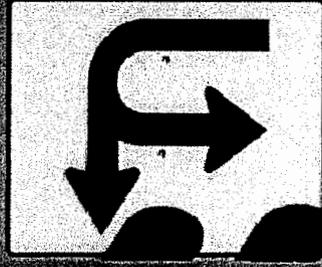
For Kids

- Stop – look – and – listen.
- Use the crosswalk – obey the signals.
- Don't hang out near the tracks



Guiding Driver Behavior

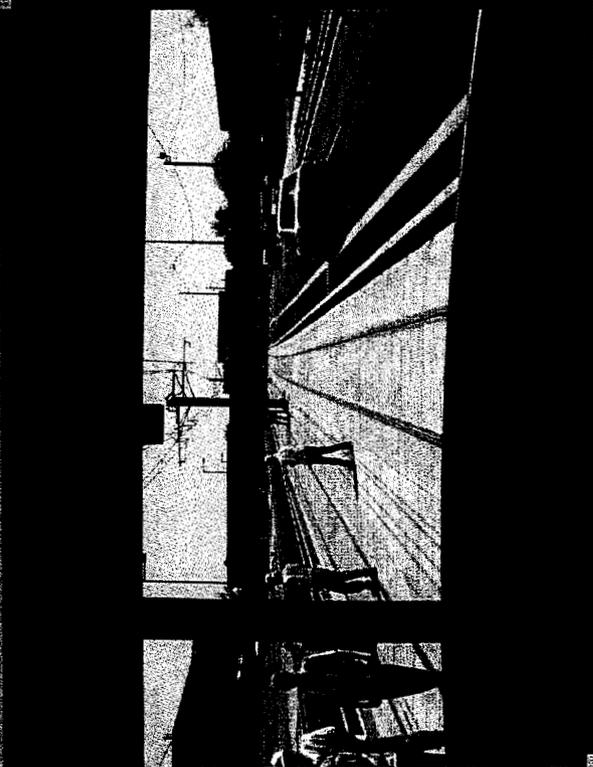
- METRO safety info in the Az driver's license manual and exam
- METRO driver safety training video distribution
 - Public & private school driver ed teachers
 - Az Supreme Court diversion program
- Lane markings and signage guide behaviors. No new learning.





Testing: Safe Streets

- Tempe Police Dept controls intersections
- Traffic signals or flagmen
- Testing is part of the public education process.





Testing Timeline

- Spring Test east Phx-Tempe. Stop just east of Mill Ave.
- Early summer Expand east into Mesa
- Summer & Fall Downtown & north Phoenix
- Fall Full system integration testing w/ Rail Control Center
- December – open for passenger service



Education is sustained - continuous - expanding
We focus on test area with continuous expansion as testing expands.