

Building Strong Coalitions to Build Transit in Five Simple Steps

Tucson's Modern Streetcar



Presented by Steve Farley | CDC Rochester | March 2016

Step One:

**Understand your
historical roots**

TUCSON 1854

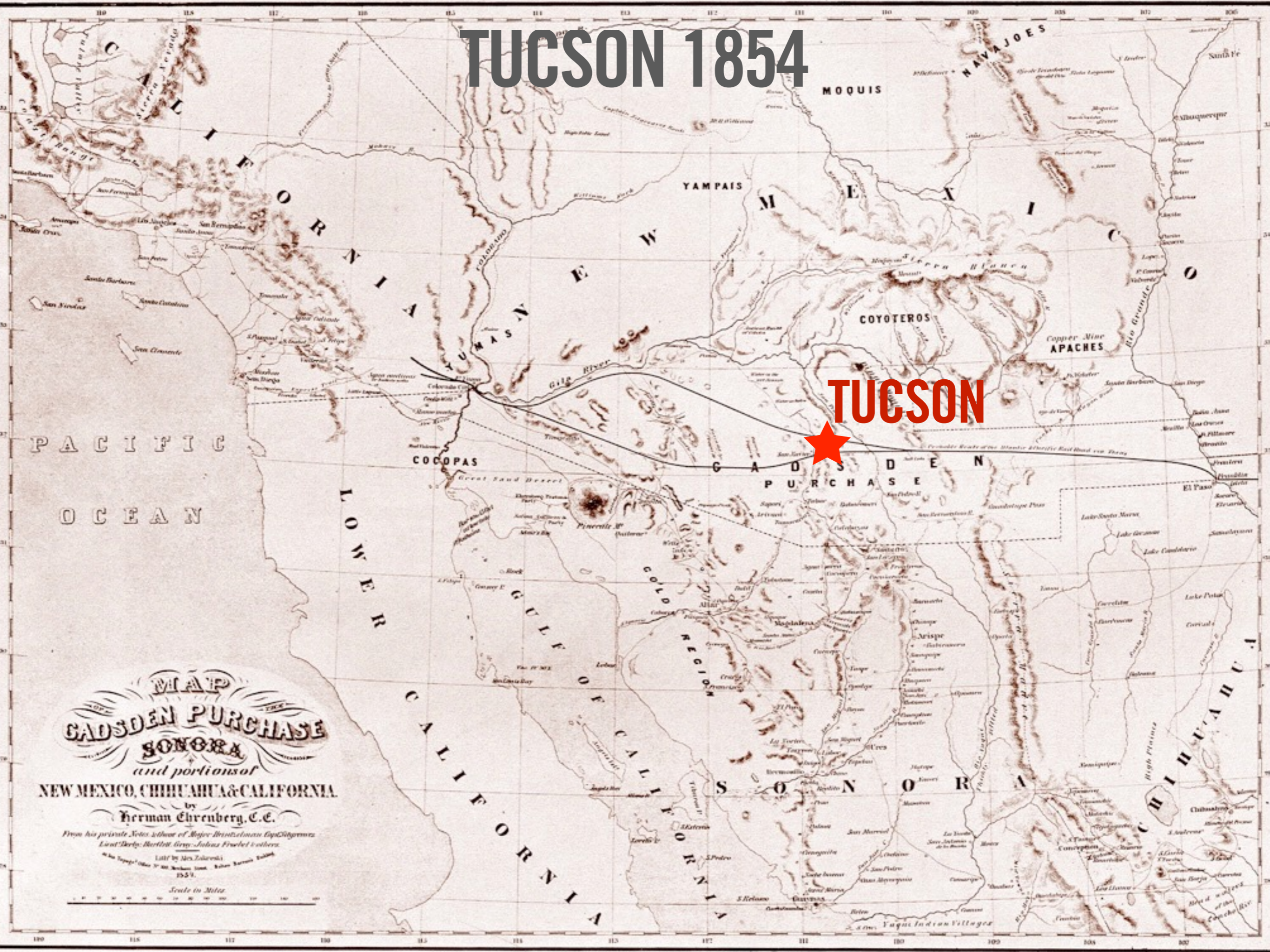
TUCSON



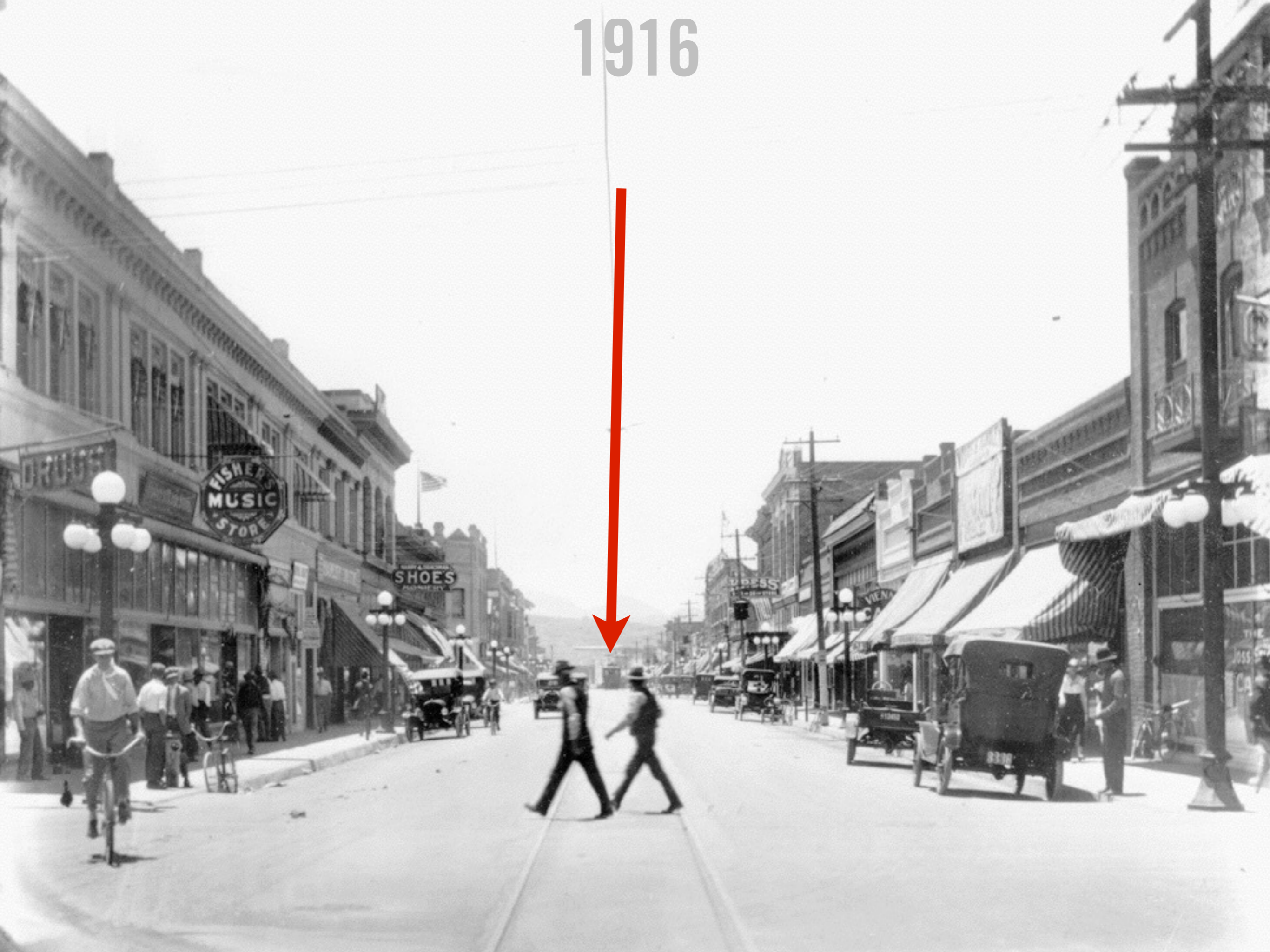
MAP
OF THE
GAUSDEN PURCHASE
SONORA
and portions of
NEW MEXICO, CHIHUAHUA & CALIFORNIA.

by
Herman Ehrenberg, C.E.
From his private Notes & those of Major Branstetter, Capt. Cleggren,
Lieut. Derby, Berthel, Gray, Julius Fruebel & others.
Lith. by Mrs. Zukowski
1854.

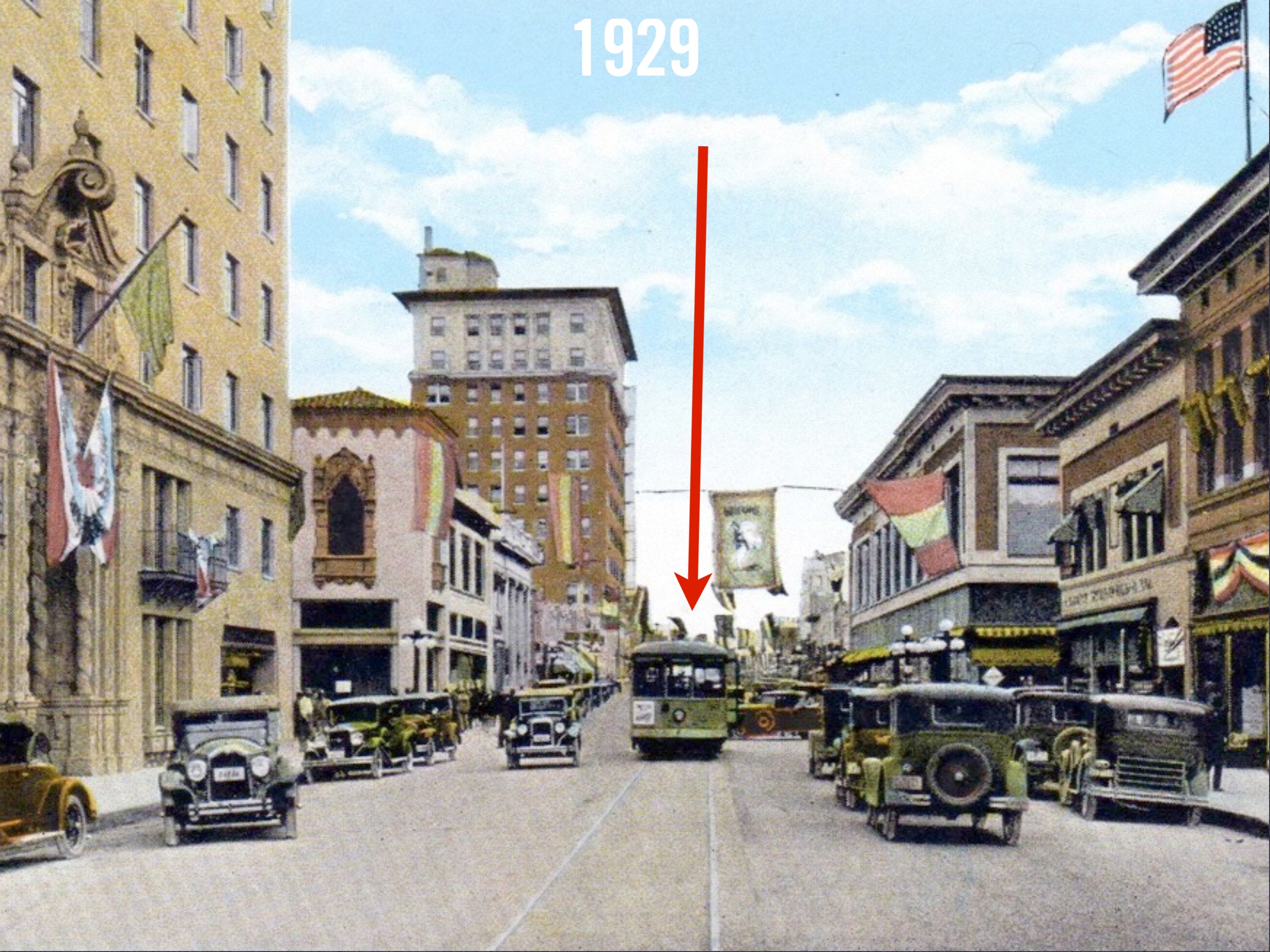
Scale in Miles



1916



1929



Snapped on the Street

A COMMUNITY ARCHIVE OF PHOTOS AND MEMORIES FROM DOWNTOWN TUCSON 1937-1963



1970s-1990s





Seferino Flores was ecstatic at the dedication of a street-scenes mural depicting Tucson from 1937 to 1963. Fourteen separate scenes of Tucsonans make up the mural "Windows to the Past, Gateway to the Future," which is the result of artist Stephen Farley's vision and a \$172,000 grant.



Photos by David Sanders, The Arizona Daily Star

All Tucsonans see themselves in mural

By L. Anne Newell
The Arizona Daily Star

Many people see themselves or their family members in the historic street-scenes mural along the Broadway underpass.

Some are right; some are wrong. Artist Stephen Farley drew laughs from more than 1,000 onlookers at a weekend dedication ceremony as he relayed the many inquiries he's received since the mural went up.

"I've gotten hundreds of calls from people convinced it was them or their families up there," he said. "None of them were right."

But, he said, the calls illustrate an important point: "People are really seeing themselves on the wall, and it makes me really happy because I was hoping all Tucson would see this as themselves."

For a few Tucsonans, the tiled photos are larger-than-life images.

"There are times in life that for one reason or another you feel like you're 10 feet tall," said Bill Cote, who now rests permanently on the second scene from the left.

"But never did I think I'd be 18 feet tall," he added, to the delight of the crowd Saturday night.

In another mural scene, Morton Tuller and his then-wife Sylvia make for a sporting couple while walking down Congress Street in 1953.

The couple had just decided to turn their jewelry and trophy store into Tuller Trophy Factory and were walking to a drugstore to celebrate their decision.

At the time, the jewelry store had lost a lot of business because of a city decision to eliminate nearby parking. As a result, the Tullers were making more money from engraving mail-order trophies than from selling jewelry. Mort Tuller recalled at the dedication ceremony.

The couple moved the store to the corner of North Fourth Avenue and Broadway, where they

operated for six years before relocating to 525 N. Sixth Ave. The couple's son still runs the business from that location.

"This has enabled me to do exactly what I wanted: I've become a part of Tucson," Tuller said.

"I go to people's houses and see my (trophy) work or to the UA and see it there, but to be up there is just unbelievable."

The couple met in 1947 when Sylvia went to Chicago, Mort's hometown, for a vacation. After he came to Tucson to marry her, the couple moved to Chicago and then to Hollywood for a time before returning to Tucson in 1953.

Sylvia Tuller died in 1987. Mort Tuller attended the dedication ceremony with his second wife, Verza.

The mural also has a deep meaning to Tucsonan Blanche Cordova.

She and Joe Rodriguez, in the fifth mural from the right, were on their way to Daniel's Jewelers to buy their wedding rings in 1949 when a sidewalk photographer snapped their picture.

Cordova, who was 17 at the time and had just gained her mother's permission to marry, said her mother gasped when she saw the photo later.

"She said, 'He put his arm around you? And you let him?'" Cordova recalled.

The pair, both Tucson natives, married later that year and remained in Tucson.

Rodriguez died in 1984.

"I don't even have the words to describe how I feel," Cordova said before the ceremony. "I just feel so honored that with all the people living here they chose me. I almost fainted when I heard."

The murals have reunited long-lost friends, and rekindled memories of those who have

See MURAL, Page 8A



Gail Hill, Norma Felix and Irma Rendon in 1944 Tucson



Step Two:

**Find and nurture
your grassroots**

Para nosotros,
nuestros hijos,
y nuestros nietos

**Vote Sí
en 200
y 201**

www.SaveTucson.org


pagado por Citizens for a Sensible Transportation Solution



2000-2014

Citizens For A Sensible Transportation Solution

*a grassroots political committee
for all Tucsonans who want a better future*

www.TucsonLightRail.com

I'd Rather Be Riding Light Rail



Arizona Daily Star

Question 1: The \$2.1 billion Regional Transportation Authority plan for 50 projects in Pima County over the next 20 years including road widening, intersection improvements, bus es, bicycle lanes and sidewalks.
YES
60% 40% (75% reporting)

Question 2: The half-cent sales tax to pay for the RTA plan. If voters OK both the plan and the tax, the tax kicks in July 1 on all items except groceries, rent and prescriptions.
YES
58% 42% (75% reporting)

Question 3: Bonds to build an \$18 million psychiatric urgent-care center at the Kino Hospital campus.
YES
64% 36% (75% reporting)

Question 4: Bonds to go toward building an 80- to 100 bed psychiatric inpatient facility at the Kino Hospital campus.
YES
63% 37% (75% reporting)

Voters greenlight \$2.1 billion road plan



Transportation measure passes on fifth trip to polls

yes!!

VOTE FOR
1 and 2

for REGIONAL TRANSPORTATION



**Tucsonans
for Sensible
Transportation**

“OBSTACLES TO THROUGHPUT”



www.TucsonLightRail.com

I'd Rather Be Riding Light Rail

A Natural Oasis in the Desert



The city of Tucson has allocated \$166 million to improve streets for biking and walking. Local activists want light-rail public transportation, below, built by 2008.



NATURALLY HEALTHY CITY

5 TUCSON ARIZONA [GRADE B+]

VITAL STATS
Population: 466,591
Size: 156 square miles
Average Temperatures: 38° (Jan.), 99° (July)

REPORT CARD
Natural Offerings: D
* One lament: The city has only one USDA-listed farmers market.

Physical Health: B+
* Tucson residents have a lower breast cancer death rate than residents of any other city except Honolulu.

Emotional Health: A+
* Only 16 percent of Tucson residents have high blood pressure.

Spiritual Health: F
* Subpar community spirit: There are only 124 public recreational spots—like aquariums, golf courses, movie theaters, and zoos—at which to gather.

Environmental Health: A
* The city boasts an impressive 1,343,427 acres of parkland.

TUCSON RESIDENTS ARE AMONG the slimmest city dwellers. One reason why is that Tucson makes it easy for residents to use their muscles to get around: Last year the city was named one of North America's most bicycle-friendly cities by the nonprofit group bicyclinginfo.org.

Although Tucson roads are bike-friendly, we found that residents do like their cars. Tucson residents drive 20 million miles total every day, according to the Environmental Protection Agency. To help curb air pollution resulting from so much traffic, a group of local activists is lobbying for more public trans-

portation. Currently, the group Tucsonans for Sensible Transportation (TST) is busy collecting signatures from residents who support light-rail, an electric train system that has been successful in other large cities and is estimated to reduce the number of cars on the road by 20 percent. The group needs 13,000 signatures to get the proposal on November's ballot. (To find out more about TST and the proposed light-rail system, visit www.tucsonlightrail.org.)

Finally, Tucson earned an A+ in our Emotional Health category because its residents, like Albuquerqueans, have low depression and stress levels. It must be the Southwestern sun.

Only 22 percent of Tucsonans are obese, compared to 35 percent of Detroit dwellers.



COMMUNITY THROUGH POLITICAL ACTION

Citizens For A Sensible Transportation Solution



a grassroots political committee
for all Tucsonans who want a better future

CNN.com./U.S.

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Home Page
World
U.S.

Cities to vote on transit system

Friday, October 31, 2003 Posted: 6:38 PM EST (2338 GMT)

TUCSON, Arizona (AP) -- In a city where choked streets are the norm from early morning through the evening rush hour, many believe a light rail system could be the answer for frustrated commuters.



Stephen Farley, a spokesman for Citizens for a Sensible Transportation Solution, brought the plan to the ballot.

Voters here will decide November 4 whether to approve two propositions that would put in place a new city transit plan to include a new 13-mile light rail system.

Tucson isn't alone in asking voters next month to pave the way to a better transit system. Voters in Memphis and Kansas

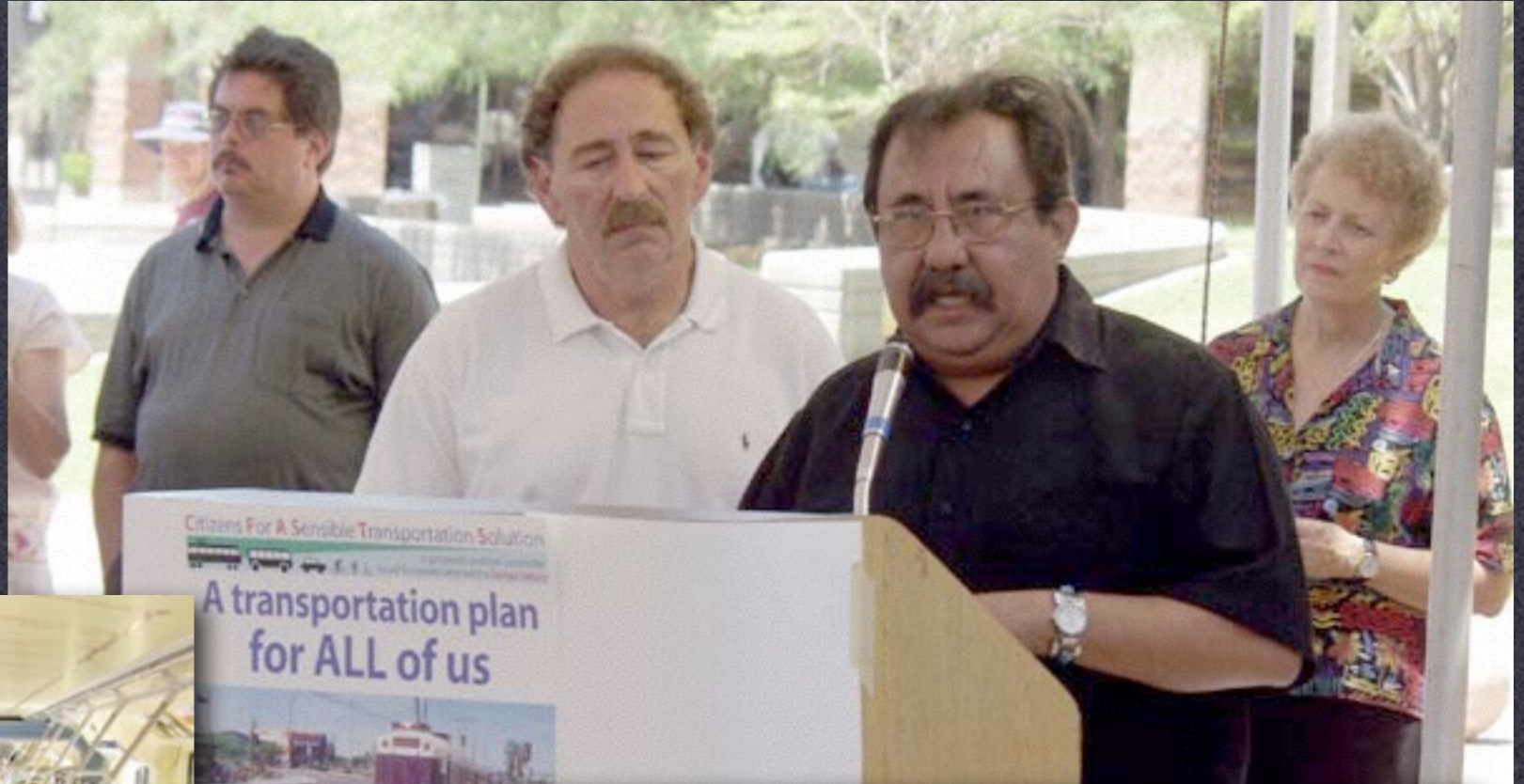
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TUCSON

COMMUNITY THROUGH POLITICAL ACTION



**✓ YES on
200 & 201
it's about time!**



www.SaveTucson.org

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COMMUNITY THROUGH POLITICAL ACTION

THE AGONY OF DEFEAT: IS THIS THE END?

Voters derail another transit proposal

Transit plan:

We're still stuck



Proposition 200
Increase sales tax, construction sales tax to pay for transit plan

✓ No	44,236	62.83%
Yes	26,168	37.17%

Proposition 201
Street improvements, more service, light rail

✓ No	44,236	62.83%
Yes	26,168	37.17%

OUR OPINION

Transportation consensus still eludes Tucson

So what now, Tucson? How do you want to get around this rapidly growing community? If anyone out there has a saleable idea, let's hear it.

By IRWIN M. GOLDBERG and GARRY DUFFY
news@tucsoncitizen.com

By OSCAR ABEYTA
oabe@tucsoncitizen.com

Republican Mayor Bob Walkup has declared victory in his reelection bid.

Though Propositions 200

Broadway

Step Three:

**Embrace your enemies,
broaden your appeal**



Tucson Citizen

www.tucsoncitizen.com

35 cents

ONE DAY LATER...

Transit plan wins big in central area

Those neighborhoods that would have been most affected are likely to revive the issue.

By GARRY DUFFY
gduffy@tucsoncitizen.com

Voters in central Tucson neighborhoods that would have been most heavily affected by the defeated citizens transportation plan - including a proposed light rail line - gave it strong support at the polls Tuesday.

That may translate into another effort to boost transit services and ridership by the same group that brought the transportation plan to voters



More than 5,000 uncounted ballots from Tuesday's election aren't likely to change the outcome of the mayoral race. **Story, Page 1C**

earlier this week. Support from central Tucson wasn't nearly enough to prevent Propositions 200 and 201 from spiraling down to defeat at the polls. About 63 percent of city voters said "no" to both.

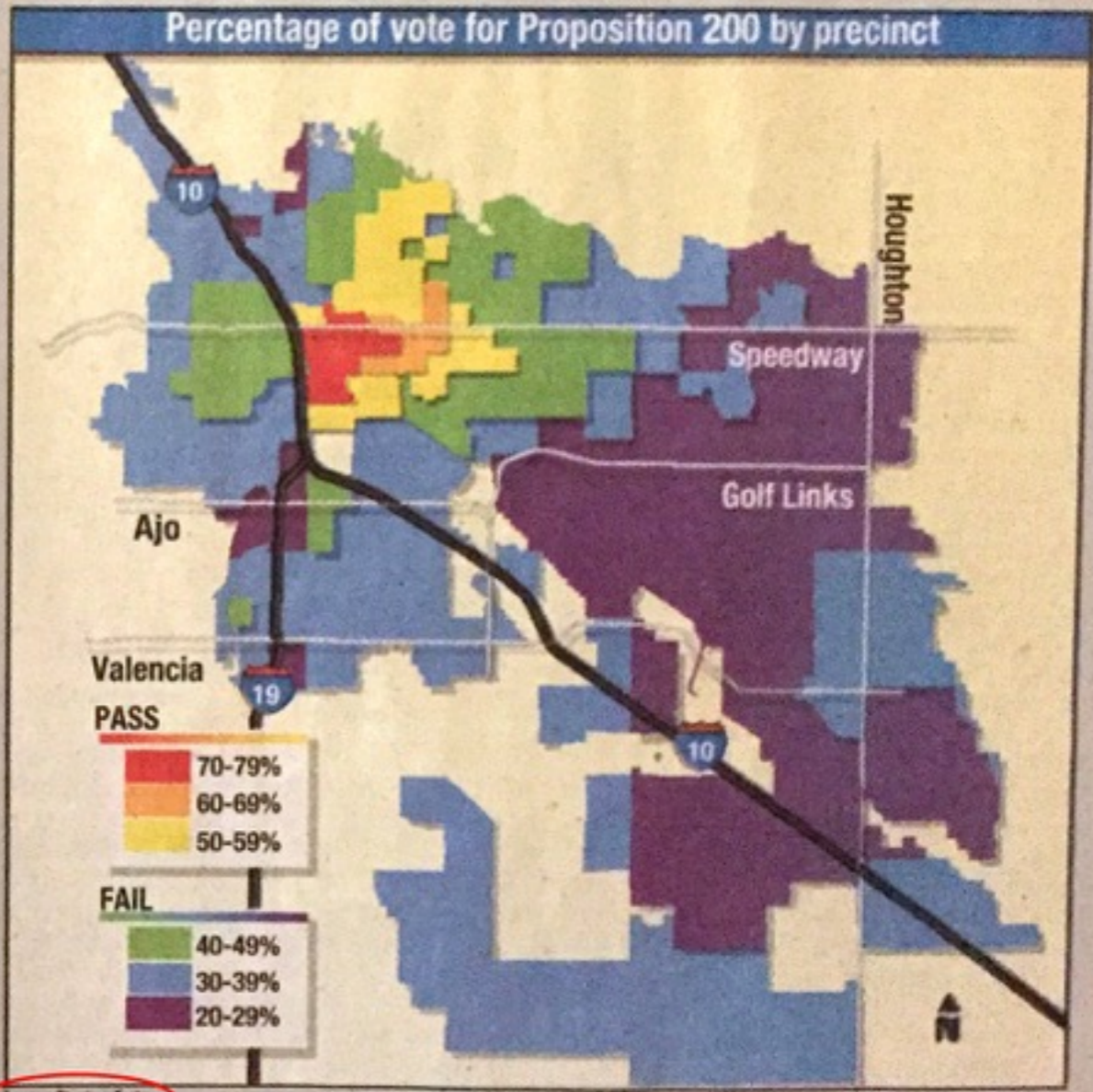
But despite the defeat, backers of transportation improvements that are heavy on transit - expanded Sun Tran and Van Tran service, bus rapid transit

and the light rail system that was the lightning rod of the transportation plan - said yesterday that they may be back, and sooner than later.

"The central city voters said they wanted this really, really badly," said Stephen Farley, co-chairman of Citizens for a Sensible Transportation Solution, a group that launched a yearlong petition drive to persuade city officials to put the measures on the ballot. "The people who would have been most affected were the ones who wanted it most."

The transportation plan and sales tax increases that would have funded it

CENTRAL, cont/page 4A



Source: Stephen Farley

La Encarnación

Source: Stephen Farley

with a flourish in the neighborhood.

Task force

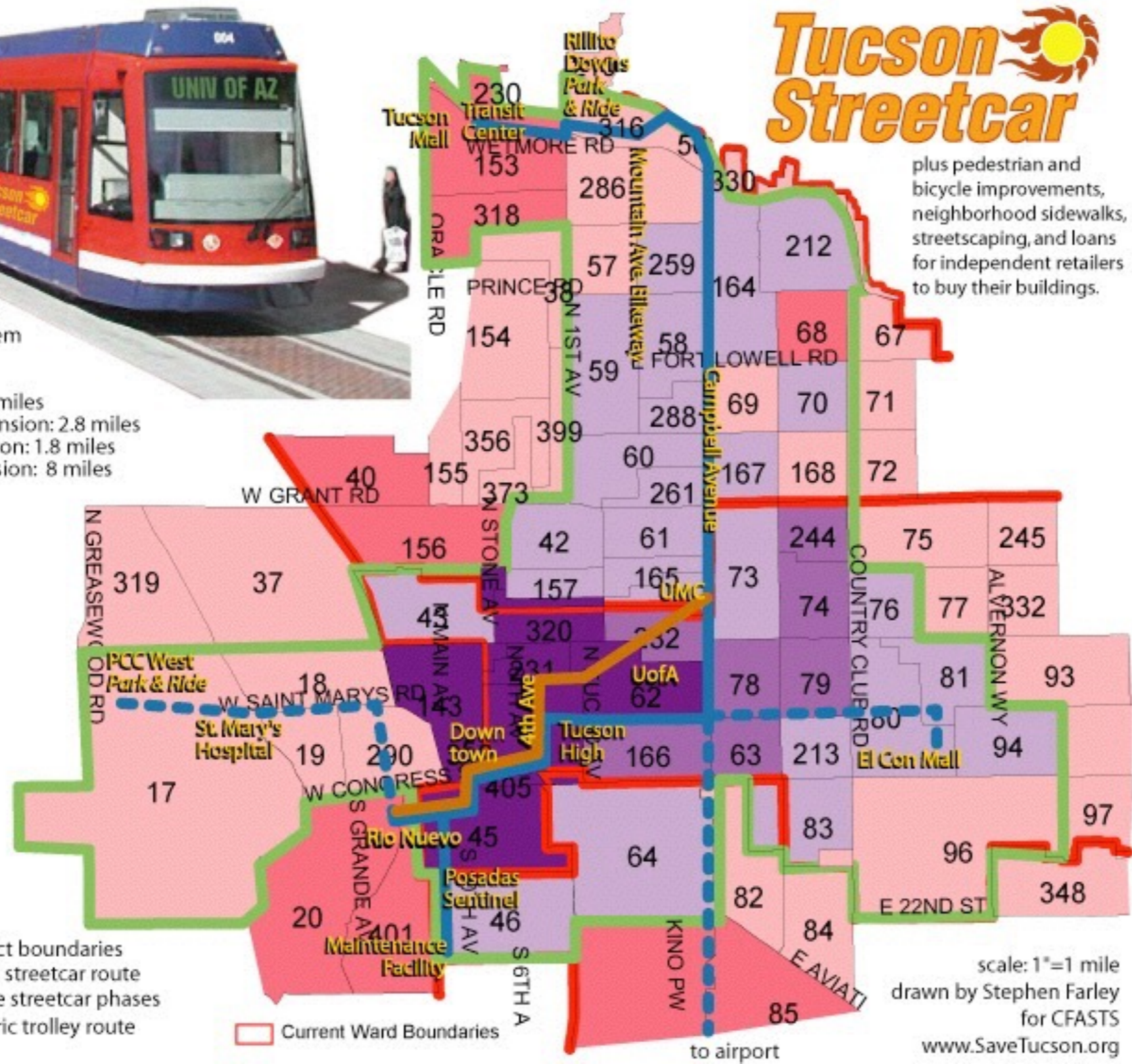
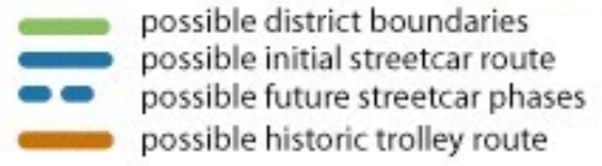


Possible improvement district boundaries for modern streetcar system in Tucson, AZ

Basic route length: 10 miles
 Phase 2: Westside extension: 2.8 miles
 Phase 3: El Con extension: 1.8 miles
 Phase 4: Airport extension: 8 miles

City of Tucson

November 4, 2003
 General Election
 Percentage of votes by precinct for Proposition 200



Tucson Streetcar

plus pedestrian and bicycle improvements, neighborhood sidewalks, streetscaping, and loans for independent retailers to buy their buildings.

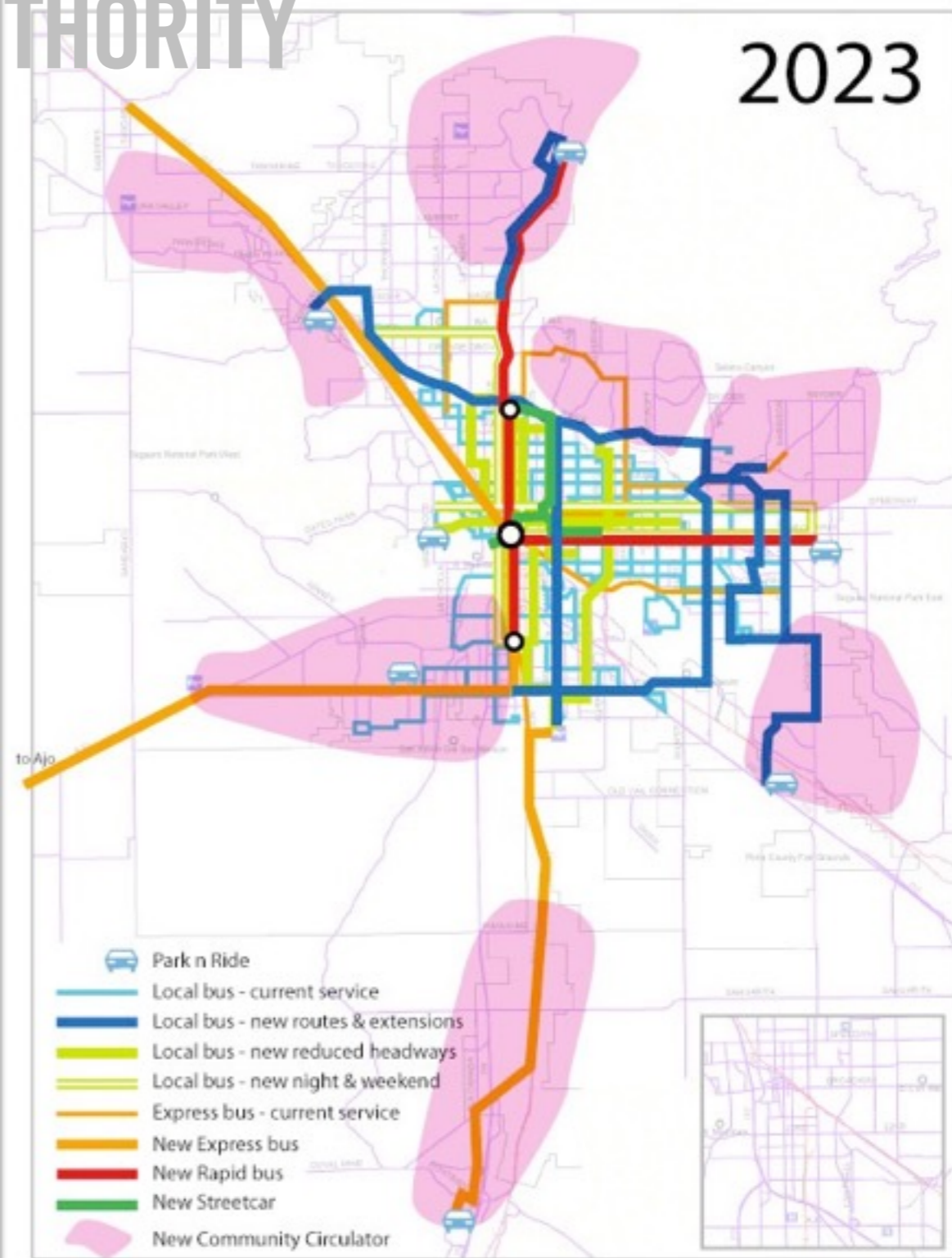
scale: 1"=1 mile
 drawn by Stephen Farley for CFASTS
www.SaveTucson.org



COMMUNITY THROUGH POLITICAL ACTION

REGIONAL TRANSPORTATION AUTHORITY

2023



TUCSON
★

COMMUNITY THROUGH POLITICAL ACTION



COMMUNITY THROUGH POLITICAL ACTION

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Voters greenlight \$2.1 billion road plan



GREG BRYAN / ARIZONA DAILY STAR
A delighted Steve Farley, who helped draft the regional transportation plan as a member of the Citizens Advisory Committee, celebrates the victory with his 7-year-old daughter Genevieve during a gathering of transportation and psychiatric-care bonds backers at La Cocina Restaurant Downtown.

Transportation measure passes on fifth trip to polls

Regional Transportation Authority Plan

Greater cross-region mobility, safer travel, reduced congestion, new choices:

expanded evening and weekend public transit service

extended Sun Tran bus routes

250 linear miles of new sidewalks

200 new road lane miles

550 linear miles of new bike lanes and paths

7 east-west corridors

new and improved express routes

200 new bus pullouts

10 new and improved railroad crossings

4 neighborhood transit circulators

new high-capacity streetcar

200 intersection improvements

7 north-south corridors

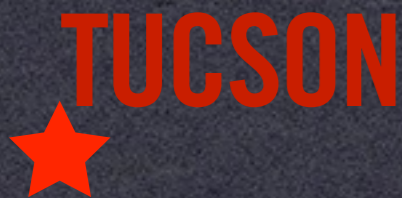
\$10 million for small business assistance

expanded services for people with disabilities

80 new and improved pedestrian crossings



\$45 million for critical wildlife linkages



COMMUNITY THROUGH POLITICAL ACTION

FEBRUARY 18, 2010



TUCSON
★

COMMUNITY THROUGH POLITICAL ACTION

APRIL 12, 2012



TUCSON
★

COMMUNITY THROUGH POLITICAL ACTION

SEPTEMBER 2013



© Warren Van Nest

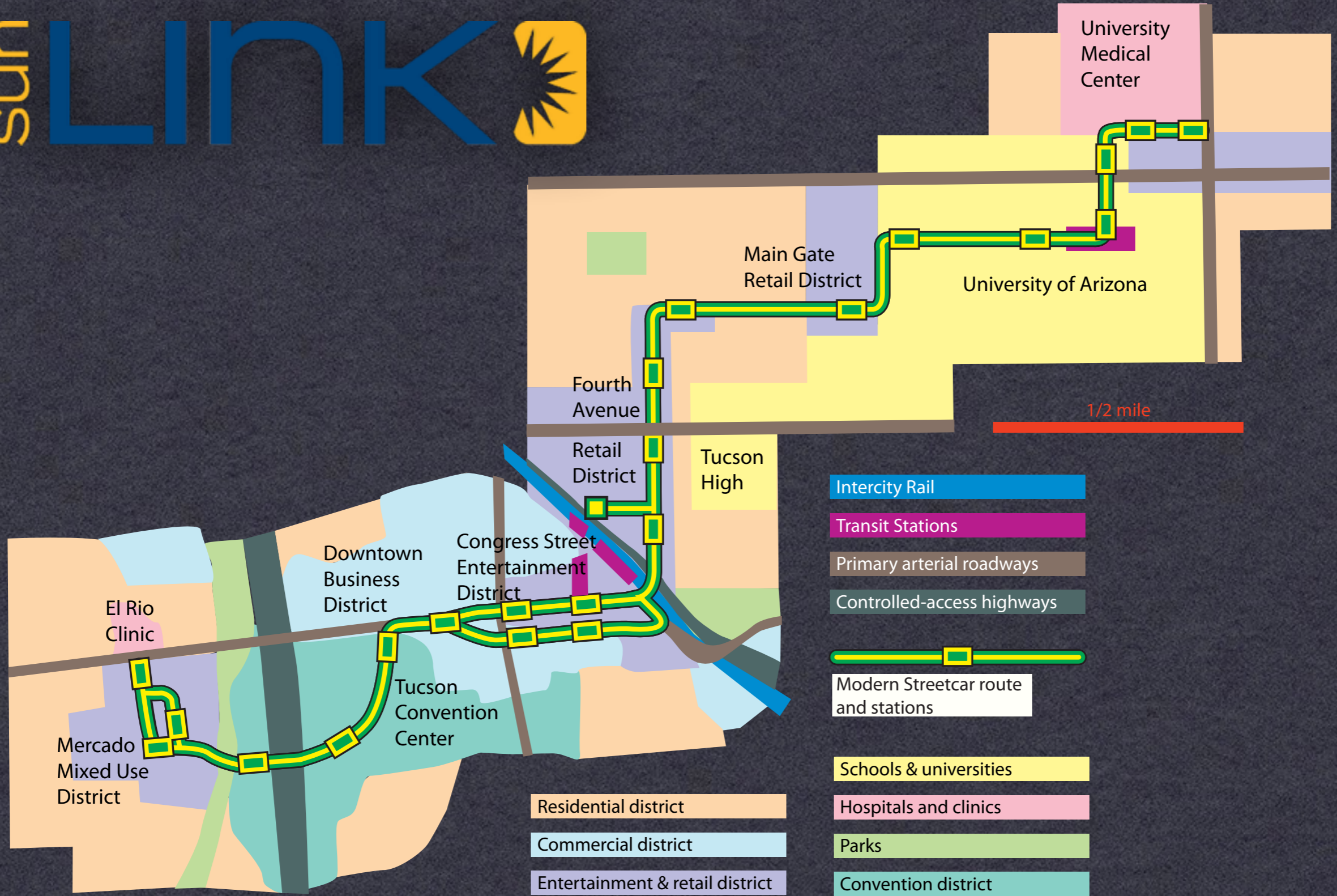


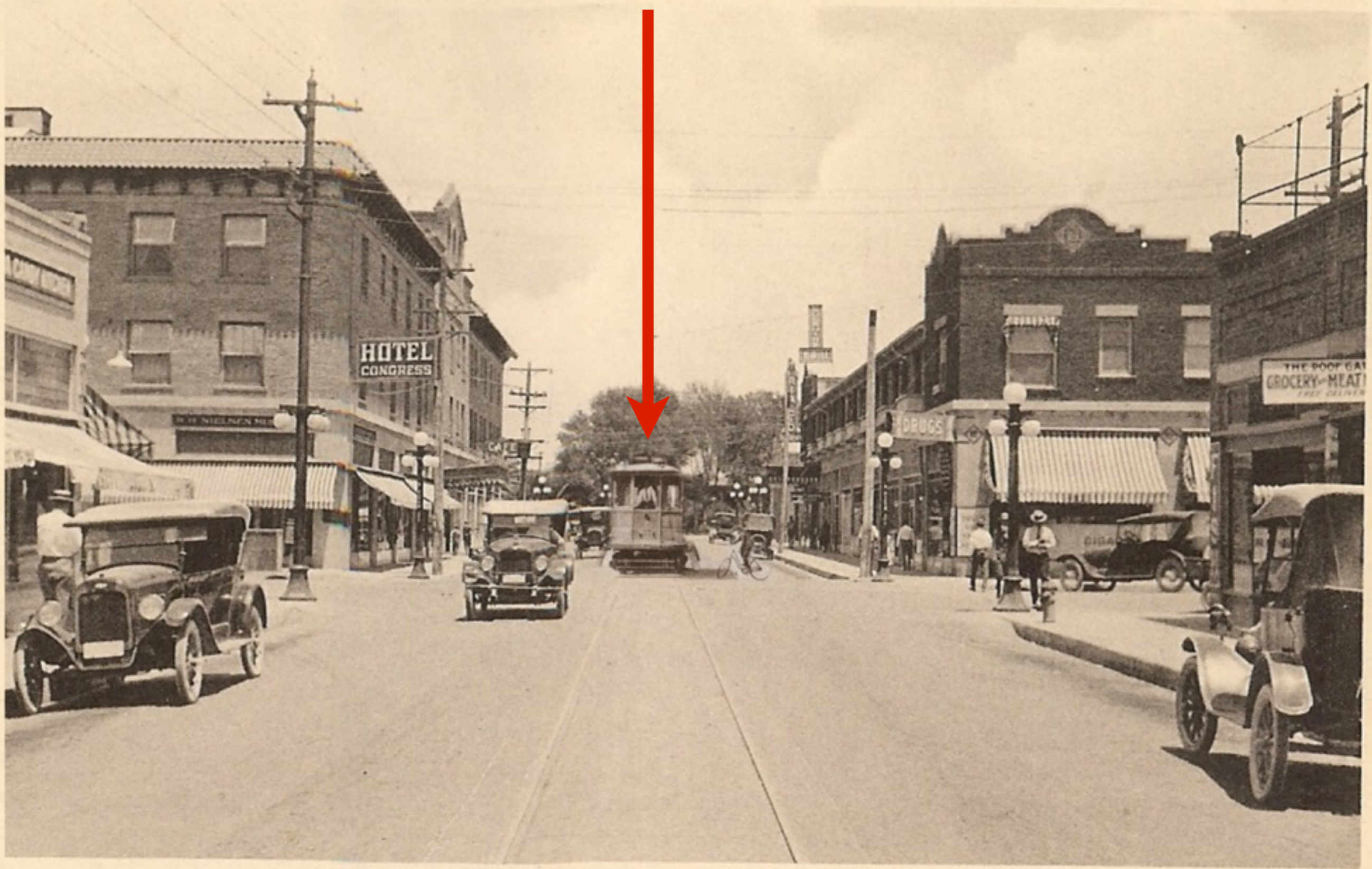
TUCSON
★

COMMUNITY THROUGH POLITICAL ACTION

Step Four:

**Choose the right route
for the right reasons**





EAST CONGRESS STREET. TUCSON, ARIZ.

1920

STREETCAR DEVELOPMENT | THEN



EAST CONGRESS STREET. TUCSON, ARIZ.

2014

STREETCAR DEVELOPMENT | NOW



1998

2014



1998

2014





**DEVELOPMENT &
REDEVELOPMENT**

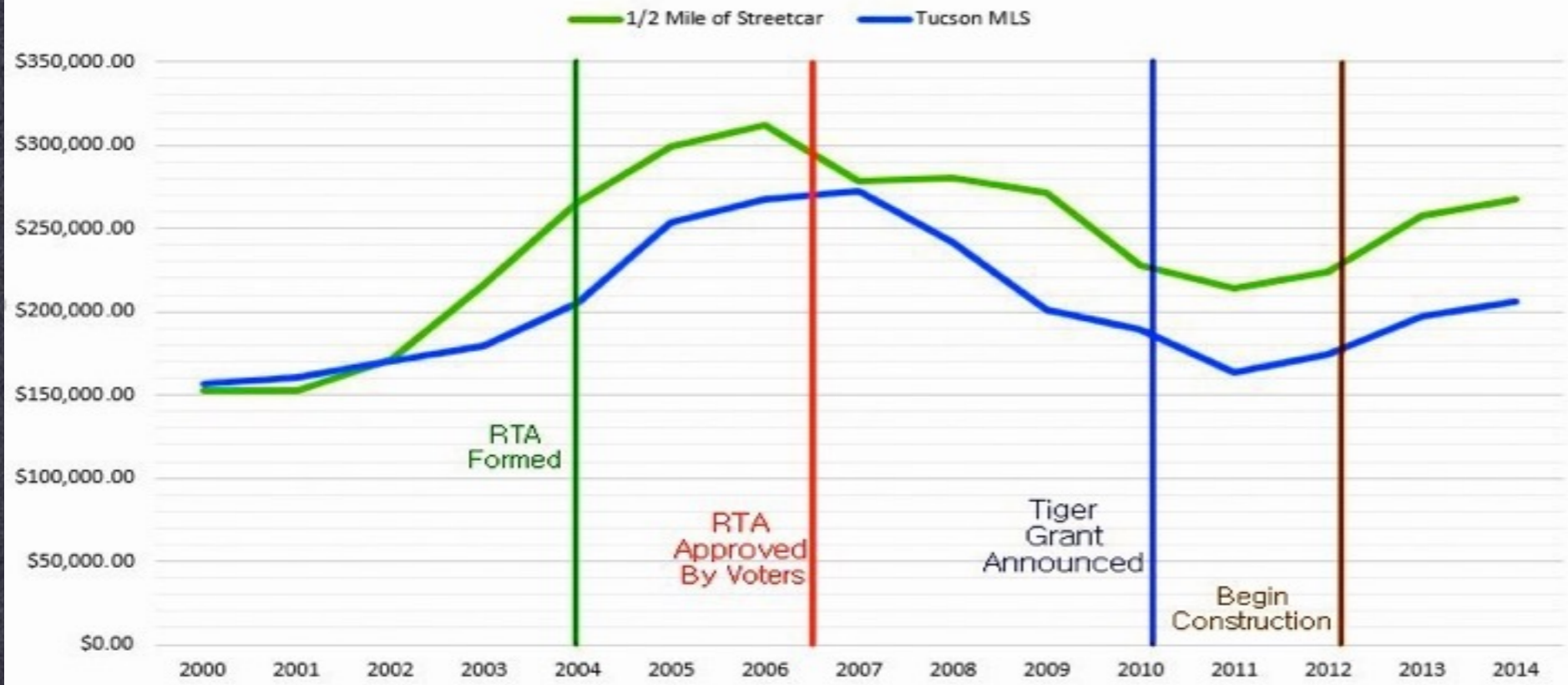




COMMUNITY THROUGH ART, FOOD & TRANSIT



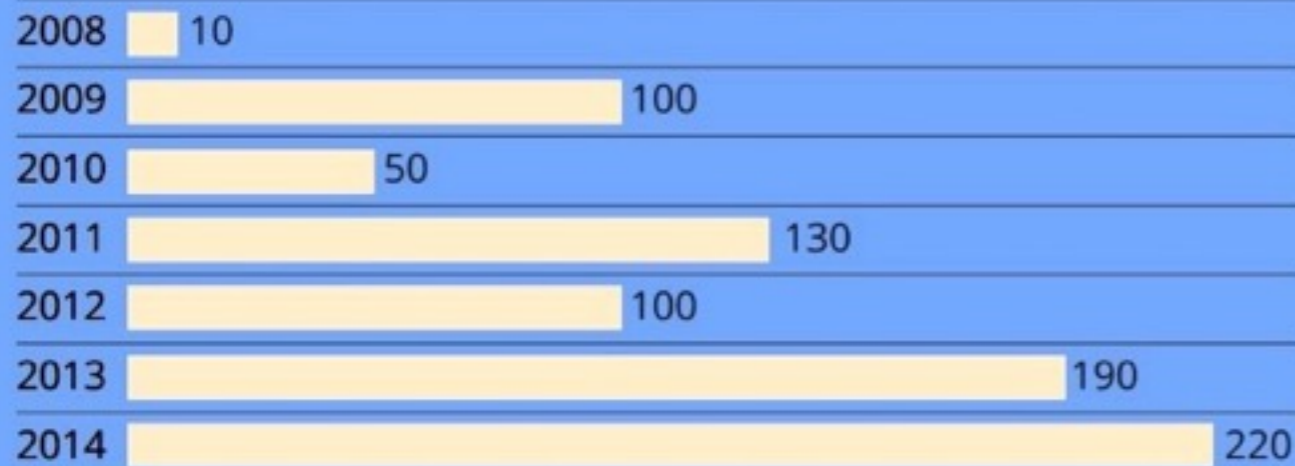
Tucson Property Value Comparison



**COMMUNITY
THROUGH
MAKING
MONEY**

Total Completed Investment Projects by Year, 2008-2014

Dollars in millions



Figures exclude \$110 million in multi-year continuous investment projects

Source: Downtown Tucson Partnership, interviews with investors

New Businesses by Type, 2008-2014

2014 (Yellow), Total 2008-2014 (Light Yellow)



Source: Downtown Tucson Partnership, New Business Listings 2014

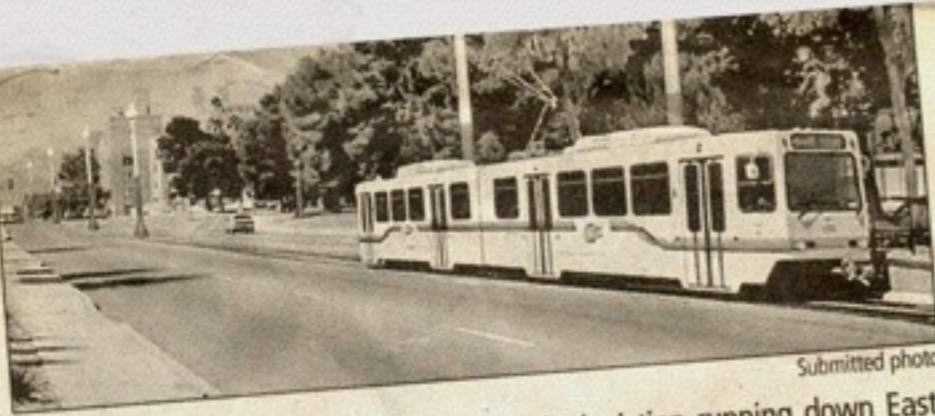
Step Five:

**Challenge the naysayers
and don't give up**

PERSONAL ATTACKS

FARLEY =
TROLLEY TO
NOWHERE

PERSONAL ATTACKS



Submitted photo

Money for a streetcar (shown in an artist's depiction running down East Sixth Street near Arizona Stadium) would be better spent on buses.

Politics play out, producing \$200M streetcar undesirable

Apologies to playwright Tennessee Williams, but we should name this streetcar undesirable.

It is the singular undesirable aspect of the Regional Transportation Authority plan, simply because it's too costly.

Adding to support for the RTA made inclusion of the streetcar line a necessary evil. That's an obtuse way of saying it was politics.

Steve Farley brought his support and his fellow light rail supporters into the RTA tent, because the plan included this smidgen of the light rail system he advocated for two years ago.

Led by Farley, light rail proponents' support of the RTA plan helped get it approved Tuesday.

Nevertheless, the streetcar line's projected cost - \$200 million - for such a limited scope makes it more impractical than most mass transit and thus undesirable.

The money would be better spent on more buses.

Advocates point out that only



Michael A. Chihak
Editor and Publisher

\$80 million will come from the half-cent transportation sales tax. The rest is federal money.

When they raise that point, ask where they think the federal government gets money.

The eyes of the media and the citizenry must stay focused on this aspect of the RTA in particular to make certain it doesn't become a worse money pit than it already appears to be.

Michael A. Chihak can be reached at mchihak@tucsoncitizen.com or 573-4646.

LEY =
LEY TO
HERE

PERSONAL ATTACKS



Money for a
Sixth Street

Pol
\$20



Farley seeks promotion
to State Senate after
streetcar disaster

STEVE FARLEY
DISTRICT 28

plan helped
Tuesday.
Nevertheless, the streetcar
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Streetcar
Steve Farley
is the godfather behind
Tucson's Streetcar
Fiasco

BUSINESSES
OPEN

ECONOMY

2001

June 28, 2001

Arts District Downturn

What's supposed to be the city's cultural hub is a nest of bars, tattoo parlors and empty storefronts--just like any other downtown.

DOWNTOWN TUCSON

Place-based development and streetcar transforming downtown Tucson

2014

Since the "modern streetcar" was announced in 2006, more than \$1.5 billion in investment has occurred along its route, including housing, restaurants, offices, and retail, according to the US Department of Transportation.

Video by kgun9.com

Streetcar delivering customers, businesses say

2012



"I think it's a waste of taxpayer dollars," said **Margo Susco**, who owns a clothing shop in Tucson right on the line.

2014

Downtown Tucson rocks new businesses — and welcomes the boom

More than two years later, if Susco were to put up new signs, they would be 180 degrees different. The new signs, alongside the retrofitted mannequins that have replaced the sex and leather dolls that gave people pause, would be warm and welcoming.

RIDERSHIP

04-28-2012, 09:59 PM

marcusd

Wow this project is sad

\$200 Million dollars for this?

Cat-tran links UMC with U of A for FREE, no streetcar bus fair. So UMC to UofA, check. U of A to downtown? Who actually goes to downtown from U of A? A few students once in a while? fail.

And that about wraps up the streetcar.

Sure if it went from a huge park and ride lot to UA then to downtown it would have a purpose. You could park at the (hopefully cheap and large) lot and then take the streetcar to school or work. But this doesn't do that. It does practically nothing.

I estimate that it will be really useful for about 200 people. A million bucks a pop if my math checks out.

Rate this post positively

1 posts, read 965 times
Reputation: 11

Will the Tucson modern streetcar be a money pit?

May 7, 2013 Jonathan DuHamel

I don't know what the streetcar fare will be, but let's assume it will be the same as a bus day pass: \$3.50. Under that condition it will take 1.25 million riders annually (or 3,424 riders per day over the 3.9 mile route) just to break even on the operating costs. How likely is that? This project should really be called "The Streetcar Named Fiasco."

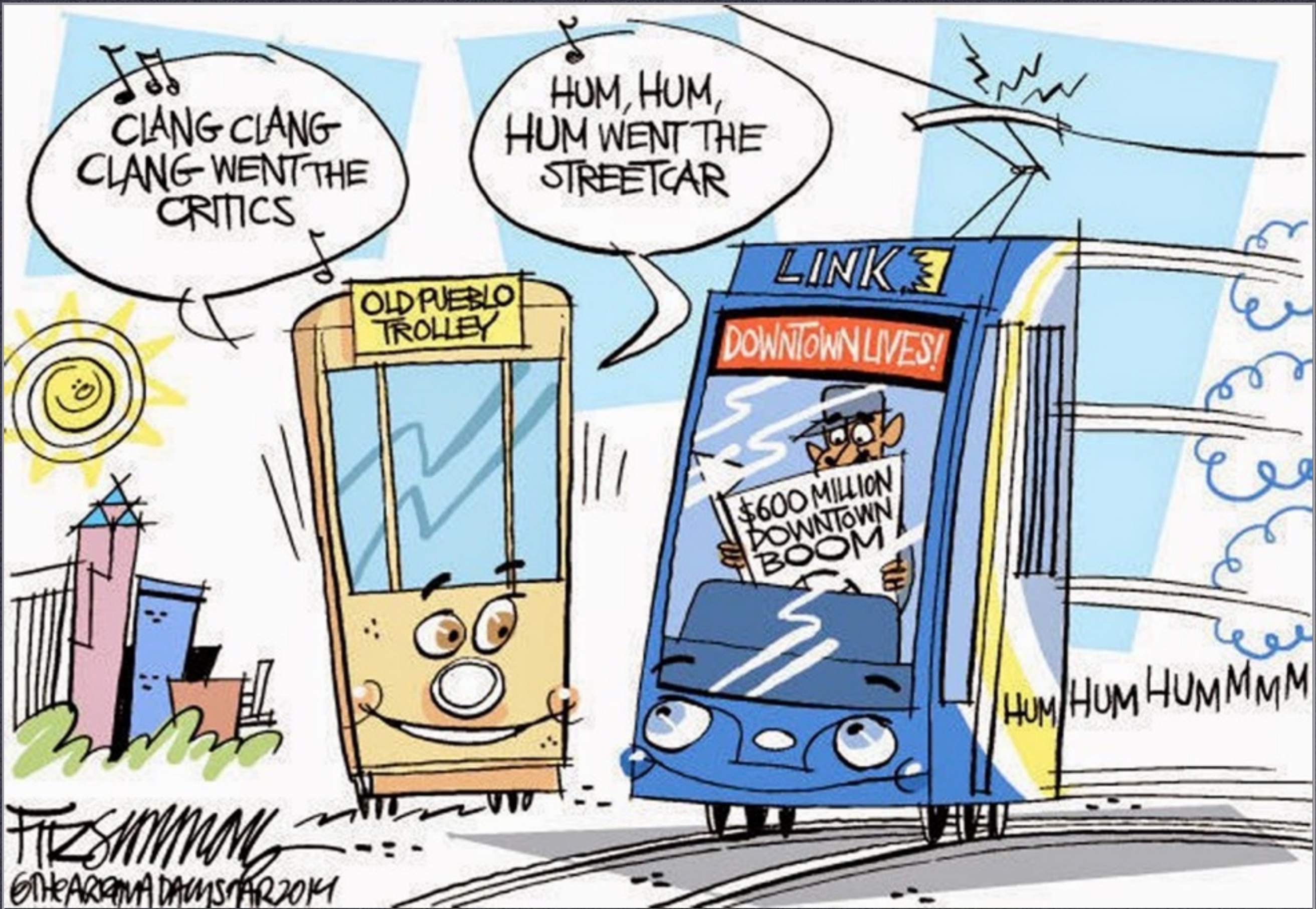
RIDERSHIP

TUCSON, AZ (AP) - The new Tucson streetcars have attracted more than 60,000 riders during their first weekend in operation.

**Average daily PAID ridership
after first month:**

More than 5,500

**(2,000 more than projected
for the end of the first year)**



EVEN CONSERVATIVE TALK RADIO CHANGES TUNE...

JULY 25, 2014



TUCSON
★

COMMUNITY THROUGH TRANSFORMATION



TUCSON
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COMMUNITY THROUGH TRANSFORMATION



COMMUNITY THROUGH GRASSROOTS ACTIVISM



June 1, 1906



★ TUCSON

Steve Farley | sfarley@igc.org