

ORDINANCE S-41614

AN ORDINANCE ESTABLISHING THE FORM OF THE  
BALLOT FOR THE CITY OF PHOENIX MAYOR AND  
COUNCIL ELECTION ON TUESDAY, AUGUST 25, 2015  
FOR PROPOSITION 104.

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BE IT ORDAINED BY THE COUNCIL OF THE CITY OF PHOENIX, as

follows:

SECTION 1. That the form of the ballot for Proposition 104 at the City of  
Phoenix Election on August 25, 2015, shall be established to read substantially as

follows:

**PROPOSITION NUMBER 104**  
**COMPREHENSIVE TRANSPORTATION PLAN**

An Ordinance To Fund A Comprehensive Transportation Plan For Phoenix To  
Maintain And Expand The Light Rail And Bus Systems, Improve City Streets And  
Roadways, And Provide Phoenix Residents With More Transportation Choices.

Description

Chapter 14 of the Phoenix City Code shall be amended where applicable to set the  
portion of the transaction privilege and use tax rate for transportation to seven-tenths of  
one penny per dollar for a period of 35 years beginning on January 1, 2016.

The funds will support a comprehensive, multi-modal transportation plan that provides  
Phoenix residents with more transportation choices including light rail and buses, as  
well as builds and improves public streets and roadways. To advance transparency,  
public input, and government accountability, all expenditures under this plan shall be  
reviewed by a Citizens Transportation Committee.

The revenues raised may be spent for activities including the following:

- Expanding light rail and high-capacity transit to serve more Phoenix neighborhoods and employment, education and entertainment centers;
- Adding bus service to unserved major arterial streets and increasing bus service frequency on existing routes;
- Extending bus and Dial-a-Ride service hours to coincide with light rail service throughout the transit environment;
- Improving streets and roadways throughout the city by fixing potholes, resurfacing streets, increasing ADA accessibility, and adding new sidewalks, streetlights, bike lanes and bus pullouts;
- Building new roads and bridges and upgrading technology for more efficient traffic operations;
- Increasing security measures throughout the City's public transit system, including transit vehicles, bus stops, light rail stations and park-and-rides; and
- Providing additional transportation services, including shade at all bus stops, wireless Internet technology on buses and light rail cars, reloadable transit fare cards, and real-time data for trip planning.

This measure also addresses City payment for utility relocation required by projects in this plan.

A lower tax rate shall be adopted for the sale or use of a single item of tangible personal property on the value in excess of \$10,000.00.

Question

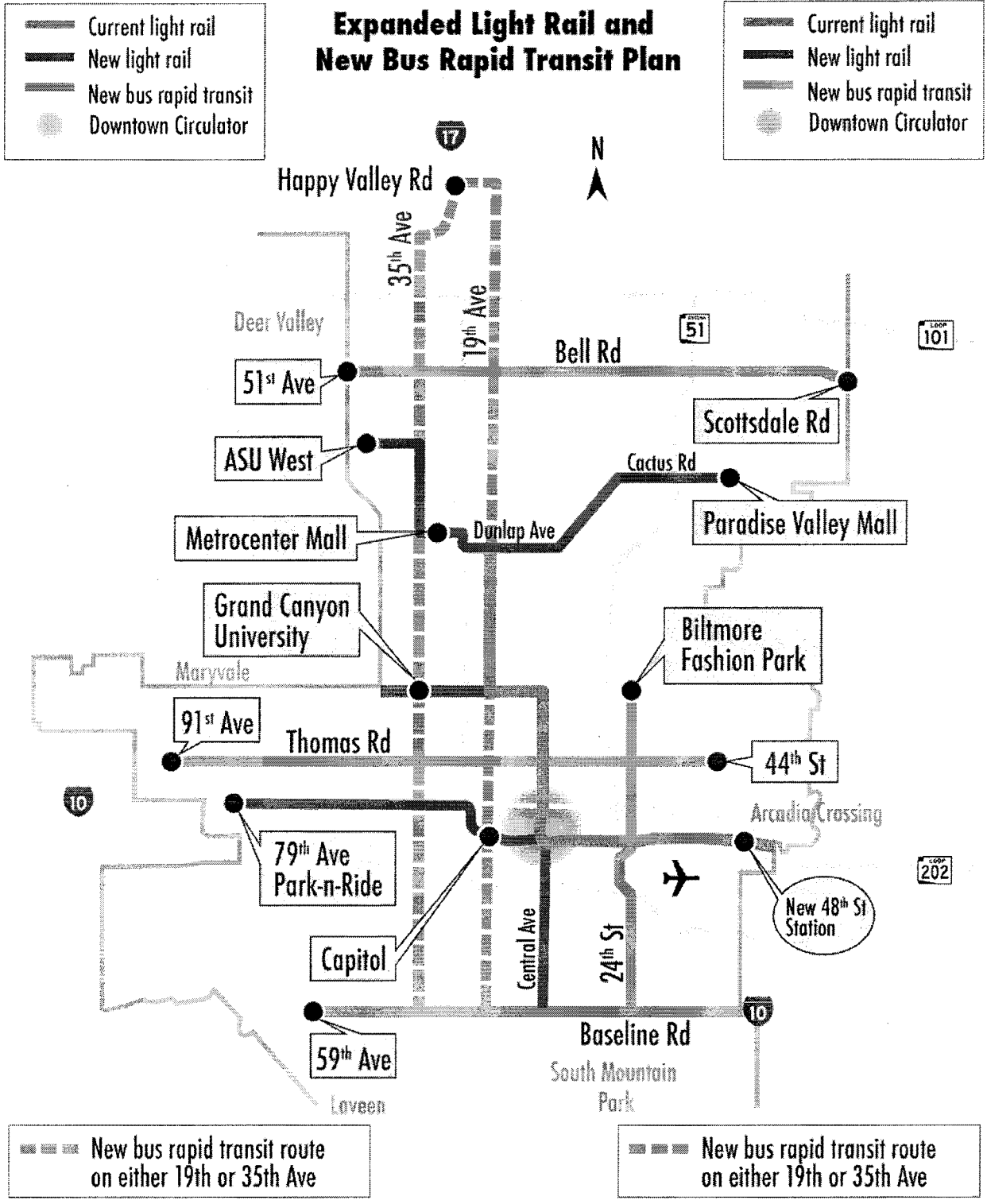
**Shall Chapter 14 of the Phoenix City Code be amended as described above to fund a comprehensive transportation plan for Phoenix?**

**Yes**






**No**






(The following maps designated EXPANDED LIGHT RAIL AND NEW BUS RAPID TRANSIT PLAN, NEW AND IMPROVED LOCAL AND RAPID/COMMUTER BUS SERVICE PLAN, AND PROPOSED PHOENIX MAJOR STREET IMPROVEMENT PLAN shall be set forth in full as a part of the Election Ballot.)

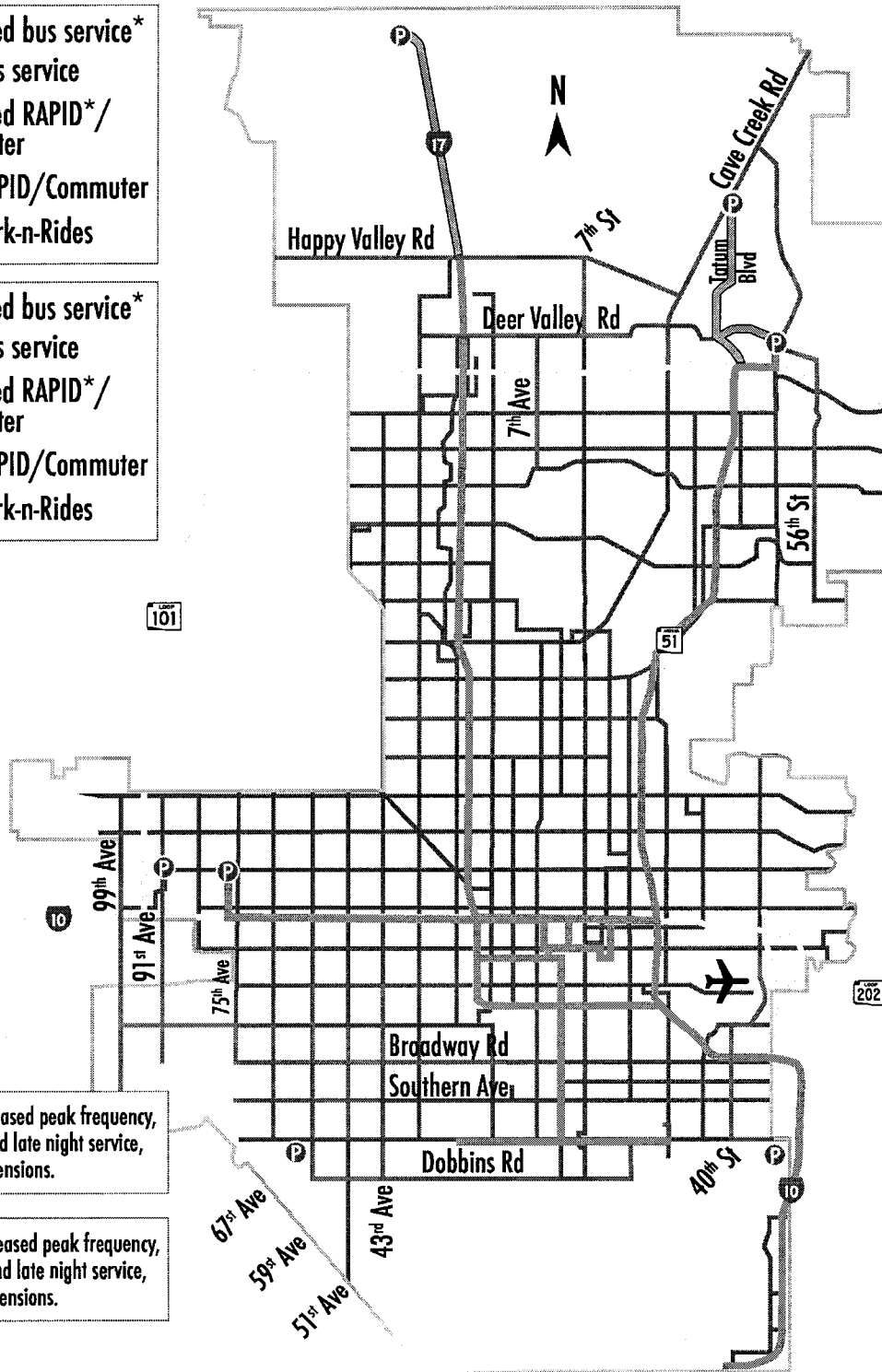
# Expanded Light Rail and New Bus Rapid Transit Plan



## New and Improved Local and RAPID/Commuter Bus Service Plan

-  Improved bus service\*
-  New bus service
-  Improved RAPID\*/Commuter
-  New RAPID/Commuter
-  New Park-n-Rides





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-  Improved RAPID\*/Commuter
-  New RAPID/Commuter
-  New Park-n-Rides

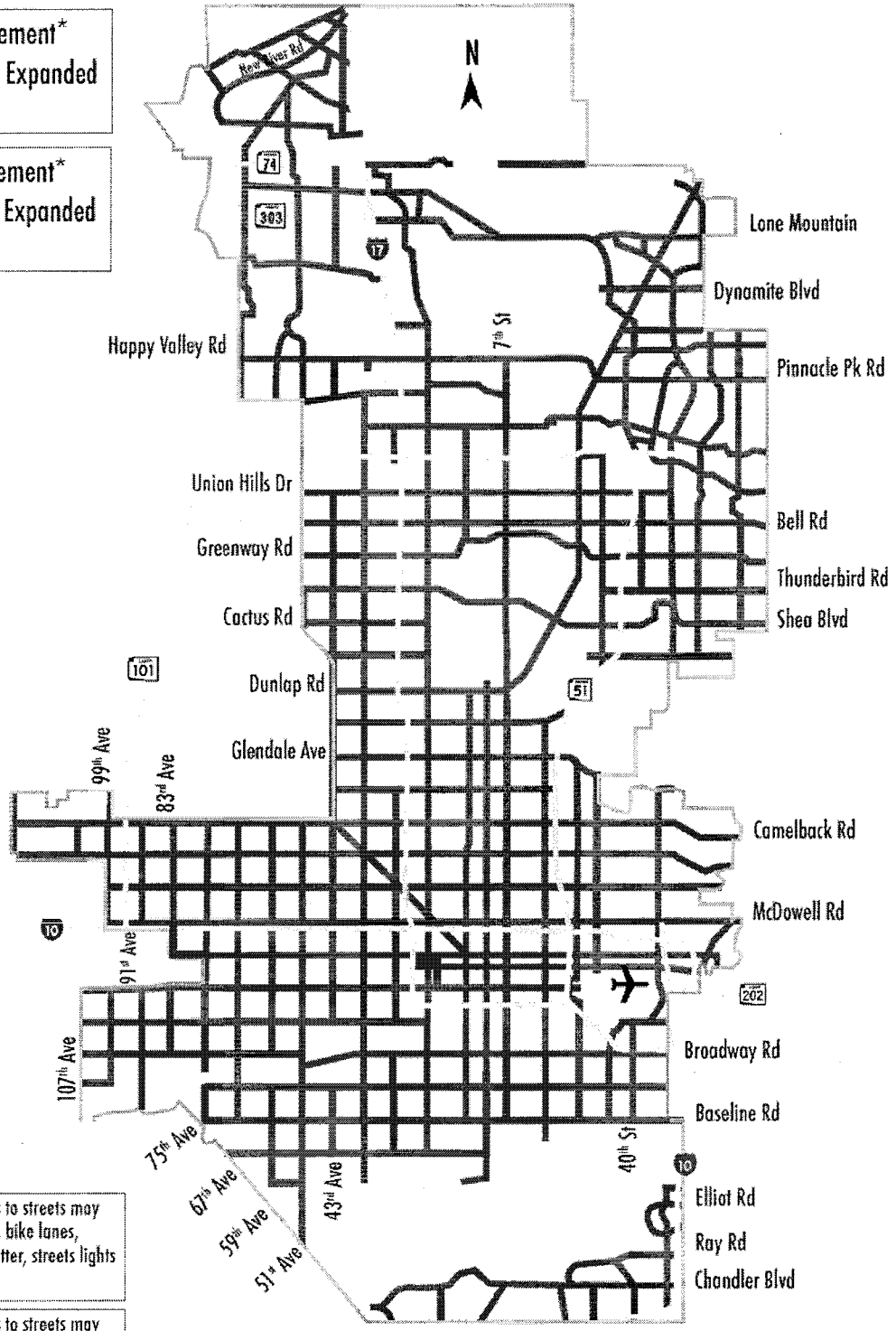


\*May include increased peak frequency, early morning and late night service, and/or route extensions.

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# Proposed Phoenix Major Street Improvement Plan

-  New Pavement\*
-  New and Expanded Streets\*
-  New Pavement\*
-  New and Expanded Streets\*



\*Planned improvements to streets may include new pavement, bike lanes, sidewalks, curb and gutter, streets lights and/or landscaping.

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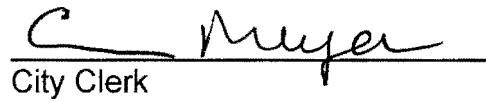
Map does not include planned improvements to local residential streets.  
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PASSED by the Council of the City of Phoenix this 22nd day of April, 2015.

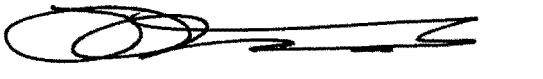


MAYOR

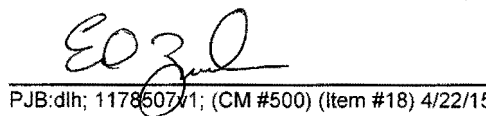
ATTEST:

  
City Clerk

APPROVED AS TO FORM:

  
Acting City Attorney

REVIEWED BY:

  
City Manager

PJB:dlh; 1178507/1; (CM #500) (Item #18) 4/22/15