



SUCCEED
In Tempe, Arizona

COMMUNITY DEVELOPMENTS

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VALLEY FORWARD'S CRESCORDIA

METRO Light Rail was awarded the The President's Award [Best of Show] at Valley Forward's 29th Annual Excellence Awards held September 12. Valley Forward initiated these awards to recognize outstanding contributions to the physical environment of Valley communities. In addition to the President's Award, METRO Light Rail also won a first place Crescordia Award in the Livable Communities, Multimodal Transportation & Connectivity category and the project won two Awards of Merit, one in Livable Communities, Public Policy/Plans and the other in Environmental Education/Communication, Public Sector. METRO's 20-mile light rail project was recognized as the newest element of the region's multimodal transportation system and was realized in partnership with the cities of Tempe, Phoenix and Mesa. The President's Award is selected from the Crescordia recipients, top category winners. This most coveted award is presented to an organization or individual that has had a significant environmental impact.

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THE LAND USE + LRT CONNECTION

An article in the *State Press* and research by an ASU doctoral student laud Tempe for its light rail development. The City of Tempe has experienced the highest increase in land value surrounding the light rail route, according to a study conducted by ASU doctoral student Katherine Kittrell. Land value appreciation was the highest along Apache Boulevard in Tempe, as well as in downtown Phoenix, she said. However, many light rail stations near downtown Phoenix did not show increases in value, while the value around every station in Tempe has grown. This increase is due to Tempe's updated zoning codes which allow for larger buildings to be in line with public transit-oriented development, according to the report. These codes and related services, such as Web site accessibility and development services have enabled Tempe to become successful in attracting new developers to the city, Kittrell said.

Full article: www.statepress.com/node/7674



LIFE IS BUT A DREAM

On Saturday, September 26, from 10A-12N the Parks + Recreation Boating Program will offer a FREE Rowing Expo for anyone that wants to try the sport - no experience necessary. This is a great opportunity to try the sport many of us have seen, but may have never been able to try. Bring your family, friends, co-workers, etc. anyone 18 and over [waiver required]. The Expo will take place at the SRP Tempe Town Lake Marina on the north side of the lake. The best thing to wear is comfortable, loose fitting clothing and bring a hat and sunscreen. It will be a great opportunity to try a fun activity and enjoy a couple hours on our beautiful lake. For questions and/or a copy of waiver form, please contact Okie, City of Tempe Boating Coordinator, at 480.350.8034 or joe_oconnor@tempe.gov. For additional information on boating programs, including a map of the marina, visit www.tempe.gov/boating.



MEDIA WISE

More than 90 of the Valley's best communicators gathered at Tempe Center for the Arts to honor the Art of Public Relations. City of Tempe provided not only the venue but a letter from Mayor Hugh Hallman thanking the group, a bag of Mill Avenue Urban Blend Coffee, a booklet on Tempe Town Lake and information about Tempe Center for the Arts. The ability to work with the Phoenix chapter of Public Relations Society of America allows Tempe to inform many people about our community who are vital to the information flow of not only the Greater Phoenix Metropolitan Area but also the country and the world.

www.phoenixprsa.org/

