50TH STREET STATION

Opening Celebration Recap

valleymetro.org/50th St
valleymetro.com
@valleymetro

valleymetro.org/50th  St
valleymetro.com
@valleymetro
50TH STREET STATION
Opening Celebration Recap

On April 24, 2019, city and state officials, along with over 300 individuals from the local community, witnessed the first light rail train pull into the 50th Street Station. The new station was developed to serve the community adjacent to Washington Street and provide a new way to access the Ability360 facility. While all light rail stations are Americans with Disabilities Act (ADA) accessible, the 50th Street Station was designed with special features for riders with disabilities, including an enhanced pedestrian detection crosswalk signal, wider platforms and gently sloped entries for smoother wheelchair accessibility.

The purpose of the 50th Street Station opening celebration was to express how much Valley Metro truly appreciates the local community’s support during construction. It was also an opportunity to showcase the businesses that worked with Valley Metro during construction. The event was held in the parking lot of businesses located right in front of the new station. The event consisted of remarks made by City of Phoenix Mayor Kate Gallego, Arizona Congressman Greg Stanton, councilmembers and other officials. Guests saw the arrival and departure of the first train, were given free transit passes, and enjoyed entertainment, giveaways and food from local businesses.
Pre-Event Promotions

Opening Artwork Concepts
Created by the Valley Metro marketing team, special artwork evoking connection and community was integrated into event materials.
Opening Invitation Postcards
Postcard invitations with event details were distributed to approximately 7,500 community members and local businesses near the station, as well as Valley Metro and City of Phoenix employees.

OPENING CELEBRATION

April 24, 9-11 a.m.
Ideation Design Group
East parking lot
4885 E. Washington St., Phoenix 85034

Join us as we celebrate the opening of the first light rail project funded by T2050, the new 50th Street Station. This beautiful station will serve the surrounding community with enhanced accessibility features.

Parking is available at Ability360
5025 E. Washington St., Phoenix, AZ 85034

Legend

Valleymetro.org/50thstreet
@valleymetro

LOOP 202

LRT5824
**Electronic Invitation**

An electronic invitation was sent digitally to members of the Community Advisor Board (CAB), businesses and individuals who signed up to receive project information. This invitation invited them to come and celebrate the opening celebration.

---

**OPENING CELEBRATION**

**50th STREET STATION**

Join us as we celebrate the opening of the first light rail project funded by T2050, the new 50th Street Station. This beautiful station will serve the surrounding community with enhanced accessibility features.

**April 24, 9-11 a.m.**

Ideation Design Group east parking lot  
4885 E. Washington St., Phoenix 85034  
Parking is available at Ability360  
5025 E. Washington St., Phoenix, AZ 85034

---

LRT5798
Pre-Event Promotions

Social Media Graphics

Social media graphics were designed to promote the event and were posted on Valley Metro’s Facebook, Instagram and Twitter channels.
Pre-Event Promotions

Digital Monitor Slides
Digital monitor slides were displayed on monitors at Valley Metro, City of Phoenix and at the Ability 360 facility.
Day of Event

Event Signage
To help ease the flow of traffic and to highlight important information for the event, we used a variety of displayed signage on the day of the event. Signage included parking a-frames, banner, podium sign, a-frames event sponsors, T2050 sidewalk decals and elevator signs.

Banner - 190082

Podium sign - 190026

Thank You a-frames (190074)

Sidewalk decals (190064)
Day of Event

Public Art
Valley Metro Rail’s public art program played a major role in the overall product. The 50th Street Station features artwork from an artist who spent time researching local history and working with local stakeholders to understand points of cultural interest.

Commemorative poster
A commemorative poster was designed to highlight the public artwork that was incorporated into the 50th Street Station. This poster was handed out as a giveaway item at the event.

Ed Pastor Recognition Sign
In order to honor the great champion of public transportation, Arizona Congressman Ed Pastor, Valley Metro commissioned a recognition sign that depicted a quote from the congressman. It was especially important to honor Congressman Pastor after his passing in 2018.

“After 11 terms in the House, it’s hard to choose which achievement I’m most proud of. The brick-and-mortar projects were important, but I think what I’m most proud of is when my work directly impacted and helped people.”

Ed Pastor, United States House of Representatives from Arizona, 1991 to 2015
Day of Event

Media Relations
The Communications team issued a series of targeted press releases and social media posts to generate media coverage for the opening celebration.

Lanyards
Attendees were handed a free 1-Day transit pass on a Valley Metro lanyard with a special event-branded insert in it.
Day of Event

Volunteers
To support the opening celebration event, Valley Metro recruited internal staff volunteers to assist at the opening event ceremony and 50th Street station platform.

Volunteers helped distribute commemorative rail passes and commemorative station artwork posters. They helped with the setup of the event, provided food and water to the guests, worked with the local media and assisted with the ribbon-cutting ceremony. In addition, volunteers directed traffic and provided safety information to a crowd of approximately 300 attendees at the celebration.
Post Event

To promote the opening of the new 50th Street Station, we created several marketing pieces including:

- Light rail car cards
- Media buy
- Digital Monitor Slides
- Livability 360 Ad

The goal was to create excitement about the new light rail station as well to increase awareness.
Post Event

Opening Announcement Car Cards
60 station opening car cards were produced to inform riders of the new station opening. Individuals who did not attend the event nor heard of the new station opening, obtained information on the newly opened light rail stations.

Connecting you to new destinations
1. New station at 50th St/Washington in Phoenix
2. New stations +1 park-and-ride in Mesa

Media Buy
In order to promote the new 50th Street Station, Valley Metro ran a media buy which consisted of Facebook and Instagram ads as well as Google Display ads.
Post Event

**Digital Monitor Slide**
Digital monitor slides for the RAPID bus stops were created to inform bus riders that the new 50th Street Station was now open.

**Livability 360 Ad**
An ad was placed in Livability Magazine through our contacts over at the Ability 360 facility, in order to promote the new, accessible-friendly 50th Street Station.

---

Thanks to your support, we opened the new 50th Street/Washington light rail station to easily connect you to Ability360 and provide connections to communities throughout the region.
Commemorative Picture of 50th Street Station

A commemorative picture was specially made and framed for dignitaries that attended the 50th Street Station opening.