



## Eighth Street Streetscape Public Input Survey October 2023

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#### I. Background

Tempe is renewing its efforts to enhance the accessibility and comfort for bicyclists and pedestrians along Eighth Street, between Rural Road and McClintock Drive. After extensive outreach, the project was expected to start construction in 2019. However, the project was delayed after the discovery of a significant prehistoric archaeological find. Tempe continues to engage in consultation with the Four Southern Tribes of Arizona to create a redesigned streetscape plan that will respect, preserve and celebrate the archaeological discovery, as well as incorporate it into the plan.

Two public meetings were held for the Eighth Street Streetscape Project on November 18, 2023:

- From 12 p.m. to 1 p.m. on Zoom with 29 registered attendees.
- From 6 p.m. to 7 p.m. at EnVision Center with 9 attendees that signed in.

Additionally, a survey was available online at [tempe.gov/Forum](https://tempe.gov/Forum) from Oct. 18 through Nov. 1, 2023. This survey received a total of 50 visitors and 16 responses.

#### II. Outreach

Several methods were used to provide information to the public and stakeholders regarding the project, meeting and opportunities for input.

This round of outreach was focused on obtaining feedback on the 100% design plans and parking near the project.

##### [Project Webpage](#)

The project [web page](#) was updated continuously and included information about the project, the date and access information for the public meeting and online comment information.

## Social Media, Eblasts and Press Release



### City of Tempe Page

10/4/23 – Public meeting reminder

- Reach: 1,677 | Engagements: 24 | Link clicks: 0

10/12/23 – Public meeting reminder

- Reach: 495 | Engagements: 4 | Link clicks: 0

10/17/23 – Facebook Story – Public meeting reminder

- Reach: 141 | Engagements: 0 | Link clicks: 0



10/4/23 – Public meeting reminder

- Impressions: 894 | Engagements: 5 | Link clicks: 0

6/1/23 – Public meeting reminder

- Impressions: 602 | Engagements: 2 | Link clicks: 0



10/17/23 – Instagram story – Public meeting reminder

- Reach: 419 | Engagements: 4 | Link clicks: 4



10/02/23 – Public meeting announcement

- 3,134 emails sent, 41% open rate, 6.7% click rate, 87 clicks

10/10/23 – Tempe This Week

- 8,691 emails sent, 38% open rate, 10.9% click rate, 364 clicks on link

10/16/23 – Tempe This Week

- 8,697 emails sent, 39% open rate, 8.6% click rate, 291 clicks on link

10/30/23 – Tempe This Week

- 8,701 emails sent, 38% open rate, 10.4% click rate, 344 clicks

### Media Hits

- [12News](#)
- [AZCentral](#)
- [KJZZ](#)
- [Daily Independent](#)
- [ICT News](#)

### Direct Mailer

A bilingual direct mailer was sent to residents near Eighth Street. The boundaries were University Drive to the north, Apache Boulevard to the south, McClintock Drive to the east, and Rural Road to the west. The direct mailer included a brief overview of the project and details on how to attend the public meeting and provide comments. A bilingual comment reminder postcard was sent to the same area.

### Yard Signs

Bilingual yard signs with meeting and comment information were placed on Eighth Street and the surrounding area.

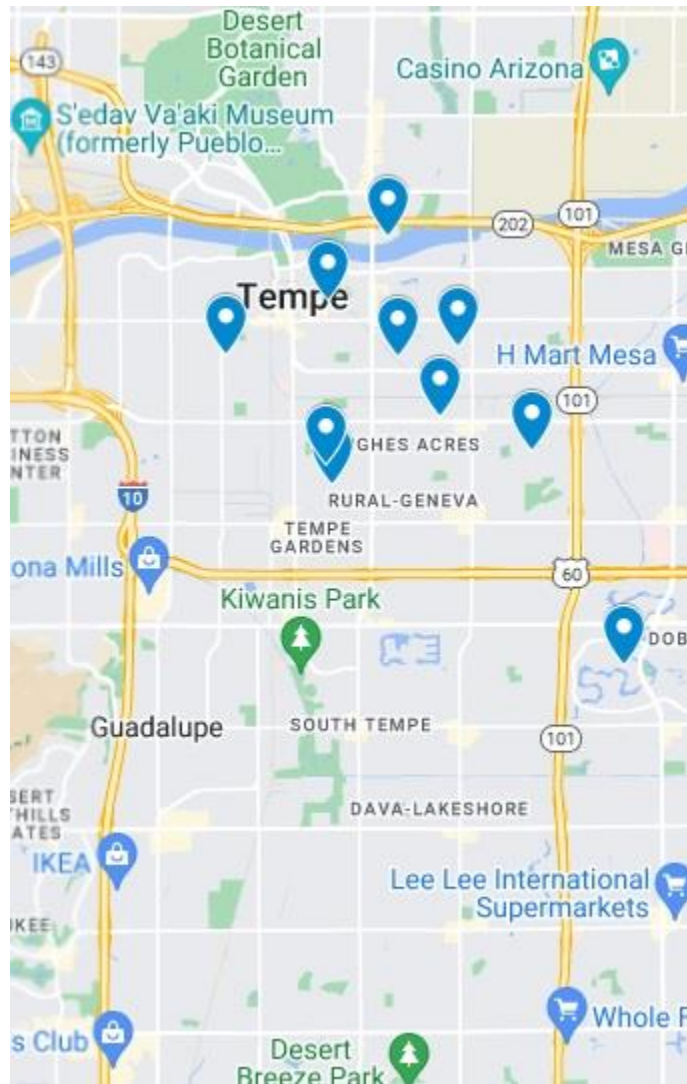
### Emails

A notification email was sent to Tempe Forum subscribers, neighborhood contacts, relevant Boards and Commissions and previous participants in Eighth Street outreach inviting them to attend the meeting or to comment online.

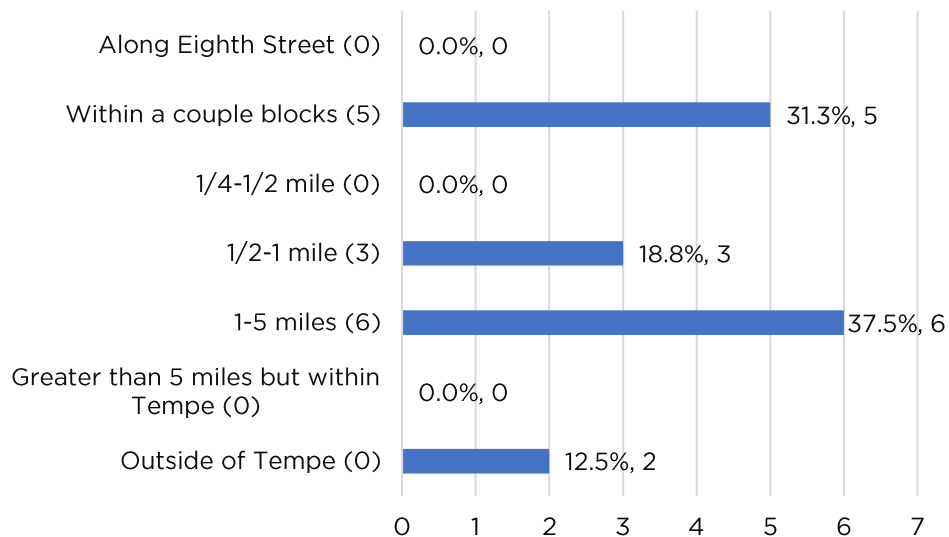
### III. Survey Results

The survey was available online at [tempe.gov/Forum](http://tempe.gov/Forum) from Oct. 18 through Nov. 1, 2023 to gather feedback on designs for the Eighth Street Streetscape Project.

12 respondents provided an address with approximately 75% in Tempe.



## 1. How close to the project area do you live?



Responses: 16

## 2. Please provide your thoughts on the 100% design of the Eighth Street Streetscape project.

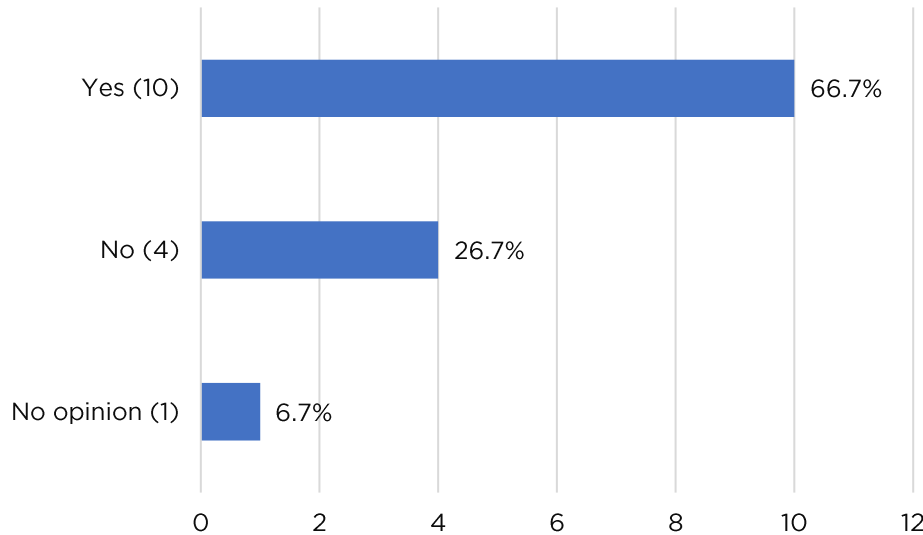
- a) It seems that the project was redesigned to focus on the segment between Dorsey and Rural Rd and the budget was almost entirely reallocated to address commercial concerns about parking and the archaeological discovery. While those areas are very nice, the redesign seems to neglect the segment between McClintock and Dorsey almost entirely. b) I am saddened that the much-needed shade trees at the north side from McClintock to Dorsey as well as the center medians at both ends have been removed from the design. c) We'll take what we can get since we've been waiting for these improvements for more than 10 years, but it's a disappointment that so many of the pedestrian and bicycle upgrades that were a part of the original design have fallen out, specifically on the East end. d) Please reconsider the shade canopy- We have a very large unhooded population in this area and a canopy in the landscape without a playground or other attraction to give it purpose will most likely be used primarily for urban camping and discourage use of the path by residents. e) I have concerns regarding the discontinuity of the bike paths between the East and West ends of the project. Already in our existing configuration, bicyclists frequently utilize the sidewalks instead of the bicycle lanes (oftentimes against traffic) and I worry that the lack of continuous bike lanes and/or a continuous cycle track will further exacerbate that problem. While the multi-use path is nice, it is further out of the way, and I expect will be underutilized by bikes unless it connects to a 2-way cycletrack (like the previous design had). Dorsey/Eight intersection is bound to be confusing for bikes, cars and pedestrians as bikes transition across lanes of traffic. Additionally, I frequently ride this segment at night and have found that specifically during ASU football games and special events, shared use of the road by bikes and cars could cause some catastrophic car-bicycle collisions. If a two way cycletrack running the entire length of eighth street is not possible, I would rather eliminate the new parking and maintain the existing bicycle travel lane in each direction for the length of eighth street."

- I am in full support of this project. I think concept option 1 is a great design and will bring more life to this area of Tempe. The traffic calming and raised pedestrian cross walks will help to promote pedestrian safety and help bring us to our Vision Zero goal. The separated bike lane promotes safety and encourages non-car oriented travel. I also love the implementation of the area's history into the design.
- I like all of the elements proposed, especially the segregated two way cycle track. I definitely would appreciate adjustments to acknowledge the significance of the archeological discovery in the site.
- I lived about 300 yards from 8th street for 3 years as an undergrad at ASU. I actually avoided it given how desolate and exposed it felt. I also avoided driving on it at night due to the outdated and dim induction lighting along the street. Either of the proposed designs are a significant improvement. The pedestrian and bike heavy traffic along 8th demands better facilities and the proposed streetscape enhancements will certainly fulfill that. I also support the inclusion of the historically significant aspects of the site in the final design. Something I did not see noted in the design draft was better lighting at the Dorsey intersection. I cannot count the number of times I have nearly missed seeing pedestrians or bicyclists because of how dimly lit that intersection is. Regarding this project as a whole, so long as there is ample street and pathway lighting with adequate tree cover, I see this being an excellent addition to the area.
- I strongly support improvements to bicycle safety in this area. I was unable to attend the meeting so my information is based on the slides only. I am concerned by the "Refined Design - Rural to Dorsey" slide that suggests that the bike lanes will be replaced with sharrows. This is probably less safe than the current bike lanes. It looks like there may be an off-street multi-use path in this block, but it is not clear to me how that would connect with the bike lane from Dorsey to McClintock. Will eastbound cyclists have to cross 8th street to use the multi-use path and then again at Dorsey to get on the bike lane? This seems sub-optimal.
- I support improvements to bike lanes, sidewalks, traffic calming, tree shade and greenery. Great project!
- I've only seen bits and pieces and can't comment extensively.
- More traffic calming at intersection. Decreasing curb radii
- Option 1 (the multi-use path and cycle track) should be chosen, as the current model with bike lanes both sharing the road with cars and running adjacent to on-street parking creates a dangerous hazard for bicyclists.
- Overall there is excitement seeing this project moving forward. As someone who lives in the neighborhood and frequently walks along 8th Street, it is great to see progress. The improvements on the north side of the street between Rural and Dorsey is going to provide a much needed path for pedestrians that is more inviting and an improvement to this part of the neighborhood. The raised pedestrian crosswalks will be great for traffic calming along 8th Street. The removal of the planted medians though could have been a great opportunity for entrances at both ends and to help reduce the speed of traffic that enters off the busier Rural and McClintock streets. I am also a little concerned there is a disconnect in the development from Dorsey to McClintock though. It seems like the design has significantly been reduced. With a major student housing complex on the east end, it would be a great way to engage the neighborhood along with the planned improvements to Creamery Park.
- Parking needs to be restricted near pedestrian crossings and bus stops to increase safety through the curb extensions, paint and appropriate signage to

inform drivers. Curb extensions need to be added on either side of the raised crosswalks. Paint (shark-teeth) and signage needs to be added at all mid-block crossings to warn drivers that they legally are required to stop for pedestrian traffic.

- Please add protected bike lanes. Everything else looks great.
- Please remove the curbs and obstructions out of the bike lane. Do not force the bikes into the traffic lane. This has proven to be unsafe and is a liability to your design.
- Very needed project!
- While I like the new design elements / sculptures / interpretive signage, I would like to see something that more directly addresses the archeological finding itself and its significance. In my mind, an interesting, simple idea would be to provide a contemporary sign panel with some basic information along with a QR code that could take someone to either a more in-depth website, video, or ideally even an interactive 3D model of the findings. I'm sure that with all of the survey work done on the site before it was covered back up, a simple model could be generated that anyone with a smartphone could play with. Could be a fun, relatively cost-effective way to bring a bit more history and education to the site. I am a bit disappointed to see much of the focus taken off the rail line as that was a major design element with its own history in the original concept, however I understand that the archeology findings take precedent. I would personally like to see more of a formal, linear planting scheme to the understory plants along the path to help reinforce the corridor. What I saw in the concept images today was a bit of a 'mixed-salad' approach and in my opinion does not make the overall design more cohesive. It's possible that because this was not the true final design that that has changed, just wanted to give my two-cents.

3. The city has received concerns about the lack of parking/turnover in the section of Eighth Street between Rural Road and Dorsey Lane. Would you support charging for parking in this section?



Responses: 15

4. Why or why not?

Yes Comments:

- I support the city charging for parking. The plans will already increase parking availability and turnover is mostly needed during ASU school hours. Charging for parking aligns with the rest of downtown Tempe and will reduce congestion caused by additional trips from people only looking for convenient free parking at the expense of the city and everyone else. Future developments in this area will only increase the parking issue if parking remains free as more people will be looking to park their vehicles for extended amounts of time. Charging for parking will help increase the availability for everyone who needs to visit 8th street and the local businesses. Everyone else who normally parks and then leaves the area will be encouraged to find an ASU parking garage or use the light rail park-n-ride instead.
- I think charging for parking is the way to go for a variety of reasons. First off, it costs the city money to maintain each parking spot, if one chooses to drive, they should have to pay to park their car to maintain that spot. Secondly, when parking is metered, vehicle turnover is higher, so businesses nearby will see more people coming in to their stores.
- Incentivize people to not drive their cars.
- It's very congested and parking is not turning over. Use a resident sticker system and/or a paid parking meters in this zone.
- Parking is not a right, it is a benefit taxpayers pay for and drivers can chip in to cover the cost of the benefit they are using.
- Parking is too cheap as it is! By charging for parking, businesses will see more turnover at their shops and people will spend less time looking for parking. If

people aren't keen on this idea, I would propose using the revenue from the parking fees to improve/maintain the project (8th Street). Show that the money will directly benefit the road.

- Students use 8th as university parking. All companies on 8th have parking already (dedicated).
- There should not be free parking, as many ASU students leave their cars there to avoid paying for parking on campus.
- This is very close to ASU. I assume that most parking here is people looking for an alternative to paid parking at ASU. It does not make sense to me to allow parking for free. I would support paid parking or permit parking for residents only (if needed).

#### No Comments:

- I'm concerned that charging for this parking will cause ASU students in search of free parking to instead park on our neighborhood streets instead of along Eighth, which is more appropriate for that use. I have never been bothered by lack of turnover along Eighth and in the limited times I've had to park there have never had issue finding a spot.
- If there is an issue with illegal long term parking, that should fall to code enforcement. 8th street is a valuable place for additional parking and I feel the necessity to pay would damage that.
- I've never had an issue finding parking along 8th Street even during peak hours (sporting events, Tempe races, etc.). With the growing number of apartments, townhomes, and other student housing, there is concern that charging for parking will cause students to extend their parking into the neighborhoods.
- Stop charging for parking downtown Tempe too...

#### No Opinion Comments:

- If paid parking is going to be introduced, I would only hope that the time limits are lifted and that smart-meters are used so that the user can purchase more time remotely via app.
- Who is it that's parking there? ASU students, staff and visitors? Residents? What about restricting who can park there and when and for how long?

### 5. Is there anything else you'd like to share about the project?

1. Excited to finally see it happening.
2. I am glad the city has taken the time to preserve the unique pre-historic artifacts and heritage of 8th street. The improved streetscape will facilitate additional pedestrian traffic in that area.
3. I don't agree with the removal of the high-visibility crosswalks being removed from Rural Rd, S Gary and Four Peaks Brewery. Also, where is the proposed sidewalk connection to the Devil's Advocate proposal going to go? This small area should be free of vegetation to prevent a waste of money when the sidewalk is added less than a year later.
4. It would be great to see curb cuts and bioswale integrated (where possible). Maybe that will be a part of the landscape design but wasn't touched on? We had a very successful curb cut and basin installed at Dorsey and Lemon and it does a great job collecting rainwater.



5. most area's show a nice smooth bike lane. Please keep them that way. no poles, no traffic bumps in the bike lane, no planters, no jutting out curbs!!!
6. Please include some of Tempe's history and prehistory in the design. A purely utilitarian design should be avoided.
7. There seems to be a large emphasis on additional parking on the south side of the street. Maybe this can be relooked at as parking does not seem to be a concern along the entirety of 8th Street. Even with Homecoming at ASU this past weekend, there was ample parking available with a little more walking along 8th Street.
8. This is very close to ASU and there are now many people who commute to ASU from the area. Careful planning for safe bicycling and walking is critical.