



PUBLIC MEETING AGENDA

Transportation Commission

MEETING DATE

Tuesday, June 10, 2014
7:30 a.m.

MEETING LOCATION

Tempe Transportation Center
200 East 5th Street, Don Cassano Community Room
Tempe, Arizona

MEETING AGENDA

AGENDA ITEM	PRESENTER	ACTION or INFORMATION
1. Public Appearances The Transportation Commission welcomes public comment for items listed on this agenda. There is a <i>three-minute time limit</i> per citizen.	Pam Goronkin, Commission Chair	Information
2. Approval of Meeting Minutes: The commission will be asked to review and approve meeting minutes from the May 13, 2014 meeting.	Pam Goronkin, Commission Chair	ACTION
3. Maricopa Association of Governments Pedestrian Design Assistance Grant The commission will be given the opportunity to formally recommend a project for application.	Eric Iwersen, Public Works	ACTION
4. Streetcar Staff will provide an update on alignment alternatives.	Eric Iwersen, Public Works and Valley Metro Staff	Information or Possible Action
5. Bike Theft Programs – Peer City Analysis Staff will provide a peer city analysis of comparable bike theft reduction programs.	Bonnie Richardson, Public Works	Information or Possible Action
6. Orbit Saturn Update Staff will provide an update on South Tempe Orbit service planning.	Shelly Seyler and Mike Nevarez, Public Works	Information or Possible Action

<p>7. Bike Boulevards Staff will provide an update on the bike boulevards including definitions and estimated costs.</p>	<p>Eric Iwersen and Julian Dresang, Public Works</p>	<p>Information or Possible Action</p>
<p>8. Department and Regional Transportation Updates Staff will provide updates and current issues being discussed at the Maricopa Association of Governments and regional transit agencies.</p>	<p>Public Works Staff</p>	<p>Information</p>
<p>9. Future Agenda Items Commission may request future agenda items.</p>	<p>Pam Goronkin, Commission Chair</p>	<p>Information</p>

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Minutes City of Tempe Transportation Commission May 13, 2014

Minutes of the Tempe Transportation Commission held on Tuesday, May 13, 2014, 7:30 a.m., at the Tempe Transportation Center, Don Cassano Community Room, 200 E 5th Street, Tempe, Arizona.

(MEMBERS) Present:

Pam Goronkin (Chair)
Don Cassano
Ben Goren
Charles Huellmantel
Philip Luna
Cyndi Streid

Jeremy Browning
Aaron Golub
Kevin Olson
Charles Redman
Gary Roberts
Peter Schelstraete

(MEMBERS) Absent:

Nikki Gusz
Sue Lofgren
German Piedrahita

City Staff Present:

Don Bessler, Public Works Director
Shelly Seyler, Deputy Public Works Director
Eric Iwersen, Principal Planner
Yvette Mesquita, Sr Management Assistant
Kathy Wittenburg, Administrative Assistant
Ken Jones, Finance and Technology Director
Alex Smith, Real Estate Development Supervisor
Robert Yabes, Principal Planner
Joe Clements, Transportation Financial Analyst

Guests Present:

Loyd Thomas
Brett Wood, Kimley Horn
Bryan Sager, Kimley Horn
Jim Coffman, Coffman & Associates
Jorge Luna, MAG
Marc Pearsall, MAG
Sonya Pastor La Sota, Valley Metro

Commissioner Goronkin called the meeting to order at 7:31 a.m.

Agenda Item 1 – Public Appearances

Lloyd Thomas, Tempe resident, came to hear the MAG presentations on pedestrian design projects and wanted to remind the Commission to incorporate the needs of cyclists in their future plans and appreciates the effort put into the transportation program.

Agenda Item 2 – Minutes

The minutes of the April 8, 2014 Transportation Commission meeting were approved.

Motion: Commissioner Huellmantel

Second: Commissioner Cassano

Decision: Approved

Agenda Item 3 – HURF Fund Long Range Update

Ken Jones gave a brief overview of the Highway User Revenue Fund (HURF). Historically, HURF money is received from the state to maintain the City transportation system, such as street lights, street projects, etc.

The HURF fund receives money from the state and uses it for cash payments for street improvements. The debt repayment of \$2.77 million dollars was phased out over the last three years to help balance the fund. Next year, the City expects to receive up to \$19.5 million in HURF funds. Don and Shelly have designated how and where those funds will be directed next year.

Don Bessler stated that in 2010, 40% of the workforce that maintained the streets were let go and there were no funds directed toward street maintenance. It was determined that it would take \$8 million annually to just maintain streets. The formula used to designate street budgets is outdated and there are not enough funds available to properly maintain the streets. Don encouraged the Commission to identify their priorities and provide staff direction.

Commissioner Goronkin stated that comparatively, Tempe streets are far better maintained than surrounding communities.

Shelly Seyler stated that the City has used Capital Improvement Projects (CIPs) to manage many assets in the system, including street infrastructure (concrete and asphalt) roadway pavement and signage, striping and signal systems, which are all funded through the HURF fund. Every three years, the pavement quality is assessed by a consultant and rated from zero to 100. The average rating of streets in Tempe is currently 59. Our goal is to improve the system wide average to 75, by systematically identifying where there is the most need. The focus will be on upgrading one to three miles of arterial streets and one residential neighborhood every two years. The next project will focus on McClintock Drive between Elliot and Broadway, which has numerous cracks, potholes, dips, failing asphalt structure and could possibly lead to unsafe conditions for pedestrians, cyclists and vehicles.

The department works to coordinate improvement efforts with other utilities to maximize resources and results. As for the structural street light program, over time they updated the installation process and are working to replace all of the street lights through the CIP process; managing it as a proactive asset management program as opposed to a reactive maintenance program.

Commissioner Goronkin asked how many complaints the department receives about the condition of the streets in Tempe.

Don and Shelly responded that there are approximately 20 to 30 different types of calls annually that are identified as complaints. The amount of calls can be affected seasonally by potholes that appear after inclement weather. Don added that if a private utility company performs street maintenance within three years of City generated repairs, the contractor is charged a premium for performing that work out of sync with the City's plan.

Commissioner Luna commented that the City does a good job, overall, with such small budgets.

Shelly replied that within the district, the City spends \$3 to \$5 million per year to address several miles of arterial and residential roads annually. The City uses rubberized asphalt, which performs better, and coordinates efforts with utility companies to reduce wear and tear and repairs to the streets.

Don added that the two elements that cause the most wear on asphalt are moisture and extreme temperatures. Tempe has a lot of cross through traffic and as such, the streets carry large volumes.

Shelly added that staff is developing a calendar over the next few months for the Commission and Council to review and be aware of and voice their recommendation on what projects staff has proposed for funding, where the CIP/grant process is, and when submittals are due for both the Transit and Transportation projects.

Commissioner Goronkin asked for more questions and comments and thanked staff.

Agenda Item 4 – Transit Fund Long Range Update and Transit A la Carte

Ken Jones gave a brief overview of the transit fund. 16% of the fund comes from a half-cent dedicated sales tax and can only be spent on Transit services and projects.

Ken introduced Joe Clements as the accountant for the Transit Fund. Ken also walked the Commission through an interactive spreadsheet tool. This spreadsheet illustrates the Transit budget as well as projections and costs; enabling Council to use this tool to select transit options and projects.

Revenues and expenditures are now being tracked very closely. Historically, this account was underfunded and had a structural deficit of between \$15.8 and \$18 million. Through good forecasting and management, the fund has now been stabilized. This budget year, the revenues include \$52 to \$54 million in Transit Funds. Transit is funded by a number of sources and some revenues are more difficult to project because they are derived from federal grants, user fees, etc. that can fluctuate annually. Council approved a policy that specifies that 25% of the annual revenue must be maintained as a minimum fund balance to ensure that services are maintained. The options of projects slide illustrates that there currently is a 50% fund balance, as well as current expenditures. The Council can now use this tool to make decisions about how to spend those funds. Ken continued to explain that an element of the spreadsheet also reflects \$8 million in debt that is earmarked to be reimbursed by federal funds and will be disbursed at a later time.

In another example, Ken described that in fiscal year 2014/2015, a non-recurring expenditure can occur and by using the interactive spreadsheet, will help Council forecast what expenses they would like to address in the future for long term planning.

Commissioner Goren asked if the street car is built into spreadsheet and Ken confirmed that it is.

Don Bessler added that this is the interactive tool, and that the fund tool, called Transit a La Carte, will be seen by Council first. It is a menu document that illustrates where all the revenue funds come from on one side and the second side illustrates the costs and options for spending. Don acknowledged that terms get confusing, but staff is bringing this information to help Council and the public understand the big picture.

Don Cassano asked if one of the spreadsheets could be created for capital expenditures. Ken replied that although that fund operates differently, capital expenditures do not maintain a balance in the Capital Fund. If debt is issued from that fund, monies will be transferred to that fund to pay for the expense.

Agenda Item 5 – Downtown Parking Study

Eric Iwersen introduced Brett Wood with Kimley Horn, who will make a presentation to Council in June about bike parking, structures, on-street parking, commercial vehicle loading, etc. Alex Smith added that DTC is part of the team and a funding partner.

Brett Woods gave a brief overview of the draft presentation and explained some of the work that had been done over the last five months, including curb lane management, bike parking, parking requirements, asset management, revision of future parking facilities and traditional parking analysis. A survey was distributed and they received 200 responses to help set up a baseline for recommendations.

Reviewing the 5th Street corridor from Farmer to College, they assessed what improvements are possible and determined the need to improve landscape to stay in context with Mill. The designs are more about creating a tree canopy, focused more on parking, and buffered bike lanes, removing patch spaces to add more parking spaces, and keeping the bike lane. At this point, it's a very conceptual approach and more work is needed to complete the design.

Commissioner Goren asked if there is anything separating bikes and cars.

Brett replied options are a painted line or bollards, depending on the right of way available.

Eric added that these projects can take years to complete and transitional measures may be applied, and they are looking at more affordable solutions to facilitate the protected bike lanes. He later continued that a new concept is to have the bike lanes on the passenger side of automobiles.

Brett interjected that looking at this conceptually, it could cost up to \$5 million over a long period of time, and there could be opportunities to generate revenue.

Commissioner Olson commented that a part of the interim solution can transform the use of a property, as he has witnessed at his office location.

Brett added that landscaping can change behavior and use.

Commissioner Huellmantel confirmed that these plans are indeed concepts and the Commission will look at it again at a later date and Commissioner Goren asked about the budget.

Eric confirmed that this concept is at the early stages and no budget has been established.

Brett addressed curb lane management issues, such as designating commercial loading times, designating taxi loading stations, and revisions to street parking to include overnight, pre-paid overnight parking to encourage consumers to use alternative measures and deter impaired driving.

Brett identified that there is a lack of active bicycle parking, and they recommend reviewing best practices. Bike parking and implementing standards need to be revised as the private development application is lacking and also offer long-term parking. He then showed an example of an on street bike corral (in Colorado) which replaced one parking space with a bike only parking rack for up to eight bikes. The group suggests piloting the concept to assess activity and promote bike parking on Mill. Another concept presented was event bike parking and permanent bike valet.

The team identified a 1,000 public parking space (13%) surplus over the entire downtown area, which is minimal, if not subpar. Adding bike parking in current projects, such as movie theaters, State Farm, and University Place could offer better parking facilities and development.

Alex added that although he acknowledges parking is limited and we are putting a maximum limit on the number of parking spaces a new development has, there is a demand for suburban parking models in urban downtown environment. We need to balance the demand with weekly business and weekend event needs.

Commissioner Huellmantel recapped that the benefit of these discussions is that it identifies costs, including transportation, and that uses change, consumers change and the transportation needs will evolve.

Brett summarized his presentation and remarked that the best model focuses on customer service and community to be able to fund that plan by charging revenue to pay for future development.

Commissioner Goronkin confirmed that this presentation will go to Council June 12 and verified a general consensus that the Commission supports this program.

Alex added that Council received this information in the Friday packet and staff will meet with them before the IRS.

Commissioner Roberts asked if there is any incentive for businesses to use to require less parking. Brett replied that there are subsidies for employers to have their employees get rail and bus passes in other cities.

Commissioner Olson commented that he would like to add a sixth item to increase transit options and incentives to reduce auto traffic.

Eric confirmed that staff would send out a statement reflecting the Commission's support to Council.

Agenda Item 6 – MAG Pedestrian Design Assistance Grant Funded Projects

Eric gave a brief update on the concepts created to determine the alignment for the rail trail within a seven mile corridor between Tempe Town Lake and Knox Road. The Highline Canal Path Project received \$3.3 million in federal funds and is almost entirely funded.

Bryan Sager described the varying areas of pathway types, concepts and opportunities.

Eric also added that there will be provisions for pedestrians, lighting or maintenance vehicles as warranted. Union Pacific is concerned about safety so staff is identifying land that has right-of-ways and would be most amenable to provide good design and function.

Jim Coffman presented information on the Highline Project and updated the Commission about a recent bike ride, work sessions, concept designs, and reviewed the map from Highline to Guadalupe with paved paths, fences, and improvements to access points, alley ways, and possibly a bridge crossing. The presentation was cut short due to time and will be brought back at another meeting.

Agenda Item 7 – Southeast Valley Transit System Study

Robert Yabes, Principal Planner, Jorge Luna (Valley Metro), Sonya Pastor La Sota (Valley Metro) and Marc Pearsall of Maricopa Association of Governments (MAG) presented information on the Southeast Valley Transit System Study.

The Southeast Valley project covers nearly 20 communities and is funded by MAG and Valley Metro. This is the first study that MAG and Valley Metro have partnered on to study the Southeast Valley Transit System.

Marc Pearsall explained that the Study Area expects to determine transit needs by optimizing existing services, identify current unmet needs and changing conditions. The MAG region has expanded into Florence and Coolidge. Public outreach will run through next year. However, due to lack of funding, there is a shortage or gaps between, Mesa, Tempe, and Chandler for which they hope to address.

Marc provided a summary of items being studied, such as transit service characteristics, reviewing opportunities to maximize service in the Southeast Valley, identifying funding strategies, and concerns about increasing dial-a-ride costs.

Sonya Pastor La Sota identified the project website and reported they have collected 660 survey results so far, and will continue to collect them through June 16. The team is also attending master plan public meetings, events, and community meetings to collect input.

Marc added that there is ongoing coordination with the Project Advisory Committee (PAC) Market based approach to transit and meeting approximately every six weeks to review data.

Commissioner Roberts inquired if the vanpool program is part of the study, as it is a cost effective option to address current issues.

Jorge Luna replied that maps of commuter traffic are being established and observed as a part of this review and Julie Morrison, whose passion is TDM transit has joined the study team and has brought TDM to the study, which is paying for itself. A component of TDM will be a part of the study.

Commissioner Goren asked if the trip reduction data is a part of the study.

Jorge replied yes, that data is being incorporated into the study for companies who have 50 or more employees, and enables them to map traffic patterns.

Agenda Item 8 – MAG Pedestrian Design Assistance

Eric explained that MAG releases funds annually and asked the Commission to review the packet with proposed project ideas, and reviewed highlights of several of those projects. Eric also clarified that after the review, the Commission can recommend one project.

Commissioner Roberts expressed support for the Alameda project based on the benefit it would bring to the area which consists of railroad tracks.

Commissioner Huellmantel commented that the Commission has made great progress last year and believes they have the most impact on the community with this type of decision.

Commissioner Cassano suggested considering the pedestrian bridge on Baseline at the Western Canal.

There was a general discussion about how to determine what project criteria would be the best candidate to get funding.

Commissioner Goronkin summarized the consensus that there are two projects that have the most regional significance.

Agenda Item 9 – Department and Regional Transportation Updates

Postponed in the interest of time.

Agenda Item 10 – Future Agenda Items

None

The Commission's next meeting is scheduled for June 10, 2014.

Meeting adjourned at 9:26 am

Prepared by: Kathy Wittenburg

Reviewed by: Sue Taaffe

CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 3

DATE

June 3, 2014

SUBJECT

Maricopa Association of Governments 2015 Pedestrian Design Assistance Grant Recommendation

PURPOSE

Provide the Commission with a review of the MAG Pedestrian Design Assistance Grant Funding and recommend a project for 2015 submittal

BACKGROUND

The Maricopa Association of Governments Pedestrian Design Assistance Program is an annual grant source specifically targeted at funding the first phase concept work of pedestrian projects in the region. The program has existed since 1996 and it assists in getting projects started and positioning them for federal construction grants. MAG states the intent of the program is to stimulate integration of bicycle and pedestrian facilities into the regional transportation infrastructure. Tempe has successfully received design grants for six projects since the program inception (the most of any city in the region), and all but one of the projects has gone on to receive federal funding for construction as well. The deliverable work product from a successfully funded project is a concept detailed enough to use for pursuit of construction funds. Additionally all environmental concerns or other project constraints and concerns would be identified in this phase.

The Tempe projects that have received past funding include:

- 1996: 5th Street Traffic Calming (Farmer – Priest)
- 1999: Mid-Block Crossing Study (which became the HAWK signals at the Western Canal Path)
- 2003: Rio Salado Pathway (Priest Drive - Phoenix border @ SR 143)
- 2010: Rio Salado Pathway (McClintock - Mesa border @ 101 & 202 ADOT Interchange)
- 2013: Highline Canal Path (Baseline – Chandler border)
- 2013: North South Rail Spur Path (Tempe Beach Park – Chandler border)

Maximum funding requests for these grants varies year to year, depending on available funds. Typically cities can request up to a maximum of \$100,000, which is sufficient for concept design of a project, however, smaller funding requests are more common. Last year Tempe was awarded two grants (the Highline Canal Path and the North South Rail Spur Path) each at \$65,000.

Consistent with City Administration and City Council Policy, projects identified in or in concert with the Tempe Transportation Plan and the General Plan or projects that are included in the City's Capital Improvement program would be considered eligible for application.

At the May 13 Commission meeting there was discussion about possible project submittals including:

- Upstream Dam Pedestrian Bridge over Town Lake
- Underpass @ Southbank Rio Salado Path & McClintock Drive
- Underpass/Crossing @ Western Canal and Baseline Road
- Alameda Drive Bicycle & Pedestrian Enhancements (I-10 east– Rural Road, including crossing of Union Pacific Railroad)

Staff will share possible project location photos as well as feedback from MAG for each project in order to advance a recommended project.

FISCAL IMPACT

No impact except staff time. Successful grant applications typically lead to city funding of projects. Eventual project construction requests and federal grant applications are anticipated.

RECOMMENDATION

Identify priority project for staff to coordinate submittal by June 26, 2014.

CONTACT

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**CITY OF TEMPE
TRANSPORTATION COMMISSION**



STAFF REPORT

AGENDA ITEM 4

DATE

June 6, 2014

SUBJECT

Tempe Streetcar Project

PURPOSE

Provide the Commission with an update and next steps for Tempe Streetcar Project

BACKGROUND

The Tempe Streetcar Project has been active since 2007 and is now positioned for critical next step decisions by the Tempe City Council and the Valley Metro Board as part of the requirements for advancing the project for federal funding.

Valley Metro and Tempe staff will present a project update and provide the Commission with an opportunity to comment on the project next steps.

FISCAL IMPACT

The Tempe Streetcar Project has \$73 million in regional transportation funds and Congestion Mitigation and Air Quality Funds. Operations and maintenance of the Streetcar is identified in the fiscal year 2018/2019 Tempe Transit Fund budget for \$3.1 million annually.

CONTACT

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ATTACHMENTS

NONE

CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 5

DATE

May 30, 2014

SUBJECT

Bicycle Theft Discussion

PURPOSE

The purpose of this item is to:

- 1) Provide information to the Commission regarding the bicycle theft programs in peer cities with universities.
- 2) Have a discussion about the scope and outcomes of various programs in other university towns related to theft.
- 3) Explore options that may be beneficial to the City of Tempe bicycle theft programs.

BACKGROUND

At the February 11, 2014 Commission meeting, Police Department Commander Noah Johnson provided an update on the bike registration program as well as efforts to reduce bike thefts. He presented information and discussed the Police Department's efforts to reduce thefts, which had increased in 2013.

At the March 3, 2014 Commission meeting Robert Hubbard from the City Attorney's Office provided information on the laws related to bicycle theft and the prosecution of cases where there has been an arrest. At that meeting, members of the commission requested that staff conduct research of what other bicycle communities have done to reduce bike thefts.

FISCAL IMPACT

None.

RECOMMENDATION

This item is for information and discussion, with possible action.

CONTACT

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ATTACHMENTS

Peer City Analysis of Bicycle Theft Programs

PEER CITY ANALYSIS of BICYCLE THEFT PROGRAMS

CITY	UNIVERSITY	BIKE THEFT PROGRAM	BAIT BIKE PROGRAM	REGISTRY	PUBLIC MEDIA	COMMENTS
Madison, Wisc.	UW-Madison	http://uwpd.wisc.edu/news/uwpds-bait-bike-program-making-a-difference-on-campus	one of 1st programs (2008); first year bait bikes were deployed they saw a 40% drop in bike thefts	Registration required by law; MPD registration & recovery	http://www.cityofmadison.com/bikemadison/programs/bicyclerecovery.cfm	need newer tech to conceal the GPS better; bicycle recovery program picks up unlocked bikes (CoM)
New Orleans, LA	Tulane	bikeeasy.org; 'NOLA Bike Trains';	Tulane Univ. Police: 2011 to 2013: caught 80 thieves; now targeting repeat offenders	NOPD	very little on city site;	targeting offenders reduced Tulane's thefts from 3-4/week down to 1-2 per month.
Austin Texas	Univ. of Texas	Austin Community Bikes; www.bikeut.com	Austin Police Dept. says the city did have its own bait bike program a few years ago, but no one stole a [bait] bike. "And that's not to say we can't try this again. I'd like to look at that and the feasibility of it, and in the end, it might be better to make joint partnerships," Dusterhoft said. Dusterhoft says he now plans to reach out to UT Police and meet with Mitchell about his offer.	required on UT campus	austinyellowbike.org ; austincycling.org ; thieves have stolen at least \$2 million worth of bikes in Austin in the past three in half years. More than 2,000 bikes have been stolen in the past year –that's one bike stolen every four hours.	Yellow Bike Project (YBP) 501c(3) is a volunteer-powered initiative to put bicycles on the streets of Austin and Central Texas by operating community bike shops, teaching bike mechanics and maintenance, and acting as a local bike advocacy group.
Portland, Oregon	Portland State University	BikePortland.com ; http://www.portlandoregon.gov/police/42988	yes	yes	BikePortland Stolen Bike Listing	The Stolen Bicycle Registry covers all states; available to police and the public; Arizona bikes listed

PEER CITY ANALYSIS of BICYCLE THEFT PROGRAMS

CITY	UNIVERSITY	BIKE THEFT PROGRAM	BAIT BIKE PROGRAM	REGISTRY	PUBLIC MEDIA	COMMENTS
Santa Barbara, CA	UCSB	http://www.police.ucsb.edu/resources/crime-prevention	started 2011	register bike with Community Service Organization (CSO)	http://www.police.ucsb.edu/cso/bicycle-program; proactive univ. video: https://www.youtube.com/watch?v=QEum6XnNH-8	California: State ID issued but local city holds data; CSO is a student prof. unit of the PD
Minneapolis, Minn.	Univ. of Minn.		pilot in 2007; started 2010	register with MPD	http://www.officer.com/article/10703193/bike-theft-prevention-101	The success of the bait bike program is two-fold: enforcement and education. University & city PD use same registry (city).
Tucson	UofA	http://tucsonvelo.com/stolen-bikes;		yes	www.stolenbicycleregistry.com;	University of Arizona: parking.arizona.edu/alternative/bike_parking.php; have free Bike Valet
Tempe	ASU	https://cfo.asu.edu/bike	yes	ASU PD	ASU Bike Valet;	ASU: experience delayed arrest because GPS turns off when stationary; cfo.asu.edu/bike-theft and walk.asu.edu
Tempe		www.biketempe.org	yes	Tempe PD; adopted registration 7.30.13	http://www.tempe.gov/city-hall/police/bicycle-registration	separate program from ASU
Raleigh	North Carolina State University	http://www2.acs.ncsu.edu/trans/transportation/woftrails/Bicycling/registration.html	2009 program - original program too costly to be effective; changed type of GPS: cut theft rate by 33% (2012)	NCSU PD; also Raleigh PD registration	http://www.9-1-1magazine.com/Securus-CatchAThiefGPS-NCSU	The CatchAThiefGPS locator turned out to be the ideal solution for the NCSU Police Department, enabling the force to dramatically reduce bike thefts on campus – cutting the incidence of thefts by 33% (cost: \$199)
National		Arizona Crime Prevention Assoc.		BikeGuard	http://www.myassettag.com/bike	free scan tags and on-line registry
National		National Bike Registry		offers law enforcement registration program (free)	https://www.nationalbikeregistry.com/policeprogram.html	opportunity for 'one stop shop' for registration across organizations; fee to bike owner (10 yr./\$10)

PEER CITY ANALYSIS of BICYCLE THEFT PROGRAMS

CITY	UNIVERSITY	BIKE THEFT PROGRAM	BAIT BIKE PROGRAM	REGISTRY	PUBLIC MEDIA	COMMENTS
Under Development (Portland pilot)		https://project529.com/garage		registers bike and accessories	http://www.katu.com/news/local/New-app-to-help-recover-stolen-bikes-functions-like-Amber-Alert-261108351.html	Project 529 Garage is new web & phone app to reduce bike theft; partnered with law enforcement; started petition to have ebay & craigs list only allow registered bikes on site; have registrations in 35 states
San Francisco		http://www.nytimes.com/2014/05/28/us/police-use-high-tech-lures-to-reel-in-bike-thieves.html?emc=eta1	July 2013 SFPD Anti-Bike Theft Unit was created. SAFE Bikes was developed by the Park Community Police Advisory Board (CPAB) and SAFE in cooperation with the SFPD to educate bicycle owners about effective locking techniques, deter bicycle theft and recover stolen bicycles.	SFPD	using web, twitter; partners: http://www.sfbike.org ; http://www.missionstation.org/mission---stolen-bicycles.htm ; https://groups.google.com/forum/#!forum/stolen-bicycles-bay-area ;	post photos of thief on twitter & web; print stickers (Do you think this is a bait bike?); participate in bike events;

CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 6

DATE

June 10, 2014

SUBJECT

South Tempe Orbit Service Planning

PURPOSE

The purpose of this memo is to provide the Commission with an update on the direction received at the February 24, 2014 City Council Committee of the Whole (COW) meeting to study the expansion of the Orbit service into South Tempe. This item will be presented to the Council at the June 12 Issue Review Session. Therefore, no decision from the Council has taken place regarding expanding Orbit south of US 60. In addition, the expansion of Orbit is part of a larger discussion regarding increasing or enhancing transportation options for Tempe residents.

BACKGROUND

This report focuses on the results of the resident surveys administered to gauge the need and desire for neighborhood circulator service in Tempe south of US 60, and to identify the financial requirements, capital and operating, needed for implementation. Currently, there are five neighborhood circulators operating in Tempe. Referred to as the Orbit system, the five routes are Earth, Jupiter, Mars, Mercury and Venus. All Orbit routes operate with no fare required and serve the area north of US 60 converging at the Tempe Transportation Center. Orbit service operates seven days a week from 6 a.m. to 10 p.m. with 15 minute frequency on weekdays. Weekend service operates at a slightly reduced level.

In the 2007/08, Transportation staff began the planning process to expand Orbit service south of US 60. Before any planning was accomplished and due to the national economic down turn, expansion planning efforts were halted in order to address the structural budget deficit of the Transit Fund. Now that Transit Fund is solvent and trending positive in the Long Range Forecast there is an opportunity to resume efforts to consider implementing neighborhood circulators in South Tempe neighborhoods, generally between US 60 and Elliot Road from city border to city border.

INITIAL STEPS

In February of this year, the City Council Committee of the Whole advanced this item to a working group and staff to conduct a statistically valid telephone survey and a web survey of residents in the target area in and around zip code area 85283. The target area included portions of the Kiwanis/The Lakes and AZ Mills/Emerald Center and Corona/South Tempe character areas.

These surveys are the preliminary public participation steps in planning for the potential expansion of Orbit service in South Tempe by gauging support and interest for the potential service. The east/west

linear focus area (85283) is intended to affect multiple neighborhood areas in South Tempe and to intersect with local arterial fixed route bus service. A linear route has the potential to reach a variety of destinations including public places, city facilities, shopping, employment, schools, etc.

The Town of Guadalupe was asked to consider participating in the introduction of neighborhood circulator service as the focus area is immediately adjacent and could help enhance the quality of life for Guadalupe residents. Guadalupe has expressed interest in implementing circulator service within the town and will participate in the planning process to help gauge the feasibility of their participation in the service.

PUBLIC INVOLVEMENT PLAN/PROCESS

The City of Tempe values public input and believes that community members should be engaged early on in decisions that affect them. The purpose of the Public Involvement Program (PIP) is to create an open and transparent process to ground any expansion of the Orbit neighborhood circulator system south of US 60 resulting in a shared community vision. The entire PIP is attached for reference.

The City of Tempe's Public Works Department commissioned WestGroup Research, Inc. to conduct a telephone survey with Tempe residents living in the zip code 85283, which currently is not served by an Orbit circulator, to gauge support and reaction to a proposed additional route to the City's neighborhood circulator program. This report presents the results of 403 telephone interviews conducted in April 2014. At a 95% level of confidence, the margin of error for the total sample is $\pm 5.0\%$.

- Seven in ten (70%) residents surveyed in the 85283 zip code are familiar with Tempe's Orbit Neighborhood Circulator. Among those aware, just over a quarter (27%) have personally used Orbit. This translates to 19% of the total sample having used Orbit.
- Approximately two in five (41%) residents of 85283 indicate they or a member of their household are very or somewhat likely to use Orbit if it traveled in their neighborhood. It is important to note that when estimating the actual likelihood to use from a rating question, a common rule of thumb is to take one-half of the "very likely" percentage as the estimated usage. In this case, that estimate would be 10% of the residents living in 85283 are highly likely to use Orbit.
- The two primary reasons for not riding the neighborhood circulator are a preference for driving themselves (53%) or a perception that the service does not go where they need to go (21%).
- Seven in eight (88%) residents surveyed either somewhat or strongly support the operation of an Orbit bus on their own street regardless of whether or not they personally use it.
- Almost one in four (23%) residents indicates they would be willing to walk 1/8 of a mile to reach an Orbit circulator. An additional 35% say they would walk up to one-quarter of a mile to access Orbit. A full one-quarter (25%) said they would walk up to one-half of a mile to access Orbit. Nearly one in ten are willing to walk more than one-half mile to reach an Orbit (4% ¾ mile and 5% even further).

CONCLUSIONS

- There is a high level of awareness of the Orbit neighborhood circulator service among residents living in the Tempe zip code area of 85283. There is support from the vast majority of the residents for the service to operate on the streets in their neighborhood, even if they personally are not going to use the service. This indicates that residents do see value in the service for their neighborhood even if they will not use the service and it does not directly connect to key locations within Tempe.
- It appears that Orbit service would have the potential to attract ridership if a route was added into the 85283 neighborhood. The indicated likelihood to use the new Orbit service was evident not only among residents who are aware of and have used Orbit service in the past, but also among residents previously unaware of the Orbit service and also among those aware but have not used the service in the past. However, it's estimated that only 10% of the residents living in 85283 are highly likely to use an Orbit route in their area.

It must be noted that even an optimistic expectation of ridership in South Tempe would likely not compare or rival that of Orbit routes in the existing service area given that Orbit service north of US 60 converges at the Transportation Center, which is a gateway to regional service including light rail.

The entire telephone and web surveys are attached. In addition, comments regarding Orbit were expressed at several character area meetings and are also attached.

NEXT STEPS

Adding an Orbit route in South Tempe aligns closely with Council's strategic priorities by promoting a safe and vibrant neighborhood community and enhancing the quality of life for residents of Tempe.

The following are significant dates for the planning and implementation process:

- January 2015 thru October 2015: Tempe Planning and Public Participation Process focused largely on routing, frequency and hours of operation (duration: 4 to 8 months)
- December 2015: Seek Council approval of route and funding
- April 2016: Order buses (duration: 12 months) and begin bus stop improvements (duration: 4 to 6 months)
- November 2016: RPTA New Service Implementation Process (duration: 5 months)
- April or October 2017: Implement route

FISCAL IMPACT

Staff estimates that it would cost \$850,000 in capital costs to purchase the required fleet and \$1.24 million annually to operate a five-mile Orbit route. Below are the revenues and expenses for FY 14 thru 19 including the transit fund balance.

	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	TOTAL
Revenue	\$55.4 M	\$62.8 M	\$59.8 M	\$62.2 M	\$61.6 M	\$61.6M	\$363.4 M
Expenses	\$59.7 M	\$66.3 M	\$59.2 M	\$60.2 M	\$60.0 M	\$60.1 M	\$365.5 M
Surplus (Deficit)	\$(4.3 M)	\$(3.4 M)	\$.62 M	\$2.0 M	\$1.5 M	\$1.5 M	
Fund Balance	\$33.4 M	\$29.9 M	\$30.6 M	\$32.6 M	\$34.1 M	\$35.6 M	

As noted on the table above, sufficient funding for Orbit expansion will not occur until fiscal year 2017. Based on the financial forecast, Orbit operations in South Tempe would be planned to commence in April 2017. In an attempt to implement new Orbit service as soon as possible, staff is researching alternative funding options including grants and regional funding.

RECOMMENDATION

This item is for information and input.

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ATTACHMENTS

1. Public Involvement Plan
2. Telephone Survey
3. Web Survey
4. Response Area Maps 1 and 2 from Telephone and Web Survey
5. Support Maps 3 and 4 for Orbit Service from Telephone and Web Survey
6. Other Comments Received During Survey Process Including Character Area Meetings
7. Transit Long-Term Budget Forecast
8. Transit Revenues vs. Expenses for FY 2013/14

Attachments 4 & 5:

- Not all respondents provided an address. As a result, only addresses provided were shown on the maps.
- If a duplicate address was provided, only one location on the map (attachment 4) was shown.
- No location on the map for "likelihood to use" was shown if multiple addresses were given.
- Only the target area of city border to city border from US 60 to Elliot was included in the mapping.



1. PROJECT DESCRIPTION/BACKGROUND

One of the basic elements of the 1996 Transit Tax was the implementation of neighborhood shuttles. Currently, there are five (5) neighborhood circulators (shuttles) operating in Tempe, all north of US 60. Referred to as the Orbit system, the five routes are named Earth, Jupiter, Mars, Mercury and Venus. All Orbit routes operate with no fare required and serve the area north of US 60 and converging at the Tempe Transportation Center. Orbit service operates seven days a week from 6 a.m. to 10 p.m. with 15 minute frequency on weekdays. Weekend service operates at a slightly reduced level. Although intended to provide internal circulation within neighborhoods and act as a link or access to local fixed route service, Orbit operates in some cases in parallel with local fixed route service sometimes duplicating service.

In the 2007/08, Transportation staff began the planning process to expand Orbit service south of US 60. Before any planning was accomplished and due to the national economic down turn, expansion planning efforts were halted in order to address the looming budget deficit.

Now that the economy is rebounding and revenues are meeting budget expectations, there is an opportunity to again resume efforts to implement the basic elements of the 1996 Transit Tax, specifically neighborhood circulators in south Tempe neighborhoods.

2. PUBLIC INVOLVEMENT OBJECTIVES

The City of Tempe values public input and believes that community members should be engaged early on in decisions that affect them. The purpose of the Public Involvement Program (PIP) is to create an open and transparent process to guide the expansion of the Orbit neighborhood circulator system south of US 60 resulting in a shared community vision.

The scope of the PIP is to:

- Provide objective information to assist the public in understanding the purpose of expanding the Orbit neighborhood circulator system south of US 60.
- Seek and encourage the involvement of all community members.
- Provide a variety of opportunities for the public to contribute ideas and provide feedback through all phases of the process.
- Make the process accessible and engaging to interested community members.
- Consider the public input in the expansion of Orbit neighborhood circulator south of US 60.



3. STAKEHOLDER ANALYSIS

An early step in the Public Involvement Program is to identify the internal and external community members that have an interest in the process.

Internal

Mayor and Council
City Departments
Transportation Commission
Disability Commission

External

Residents & property owners in the area bordered by Loop 101 and I-10 from Baseline Road to Elliot Rd.
Neighborhood and Homeowners' Associations
Educational Groups (school districts, community colleges and ASU)
Businesses

4. INVOLVEMENT TECHNIQUES & COMMUNICATION APPROACH

Public involvement and communication techniques may vary depending on the phase of the planning efforts. The approach will be to facilitate working directly with the public throughout the process to ensure that public issues and concerns are consistently noted, understood and considered.

While traditional methods (meetings, presentations, etc.) will still play an important role in public engagement, social media and electronic participation and communication tools will also be extensively used to disseminate information and broaden outreach.

The following dedicated websites and online URLs will be used to share information and to collect feedback throughout the process:

Website <http://www.tempe.gov/orbit>
E-mail neighborhoods@tempe.gov
Facebook <http://www.facebook.com/CityofTempe>
Twitter @tempegov
Newsroom <http://www.tempe.gov/newsroom>

Some or all of the following methods will also be used to achieve broad and continuous public participation:

- Resident telephone and web survey to determine potential use and desire for an Orbit route. COMPLETED IN APRIL 2014



- A consultant conducted a statistically significant 8 to 10-minute telephone survey (which included cellular numbers) and opt-in web-based survey of Tempe residents who live in the predetermined geographic area to gain insights into perceptions of the proposed expansion of Tempe’s Orbit Neighborhood Circulator System. Cost: \$23,150
 - Distribution of door hangers in the project area.
 - Documents will be posted on the project website.
 - Comment forms will be available at the South Tempe Orbit Expansion public meetings.
 - Online comment forms will be available throughout the duration of the project.
 - Presentations to stakeholder Boards and Commissions.

The communication methods used will include:

- Press releases
- Tempe Today articles
- Brochures and posters located in common public areas
- Social media
- Tempe 11
- On line advertising
- City online calendar
- Project web site
- Handouts at other city events and meetings
- Partner communication vehicles – i.e., working with Neighborhood and Homeowners’ Associations, the Tempe Chamber, Tempe Tourism, the Downtown Tempe Community, Arizona State University, the school districts and others to include information about Transportation Master Plan in print newsletters, e-newsletters and online

In addition, all Orbit expansion south of US 60 comments from the Character Area public meetings and online comment forms will also be included.

5. PROJECT TIMELINE

- January 2015 thru October 2015: Tempe Planning and Public Participation Process focused largely on routing, frequency and hours of operation (duration: 4 to 8 months)
- December 2015: Seek Council approval of route and funding
- April 2016: Order buses (duration: 12 months) and begin bus stop improvements (duration: 4 to 6 months)
- November 2016: RPTA New Service Implementation Process (duration: 5 months)
- April or October 2017: Implement route



6. PUBLIC MEETING SCHEDULING, LOCATION & ACCESS

There will be two phases of general public meetings held; the first to inform the public about the project and to gather input from residents, businesses and organizations on the draft route concept and the second to review the preferred route concept. Public meetings will be scheduled at times that help maximize attendance. Meetings will be held in locations accessible to persons with disabilities and will be held as near as possible to transit routes when possible. With 48 hours advance notice, special assistance will be provided for persons with sight and/or hearing impairments; a Spanish translator can also be made available for the meeting.

- June 10, 2014 - Transportation Commission presentation
- June 12, 2014 - Tempe City Council presentation

7. RESPONSIBLE DOCUMENTATION

Documentation of all phases of the process will occur for future use and understanding of how the program worked, what comments were received and how the results of the public involvement were used in the expansion of the Orbit neighborhood circulator south of US 60.

Documentation will include:

- The Public Involvement Program
- List and samples of outreach and communication documents
- Database of participant contact information
- All public comments made
- Survey results

8. PROCESS EVALUATION & CONCLUSION

The City of Tempe seeks continual improvement of all of its activities. An evaluation will be performed throughout the public involvement process to ensure the PIP is meeting participation requirements mandated by state law. Feedback opportunities related to public involvement techniques will be provided through the website and meetings and continuously reviewed.

This Public Involvement Plan may change as conditions change or additional resources become available. The most current information about upcoming meetings and comment opportunities will be available on the dedicated website.



For further information about the process, please contact the following City of Tempe staff:

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Tempe Orbit Neighborhood Circulator Awareness, Usage & Support Telephone Survey

Spring 2014

Prepared for: The City of Tempe Transportation Division



TABLE OF CONTENTS

<u>Section:</u>	<u>Page #:</u>
Executive Summary	3
Conclusions	4
I. Introduction	5
A. Background and Methodology.....	5
B. Demographics and Respondent Background.....	6
II. Awareness, Usage and Support of Orbit Neighborhood Circulator	7
A. Awareness and Past Usage of Orbit.....	7
B. Likely to Use Orbit.....	8
C. Reasons Not Likely to Use Orbit.....	10
D. Support for Orbit Service on Residents' Street.....	11
E. Distance Willing to Walk to Access Orbit.....	12
Questionnaire - Appendix A	
Cross Tabulations – Available Under Separate Cover	



EXECUTIVE SUMMARY

The City of Tempe's Transportation Division commissioned WestGroup Research, Inc. of Phoenix to conduct a telephone survey with Tempe residents living in the zip code 85283, which currently is not served by an Orbit circulator, to gauge support and reaction to a proposed additional route to the City's neighborhood circulator program. This report presents the results of 403 telephone interviews conducted in April, 2014. At a 95% level of confidence, the margin of error for the total sample is $\pm 5.0\%$.

- Seven in ten (70%) residents surveyed in the 85283 zip code are familiar with Tempe's Orbit Neighborhood Circulator. Among those aware, just over a quarter (27%) have personally used Orbit. This translates to 19% of the total sample having used Orbit.
- Approximately two in five (41%) residents of 85283 indicate they or a member of their household are very or somewhat likely to use Orbit if it traveled in their neighborhood. It is important to note that when estimating the actual likelihood to use from a rating question, a common rule of thumb is to take one-half of the "very likely" percentage as the estimated usage. In this case, that estimate would be 10% of the residents living in 85283 are highly likely to use Orbit.
- The two primary reasons for not riding the neighborhood circulator are a preference for driving themselves (53%) or a perception that the service does not go where they need to go (21%).
- Seven in eight (88%) residents surveyed either somewhat or strongly support the operation of an Orbit bus on their own street regardless of whether or not they personally use it.
- Almost one in four (23%) residents indicates they would be willing to walk 1/8 of a mile to reach an Orbit circulator. An additional 35% say they would walk up to one-quarter of a mile to access one. A full one-quarter (25%) said they would walk up to one-half of a mile to access Orbit. Nearly one in ten are willing to walk more than one-half mile to reach an Orbit (4% $\frac{3}{4}$ mile and 5% even further).



CONCLUSIONS

1. There is a high level of awareness of the Orbit neighborhood circulator service among residents living in the Tempe zip code area of 85283. There is support from the vast majority of the residents for the service to operate on the streets in their neighborhood, even if they personally are not going to use the service. This indicates that residents do see value in the service for their neighborhood even if they will not use the service and it does not directly connect to key locations within Tempe.
2. It appears that the usage of the Orbit services overall would have the potential to increase slightly if it a route was added into the 85283 neighborhood. The indicated likelihood to use the new Orbit service was evident not only among residents who are aware of and have used Orbit service in the past, but also among residents previously unaware of the Orbit service and also among those aware but have not used the service in the past. However, it's estimated that only 10% of the residents living in 85283 are highly likely to use an Orbit route in their area.



I. Introduction

A. Background and Methodology

The City of Tempe's Transportation Division commissioned WestGroup Research, Inc. of Phoenix to conduct a telephone survey with Tempe residents living in the zip code of 85283, which currently is not served by an Orbit circulator. This report presents the results of 403 telephone interviews conducted in April 2014. At a 95% level of confidence, the margin of error for the total sample is $\pm 5.0\%$. This means that in 19 out of 20 cases, the "actual" percentage will fall within $\pm 5.0\%$ of the percentage we would achieve if we interviewed every qualified resident.

Approximately one week prior to the start of the telephone survey, a door hanger was distributed to all households in the specified area. The purpose of the door hanger was to inform residents that a random telephone survey was being conducted by WestGroup Research in order to garner feedback on the proposed Orbit circulator service. The door hanger encouraged residents to participate in the telephone survey if they were contacted, however, a URL address also was provided for a separate web-based version of the survey. The web link was provided so that all residents would have an opportunity to provide input to the City, even if they were not contacted as part of the scientific telephone study. Data from the completed web surveys are provided under separate cover.

The study design specified that residents contacted as part of the telephone study would be identified by screening calls made from a variety of sources including a Random Digit Dial (RDD) sample of phone numbers targeted toward the specific area and targeted cell phone numbers in the targeted zip code. Quotas for gender and age were monitored to make sure the sample was representative of the population as a whole that lives in 85283.



B. Demographics and Respondent Background

The survey was monitored and controlled for an even male/female split. On average, residents included in the survey are 49 years old, have an annual household income of \$66,142 and have resided in Tempe for 16.8 years.

Table 1: Respondent Demographics

Characteristic	2014 Total (n=403)
Gender	
Male	50%
Female	50%
Age	
18 to 24	6%
25 to 34	16%
35 to 44	16%
45 to 54	23%
55 to 64	22%
65+	17%
Refused	1%
Average Age	49.1 years old
Income	
<\$25,000	12%
\$25,000 to <\$50,000	24%
\$50,000 to <\$75,000	20%
\$75,000 to <\$100,000	13%
\$100,000 to <\$125,000	7%
\$125,000+	10%
Refused	14%
Average Income	\$66,142
Length of Residence	
<1 year	2%
1-2 years	4%
3-5 years	11%
6-10 years	14%
11-20 years	22%
20 years+	47%
Average Length	16.8 years



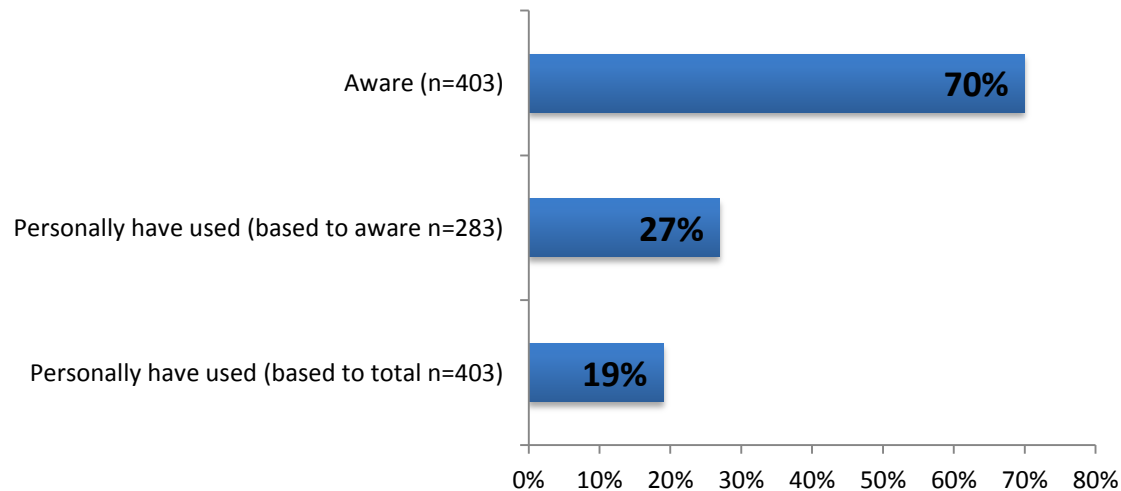
II. Awareness, Usage and Support of Orbit Neighborhood Circulator

A. Awareness and Past Usage of Orbit

Seven in ten (70%) residents surveyed in the 85283 zip code are familiar with Tempe's Orbit Neighborhood Circulator. Awareness is higher among younger residents (78% of those ages 34 and younger vs. 68% of those 35 and older).

Among those aware, just over one fourth (27%) have personally used Orbit. This translates to 19% of the total sample having used Orbit. Usage among those aware is significantly higher among residents under the age of 35 (45% vs. 22% of those 35+).

Awareness & Usage of Orbit Neighborhood Circulator

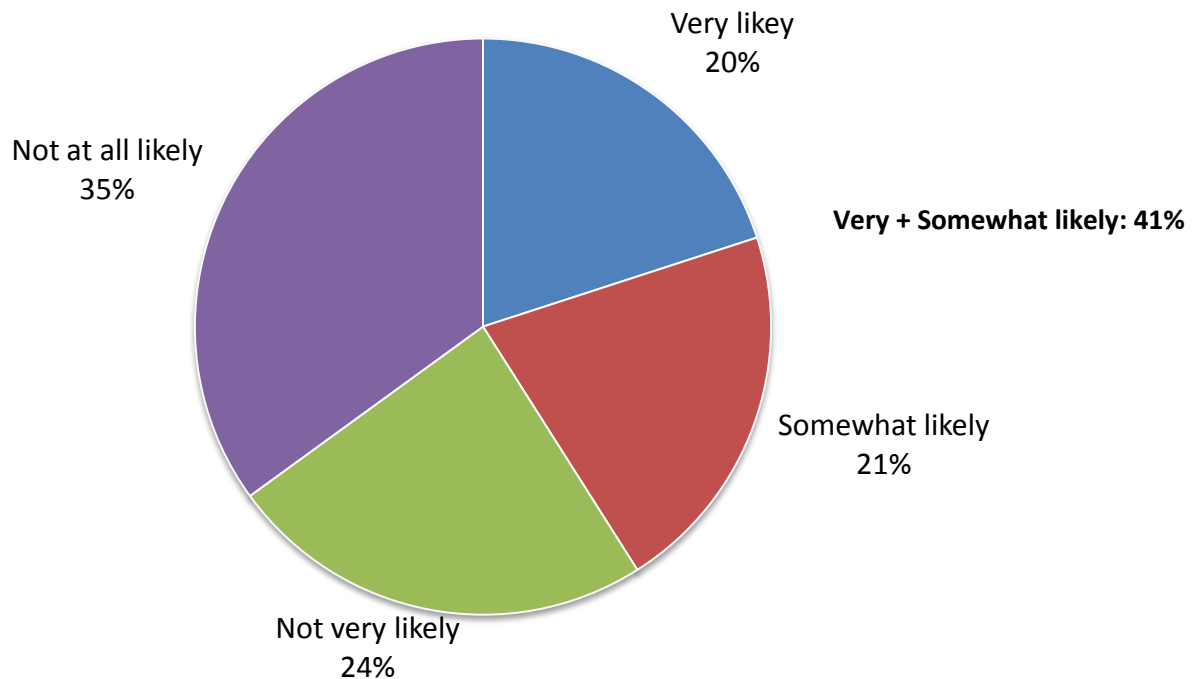


B. Likely to Use Orbit

All respondents were read an explanation of how and where Orbit operates and then asked how likely they or someone in their household would be to use it if it operated in their neighborhood but did not directly connect to downtown Tempe and other key destinations in Tempe.

Approximately two in five (41%) residents of 85283 indicate they or a member of their household are very or somewhat likely to use Orbit if it traveled in their neighborhood. It is important to note that when estimating the actual likelihood to use from a rating question, a common rule of thumb is to take one-half of the “very likely” percentage as the estimated usage. **In this case, that estimate would be 10% ($1/2 \times 20\%$) of the residents living in 85283 are highly likely to use the new service.**

Likelihood to Use Orbit Service on Your Street



Q4: Orbit is a free bus route that travels through neighborhoods using small busses connecting residents with surrounding local destinations like schools, shopping or parks, or to connect to major bus routes. How likely would you or anyone in your household be to use Orbit if it traveled in your neighborhood but DID NOT directly connect to downtown Tempe, ASU, light rail or the library, meaning you would need to transfer to a Valley Metro bus to reach these destinations?



The likelihood to use Orbit was significantly higher among residents who reported being aware of the program (45% vs. 32% not aware), however, 15% of those not aware of the current service indicate they would be “very likely” to try the new services. This represents approximately 4% of the total sample. **Applying the rule of thumb referenced on the previous page, one half of this top-box percentage would mean that approximately 2% of residents in 85283 could be new riders for the Orbit system.**

In addition, 18% of aware, non-riders are “very likely” to use the service and this translates to 9% of the total residents. **Applying the rule of thumb, one-half of the “very likely” percentage would mean that approximately an additional 4% to 5% of residents in 85283 could be new riders for the Orbit system.** This means that approximately half of the projected residents highly likely to use the new system could be new Orbit users.

Table 2: Likelihood to Use Orbit Service in Neighborhood

	2014 Total (n=403)	Aware of Orbit Service		Aware and Ever Used Orbit	
		Yes (n=283)	No (n=120)	Yes (n=77)	No (n=206)
Very + Somewhat Likely	41%	45%	32%	51%	42%
Very likely	20%	21%	15%	29%	18%
Somewhat likely	21%	23%	17%	22%	24%
Not very likely	24%	26%	18%	30%	25%
Not at all likely	35%	29%	49%	20%	33%



C. Reasons Not Likely to Use Orbit

The two primary reasons for not riding the neighborhood circulator are a preference for driving themselves (53%) or a perception that the service does not go where they need to go (21%). An additional one in ten (9%) do not want to have to make a transfer. Women are significantly more likely than men to say they have their own car so they would prefer to drive (60% vs. 47% of men).

Table 3: Reasons Not Likely to Use Orbit Circulator
Asked of those saying “Not very likely” or “Not at all likely”

Reasons	2014 Total (n=237)
I have a car/would rather drive/don't need it	53%
Doesn't go where I need to go	21%
I would have to transfer to another bus to get to my destination/do not like transfers	9%
Need a car for work	5%
The route is not close to where I live/doesn't come by me	4%
Inconvenient/it is a hassle	4%
Have children/hard to ride with children	4%
I live close to where we go	3%
Would rather walk/bike	3%
Don't go out much/don't go many places	2%
Oppose it	2%
I use the regular bus system	2%
Doesn't run the times that I need it	2%
I do use the Orbit/I have used it	2%
Don't want to wait at bus stop	1%
Not familiar with the routes/don't know enough/ never see them	1%
Other (<1%)	3%
Don't know/other	1%

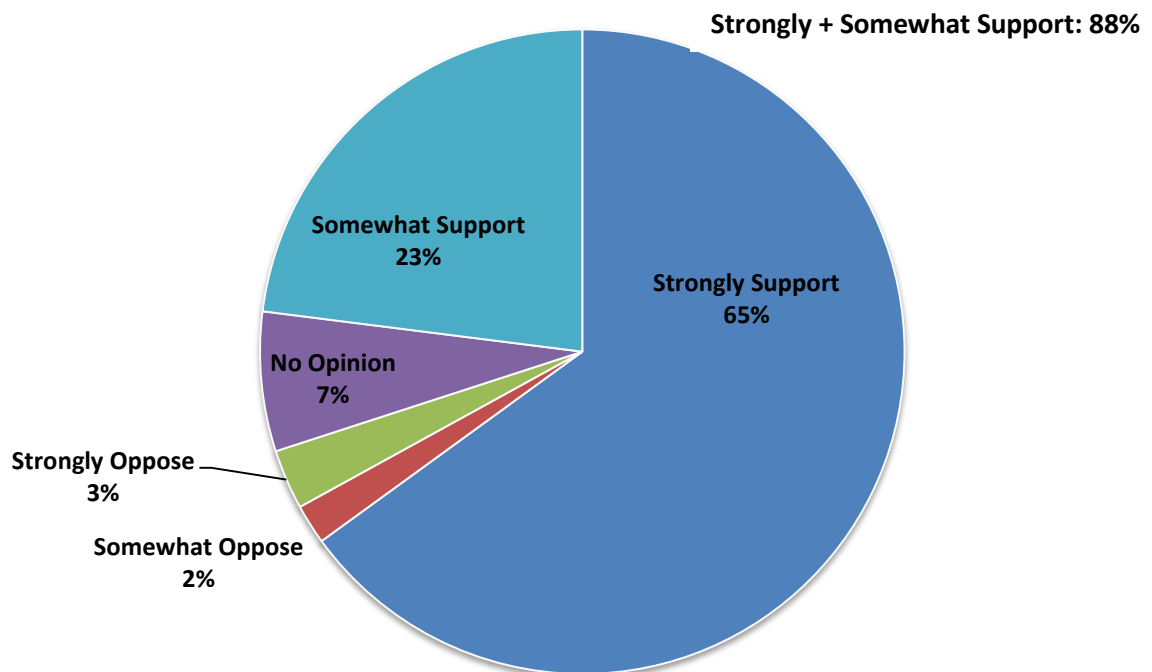
Q5: Why are you not likely to use the Orbit? What other reasons?



D. Support for Orbit Service on Residents' Street

Seven in eight (88%) residents surveyed either somewhat or strongly support the operation of an Orbit bus on their own street regardless of whether or not they personally use it. Approximately two-thirds “strongly support” it. Women are significantly more likely than men to strongly support Orbit traveling on their street (74% vs. 56%). Overall support is lower among older residents (74% of those 65+ somewhat or strongly support vs. 91% of younger residents).

Support for Orbit Service on Your Street



E. Distance Willing to Walk to Access Orbit

Almost one in four (23%) residents indicates they would be willing to walk 1/8 of a mile to reach an Orbit circulator. An additional 35% say they would walk up to one-quarter of a mile to access Orbit. A full one-quarter (25%) said they would walk up to one-half of a mile to access Orbit. Only 7% stated they would not use Orbit for transportation, despite 41% indicated being likely to use the neighborhood circulator.

Table 4: Distance Willing to Walk to Access Orbit

Distance	2014 Total (n=403)
1/8 mile or less	23%
Up to 1/4 mile	35%
Up to 1/2 mile	25%
Up to 3/4 mile	4%
More than 3/4 mile	5%
Would not take Orbit	7%
Don't know/No answer	2%

Q7: How far would you be willing to walk in order to access the Orbit Neighborhood circulator?



Appendix – Questionnaire

City of Tempe Transit – Orbit Questionnaire 2014

Initial sample Targeted sample; N = 400; English and Spanish

Good _____. This is _____ calling from WestGroup Research on behalf the City of Tempe Transportation Division. We are conducting a survey with Tempe residents about important issues affecting the City's transit system. This is not a telemarketing call; we simply want your opinions on a variety of issues important to Tempe residents.

The questions we are going to ask you are based on where you live in Tempe. I need to ask you a series of questions about where you live in Tempe to help me determine the other questions to ask. Thank you in advance for your help on these, we'll go through these as quickly as we can to get to the survey.

1. Do you live in Tempe?
 - a. Yes – CONTINUE
 - b. No – THANKS AND TERMINATE - I'm sorry we are only talking with Tempe residents. Thank you for your time.

2. What is your zip code?
 - a. 85283 – CONTINUE
 - b. OTHER – THANK AND TERMINATE – I'm sorry, we are only talking with residents who live in 85283

3. Are you aware of Tempe's Orbit Neighborhood Circulator program?
 - a. Yes
 - b. No
 - c. Refused to answer

- 3a. IF YES: Have you ever personally used the Orbit?
 - a. Yes
 - b. No
 - c. Refused to answer

4. Orbit is a free bus route that travels through neighborhoods using small buses connecting residents with surrounding local destinations like schools, shopping or parks, or to connect to major bus routes. How likely would you or anyone in your household be to use Orbit if it traveled in your neighborhood but DID NOT directly connect to downtown Tempe, ASU, light rail or the library, meaning you would need to transfer to a Valley Metro bus to reach these destinations
 - a. Very likely
 - b. Somewhat likely
 - c. Not very likely
 - d. Not at all likely
 - e. DO NOT READ: Don't know



5. IF “NOT VERY” or “NOT AT ALL” LIKELY in Q4: Why are you not likely to use Orbit? What other reasons?
6. Would you support or oppose Orbit service that travels ON YOUR STREET, regardless of whether you personally used the service or not?
- Strongly support
 - Somewhat support
 - No opinion
 - Somewhat oppose
 - Strongly oppose
 - DO NOT READ: Don't know
7. How far would you be willing to walk in order to access the Orbit neighborhood circulator?
READ LIST IF NECESSARY
- 1/8 mile or less
 - up to ¼ mile
 - up to ½ mile
 - up to ¾ mile
 - More than ¾ mile
 - DO NOT READ: Would not take the Orbit
 - Refused/NA

Demographics

I have just a couple more questions about you so that we can classify your responses with other people who answered the survey. All of this information will be kept confidential.

D1. Gender: 1 Male 2 Female

D2. How long have you lived in Tempe?

- Less than one year
- One to two years
- Three to five years
- Six to ten years
- Eleven to 20 years
- More than 20 years
- Refused/DK/NA

D4. Was your annual household income before taxes last year: READ LIST

- Less than \$25,000
- \$25,000 to less than \$50,000
- \$50,000 to less than \$75,000
- \$75,000 to less than \$100,000
- \$100,000 to less than \$125,000
- \$125,000 or more



g. DO NOT READ: No answer/REFUSED

D5. What is your age: READ LIST IF NECESSARY

- a. 18 to 24
- b. 25 to 34
- c. 35 to 44
- d. 45 to 54
- e. 55 to 64
- f. 65+
- g. Refused

D6. What is your address? _____

D6a. IF REFUSE ADDRESS: What are your nearest major cross streets?

_____ and _____

D6b. IF REFUSE BOTH ADDRESS AND CROSS STREETS: What is the closest major landmark to where you live, such as a store, church, shopping center, gas station, restaurant etc.?

INTERVIEWER PLEASE GET A STREET NAME (e.g., if they say "Target" – please ask – WHICH ONE? – so that they say "the Target on Baseline and McClintock," or some other location)

Thank you for taking the survey. Any implementation of an Orbit neighborhood circulator in your area, if approved by the City Council, would include a public involvement process and is subject to funding.





Tempe Orbit Neighborhood Circulator Awareness, Usage & Support WEB Survey

Spring 2014

Prepared for: The City of Tempe Transportation Division



TABLE OF CONTENTS

<u>Section:</u>	<u>Page #:</u>
Executive Summary	3
Conclusions	4
I. Introduction	5
A. Background and Methodology.....	5
B. Demographics and Respondent Background.....	5
II. Awareness, Usage and Support of Orbit Neighborhood Circulator	7
A. Awareness and Past Usage of Orbit.....	7
B. Likely to Use Orbit	8
C. Reasons Not Likely to Use Orbit	9
D. Support for Orbit Service on Residents’ Street.....	10
E. Distance Willing to Walk to Access Orbit.....	11
Questionnaire - Appendix A	
Cross Tabulations – Available Under Separate Cover	



EXECUTIVE SUMMARY

The City of Tempe's Transportation Division commissioned WestGroup Research, Inc. of Phoenix to conduct a random telephone survey with Tempe residents living in the zip code of 85283, which currently is not served by an Orbit circulator. Approximately one week prior to the start of the telephone survey, a door hanger was distributed to all households in the specified area. The door hanger encouraged residents to participate in the telephone survey if they were contacted, however, a URL address also was provided for a separate web-based version of the survey. The web link was provided so that all residents would have an opportunity to provide input to the City, even if they were not contacted as part of the scientific telephone study.

This report presents the results of the opt-in web survey offered to residents living in the targeted area in and around 85283. It is important to note, since the web survey was an opt-in survey and not a random sample of residents; it cannot be considered a scientifically valid survey. A total of 297 residents accessed and completed the web survey.

- Nearly all residents (94%) who participated in the web survey are familiar with Tempe's Orbit Neighborhood Circulator (compared to 70% in the phone survey).
- Among those aware, more than four out of five web respondents (62%) have personally used Orbit (compared to 27% measured among telephone participants). This translates to 58% of the total web sample having ridden an Orbit neighborhood circulator (vs. only 19% of all telephone participants).
- Two-thirds of web respondents (65%) indicate they or a member of their household are very or somewhat likely to use Orbit (compared to 41% of the telephone respondents).
- The two primary reasons for not riding the neighborhood circulator are a perception that the service does not go where they need to go (51% vs. 21% of telephone respondents) and a preference for driving themselves (10% vs. 53% of telephone respondents).
- Overall support for Orbit service is similar among Web and Telephone respondents with close to nine in ten residents surveyed either somewhat or strongly support the operation of an Orbit bus on their own street regardless of whether or not they personally use it (89% web and 88% telephone). Web respondents are more likely to "strongly support" Orbit traveling on their street (78% vs. 65% of telephone respondents).
- Fifteen percent (15%) of Web respondents indicate they are willing to walk up to 1/8 mile to reach an Orbit circulator (significantly lower than for residents who completed the survey on the telephone 23%). An additional 44% say they would walk up to one-quarter of a mile to access Orbit (significantly higher than telephone respondents at 35%).



CONCLUSIONS

1. Web survey respondents were much more likely to be aware of the Orbit system and users of the current Orbit system. In addition, the web respondents were notably more likely to indicate they, or someone in their family, were highly likely to use the proposed Orbit route.
2. Reasons for not using the new service centered on the inability to use the new Orbit service to get to the destinations needed by the web respondents, whereas telephone respondents were more likely to simply prefer to drive themselves.
3. It appears that respondents who chose to respond to the web survey were primarily supporters of the current Orbit system who wanted to either express their support for adding a route, and/or indicate their desire that the service connect them to key locations in Tempe.



I. Introduction

A. Background and Methodology

The City of Tempe's Transportation Division commissioned WestGroup Research, Inc. of Phoenix to conduct a telephone survey with Tempe residents living in the zip code of 85283, which currently is not served by an Orbit circulator. Approximately one week prior to the start of the telephone survey, a door hanger was distributed to all households in the specified area. The purpose of the door hanger was to inform residents that a survey was being conducted by WestGroup Research in order to garner feedback on the Orbit circulator service. The door hanger encouraged residents to participate in the telephone survey if they were contacted, however, a URL address also was provided for a separate web-based version of the survey. The web link was provided so that all residents would have an opportunity to provide input to the City, even if they were not contacted as part of the scientific telephone study.

This report presents the results of the opt-in web survey offered to residents living in the targeted area in and around 85283. It is important to note, since the web survey was an opt in survey and not a random sample of residents, it cannot be considered a scientifically valid survey. A total of 297 residents accessed and completed the web survey. Findings from the web survey are compared to the results from the scientific telephone survey that was conducted by WestGroup at the same time the web survey was available to residents. Differences between the responses from residents who opted in to the web survey vs. telephone respondents are highlighted when statistically interesting.

B. Demographics and Respondent Background

Although the telephone survey was monitored and controlled for an even male/female split, the web survey was open to everyone and resulted in higher participation among women (55%). Table 1 shows on average, residents who participated via web are 49.6 years old (similar to 49.1 for those who completed survey via telephone). Web survey participants have a significantly higher average income than residents who participated via telephone (\$73,645 vs. \$66,142). On average, those who participated via web have lived in Tempe for 15.4 years (vs. 16.8 for telephone participants).



Table 1: Respondent Demographics

Characteristic	2014 Telephone (n=403)	2014 Web (n=297)
Gender		
Male	50%	45%
Female	50%	55%
Age		
18 to 24	6%	3%
25 to 34	16%	16%
35 to 44	16%	20%
45 to 54	23%	21%
55 to 64	22%	19%
65+	17%	18%
Refused	1%	3%
Average Age	49.1 years old	49.6 years old
Income		
<\$25,000	12%	10%
\$25,000 to <\$50,000	24%	19%
\$50,000 to <\$75,000	20%	15%
\$75,000 to <\$100,000	13%	17%
\$100,000 to <\$125,000	7%	9%
\$125,000+	10%	13%
Refused	14%	16%
Average Income	\$66,142	\$73,645
Length of Residence		
<1 year	2%	6%
1-2 years	4%	5%
3-5 years	11%	10%
6-10 years	14%	14%
11-20 years	22%	26%
20 years+	47%	39%
Average Length	16.8 years	15.4 years



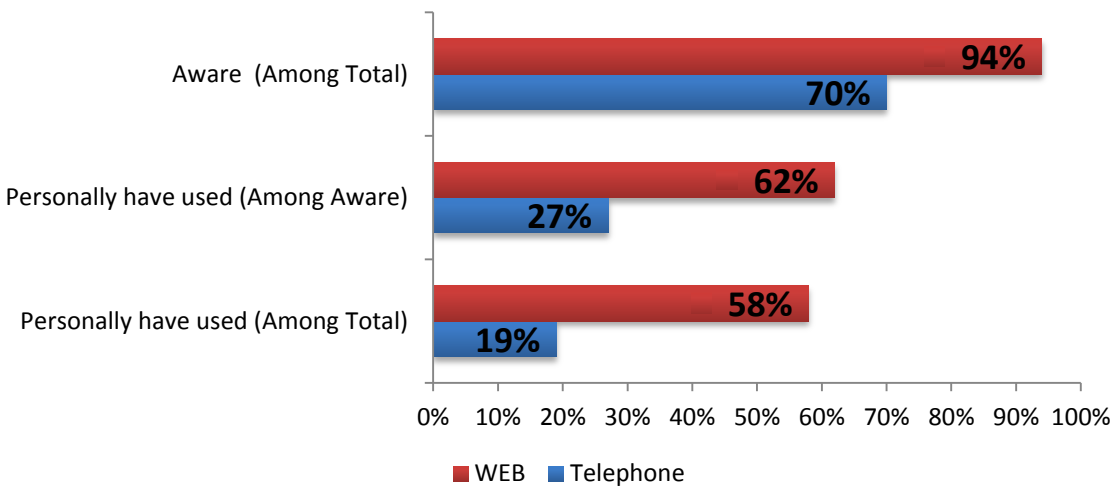
II. Awareness, Usage and Support of Orbit Neighborhood Circulator

A. Awareness and Past Usage of Orbit

Nearly all residents (94%) who participated in the web survey are familiar with Tempe’s Orbit Neighborhood Circulator. This is significantly higher than among those who were contacted by telephone to complete the survey.

Among those aware, about three out of five web respondents (62%) have personally used Orbit (significantly more than the 27% measured among telephone participants). This translates to 58% of the total web sample having ridden an Orbit neighborhood circulator (vs. only 19% of all telephone participants).

Awareness & Usage of Orbit Neighborhood Circulator



B. Likely to Use Orbit

All respondents read an explanation of how and where Orbit operates and then indicated how likely they or someone in their household would be to use it. **Two-thirds of web respondents (65%) indicate they or a member of their household are very or somewhat likely to use Orbit.** This is a significantly higher percentage than those who completed the survey via telephone (41% likely).

Table 2: Likely to Use Orbit

	2014 Telephone (n=403)	2014 Web (n=297)
Very + Somewhat Likely	41%	65%
Very likely	20%	36%
Somewhat likely	21%	29%
Not very likely	24%	18%
Not at all likely	35%	16%

Q4: Orbit is a free bus route that travels through neighborhoods using small busses connecting residents with surrounding local destinations like schools, shopping or parks, or to connect to major bus routes. How likely would you or anyone in your household be to use Orbit if it traveled in your neighborhood but DID NOT directly connect to downtown Tempe, ASU, light rail or the library, meaning you would need to transfer to a Valley Metro bus to reach these destinations?



C. Reasons Not Likely to Use Orbit

The two primary reasons web respondents give for not riding the neighborhood circulator are the perception that it does not go where they need to go (51% vs. 21% for telephone) and they would have to make a transfer (20% vs. 9% for telephone). An additional one in ten (10%) say they have a car and do not need to use transit. This reason is number one among telephone respondents with over one-half (53%) reporting car ownership as the reason for being not being likely to use Orbit.

Table 3: Reasons Not Likely to Use Orbit Circulator
 Asked of those saying “Not very likely” or “Not at all likely”

Reasons	2014 Telephone (n=237)	2014 Web (n=100)
Doesn't go where I need to go	21%	51%
I would have to transfer to another bus to get to my destination/do not like transfers	9%	20%
I have a car/would rather drive/don't need it	53%	10%
The route is not close to where I live/doesn't come by me	4%	9%
Inconvenient/it is a hassle	4%	8%
Would rather walk/bike	3%	7%
Oppose it	2%	6%
Doesn't run the times that I need it	2%	4%
Time consuming/takes too much time	--	3%
Does not connect to other Orbit buses	--	3%
I use the regular bus system	2%	3%
I do use the Orbit/I have used it	2%	2%
Not familiar with the routes/don't know enough/ never see them	1%	2%
Don't want to wait at bus stop	1%	1%
Need a car for work	5%	--
Have children/hard to ride with children	4%	--
I live close to where we go	3%	--
Don't go out much/don't go many places	2%	--
Other (1% or less)	3%	6%
Don't know/other	1%	2%

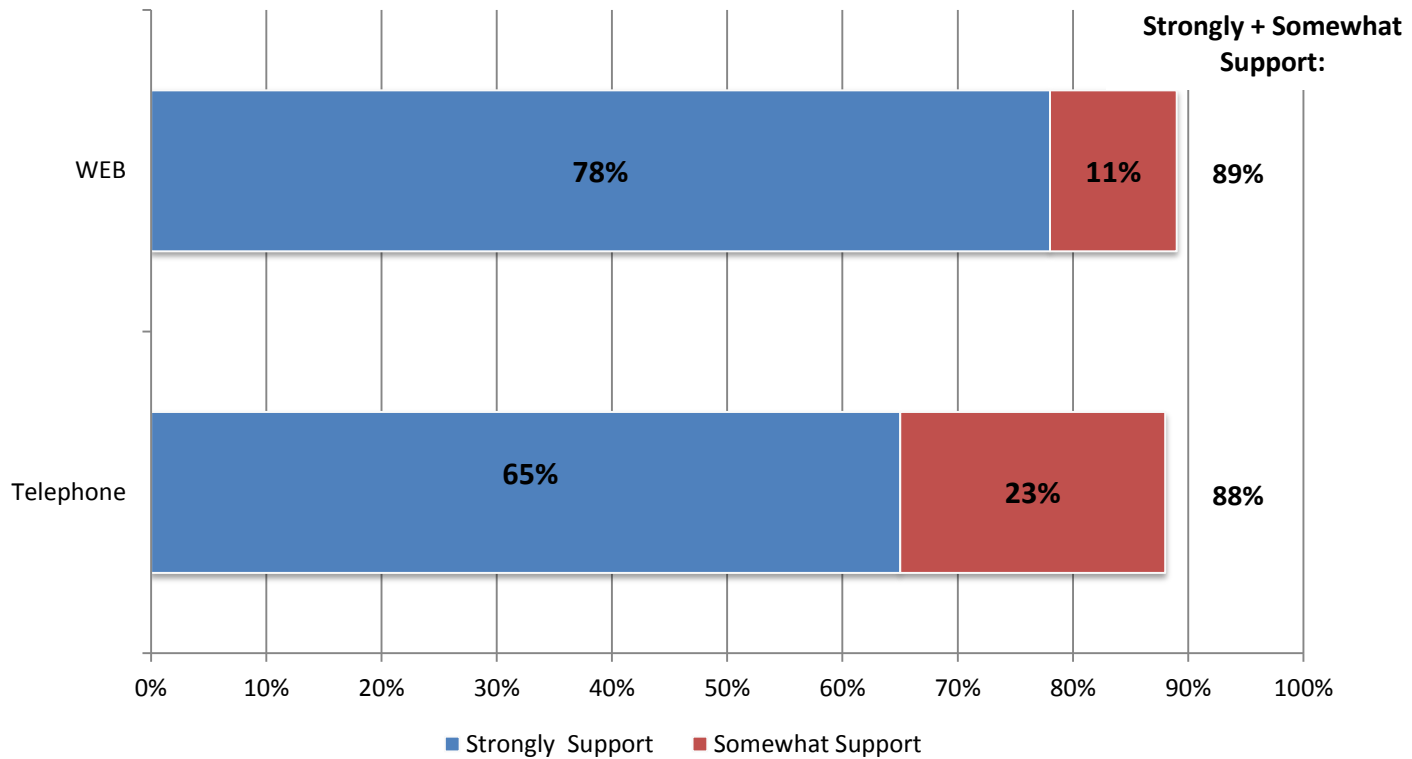
Q5: Why are you not likely to use the Orbit? What other reasons?



D. Support for Orbit Service on Residents’ Street

Overall support for Orbit service is similar among Web and Telephone respondents with close to nine in ten residents surveyed either somewhat or strongly support the operation of an Orbit bus on their own street regardless of whether or not they personally use it (89% web and 88% telephone). Web respondents are significantly more likely to “strongly support” Orbit traveling on their street (78% vs. 65% of telephone respondents). Web respondents are less likely to “somewhat support” (11% vs. 23% for telephone) or have no opinion (1% vs. 7% for telephone).

Support for Orbit Service on Your Street



E. Distance Willing to Walk to Access Orbit

Fifteen percent (15%) of Web respondents indicate they are willing to walk up to 1/8 mile to reach an Orbit circulator (significantly lower than for residents who completed the survey on the telephone 23%). **An additional 44% say they would walk up to one-quarter of a mile to access one** (significantly higher than telephone respondents at 35%). **25% said they would walk up to one-half of a mile to access Orbit** (26% web and 25% telephone). Similar to telephone respondents, seven percent (7%) of web respondents are willing to walk more than one-half mile to reach an Orbit (3% ¾ mile and 4% even further).

Table 4: Distance Willing to Walk to Orbit

Distance	2014 Telephone (n=403)	2014 Web (n=297)
1/8 mile or less	23%	15%
Up to ¼ mile	35%	44%
Up to ½ mile	25%	26%
Up to ¾ mile	4%	3%
More than ¾ mile	5%	4%
Would not take Orbit	7%	5%
Don't know/No answer	2%	3%

Q7: How far would you be willing to walk in order to access the Orbit Neighborhood circulator?



Appendix – Questionnaire

City of Tempe Transit – Orbit Questionnaire 2014

Initial sample Targeted sample; N = 400; English and Spanish

Good _____. This is _____ calling from WestGroup Research on behalf the City of Tempe Transportation Division. We are conducting a survey with Tempe residents about important issues affecting the City's transit system. This is not a telemarketing call; we simply want your opinions on a variety of issues important to Tempe residents.

The questions we are going to ask you are based on where you live in Tempe. I need to ask you a series of questions about where you live in Tempe to help me determine the other questions to ask. Thank you in advance for your help on these, we'll go through these as quickly as we can to get to the survey.

1. Do you live in Tempe?
 - a. Yes – CONTINUE
 - b. No – THANKS AND TERMINATE - I'm sorry we are only talking with Tempe residents. Thank you for your time.

2. What is your zip code?
 - a. 85283 – CONTINUE
 - b. OTHER – THANK AND TERMINATE – I'm sorry, we are only talking with residents who live in 85283

3. Are you aware of Tempe's Orbit Neighborhood Circulator program?
 - a. Yes
 - b. No
 - c. Refused to answer

- 3a. IF YES: Have you ever personally used the Orbit?
 - a. Yes
 - b. No
 - c. Refused to answer

4. Orbit is a free bus route that travels through neighborhoods using small buses connecting residents with surrounding local destinations like schools, shopping or parks, or to connect to major bus routes. How likely would you or anyone in your household be to use Orbit if it traveled in your neighborhood but DID NOT directly connect to downtown Tempe, ASU, light rail or the library, meaning you would need to transfer to a Valley Metro bus to reach these destinations
 - a. Very likely
 - b. Somewhat likely
 - c. Not very likely
 - d. Not at all likely
 - e. DO NOT READ: Don't know



5. IF “NOT VERY” or “NOT AT ALL” LIKELY in Q4: Why are you not likely to use Orbit? What other reasons?
6. Would you support or oppose Orbit service that travels ON YOUR STREET, regardless of whether you personally used the service or not?
- Strongly support
 - Somewhat support
 - No opinion
 - Somewhat oppose
 - Strongly oppose
 - DO NOT READ: Don't know
7. How far would you be willing to walk in order to access the Orbit neighborhood circulator?
READ LIST IF NECESSARY
- 1/8 mile or less
 - up to ¼ mile
 - up to ½ mile
 - up to ¾ mile
 - More than ¾ mile
 - DO NOT READ: Would not take the Orbit
 - Refused/NA

Demographics

I have just a couple more questions about you so that we can classify your responses with other people who answered the survey. All of this information will be kept confidential.

- D1. Gender: 1 Male 2 Female
- D2. How long have you lived in Tempe?
- Less than one year
 - One to two years
 - Three to five years
 - Six to ten years
 - Eleven to 20 years
 - More than 20 years
 - Refused/DK/NA
- D4. Was your annual household income before taxes last year: READ LIST
- Less than \$25,000
 - \$25,000 to less than \$50,000
 - \$50,000 to less than \$75,000
 - \$75,000 to less than \$100,000
 - \$100,000 to less than \$125,000
 - \$125,000 or more
 - DO NOT READ: No answer/REFUSED



D5. What is your age: READ LIST IF NECESSARY

- a. 18 to 24
- b. 25 to 34
- c. 35 to 44
- d. 45 to 54
- e. 55 to 64
- f. 65+
- g. Refused

D6. What is your address? _____

D6a. IF REFUSE ADDRESS: What are your nearest major cross streets?

_____ and _____

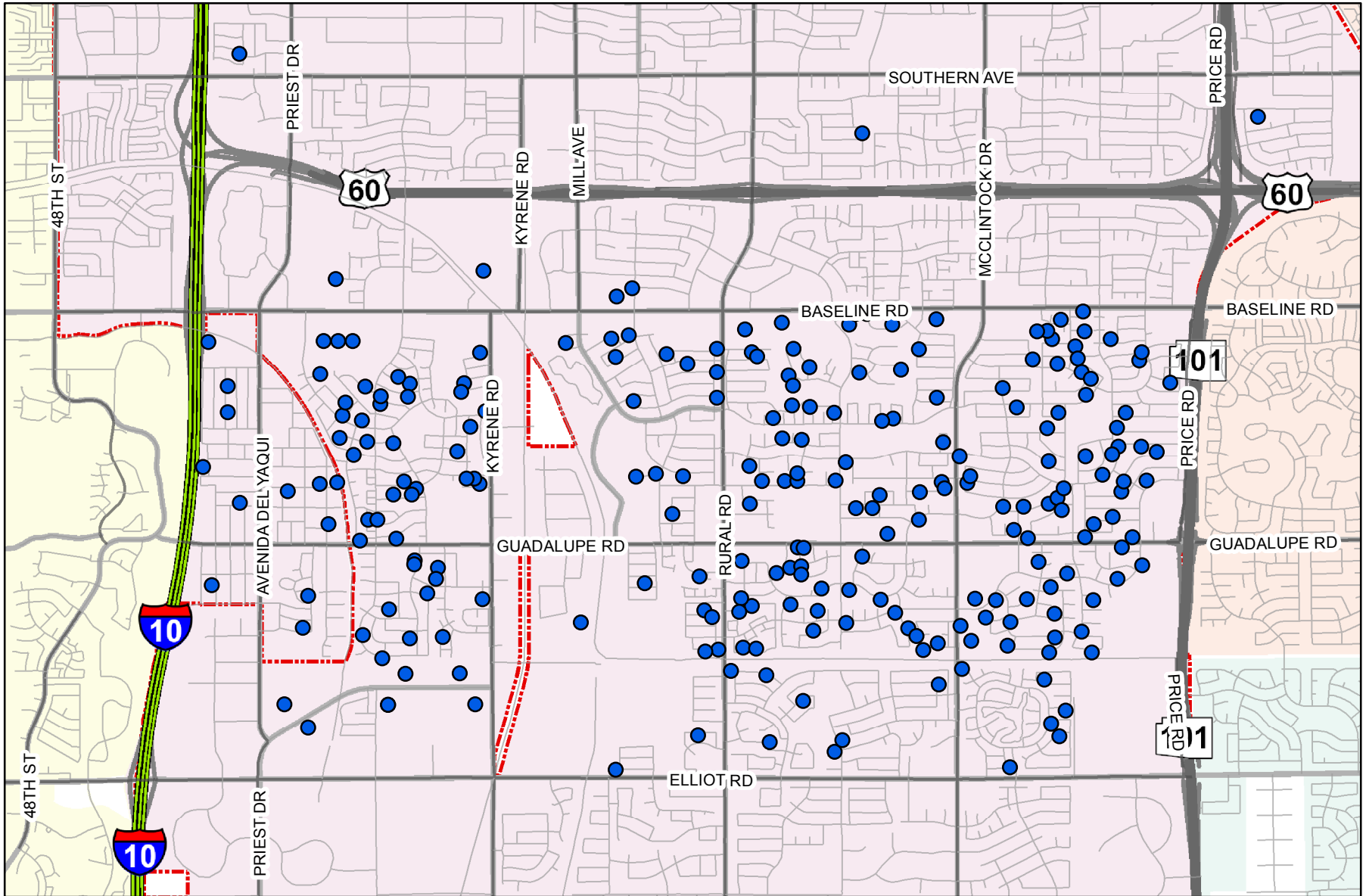
D6b. IF REFUSE BOTH ADDRESS AND CROSS STREETS: What is the closest major landmark to where you live, such as a store, church, shopping center, gas station, restaurant etc.?

INTERVIEWER PLEASE GET A STREET NAME (e.g., if they say "Target" – please ask – WHICH ONE? – so that they say "the Target on Baseline and McClintock," or some other location)

Thank you for taking the survey. Any implementation of an Orbit neighborhood circulator in your area, if approved by the City Council, would include a public involvement process and is subject to funding.



Orbit Awareness, Usage and Support Telephone Survey Results

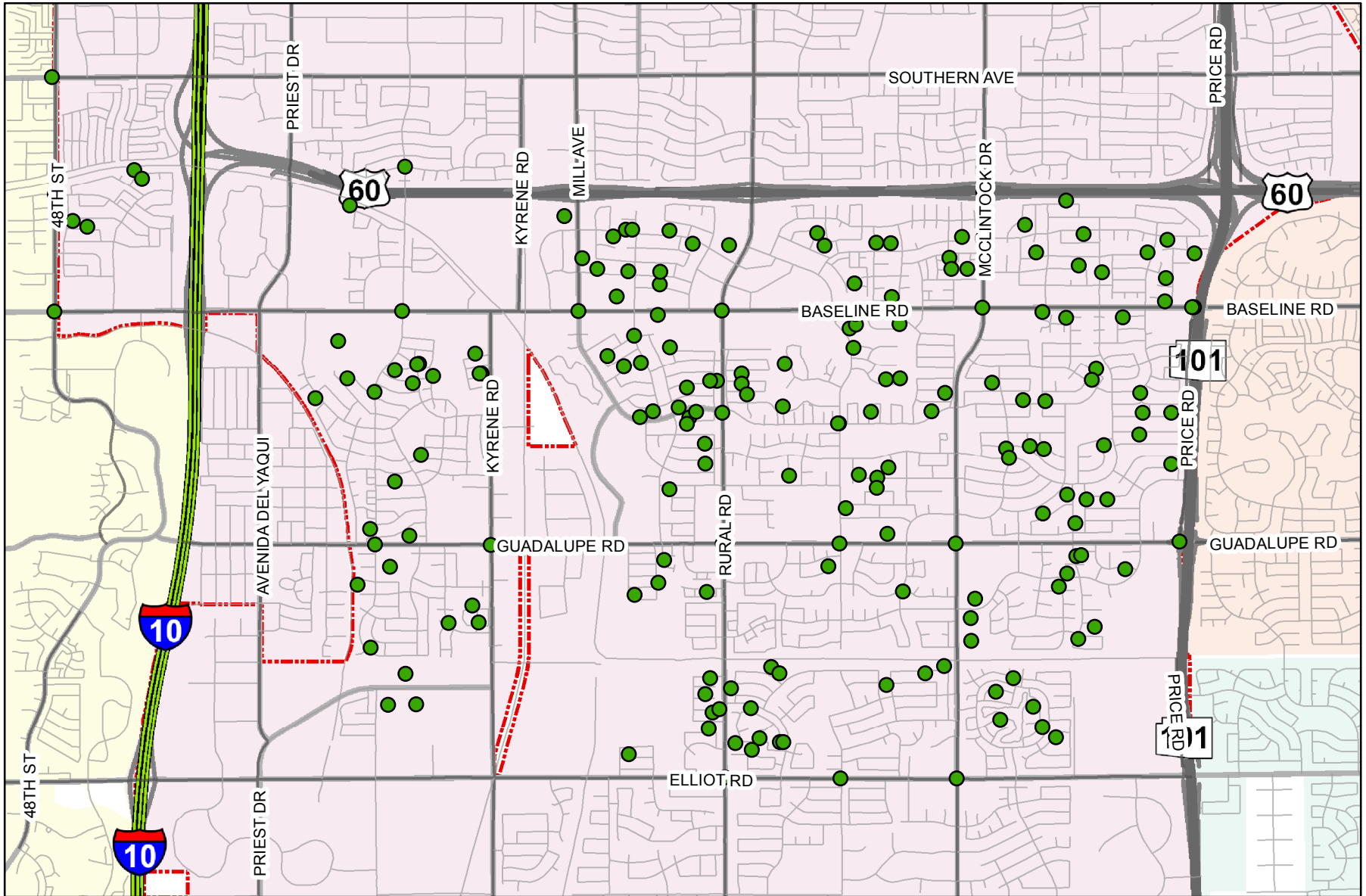


Source: City of Tempe, Public Works Transportation
Created: April 28, 2014

Legend



- Tempe Orbit Survey
- - - City Limits

Orbit Awareness, Usage and Support Web Survey Results

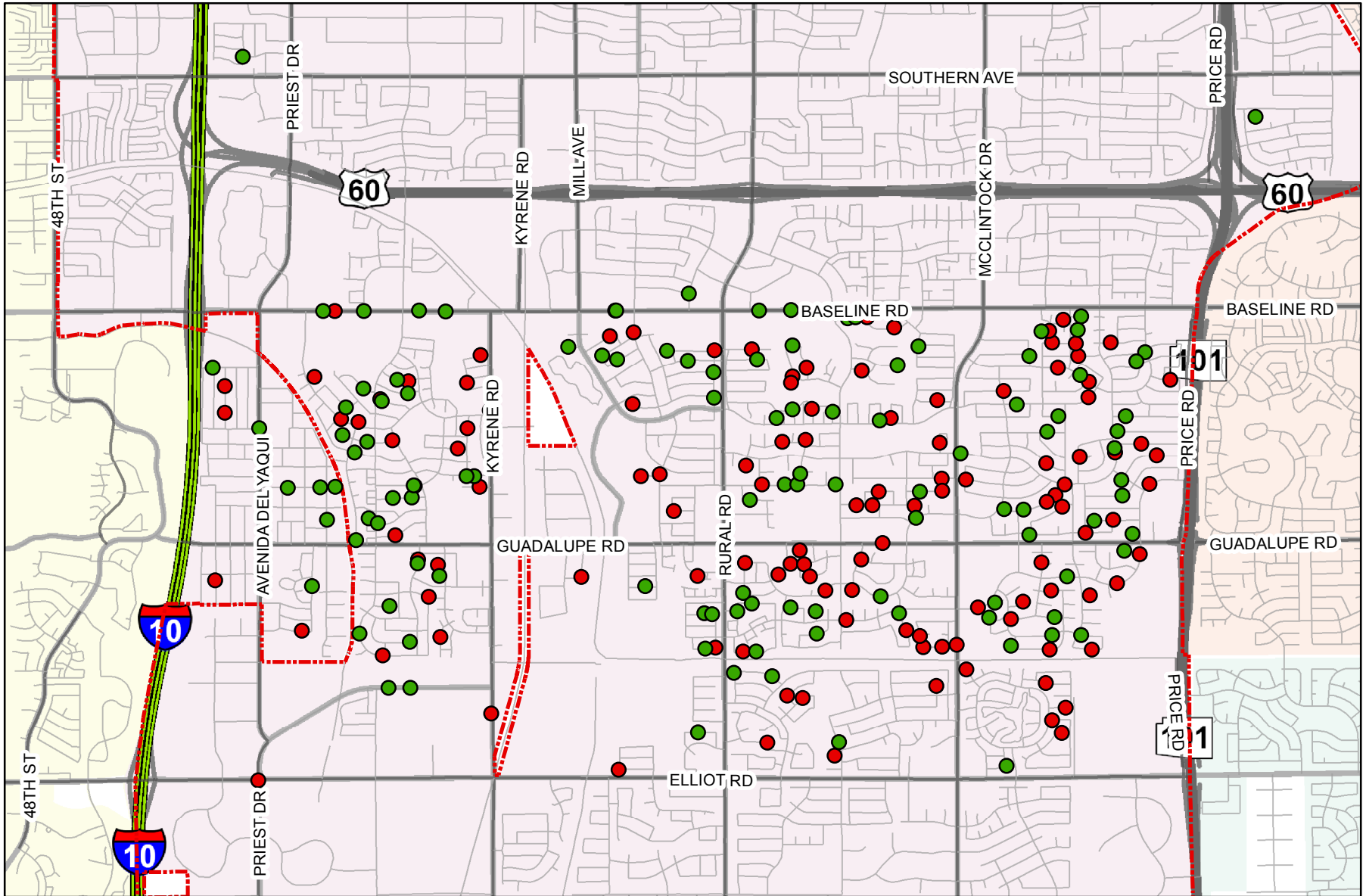


Source: City of Tempe, Public Works Transportation
Created: April 28, 2014

Legend

-  Tempe Orbit Survey
-  City Limits

Orbit Likelihood to Use Service (Telephone Survey) Map

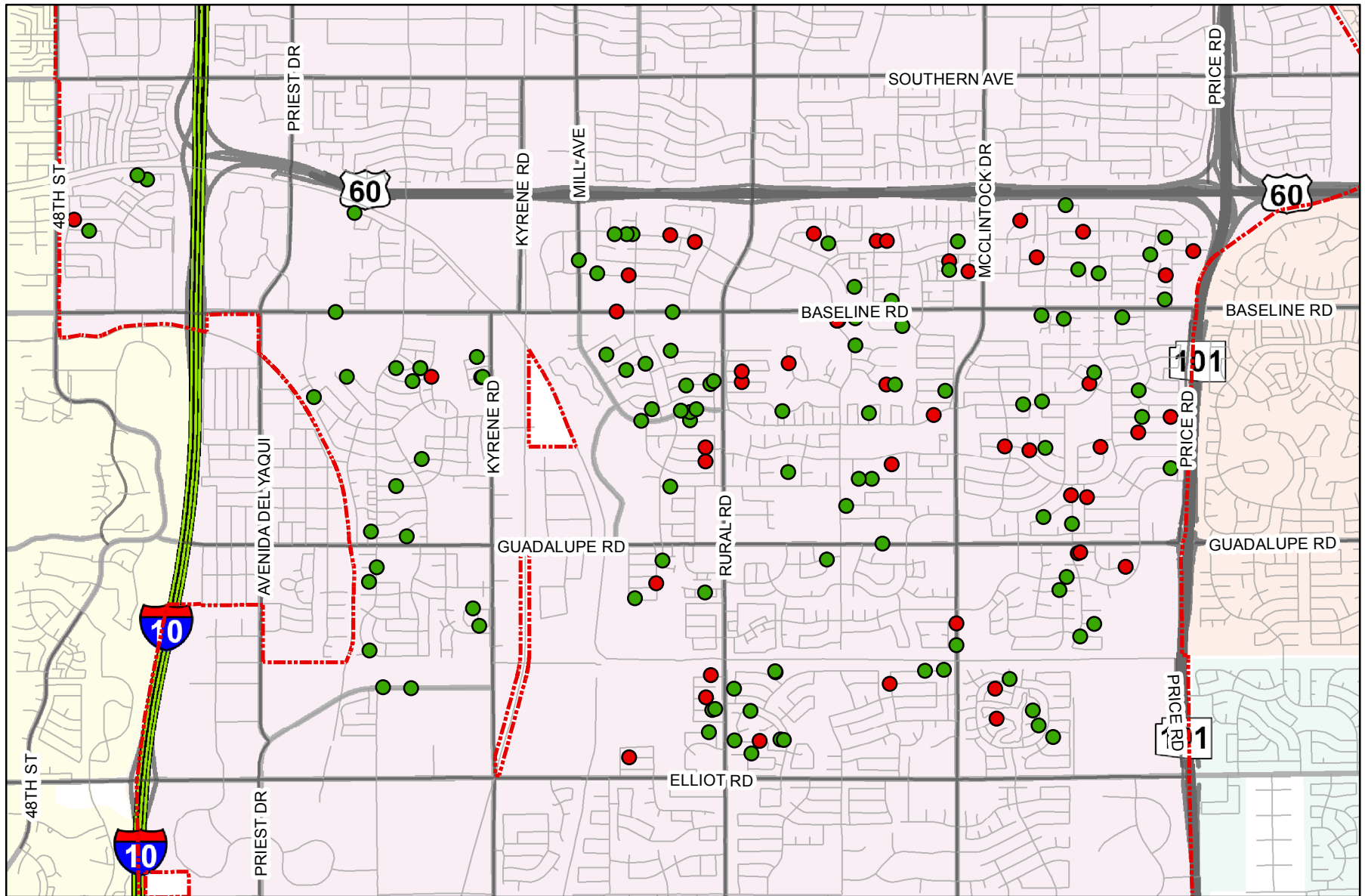


Source: City of Tempe, Public Works Transportation
Created: March 8, 2014

Legend

- Very or Somewhat Very Likely
- Not Very or Not at all Likely
- City Limits

Orbit Likelihood to Use Service (Web Survey) Map



Source: City of Tempe, Public Works Transportation
Created: March 8, 2014

Legend

- Very or Somewhat Very Likely
- Not Very or Not at all Likely
- - - City Limits

Below are two comments regarding the Orbit survey collected by phone and email:

1. March 25, 2014 - Susie Williamson by phone

She would like the Orbit to travel west of Priest to Baseline and 48th Street.

2. April 20, 2014 – Gail LaGrander by email

I am following up to our phone conversation of April 2, 2014, regarding the opportunity to take part in a survey related to the possible expansion of the Orbit system south of the US 60. Please ensure that my comments below form part of the record of "official comments." I have been vocal on this issue dating back to 2008. I am a strong proponent of and user of public transportation and continue to feel that clustering all five Orbit routes north of the US 60 has denied South Tempe residents the opportunity to avail themselves, to the same degree, of this amenity funded by sales tax dollars. I realize that a number of factors determine the neighborhood circulator service areas, and I certainly hope that this current survey is the beginning of a genuine public participation process that will finally give South Tempe residents the chance to demonstrate our interest in having access to this affordable and environmentally-friendly transportation option. Thank you for sending the text of the survey question that remains a source of concern for me. It reads as follows: "Orbit is a free bus route that travels through neighborhoods using small buses connecting residents with surrounding local destinations like schools, shopping or parks, or to connect to major bus routes. How likely would you or anyone in your household be to use Orbit if it traveled in your neighborhood but DID NOT directly connect to downtown Tempe, ASU, light rail or the library, meaning you would need to transfer to a Valley Metro bus to reach these destinations." I have given considerable thought to the destinations in South Tempe that could be part of an Orbit route s/o the US 60 and will look forward to sharing my suggestions at an appropriate place and time. I do believe that there are sufficient destinations in the South Tempe area for a successful Orbit route. However, the survey question cited above would seem to suggest that contrary to the Orbit routes n/o the US 60, it is being proposed that the South Tempe Orbit would only circulate in South Tempe and not enjoy the same connectivity and shared hub (Tempe Transit Station) as the existing routes. This would result in a poorer level of service for residents of South Tempe by denying access to: (1) major destinations such as ASU, Tempe Town Lake, downtown Tempe, and the Tempe Community Complex and (2) convenient connections to the five existing Orbit routes. In addition to the reasons stated above, the Tempe General Plan 2040 values the importance of closing "the last mile" gap that would better facilitate access to public transportation options. For many of us, Valley Metro Rail is an important transportation link, and all of the five Orbit routes make that connection. By designing a South Tempe Orbit route that would cross the US 60 and facilitate access to the light rail line, preferably along Price Road to connect to the park-and-ride at Apache, we would be able to close an important gap in our transportation system. I am proud and appreciative of the fact that Tempe has made a commitment to walkability, bikeability, and public transportation options, and I support my tax dollars being applied to that goal. However, when you look at the Tempe Transit Map, it cannot be denied that South Tempe remains underserved. South Tempe is best served as part of the whole city, not as a separate geographic area. I respectfully ask that you document my comments and keep me apprised of any opportunities to be heard and/or to assist in moving this dialogue forward. With appreciation for your time and attention.

KIWANIS/THE LAKES

COMMENTS

TOPIC: GETTING AROUND

Orbit service in area to Library/ Pyle center.

Orbit Bus stop at Baseline, bring circulators south of US 60 to serve S Tempe; connect to light rail station at Apache and Price.

Orbit Bus it can cross US 60 go to light rail, library, McClintock/Guadalupe, Kiwanis Park.

KIWANIS / THE LAKES

COMMENTS

DATE: Kick-Off Meeting
February 26, 2014

Maureen Schmid	Orbit stop at Baseline	Transportation
Connie Emminger	Orbit bus needed in area Inclusive of all living areas, townhomes, condos, single family Short term and long term goals, Lakeshore and Baseline property upkeep, stricter rules for landlords to care for homes	Transportation Neigh. Condition
Linda Artac	Orbit bus service	Transportation
Robin Phillips	Orbit bus survey should be by mail/internet, NOT by phone.	Communication / Participation

KIWANIS/THE LAKES

ATTRIBUTES AND GAPS COMMENTS

WHAT WE HAVE (ATTRIBUTES)

B - Transportation & Environment

Transportation

No local neighborhood circulator buses; Fixed-route bus (Rural, McClintock, Baseline) + regional express (Baseline)

WHAT WE WANT (GAPS)

Transportation

Better / more frequent transit connections; neighborhood circulator bus to key Tempe destinations (Mill Ave / Town Lake / ASU / Library Complex); comfortable bus stops in key locations

Orbit bus to South Tempe (x 10)

Orbit to AZ Mills

Orbit to Downtown Tempe/Library (x 5)

CORONA / SOUTH TEMPE

COMMENTS

Topic: Transportation

ORBIT – “I would pay to use it...” .

Don't discount South Tempe for use of public transit.

If we stay low density that makes it more difficult to get more transit.

Possible smaller routes through neighborhoods to commercial nodes.

Improved communication on possible ORBIT bus routes.

Mistake to discount south Tempe as needing mass transit. Low density loses out.

Like using orbit to connect (would not mind paying for it).

Connect ORBIT to existing routes in Downtown Tempe/ASU.

Neighborhood circulator.

CORONA/ SOUTH TEMPE

COMMENTS

Jean Copple

Here are a few thoughts about things that I think would benefit residents of my Lakes neighborhood and others in the area.

1. Orbit route shown on reverse map. It would give us easy access to nearby commercial/retail intersections, the library complex and existing metro bus routes.

Kim Charrier	I think public transportation using Orbit to include stops at restaurants, coffee shops and local markets during the early evening would be great. I would like to see more business provide Wi-Fi other than Starbucks. More wellness centers. Social network opportunities. Thank you for this opportunity, what a great way to meet staff working so hard to improve our city.
Comments Received After 3/3/2014	
Anne King	I don't see a need for the double busses on the north/south route (72?) on Rural Road. Very empty, unless it fills up on other parts of the route. Use the smaller vehicles that use less gas and put out less fumes.
David Rice	Comments about Corona/South Tempe Character Area: - it would be nice to have some sort of Orbit bus that ran up from Elliot/Rural to the library and continuing on to the light rail. Time the leaving and arrival at the light rail station with the arrival/leaving of the train.

CORONA/ SOUTH TEMPE

ATTRIBUTES AND GAPS COMMENTS

WHAT WE HAVE (ATTRIBUTES)

B - Transportation and Environment

Transportation

No local neighborhood circulator route; multiple fixed routes (Rural, McClintock, Elliott, Warner); one regional express route

WHAT WE NEED (GAPS)

B - Transportation and Environment

Transportation

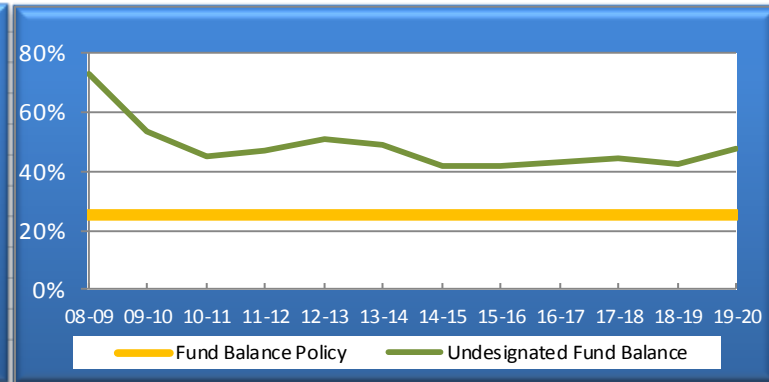
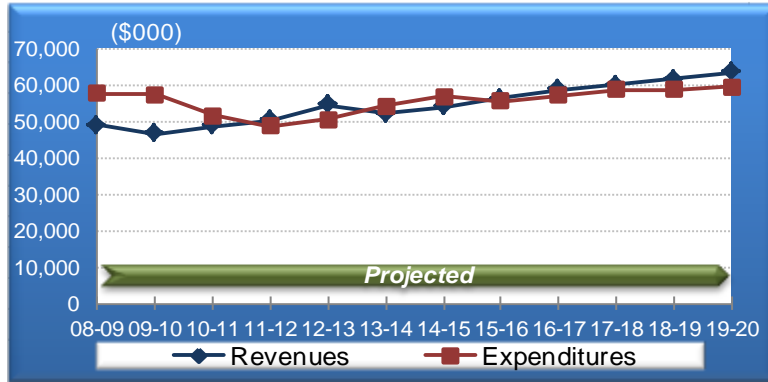
Better / more frequent transit connections; neighborhood circulator bus to key destinations (Mill Ave, Town Lake, ASU, Library Complex); comfortable bus stops at key locations

No local neighborhood circulator route; multiple fixed routes (Rural, McClintock, Elliott, Warner); one regional express route

Orbit to light rail for events in downtown Phoenix, and airport access

orbit to downtown Tempe convenient for dinner times etc.

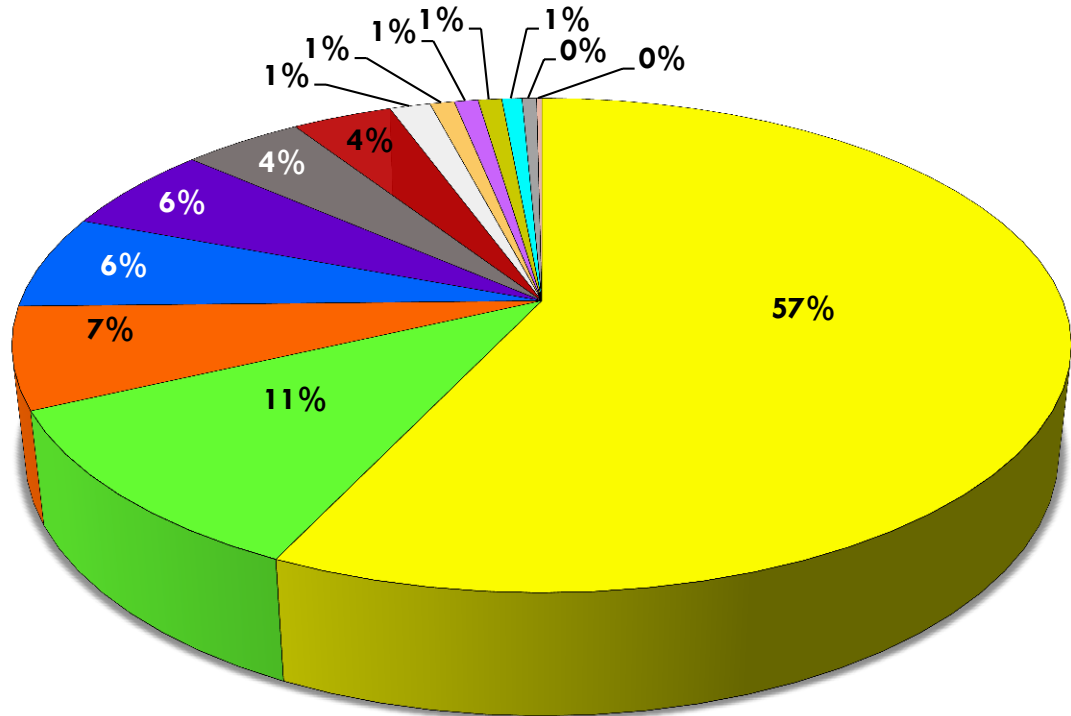
Transit Fund Operating Projections



	<i>(In \$000's)</i>						
	13/14	14/15	15/16	16/17	17/18	18/19	19/20
Total Projected Operating Revenues	52,014	53,924	56,298	58,622	59,942	61,605	63,395
Total Projected Operating Expenditures	54,223	56,675	55,420	56,993	58,524	58,616	59,342
Net Operating Surplus/(Deficit)	(2,210)	(2,751)	878	1,629	1,418	2,989	4,053
Undesignated Fund Balance	25,361	22,610	23,488	25,117	26,534	26,024	30,076
Undesignated Fund Balance as a % of Revenue (policy = 25%)	49%	42%	42%	43%	44%	42%	47%
Balance Designated for Debt Retirement	8,500	8,500	8,500	8,500	8,500	0	0
Total Operating Fund Balance	33,861	31,110	31,988	33,617	35,034	26,024	30,076
<u>NON-TRANSIT TAX CAPITAL PROJECT FUND ACTIVITY</u>							
Capital Project Fund Revenues (non-Transit Tax)	3,386	8,876	3,502	3,578	1,658		
Capital Project Fund Expenditures (non-Transit Tax)	5,477	9,625	3,780	3,207	1,476	1,484	

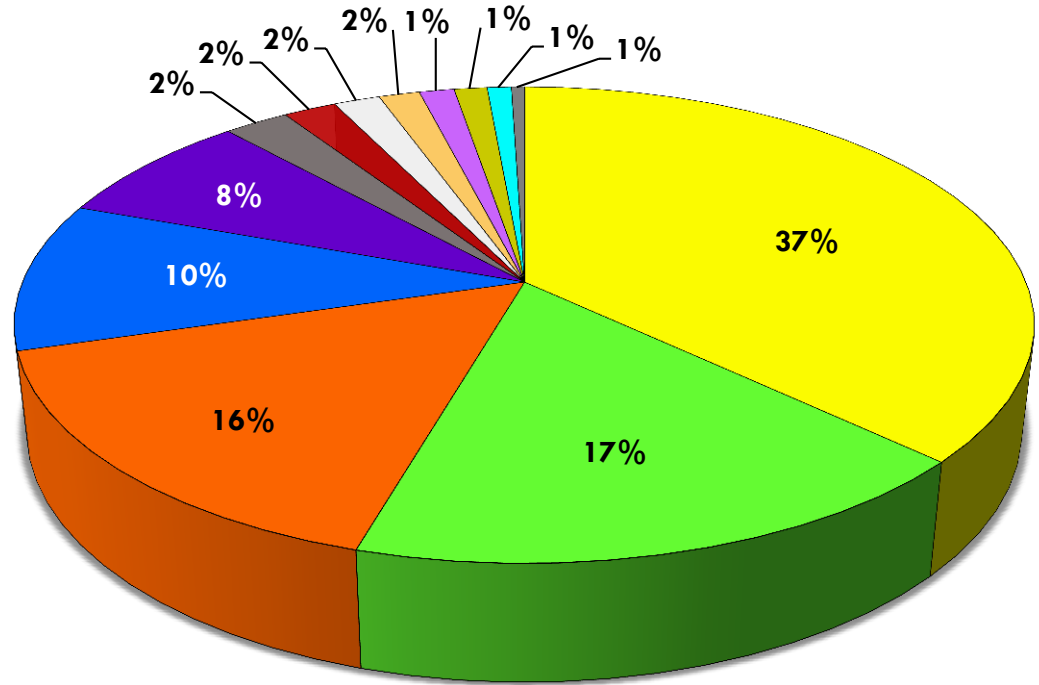
FY 2013/14 Revenue \$000

- Transit Tax - \$31,638
- EVBO Main. & Fuel - \$6,098
- Bus Fares - \$3,684
- Rail Fares - \$3,391
- CIP Federal Grants - \$3,174
- PTF - Bus O & M - \$2,414
- Bus Preventative Main. - \$2,017
- ASU Flash - \$819
- Alt. Fuel Credit - \$492
- Other Misc./Lease - \$480
- LTA II - \$476
- Rail PM/Advertising - \$407
- Transit Store - \$293
- Interest Earnings - \$105



FY 2013/14 Expenditures \$000

- Bus Operations Contract - \$22,127
- LRT Revenue Operations - \$10,439
- Capital Improvement Projects - \$9,529
- Bus Ops-Admin/Maintenance/Fuel - \$6,057
- Debt Service - \$4,643
- Administration - \$1,458
- Bus Stop/Bike Path Maintenance - \$1,195
- Transit Store - Bus Fare Media - \$1,044
- Planning and Project Review - \$920
- Security - \$785
- Transportation Center O & M - \$743
- Marketing - \$545
- Transportation Systems - LRT Signals \$296



CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 7

DATE

June 10, 2014

SUBJECT

Bike Boulevards


PURPOSE





The purpose of this memo is to provide the Commission with an update on the bike boulevards including definitions and estimated costs.




BACKGROUND





Tempe has a long history of supporting strong bicycling infrastructure and through dedicated funding and federal grants has built more than 175 miles of bikeways throughout the city. Tempe has a 4.2% bicycle commuter rate (well above the national average) and there is growing community interest in broadening the quality of bicycle facilities. In recent years the concept of “Bicycle Boulevards” has emerged in the United States. The purpose of this memo is to present the Council with a tool to provide definition, cost approximations and pro/cons for policy discussions for bicycle-related projects associated with these “Bicycle Boulevards.” It is staffs intention to further explore bicycle boulevards for Tempe as part of the Transportation Master Plan.




What is a bike boulevard? Bike boulevards are streets with low-motorized traffic volumes and speeds designated and designed to give bicycle travel priority. Bicycle boulevards are emerging as a technique to give priority to bicycles over the traditional traffic engineering and roadway design giving preference to motor vehicles. Bicycle boulevards can have a range of amenities to reflect local conditions and generally use signage, pavement markings, landscape and hardscape, as well as speed and volume management measures to discourage through trips by motor vehicles and promote safe, convenient bicycle use and crossing of busy arterial & collector streets. Bike boulevards connect neighborhoods to major destinations, employment centers and activity centers.

Initiative	Definition	Cost	Pro	Con
<p>Preferred Signalization at Existing Signalized Intersections</p> 	<p>Traffic signal turns green quickly for bicyclists, more rapid response.</p>	<p>Nominal staff time to analyze signal and make modifications.</p>	<p>Reduces delays for bicyclists. Increases the efficiency of the bike transportation network.</p>	<p>Will cause increased traffic delay on major streets and decreases efficiency of citywide traffic signal network.</p>

Initiative	Definition	Cost	Pro	Con
<p>New/Improved Street Crossings</p> 	<p>New HAWKS, traffic signals, and median refuge islands to assist with street crossings for bicyclists.</p>	<p>\$15,000-\$20,000 for median refuge island. \$75,000-\$200,000 for signalization.</p>	<p>Facilitates street crossings; assigns priority to bicyclists. Increases the efficiency of the bike transportation network.</p>	<p>High cost. May cause increased vehicular traffic delays.</p>
<p>Sharrows</p> 	<p>Also known as shared lane markings. Sharrows are in-street legends that reinforce the existing rules of the road. They are not separate bike lanes, a motorist can still drive over the sharrow.</p>	<p>\$250/each initial cost (reapply thermoplastic symbol every 2-4 years).</p>	<p>Indicates to drivers the presence of and shared space with bicyclists, enhances bike visibility, innovative solution.</p>	<p>May cause delays, and may be confusing/frustrating to drivers. Provides less protection than other bicycle treatments.</p>
<p>Bike Lanes</p> 	<p>Bike lanes provide four to five feet wide dedicated lanes for bicyclists.</p>	<p>\$5,000 - \$15,000/mile initial cost (reapply paint every 2-4 year).</p>	<p>Provides dedicated bike space on a street. May increase the number of bike users potentially removing vehicle traffic.</p>	<p>Limited protection from cars. May frustrate drivers, and difficult to install if limited right-of-way exists.</p>
<p>Green Bike Lanes</p> 	<p>Green bike lanes highlight areas where bicycle and cars cross paths or can be entire length of bike lane.</p>	<p>\$10,000 (paint) - \$25,000 (thermoplastic)/mile initial cost (reapply every 2-4 year).</p>	<p>Increased visibility for bicyclists, enhanced sense of comfort. . May increase the number of bike users potentially removing vehicle traffic.</p>	<p>Cost. Ongoing maintenance difficult to install if bicycle lanes do not currently exist.</p>

Initiative	Definition	Cost	Pro	Con
<p>Buffered Bike Lanes</p> 	<p>Buffered bike lanes provide a striped horizontal separation or pavement texture change between bicyclists and motor vehicles.</p>	<p>\$10,000 (paint) - \$15,000/mile initial cost; \$15,000 to \$30,000 (pavers /stamped asphalt)(reapply /rework every 2-4 years).</p>	<p>Increased visibility for bicyclists, enhanced sense of comfort. May increase the number of bike users potentially removing vehicle traffic.</p>	<p>Cost. Ongoing maintenance & difficult to install without narrowing or removing existing vehicular travel lanes.</p>
<p>Protected Bike Lanes</p> 	<p>Vertical separation between bike lanes and vehicular lanes. May include raised bike lanes, vertical curbs, median islands with landscaping.</p>	<p>\$1,000/mile - \$500,000/mile depending on treatment (plastic temporary "candlesticks" vs. permanent constructed separation).</p>	<p>Enhanced safety and comfort for bicyclists. May increase the number of bike users potentially removing vehicle traffic.</p>	<p>Costly. May be visually distracting and frustrate drivers. May be difficult to construct with limited right-of-way and/or many driveways.</p>
<p>Cycle Tracks</p> 	<p>Two way protected bike lane, acts almost as a multi-use path, adjacent to street.</p>	<p>\$1,000/mile - \$500,000/mile depending on treatment (plastic temporary "candlesticks" vs. permanent constructed separation).</p>	<p>Provides two way bicycle travel. Protected from car traffic. Enhances safety and is creative solution. May increase the number of bike users potentially removing vehicle traffic.</p>	<p>Could make intersection treatments and turn movements more difficult depending on proximity to street. Forces riders to go against the flow of traffic. Must be carefully implemented.</p>

Initiative	Definition	Cost	Pro	Con
<p>Bike Boxes</p> 	<p>Bike boxes provide a highly visible place for cyclists to wait at signalized intersections.</p>	<p>\$1,000 (paint)– \$5,000 (thermoplastic) initial cost (reapply every 2-4 years).</p>	<p>Enhanced visibility and intersection priority for bicyclists. May increase safety and reduce crashes (“right-hook”).</p>	<p>Restricts right turn movements during red lights, and may cause delays. May be confusing / frustrating to drivers.</p>
<p>Bike Parking</p>  	<p>A designated area to securely lock and store bicycles. Can be located indoor or outdoor.</p>	<p>\$200/rack or \$1,000 - \$25,000 - \$200,000+ to build a structure.</p>	<p>Minimizes bike theft, encourages bicycling.</p>	<p>May be costly. May require the removal of car spaces which can frustrate drivers.</p>
<p>Private Development Bike Parking</p> 	<p>Long-term, indoor & secure bicycle parking with multi-family housing developments or large office/retail centers.</p>	<p>\$5000 - \$100,000 depending on size and materials.</p>	<p>Enhanced security for bike parking could offset car parking requirements for development.</p>	<p>May frustrate developers, possible added cost for development.</p>

Initiative	Definition	Cost	Pro	Con
<p>Bike Valets</p> 	<p>Riders are given a tag when parking their bike. Bikes are stored in a secure enclosure during the event. Local non-profits could be prequalified to provide the service and the requirement might be a condition for special event permits in Tempe parks.</p>	<p>Could be run by volunteers; structure construct (e.g. Beach Park similar to ASU would be \$50,000-\$200,000.</p>	<p>Minimizes bike theft, encourages bicycle use to large events, decreases car parking needs. Organizes large event parking and could operate as public parking when not in use.</p>	<p>May be difficult to recruit and organize volunteer groups. Could be required of large event producers (4th of July, Oktoberfest).</p>
<p>Bike System Branding</p> 	<p>Naming the Tempe bicycle system and creating a way finding system for Tempe that further promotes the system and the ability to connect to desired destinations.</p> <p>The Tempe bike map would incorporate the Bike boulevard concept.</p> <p>Bike boulevard icons could be added on the mast head signs of signals.</p>	<p>\$100/sign or \$400/custom sign, broad distribution possibilities. (See Friday Packet dated 4/25/14).</p>	<p>Enhanced visibility for bicyclists, way finding support for bicyclists, fun and inspires sense of pride.</p>	<p>May cause sign pollution, maintenance.</p>
<p>Bike App for Smart Phone</p> 	<p>Finance and Technology Department would be responsible for developing an application for smart phones.</p>	<p>TBD</p>	<p>Provides easy way for bicyclists to find local bike boulevards via smart phones.</p>	<p>May be costly to create and maintain app.</p>

FISCAL IMPACT

See approximate costs listed in table.

RECOMMENDATION

This item is for information and possible input.

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ATTACHMENTS

None

**CITY OF TEMPE
TRANSPORTATION COMMISSION**



STAFF REPORT

AGENDA ITEM 9

DATE

June 10, 2014

SUBJECT

Future Agenda Items

PURPOSE

The Chair will request future agenda items from the commission members.

BACKGROUND

The following future agenda items have been previously identified by the Commission or staff:

- Transit Security Program Update (July)
- Broadway Road Public Art (August)
- Passenger Rail Study Follow-up Discussion (August)
- Transportation Master Plan (August)
- Bus Unification Update (August)
- TIM Market Research Results (November)
- 2015/16 Media Buy (December)
- Bike Hero (January)
- Scottsdale/Rural Road BRT Link Service Study Update (TBD)

FISCAL IMPACT

None

RECOMMENDATION

This item is for information only.

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ATTACHMENTS: None