



PUBLIC MEETING AGENDA

Transportation Commission

MEETING DATE

Tuesday December 9, 2014
7:30 a.m.

MEETING LOCATION

Tempe Transportation Center
Don Cassano Room
200 E. Fifth Street, 2nd floor
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 November 18, 2014 meeting.	Pam Goronkin, Commission Chair	ACTION
3. TIM Market Research Results Staff and the consultant, WestGroup Research, will present the findings from the 2014 transportation telephone survey.	Sue Taaffe, Public Works and Kathy DeBoer, WestGroup Research	Information and Possible Action
4. North/South Railroad Spur Multi-use Path Project Staff and consultant will provide an update on the North/South Railroad Spur Multi-use Path Project.	Eric Iwersen, Public Works and Brian Sager, Kimley-Horn	Information and Possible Action
5. Bike Share Staff will provide an update on the regional Bike Share Program, GR:D.	Eric Iwersen, Public Works	Information and Possible Action

<p>6. 8th Street Streetscape Project</p> <p>Staff will provide an update and present the preferred design concept for the 8th Street Streetscape Project</p>	<p>Eric Iwersen, Public Works</p>	<p>Information and Possible Action</p>
<p>7. Department and Regional Transportation Updates</p> <p>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>8. Future Agenda Items</p> <p>Commission may request future agenda items.</p>	<p>Pam Goronkin, Commission Chair</p>	<p>Information</p>

According to the Arizona Open Meeting Law, the Transportation Commission may only discuss matters listed on the agenda. The City of Tempe endeavors to make all public meetings accessible to persons with disabilities. With 48 hours advance notice, special assistance is available at public meetings for sight and/or hearing-impaired persons. Please call 350-2775 (voice) or 350-8400 (TDD) to request an accommodation to participate in a public meeting.



Minutes City of Tempe Transportation Commission November 18, 2014

Minutes of the Tempe Transportation Commission held on Tuesday, November 18, 2014, 7:30 a.m. at Hatton Hall 34 E 7th Street, Tempe, Arizona.

(MEMBERS) Present:

Pam Goronkin (Chair)
Jeremy Browning
Don Cassano
Aaron Golub
Ben Goren
Nikki Gusz
Charles Huellmantel

Kevin Olson
German Piedrahita
Charles Redman
Peter Schelstraete
Cyndi Streid

(MEMBERS) Absent:

Sue Lofgren
Philip Luna
Gary Roberts

City Staff Present:

Shelly Seyler, Deputy Public Works Director
Julian Dresang, Traffic Engineer
Mike Nevarez, Transit Manager
Eric Iwersen, Principal Planner
Joe Clements, Transit Financial Analyst
Sue Taaffe, Public Works Supervisor

Yvette Mesquita, Public Works Supervisor
Tammara Evans, Administrative Assistant
Robert Yabes, Principal Planner
Ken Jones, Deputy City Manager CFO
Amanda Nelson, Public Information Officer

Guests Present:

Robert Forrest, Valley Metro
Wulf Grote, Valley Metro
Terry Gruver, Valley Metro
Radu Nan, Kittelson and Associates
Matthew Taunton, HDR

Matthew Elliott, Parsons
Kristal Bittner, Parsons
Russell Moore, Parsons
Donna Lewandowski, ASU
JC Porter, ASU

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

Agenda Item 1 – Public Appearances

None

Agenda Item 2 – Minutes

Commission Chair Goronkin introduced the minutes of the October 14, 2014 meeting and asked for a motion. A motion was made to approve the minutes.

Motion: Commissioner Charles Huellmantel

Second: Commissioner Don Cassano

Decision: Approved

Agenda Item 3 – Streetcar

Eric Iwersen from Public Works and Wulf Grote with Valley Metro provided an update to the Streetcar project including vehicle types and propulsion technologies.

Discussion included the intent to submit a Small Starts Grant in September 2015; project definition for stop locations; vehicles and propulsion systems including on-board energy storage which may require longer vehicles and overhead contact systems; project funding; and public involvement. The proposed project definition and stop locations focused on community destinations, residential population and economic development potential. Key findings of the "State of the Industry" review of streetcar vehicles and propulsion systems showed no streetcar system in the United State currently operates off-wire technology though manufacturers claim off-wire is possible and indicate there is a move toward larger vehicle (Tempe's streetcar will operate as a single car unit). Off-wire cost is anticipated at 10-20% above a typical \$5 million dollar vehicle and will potentially have higher operating costs including necessary maintenance facility upgrades and battery replacement costs of \$500,000 per vehicle every 7 to 8 years. The pros and cons of the light rail vehicle options and combining streetcar with the LRT vehicle procurement were also reviewed. Presented were the funding estimates, gaps, and Tempe's annual operating funding commitment of \$3.1 to \$4.0 million. Valley Metro explained they are working with Tempe to identify funding opportunities as capital costs have increased due to project length and modified alignment. Public involvement meetings are scheduled for December 1, 2014 with the Commissioners and other stakeholders being presented with information as needed before January 2015.

Commission members and staff discussed the options, benefits to the City, stop locations, the environmental assessment, operating cost, funding sources, and differences between combined and shared stops.

Motion was made to support the Streetcar project.

Motion: Commissioner Charles Huellmantel

Second: Commissioners German Piedrahita and Kevin Olson

Decision: Approved

Agenda Item 4 – Transportation Master Plan

Robert Yabes from Public Works Introduced Matthew Taunton with HDR, Inc. the consultant team who provided an update and requested input on the final draft from the Commission members on the Transportation Master Plan.

Commission members were presented with the final Transportation Master Plan (TMP) that will also be presented to Council on December 4th. The background relating to the development of the plan; the project timelines; solicitation of feedback from Commission members and other organizations; and the overall public involvement processes were reviewed. Also provided was an overview of the TMP priorities for the three (3) modes (roadways, transit and bicycle/pedestrian); and the two transportation scenarios for the short-term (2020) and long-term (2040). Included

was a review of the maps for each of the modes and proposed improvements for roadway, transit, and bicycle/pedestrians including the Bicycle Boulevard network.

Commissioner Chair Goronkin obtained consensus from the Commissioners to support the recommendations presented.

Agenda Item 5 – City Preliminary Long-Range Financial Forecast and Transit Fund Update

Ken Jones, Deputy City Manager-Chief of Finance Officer provided an update on the city's long-range financial forecast along with an update of the transit fund.

Some of the high points of the annual Long-range Financial Forecast presented to City Council in October were reviewed including the general economic conditions and projections; priorities; and need to provide City Council direction early allowing time to prioritize and implement significant budget changes. How the Commissioner members are involved in the process and the model used to help Council balance the budget was reviewed. Deviations from previous forecast were shared as were the items impacting the current forecast including the expiration of the temporary sales tax of about \$11.5 million; building permit revenue due to State Farm's advance payments; and increase revenue from sales tax audits.

Commission members and staff discussed the City's ability to balance the budget and maintain reserves; the expiring temporary sales tax; reduction of city staff over the past few years; Transit's budget including debt retirement and the Commission's ability to provide input and make recommendations on the Transit Funds spending; increase in operating budget; bond rating; past route changes; commitments for future projects including Orbit and bus for State Farm area; bike/pedestrian projects; and the operating impact.

Agenda Item 6 – Transportation CIP Requests/MAG Annual Grant Process Review

Shelly Seyler provided an update on the types of grants available for transportation-related projects along with a list of possible projects. Staff is seeking Commission direction on prioritizing projects to apply for grant funding.

Presented was a 5-year list of Capital Improvement Projects (CIPs) showing grand funding opportunities for the current year and the unfunded projects for FY 2015-16 staff plans to submit. The list presented primarily applies to Transit, but also included were the HURF projects for the Transportation and Rights-of-Way and Traffic Signal and Street Lighting Programs. Commissioners were asked to review the unfunded projects and to identify other projects to include for recommendation. It was noted that the available funding source will include the larger projects such as the Streetcar and the Orbit changes for South Tempe which will take a significant amount of the funding.

Commissioners discussed and recommended placing the Underpass at Southbank Rio Salado Path and McClintock Drive at a higher priority project and recommended adding two additional projects: the East Pedestrian Bridge and 5th Street Project. Staff shared the 5th Street and Mill and Overlay Project is in out years as a combined program and suggested placing after FY 2015-16.

Motion: Commissioner Huellmantel

Second: Commissioner Don Cassano

Decision: Approved as discussed

Agenda Item 7 – Department and Regional Transportation Updates

- Shelly Seyler thanked Sue Taaffe and all staff that worked with Architekton on the Mary O'Connor shelter event on 5th Street and shared the family sent a "thank you" card
- Eric Iwersen reminded Commissioners the Streetcar public meeting is on December 1st in the Don Cassano Room at 6 p.m.

Agenda Item 8 – Future Agenda Items

Commissioner Chair Goronkin presented new items to consider submitted by Commission members:

- Report on appropriate Tempe operations relating to Emergency Street closures/narrowing of streets
- Operating procedures for pedestrian crossing
- Street closures due to special events and how it works

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

- Bus Unification (December)
- Proposed Short Term Improvements for I-10/I-17 (December)
- TIM Market Research Results (December)
- 8th Street Streetscape Project (December)
- North South Railroad Spur Multi-use Path Update (December)
- Chair and Vice Chair Elections (January)
- Streetcar (January)
- Orbit Saturn (January)
- BikeShare (January)
- 2015/16 Media Buy (February)
- Bike Hero (February)
- City Budget Long-Range Forecast Update (Operating) & CIP follow-up (March)
- CIP Discussion (April)
- Orbit Saturn (April)
- MAG Pedestrian Design Assistance Grants (May)
- City Tentative Fiscal Year 2015-16 Operating Budget (June)
- MAG Congestion Mitigation and Air Quality Program (CMAQ ITS) (June)
- Orbit Saturn & Larger Orbit buses (October)

The Commission's next meeting is scheduled for December 9, 2014.

The meeting was adjourned at 8:57 am

Prepared by: Yvette Mesquita

Reviewed by: Shelly Seyler, Eric Iwersen and Robert Yabes

CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 3

DATE

December 9, 2014

SUBJECT

Results of September 2014 Tempe Transit Telephone Survey

PURPOSE

The purpose of this memo is to provide the Commission with an overview of the key findings from the September 2014 Tempe Transit telephone survey.

The City of Tempe commissioned WestGroup Research to complete a telephone survey of Tempe residents in an effort to gain insights into perceptions about public transit among both riders and non-riders. This report analyzes the data collected by the survey and, where appropriate, compares responses of the residents by meaningful demographic variables, as well as to data from studies conducted in October 2004, September 2006, September 2008, September 2010 and September 2012. The most recent data collection was completed with 409 Tempe residents in September/October 2014. The margin of error for this sample size is approximately +4.9% at a 95% level of confidence.

Telephone calls with Tempe residents were made from WestGroup's interviewing center in Phoenix, Arizona during the months of September and October 2014. Households were selected by means of random digit dialing (RDD) according to Tempe zip codes. A quota was set to achieve equal representation of men and women as well as a representative distribution of the sample by age. A combination of RDD sample to contact "land line" households" along with cell-phone sample database to reach cell-phone only households was used to access potential respondents.

Rider Characteristics and Opinions

- Nearly two thirds (64%) of Tempe residents surveyed indicated they used Tempe's transit service in the past year, including light rail, Orbit, Flash, and local bus/express.
- Among residents who indicated use of Tempe's transit service in the past year, one quarter (25%) reported at least riding on a monthly basis.

- The proportion of surveyed transit riders who report having used the transit service for less than a year was 6%, representing the lowest figure recorded in the last several years.
- Convenience and getting to and from recreation continue to be the most cited reasons from respondents when asked why they ride public transit (mentioned by 27% and 18%, respectively).
- Recreational activities and work were the top destinations mentioned by transit riders when asked where they go on public transit (39% and 19%, respectively).
- Comfort on the bus and cleanliness on this bus received the highest proportion of “very satisfied” or “somewhat satisfied” ratings from bus riders (93% each). Attributes with the lowest satisfaction levels included bus service during major events (69%) and security at bus stops (61%).
- Satisfaction with ease of using the bus declined to 84% from 93% in 2012, while satisfaction levels for other attributes remained stable.

Overall Satisfaction and Improvements of Tempe’s Transit System

- Nearly three quarters (72%) of residents with an opinion indicated they were highly satisfied with the Tempe transit system.
 - Residents satisfied with the transit system (rating it a “4” or “5”) mention good service (33%) and frequent and reliable service (16%).
 - Residents who provided “1”, “2”, or “3” ratings mentioned more frequent buses with extended hours (18%) and more routes (18%) as needed improvements.
- On-time performance of buses continued to top the list with the highest percentage of “high priority” ratings as it did in 2012 (77% of residents provided a top-two rating).

Potential Use of Tempe’s Transit System

- When non-riders were asked why they do not use public transit, over half (58%) indicated they prefer using a car (up from 46% in 2012).
- Perceived effectiveness of each argument presented to residents regarding motivation to use public transit has been declining since 2004.
 - The argument improves air quality/good for environment was perceived as either “somewhat effective” or “very effective” by 60% of residents, compared to a range of 62% to 75% since 2004.
 - Reduces congestion was seen as effective by 49%, compared to a range of 53% to 70% since 2004.
 - Saves money on gas, auto insurance/maintenance was perceived as effective by 45%, compared to a range of 57% to 73% since 2004.

Tempe in Motion (TIM)

- Total awareness of Tempe in Motion (TIM) remained statistically comparable to recent years (50%), as did the proportion of TIM-aware residents who knew the correct meaning of the TIM acronym (68%).
- Among those aware of TIM, recalled sources of hearing about it included street banners (24%) and signs on buses (15%).
- Among those aware of TIM advertising, over half (52%) indicated they feel it made them think more positively about transportation options in Tempe.
 - One in five (20%) indicated “yes” when asked whether the advertising message persuaded them to try public transit in Tempe.

Tempe Bicycling and Walking

- Approximately three in five residents (61%) reported they have access to a bicycle.
- Among those who reported having access to a bike, 70% reported they ride their bike at least once a month, which is similar to the 66% recorded in 2012.
- Approximately half (53%) of those who indicated riding their bikes at least once a month report they ride for exercise, while 24% report riding for work/school.
- Approximately two thirds (65%) of residents indicated they are satisfied with the quality of walking and biking paths of residents.
- Among those with an opinion, the most common positive reasons for ratings included they are fine the way they are/no problems (29%) and they are everywhere, there are plenty of paths (12%). Top negative reasons included need more bike lanes (9%) and don't seem safe enough/make them safer (8%).
- Residents were most likely to give higher priority ratings to amenities for bikes and pedestrians along the paths such as water fountains and lighting (64%) and adding more bike and pedestrian paths (64%).

Tempe Youth Free Transit Pass Program

- Approximately one third (36%) of residents surveyed in 2014 indicated they have heard of the Tempe Youth Free Transit Pass. This represents a decline from 2012 (45%) and is more in line with the 38% recorded in 2010.
- Among those aware of the program, one fifth (20%) indicated they heard about it either through school or by word-of-mouth.

Conclusions

1. After increasing continually since 2006, transit usage among Tempe residents leveled off between 2012 and 2014; additionally it appears that those who used public transit in the past are continuing to use it with a notable increase in those who have used transit four or more years and a decrease in the percentage who are newer riders. Residents who use public transit continue to be most likely to ride the light rail and are split between using transit only on special circumstances versus a more consistent basis.
2. Satisfaction with various bus system attributes among bus riders generally follow a similar hierarchy compared to 2012. Measures pertaining to *comfort on the bus*, *cleanliness of the bus*, and *driver courtesy and professionalism* have the highest levels of satisfaction, while measures pertaining to *bus service during major events* and *security at bus stops* tend to be near the bottom. This indicates the overarching perception surrounding the bus system among current riders has not changed much since 2012. It should be noted, however, that satisfaction with “ease of use” declined significantly from 2012 (and all previous years); a conversation about what could be causing this drop off is likely warranted.
3. Overall satisfaction with the transit system in Tempe was at the highest level reported in the last four waves of the study. This, along with the high satisfaction ratings for most bus attributes among riders and the comparatively high usage of public transit options, points to an effective and appreciated system for Tempe residents. Interestingly, on-time performance was most often selected as the highest priority for transit system improvements; in other markets it is more common to see requests for more service, longer hours, or more frequent service at the top of the list.
4. The effectiveness of messaging arguments in favor of public transit usage measured in this survey has been in decline over the last ten years. In particular, the argument *saves money on gas/auto insurance/maintenance* saw a steep decline compared to 2012. Normalized or decreasing gas prices in addition to increasingly improved fuel efficiencies in vehicles likely play a role in residents’ perceived benefit of public transit versus individual vehicular transport. Messaging pertaining to *reducing congestion* and *improves air quality/good for environment*, were both considered more effective in 2014.

FISCAL IMPACT

The cost of the survey was \$24,000 which is budgeted in cost center 3916-6737.

RECOMMENDATION

This is for information only.

CONTACT

Sue Taaffe

Public Works Supervisor

480-350-8663

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ATTACHMENTS

Market Research Report

PowerPoint

City of Tempe Transit Survey Report

Prepared For:



City of Tempe
September/October 2014



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Executive Summary

The City of Tempe commissioned WestGroup Research to complete a telephone survey of Tempe residents in an effort to gain insights into perceptions about public transit among both riders and non-riders. This report analyzes the data collected by the survey and, where appropriate, compares responses of the residents by meaningful demographic variables, as well as to data from studies conducted in October 2004, September 2006, September 2008, September 2010 and September 2012. The most recent data collection was completed with 409 Tempe residents in September/October 2014. The margin of error for this sample size is approximately $\pm 4.9\%$ at a 95% level of confidence.

Rider Characteristics and Opinions

- Nearly two thirds (64%) of Tempe residents surveyed indicated they used Tempe's transit service in the past year, including light rail, Orbit, Flash, and local bus/express.
- Among residents who indicated use of Tempe's transit service in the past year, one quarter (25%) reported at least riding on a monthly basis.
- The proportion of surveyed transit riders who report having used the transit service for less than a year was 6%, representing the lowest figure recorded in the last several years.
- *Convenience* and *getting to and from recreation* continue to be the most cited reasons from respondents when asked why they ride public transit (mentioned by 27% and 18%, respectively).
- *Recreational activities* and *work* were the top destinations mentioned by transit riders when asked where they go on public transit (39% and 19%, respectively).
- A lower proportion of riders in 2014 indicated they use public transit to go to *Phoenix/Downtown Phoenix* (13% vs. 26%) reversing the spike seen between 2012 and 2010.
- *Comfort on the bus* and *cleanliness on this bus* received the highest proportion of "very satisfied" or "somewhat satisfied" ratings from bus riders (93% each). Attributes with the lowest satisfaction levels included *bus service during major events* (69%) and *security at bus stops* (61%).
- Satisfaction with *ease of using the bus* declined to 84% from 93% in 2012, while satisfaction levels for other attributes remained stable.

Overall Satisfaction and Improvements of Tempe's Transit System

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 - Residents who provided "1", "2", or "3" ratings mentioned *more frequent buses with extended hours* (18%) and *more routes* (18%) as needed improvements.

- *On-time performance of buses* continued to top the list with the highest percentage of “high priority” ratings as it did in 2012 (77% of residents provided a top-two rating).

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- When non-riders were asked why they do not use public transit, over half (58%) indicated they *prefer using a car* (up from 46% in 2012).
- Perceived effectiveness of each argument presented to residents regarding motivation to use public transit has been declining since 2004.
 - The argument *improves air quality/good for environment* was perceived as either “somewhat effective” or “very effective” by 60% of residents, compared to a range of 62% to 75% since 2004.
 - *Reduces congestion* was seen as effective by 49%, compared to a range of 53% to 70% since 2004.
 - *Saves money on gas, auto insurance/maintenance* was perceived as effective by 45%, compared to a range of 57% to 73% since 2004.

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- Approximately half (53%) of those who indicated riding their bikes at least once a month report they ride for *exercise*, while 24% report riding for *work/school*.
- Approximately two thirds (65%) of residents indicated they are satisfied with the quality of walking and biking paths of residents.
- Among those with an opinion, the most common positive reasons for ratings included *they are fine the way they are/no problems* (29%) and *they are everywhere, there are plenty of paths* (12%). Top negative reasons included *need more bike lanes* (9%) and *don’t seem safe enough/make them safer* (8%).
- Residents were most likely to give higher priority ratings to *amenities for bikes and pedestrians along the paths such as water fountains and lighting* (64%) and *adding more bike and pedestrian paths* (64%).

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- Approximately one third (36%) of residents surveyed in 2014 indicated they have heard of the Tempe Youth Free Transit Pass. This represents a decline from 2012 (45%) and is more in line with the 38% recorded in 2010.
- Among those aware of the program, one fifth (20%) indicated they heard about it either *through school* or by *word-of-mouth*.

Conclusions

1. After increasing continually since 2006, transit usage among Tempe residents leveled off between 2012 and 2014; additionally it appears that those who used public transit in the past are continuing to use it with a notable increase in those who have used transit four or more years and a decrease in the percentage who are newer riders. Residents who use public transit continue to be most likely to ride the light rail and are split between using transit only on special circumstances versus a more consistent basis.
2. Satisfaction with various bus system attributes among bus riders generally follow a similar hierarchy compared to 2012. Measures pertaining to *comfort on the bus*, *cleanliness of the bus*, and *driver courtesy and professionalism* have the highest levels of satisfaction, while measures pertaining to *bus service during major events* and *security at bus stops* tend to be near the bottom. This indicates the overarching perception surrounding the bus system among current riders has not changed much since 2012. It should be noted, however, that satisfaction with “ease of use” declined significantly from 2012 (and all previous years); a conversation about what could be causing this drop off is likely warranted.
3. Overall satisfaction with the transit system in Tempe was at the highest level reported in the last four waves of the study. This, along with the high satisfaction ratings for most bus attributes among riders and the comparatively high usage of public transit options, points to an effective and appreciated system for Tempe residents. Interestingly, on-time performance was most often selected as the highest priority for transit system improvements; in other markets it is more common to see requests for more service, longer hours, or more frequent service at the top of the list.
4. The effectiveness of messaging arguments in favor of public transit usage measured in this survey has been in decline over the last ten years. In particular, the argument *saves money on gas/auto insurance/maintenance* saw a steep decline compared to 2012. Normalized or decreasing gas prices in addition to increasingly improved fuel efficiencies in vehicles likely play a role in residents’ perceived benefit of public transit versus individual vehicular transport. Messaging pertaining to *reducing congestion* and *improves air quality/good for environment*, were both considered more effective in 2014.

I. Introduction

A. Background

The City of Tempe commissioned WestGroup Research to complete a telephone survey of Tempe residents in an effort to gain insights into perceptions about public transit among both riders and non-riders. This report analyzes the data collected by the survey and where appropriate, compares responses of the residents by meaningful demographic variables, as well as to data from studies conducted in October 2004, September 2006, September 2008, September 2010, and September 2012. Due to size limitations, tables in the report show trend data from recent years, but not all years due to space constraints.

Telephone calls with Tempe residents were made from WestGroup's interviewing center in Phoenix, Arizona during the months of September and October 2014. Households were selected by means of random digit dialing (RDD) according to Tempe zip codes. A quota was set to achieve equal representation of men and women as well as a representative distribution of the sample by age. A combination of RDD sample to contact "land line" households" along with cell-phone sample database to reach cell-phone only households was used to access potential respondents.

The survey was completed with 409 Tempe residents. The margin of error for this sample size is approximately $\pm 4.9\%$ at a 95% confidence level. Cross tabulations of the data collected in this survey are included under a separate cover.

B. Sample Sizes and Associated Sampling Error

There is a certain amount of sampling "error" that occurs with survey research because of the variability that is present whenever a portion of a population is examined to provide insight into attitudes, opinions, and behaviors of the total population. This "error" does not imply an "error" on the part of the researcher, but reflects the likelihood that the estimates derived from interviewing a sample of the population differ from the numbers that would be obtained if the entire population were interviewed using the identical questions.

The amount of sampling error is determined almost entirely by the size of the subgroup of the sample and not by the size of the total sample interviewed. In other words, the sampling error associated with respondents who are males residents vs. female residents is dictated by the size of these subgroups (n=208 and $\pm 6.9\%$ for males, for example).

Based on a sample size of 409, **the overall sampling error for the total sample** (at the conventional 95% confidence level) is **$\pm 4.9\%$** . This means that the probability is 95% that our estimates are within 5 percentage points of the numbers we would have obtained had we interviewed every qualified resident in Tempe. If a response differs

from the overall response of the sample by more than this percentage, the difference is said to be "statistically significant."

Throughout this report, each sub-group in a table or chart may be identified with a superscript letter (such as ^A, ^B, and ^C). A letter after a number indicates that the number is statistically higher than the number in the column with that letter. For example, in the table below, the 41% in the first row of column C is significantly higher than the figures in columns D and E (24% and 22%, respectively) at the 95% confidence level.

	2014 (n=256)	Gender		Age			Income	
		Male (n=137) (A)	Female (n=119) (B)	18-34 (n=105) (C)	35-54 (n=149) (D)	55+ (n=145) (E)	<\$40K (n=88) (F)	\$40K+ (n=136) (G)
Local or express bus Orbit or Flash	30%	30%	30%	41% ^{DE}	24%	22%	42% ^G	20%
neighborhood shuttles	36%	39%	31%	35%	36%	35%	41%	31%
Light Rail	79%	85% ^B	73%	82%	76%	80%	71%	84% ^F
Don't Know/Refused	7%	3%	10% ^A	5%	10%	4%	6%	7%

For trend tables and charts displaying yearly data (rather than sub-groups of the current year), significant differences between 2014 and 2012 figures are shown using an asterisk. For example, in the table below, the 27% in the 2014 column is significantly different than the 16% in the 2012 column at the 95% confidence level. Statistical testing between earlier years is not shown in this report, however, important trends over time are called out when appropriate.

Responses	2014 (n=256)	2012 (n=252)	2010 (n=304)	2008 (n=166)	2006 (n=119)	2004 (n=148)
Convenient	27%*	16%	24%	15%	14%	26%
Get to/from recreation	18%	14%	7%	4%	2%	-

C. Demographics

The total data was weighted in 2014 and 2012 to match the age categories from 2010. Data was also weighted in 2006. An overview of respondent demographics follows in Table 1A.

Table 1A: Demographics

	2014 (n=409)	2012 (n=400)	2010 (n=427)	2008 (n=424)	2006** (n=407)	2004 (n=405)
Gender						
Male	51%	50%	49%	50%	51%	49%
Female	49%	50%	51%	50%	49%	51%
Years Lived in Tempe						
<1 year	2%	2%	2%	3%	7%	8%
1 – 2 years	5%	6%	5%	7%	10%	14%
3 – 5 years	13%	6%	10%	12%	16%	12%
6 – 10 years	14%	13%	15%	17%	15%	14%
11 – 20 years	22%	25%	19%	22%	17%	18%
20+ years	44%	49%	49%	39%	35%	34%
Age**						
18 – 34	32%	32%	33%	31%	30%	31%
35 – 54	34%	33%	34%	35%	25%	29%
55+	33%	32%	33%	34%	45%	39%
Average Age	47.1	49.4	47.7	47.6	50.3	45.8
Education						
Some high school	2%	1%	2%	1%	5%	2%
High school graduate	11%	10%	9%	9%	14%	12%
Some college	33%*	24%	30%	31%	33%	34%
College graduate	32%	32%	29%	31%	30%	26%
Post graduate	19%*	32%	29%	26%	18%	23%
No answer/ Refused	2%	1%	1%	2%	2%	2%
Income						
<\$20,000	13%	9%	10%	12%	12%	15%
\$20 - \$40,000	18%	14%	14%	19%	20%	20%
\$40 - \$60,000	18%*	11%	16%	15%	17%	17%
\$60 - \$80,000	8%*	14%	14%	12%	11%	12%
\$80 - \$100,000	8%	10%	11%	10%	9%	5%
\$100,000+	20%	20%	17%	19%	15%	10%
No answer/refused	14%*	21%	16%	13%	16%	21%
Average Income	\$63,700*	\$70,304	\$67,047	\$64,500	\$51,500	\$53,700

*Indicates significant difference compared to 2014 at the 95% confidence level.

**Between 2001-2006 ages were reported in the following categories: 18-34, 35-49, 50+. In more recent years, age categories were updated as listed above.

Table 1B: Demographics

	2014 (n=409)	2012 (n=400)	2010 (n=427)	2008 (n=424)	2006 (n=407)	2004 (n=405)
Marital Status						
Married	46%*	54%	61%	53%	53%	53%
Single	50%*	43%	36%	44%	44%	44%
Refused	3%	3%	3%	3%	3%	3%
Occupation**						
Full-time	46%	46%	47%	51%	45%	-
Part-time	11%	8%	12%	12%	10%	-
Retired	21%*	28%	23%	20%	27%	-
Student	8%*	4%	7%	8%	4%	-
Stay at home Spouse	4%	6%	7%	5%	5%	-
Unemployed/disabled	7%	6%	6%	4%	7%	-
Refused	3%	2%	1%	2%	3%	-
Zip Code						
85281	23%	19%	19%	19%	25%	-
85282	32%*	44%	38%	38%	43%	-
85283	26%	22%	29%	29%	24%	-
85284	19%	15%	14%	14%	9%	-

*Indicates significantly different from 2012 at the 95% confidence level.**In 2008 question was changed to accept multiple responses.

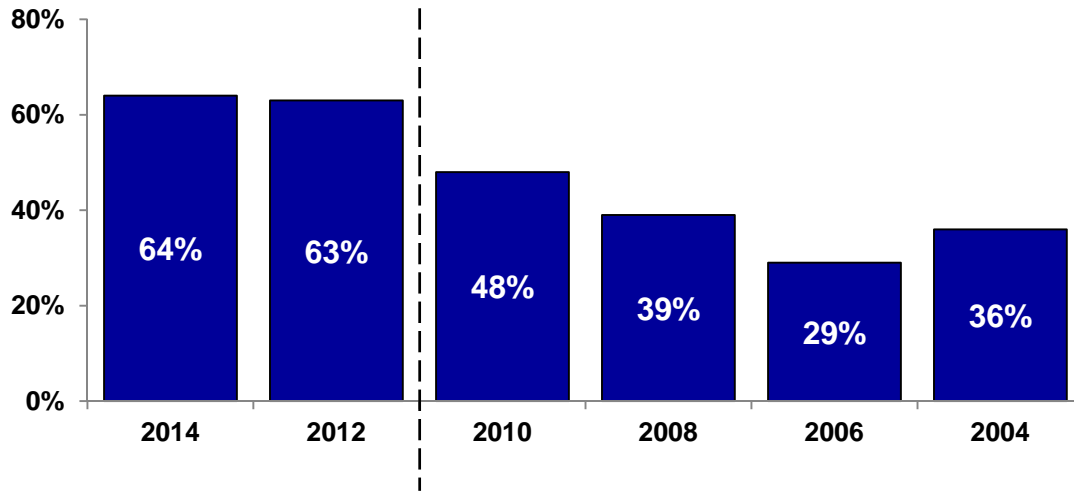
II. Rider Characteristics and Opinions

A. Current Use of Public Transit

1. Using Tempe Transit Service

Nearly two thirds (64%) of Tempe residents surveyed indicated they used Tempe’s transit service in the past year, including light rail, Orbit, Flash, and local bus/express.

Transit Service Usage in Tempe
 Percentage of residents who rode Tempe Transit Service in past year



Note: Beginning in In 2012, respondents were asked about *Tempe Transit Service* usage; in previous years, the question was about *Tempe city bus* usage.

2014 n=409 , 2012 n=400, 2010 n=427, 2008 n=424, 2006 n=407, 2004 n=405

Q4: *In general would you say you use Tempe’s transit system (including light rail, Orbit, Flash and local bus/express)... [daily, weekly, monthly, every few months, only under special or unique circumstances]*

2. General Public Transit Use

Among residents who indicated use of Tempe’s transit service in the past year, one quarter (25%) reported at least riding on a monthly basis.

Riders more likely to report riding weekly or daily include:

- Male residents vs. female residents (23% vs. 9%)
- Those in zip code 85281 vs. those in other zip codes (30% vs. a range of 3% to 15%)
- Residents aged 18 to 54 vs. older residents (21% vs. 6%)
- Single residents vs. married residents (21% vs. 11%)
- Those with annual household incomes of less than \$40,000 vs. those with higher incomes (23% vs. 11%)

Table 2a Frequency of Transit Usage

	2014 (n=409)
Daily	6%
Weekly	10%
Monthly	9%
Every few months	8%
Special circumstances	31%
Don't Use Transit	35%

Q4: In general would you say you use Tempe’s transit system (including light rail, Orbit, Flash and local bus/express)...

Table 2b Type of Transit Usage Trending Breakdown

	2014 (n=256)	2012 (n=252)
Local or express bus	30%	36%
Orbit or Flash neighborhood shuttles	36%	43%
Light Rail	79%*	88%
Don't Know/Refused	7%*	2%

*Indicates significant difference compared to 2012 at the 95% confidence level.

Note: Question added in 2012.

Q4a: Which of the following have you used in Tempe in the past year?

**Table 2c Type of Transit Usage
Demographic Breakdown**

	2014 (n=256)	Gender		Age			Income	
		Male (n=137) (A)	Female (n=119) (B)	18-34 (n=105) (C)	35-54 (n=149) (D)	55+ (n=145) (E)	<\$40K (n=88) (F)	\$40K+ (n=136) (G)
Local or express bus	30%	30%	30%	41% ^{DE}	24%	22%	42% ^G	20%
Orbit or Flash neighborhood shuttles	36%	39%	31%	35%	36%	35%	41%	31%
Light Rail	79%	85% ^B	73%	82%	76%	80%	71%	84% ^F
Don't Know/Refused	7%	3%	10% ^A	5%	10%	4%	6%	7%

^{ABC} Indicates significant differences compared to other sub-group at the 95% level.

B. Length of Use of Transit System

The proportion of surveyed transit riders who report having used the transit service for less than a year was 6%, representing the lowest figure recorded in the last several years.

Table 3a: Length of Use of Transit System
(Among those who have ridden in the past year)

Time Riding	2014 (n=256)	2012 (n=252)	2010 (n=304)	2008 (n=166)	2006 (n=119)	2004 (n=148)
Less than a year	6%	9%	14%	31%	17%	23%
1 – 2 years	10%	13%	27%	13%	27%	17%
2 – 4 years	24%	29%	13%	19%	20%	55%*
4 – 6 years	23%	16%	10%	13%	13%	-
6 – 10 years	13%	13%	25% ¹	20% ¹	21% ¹	-
>10 years	18%	12%	NA	NA	NA	NA
Don't know	7%	8%	11%	4%	4%	5%

Q7: How long have you been using the transit system in Tempe?

*Prior to 2006 this question only specified more than two years.

¹ 6+ years

C. Reasons for Using Public Transit

Convenience and getting to and from recreation continue to be the most cited reasons from respondents when asked why they ride public transit (mentioned by 27% and 18%, respectively). This is followed by don't have a car (mentioned by 12%).

Table 3b: Top Reasons for Using Public Transit
(Among those who have ridden in the past year)

Responses	2014 (n=256)	2012 (n=252)	2010 (n=304)	2008 (n=166)	2006 (n=119)	2004 (n=148)
Convenient	27%*	16%	24%	15%	14%	26%
Get to/from recreation	18%	14%	7%	4%	2%	-
Don't have car	12%	11%	9%	16%	29%	36%
Saves money	6%	7%	4%	17%	8%	9%
Get to/from school	4%	2%	2%	7%	5%	-
To avoid parking	3%*	10%	7%	3%	4%	7%
To go downtown	3%	6%	5%	-	-	-
A way to get around	3%	2%	-	-	-	-
Avoid driving in traffic	3%	2%	-	-	-	-

Q8: What is the main reason you ride public transit?

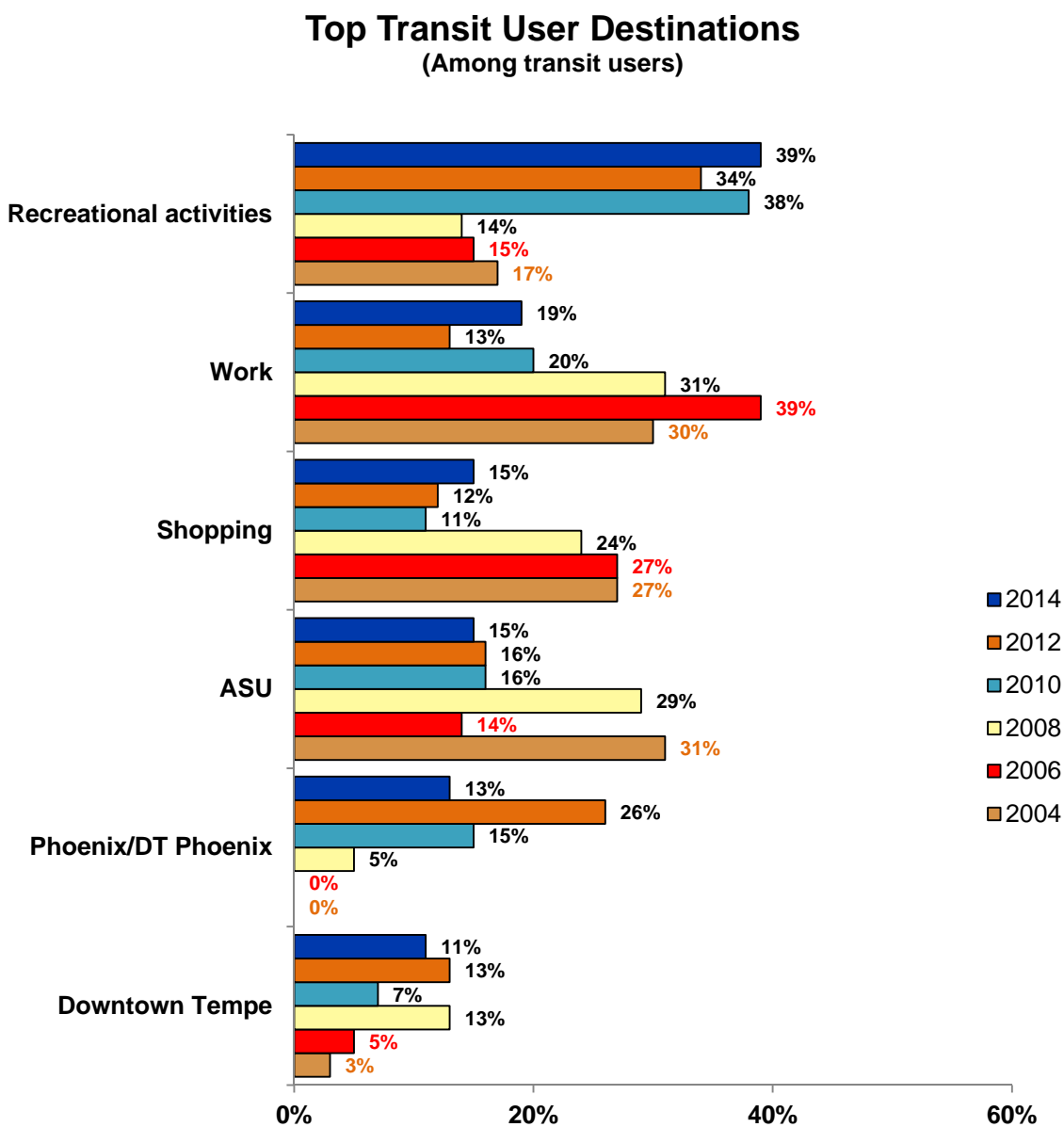
*Indicates significant difference compared to 2012 at the 95% confidence level.

Note: In years prior to 2010, the question was worded: *What is the main reason you ride the bus?*

Note: Response categories with less than 3% mentions in 2014 not shown in table.

D. Public Transit Destinations

Recreational activities and work were the top destinations mentioned by transit riders when asked where they go on public transit (39% and 19%, respectively).



Q9: Where do you go when you use public transit?

2014 n=256, 2012 n=252, 2010 n=304, 2008 n=166, 2006 n=119; 2004 n=148;

A lower proportion of riders in 2014 indicated they use public transit to go to Phoenix/Downtown Phoenix (13% vs. 26%) reversing the spike seen between 2012 and 2010.

Table 4: Top Public Transit Trip Destinations
(Among public transit users)

Responses	2014 (n=256)	2012 (n=252)	2010 (n=304)	2008 (n=166)	2006 (n=119)	2004 (n=148)
Recreational activities	39%	34%	38%	14%	15%	17%
Work	19%	13%	20%	31%	39%	30%
ASU	15%	16%	16%	29%	14%	31%
Shopping	15%	12%	11%	24%	27%	27%
Phoenix/DT Phoenix	13%*	26%	15%	5%	-	-
Downtown Tempe	11%	13%	7%	13%	5%	3%
Errands	6%	8%	5%	7%	14%	11%
Visit friends/family	4%	5%	2%	5%	6%	6%
Library	4%	3%	2%	7%	2%	-

Q9: *Where do you go when you use public transit?*

*Indicates significant difference compared to 2012 at the 95% confidence level.

Note: In years prior to 2010, question was worded: *Where do you go when you use the bus?*

Note: Destinations with less than 4% mentions in 2014 not displayed.

E. Satisfaction with Bus Service

Bus riders were asked to rate their level of satisfaction with twelve different aspects of riding the bus. Riders rated the categories by using four-point nominal scales (“very satisfied,” “somewhat satisfied,” “not very satisfied,” and “not at all satisfied.”) **Comfort on the bus and cleanliness on this bus received the highest proportion of “very satisfied” or “somewhat satisfied” ratings (92% and 91%, respectively). Attributes with the lowest satisfaction levels included bus service during major events (72%) and security at bus stops (65%). Satisfaction with ease of using the bus declined to 84% from 93% in 2012, while satisfaction levels for other attributes remained stable.**

Table 5a: 2014 Satisfaction with Bus Service
(Among bus riders)

Attribute	2014 (n=109)			% Very/somewhat satisfied			
	Very/ somewhat Satisfied	Very Satisfied	Somewhat Satisfied	2012 (n=141)	2010 (n=203)	2008 (n=166)	2006 (n=119)
Comfort on the bus	92%	50%	42%	92%	95%	93%	95%
Cleanliness of the bus	91%	42%	49%	88%	92%	89%	93%
Driver courtesy and professionalism	90%	62%	28%	93%	93%	89%	94%
Cleanliness of bus stops	87%	43%	44%	85%	NA	NA	NA
Reliability/on-time performance of buses	85%	40%	45%	86%	80%	76%	80%
Ease of using the bus	84%*	55%	29%	93%	91%	90%	93%
Hours of operation	81%	41%	40%	84%	NA	NA	NA
Safety on the bus	79%	44%	35%	82%	95%	92%	92%
Route frequency	79%	39%	40%	79%	74%	78%	78%
Amenities of bus stops	76%	32%	44%	72%	NA	NA	NA
Bus service during major events	72%	42%	30%	70%	NA	NA	NA
Security at bus stops	65%	28%	37%	65%	NA	NA	NA

Q10: In general how satisfied are you with...

*Indicates significant difference compared to 2012 at the 95% confidence level.

Among riders who indicated dissatisfaction with one or more attribute, the most common suggestion of what could be done to improve satisfaction with buses is *more frequent buses* (mentioned by 22%).

Table 5b: Suggested Improvements

	2014 (n=107)
More frequent buses	22%
Bus stops need shade	9%
Inside of bus/bus stops need to be cleaner	6%
Security in the bus/safer	6%
More/better lighting at bus stops	5%
Need better/more routes	4%
Easier schedules to read/understand/accurate	3%
More/better benches at bus stops	2%
Avoid having bus pass us by at bus stop	2%
Don't know	3%

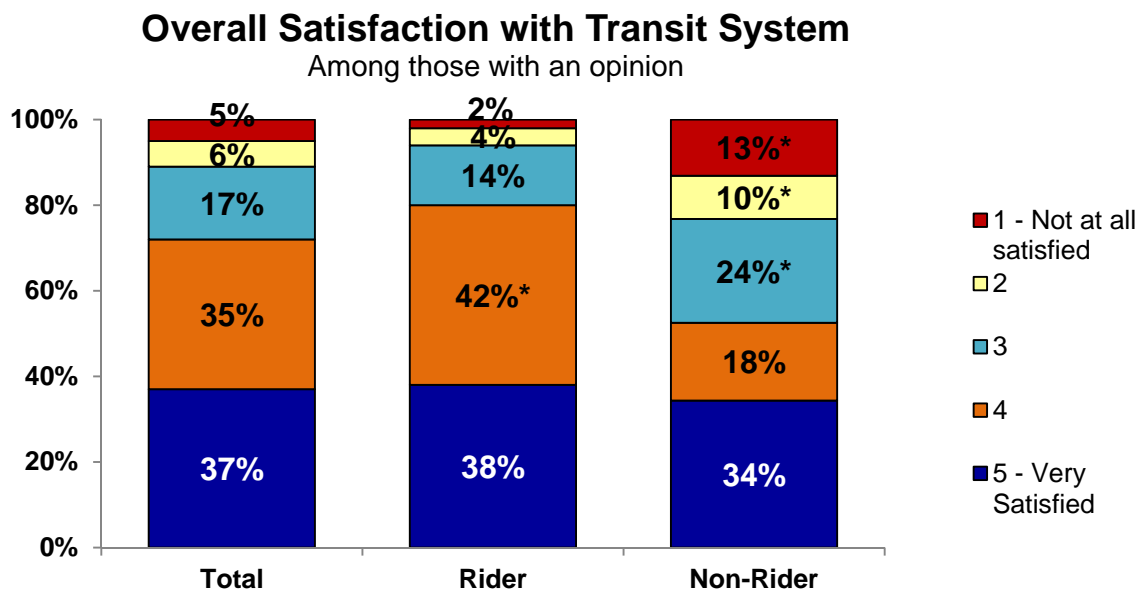
Q10a: You indicated dissatisfaction with some of the attributes, what could be done to improve your satisfaction with the bus service?

Note: Response categories with less than 2% mentions in 2014 not shown in table.

III. Overall Satisfaction and Improvement of Tempe’s Transit System

A. Overall Satisfaction with Tempe Transit System

Nearly three quarters (72%) of residents with an opinion indicated they were highly satisfied with the Tempe transit system. This figure has trended upward since 2008 (a range of 61% in 2008 to 69% in 2012). As in the past, current riders were more likely to provide a top-two rating (80% vs. 52% of non-riders).



Total n=376, Rider: n=263, Non-Rider: n=110

*Indicates significant differences compared to other sub-group at the 95% level.

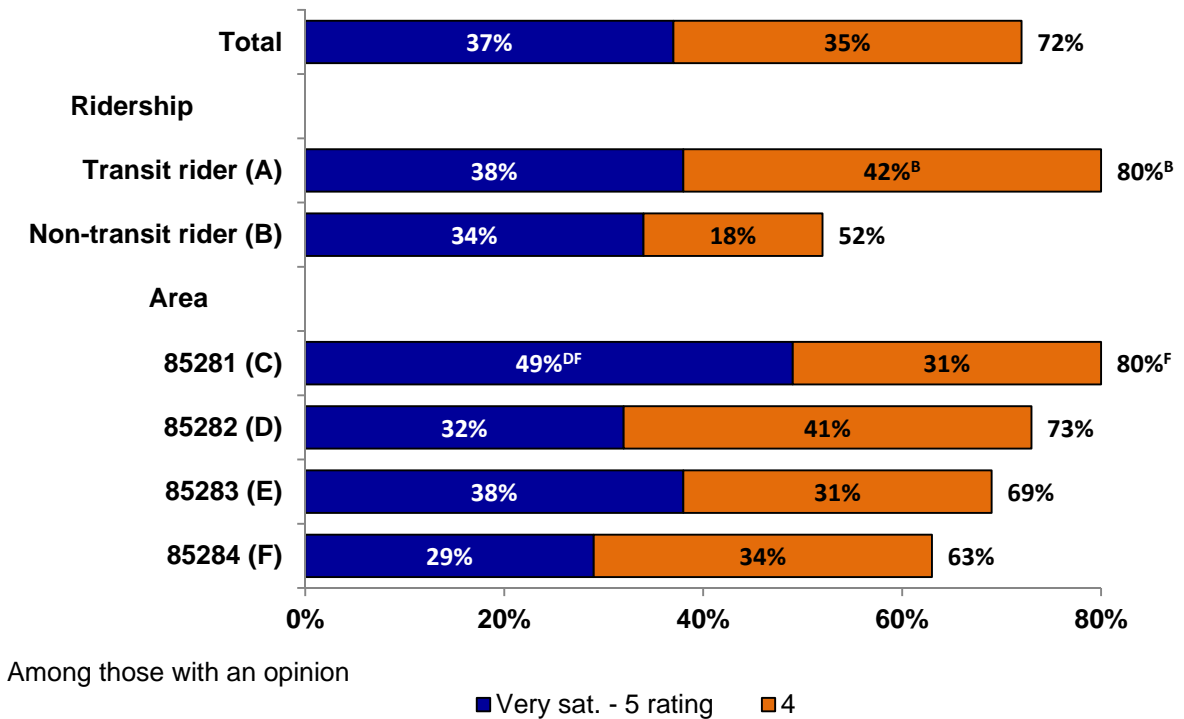
Table 6: Overall Satisfaction with Transit System in Tempe
(Among those with an opinion)

Satisfaction	2014 (n=376)	2012 (n=355)	2010 (n=377)	2008 (n=333)
NET very + somewhat satisfied	72%	69%	66%	61%
5 – Very satisfied	37%	39%	29%	26%
4	35%	30%	37%	35%
3	17%	21%	22%	27%
2	6%	5%	5%	6%
1 – Very dissatisfied	5%	5%	6%	6%
Don't know (not included in %)	8%	11%	12%	21%

Q11. How satisfied are you with the quality of the transit system in Tempe?

In addition to differences between bus riders and non-riders, satisfaction ratings were higher statistically for residents in 85281 than for residents in 85284 (80% vs. 63%).

Overall Satisfaction with Transit Service (Top Two Ratings)



Residents were asked to explain the reason(s) for their overall satisfaction ratings.

Residents satisfied with the transit system (rating it a “4” or “5”) mention **good service (33%)**, and **frequent and reliable service (16%)**. These were also the top two mentions in 2012.

Residents who provided “1”, “2”, or “3” ratings mentioned **more frequent buses with extended hours (18%)** and **more routes (18%)**. These were also the top two mentions in 2012.

Table 7: Reason for Satisfaction Level

Responses	Satisfaction Level		
	Total (n=376)	4,5 (n=271)	1,2,3 (n=105)
Positive			
Satisfied, good service	27%	33%	12%
Frequent, available, reliable	12%	16%	1%
Good routes, convenient routes	5%	6%	2%
Buses/light rail are clean	6%	8%	--
Convenient (general)	5%	6%	--
Provides transportation for those in need	3%	4%	--
Like the light rail/light rail is good	3%	3%	2%
Saves money, cheap, free	3%	3%	2%
Drivers are friendly, helpful	2%	3%	1%
Neutral			
Don't use it, never used it	7%	4%	15%
Always room for improvement	3%	4%	1%
Negative/Suggestions			
More frequent buses, more hours	12%	9%	18%
Need better/more routes, connections, doesn't go where I need to	10%	6%	18%
Buses take too long, too slow	3%	4%	2%
Extend light rail/more routes for light rail	2%	1%	4%
Buses are not on time	2%	2%	4%
Buses are too crowded	2%	2%	1%
Don't like the type of people who ride the bus	2%	2%	4%
Need more security	2%	1%	3%
Don't know	4%	3%	6%

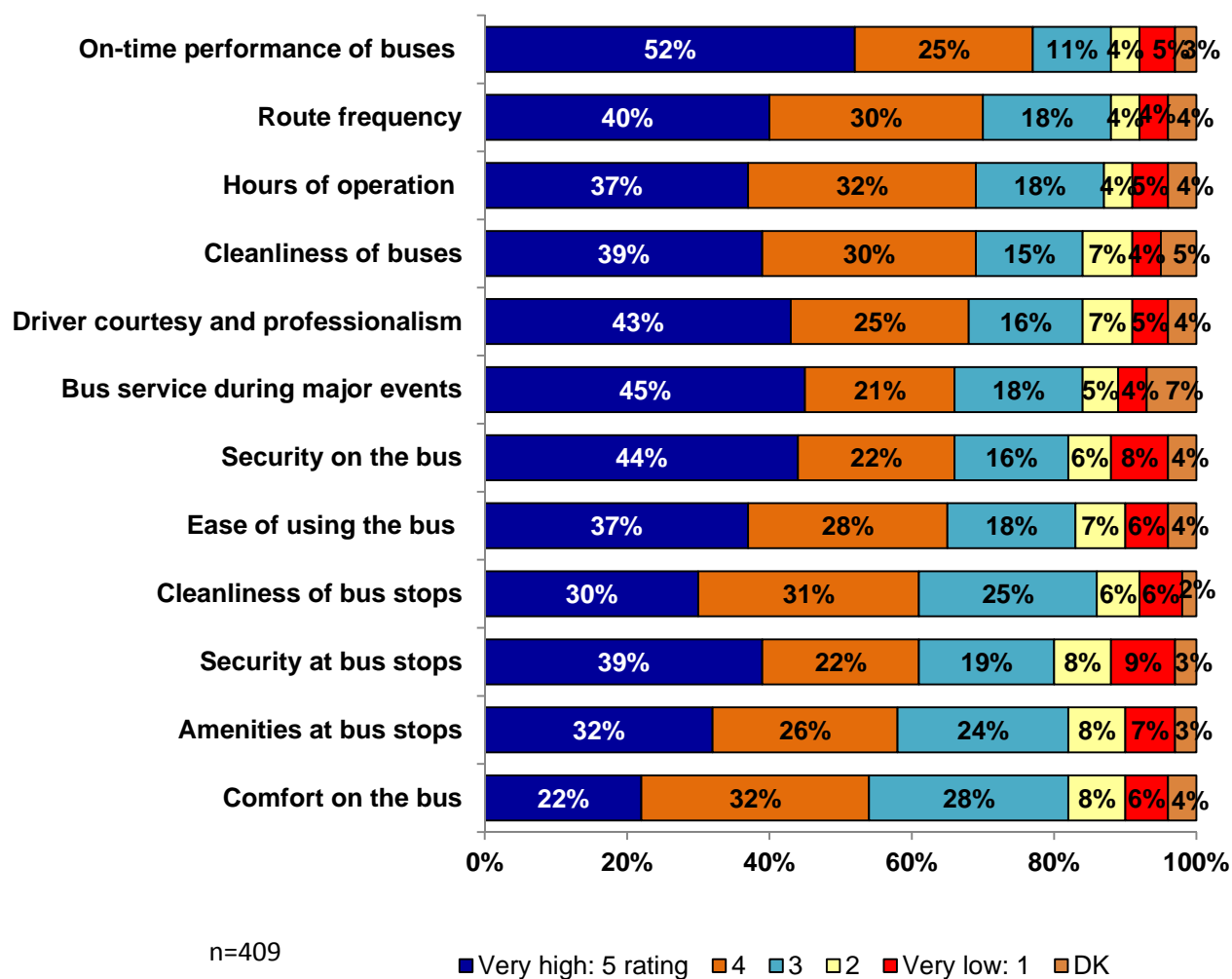
Q11a: Please explain your rating.

Note: Response categories with less than 2% total mentions in 2014 not shown in table.

B. Priority of Possible Improvements to Tempe’s Transit System

Residents were read a list of possible transit improvements for the City and then asked to rate how high of a priority each improvement should be for the City on a one to five scale, with a “5” indicating a very high priority and a “1” indicating a very low priority. **On-time performance of buses continued to top the list with the highest percentage of “high priority” ratings as it did in 2012 (77% of residents provided a top-two rating).** Attributes considered to be less of a priority included *amenities at bus stops* (58%) and *comfort on the bus* (54%), again similar to 2012.

Priority of Transit Improvements



**Table 8a: Priority of Possible Transit Improvements
Percent Top Two Ratings
Tracking Breakdown**

	2014 (n=409)	2012 (n=400)
On-time performance of buses	77%	81%
Route frequency	70%	69%
Cleanliness of buses	69%	68%
Hours of operation	69%	67%
Driver courtesy and professionalism	68%	70%
Security on the bus	66%	69%
Bus service during major events	66%	66%
Ease of using the bus	65%	68%
Security at bus stops	61%	64%
Cleanliness of bus stops	61%	56%
Amenities at bus stops	58%	62%
Comfort on the bus	54%	49%

Q12-23: Now I'm going to read you a list of possible transit improvements. Please indicate how high of a priority each improvement should be for the City of Tempe.

Note: Attribute list prior to 2012 contained different attributes, this data is available in previous reports.

Female residents were more likely than male residents to provide top-two priority ratings for a number of attributes, as shown in Table 8b below. Prioritization ratings between public transit riders and non-riders, for the most part, did not vary significantly.

**Table 8b: Priority of Possible Transit Improvements
Percent Top Two Ratings
Demographic Breakdown**

	2014 (n=409)	Gender		Transit Rider Status	
		Male (n=208) (A)	Female (n=201) (B)	Rider (n=263) (C)	Non-Rider (n=143) (D)
On-time performance of buses	77%	77%	78%	77%	77%
Route frequency	70%	67%	73%	72%	68%
Cleanliness of buses	69%	65%	73%	70%	66%
Hours of operation	69%	66%	73%	68%	71%
Driver courtesy and professionalism	68%	65%	72%	68%	69%
Security on the bus	66%	60%	73% ^A	67%	64%
Bus service during major events	66%	61%	71% ^A	70% ^D	59%
Ease of using the bus	65%	58%	71% ^A	64%	67%
Security at bus stops	61%	52%	70% ^A	62%	58%
Cleanliness of bus stops	61%	58%	63%	61%	60%
Amenities at bus stops	58%	54%	64% ^A	58%	59%
Comfort on the bus	54%	52%	56%	54%	54%

^{ABCD} Indicates significant differences compared to other sub-group at the 95% level.

IV. Potential Use of Tempe’s Transit System

A. Reasons for Not Riding Transit

When non-riders were asked why they do not use public transit, over half (58%) indicated they *prefer using a car* (up from 46% in 2012). Others indicated a *bus stop is too far away* (11%) or *they don’t need to use it* (9%).

**Table 9: Top Reasons for Not Using Public Transit
(Among those who have not used public transit in the past year)**

Reasons	2014 (n=143)	2012 (n=148)	2010 (n=123)	2008 (n=258)
Prefer car	58%*	46%	45%	45%
Bus stop far away	11%	12%	10%	7%
Don’t need to, don’t have the need to use	9%	6%	15%	6%
Doesn’t go where they need to go	7%	12%	10%	14%
Takes too long	6%	10%	11%	10%
Inconvenient (general)	4%	5%	8%	12%
Health/disability	3%	5%	7%	4%
Don’t have to go far distances	3%	5%	5%	6%
Don’t know how to use transit system/bus	2%	4%	2%	5%
Not frequent enough	2%	3%	3%	4%
Too hot/cold/rainy	2%	3%	2%	3%
Don’t know	2%	2%	2%	4%

Q5: People tell us different reasons why they do not use public transit like riding the bus or light rail. What are some of the reasons why you currently do not use public transit? Question changed in 2010 to current wording above.

*Indicates significant difference compared to 2012 at the 95% confidence level.

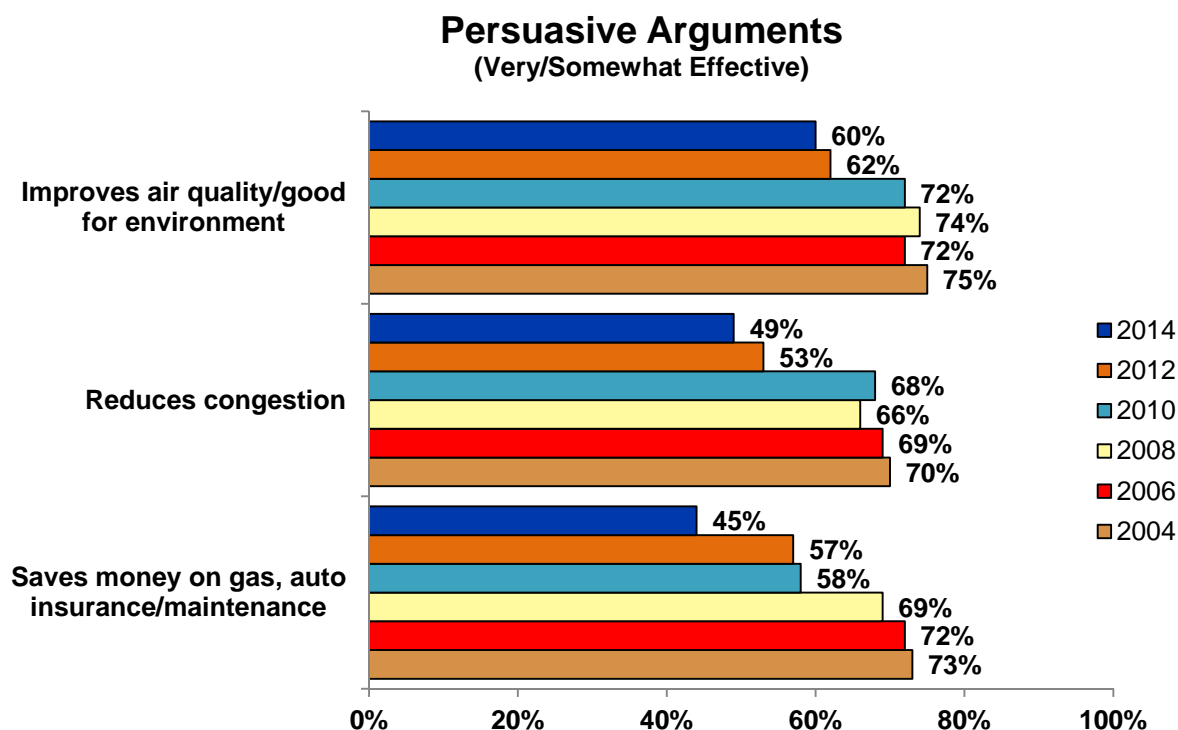
Note: Reasons with less than 2% mentions in 2014 not shown in table.

B. Effectiveness of Persuasive Arguments

Residents were asked to rate the effectiveness of five arguments for motivating public transit usage. Ratings were completed on a four-point nominal scale (“very effective,” “somewhat effective,” “not very effective,” and “not at all effective”).

Perceived effectiveness of each argument presented to residents regarding motivation to use public transit has been declining since 2004.

- The argument *improves air quality/good for environment* was perceived as either “somewhat effective” or “very effective” by 60% of residents, compared to a range of 62% to 75% since 2004.
- *Reduces congestion* was seen as effective by 49%, compared to a range of 53% to 70% since 2004.
- *Saves money on gas, auto insurance/maintenance* was perceived as effective by 45%, compared to a range of 57% to 73% since 2004.



Q6: For each of the following benefits to using public transit, please indicate how effective it would be in persuading you to use the bus or light rail instead of using your current mode of transportation.

Note: Slight wording change in 2012 to benefit statements.

2014 n=143, 2012 n=148, 2010 n=123; 2008 n=258; 2006 n=289; 2004 n=257

Table 10: Effectiveness of Reasons to Persuade Transit Usage
 (Among those who have not ridden a bus in the past year)

	2014 (n=143)	2012 (n=148)	2010 (n=123)	2008 (n=258)	2006 (n=289)	2004 (n=257)
Improves air quality						
Effective**	60%	62%	72%	74%	72%	75%
Not effective***	37%	35%	24%	24%	23%	23%
Reduces congest.						
Effective**	49%	53%	68%	66%	69%	70%
Not effective***	46%	44%	29%	33%	28%	27%
Save money on gas, insurance/ maintenance						
Effective**	45%*	57%	58%	69%	72%	73%
Not effective***	52%	40%	41%	31%	24%	25%

Q6: 2004-2008: For each of the following benefits to riding the bus, please indicate how effective it would be in persuading you to ride the bus instead of using your current mode of transportation.
 2010-2014: For each of the following benefits to using public transit, please indicate how effective it would be in persuading you to ride the bus or light rail instead of using your current mode of transportation. Would it be very effective, somewhat effective, not very effective, or not at all effective?

*Indicates significant difference compared to 2012 at the 95% confidence level.

** Very + Somewhat effective

*** Not very + Not at all effective

V. Tempe in Motion (TIM)

A. Awareness of Tempe in Motion

Total awareness of Tempe in Motion (TIM) remained statistically comparable to recent years (50%), as did the proportion of TIM-aware residents who knew the correct meaning of the TIM acronym (68%).

Those more likely to have net awareness of TIM include:

- Residents aged 18 to 54 vs. older residents (55% vs. 41%)
- College graduates compared to those who had completed only some college or less (55% vs. 45%)
- Those with annual household incomes of \$40,000 or more vs. those with lower incomes (57% vs. 43%)
- Those living in Tempe six or more years vs. those living in Tempe for a shorter time frame (55% vs. 27%)

Table 11: Awareness of TIM

	2014 (n=409)	2012 (n=400)	2010 (n=427)	2008 (n=424)	2006 (n=407)	2004 (n=405)
Total Awareness (Unaided + Aided)	50%	53%	54%	48%	38%	51%
Unaided Awareness	18%	21%	24%	27%	18%	22%
Aided Awareness	32%	32%	30%	21%	21%	29%
Meaning of TIM	(n=204)	(n=211)	(n=230)	(n=202)	(n=155)	(n=205)
“Tempe in Motion”	68%	69%	69%	74%	67%	72%
Other	5%	5%	4%	6%	6%	2%
Don’t know	26%	26%	27%	20%	28%	27%

Q24/25: What is the name of Tempe’s transit/transportation program? Have you ever heard of TIM?
 Q25a IF YES: To the best of your knowledge, what does TIM mean or stand for?

B. Source of Awareness

Among those aware of TIM, recalled sources of hearing about it included **street banners (24%)** and **signs on buses (15%)**. Sources of recall were generally similar to 2012 figures.

Table 12: Top Sources of TIM Awareness
(Among those aware of TIM)

Responses	2014 (n=204)	2012 (n=211)	2010 (n=230)	2008 (n=202)	2006 (n=155)	2004 (n=205)
Street banner	24%	29%	17%	20%	19%	28%
Signs on the buses	15%	13%	18%	20%	20%	12%
ASU/School	5%	--	3%	2%	--	--
Newspaper/Print Ads	5%	6%	6%	7%	15%	12%
Bill inserts	3%*	9%	2%	2%	3%	2%
Work	2%	1%	1%	3%	--	1%
I live here/lived here a long time	2%	--	--	--	--	-
TV	3%	6%	9%	10%	19%	16%
Word of mouth	4%	6%	3%	4%	3%	3%
Direct mail	3%	5%	5%	2%	4%	5%
Internet/online ads	3%	3%	4%	3%	4%	2%
Flyers/brochures	3%	2%	6%	4%	--	--
Don't know	13%	16%	12%	14%	14%	20%

Q26: How did you hear about it?

*Indicates significant difference compared to 2012 at the 95% confidence level.

Note: Sources with less than 2% mentions in 2014 not shown in table.

C. Advertising Effect on Perception of Tempe Transportation Options

Over half (52%) of those who indicated hearing about TIM via newspaper, online, direct mail, or street banners indicated they feel advertising made them think more positively about transportation options in Tempe. Less than half (41%) indicated they feel the advertising had no effect on their perceptions of the transportation system in Tempe.

Among those who indicated TIM advertising had a positive or neutral impact about their feelings of transportation options in Tempe, **one in five (20%) indicated “yes” when asked whether the advertising message persuaded them to try public transit in Tempe.** This is not significantly different than the 28% recorded in 2012.

Table 13: Advertising Effect on Perception
(Among those aware of TIM advertising through specified media)

	2014 (n=88)	2012 (n=94)	2010 (n=79)	2008 (n=120)	2006 (n=89)	2004 (n=110)
Make you think more positively about transportation options in Tempe	52%	42%	58%	57%	52%	53%
Have no effect on your perceptions	41%	52%	38%	42%	43%	44%
Make you think negatively about transportation options in Tempe	2%	2%	1%	1%	4%	-
Don't know	5%	4%	3%	--	1%	4%

Q27: How did the messages affect your perception of the transportation system in Tempe?
Note: Question changed in 2008 from “bus system” to “transportation.”

Table 14: Advertising Effect on Transit Usage
(Among those who said impact of message was positive/neutral)

	2014 (n=83)	2012 (n=88)
Yes	20%	28%
No	78%	72%

Q28: Did the advertising messages persuade you to try public transit in Tempe?

VI. Tempe Bicycling and Walking

A. Bicycle Usage

Approximately three in five residents (61%) reported they have access to a bicycle. This is statistically similar to 2012, but an increasing trend can be seen overall when the last several years are considered (range of 53% to 62% between 2004 and 2012). Those who have a bike, but only ride it occasionally were asked why this was the case (n=74). Nearly one third (32%) of those with a bike but who indicated only occasionally riding it attributed this to weather being too hot, while 12% indicated they think it is too dangerous.

Residents more likely to indicate having access to a bike include:

- Male residents vs. female residents (67% vs. 55%)
- Residents aged 18 to 54 vs. older residents (68% vs. 48%)
- College graduates vs. those with lower education levels (67% vs. 54%)
- Public transit riders vs. non-riders (68% vs. 48%)
- Those with annual household incomes of \$40,000 or more vs. those with lower incomes (66% vs. 53%)

Among those who reported having access to a bike, 70% reported they ride their bike at least once a month, which is similar to the 66% recorded in 2012.

Table 15: Access to and Frequency of Bike Use

	2014 (n=409)	2012 (n=400)	2010 (n=427)	2008 (n=424)	2006 (n=407)	2004 (n=405)
Have access to bike	61%	62%	58%	56%	53%	57%
Frequency						
Never/occasionally	30%	32%	35%	29%	32%	32%
Once or twice	18%	18%	17%	19%	19%	21%
Three to five times	17%	11%	13%	19%	14%	12%
Six to ten times	8%	12%	9%	10%	8%	6%
>10 times	27%	24%	24%	23%	25%	25%
Don't know/not sure	1%	2%	2%	--	2%	3%

Q29: Do you have access to a bicycle that you can ride when you want to?

Q30: How many times in a month do you ride your bike?

B. Bicycle Travel Patterns

Approximately half (53%) of those who indicated riding their bikes at least once a month report they ride for *exercise*, while 24% report riding for *work/school*.

Table 16: Bike Riding Destinations

(Among those who have access to a bicycle and ride it at least 1x a month)

Responses	2014 (n=174)	2012 (n=163)	2010 (n=155)	2008 (n=169)	2006 (n=142)	2004 (n=157)
Exercise	53%	58%	60%	56%	59%	58%
Work/school	24%	17%	24%	25%	24%	29%
Store	14%	15%	16%	19%	14%	22%
Friend's house	9%	7%	3%	6%	2%	4%
ASU	5%	1%	3%	6%	1%	2%
Along the canal	4%	--	--	--	--	--
Parks	4%	6%	4%	6%	8%	4%
Tempe Town Lake	4%	6%	7%	4%	1%	1%
Everywhere	3%	2%	1%	1%	3%	--
Mill Avenue/ Downtown Tempe	3%	5%	3%	1%	2%	2%
Restaurant/Dinner	3%	2%	1%	2%	--	--
The bar/when I've been drinking	3%	1%	--	--	--	--
Run errands	2%	3%	1%	2%	5%	--

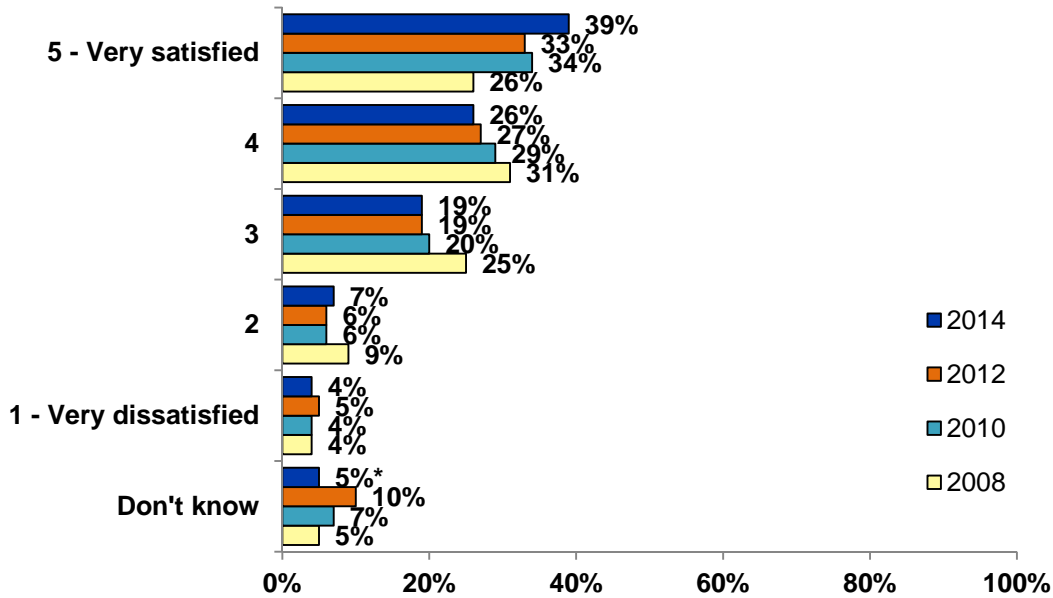
Q30b: Where do you go when you ride your bike?

Note: Destinations with less than 2% mentions in 2014 not shown in table.

C. Overall Satisfaction with Bicycle and Pedestrian Paths

Approximately two thirds (65%) of residents indicated they are satisfied with the quality of walking and biking paths of residents. Overall, this is statistically similar to recent years, but the percentage of those “very satisfied” is notably higher than the first measure recorded in 2008 (39% vs. 26%).

Overall Satisfaction with Tempe Walking and Bike Paths



2014 n=409, 2012 n=400, 2010 n=427, 2008 n=424

Q31: How satisfied are you with the quality of the walking and biking paths in Tempe?

*indicates significant difference compared to 2012 at the 95% confidence level.

Residents were asked to explain the reason(s) for their ratings for the bike and pedestrian paths. **Among those with an opinion, the most common positive reasons for ratings included *they are fine the way they are/no problems (29%)* and *they are everywhere, there are plenty of paths (12%)*. Top negative reasons included *need more bike lanes (9%)* and *don't seem safe enough/make them safer (8%)*.**

Table 17: Reasons for Satisfaction Rating
(Among those with an opinion)

Responses	2014 (n=390)	2012 (n=362)	2010 (n=397)	2008 (n=402)
Positive				
They are fine the way they are, no problems	29%	23%	20%	24%
They are everywhere, there are plenty of paths	12%	15%	16%	13%
Easy to use, accessible	6%	6%	4%	5%
They are safe	5%	6%	11%	5%
Paths are well lit	5%	5%	7%	1%
They are properly maintained, well landscaped	4%*	12%	6%	3%
Have good routes, connect well	3%	6%	4%	--
Paths are wide enough, have enough room	3%	3%	4%	4%
Paths are visible to motorists/clearly marked	2%	4%	--	--
They are scenic/beautiful	2%	--	--	--
Neutral				
I never use them, I have no knowledge of them	5%	4%	5%	8%
There is always room for improvement	4%	3%	2%	4%
Negative/Suggestions				
Need more bike lanes	9%	11%	7%	14%
Don't seem safe enough, make them safer	8%	10%	11%	10%
Could use more of them	6%	4%	9%	5%
Lanes/paths need to be wider	4%	5%	3%	3%
They are not maintained	2%	2%	2%	4%
Better illumination/should be well lit	2%*	<1%	--	--
Don't know	6%	6%	5%	6%

Q31a: Please explain your rating

*Indicates significant difference compared to 2012 at the 95% confidence level.

Note: Response categories with less than 2% total mentions in 2014 not shown in table.

D. Priority of Possible Bicycle and Pedestrian Improvements

Residents were provided with a list of possible improvements for the biking and walking paths in Tempe, and then asked to indicate how high of a priority each improvement should be for the City. **Residents were most likely to give higher priority ratings to amenities for bikes and pedestrians along the paths such as water fountains and lighting (64%) and adding more bike and pedestrian paths (64%).** Proportions of top-two ratings for each attribute were generally comparable to figures recorded in 2012.

Interestingly the sense of priority to make the paths safer has declined from being the improvement with the most high priority ratings in 2008 (72%), to being ranked third with 58% high priority ratings in 2014.

Priority of Bike and Pedestrian Improvements
(Top Two Ratings)

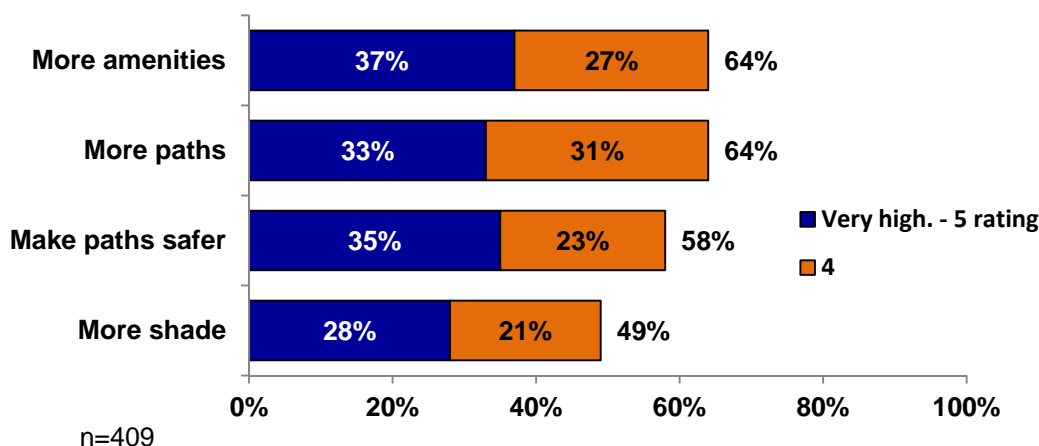


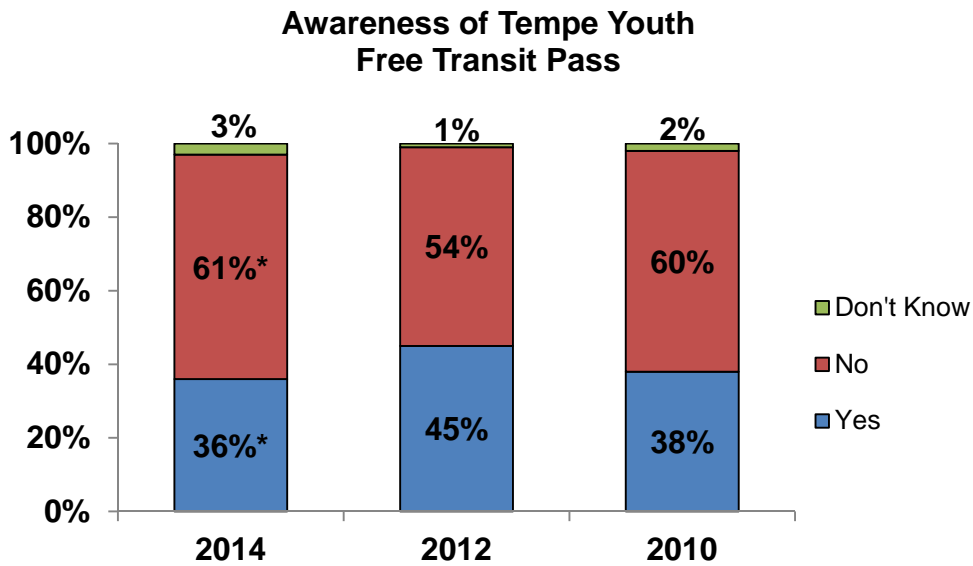
Table 18: Priority of Possible Bicycle and Pedestrian Improvements

Attribute	Top Two (4+5) rating			
	2014 (n=409)	2012 (n=400)	2010 (n=427)	2008 (n=424)
Make paths safer	58%	56%	70%	72%
Add more bike and pedestrian paths	64%	62%	60%	65%
More amenities for bikes and pedestrians along the paths such as water fountains and lighting	64%	61%	57%	63%
More shade along paths	49%	46%	54%	57%

Q32-35: Now I'm going to read you a list of possible bicycle and pedestrian improvements. Please indicate how high of a priority each improvement should be for the City of Tempe.

VII. Tempe Youth Free Transit Pass Program

Approximately one third (36%) of residents surveyed in 2014 indicated they have heard of the Tempe Youth Free Transit Pass. This represents a decline from 2012 (45%) and is more in line with the 38% recorded in 2010. Public transit users were more likely than non-users to say “yes” (41% vs. 28%).



2014 n=409, 2012 n=400, 2010 n=427

QD5: Have you ever heard of the Tempe Youth Free Transit Pass Program?

*Indicates significant difference compared to 2012 at the 95% confidence level.

Among those aware of the program, one fifth (20%) indicated they heard about it either *through school* or by *word-of-mouth*. These were also the top sources mentioned in 2012 and 2010.

Table 19: Sources for Tempe Youth Transit Pass Program Information
(Among those aware of the program)

Sources	2014 (n=148)	2012 (n=179)	2010 (n=164)
Through school	20%	24%	21%
Word-of-mouth (friends/family)	20%	19%	27%
Newspaper	6%	9%	7%
Library	7%	6%	8%
Advertisement	8%	5%	3%
Employer/work	5%*	1%	2%
Letter from the City	5%	5%	6%
Web site	-	3%	1%
Don't know	5%	10%	6%

QD5a: How did you first hear about the Tempe Youth Free Transit Pass Program?

*Indicates significant difference compared to 2012 at the 95% confidence level.

Note: Sources with less than 5% mentions in 2014 not shown in table.

Note: Prior to 2010, question was asked only of people with children aged 6 years and older. This data is available in earlier reports.

APPENDIX A: Questionnaire

**City of Tempe – Tempe in Motion
Questionnaire – September 2014**

Sample: 85281, 85282, 85283, 85284 = 400

Quotas: Males/Females 50/50 each quota group

Age distribution will be monitored for representativeness of sample
English and Spanish

"Good _____, ? My name is _____ calling on behalf of the City of Tempe
Transportation Division from WestGroup Research. We are doing a very important study
regarding the City's transportation system in Tempe and could really use a few minutes of your
time."

1. Are you a Tempe resident?
Yes – CONTINUE
No – THANK AND TERMINATE

2. What is your zip code?
 - a. 85281
 - b. 85282
 - c. 85283
 - d. 85284
 - e. Other/Don't know/Refused – THANK AND TERMINATE

3. How long have you lived in Tempe?Q
 - a. Less than one year
 - b. One to two years
 - c. Three to five years
 - d. Six to ten years
 - e. Eleven to 20 years
 - f. More than 20 years
 - g. Refused/don't know/NA

4. In general would you say you use Tempe's transit system (including light rail, Orbit, Flash and local bus/express)?
 - a. daily
 - b. weekly
 - c. monthly
 - d. every few months
 - e. only under special or unique circumstances
 - f. I don't use transit
 - g. Don't know /NA

- 4a. IF a, b, c, or d IN Q4: Which of the following have you used in Tempe in the past year?
MULTIPLE RESPONSES ALLOWED
 - a. Local or express bus
 - b. Orbit or Flash neighborhood shuttles
 - c. Light rail

5. ASK IF “e- don’t use transit” IN Q4: People tell us different reasons why they do not use public transit like riding the bus or light rail. What are some of the reasons why you currently do not use public transit? What other reasons? DO NOT READ LIST (Multiple responses allowed)
- I prefer to drive my car
 - I don’t know how to use the transit system
 - The stops are too far away
 - I don’t like the type of people who use transit
 - Using public transit takes too long
 - Service isn’t frequent enough
 - Transit is not secure
 - Stops are not secure
 - I need my car for business
 - Public transit is dirty
 - Other: Specify _____
 - Don’t know
6. ASK IF “e- don’t use transit” IN Q4: For each of the following benefits to using public transit, please indicate how effective it would be in persuading you to use the bus or light rail instead of using your current mode. Would it be very effective, somewhat effective, not very effective, or not at all effective in persuading you to ride bus or light rail? (ROTATE ORDER)
- Saves money on gas, auto insurance, and car maintenance
 - Improves air quality and is good for the environment
 - Reduces congestion

ASK IF a, b, c, d in Q4: ALL OTHERS SKIP TO Q11

7. How long have you been using the transit system in Tempe? DO NOT READ LIST
- Less than a year
 - 1 to 2 years
 - 2 to 4 years
 - 4 to 6 years
 - 6 to 10 years
 - More than 10 years
 - Don’t know/NA
8. What is the main reason you use public transit? (DO NOT READ LIST)
- Convenient
 - Don’t have a car
 - Don’t have a driver’s license
 - Enjoy the people
 - Protects the environment
 - Saves money
 - Saves wear and tear on my car
 - Other (SPECIFY: _____)

9. Where do you go when you use public transit? (DO NOT READ LIST. Multiple responses allowed)
- a. ASU
 - b. Community College
 - c. High School
 - d. Work
 - e. Shopping
 - f. Errands
 - g. Medical appointment
 - h. Visit friends/family
 - i. Recreational activities
 - j. Library
 - k. Other (SPECIFY: _____)

10. ASK ONLY OF BUS RIDERS IN Q4a In general, how satisfied are you with: ROTATE LIST

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DK/ no answer
a. Cleanliness of buses	4	3	2	1	0
b. Cleanliness of bus stops	4	3	2	1	0
c. Amenities at bus stops (e.g. shade, seating, bike racks)	4	3	2	1	0
d. Reliability/on-time performance of buses	4	3	2	1	0
e. Driver courtesy and professionalism	4	3	2	1	0
f. Route frequency	4	3	2	1	0
g. Hours of operation	4	3	2	1	0
h. Comfort on the bus	4	3	2	1	0
i. Ease of using the bus (e.g., using schedules, getting to the bus stop, paying fares)	4	3	2	1	0
j. Security at bus stops	4	3	2	1	0
k. Security on the bus	4	3	2	1	0
l. Bus service during major city events	4	3	2	1	0

10a. ONLY ASK IF ANSWER IS SOMEWHAT DISSATISFIED OR VERY DISSATISFIED IN Q10: You indicated dissatisfaction with some of the attributes, what could be done to improve your satisfaction with the bus service?

ASK ALL:

11. How satisfied are you with the quality of the transit system in Tempe? Please rate your satisfaction level on a 1 to 5 scale where 5 means “very satisfied” and “1” means “very dissatisfied”

11a. Please explain your rating.

12-23. Now I am going to read you a list of possible transit improvements. Please indicate how high of a priority each improvement should be for the City of Tempe. Please use a 1 to 5 scale where “1” means “a very low priority” and a “5” means it should be a “very high priority” for the City of Tempe. The first one is....

RANDOM ORDER 12-23	Very high priority				Very low priority	DK / Refused
12. Cleanliness of buses						
13. Cleanliness of bus stops						
14. Amenities at bus stops (e.g. shade, seating, bike racks)						
15. Reliability/on-time performance of buses						
16. Driver courtesy and professionalism						
17. Route frequency						
18. Hours of operation						
19. Comfort on the bus						
20. Ease of using the bus (e.g., using schedules, getting to the bus stop, paying fares)						
21. Security at bus stops						
22. Security on the bus						
23. Bus service during major city events						

- 23a. Is there anything else that you believe should be a high priority for the City of Tempe regarding public transit that I did not already mention? Please explain.
- 24. What is the name of Tempe’s transit/transportation program? DO NOT READ LIST
 - a. TIM (or Tempe in Motion) – SKIP TO Q25a
 - b. Valley Metro – ASK Q25
 - c. Orbit – ASK Q25
 - c. Other (SPECIFY: _____) – ASK Q25
 - d. Don’t know ASK Q25
- 25. Have you ever heard of TIM? a. YES b. NO (IF NO SKIP TO Q29)
- 25a. IF YES in Q25 or “TIM” IN Q24: To the best of your knowledge, what does TIM mean or stand for? DO NOT READ LIST
 - a. Tempe In Motion
 - b. Other (SPECIFY: _____)
 - c. Don’t know
- 26. IF YES in Q25 or “TIM” IN Q24: How did you hear about it?
 - a. TV
 - b. Newspaper ads
 - c. Online ads/web
 - d. Direct mail
 - e. Street Banners
 - f. Twitter/Facebook
 - g. Pandora

- h. ASU Campus outdoor ads
i. Don't know/Not aware of the program
j. Other (SPECIFY: _____)
27. IF a, b, c, d, e, f, g or h in Q26: How did the messages affect your perception of the transportation system in Tempe? Did it. READ LIST
- a. Make you think more positively about transportation options in Tempe
 - b. Have no effect on your perceptions
 - c. Make you think negatively about transportation options in Tempe
 - d. DON'T READ – Don't know
28. If a or b in Q 27: Did the advertising messages persuade you to try public transit in Tempe?
- a. Yes
 - b. No
 - c. Don't know
29. Do you have access to a bicycle that you can ride when you want to?
- a. Yes
 - b. No – SKIP TO Q31
30. IF YES IN Q29: How many times in a month do you ride your bike?
- a. None/never ride it/only ride it occasionally
 - b. Once or twice
 - c. Three to five times
 - d. Six to 10 times
 - e. More than 10 times
 - f. Don't know/NA
- 30a. If none/never ride it in Q30: What are some reasons why don't you ride your bike more often? (DO NOT READ LIST)
- a. Takes too long
 - b. Have too much to carry
 - c. Too hot
 - d. Not enough bike lanes/paths
 - e. Too much traffic
 - f. Too dangerous
 - g. Other (SPECIFY: _____)
 - h. Don't know/NA
- 30b. IF RIDE BIKE 1+ times in Q30: Where do you go when you ride your bike?
- a. Work/school
 - b. Store
 - c. Friend's house
 - d. Nowhere/just riding for exercise
 - e. Other (SPECIFY: _____)

ASK ALL:

31. How satisfied are you with the quality of the walking and biking paths in Tempe? Please rate your satisfaction level on a 1 to 5 scale where 5 means “very satisfied” and “1” means “very dissatisfied”

31a. Please explain your rating.

32-35. Now I am going to read you a list of possible bicycle and pedestrian improvements. Please indicate how high of a priority each improvement should be for the City of Tempe. Please use a 1 to 5 scale where “1” means “a very low priority” and a “5” means it should be a “very high priority” for the City of Tempe. The first one is....

RANDOM ORDER 32-35	Very high priority				Very low priority	DK / Refused
32. Miles of bike and pedestrian paths	5	4	3	2	1	0
33. Security on paths	5	4	3	2	1	0
34. Amenities for bikes and pedestrians along the paths such as water fountains and lighting	5	4	3	2	1	0
35. Shade along paths	5	4	3	2	1	0

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. What is your age: _____

D3. What is the highest grade of school or year of college that you have completed:
 a. Some high school
 b. High school graduate
 c. Some college
 d. College graduate
 e. Post graduate
 f. No answer

D4. Are you married or single?
 a. Married
 b. Single
 c. No answer

D5 . Have you ever heard of the Tempe Youth Free Transit Pass Program?
 a. Yes
 b. No
 c. Don't know

- D5a. IF YES IN D5: How did you first hear about the Tempe Youth Free Transit Pass Program? DO NOT READ LIST. SINGLE RESPONSE
- a. Through the school
 - b. Received a letter from the city
 - c. Advertisement
 - d. Web site
 - e. Twitter/Facebook
 - f. Other: SPECIFY
 - g. Don't know/Don't recall
- D6. Are you employed full-time, employed part-time, retired, a stay at home caregiver, a student or unemployed?
- a. Full-time
 - b. Part-time
 - c. Retired
 - d. Stay at Home Spouse
 - e. Student
 - f. Unemployed
 - g. Refused/NA
- D7. Was your annual household income before taxes last year:
- a. Less than \$20,000
 - b. \$20,000 to \$40,000
 - c. \$40,000 to \$60,000
 - d. \$60,000 to \$80,000
 - e. \$80,000 to \$100,000
 - f. More than \$100,000
 - g. No answer

Thanks for your time. That concludes our interview.

RESULTS OF THE 2014 TEMPE TRANSIT TELEPHONE SURVEY

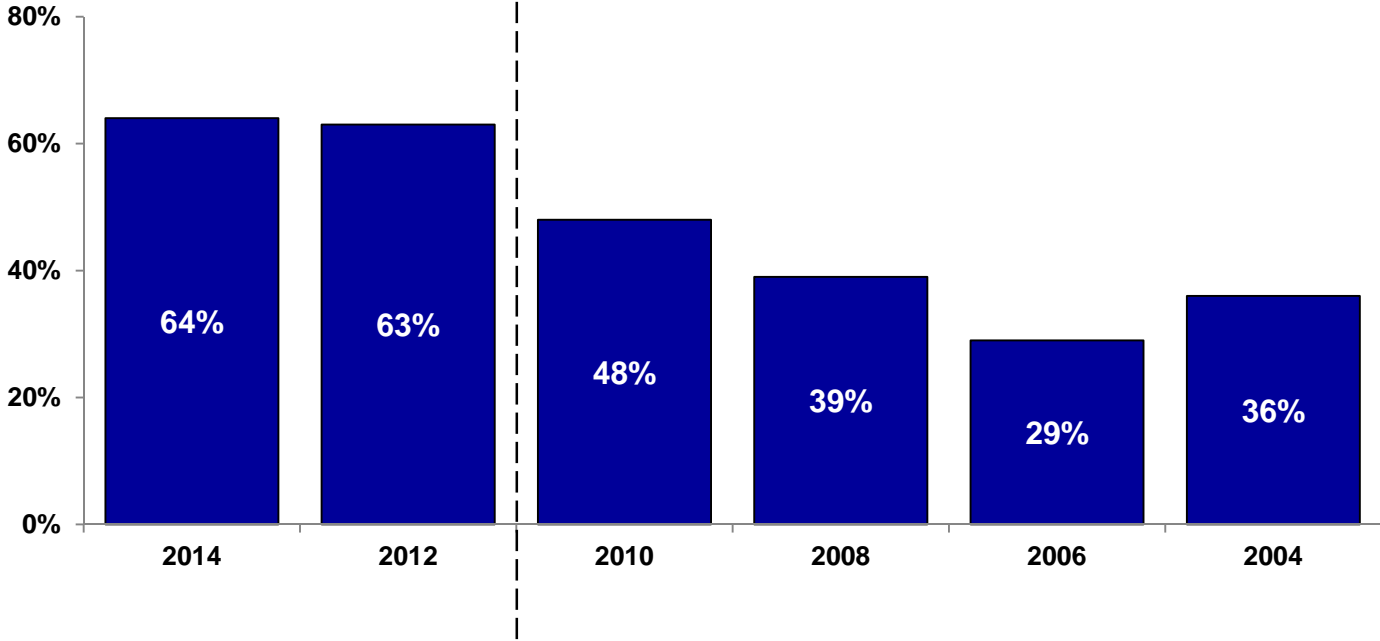


Methodology

- Gain insights into perceptions about public transit among riders and non-riders
- 409 Tempe residents surveyed (land and cell lines)
- Margin of error for this sample size is approximately $\pm 4.9\%$ at a 95% level of confidence

Transit Service Usage in Tempe

Percentage of residents who rode Tempe Transit Service in past year



Who Are Our Riders?

- Riders more likely to report riding weekly or daily include:
 - Male vs. female residents (23% vs. 9%)
 - Those in zip code 85281 vs. those in other zip codes (30% vs. a range of 3% to 15%)
 - Residents aged 18 to 54 vs. older residents (21% vs. 6%)
 - Single residents vs. married residents (21% vs. 11%)
 - Those with annual household incomes of less than \$40K vs. those with higher incomes (23% vs. 11%)

The proportion of surveyed transit riders who report having used the transit service for less than a year was 6%, representing the lowest figure recorded in the last several years.

Time Riding	2014 (n=256)	2012 (n=252)	2010 (n=304)	2008 (n=166)	2006 (n=119)	2004 (n=148)
Less than a year	6%	9%	14%	31%	17%	23%
1 – 2 years	10%	13%	27%	13%	27%	17%
2 – 4 years	24%	29%	13%	19%	20%	55%*
4 – 6 years	23%	16%	10%	13%	13%	-
6 – 10 years	13%	13%	25% ¹	20% ¹	21% ¹	-
>10 years	18%	12%	NA	NA	NA	NA
Don't know	7%	8%	11%	4%	4%	5%

Why Do They Ride?

- *Convenience and getting to and from recreation events* continue to be the most cited reasons from residents when asked why they ride public transit (mentioned by 27% and 18%, respectively).

Top Public Transit Trip Destinations (Among public transit users)

Responses	2014 (n=256)	2012 (n=252)	2010 (n=304)	2008 (n=166)	2006 (n=119)	2004 (n=148)
Recreational activities	39%	34%	38%	14%	15%	17%
Work	19%	13%	20%	31%	39%	30%
ASU	15%	16%	16%	29%	14%	31%
Shopping	15%	12%	11%	24%	27%	27%
Phoenix/DT Phoenix	13%*	26%	15%	5%	-	-
Downtown Tempe	11%	13%	7%	13%	5%	3%
Errands	6%	8%	5%	7%	14%	11%
Visit friends/family	4%	5%	2%	5%	6%	6%
Library	4%	3%	2%	7%	2%	-

2014 Satisfaction with Bus Service (Among bus riders)

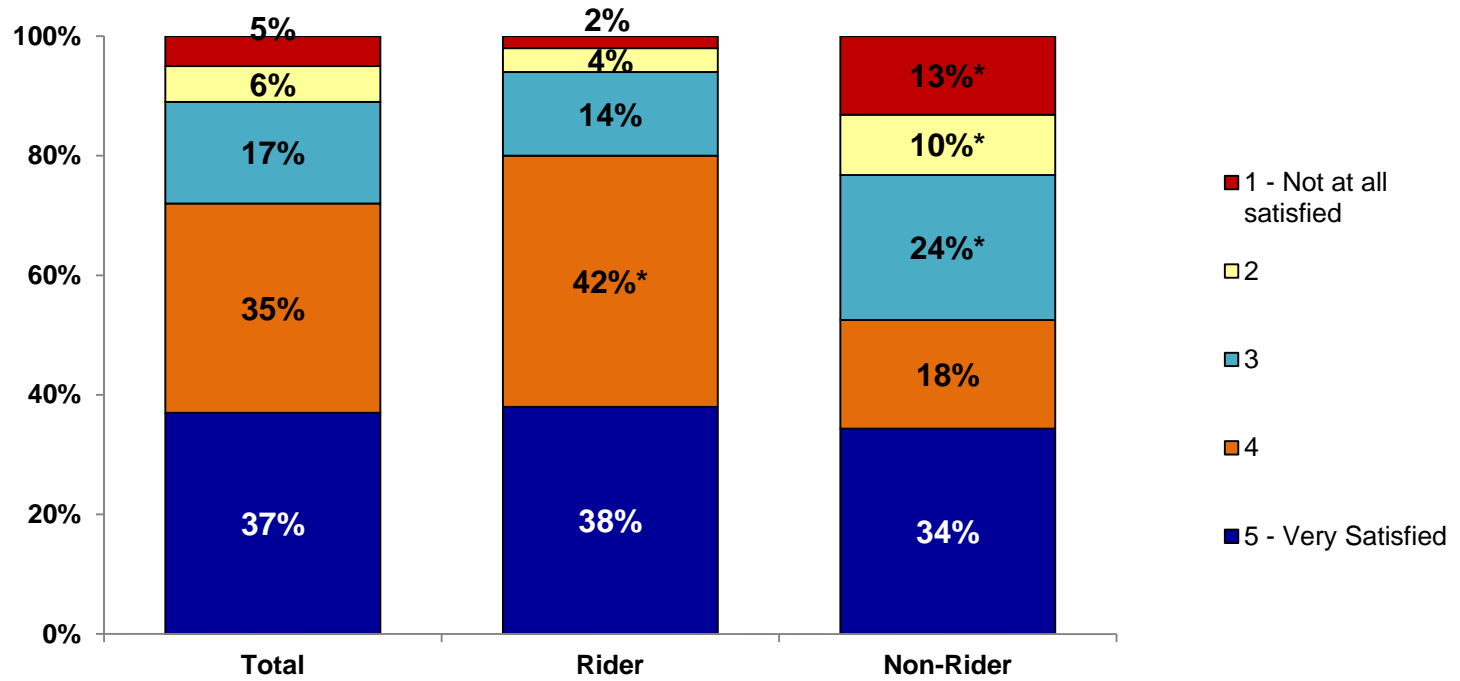
Attribute	2014 (n=109)			% Very/somewhat satisfied			
	Very/ somewhat Satisfied	Very Satisfied	Somewhat Satisfied	2012 (n=141)	2010 (n=203)	2008 (n=166)	2006 (n=119)
Comfort on the bus	92%	50%	42%	92%	95%	93%	95%
Cleanliness of the bus	91%	42%	49%	88%	92%	89%	93%
Driver courtesy and professionalism	90%	62%	28%	93%	93%	89%	94%
Cleanliness of bus stops	87%	43%	44%	85%	NA	NA	NA
Reliability/on-time performance of buses	85%	40%	45%	86%	80%	76%	80%
Ease of using the bus	84%*	55%	29%	93%	91%	90%	93%
Hours of operation	81%	41%	40%	84%	NA	NA	NA
Safety on the bus	79%	44%	35%	82%	95%	92%	92%
Route frequency	79%	39%	40%	79%	74%	78%	78%
Amenities of bus stops	76%	32%	44%	72%	NA	NA	NA
Bus service during major events	72%	42%	30%	70%	NA	NA	NA
Security at bus stops	65%	28%	37%	65%	NA	NA	NA

Suggested Improvements

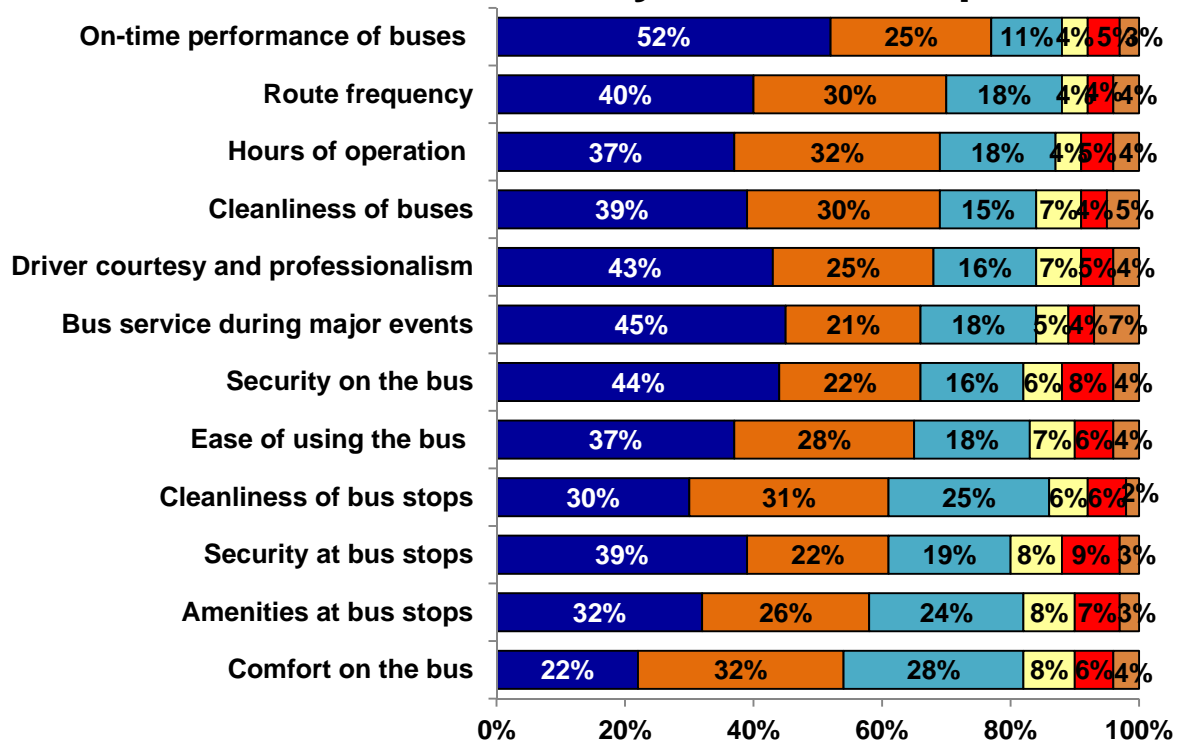
	2014 (n=107)
More frequent buses	22%
Bus stops need shade	9%
Inside of bus/bus stops need to be cleaner	6%
Security in the bus/safer	6%
More/better lighting at bus stops	5%
Need better/more routes	4%
Easier schedules to read/understand/accurate	3%
More/better benches at bus stops	2%
Avoid having bus pass us by at bus stop	2%
Don't know	3%

Overall Satisfaction with Transit System

Among those with an opinion



Priority of Transit Improvements



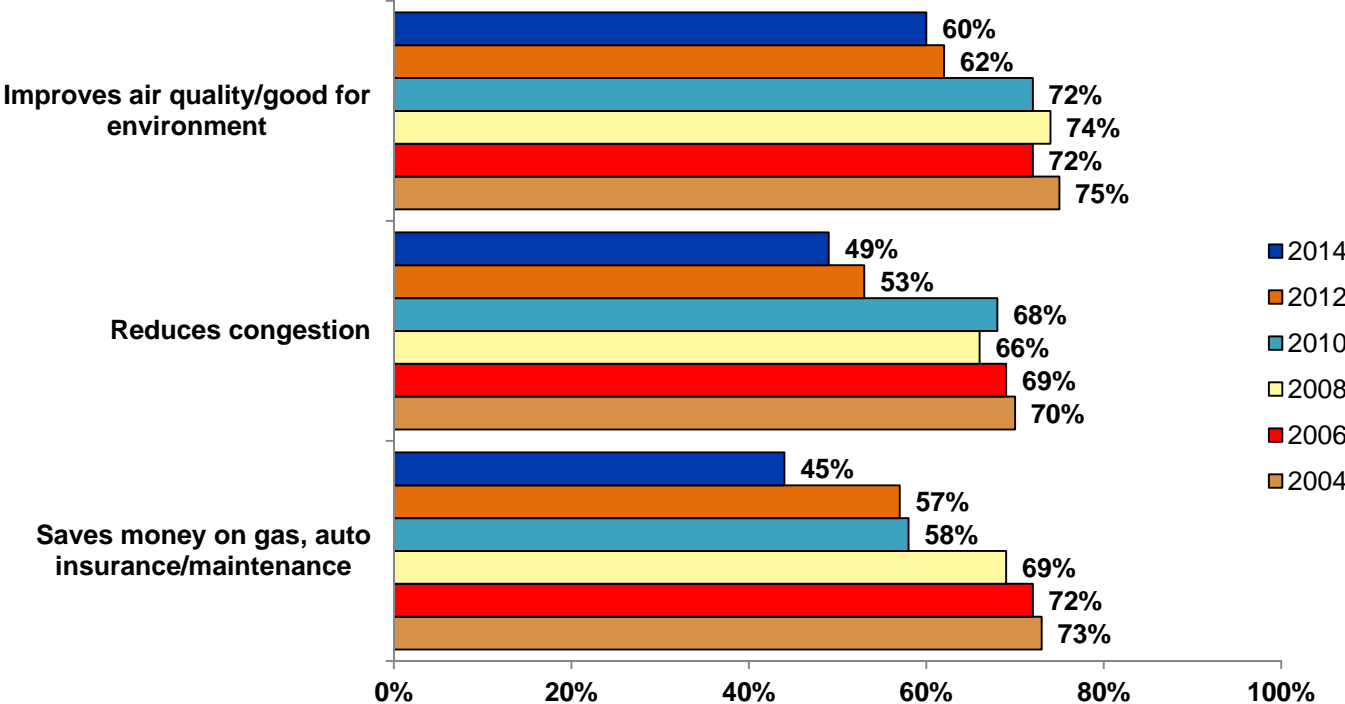
n=409

■ Very high: 5 rating
 ■ 4
 ■ 3
 ■ 2
 ■ Very low: 1
 ■ DK

Why Don't They Ride?

- When non-riders were asked why they do not use public transit, 58% indicated they prefer using a car (up from 46% in 2012). Others indicated a bus stop is too far away (11%) or they don't need to use it (9%).

Persuasive Arguments (Very/Somewhat Effective)



Awareness of TIM

- Total awareness of TIM remained statistically comparable to recent years (50%), as did the proportion of TIM-aware residents who knew the correct meaning of the TIM acronym (68%).
- Those more likely to have net awareness of TIM include:
 - Residents aged 18 to 54 vs. older residents (55% vs. 41%)
 - College graduates compared to those who had completed only some college or less (55% vs. 45%)
 - Those with annual household incomes of \$40K or more vs. those with lower incomes (57% vs. 43%)
 - Those living in Tempe 6+ years vs. those living in Tempe for a shorter time frame (55% vs. 27%)

Top Sources of TIM Awareness (Among those aware of TIM)

Responses	2014 (n=204)	2012 (n=211)	2010 (n=230)	2008 (n=202)	2006 (n=155)	2004 (n=205)
Street banner	24%	29%	17%	20%	19%	28%
Signs on the buses	15%	13%	18%	20%	20%	12%
ASU/School	5%	--	3%	2%	--	--
Newspaper/Print Ads	5%	6%	6%	7%	15%	12%
Bill inserts	3%*	9%	2%	2%	3%	2%
Work	2%	1%	1%	3%	--	1%
I live here/lived here a long time	2%	--	--	--	--	-
TV	3%	6%	9%	10%	19%	16%
Word of mouth	4%	6%	3%	4%	3%	3%
Direct mail	3%	5%	5%	2%	4%	5%
Internet/online ads	3%	3%	4%	3%	4%	2%
Flyers/brochures	3%	2%	6%	4%	--	--
Don't know	13%	16%	12%	14%	14%	20%

Impact of Ads on Perceptions of TIM

- 52% of those who heard of TIM indicated they feel advertising made them think more positively about transportation options in Tempe. 41% indicated they feel the advertising had no effect on their perceptions of the transportation system in Tempe.
- Among those who indicated TIM advertising had a positive or neutral impact about their feelings of transportation options in Tempe, 20% indicated “yes” when asked whether the advertising message persuaded them to try public transit in Tempe.

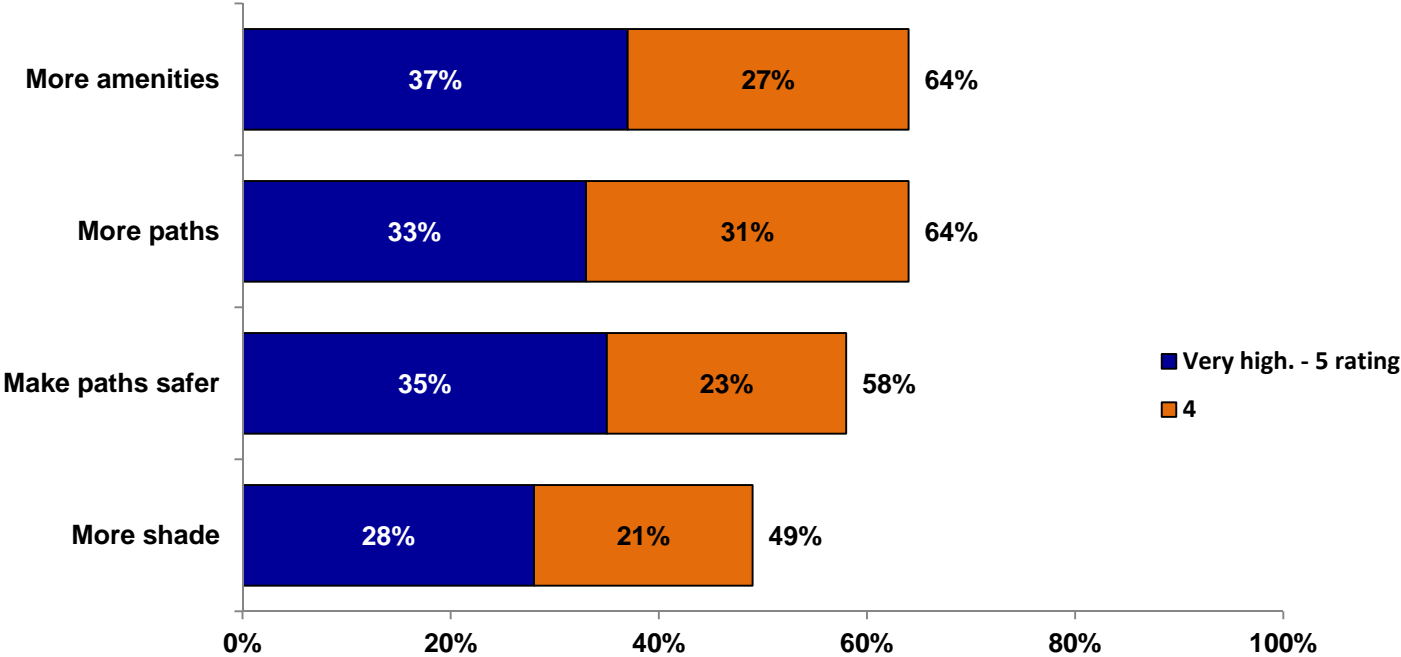
Bicycle Usage

- Approximately 61% reported they have access to a bicycle.
- Residents more likely to indicate having access to a bike include:
 - Male residents vs. female residents (67% vs. 55%)
 - Residents aged 18 to 54 vs. older residents (68% vs. 48%)
 - College graduates vs. those with lower education levels (67% vs. 54%)
 - Public transit riders vs. non-riders (68% vs. 48%)
 - Those with annual household incomes of \$40K or more vs. those with lower incomes (66% vs. 53%)

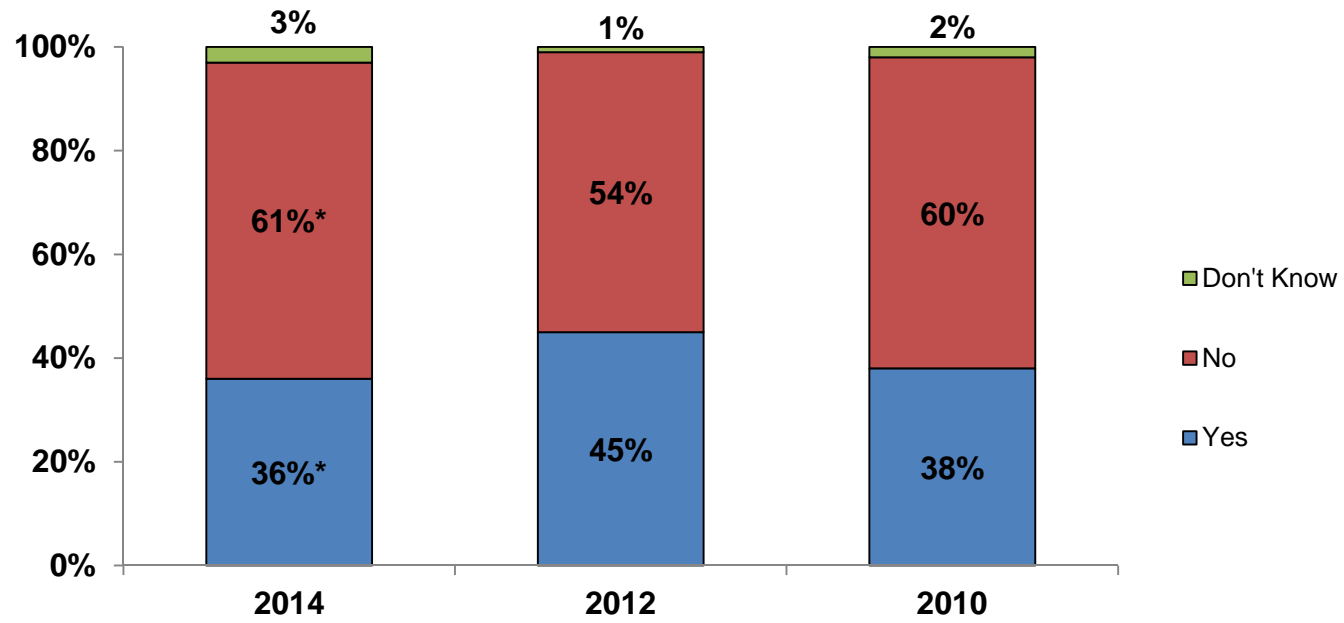
Bicycle Usage

- 53% of those who indicated riding their bikes at least once a month report they ride for exercise, while 24% report riding for work/school.
- 65% of residents indicated they are satisfied with the quality of walking and biking paths of residents.

Priority of Bike and Pedestrian Improvements (Top Two Ratings)



Awareness of Tempe Youth Free Transit Pass



Sources for Tempe Youth Transit Pass Program Information (Among those aware of the program)

Sources	2014 (n=148)	2012 (n=179)	2010 (n=164)
Through school	20%	24%	21%
Word-of-mouth (friends/family)	20%	19%	27%
Newspaper	6%	9%	7%
Library	7%	6%	8%
Advertisement	8%	5%	3%
Employer/work	5%*	1%	2%
Letter from the City	5%	5%	6%
Web site	-	3%	1%
Don't know	5%	10%	6%

Conclusions

- After increasing continually since 2006, transit usage among Tempe residents leveled off between 2012 and 2014. Residents who use public transit continue to be most likely to ride the light rail and are split between using transit only on special circumstances versus a more consistent basis.

Conclusions

- Overall satisfaction with the transit system in Tempe was at the highest level reported in the last four waves of the study.
- The effectiveness of messaging arguments in favor of public transit usage measured in this survey has been in decline over the last ten years.

CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 4

DATE

December 9, 2014

SUBJECT

North/South Railroad Spur Multi-use Path Update

PURPOSE

The city of Tempe, utilizing design concept grant funding from the Maricopa Association of Governments (MAG), is advancing a project that would use city right-of-way, private property agreements and identify possible use of the Union Pacific Railroad right-of-way to develop a 7-mile multi-use pathway along or adjacent to the north south Union Pacific Railroad rail spur in Tempe. The project would extend from the Tempe Town Lake/downtown Tempe to Knox Road at the Chandler border making it the longest continuous pathway in the community. Two segments of this proposed path system has already been built as part of the Encore on Farmer housing development and the Culinary Dropout Restaurant site.

The path would include lighting, landscaping and public art while being ADA and AASHTO compliant, and would likely include more than 12 street crossings (i.e., at grade signals or pedestrian refuges). The project is included in the Tempe Transportation Plan and is in concert with the General Plan 2040. The project will serve every aspect of the community from senior housing centers to low income neighborhoods to high student populations and high density residential centers while connecting to bus routes and light rail.

Staff is working with at consultant team at Kimley Horn, and the design concept would be early 2015 and would include a preferred path alignment as well as a project prioritization list for completing the entire 7 miles of pathway. Those prioritizations listed would be used to submit budget requests to the City Council for specific construction document and construction funding, and for federal construction grants. It is likely that specific areas along the 7mile corridor would be constructed at one-mile portions, similar to the Rio Salado path system. Ongoing maintenance of the pathways would be managed by the Transportation Division or through agreements with adjacent private property developments like the Encore on Farmer.

Staff will closely coordinate with Union Pacific Railroad, particularly for any right-of-way needs that may be recommended with this pathway system. Public outreach and adjacent property owner and stakeholder input will also be part of the process and likely begin when/if additional funding becomes available.

FISCAL IMPACT

The project has \$65,000 in MAG regional pedestrian design assistance funds allocated.

RECOMMENDATION

This is for information and possible action.

CONTACT

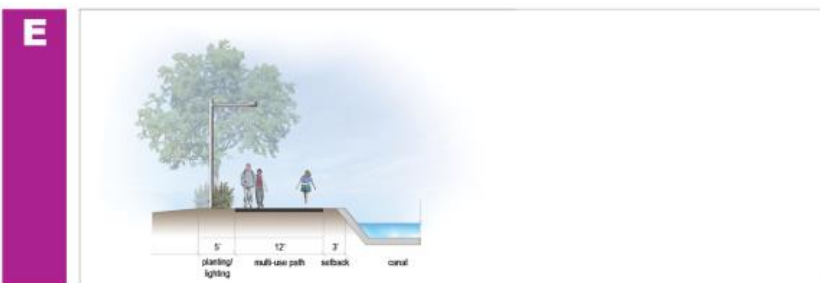
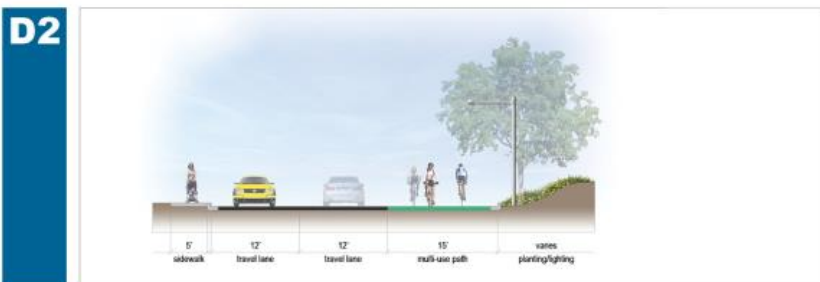
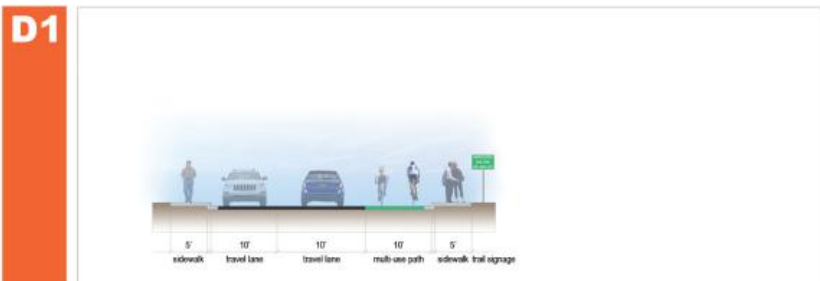
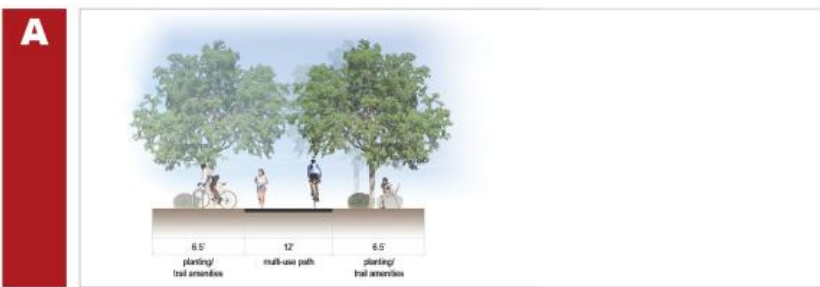
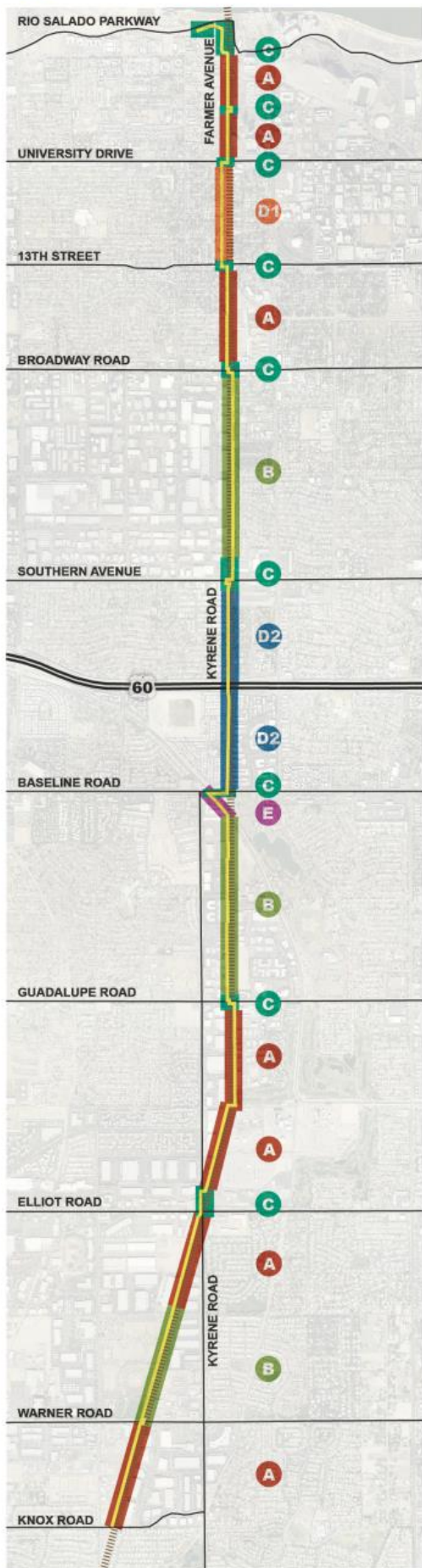
Eric Iwersen
Principal Planner
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eric_iwersen@tempe.gov

ATTACHMENT

Project Area Map



Tempe **NORTH SOUTH RAIL SPUR MULTI-USE PATH**
TEMPE, ARIZONA



PATH ALIGNMENT

CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 5

DATE

December 9, 2014

SUBJECT

Regional Bike Share Program Update

PURPOSE

The purpose of this memo is to provide the Commission with an update on the regional bike share program. Bicycle sharing is a for-rent public bike program in progressive, urban environments where land use is higher density, bicycle trips are common and transit use is strong. Bike share programs are meant to support greater access to more sustainable transportation and further reduce dependency on automobiles. Typically, bicycle station locations are placed in high activity centers and streets to provide convenient customer use. Use is typically by the hour or day.

Regional Bike Share Contract

In June 2013, the Phoenix City Council approved CycleHop as the preferred vendor for the launch of a bike share program in Phoenix. CycleHop and the city of Phoenix have developed contract details with Tempe and Mesa's involvement. Separate contracts for Tempe and Mesa will be required. However, until certain details of the system are understood, the contract cannot be finalized for Tempe and Mesa. Details yet to be clarified include: costs related to ongoing operations and maintenance, membership and rental fee recovery sharing for each city involved.

Regional Decision Making

The cities of Phoenix, Mesa and Tempe have broadened the network of bike share partners to include Valley Metro, Arizona State University, and representatives from the State Capital Mall. In order to facilitate inclusiveness and clear direction, this group of stakeholders developed a working group committee. The committee is responsible for development of the critical documents to execute the bike share program. Local city councils will ultimately approve all contracts or inter-governmental agreements related to implementation and operations of a bike share program.

System Branding

CycleHop engaged marketing and public relations firms to develop regional bike share logos, branding concepts for the bicycle and coordinate public outreach efforts. The regional committee reviewed many name, color and brand concepts and selected GR:D. GR:D is a youthful name that

can easily read as an emoticon and reflects the unique and modern Valley street system familiar to our community. The preferred color for the bicycle and logo is green.

Corporate Sponsorship

Major funding for the first phase of the Phoenix bike share system is being provided by Cycle Hop and is meant to be offset by advertising opportunities and securing a major corporate sponsorship. CycleHop is engaged in discussions with regional companies for possible partnerships. Successful partnership with a contributor may influence the brand of the bike share program as well as require advertising policy and practice reviews by each city.

Next Steps & Funding

Tempe has retained Harrington Planning & Design to provide bike station, rack and site details and complete the environmental clearance as part of the federal funds requirements. Tempe staff is concerned about the funds needed for ongoing operations of the regional bike share system. Phoenix has yet to identify operational funding options other than advertising, sponsorship and membership revenues but does intend to engage their City Council to discuss possible City funds to assist with operations funding needs. Given that, Tempe may issue a competitive RFP for bike share to determine the best system. Tempe will also be requesting operations funding through the City Council budget process now underway.

On November 25, Phoenix launched their bike share program with 150 bicycles and 27 stations for public use. They are targeting to have 500 bikes in use for the public by the end of 2014. Rates for rental are \$5/hour. Upon successful completion of the federal funding process, and identification of the operations funds, Tempe anticipates a fall 2015 launch. It's anticipated that Tempe would launch a bike share program with 250 bikes and up to 25 stations in the core of downtown Tempe from McClintock Drive to Priest Drive between the Tempe Town Lake and Southern Avenue.

FISCAL IMPACT

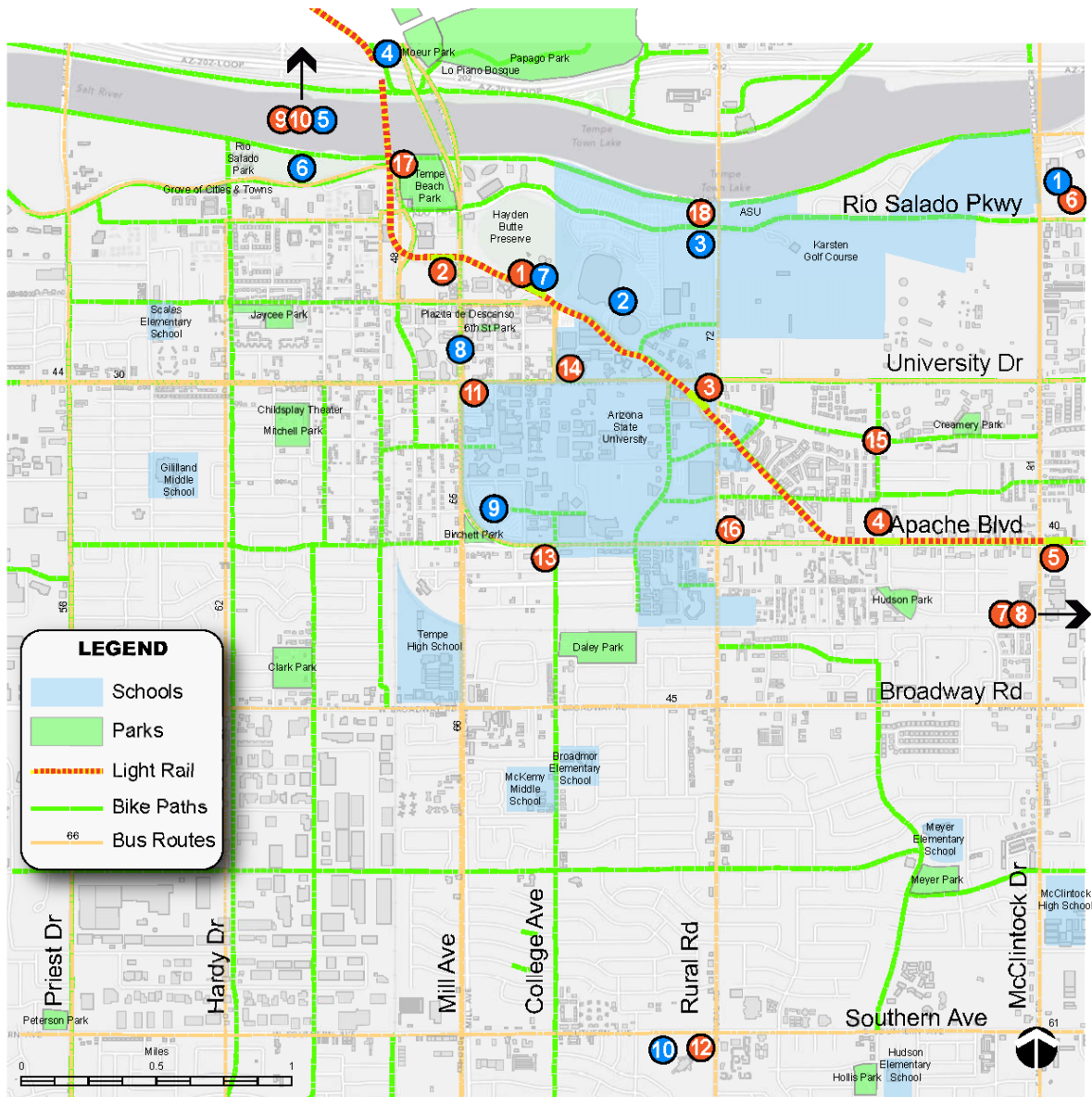
Tempe staff has secured approximately \$636,000 in federal funds for bike share, with an additional \$550,000 allocated from the Tempe Transit Tax for a total of approximately \$1,186,000 in capital to launch a bike share system. Recognizing the concerns about ongoing operating funds, staff will be preparing a CIP request for Council consideration in the upcoming budget process.

RECOMMENDATION

This is for information or action.

CONTACT

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Tempe Bike Sharing Locations

- 1 Tempe Transportation Center
- 2 3rd & Mill, LRT Station
- 3 University & Rural, LRT Station
- 4 Dorsey & Apache, LRT Station
- 5 McClintock & Apache, LRT Station
- 6 Tempe Marketplace
- 7 Smith Martin & Apache, LRT Station
- 8 Price 101 & Apache, LRT Station
- 9 Center Pkwy & Washington, LRT Station
- 10 Priest Dr & Washington, LRT Station
- 11 Mill Ave & University
- 12 Southern & Rural, Tempe Library
- 13 College & Apache
- 14 College & University
- 15 8th St & Dorsey
- 16 Apache & Rural
- 17 Rio Salado Park, Tempe Beach Park
- 18 Rural & Rio Salado Pkwy

- Activity Centers + Destinations**
- 1 Tempe Marketplace
 - 2 Sun Devil Stadium, Wells Fargo Arena
 - 3 Packard Stadium
 - 4 First Solar
 - 5 Papago Park Center, Circle K HQ, SRP
 - 6 Tempe Center for the Arts
 - 7 Tempe Trans Center (9 bus rts, 5 orbits, 1 light rail)
 - 8 Downtown Tempe, Mill Ave
 - 9 ASU Gammage Auditorium
 - 10 Tempe Public Library, History Museum, Senior Center



CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 6

DATE

December 9, 2014

SUBJECT

8th Street Streetscape & Creamery Branch Rail Spur Multi-use Path Project Update

PURPOSE

In June 2010, the design team AECOM developed a preliminary design concept for 8th Street and the adjacent proposed Creamery Rail Spur Path between Rural Road and McClintock Drive. Public input into the design included AECOM and Tempe staff working with a group of area stakeholders consisting of neighborhood chairpersons, business and property owners as well as conducting several public meetings. The project design was well received and focused on enhanced bicycle and pedestrian facilities in the street and for the proposed multi-use path, landscaping, lighting and reconfigured on-street parking that maximized opportunities. The project design concept was used by staff to pursue federal grants for construction of the project. Staff was successful in federal grant awards totaling approximately \$1.3M.

On Aug. 14, 2014, the City Council approved a contract with the Tempe landscape architecture firm OTAK to provide consulting services related to refining the design. Because the current budget is not enough to fully fund all the elements identified in the preliminary design concept, public meetings were held on Sept. 30 and Nov. 3 to refine the design, begin prioritizing project elements to fit within the budget and develop a preferred concept. At the November 3 meeting staff and consultants presented two possible options for design of the project and one was overwhelmingly supported.

The preferred design concept (see attached) includes creating a two-way cycle track on the north side of the street between McClintock and Dorsey and constructing a multi-use path with landscaping and lighting along the abandoned Creamery Branch Rail Spur from Dorsey to Rural. The entire mile of street would have new trees planted and on street parallel parking would be placed on the south side of the road from Dorsey to McClintock and on both sides of the street from Dorsey to Rural, and to alleviate adjacent neighborhood parking and provide for success of area businesses. Raised pedestrian crossings at 4 locations along the street, and a median gateway at both ends of the street are also proposed. A cycle track is an on-street, two-way bike traffic facility that is protected from the vehicle lane with some type of vertical device.

Staff plans to complete the public process including presenting to Tempe Boards and Commissions, and coordination with businesses, property owners and neighbors by late spring 2015, and construction could begin as early as January 2016.

FISCAL IMPACT

To date, the city has received \$1.38 million in federal transportation funds for the project.

RECOMMENDATION

This is for information and possible action.

CONTACT

Eric Iwersen

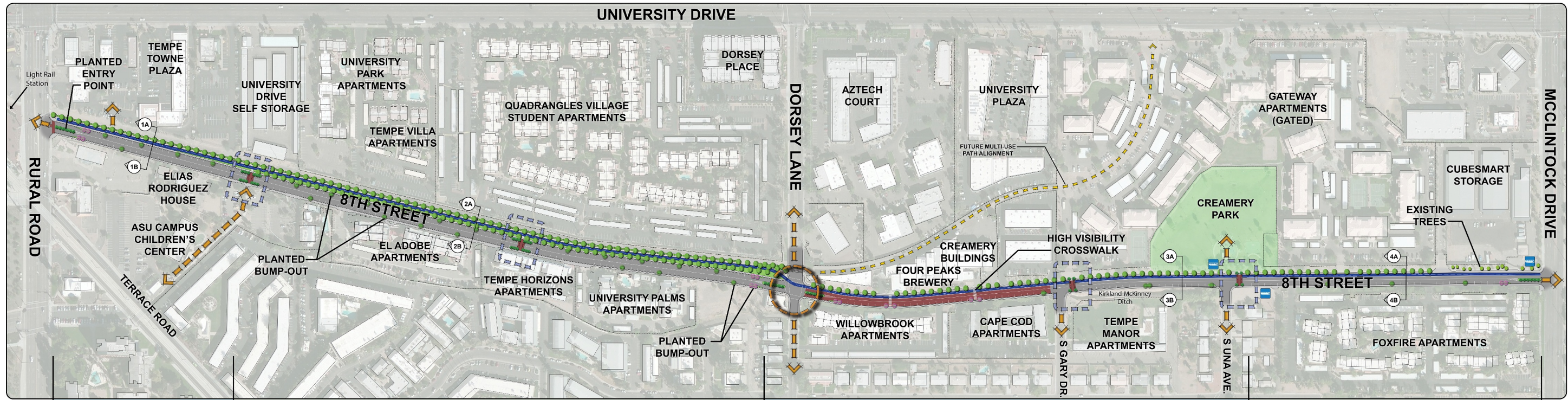
Principal Planner

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eric_iwersen@tempe.gov

ATTACHMENT

Proposed Design Concept & Public Comment Summary



West Gateway Creamery Greens The Creamery Village East Gateway

- CENTER PLANTED MEDIANS AT RURAL ROAD
- PLANTED CHOKERS
- TWO-WAY CYCLE TRACK AT NORTH SIDE OF STREET IN LINEAR PARK
- 4' WIDE SIDEWALK AT NORTH SIDE (EXISTING)
- 6' WIDE SIDEWALKS AT SOUTH SIDE (EXISTING)
- PARALLEL PARKING AT BOTH SIDES OF STREET
- ACCENT PLANTING AT RAILROAD TRACK ALIGNMENT AND LINEAR PARK

- PLANTED CHOKERS
- TWO-WAY CYCLE TRACK AT NORTH SIDE OF STREET IN LINEAR PARK
- PARK ELEMENTS (BENCHES, PLANTING, LIGHTING, ETC.)
- RAISED CROSSWALKS
- INTERPRETIVE ELEMENTS ALONG RAILROAD TRACKS
- ACCENT PLANTING, TREES, AND ORNAMENTAL GRASS, IN RAILROAD TRACK ALIGNMENT AND LINEAR PARK



- SPECIALTY PAVEMENT TREATMENT AT DORSEY INTERSECTION
- HIGH-VISIBILITY CROSSWALKS
- RAISED CROSSWALKS AT GARY DRIVE AND UNA AVENUE
- PLANTED MEDIANS AT DORSEY INTERSECTION
- TWO-WAY BIKE LANE AT NORTH SIDE OF STREET
- PARALLEL PARKING AT SOUTH SIDE OF STREET
- 4' WIDE SIDEWALKS AT SOUTH SIDE (EXISTING)
- EXISTING BRICK PAVERS AT NORTH SIDE
- STREET TREES AT NORTH SIDE
- SPECIALTY PAVEMENT TREATMENT BETWEEN DORSEY AND GARY
- FLOWERING TREES AT SOUTH SIDE OF CROSSWALKS
- INTERPRETIVE ELEMENTS AT KIRKLAND-MCKINNEY DITCH



- CENTER PLANTED MEDIAN AT MCCLINTOCK DRIVE INTERSECTION
- PLANTED CHOKERS AT SOUTH SIDE OF STREET
- NON-PLANTED CHOKERS AT NORTH SIDE OF STREET
- TWO-WAY BIKE LANE AT NORTH SIDE OF STREET
- PARALLEL PARKING AT SOUTH SIDE OF STREET
- 4' WIDE SIDEWALK AT BOTH SIDES OF STREET (EXISTING)
- PARALLEL PARKING AT SOUTH SIDE OF STREET
- STREET TREES AT NORTH SIDE
- BUS STOP AMENITIES

LEGEND

- CREAMERY INTERSECTION
- RAISED PEDESTRIAN CROSSWALK
- COMMUNITY / PARK CONNECTION
- TWO-WAY BIKE LANE
- CREAMERY RAIL
- EXISTING BUS / ORBIT STOP
- PUBLIC OPEN SPACE / PARK

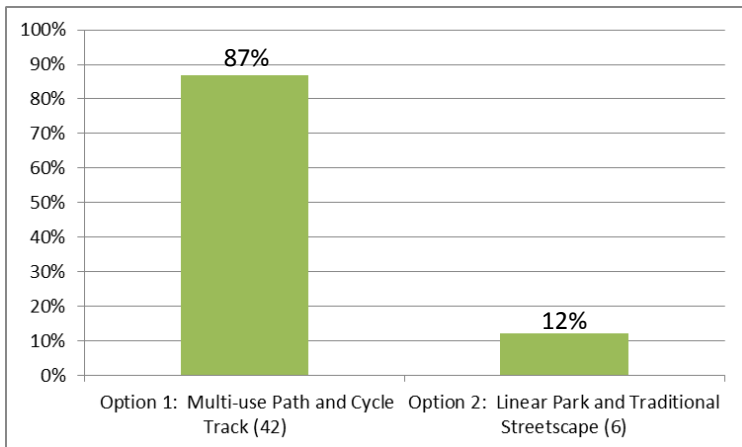




8th Street/Creamery Row: Survey Results

The following is a summary of the public input November 3-10, 2014.

1. Of the two streetscape options, which do you



2. What was your primary reason for choosing this option?

1. The cycle track design makes it easier and more comfortable for people to ride a bike on 8th St. This will lead to an increase in ridership, increase safety, and make the street more inviting, and increase business.
2. More trees, more parking, more crosswalks.
3. Because as a person living in the area, having the ability to cycle without having to worry about traffic, even for a small amount of time, is a relief.
4. allows for cyclists and pedestrians and drivers to share the road more easily.
5. track separated from street and additional parking
6. I love bikes!
7. separating bikes from cars
8. 2-way bike path
9. The separated, 2-way bike path.
10. More greenery
11. separate bike lanes
12. I prefer concept one. It's pleasant and conducive to alternative forms of movement like biking and walking or running. I strongly suggest planting native trees and shrubs of the kind SRP is recommending rather than grass and non-native trees.
13. Love the 2 way cycle track on north side of road.
Also like the extra parking and plentiful trees both side of road.
14. Having a cycle track removes the bicycle commuter out of the way of 3 tons of moving metal. It is a safer option for both drivers, cyclist, and walkers.
15. The bike path design in option 1 is much safer for cyclists and drivers. Option 2 would force automobiles to cross the bike lane while parking and turning.

16. As a cyclist in Tempe, I am always looking for safe places to ride. Having a beautiful space to ride would be an additional perk.
17. More greenery, I like the bike paths.
18. It's exactly what the area needs. The Cycle Track is everything.
19. Car doors opening is never fun. Next to the traffic is never fun. I want more places my 3 year old can ride with his training wheels and I don't have to worry about him getting hit by a car. That is why I moved next to the bike path in Scottsdale. I used to live near Rural and Southern, but there wasn't the same level of safety. College Ave was a failure of design in my opinion. Squeezing the impatient drivers closer to the bikes is never a good idea. This includes 8th st.
20. Keeping the bicycle lanes as they are presently seems more in keeping with where drivers expect to see bicyclists. It gives the bicyclists more room for hazard avoidance and would allow larger groups to navigate the area by overflowing into the travel lane as necessary.
21. The roads are meant to get people around, not to allow cars to drive. Lets make Tempe more livable!
22. bike lanes and a bike-friendly future for tempe.
23. Cycle track and multi-path would be great ways to travel 8th. Get away from vehicles.
24. Car traffic is the number one thing that keeps more people from cycling. Currently, inattentive drivers and aggressive drivers are a huge problem. Option 1 lets more ASU students connect to ASU with minimal car stress and gives little old ladies and men as well as older kids a safe way to experience the neighborhood by bike.
25. The multi-use path would continue to distinguish Tempe as the most bike & pedestrian friendly city in metro Phoenix.
26. The first option addresses the needs of the cycling community as well as the desires of the local neighborhoods. The first cycle track in the valley is a very exciting prospect, as is the eventual completion of the multi use path to University. This is an excellent project!
27. Option 1 offers more multi-use space and vehicular traffic separation.
28. separated facilities for cars, bikes and peds. like the raised curbs between elements. everybody knows where they are supposed to be.
29. Safety-I won't be next to a parked car and automobile drivers are more likely (hopefully) to realize that that section of the road (cycle track) is for bikes.
30. I would love to see option 1 implemented because of it increases bicycle safety. Having the cycle track also gives those who are afraid to ride alongside cars that added extra push to go out and ride. The cycle track will not only make it safer for bicyclist but also increase the number of bicyclist and also public transit use with its close proximity to the light rail stop. Also option 1 increases parking and pedestrian access to the creamery row promoting growth in the area. Option 1 is the progression towards the future and option two is keeping the area in the past.
31. The railroad grade would be an ideal cycle track area. There is more opportunity to provide shade for riders.
32. Based on the intersection at Rural and the potential link to University, a multi-use path seems to make more sense.
33. Bicycling should always be promoted. It appears to be safer to have the path off the roadway.
34. I'm a bike commuter to ASU, and it's incredibly dangerous even on streets where there are "bike lanes." The average driver has no idea about bike ordinances or laws, and those laws aren't really enforced anyway. A protected lane for bikers, inaccessible to cars, is the only way to ensure their safety. Quite honestly, the average cyclist probably doesn't know his/her status as a vehicle, either. A dedicated cycle track might keep the cars from running over the cyclists from running over the pedestrians.
35. It would be great to have a dedicated east to west half north of the tracks between Apache and Broadway. it would help with college students in the area and it would also help increase bike commuters in tempe.

36. We need more separate bike lanes, separate from traffic as in Option 1. It's safer for cyclists and pedestrians. On street bike lanes are more prevalent in Tempe aso a safe separate cycle track would be so much more enjoyable and safer
37. Maintain a consistent approach for bicycle / automobile interaction. A separate 2 way bike path off of the road that then has to merge back to city streets will add confusion to the car drivers not familiar with the area. These funds would be better used in improving the existing bike lanes in the city that are continuous. To do an improvement on a one mile section that does not connect to any other bike paths/lanes is a waste of money and will not help the bicycling commuting public.
38. Bicycle safety!
39. A bike lane on the left side of parked cars results in car doors opening on/in front of cyclists.
40. Seems like the safest option for cyclists, pedestrians, and drivers of Tempe. Will make great use of the land.
41. This is a great opportunity to support the bike community in Tempe. We have the potential to be one of the most bike friendly communities in the country, we just need the infrastructure. Thanks
42. A separated bike lane does not make sense on a low speed street like 8th. It only serves to decrease access for bicyclists.
43. I like the bike paths on both sides of the road rather than sharing one.
44. I think the rail is much too short to be useful as a bike path, however more people may enjoy it as a linear park.
45. Thanks for the opportunity to provide input on the 8th Street plans. I attended the public meeting on 11/3 and it is apparent that the City and OTAK have given thought to the project and developed some very good ideas. I am a citizen of Tempe who cycles 9k miles/year, drive my vehicle about the same amount, and both ride and drive to Four Peaks Brewery. This enables me to have a balanced view of multi-user needs, and based on my experience I have some concerns on the plans that were presented. Below, I will first summarize some general concerns and suggestions (A thru C), followed by specifics regarding the options provided (1 thru 3).
- A) The plan was presented as a discrete one mile project without any regards to how it would integrate with future plans to the west of Rural or east of McClintock. I understand the need to have a discrete project scope for budgeting and scheduling, but more information is required to evaluate if this is a good solution for the present needs and future integration. An overall transportation plan should be presented so citizens can visualize and comment on how well this particular project fits into the overall plan. Limited funds must be used wisely.
- B) The double bike lane on the north side of 8th Street and east of Dorsey was, in part, presented as an element that would be an interesting experiment to see how it works. In general, I don't think the city should be experimenting with our limited funds, unless at least the following were first clearly established; the desired outcomes, identification and evaluation of available options (how have other similar cities achieved success), objective performance criteria to measure for success, plan for data collection and analysis, plan for how the findings would be used (i.e. expanded to other parts of the overall plan if successful, contingency plans to correct issues if not successful, etc.).
- (Note: I shared this concept with some fellow cyclists and they did not think it was a good idea for Tempe.)
- 1.2.1. Cyclists traveling west and turning south would have to safely navigate oncoming bikes, curb openings, east bound vehicular traffic, west bound vehicular traffic, and pedestrian traffic in a short span of time.
- 1.2.2. Non conventional traffic flow (two way cyclists on one side of street) would confuse vehicle operators. Motorists are already too distracted to always see cyclists traveling conventionally. This would create new patterns distracted motorists need to be aware of, process, and react to.
- 1.2.3. Increased potential for head on cyclist crashes, at a closing speed of up to 30-40 mph.
- 1.2.4. Dangerous curb that could throw cyclists into traffic lanes.
2. Suggested changes to plan, given the limited knowledge I have of those plans.
- 2.1. Retain plan elements west of Dorsey which accommodate both casual cyclists on multiuse path, and more experienced cyclists on the road with the share arrows.
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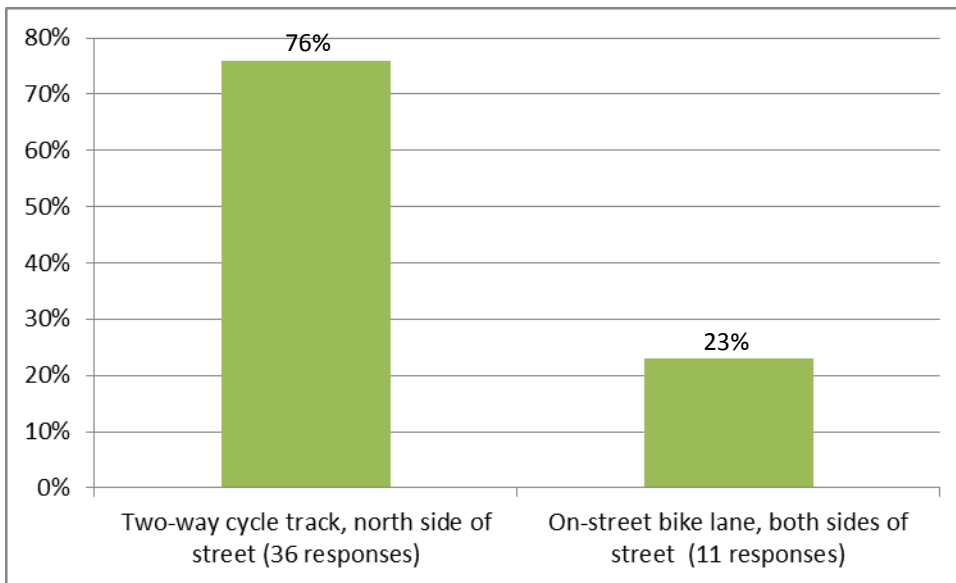
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In summary, I think the present concepts are a good step forward, but need additional revisions prior to finalization. I am a recently retired engineer and have the experience, skills, and interest to contribute to the success of this project for all users. I would like to be involved in helping the City of Tempe make this and other transportation related projects, especially those related to cycling, successful. In the coming months I will be looking into how to accomplish that. In the mean time, please let me know how I can become more engaged and helpful on this project.

46. I'm an ASU alum living on the Mesa/Tempe border. My wife and I are avid cyclists and love the direction that Tempe is taking regarding bicycling. There are plenty of roadways existing in Tempe, but more bicycle routes are needed.

47. adds parking; greener; like path

3. Which do you prefer?



4. Additional comments

1. This design is a great step towards making all Tempe streets accessible, comfortable, and safe for all road users.
2. We must incorporate public art at both entry ways and maybe even as part of Dorsey crossing. This is in addition to the interpretive signage to explain the legacy of tracks.
3. thank you!
4. Add crossing at 8th Stret and McClintock
Add interpretation panels
5. Public art and historic interpretation would be nice. 8th St. was the original road from the east valley to Phoenix. We love Four Peaks but wish there was a parking garage along 8th St. to help accommodate the masses
6. On-street bike lanes still put the bicycle commuter in harms way.
7. The bike path design in option 1 is much safer for cyclists and drivers. Option 2 would force automobiles to cross the bike lane while parking and turning.
8. A separate bike track would be safer for cyclists and put drivers at ease.
9. The street is horrible for bicyclists at the moment, and the two-way cycle track, along with improvements to the street, are the exact upgrades that the area needs.
10. Tempe needs more separate bike paths, especially connecting with the university. It's a shame that so many bicyclists are hit and killed around the campus, that campus doesn't work more with the city to add more bike infrastructure (with many riding on sidewalks, in the wrong direction, etc.). Even worse, it seems that the campus is now discouraging bikes (with the walk only zones, despite "sustainability") at a time in peoples lives where they should be most encouraged to take up good riding habits, and for getting more people to commute by bike instead of car.
11. Seriously, lets get more bike infrastructure
12. All for Option1 pending that curb cuts begin and end where streets intersect with the path. As it is drawn now bicyclists would have to enter narrow openings into crosswalks leading to sidewalks. No bueno. Also, is anybody else annoyed that they don't address the most precarious issue of this design? That being the entrance and exits onto Rural and McClintock. We need cycling/pedestrian signals at these locations. Tucson has been a innovator at dealing with issues for cyclists using these. <http://www.bikexpert.com/bik.../facil/lanes/images/toucan.jpg>

13. It's difficult to see the detail such as the legends in these plans. Why does the City website always have the blurriest images? Thanking for engaging the public in the process, and thanks for making time to work with Tempe Bicycle Action Group!

14. Thank you for redesigning this streetscape with peds & bicyclists in mind. I've lived in Tempe for 15 years without a car and it improves daily life to have landscaping, public art and amenities for those of us not in cars.

15. Cycle tracks have proven an effective transport option in many places throughout the country and the world.

16. Thanks for continuing to look for ways to improve the bicycle infrastructure in Tempe. Bicycle-friendly cities are better communities!

17. on street bike lanes in Tempe are OK in some areas but often end up being more dangerous than having a dedicated, separated bike lane

18. I would also like to see very wide pedestrian sidewalks. The on-street parking is good it helps slow traffic & creates a barrier between traffic and pedestrian and bike paths. Overall I really look forward to a project like this.

19. These funds would be better used in improving the existing bike lanes in the city that are continuous. To do an improvement on a one mile section that does not connect to any other bike paths/lanes is a waste of money and will not help the bicycling commuting public.

20. Thank you for giving us there great options!

21. The bike lane should NOT be placed between the travel and parking lanes.

22. Thanks for the opportunity to provide input on the 8th Street plans. I attended the public meeting on 11/3 and it is apparent that the City and OTAK have given thought to the project and developed some very good ideas. I am a citizen of Tempe who cycles 9k miles/year, drive my vehicle about the same amount, and both ride and drive to Four Peaks Brewery. This enables me to have a balanced view of multi-user needs, and based on my experience I have some concerns on the plans that were presented. Below, I will first summarize some general concerns and suggestions (A thru C), followed by specifics regarding the options provided (1 thru 3).

A) The plan was presented as a discrete one mile project without any regards to how it would integrate with future plans to the west of Rural or east of McClintock. I understand the need to have a discrete project scope for budgeting and scheduling, but more information is required to evaluate if this is a good solution for the present needs and future integration. An overall transportation plan should be presented so citizens can visualize and comment on how well this particular project fits into the overall plan. Limited funds must be used wisely.

B) The double bike lane on the north side of 8th Street and east of Dorsey was, in part, presented as an element that would be an interesting experiment to see how it works. In general, I don't think the city should be experimenting with our limited funds, unless at least the following were first clearly established; the desired outcomes, identification and evaluation of available options (how have other similar cities achieved success), objective performance criteria to measure for success, plan for data collection and analysis, plan for how the findings would be used (i.e. expanded to other parts of the overall plan if successful, contingency plans to correct issues if not successful, etc.).

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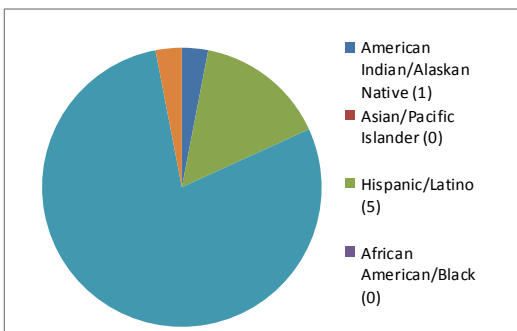
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23. This provides a unique opportunity for Tempe. This small segment would allow the city to test a newer, more bike friendly design. Instituted correctly, it would bring more cyclists into the neighborhood and likely bring additional revenue from around the area.

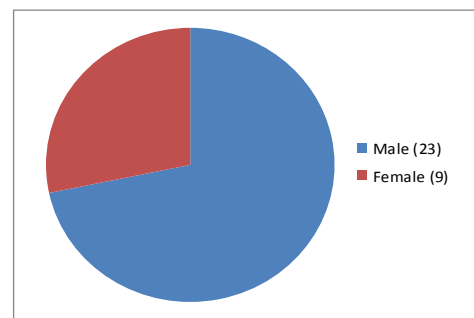
24. thanks for allowing input! can we add art?

4. Optional Demographic Data

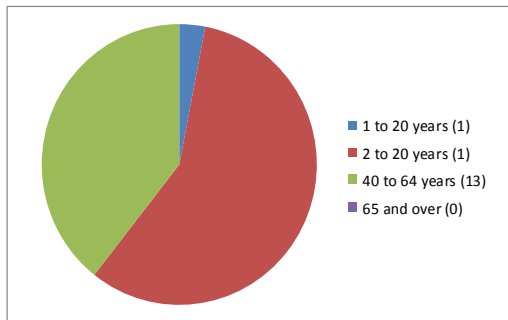
Ethnicity/Race



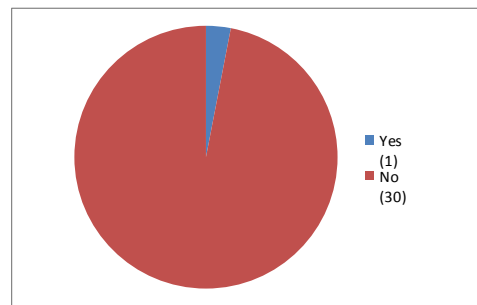
Gender



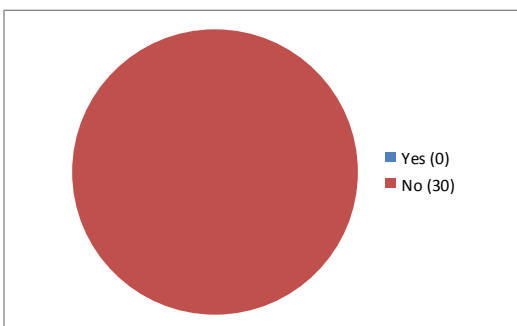
Age



Disabled



Veteran Status



CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 8

DATE

December 9, 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:

- Chair and Vice Chair Elections (January)
- Bus Unification (January)
- Streetcar (January)
- Orbit Saturn (January)
- 2015/16 Media Buy (February)
- Bike Hero (February)
- Street closure procedures, notification and outreach update (February)
- Bicycle/pedestrian signal activation operations (March)
- City Budget Long-Range Forecast Update (Operating) & CIP follow-up (March)
- CIP Discussion (April)
- Orbit Saturn (April)
- Streetcar (April)
- MAG Pedestrian Design Assistance Grants (May)
- Bus Unification (May)
- City Tentative Fiscal Year 2015-16 Operating Budget (June)
- MAG Congestion Mitigation and Air Quality Program (CMAQ ITS) (June)
- Orbit Saturn & Larger Orbit buses (October)

FISCAL IMPACT

None

RECOMMENDATION

This item is for information only.

CONTACT

Shelly Seyler

Deputy Public Works Director – Transportation and Traffic Engineering

480-350-8854

shelly_seyler@tempe.gov

ATTACHMENTS: City Annual Budget Planning Process and MAG Annual Grant Process

City Annual Budget Planning Process

Council/Public Input Dates	Topic	Transportation Commission Input/Info. Dates	Action Requested by Transportation Commission
August	Issue Review Session – Budget Strategy Update	n/a	
October	Issue Review Session – Long-Range Forecast Presentation	November	Commission provided a copy of the long-range forecast.
November	Committee of the Whole – Budget Discussion Follow-up	n/a	
Early February	Issue Review Session – Introduction of CIP Requests	December	Staff requests that the Commission review and provide input regarding Transportation CIP requests.
Mid-February	Public Meeting(s) – Budget (Operating and Capital Budgets)	n/a	
Late February	Issue Review Session – Long-Range Forecast Update (Operating) & CIP follow-up	March	Commission provided with an update on Operating and CIP discussion.
Mid-March	Issue Review Session- CIP Discussion	April	Commission provided with an update on the CIP discussion.
Late April	Issue Review Session – FY 2014-15 Operating Budget Review	n/a	
Late May:	Council considers adoption of Tentative Fiscal Year 2015-16 Operating Budget	June	Commission provided with an update on the tentative adoption.
Early June	Council considers adoption of Final Fiscal Year 2015-16 Operating Budget and Public hearing and adoption of the Fiscal Year 2015-16 Capital Improvements Program	n/a	

MAG Annual Grant Process

Timeline	Grant Type	Transportation Commission Input Dates	Action Requested by Transportation Commission
Annually released in Early to Mid-February and due in Early to Mid-March	FTA Section 5310 - Grant for transportation for elderly and persons with disabilities.	November	Staff requests that the commission review and provide input regarding proposed project.
Annually released Early March and due in late April	Transportation Investment Generating Economic Recovery (TIGER) – Federal Department of Transportation discretionary grant program. Total available funds nationwide was \$600 million for 2014. Regional projects are solicited by MAG.	November	Staff requests that the commission review and provide input regarding proposed project.
Annually released in late May and due in late June	MAG Pedestrian Design Assistance Grants	May & June	Staff requests that the commission review and provide input regarding proposed project.
FY 2015 or 2016	Highway Safety Improvement Program (HSIP) – There is a state portion (ADOT) and a regional portion (MAG). ADOT accepts requests for state funds on a continual/ongoing basis. Selections are based on safety needs and data. MAG regional funds are currently programmed through FY 2017.	Not Applicable	Based on historical safety data, staff has already identified the intersections of Rural Road & Southern Avenue and Rural Road & University Drive as priorities for future HSIP funding.

February 2015	Urbanized Area Formula Program (5307) – Administered by Federal Transit Administration and pays for capital projects such as transit facilities and rolling stock. Most of the funding is committed to pay for transit improvements identified in the MAG Regional Transportation Plan. Unspent portion of the funds are offered by MAG every two years via competitive grants.	November	Staff requests that the commission review and provide input regarding proposed projects.
March 2015 with full solicitation, every 3 years	Congestion Mitigation and Air Quality Program (CMAQ) – Bike and Pedestrian Improvements; PM2.5; Transit; Street Sweepers.	November	Staff requests that the commission review and provide input regarding proposed project.
Mid-March 2016 and due Mid-April, every 2 years	Job Access Reverse Commute (JARC) – Projects that are eligible must demonstrate improved job access for low income population.	November	Staff requests that the commission review and provide input regarding proposed project.
August 2016 and due in mid-September, every 3 years:	Transportation Alternatives Program (TAP) - Bike and Pedestrian Projects	November	Staff requests that the commission review and provide input regarding proposed project.
ON HOLD Released in August and due in September	Congestion Mitigation and Air Quality Program (CMAQ ITS) are Federal fund for ITS projects. Projects are selected based on air quality scores and committee member scores. Programming is set through FY 2017. It is not known at this time how the arterial ITS program will proceed.	June	Staff requests that the commission review and provide input regarding proposed projects prior to call for projects in August.