



Country Club Way Bike & Ped Improvements: Public Input Summary, June 2021

I. Background

The project stretches from the U.S. 60 on the north to Warner Road on the south, roughly following the alignment of Country Club Way. The project will include a 10-foot wide concrete path, an adjacent equestrian path (between Warner and Elliot roads), landscaping, lighting, shade nodes incorporating public art elements, and a pedestrian-activated traffic signal at Warner Road. The portions of the project that are on-street will include the addition of bicycle facilities and improve the pedestrian environment and ADA access. The addition of bike lanes will not require the removal of vehicular travel lanes.

II. Outreach

- **Postcards** inviting the public to attend the meetings or to comment online were mailed to the area bounded by Price Road on the east, McClintock on the west, US 60 on the north and Tempe boundary on the south (5834 postcards). The postcard was also mailed to tenants in the ASU Research Park and Discovery Campus.
- Virtual public meetings were held on June 23 and 26, 2021; a total of **11 people attended online**; 9 on June 23 and 2 on Saturday, June 26th.
- The topic was **posted online** from June 23 – July 7, 2021 on the Tempe Forum.

Below is a summary of additional **outreach tools** that were used to provide information to the public regarding the meetings, project, and opportunities for input:

FACEBOOK

6/9/21 – public meetings. Reach/Impressions: 1972 | Engagement: 8
 2/16/21 – public meeting reminder. Reach/Impressions: 810 | Engagement: 12
 3/1/21 – feedback reminder. Reach/Impressions: 2219 | Engagement: 78
 7/5/21- feedback closes. Reach/Impressions: 6155 | Engagement: 282

TWITTER

6/16/21 – public meetings. Reach/Impressions: 1257 | Engagement: 30
 6/22/21 – day of meeting reminder. Reach/Impressions: 2339 | Engagement: 34
 6/29/21 – input reminder. Reach/Impressions: 3073 | Engagement: 102
 7/5/21 – feedback closes. Reach/Impressions: 1902 | Engagement: 68

NEXTDOOR

6/16/21 – public meetings. Reach/Impressions: 1195 | Engagement: 0
 6/23/21 – day of meeting reminder. Reach/Impressions: 1472 | Engagement: 1
 7/6/21 – feedback closes. Reach/Impressions: 1053 | Engagement: 1

PRESS RELEASE

6/9/21 – virtual public meeting. 2387 emails sent, 28.3% open rate, 3.1% click rate
 6/21/21 – Coronavirus newsletter. 6855 emails sent, 25.8% open rate, 3.6% click rate
 7/21/21 – Coronavirus newsletter. 6847 emails sent, 26.4% open rate, 3.9% click rate

III. Survey Results

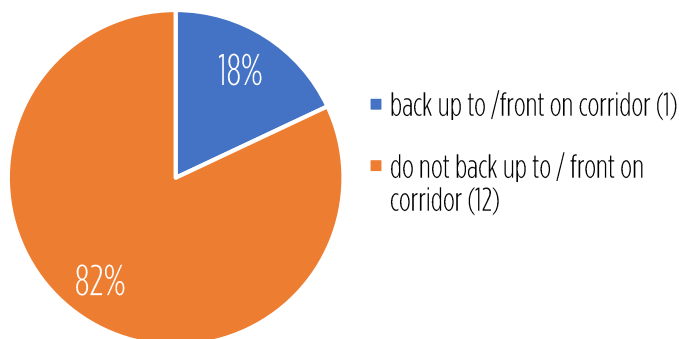
A total of 14 unduplicated survey responses were received; some respondents did not answer all the questions.

Question 1: Respondents were asked to share their feedback related to the plans for the Country Club Way improvements. (12 responses)

1. I love the sundial concepts for the rest nodes.
I like the curb extension planters that are proposed for just south of Baseline road. I wish those curb extension planters were employed more extensively throughout the project. The planters could be placed in the parking lane, providing shade, but still allowing ample parking. They would visually narrow the overly wide roadway and would provide more shade to pedestrian users of this street.
Please provide asynchronous pedestrian priority at the midblock signals at all but the highest peak of rush hour. As a pedestrian user, the average wait time to cross the street is long, as one never ""catches the light"" as one does when one is traveling along the arterial street. It is hot and slow to cross the street when waiting for extended periods at shadeless midblock intersections.
2. DROP IT! there has to be a better use of city and federal tax dollars.
way to few benefit from projects like this. misery index on this has to be way high
3. The public art (contemporary sundial features) is very creative.
Why did the locations of the shade nodes change from the neighborhood entrances to the park at Buena Vista and at Citation to be nowhere near the most walked on/biked on section between Elliott and Warner? About 900 homes just west of the park between Warner and Elliot have access to the park at those two entrances. The majority of people walking their dogs or just walking or biking head to the lakes in the research park down the connected pathway roughly halfway between Warner and Elliot. Yet there's not one shade node on the most heavily trafficked section? That doesn't make sense. No one wants to go out of their way to get to a drinking fountain for themselves or their dog or to a bike repair station. You put two shade nodes close together (less than 1/4 mile) up by Elliot and left a gap of about 3/4 mile down to the next shade node by Warner. Why? I think I heard in the Wednesday presentation that the equestrian trail is now 10 feet wide instead of 6 feet wide as previously discussed? Are you still planning to cover the hard packed dirt of the current equestrian trail with 1/4"" decomposed granite? There is pretty much no horse traffic between Warner and Elliot (a few horses a year are seen on the trail - months go by with no sightings). Why can't it stay hard packed dirt so the land is useful to walkers and mountain bikers who prefer not to ride on a concrete sidewalk? It looks like you are covering 40 feet wide with no small window of natural hard packed dirt to walk on. My husband says 1/4"" decomposed granite is not something most bikers want to ride on. And I don't think it's best for horses.
Wouldn't it be best to "improve" the trail for who actually uses it? Dozens of walkers and bikers each day. Zero horses most days, since times have changed since 30-40 years ago. There are few nearby equestrians, and the equestrians have other places they'd rather ride, so that number is not likely to increase. Who are you building this for?
4. The project is looking good. A concern would be with the traffic calming installation by the church at Country Club Way and Guadalupe Road. I'm concerned it might cause a backup for those exiting the church. I'm not sure what problem is being solved at that area. Thanks.

5. The arty Sundial shade is really nice! Dog poop dispensers should be added To make sidewalks ADA friendly ... depending on the curb (specifically square curbs), sidewalks often dip down at each driveway. That dip down makes it very difficult for a handicapped person to walk. I would be happy to explain further if this isn't clear.
6. Believe this plan has great potential for benefitting Tempe residents and others who plan to use it. I question how much the equestrian path is needed, and believe it would require a daily cleaning or inspection that could be costly.
7. Whatever has happened to the plans for Country Club Way NORTH OF SOUTHERN??? We've been waiting since 2017 hearings to learn when work would start on that part of the road. All we get is information for everything going south.
8. Bike lanes are great. However, I would prefer new bike lanes being created on major roadways rather than improvements to good bikeways already.
9. I love the sundial rest area concept! Looking forward to seeing them in real life.
10. Can the city add ___?___ boxes. In the parking lane between Watson and the 60 (like the markings along Apache)? This would make it more obvious to people driving that it stripe is denoting a parking lane and not a bike lane.
11. Please provide barriers to bike lanes and lower speed limits. While pleasing to the eye, the medians force vehicles (particularly buses, trucks) into the bike lanes when traveling at higher rates of speed. National Safety Council recommends lowering speed limits to protect pedestrians and cyclists. Twenty is plenty.
12. The plans look very nice. I LOVE having a traffic control point so walkers can cross without waiting a long time. Much safer.

Question 2: Respondents were asked if their home backs up to or fronts on the corridor (13 responses).



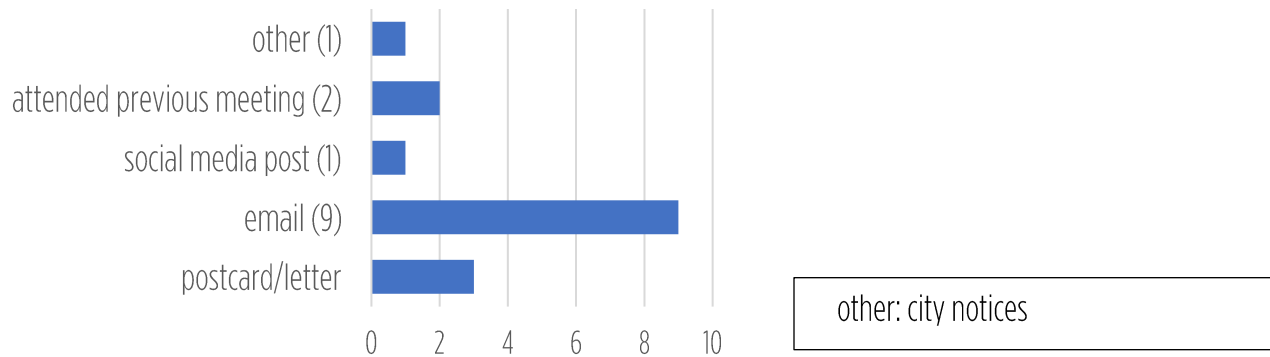
Question 3: Respondents were asked to select in which segment they lived. (13 responses)

Where respondent lives	Number of respondents
US 60 to Guadalupe	1
Guadalupe to Western Canal	2
Elliot to Warner	2
Tempe South of Warner	1
in Tempe but not in project area	7
Do not live in Tempe	0

Question 4: Respondents were asked to choose what race or ethnicity they identified with. (9 responses)

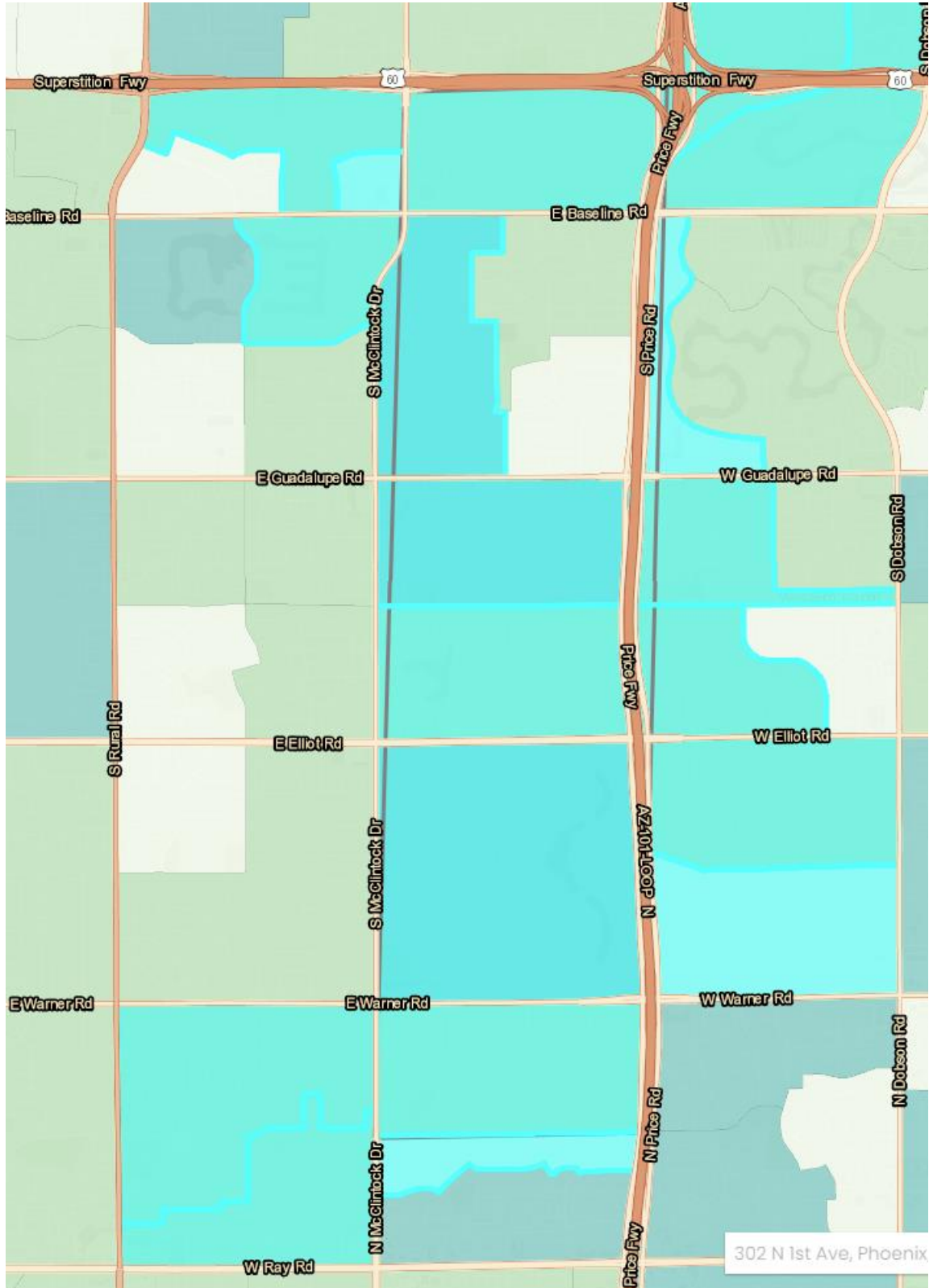
All respondents selected “white.”

Question 5: Respondents were asked how they found out about the project. (16 responses; some selected more than one option)



IV. Demographic Information

The demographic data refers to the area in bright turquoise on the map below. This census data is reported by census tract and therefore does not correspond directly to the project area, but to a somewhat larger area as shown.



Block Groups (19 Selected) Report			
	Topic	Estimate	Percent
<i>Total Population</i>		<i>30,581</i>	-
Race and Ethnicity			
<i>Total Population</i>		<i>30,581</i>	-
	Hispanic	5,422	17.7%
	Non-Hispanic		
	White, Non-Hispanic	21,940	71.7%
	Black, Non-Hispanic	782	2.6%
	Native American, Non-Hispanic	284	0.9%
	Asian, Non-Hispanic	1,391	4.5%
	Pacific Islander, Non-Hispanic	42	0.1%
	Other, Non-Hispanic	74	0.2%
	Two or More, Non-Hispanic	646	2.1%
	Minority	8,641	28.3%
Ability to Speak English			
<i>Population 5 years and over</i>		<i>29,035</i>	-
	Speak Only English	25,129	86.5%
	Speak Other Languages	3,906	13.5%
	Speak English "very well"	3,202	-
	Persons with Limited English Proficiency (LEP)	704	-
	Speak English "well"	297	-
	Speak English "not well"	310	-
	Speak English "not at all"	97	-
Commuting to Work			
<i>Workers 16 years and over</i>		<i>16,075</i>	-
	Car or Truck - drive alone	13,015	81.0%
	Car or Truck - carpool	1,397	8.7%
	Public Transportation	131	0.8%
	Bicycle	242	1.5%
	Walked	46	0.3%
	Other means (taxicab, motorcycle, etc.)	255	1.6%
	Work at home	989	6.2%
Vehicles Available			
Occupied Housing Units		11,705	-
	No vehicle available	299	2.6%
	1 vehicle available	3,727	31.8%
	2 vehicles available	5,000	42.7%
	3 or more vehicles available	2,679	22.9%
Area			
	Total Area in Acres	5,101.2	-
	Total Area in Square Miles	8	-

Source: United States Census Bureau, American Community Survey 2014-2018 5yr Estimates

Source: U.S. Census Bureau, 2014-2018 American Community Survey (ACS) 5-Year Estimates. ACS data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate is represented through the use of a margin of error (MOE). In addition to sampling variability, the ACS estimates are subject to nonsampling error. The MOE and effect of nonsampling error is not represented in these tables. Supporting documentation on subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website (www.census.gov/acs) in the Data and Documentation section. Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website (www.census.gov/acs) in the Methodology section. The MOE for individual data elements can be found on the American FactFinder website (factfinder2.census.gov). Note: Although the ACS produces population, demographic and housing unit estimates, the 2010 Census provides the official counts of the population and housing units for the nation, states, counties, cities and towns. Prepared by: Maricopa Association of Governments, www.azmag.gov, (602) 254-6300