Survey Results

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Technical Working Group

July 20, 2021

Tempe

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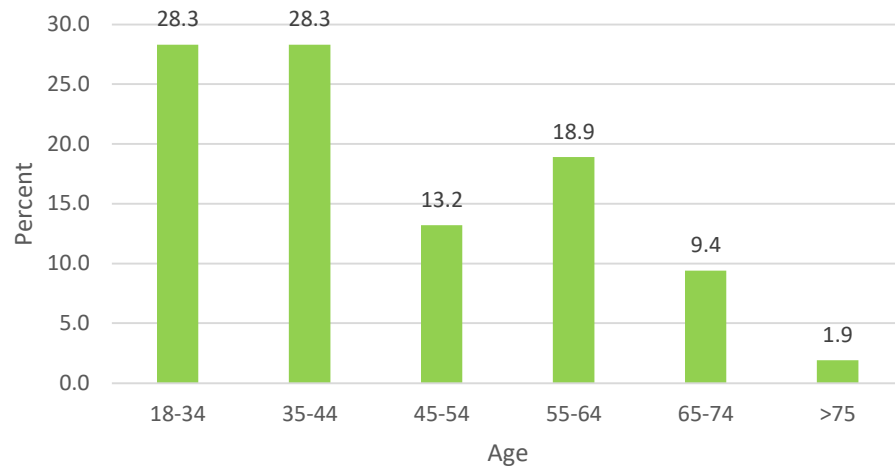## Mobility Hubs & Transportation Demand Management Survey Results

- 96 Attendees

- 56 Survey Responses

- 2.8 Hours of Public Comment
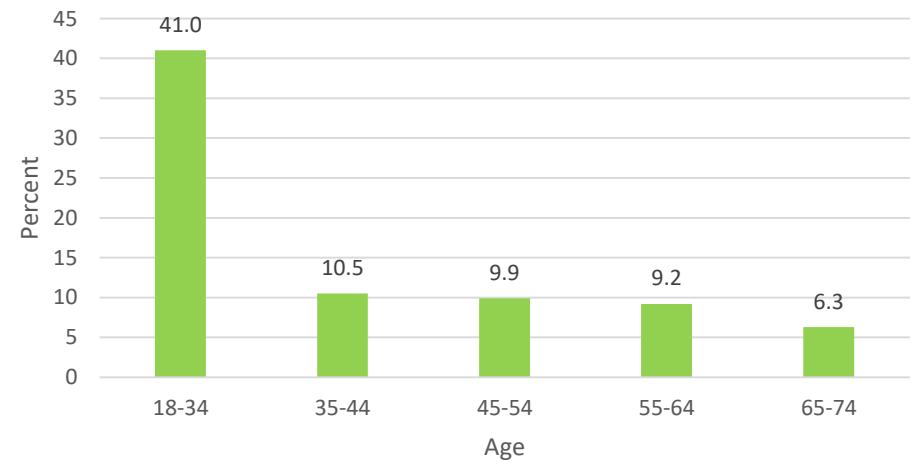
- Survey posted from March 9, 2021 through June 1, 2021

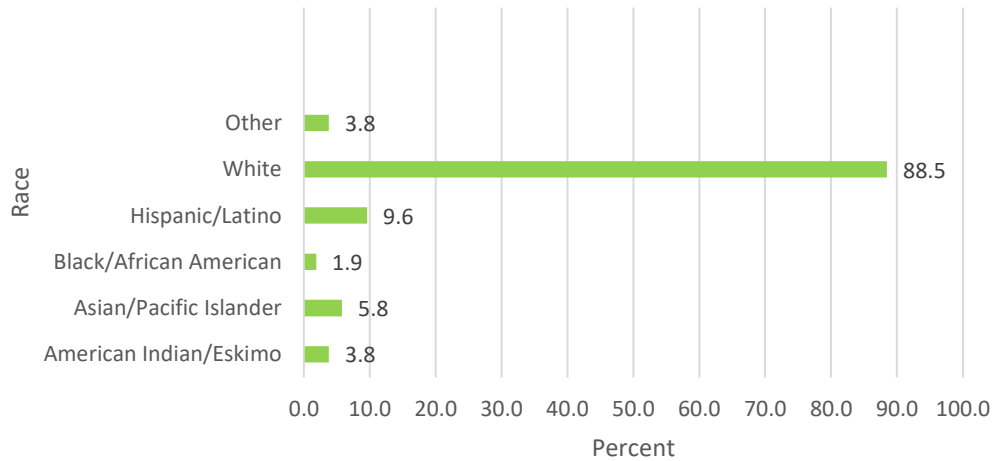# Socio-Economic Characteristics

Age of Survey Respondees

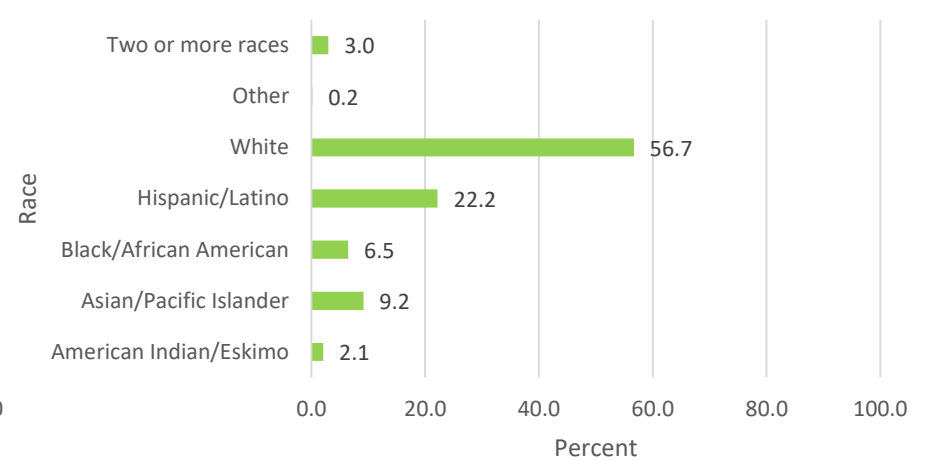### 2019 American Community Survey 5-yr Estimate

Socio-Economic Characteristics

Race of Survey Respondees

Race	Percent
Other	3.8
White	88.5
Hispanic/Latino	9.6
Black/African American	1.9
Asian/Pacific Islander	5.8
American Indian/Eskimo	3.8

2019 American Community Survey 5-yr Estimate

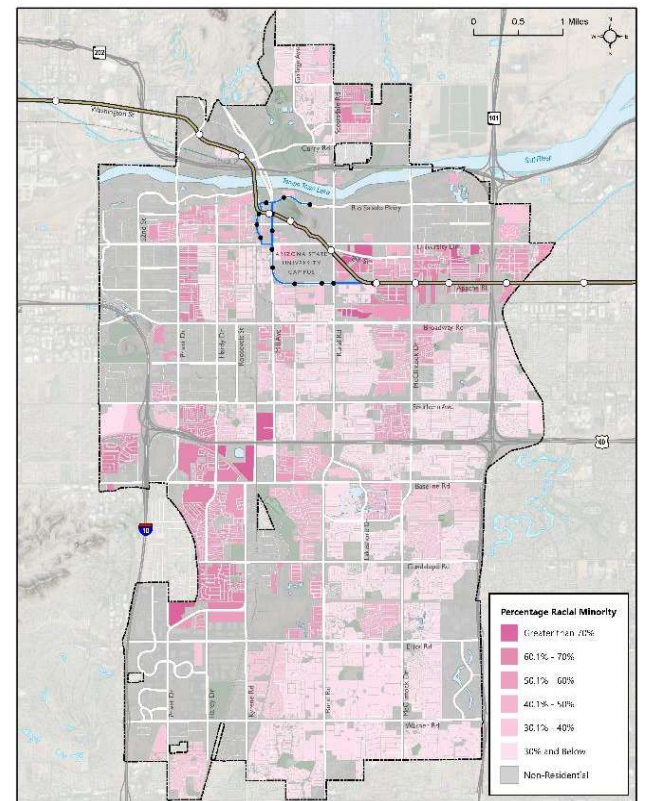| Race	Percent
Two or more races	3.0
Other	0.2
White	56.7
Hispanic/Latino	22.2
Black/African American	6.5
Asian/Pacific Islander	9.2
American Indian/Eskimo	2.1

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Socio-Economic Characteristics

Households Below Poverty

Percent of Households Below Poverty
- Greater than 50%
- 40.1% - 50%
- 30.1% - 40%
- 20.1% - 30%
- 10.1% - 20%
- 10% and Below
- Non-Residential

Vehicles per Household

Vehicles per Household
- Less than 0.75
- 0.76 - 1.25
- 1.26 - 1.75
- 1.76 - 2.25
- More than 2.25
- Non-Residential

Racial Minority

Percentage Racial Minority
- Greater than 70%
- 60.1% - 70%
- 50.1% - 60%
- 40.1% - 50%
- 30.1% - 40%
- 30% and Below
- Non-Residential
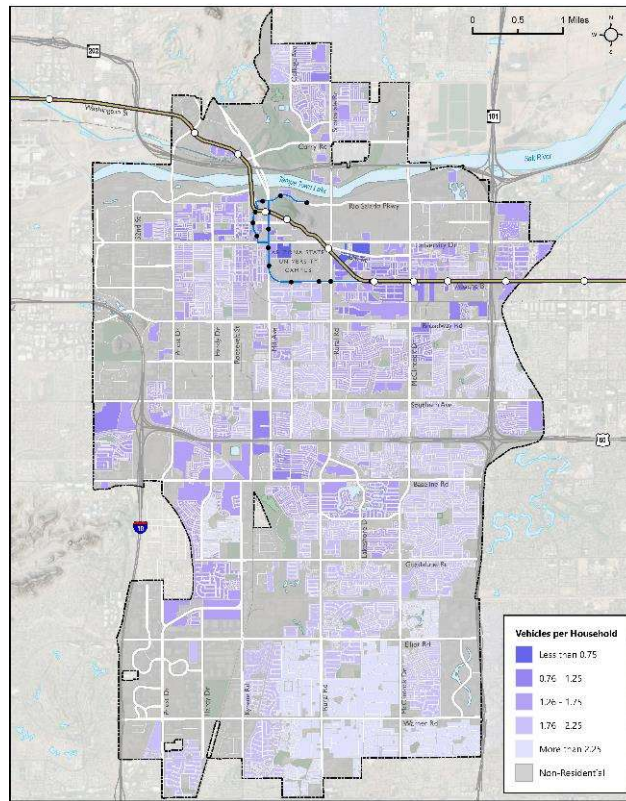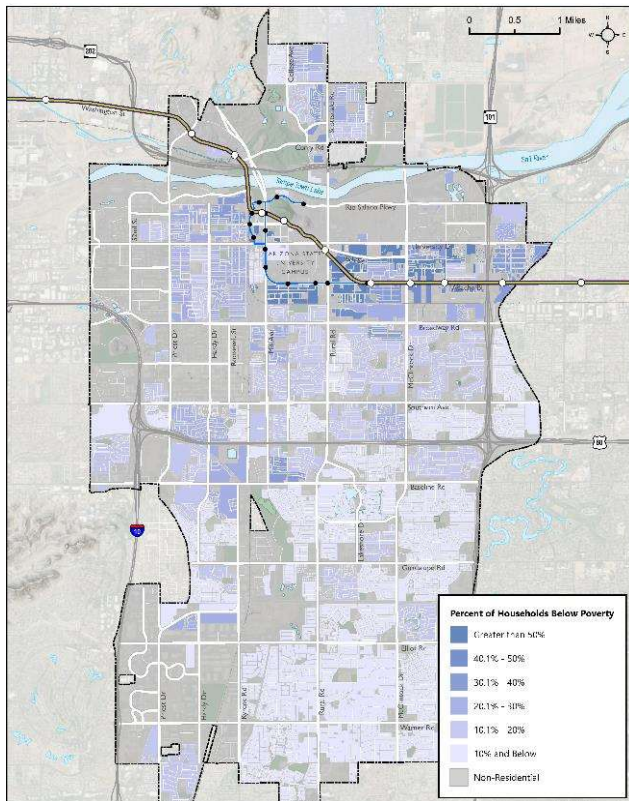
What Is Your Relationship To Tempe?
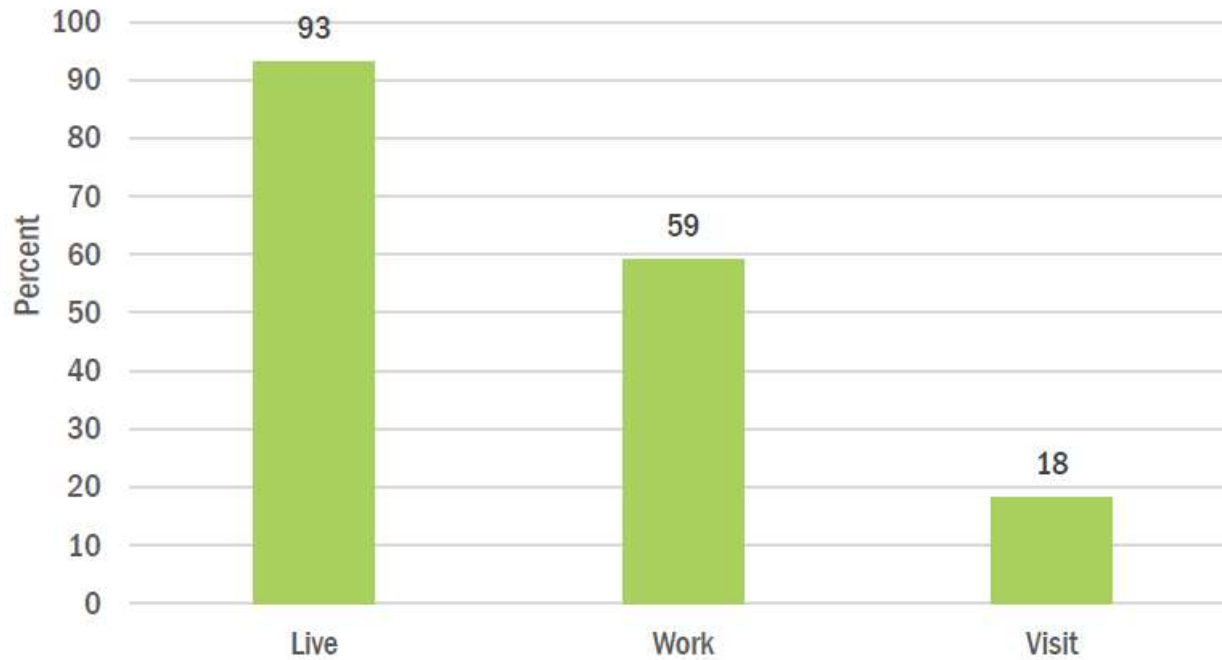
Survey Results

Would having a variety of viable alternative forms of transportation to driving factor into your decision to LIVE somewhere?
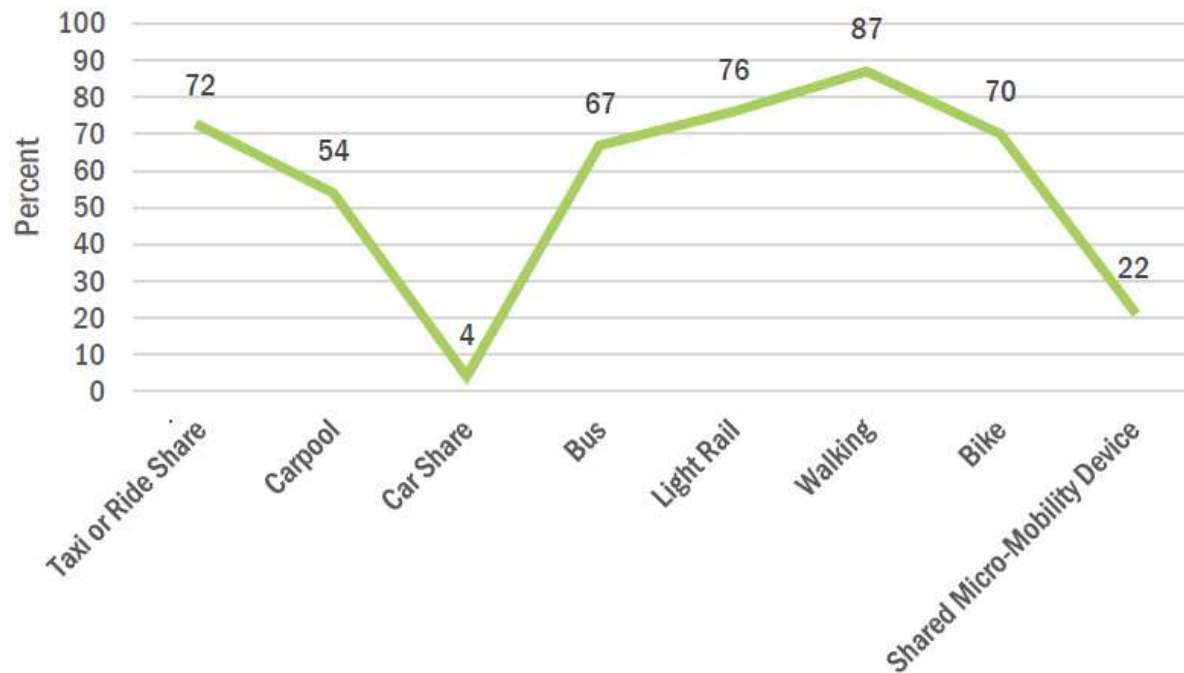
		%	Count
Yes		78.6%	44
No		21.4%	12

Would having a variety of viable alternative forms of transportation to driving factor into your decision to WORK somewhere?

		%	Count
Yes		75.0%	42
No		25.0%	14

Have You Used Any Other Forms Of Transportation Within Tempe?

Line chart showing Percent by transportation type:
- Taxi or Ride Share: 72
- Carpool: 54
- Car Share: 4
- Bus: 67
- Light Rail: 76
- Walking: 87
- Bike: 70
- Shared Micro-Mobility Device: 22
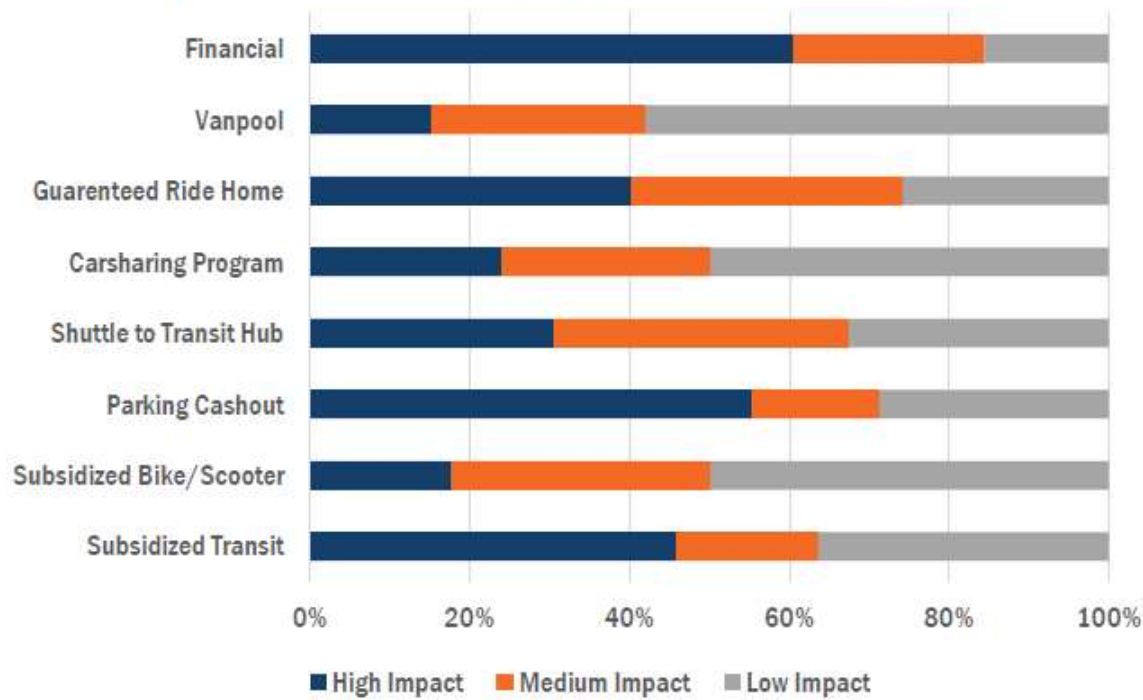
What Would Encourage You To Use Alternative Transportation Choices?
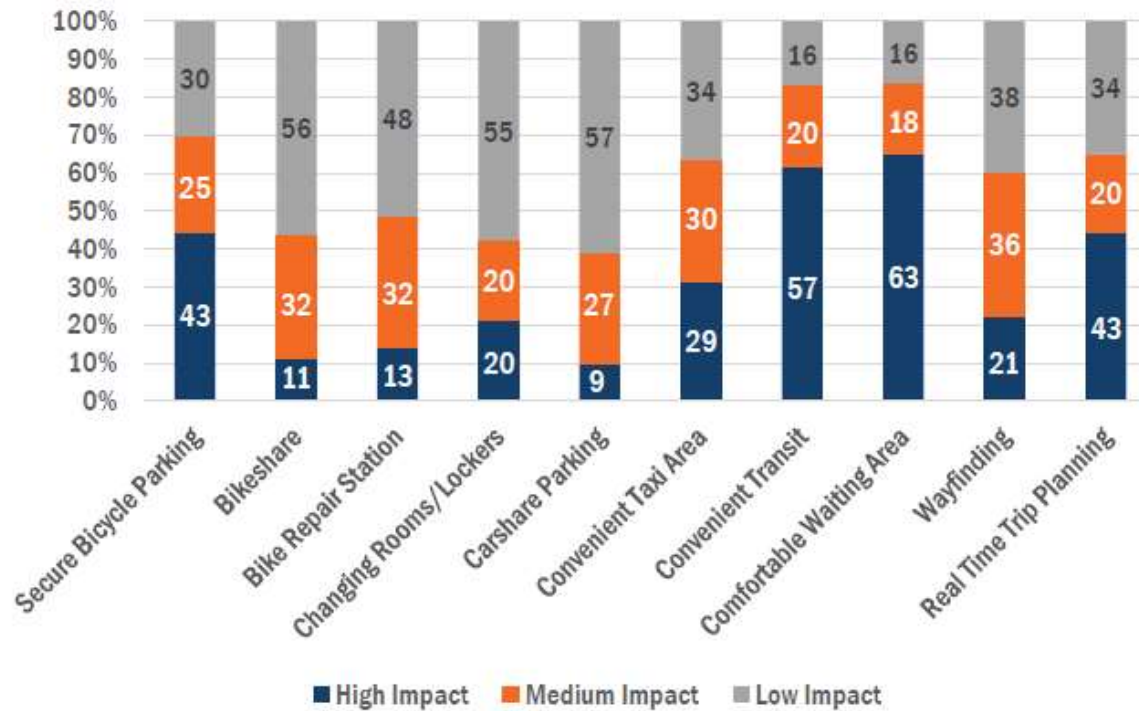
What Programs From Your Employer Would Encourage You To Shift Needs?

Survey Results

Does the desire to avoid rush hour traffic congestion factor into your trip departure time (i.e. do you chose when to depart your origin to avoid traffic)?

		%	Count
Yes		53.6%	30
No		23.2%	13
Not applicable		23.2%	13

Survey Results

Do you try to avoid parking in locations which cost money?

Yes	No
84%	16%

Survey Results

Do you try to avoid parking in locations which cost money?

Yes	No
84%	16%

If you could not find free parking next to your destination would you be willing to tolerate longer walking distances to get free parking (up to a half mile)?

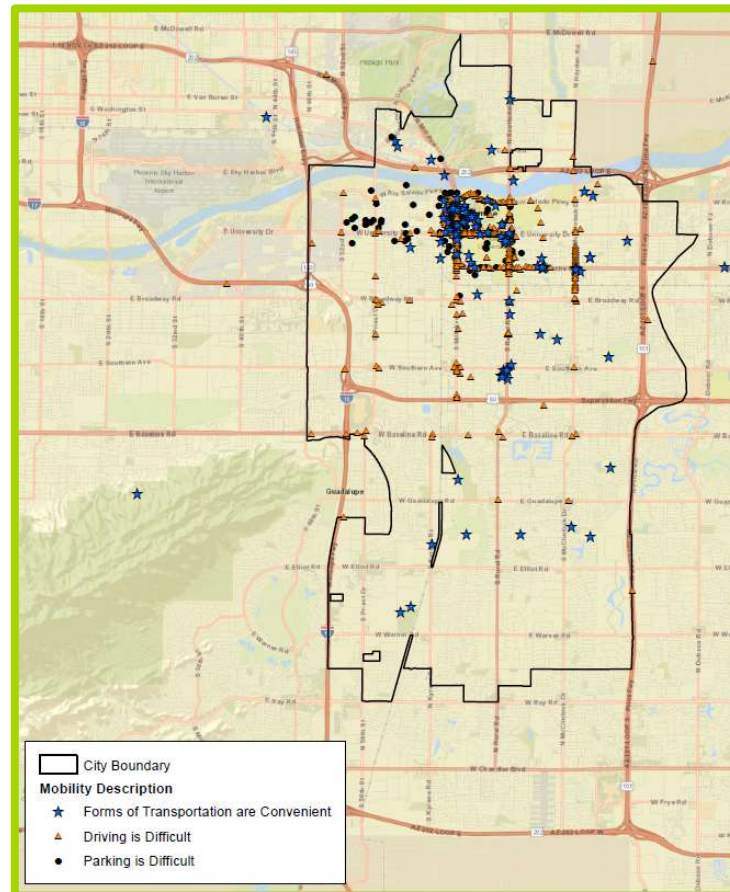| Yes	No
70%	30%

Mobility Description

Place pins at locations in Tempe where it's either:

– difficult to park (P);
– difficult to drive (D);
– or alternative forms
of transportation are convenient (T).

City Boundary
Mobility Description
★ Forms of Transportation are Convenient
▲ Driving is Difficult
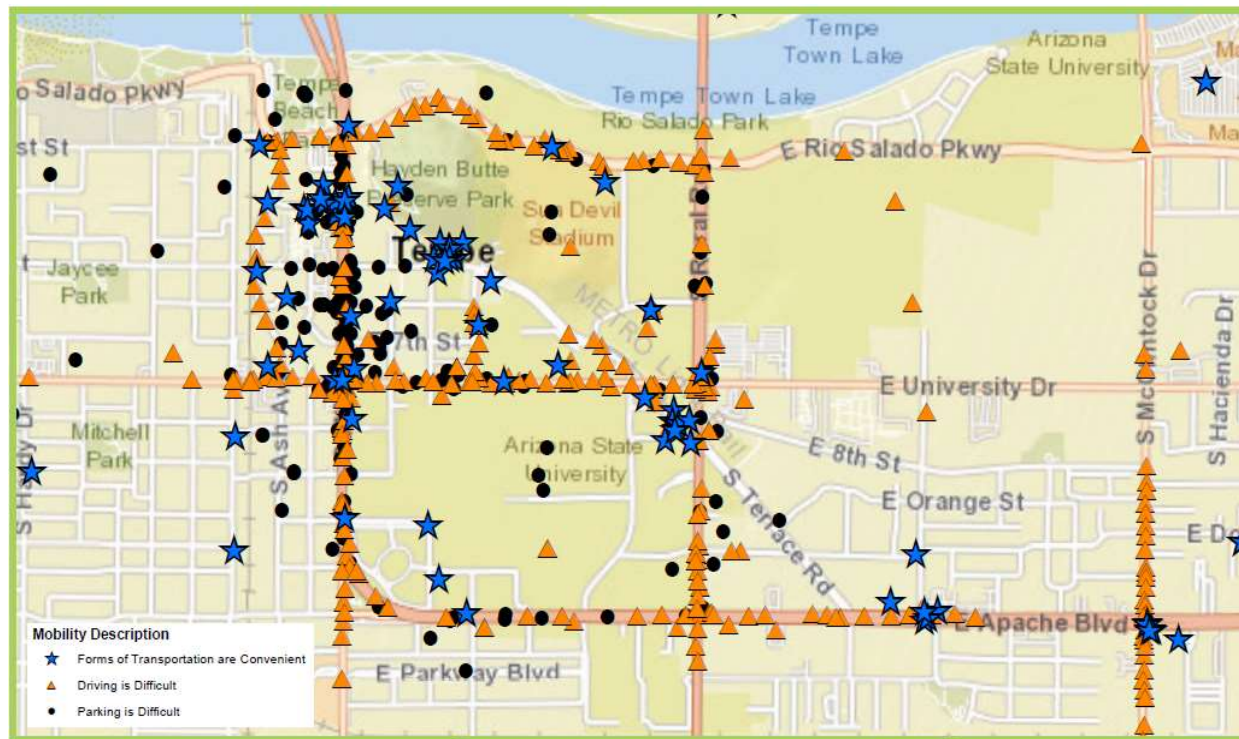● Parking is Difficult

Mobility Description

Place pins at locations in Tempe where it's either:

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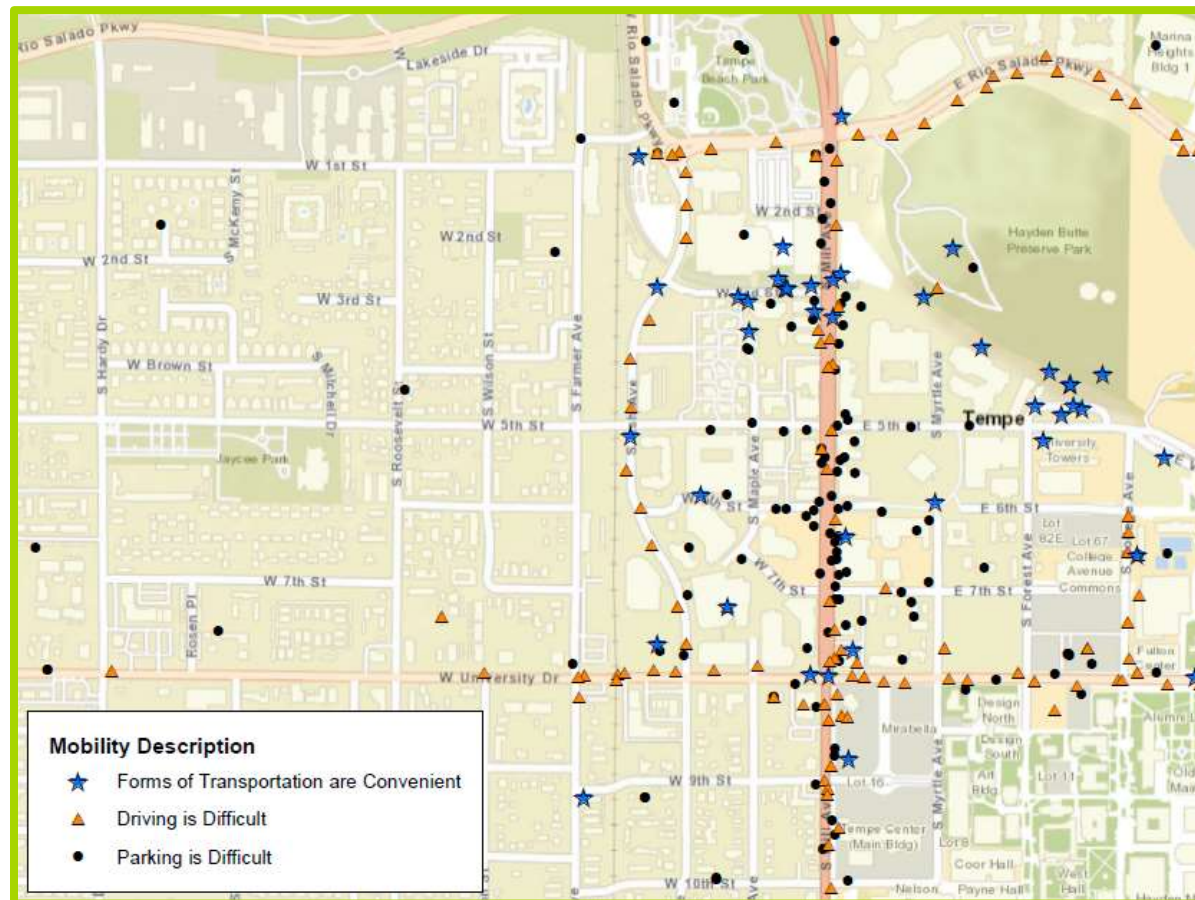
Mobility Description

Place pins at locations in Tempe where it's either:

− difficult to park (P);
− difficult to drive (D);
− or alternative forms of transportation are convenient (T).

Mobility Description

★ Forms of Transportation are Convenient
▲ Driving is Difficult
• Parking is Difficult

Best Practice Evaluation

- **Evaluated TDM ordinances in 5 cities to capture:**

  - Objectives and goals

  - Application and TDM requirements

  - Monitoring and reporting

  - Enforcement and compliance

  - Results

  - Keys to success

Best Practice Evaluation – Summary

City	TDM Triggers	Key Performance Indicator (KPI)
Denver, CO	• New developments of a certain size and land use type.	Single-occupancy vehicle (SOV) rates determined by geography and land use
Cambridge, MA	• Non-residential developments adding parking spaces above the number registered with their approved site plans. • State law has separate requirements for employers with 250+ employees	SOV rates, target set at 10% below 1990s levels per census tract
San Francisco, CA	• New developments of a certain size and land use type. • Bay Area Air Quality Management District has separate requirements for employers with 50+ employees	Project level point target determined by land use, location, and amount of parking
Santa Monica, CA	• New developments of a certain size and land use type. • Employers with 50+ employees	Average vehicle ridership determined by geography
Seattle, WA	• Developments of a certain size and land use type. • State law has separate requirements for employers with 100+ employees	SOV rates determined by geography

Technical Working Group & Stakeholder Feedback

- Regional and local partners have TDM programs that will align with Tempe's project/programs

- There is openness and eagerness to partner

- There is a feeling that TDM is somewhat new and evolving in the region

- The less-than-50 employees and multifamily residential are current "gaps" in TDM program focus

- Larger employers have TDM programs, but may need support with implementation tools

- Access to TDM education that inspires mode shift and behavior change is critical
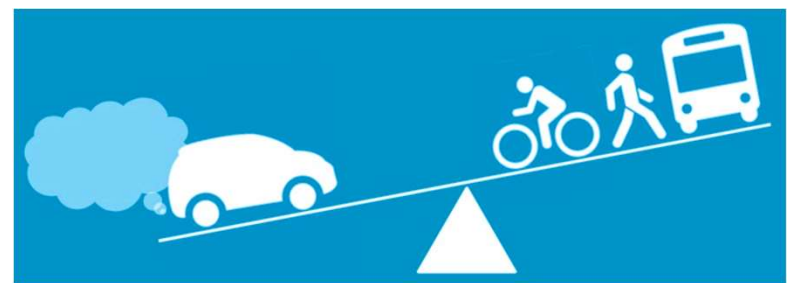
Technical Working Group Feedback

- **Questions for our Technical Working Group members:**

  - Are there other TDM strategies that we haven't explored that should be?

  - Are there any other cities that you believe have TDM programs whose ordinances should be reviewed?

  - Our next step is to explore a TMA structure for the city. Do you have any suggestions for TMAs to be reviewed to identify major responsibilities to be included as part of the Tempe TMA.

  - The success of our program is predicated on our public agency/private partner partnerships. How can we achieve that?

  - What TDM programs from your organization can we collaborate and partner in with you?

Questions

- **Shannon Scutari,** Consultant, shannon@scutariandcompany.com

- **Robert Yabes**, Transportation Planning Manager, Robert_Yabes@tempe.gov

- www.tempe.gov/TDM

- www.tempe.gov/mobilityhubs

Source: Mobility Lab