



# Mobility Hubs and Transportation Demand Management Public Input Summary – June 2021

## I. Background

Tempe is developing strategies that will lead to sustainable solutions for the city's transportation network. The first round of public meetings provided an overview and desired outcome for each project, presented preliminary analysis findings and solicited input and comments about habits and opinions on driving alone versus alternative forms of transportation, such as walking, biking, transit and rideshare. It also explored what policy measures or incentives would encourage the use of alternative transportation modes, resulting in a reduction of automobile trips. The feedback will help Tempe create plans for two transportation projects, [Transportation Demand Management](#) and [Mobility Hubs](#).

## II. Outreach

- Virtual public meetings were held on May 22 and 26, 2021; a total of 14 people attended online
- The topic was posted online from March 30 to May 31, 2021 on Tempe Forum
- Postcards were mailed to Tempe employers with 50+ employees
- Emails were sent to stakeholders

Below is a summary of digital outreach that provided information to the public regarding the meetings, project and opportunities for input:

### FACEBOOK

5/8 – public meetings: Reach/Impressions: 675 | Engagement: 21  
5/18 – meeting reminder: Reach/Impressions: 757 | Engagement: 14  
5/26 – meeting and survey: Reach/Impressions: 3887 | Engagement: 303

### TWITTER

4/8 – survey: Reach/Impressions: 2491 | Engagement: 41  
5/8 – public meetings: Reach/Impressions: 1544 | Engagement: 15  
5/18 – meeting reminder: Reach/Impressions: 1884 | Engagement: 30  
5/22 – day of meeting reminder: Reach/Impressions: 2593 | Engagement: 43  
5/25 – meeting and survey: Reach/Impressions: 1975 | Engagement: 27

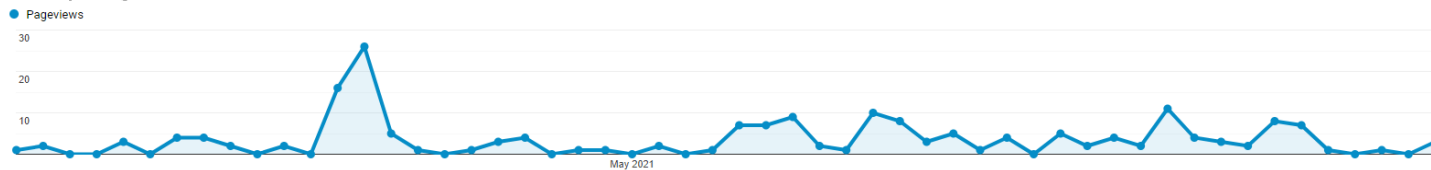
## NEXTDOOR

4/8 – survey: Reach/Impressions: 1158 | Engagement: 4  
5/17 – public meetings: Reach/Impressions: 1011 | Engagement: 2  
5/26 – meeting and survey: Reach/Impressions: 1052 | Engagement: 0

## PRESS RELEASE

5/7/21 – virtual public meeting: 3327 emails sent, 29.3% open rate, 2.5% click rate  
5/24/21 – Coronavirus newsletter: 4115 emails sent, 28.5% open rate, 2.2% click rate

### Website Google Analytics: tempe.gov/TDM from 4/8 – 5/31 – 189 views



- Top Sources:

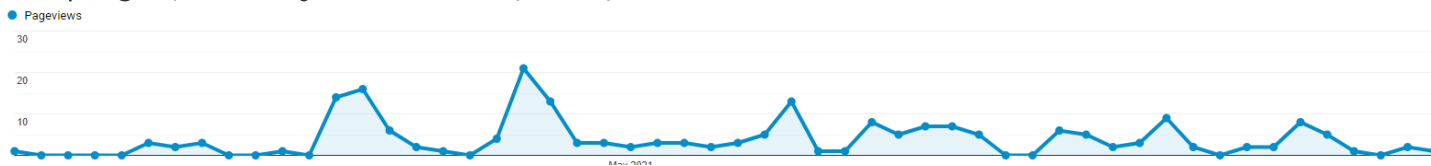
- Google
- Direct
- Open Town Hall
- Mailchimp

- SharePoint

- Spikes:

- 4/21 – 26 pageviews
- 5/10 – 10 pageviews
- 5/21 – 11 pageviews

### Website Google Analytics: tempe.gov/MobilityHubs from 4/8 – 5/31 – 206 views



- Top Sources:

- Google
- Direct
- AZ Big Media
- Open Town Hall
- Mailchimp

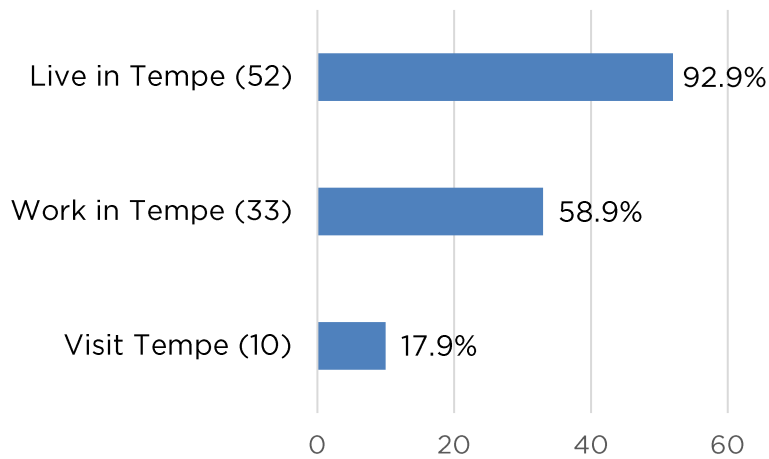
- Spikes:

- 4/21 – 16 pageviews
- 4/27 – 21 pageviews
- 5/7 – 13 pageviews

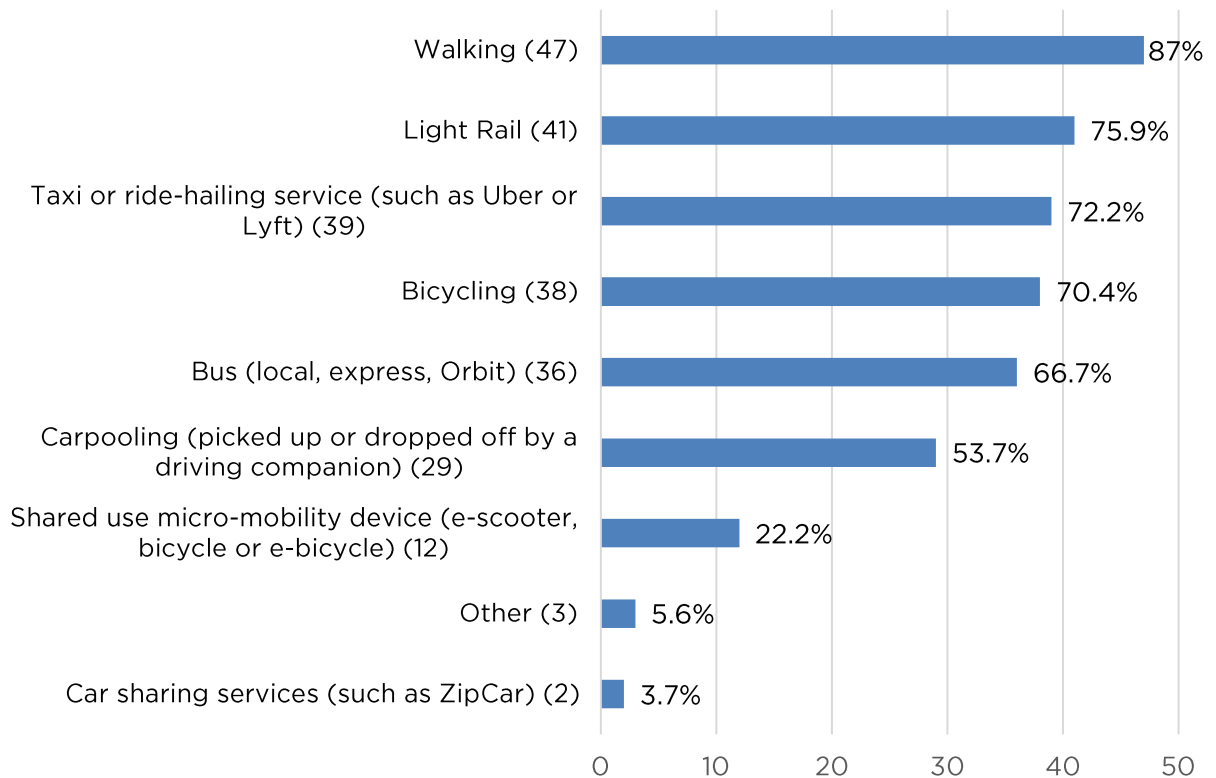
### III. Survey Results

A total of 56 unduplicated survey responses were received.

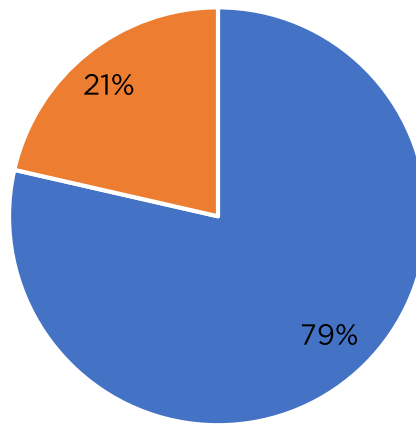
1. Do you live, work or visit Tempe? Select all that apply.



2. Other than driving alone, have you ever used any other forms of transportation to start or end a trip in Tempe? Select all that apply.



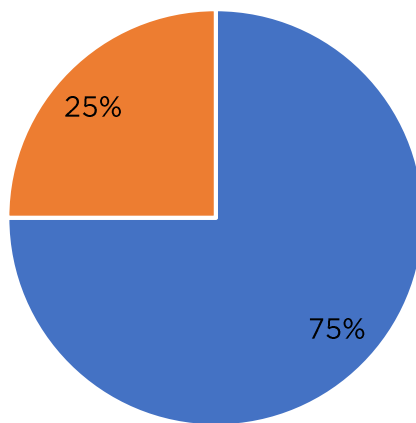
3. Would having a variety of viable alternative forms of transportation to driving factor into your decision to LIVE somewhere?



■ Yes (44) ■ No (12)

Responses: 56

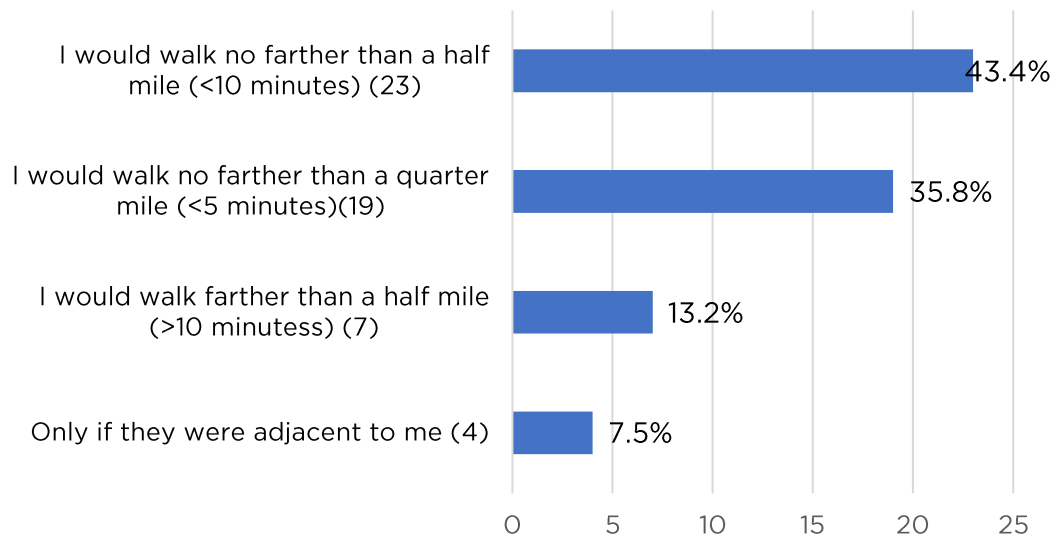
4. Would having a variety of viable alternative forms of transportation to driving factor into your decision to WORK somewhere?



■ Yes (42) ■ No (14)

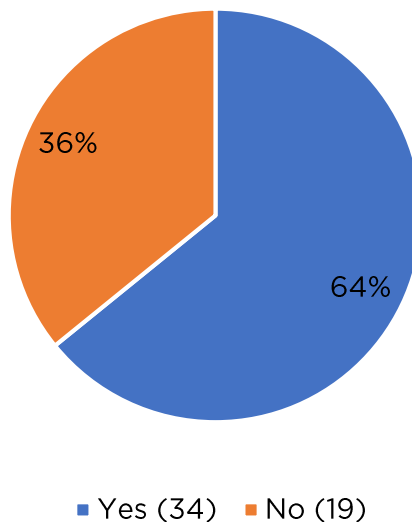
Responses: 56

5. How far would you be willing to walk to access a shared use micro-mobility device (such as an e-scooter, bicycle or e-bicycle) or an Orbit bus stop?



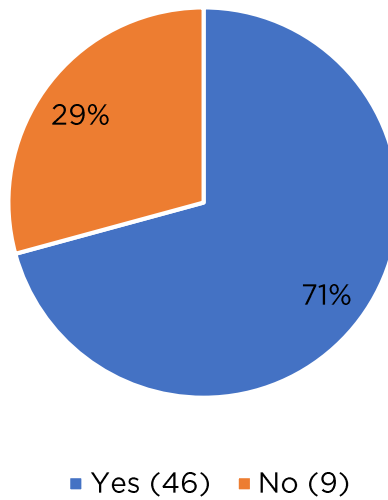
Responses: 53

6. Would you be in favor of seeing autonomous (self-driving) vehicles used for transportation and delivery services in Tempe?



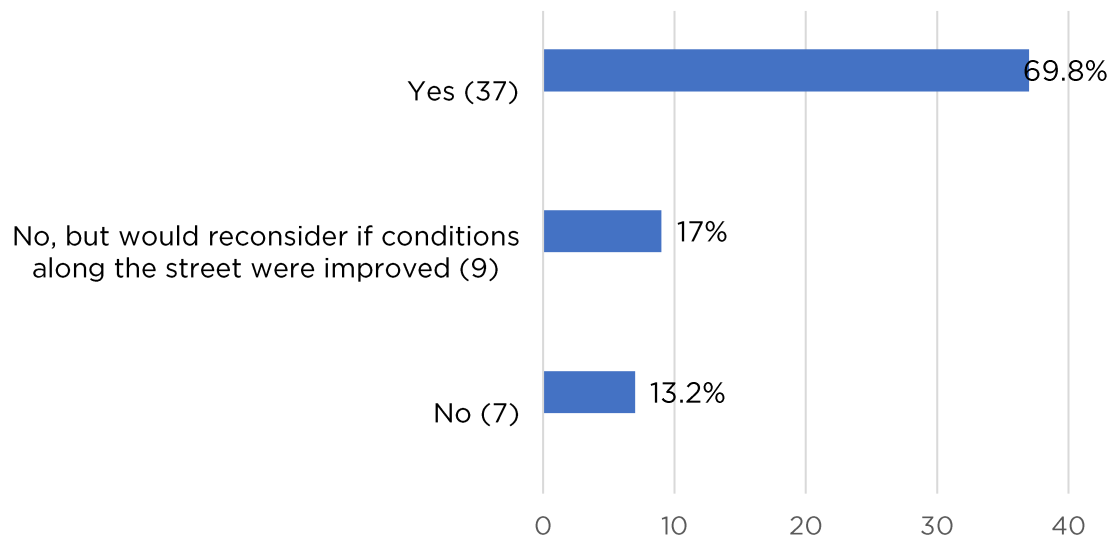
Responses: 53

7. When visiting a destination, do you try to avoid parking in locations which costs money (such as meters or paid parking lots)?



Responses: 55

8. If you could not find free parking next to your destination, are there circumstances where you would be willing to walk a longer distance to get free parking (such as a quarter to a half mile)?

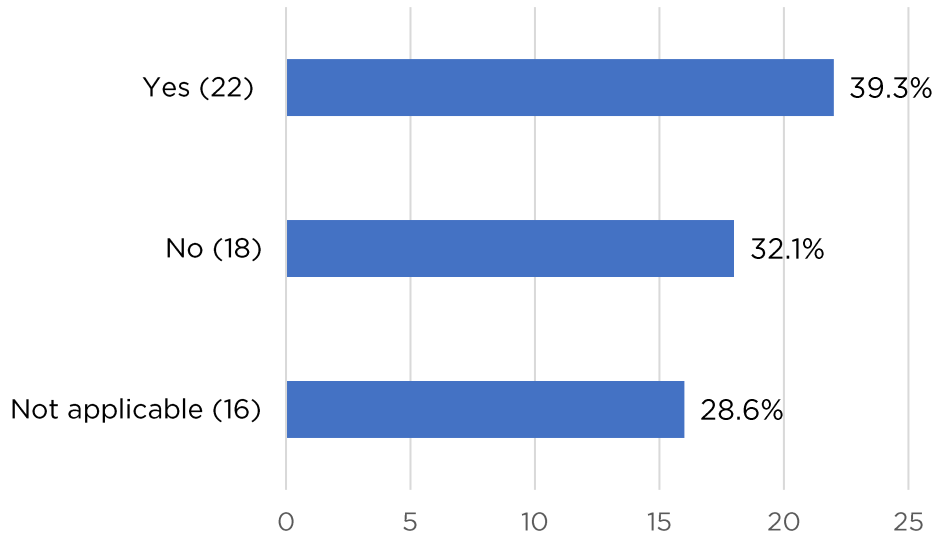


Responses: 53

If you answered no, but would reconsider to the previous question, specify what conditions need to improve.

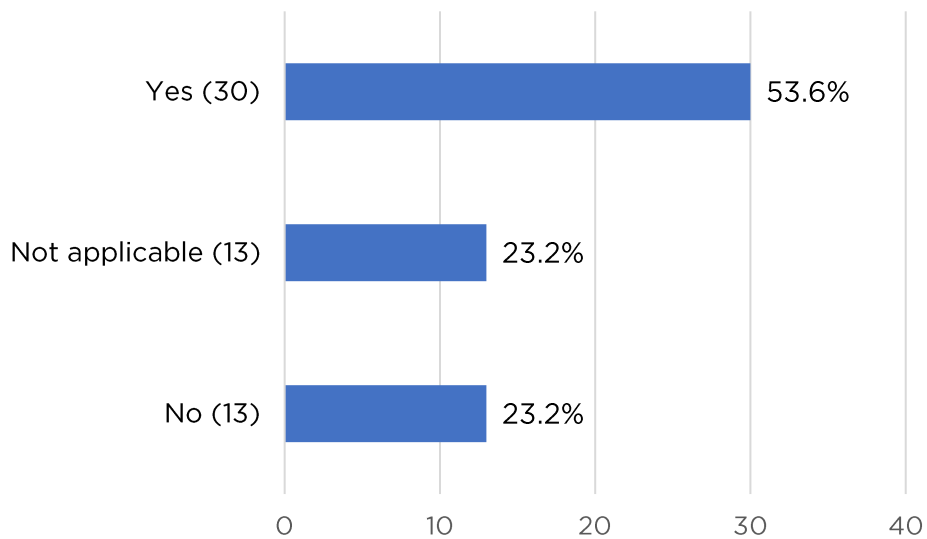
1. Shade and heat relief access. Better available environmentally friendly public or low-cost transportation options (safe biking routes, car-free routes, e-scooters, less pedestrian need to cross major roadways) that can be safely utilized to increase range.
2. In my experience paying for parking hasn't been a major issue, even when I'm in a car we just pay for parking.
3. N/A
4. It is impossible to walk across the bridges on the US 60 in the morning because of a numerous people sleeping on them.
5. Downtown Tempe, especially Mill Avenue is dirty and dangerous. Every time I've been there the streets are crowded with homeless panhandlers and drunken college students. There is no incentive for me to do any business in the area between Apache Blvd., McClintock, I60, and Hardy.
6. tree shaded streets; well lit; with active open for business establishments or buildings with windows on the street; safe
7. Shaded walkways
8. I don't own a car, therefore I don't need parking.
9. Shade to/from the parking
10. More shade and some more lighting in places
11. It seems many drivers in and around the downtown Tempe area disregards traffic laws and signs. Take for example the intersection of Ash and University. You are only allowed to turn if you are facing the north and south lights, but drivers blatantly ignore this rule and the signs. It's a terrifying experience trying to cross the street there but even more so if you dared to bike through that intersection. I've lived here for 20 years and while it was always a bit precarious to bike through Ash and University, it's absolutely dangerous to walk or bike in that intersection now due to the increased traffic.

9. Does your employer offer its workers flexible schedules to allow you to avoid rush hour traffic congestion?



Responses: 56

10. 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)?



Responses: 56

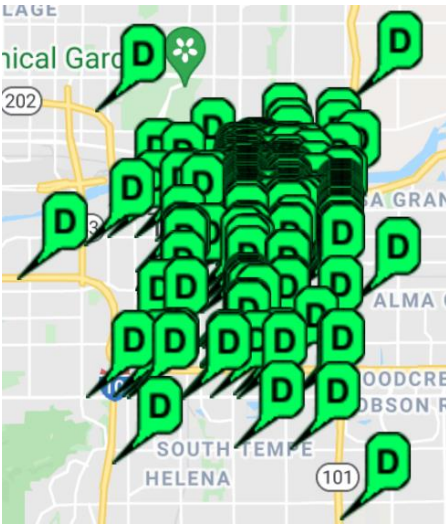


11. Place pins at locations in Tempe where it's either: difficult to park (P); difficult to drive (D); or alternative forms of transportation are convenient (T).

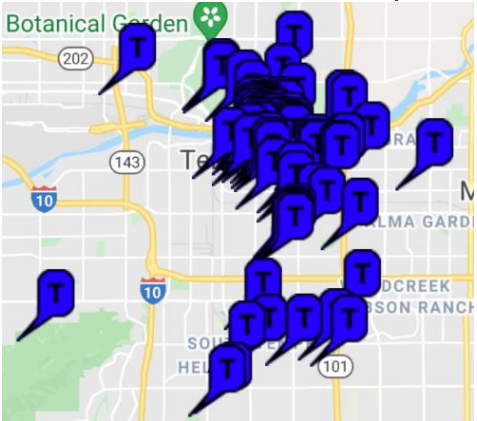
Difficult to park:



Difficult to drive:



Alternative forms of transportation are convenient:



12. Which of the following amenities would encourage you to use an alternative form of transportation? Rate the influence the following amenities would have.

**Secure bicycle parking**



Responses: 55

**Convenient bikeshare or scootershare parking/staging**



Responses: 55

**Bicycle repair station**



Responses: 52

**Changing rooms/lockers/showers**



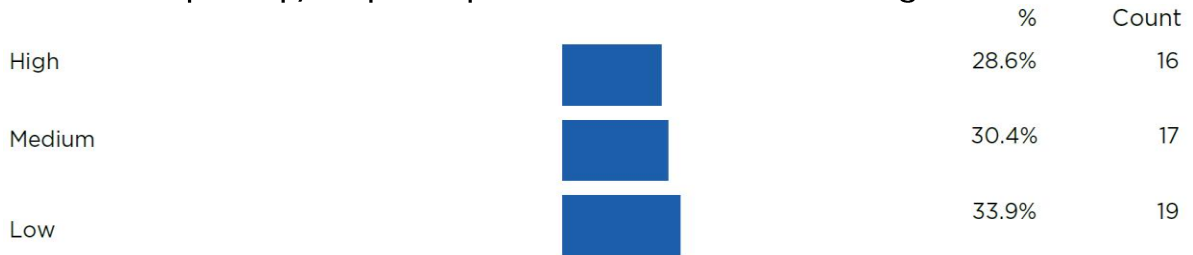
Responses: 53

### Dedicated car share parking



Responses: 52

### Convenient pick-up/drop-off space for taxis and ride-hailing services



Responses: 52

### Convenient transit pick-up/drop-off location



Responses: 52

### Comfortable waiting area (shade, seating, wifi, lighting etc)



Responses: 54

### Maps/wayfinding to places in the surrounding area



Responses: 53

### Real-time trip planning/travel time information



Responses: 54

### 13. Are there any other amenities not listed above which would encourage you to choose an alternative form of transportation? If so, specify.

1. Bus stop for paying bus users only. I don't know how many times I try to take a bus only to find someone sleeping at the stop?!
2. Car-free avenues to traverse city by bike or on-foot. Also shade along routes. These are big factors.
3. bubblers / water fountains / drinking fountains or what ever you call them. vending machines
4. Remove homeless from bus shelters
5. No.
6. Safety on the Orbit. Right now it's used primarily by the homeless and those who are not in our community, have gotten off at the light rail and want access to neighborhoods and library. If Tempe residents pay for it, then it should be free for them and pay for everyone else.
7. Route Orbit busses to go to all Elementary, middle, and high schools.
8. More frequent service
9. None. I have no intention of using alternative transportation.
10. I'm more likely to use Orbit or other public transportation when it's cooler weather
11. Tree shade along sidewalks accessing bus, light rail, streetcar
12. Chargers for mobile devices.
13. Charging stations

14. door to door transportation for handicapped Tempe citizens to locations in Tempe at a reasonable price; cannot walk to transportation stops; alone so no one to help and need to drive places and park close
15. Less wait time for public transit. Meaning that public transit would be accessible every 10 minutes or less.
16. Improved transportation schedules, I live 3.5 miles from my office, but it takes 1.5 hours when taking public transport due to one bus departing before the first bus arrives plus I still have to walk 1/2 mile in Arizona heat. Lower cost scooters and lower cost rental bikes, the grid bikes were expensive. Regionally connected transit options other than bus
17. Traveling north-south in Tempe is challenging. Bus lines do run but they are generally a half mile away from low density housing. Having solutions to entice people to travel 10-15 mins to a bus stop is challenging. If you use something like a bike from house to bus stop, do you store bike at the bus stop? What about when I get to my destination? Not sure if orbitals would even be used in south Tempe or not.
18. Safe bike routes. The bike lanes on major streets are for show. They are not safe routes for my family and I. We need low stress bike routes that parallel major roads. College is an example.
19. More protected bike lanes. More North-South bike routes east of Rural Road.
20. safe streets for bicycles and pedestrians - lower speed limits
21. convenient parking for Valley Metro
22. If it was safe. I do not feel public transportation is safe. There are too many homeless
23. More frequent transit, better on-time performance, dedicated transit-only lanes, easier transfers between transit modes, a docked bikeshare system with hubs in the exact same places GRID had (but also more places), taking road space away from single-occupancy vehicles & giving it to non-motorists as exclusive right-of-way.
24. Change mid block signals so they are immediate/asynchronous for pedestrians/bikes. It is hot and uncomfortable to wait an entire light cycle to safely cross the street.
25. Convenient light rail stops + shade
26. things that give me a reason to be there in the first place - restaurants, entertainment venues, retail.
27. Safer bike lanes and slower arterial traffic speeds (to make alternative modes safer to use).
28. Fast electric car charging (220V)
29. Extend the streetcar to Southern along Mill
30. Any options for parents with kids? Don't feel comfortable riding a bike with a kid. Also I have a commute of 25+ miles. Biking would not be an option and no LiteRail in sight, busses don't go that far.
31. Misters would be amazing in the summer
32. No
33. Bike lanes

34.Safe place to ride bicycles. Fix the DAMNED roads.

SOOOOOOOOOOOOOOOOO many potholes.

14. What types of programs or measures could your employer offer which would encourage you to shift some or all your commuting from driving to an alternative form of transportation? Rate the influence the following programs or measures would have.

**Subsidized transit passes/fares**



Responses: 50

**Subsidized bikeshare/scooter share membership**



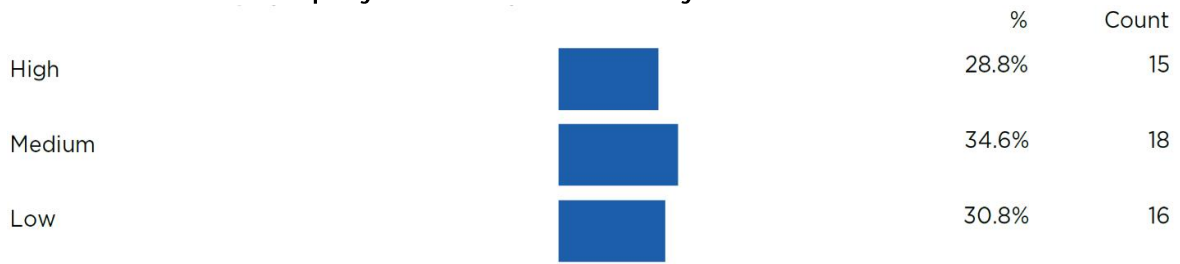
Responses: 50

**Parking cash-out for employees (Employees who opt out of parking receive the cost equivalent of the parking space rental cost)**



Responses: 49

**Shuttle between employment site and nearby transit hub**



Responses: 49

**Company car/carsharing program (for lunch/errand trips, not commuting)**



Responses: 50

**Guaranteed ride home/emergency ride home program**



Responses: 50

**Vanpool/carpool program**



Responses: 50

15. Are there any other programs or measures not listed above which would encourage you to use an alternative form of transportation? If so, specify.

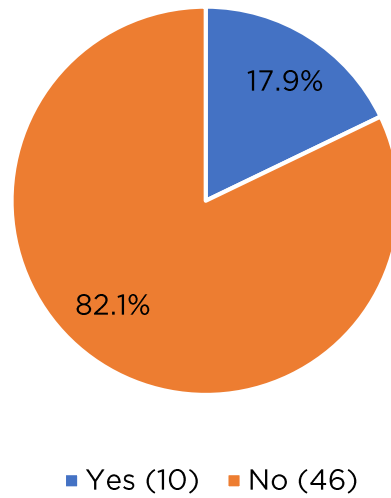
1. More frequent and later buses!
2. free / subsidized bus passes have failed to shift trips as far as I am aware. Estonia saw over crowding on buses and a decrease in biking. there is no

change in driving considering transit is already significantly cheaper than driving.

3. Bus stops and major intersections near me are surrounded by homeless
4. No.
5. Safety on the roads so that biking and walking feel safe. Or creating alternate paths. More policing in parks and isolated areas.
6. a more expansive and robust train and bus system
7. Changing rooms/lockers/showers are the biggest barrier here in HOT AZ!
8. Expanded, crosstown lightrail/subway system and/or buses. Subsidized rideshare.
9. free pass for transit
10. Create programs that do not require 100% commitment for every single day so that there is more flexibility when one has a busy day and needs to drive
11. Some employees are able to work from home, for those that can't possibly provide an electric bike as assigned equipment to the employee to commute
12. Improved bike routes. Bike lanes on major streets are not a solution. They may win the city awards for having lots of miles of bike lanes, but do nothing to make biking safe for residents.
13. I never drive to work (to save on cost of parking permit), so these are all hypothetical to me
14. Clean up the homeless that congest the sidewalks and bikeways
15. Have a subsidized month long e-bike rental (to see if owning one for commuting would work, before committing to buying one)
16. the biggest barrier to me biking to work is childcare. It takes me 4x as long to bike as it does to drive, which means I have that much less time to work (times 2, since commutes are two directions) between childcare drop off/pickup. And timesheet hours are critical to my job.
17. Showers & changing rooms; also it would take very long to get to work on public transit despite only 20 minutes by car
18. Fix the roads and provide a safe place to ride bicycles. a full connected network of bicycle highways.
19. Better bike paths not on main traffic roads



16. Do you live in a multifamily residential building or complex in Tempe?



Responses: 56

17. If yes, what types of programs or measures could your residential building offer which would encourage you to shift some or all your trip making from driving to an alternative form of transportation? Rate the influence the following programs or measures would have.

**Subsidized transit passes/fares**



Responses: 15

**Subsidized bikeshare/scooter share membership**



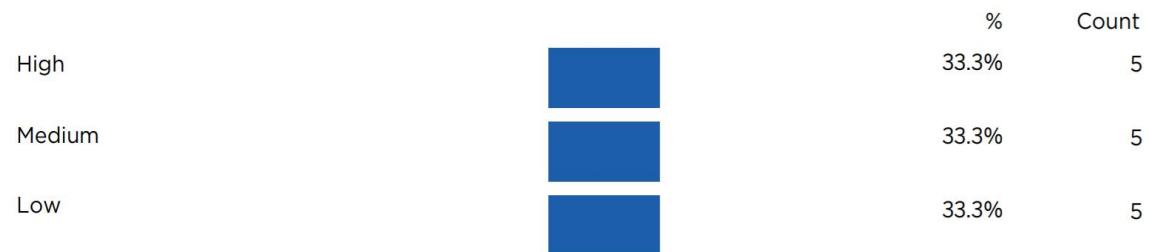
Responses: 15

**Unbundling of parking costs from the cost of rent or HOA fee (Residents who opt out of parking receive lower rent or HOA fee equivalent to parking space rental cost)**



Responses: 14

**Shuttle between residential building and nearby transit hub or neighborhood destinations**



Responses: 15

**Residential building car/carsharing program**



Responses: 14

**Security/concierge escort services**



Responses: 14

### Improved delivery services or amenities



Responses: 14

### Financial incentives/rewards to residents who do not drive



Responses: 13

### Are there any other programs or measures not listed above which would encourage you to shift? If so, specify.

1. Option for greenspaces to replace parking spots and benefit by reducing local heat Island effect
2. N/A
3. Biking in Tempe -- except for a few options (like College Ave) is too stressful because of the traffic. Keep College a safe and designated spot for safe biking and walking.
4. Well connected bike corridors that offer safe travel routes off of the main roads
5. No. I have no intention to relinquish my freedom.
6. More abundant and safe bike roads. We have a small child and do not feel safe riding on major streets. If there were more safer bike roads within the residential streets, we would commute using our bikes to go to school and to head over to Tempe downtown area.
7. Expand orbit. Do not cancel orbit routes.
8. Removing parking spaces from my building & others like it (my apartment complex has ~500 residential units but nearly 2000 parking spaces, which is completely ridiculous).
9. There needs to be prioritized midblock arterial crossings for bikes and pedestrians at every time except for maybe peak peak rush hour (where having optimally vehicle timed signals makes some sense). = Providing afternoon shade should be prioritized on the city's priority walking and biking routes.
10. Safer roads to ride bike

- 11. Buffered bike lanes, wider bike lanes, perhaps separate traffic signals for cyclists or a system similar to the one used in Santa Monica that provides separate road and traffic signal system for cyclists near the pier.

#### IV. Demographics

Race, select all that apply (will not appear if you chose to share other responses)

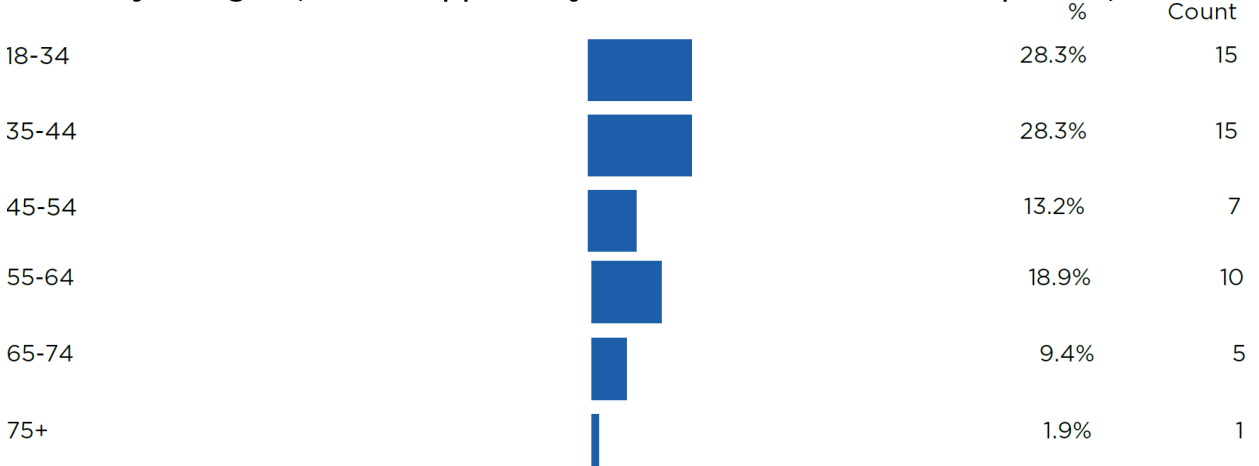


What gender do you identify with? (will not appear if you chose to share other responses)



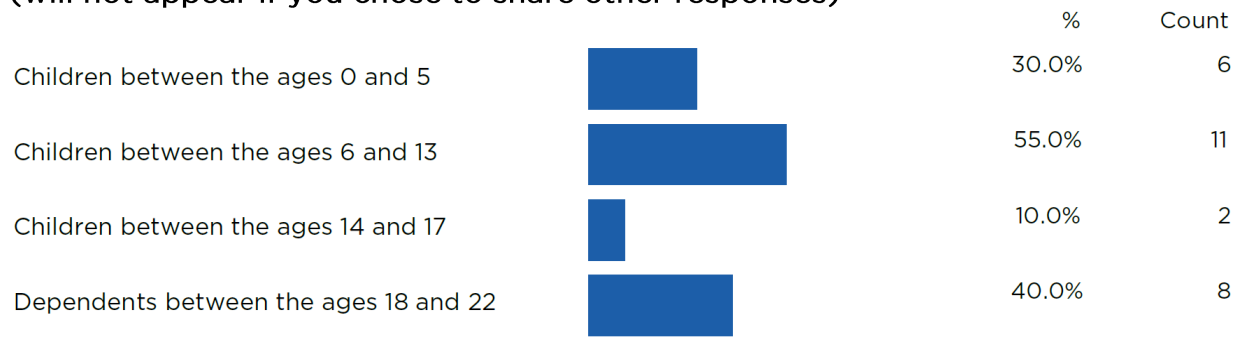
Responses: 51

What is your age? (will not appear if you chose to share other responses)



Responses: 53

Does your household have dependents in any of the following age groups?  
(will not appear if you chose to share other responses)



Responses: 27