Mobility Hubs and Transportation Demand Management
Public Input Summary – February 2022

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 second round of public meetings was held to present draft recommendations and to solicit feedback on the recommendations for the two transportation projects, Transportation Demand Management and Mobility Hubs.

II.   Outreach

- A virtual public meeting was held on Tuesday, Jan. 25, 2022; a total of 18 people attended online
- An in-person transportation open house was held on Saturday, Jan. 29, 2022 with approximately 200 attendees
- The topic was posted online from Jan. 25 – Feb. 8, 2022 on Tempe Forum with 31 responses received
- 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

1/21 – open house I Reach/Impressions: 356 I Engagement: 14

1/25 – open house reminder (Adaptive Streets focus) I Reach/Impressions: 1604 I Engagement: 279

1/26 – open house reminder (Adaptive Streets focus, Sustainable Tempe page) I Reach/Impressions: 83 I Engagement: 8

1/27 – open house reminder (Transit shelter focus) I Reach/Impressions: 6887 I Engagement: 182

1/28 – open house reminder (CAP focus) I Reach/Impressions: 29713 I Engagement: 1272

1/29 – day of meeting I Reach/Impressions: 3776 I Engagement: 110

2/7 – input reminder I Reach/Impressions: 272 I Engagement: 17

TWITTER	1/21 – open house I Reach/Impressions: 565 I Engagement: 5
	1/25 – open house reminder (Adaptive Streets focus) I Reach/Impressions: 1124 I Engagement: 32
	1/27 – open house reminder (Transit shelter focus) I Reach/Impressions: 5044 I Engagement: 116
	1/28 – open house reminder (CAP focus) I Reach/Impressions: 4054 I Engagement: 198
	1/29 – day of meeting I Reach/Impressions: 5203 I Engagement: 94
	2/7 – input reminder I Reach/Impressions: 829 I Engagement: 34

| **NEXTDOOR** | 1/21 – open house I Reach/Impressions: 1107 I Engagement: 5 |
| | 1/27 – open house reminder I Reach/Impressions: 1291 I Engagement: 4 |
| | 2/7 – input reminder I Reach/Impressions: 988 I Engagement: 0 |

| **INSTAGRAM** | 1/25 – open house reminder (Adaptive Streets focus) I Reach/Impressions: 2172 I Engagement: 186 |
| | 1/28 – open house reminder (Transit shelter focus) I Reach/Impressions: 2249 I Engagement: 172 |
| | 1/29 – day of meeting (IG Story) I Reach/Impressions: 506 I Engagement: 5 |

PRESS RELEASE	1/20/22 – transportation open house (Adaptive, TDM/MH, Shelters) I 3266 emails sent, 34% open rate, 2.8% click rate
	2/4/22 – provide input (Adaptive, TDM/MH, Shelters) I 3253 emails sent, 33% open rate, 1.9% click rate
	2/7/22 – Coronavirus news (Adaptive, TDM/MH, Shelters) I 7114 emails sent, 39.9% open rate, 2.9%

Website Google Analytics: TDM from 1/19 – 2/8
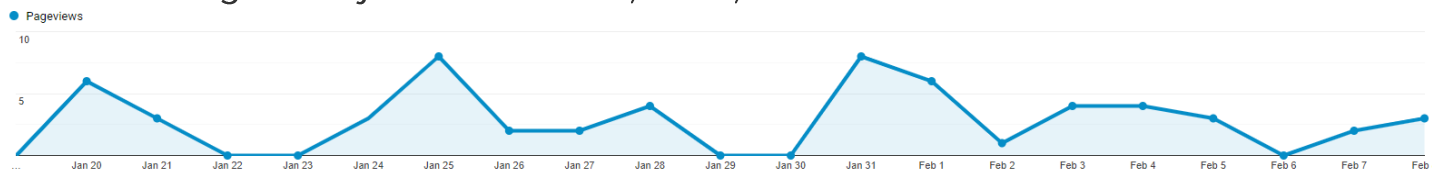
- 59 views
- Top Sources:
  - Google
  - Direct
  - Open Town Hall
  - Mailchimp
  - Bing
- Spikes:
  - 1/20 – 6 pageviews
  - 1/25 – 8 pageviews
  - 1/31 – 8 pageviews

Website Google Analytics: MobilityHubs from 1/19 – 2/8
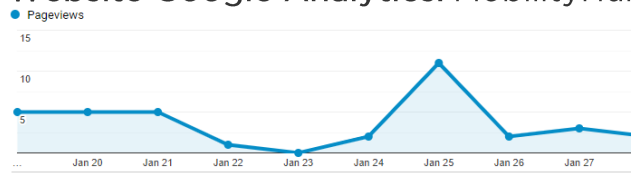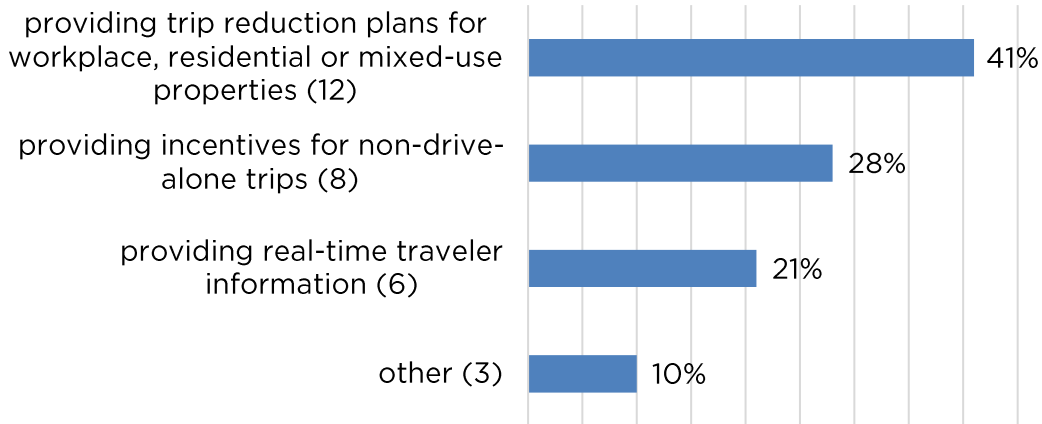

- 85 views
- Top Sources:
  - Google
  - Open Town Hall
  - Direct
  - Mailchimp
  - Bing
- Spikes:
  - 1/25 – 11 pageviews
  - 1/31 – 8 pageviews
  - 2/3 – 7 pageviews
  - 2/7 – 7 pageviews

III.   Survey Results

A total of 31 unduplicated survey responses were received.

1. **What programs and services should the Transportation Management Association (TMA) focus on in its first yearsof operation?**

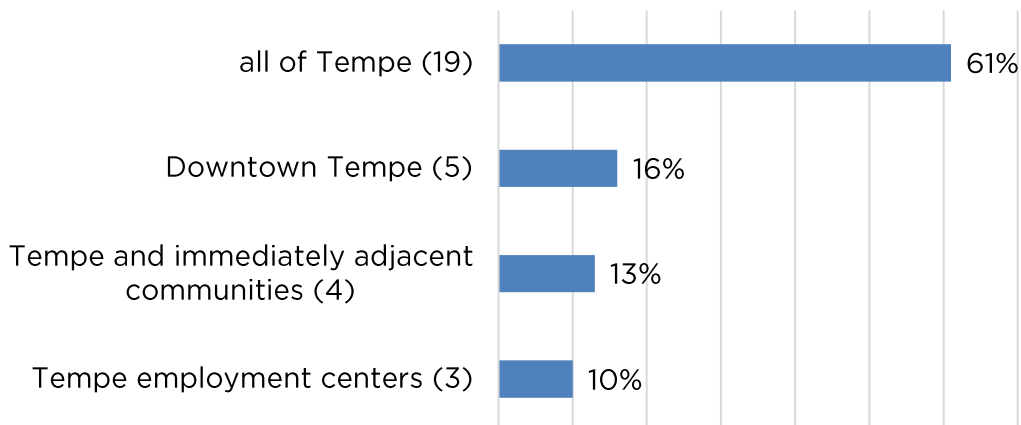| Response	Percentage
providing trip reduction plans for workplace, residential or mixed-use properties (12)	41%
providing incentives for non-drive-alone trips (8)	28%
providing real-time traveler information (6)	21%
other (3)	10%

Other:
- Alll of the above
- Providing and incentivizing people to use other modes of transportation such as bikes, e-bikes, walking, e-scooters. Stop building parking and parking garages in the city and have people use public transit in order to enter Tempe. #abettertempe
- Take away roads and parking for cars and replace with walking paths and bicycle lanes. Plan for people not cars.

Responses: 29

2. **What area should the Tempe TMA serve?**

Area	Percentage
all of Tempe (19)	61%
Downtown Tempe (5)	16%
Tempe and immediately adjacent communities (4)	13%
Tempe employment centers (3)	10%

Responses: 31

3. Who should the Tempe TMA's primary audience(s) be? Please rank in order:

   1. large employers and their employees
   2. small to midsize employers and their employees
   3. residential or mixed-use properties and their tenants/visitors
   4. individual Tempe residents
   5. visitor destinations
   6. other

4. Please rank in order of importance to you the following goals for the Tempe TMA.

   1. reduce carbon dioxide (CO_2) emissions
   2. reduce vehicle miles traveled (VMT)
   3. provide more travel options for Tempe travelers
   4. reduce travel time
   5. reduce travel cost

5. How would a TMA benefit you?

   1. as a retired person, if TMA objective is to get businesses & facilities with larger #'s of people involved in finding transportation alternatives for their clients & employees -- then I'm not a focus. But, if TMA wants to consider people who don't drive -- then I'm a potential user of whatever wider transportation ideas are implemented.
   2. I could get around without a car much more easily.
   3. i don't mind one, as long as this is a volunteer association and doesn't cost the city anything
   4. I use my bike for 90% of my transportation needs. More accessible transit options and less/slower car traffic would make my getting around safer and more flexible.
   5. I would love to see a healthier Tempe where residents put public transportation, biking, walking, or using an e-scooter before driving. Our society is catering to entitled, lazy people not wanting to change for a better future.
   6. I would love to take the orbit but it takes forever because of the loop it does at the library. More direct routes in the Orbit and better tracking for the bus would be awesome
   7. If you build better bicycle infrastructure with protected bike lanes. Pathways dedicated to pedestrians will increase people walking to more places instead of choosing to drive.
   8. I'm using more public transportation as I get older.
   9. In all modes of travel.
   10. Increased mobility and better quality of life and environmental quality.
   11. it would benefit by providing real time travel info, providing better info for transit. TMA will hopefully provide more pressure to fill holes in bike infrastructure

12. It would help me to safely ride my bike to places of businesses, improving health and my role in reducing ozone and CO2 emissions
13. less automobile VMT would allow for more active forms of transportation to use the right of way. Our rights of way are currently dominated by space for cars with travel by bicycle, walking, or taking transit an afterthought if considered at all in the road right of way.
14. less congestion around the ASU area. Rural and University are very slow-going.
15. Less single passenger vehicles on the streets.
16. Potential support for my employer to implement programs for non-SOV users
17. Receive relevant information regarding transportation options within the city.
18. Reducing emissions and contributing to climate change solutions.
19. Safer streets to ride and walk on
20. Shared use vehicles, real-time updates on traffic conditions, ride-share services would all be beneficial.

6. **What are we missing related to TDM and TMAs?**

1. Bike lane planning in Tempe appears to be haphazard and uncoordinated - routes are disjointed. Need for strategic connection of the existing amazing stretches of bike routes with major destinations.
2. Consider how this effort can tie into and support regional efforts. How will you address the traffic that does not have an origin or destination in Tempe but is merely passing through?
3. Construction-related travel burdens.
4. Do more emissions reductions.
5. Ease of use/instructions for bicycle parking
6. How do I, as a person in their 80's, find a convenient way to use alternative transportation instead of driving my car?   To get to an orbit in my neighborhood (north of Shalimar Golf Course) I have to walk or drive about a mile. I'm not going to be able to walk that if I can't drive anymore -- & the only alternative at present is to pay for a ride.
7. Look to Utrecht, Netherlands for how to implement options that truly work for residents. You need dedicated bicycle parking that is monitored and has security.
8. Lower car speed limits, protected bike lanes on routes to grocery stores, more cycling stations for locking up bikes, more train transit.
9. More protected bike lanes
10. Tempe is a Vision Zero community. We shouldn't forget that congestion is not always a bad thing. Wide streets with limited crossings and high speeds create conditions where the likelihood for serious injuries and fatalities to occur. As part of TDM and TMAs it doesn't seem appropriate to try and think that we can eliminate all congestion as there is a positive correlation between congestion and traffic safety.
11. the TMA should be volunteers. Try a TDM for a couple years and be ready to scrap it if it doesn't make a difference. A TDM costs money. I'd rather Tempe

spend money on resurfacing bad roads like Warner road between Rural and McClintock.

12. You need to force people in our society into a position to try something new such as public transit (bus, light rail, etc.), and/or biking, e-biking, walking, e-scooters. This would require converting unneeded parking for vehicles into walking, biking areas or even outdoor spaces for businesses. Stop giving priority to cars and start charging to park cars in all of Tempe in order to raise revenue for a better Tempe.

7. **Which are the three most important factors that should influence where to concentrate mobility hubs in the city?Please rank your top three from areas/places with:**

1. high population/household density
2. low income/high poverty
3. high ridership transit stops/stations
4. high employment density
5. low household vehicle ownership rates
6. poor connections to Transit
7. many major destinations
8. low availability of parking (or difficult/expensive to drive)

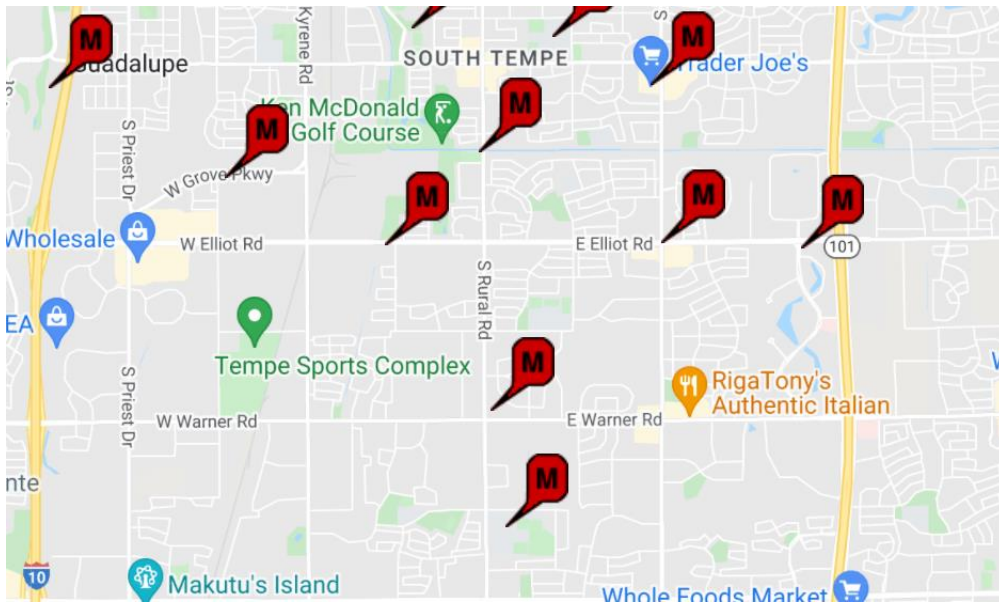8. **Where do you think mobility hubs should be located in Tempe?**

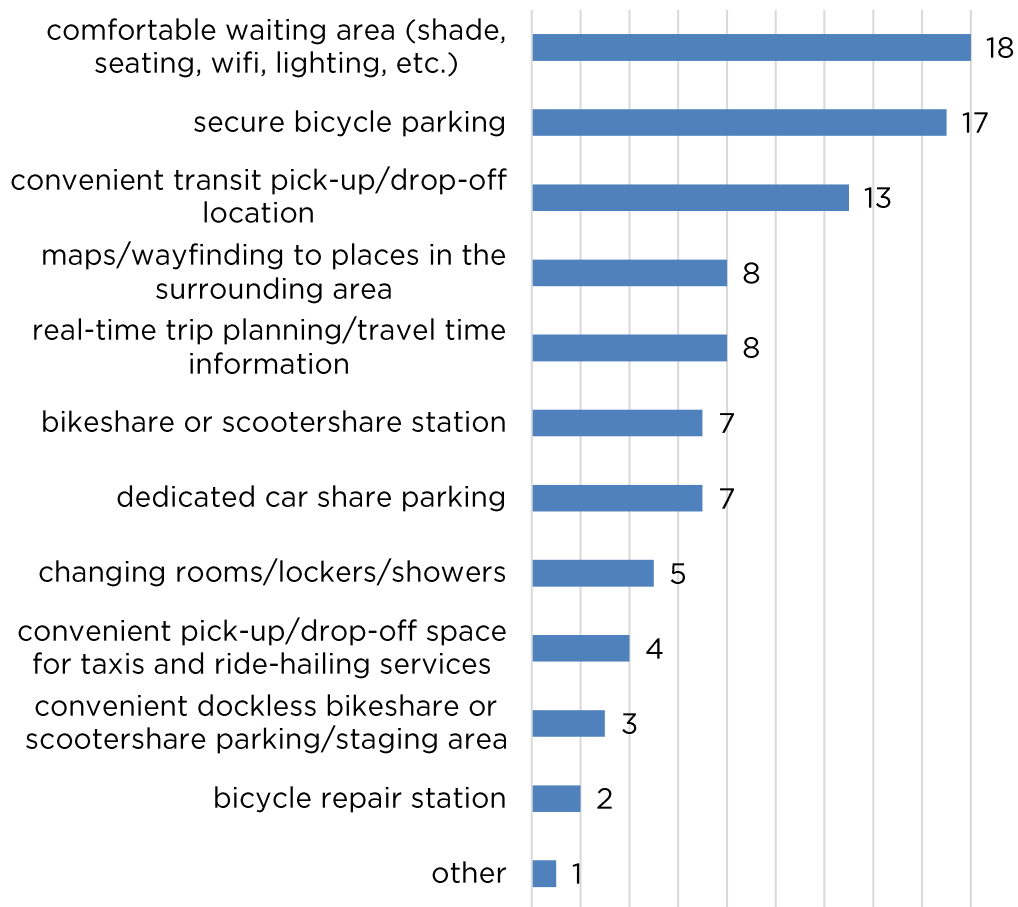Northern border to Broadway Road:
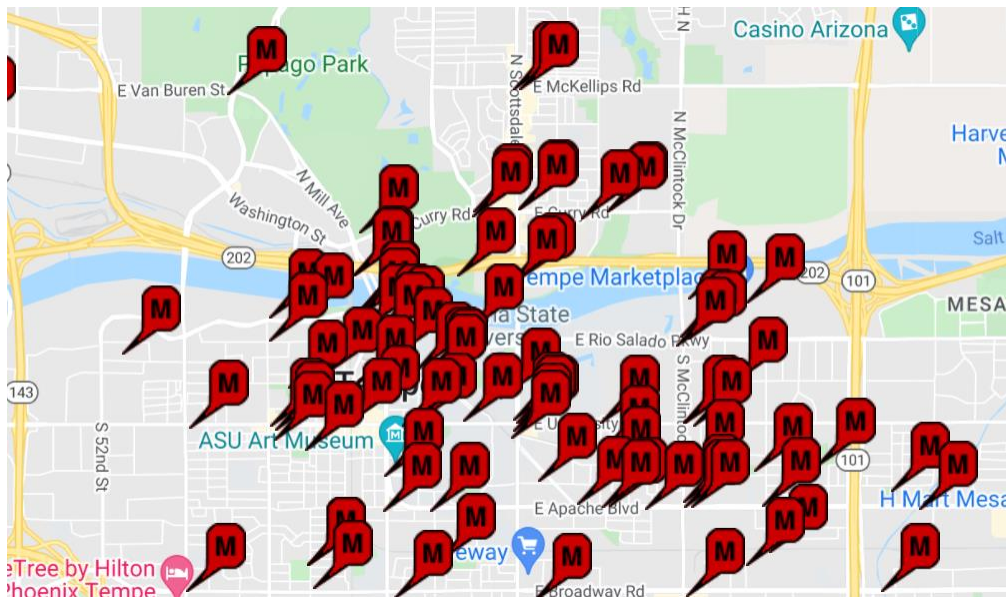
Broadway Road to Guadalupe Road:
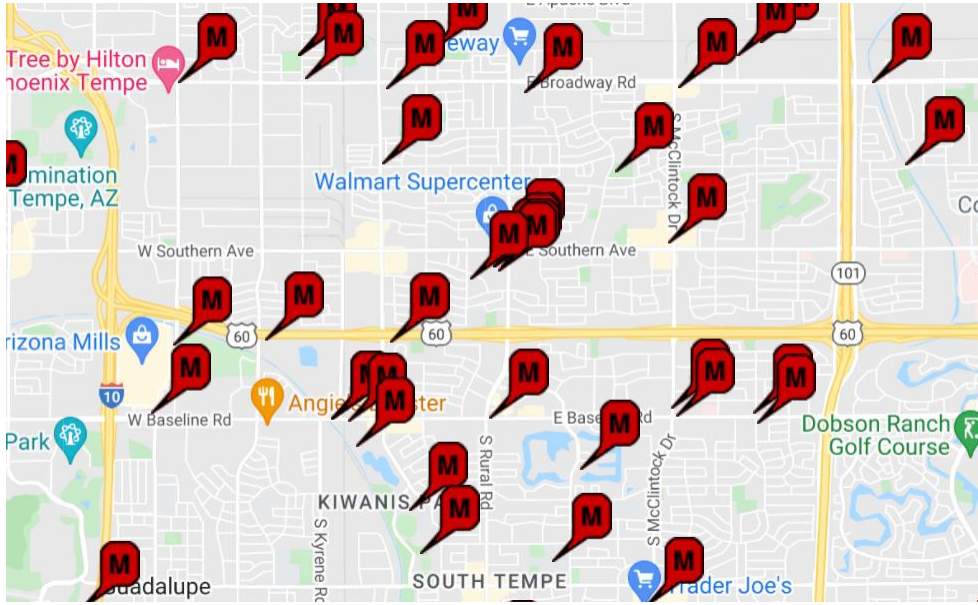
Guadalupe Road to southern border:

9. **Which three amenities are most essential to have at a mobility hub? Please select your top three.**

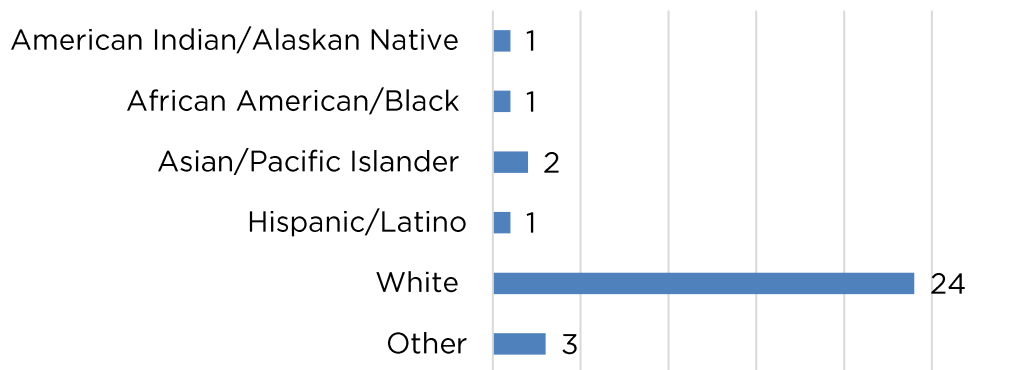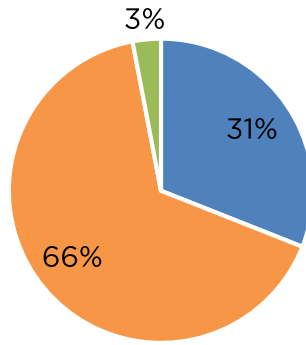| Amenity	Value
comfortable waiting area (shade, seating, wifi, lighting, etc.)	18
secure bicycle parking	17
convenient transit pick-up/drop-off location	13
maps/wayfinding to places in the surrounding area	8
real-time trip planning/travel time information	8
bikeshare or scootershare station	7
dedicated car share parking	7
changing rooms/lockers/showers	5
convenient pick-up/drop-off space for taxis and ride-hailing services	4
convenient dockless bikeshare or scootershare parking/staging area	3
bicycle repair station	2
other	1

Other:
▪ Cameras installed to make sure the homeless don't strip and deface the nice amenities for tax paying residents and travelers. You need a form of security.

IV. Demographics

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

Race	Value
American Indian/Alaskan Native	1
African American/Black	1
Asian/Pacific Islander	2
Hispanic/Latino	1
White	24
Other	3

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

- ■ Male (9)
- ■ Female (19)
- ■ Non-confirming (1)

3%
31%
66%

Responses: 29

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

18-34 (12)	41%
35-44 (6)	21%
45-54 (6)	21%
55-64 (2)	7%
65-74 (2)	7%
75+ (1)	3%
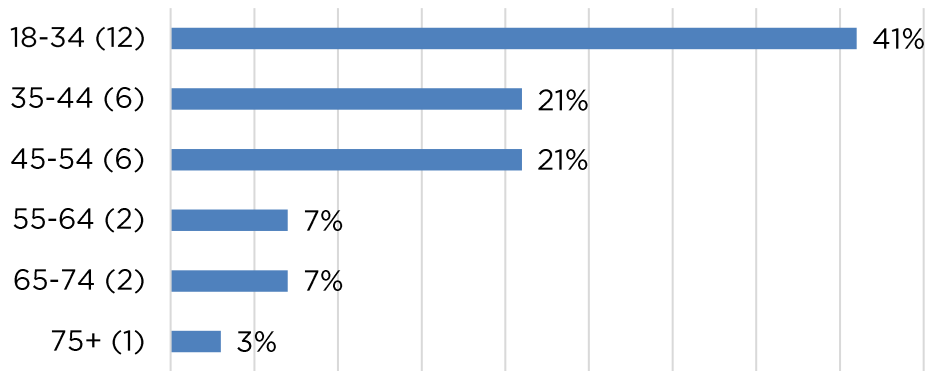
Responses: 29

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

Children between the ages 0 and 5	3
Children between the ages 6 and 13	7
Children between the ages 14 and 17	1
Dependents between the ages 18 and 22	2