

# Focus Groups Summary Report

**Date:** September 27 and 30, 2013

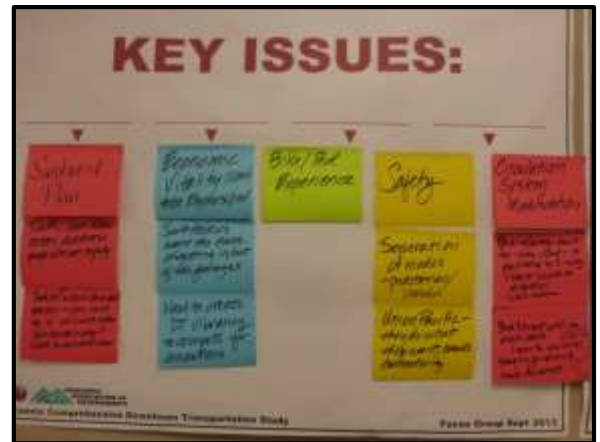
**Location:** MAG Ironwood Room  
302 North First Avenue  
Phoenix, AZ 85003

**Handouts:** Project Fact Sheet; Study Area Maps

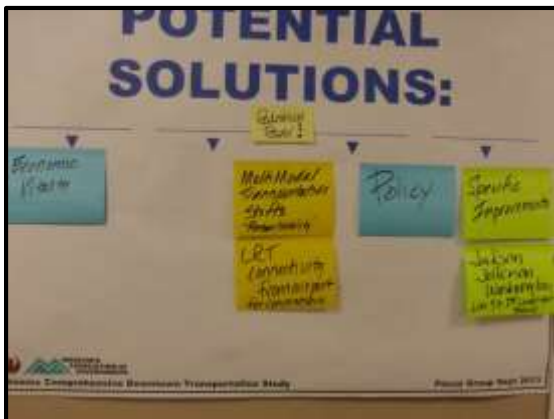
## Meeting Summary

Mark Melnychenko, Study Manager welcomed participants and thanked them for their participation. Everyone introduced themselves.

Mr. Melnychenko gave brief presentation using PowerPoint to provide an overview of the study and focus group purpose. The City of Phoenix in collaboration with Maricopa Association of Governments is conducting a study to investigate and analyze potential multi-modal transportation improvements in the downtown area. The study, *Phoenix Comprehensive Downtown Transportation Study*, will develop and analyze transportation scenarios (e.g. potential lane or street closures, high capacity transit, restriping, etc.) during event and non-event conditions. The intent is to implement any changes to event traffic control prior to the 2014 baseball season as well as the NFL Experience events with the 2015 Super Bowl.



Prior to the focus group process an electronic questionnaire was distributed to a stakeholder list. Twenty-one questionnaires were received and provided guidance for the focus group discussions. Appendix A includes the questionnaire results.



The purpose of the focus group process was to understand issues related to downtown traffic during events and to identify possible solutions. A series of six focus groups were planned with one being canceled (Educational/Research Institutions) due to lack of participation. The five focus groups held were: Residential/Neighborhoods/Planning Groups, Downtown Businesses and Associations, Downtown Parking Operator, Venues, and Public/Private Transportation Operators.

Mr. Melnychenko introduced Peggy Fiandaca as the focus group facilitator. Ms. Fiandaca led participants through a series of questions (responses captured as part of this report).

Also, part of the focus group exercise was to identify specific geographic issues or solutions. The following indicates those mentioned during all of the focus groups.

- Add the 3<sup>rd</sup> Street promenade project – bike/pedestrian project
- 7<sup>th</sup> Street/7<sup>th</sup> Avenue – need to be re-imagined as grids
- Roosevelt Street – need to improve the pedestrian experience
- Safety concerns at 3<sup>rd</sup> Avenue and Portland Street
- Problems with bikes and pedestrian movements on 7<sup>th</sup> Avenue and 7<sup>th</sup> Street
- Rethink 3<sup>rd</sup> and 4<sup>th</sup> Streets
- Streetcar project idea on Grand Avenue and downtown
- Underdeveloped land and areas ripe for redevelopment particularly in the study area’s southern section
- Consider the new entry for services at the Human Service Campus
- Consider closing Adams between 1<sup>st</sup> and 2<sup>nd</sup> Streets
- Upgrade safety at 1<sup>st</sup> Street and Central Avenue
- Access to Summit
- Transient issues at CityScape
- Central Avenue railroad crossing restricts LRT
- Southern project area – address pedestrian and bicycle movement safety
- 7<sup>th</sup> Street and Van Buren – access to bioscience campus is unsafe
- Better east/west connectivity between 1<sup>st</sup> Avenue and 7<sup>th</sup> Avenue between Fillmore and Van Buren
- Greening of 7<sup>th</sup> Avenue/7<sup>th</sup> Street
- Central and I-17 bridge project
- High level of families with low income in the southern project area that need access to transit and improve pedestrian mobility
- Eliminate the one-way pairs
- Fix 1<sup>st</sup> Avenue/Central Avenue/Roosevelt intersection
- Accidents on 3<sup>rd</sup> Avenue and Fillmore intersection
- Better bicycle safety on 7<sup>th</sup> Avenue and 7<sup>th</sup> Street
- Improve safety for pedestrian rail crossings



Following are some of the “Common Themes” heard from the five focus groups held.

#### Downtown Livability

- It is not about moving people out of downtown but encouraging people to stay in downtown
- Measure the impact of residents that live in downtown
- Protect the quality of neighborhoods
- Provide safe, walkable streets that connect activities

#### Economic Vitality

- Balance between events and business vitality and neighborhoods

#### Streets

- Reduce speeds due to neighborhood impact and enhance downtown experience
- Consider the elimination of key one-way streets to alleviate neighborhood issues in terms of traffic volumes but evaluate all impacts
- Cityscape wanting to close off Central Avenue would have a major impact on transit

#### Policies

- Road diets
- Context sensitive solutions
- Complete streets
- Comprehensive approach across all city departments

#### Pedestrians

- Dynamic policies for the movement of people is critical

#### Multi-Modal Transportation

- Need to think beyond just the automobiles; all modes considered

#### Parking

- Increase parking fees; consider a scaled parking fee
- Shared parking for venues; difficult when events increase in participation
- Convention Center – pre-sold tickets for parking when there are other events going on; the one-way streets get people lost
- Expand shared parking opportunities
- Path finding notifications on the freeway providing parking information
- When a parking lot is full the lot closes and only allows pre-sold parking passes
- Rail use should be promoted heavily for congested event times
- Provide additional on-street parking

#### Specific Improvements:

- Better green striping for bicycling
- Re-imagine 7<sup>th</sup> Street and 7<sup>th</sup> Avenue (equalization of streets and relationship to neighborhoods)
- Improved gateways
- 3<sup>rd</sup>/5<sup>th</sup> Streets Warehouse District – no sidewalks, no lighting, lack of landscaping, poor conditions
- East/west connectivity needs improving – 16<sup>th</sup> Street to 19<sup>th</sup> Avenue on Roosevelt (bike/pedestrian boulevard)
- Connectivity south down to Baseline
- Landscaped medians on 7<sup>th</sup> Street and 7<sup>th</sup> Avenue; softens the streets and allows pedestrians to cross
- Traffic signal synchronization; need for consistency in traffic flow
- Better east/west connector 1<sup>st</sup> Avenue and 7<sup>th</sup> Avenue; Fillmore to Van Buren

#### Sunburst Plan Improvements:

- Policy shift from “flush” people from downtown to “experience and extend stay” in downtown
- Traffic can flow better; need to address pedestrian safety
- 7th Street north when baseball games let out; you cannot go west on Washington; not certain why; this issue needs to be addressed

#### System Modifications

- Signalization improvements could help time consistency of transit
- Signal timing after LRT movements should be considered

#### Transit Improvements

- Central Avenue and Washington/Jefferson – need to preserve for transit
- Any changes (one-way to two-way) needs to work with transit
- Need to accommodate buses on the street; movement of the buses throughout the area
- Need to accommodate the peak hour transit buses on the streets; this is a real problem
- Potential signal phasing modifications to address better transit movements

At the conclusion of the focus group, Mr. Melnychenko thanked participants again for their contributions and reminded them that they will be asked for continued contributions throughout the process.

## Residential/Neighborhoods/Planning Groups

### Focus Group Feedback

**September 27, 2013; 9:00 to 10:30 AM**

**Participants:** Katherine Coles, Phoenix Central City Village Planner; Roberto Friez, Phoenix Neighborhood Specialist; Curtis Leach, Downtown Phoenix Partnership; Patrick McNamara, Local Initiatives Support Corporation; Mat Seaman, Metrowest Development; Thomas Topero, Garfield Organization; Silvia Urrutia, Raza Development Fund; Feliciano Vera, Urban Sol Development; Cory Kincaid, Evans Churchill Community Association

*Staff and Consultants Present: Mark Melnychenko and Ray Dovalina, City of Phoenix; Peggy Fiandaca, Partners for Strategic Action, Inc.; Amy Moran and Dan Marum, Wilson & Company, Inc.*

#### What are the issues from your perspective facing Downtown Phoenix transportation?

##### Economic Vitality

- Balance between events and business vitality and neighborhoods
- Through put mentality (7<sup>th</sup> Street/7<sup>th</sup> Avenue) impact the perception of the economic vitality of the area



##### Streets

- Speeds too high; impacts the neighborhood and downtown experience
- Get rid of one-way streets; alleviate neighborhood issues in terms of traffic volumes
- Streets are too wide; need road diet on many streets

##### Pedestrians

- Problem is that the planning is around the peak movement; need to comprehensively examine the pedestrian impact and not just to accommodate the cars
- Need to think differently about the movement of people out of downtown after events; more emphasis on the downtown experience; work with venues
- Dynamic policies for the movement of people is critical; they drive everything

##### Multi-Modal Transportation

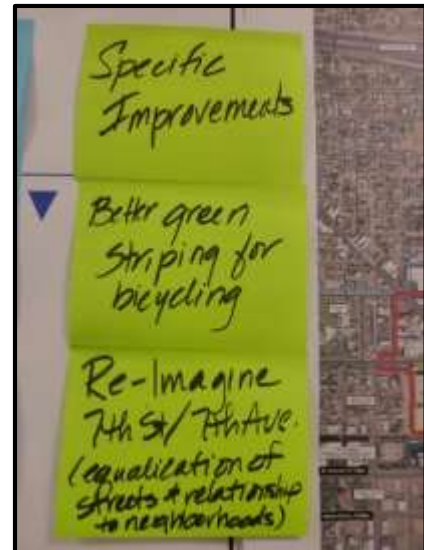
- Need to incentivize behavior to use alternative modes of transportation and to stay after events to visit restaurants, etc.
- Need to think beyond just the automobiles; all modes considered
- Accommodation of new modes of travel (transit, bike share, etc.)

### Urban Development

- Better connections for neighborhoods
- Consideration of the land left behind after land is taken to widen the road; sometimes what is left is not developable and is a negative eye-sore on the neighborhood
- Underutilized downtown buildings
- Instead of knocking down downtown buildings for parking consider revitalization to create downtown energy

### Policies

- Concerned about the flushing of people out of downtown
- Define better who we are creating the experience for
- Perception by funders that Phoenix is just for cars
- Model data should differentiate conditions in the core as it changes
- Traffic routing through neighborhoods are a problem
- Downtown businesses are missing from the Sunburst Committee; basis of the plan needs to shift to keeping people downtown



### What is the universe of potential solutions?

#### Policies:

- Put policies in place to illustrate what the intent is for downtown transportation and parking (e.g. this would communicate to lenders the intent)
- Should pay more in garages for the privilege to park close to the venues and be “flushed” out of downtown quickly; or consider a scaled parking fee
- Everyone needs to be involved in addressing the solutions
- Important to remember that policies or solutions are bigger than just the Phoenix Streets Department

#### Multi-Modal Transportation:

- Slow down traffic
- Upgraded multi-modal transportation hierarchy; dynamic set of policy direction – make the city work at a higher level (e.g. terminology needs to change that is a barrier to non-vehicular modes)
- One-way street reversal; add on street parking
- Shift in thinking on how the person movement is managed as a way to manage street
- Complete streets; comprehensive and integrated

#### Economic Vitality:

- People first philosophy
- Projects relate to integration into the overall context of downtown economic vitality

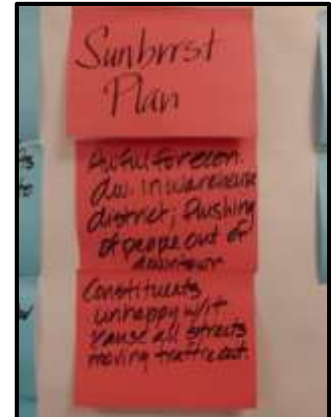
- More integration of land use and transportation; policy shift

Specific Improvements:

- Better green striping for bicycling
- Re-imagine 7<sup>th</sup> Street and 7<sup>th</sup> Avenue (equalization of streets and relationship to neighborhoods)

Sunburst Plan Improvements:

- Policy shift from “flush” people from downtown to “experience and extend stay” in downtown



## Downtown Businesses and Associations Focus Group Feedback

**September 27, 2013; 11:00 AM to 12:30 PM**

**Participants:** Scott Johnson, Downtown Phoenix Partnership Ambassadors; Robert Graham, Inspired Connections; Samantha Jackson, Downtown Phoenix Partnership; Don Keuth, Phoenix Community Alliance; David Krietor, Downtown Phoenix Partnership; Michael Levine, Levine Machine, LLC; Terry Madeksza, Downtown Phoenix Partnership; Jo Marie McDonald, Phoenix Community Alliance; Carol Poore, Ph.D., Phoenix PHabulous Experience; Shannon Scutari, Sustainable Communities Collaborative; Curtis Leach, Downtown Phoenix Partnership; Dave Roderique, Downtown Phoenix Partnership



*Staff and Consultants Present: Mark Melnychenko and Ray Dovalina, City of Phoenix; Peggy Fiandaca, Partners for Strategic Action, Inc.; Amy Moran and Dan Marum, Wilson & Company, Inc.*

### What are the issues from your perspective facing Downtown Phoenix transportation?

#### Image

- Need gateways to downtown and make them attractive
- Lifeless facades
- Lack of sense of place

#### Policy Shifts

- Need to have a paradigm shift – that there is a connection between transportation and all downtown issues
- Policy needs to be implemented throughout the organization; how it is implemented in a comprehensive way is important
- How the city deals with parking garages should change
- Need to connect this effort to Plan Phoenix process

#### Sunburst Plan

- Sunburst Plan is awful for economic development in the warehouse district because it flushes people out of the area as soon as events are over
- Constituents are unhappy with it because all streets move traffic out of the area



### Economic Vitality

- Need to ensure that tourism component is considered in the planning

### Bike/Pedestrian Movement

- Poor quality of sidewalks; need improvements
- 3<sup>rd</sup>/5<sup>th</sup> Streets Warehouse District – no sidewalks, no lighting, lack of landscaping, poor conditions

### Safety

- Pedestrian safety should be improved
- Sidewalks are unsafe
- Lighting is poor; a lot of the lighting does not work
- Coordination with the Shade and Tree Master Plan

### Urban Development

- 1<sup>st</sup> Avenue to 7<sup>th</sup> Street – more density to be developed
- Westside still has more potential for redevelopment
- West of 7<sup>th</sup> Avenue has some health service issues
- Southwest part of downtown – as the area develops, more activity makes connections more difficult

### **What is the universe of potential solutions?**

#### Circulation System Modifications

- One-way street issues; super blocks make it difficult to get to businesses or neighborhoods
- Traffic signal synchronization
- District parking solutions in TOD

#### Sunburst Plan Improvements

- Practice with a lower robust plan – ratchet down the plan to see where problems are

#### Economic Development

- ASU is considering developing in the warehouse district which needs to be addressed with transportation; more bicycling, pedestrians, etc. combined with the events
- Need to implement strategies to retain people in downtown; make the experience safe and connect the various areas

#### Multi-Modal Transportation

- Consider the potential of an urban streetcar system; loop system – McDowell, south on 3<sup>rd</sup>/5<sup>th</sup> Streets to convention center, to sports and entertainment district
- Develop pedestrian comfort standards

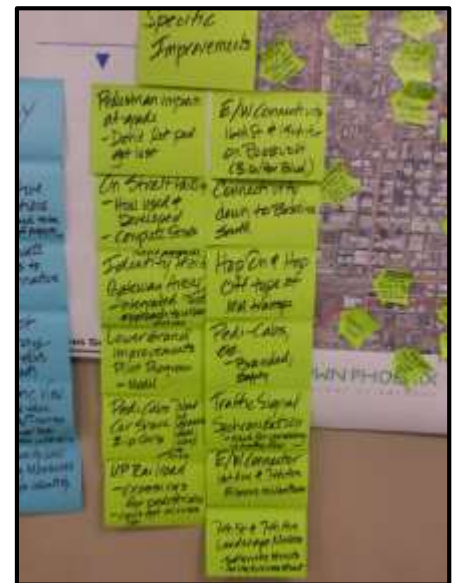
- Consider that visitors will have to walk during their visits – sidewalks must be safe, have capacity, be clean, smooth and flat
- Develop amenities to identify crosswalks better
- Time to retire the Dash and replace with something else

**Policies**

- Context sensitive solutions – solutions need to be in the context of people on the streets
- Public/private incentives to use alternative modes of transportation
- District energy – expand this concept
- Holistic view – solutions should not be developed by Streets and Transportation Department but all departments should be involved
- Need to identify community well-being measures

**Specific Improvements**

- At-grade pedestrian improvements; don't let pedestrians get lost in the planning effort
- Change on street parking philosophy; complete streets
- Identify a tiered approach to priority gateway areas
- Implement an integrated approach to urban design
- Lower Grand Avenue improvements pilot; model for testing Sunburst
- Need to examine pedi-cabs, car share, and zip cars
- UP Railroad crossings for pedestrians need to be addressed; pedestrians cannot get across
- Need a hop on/hop off type of transportation
- East/west connectivity needs improving – 16<sup>th</sup> Street to 19<sup>th</sup> Avenue on Roosevelt (bike/pedestrian boulevard)
- Connectivity south down to Baseline
- Landscaped medians on 7<sup>th</sup> Street and 7<sup>th</sup> Avenue; softens the streets and allows pedestrians to cross
- Traffic signal synchronization; need for consistency in traffic flow
- Better east/west connector 1<sup>st</sup> Avenue and 7<sup>th</sup> Avenue; Filmore to Van Buren



## Downtown Parking Operators

### Focus Group Feedback

**September 27, 2013; 2:00 AM to 3:30 PM**

**Participants:** Woodie Browder, Sports & Entertainment Services; Bob Fingerman, Phoenix Convention Center

*Staff and Consultants Present: Mark Melnychenko and Ray Dovalina, City of Phoenix; Peggy Fiandaca, Partners for Strategic Action, Inc.; Amy Moran and Dan Marum, Wilson & Company, Inc.*

#### **What are the issues from your perspective facing Downtown Phoenix transportation?**

##### Sunburst Plan

- Traffic can flow better; need to address pedestrian safety
- 7th Street north when baseball games let out; you cannot go west on Washington; not certain why; this issue needs to be addressed

##### Economic Vitality

- Needs to be emphasized as part of the planning
- Suite holders want the ease of getting in and out of the garages as quickly as possible
- Need to create downtown vibrancy to compete for conventions
- Broad one-way streets make it unsafe for pedestrians and bicyclists and hinders economic development



##### Bike and Pedestrians

- Experience needs to be improved

##### Multi-Modal Transportation

- Separation between pedestrians and vehicles
- Union Pacific – they do what they want; lack of connectivity
- Person mobility focus
- LRT connectivity from the airport for people attending conventions

#### **What is the universe of potential solutions?**

##### Circulation System Modifications

- Parking garages are built for one-way in/out traffic movements; if there is a change to two-way the garages will be impacted (5<sup>th</sup> Street would be a disaster; would need a median)

- 3<sup>rd</sup> Street will be used more near the convention center; used for special events and staging for shows; the street is important
- Jackson, Jefferson, and Washington – consider development like San Diego Gas Lamp District

## Venues

### Focus Group Feedback

**September 30, 2013; 9:00 to 10:30 AM**

**Participants:** Kiara Mitchell, Ace Parking/PCC; Richard Bowers, Herberger Theater Center; Kevin Mattingly, Phoenix Convention Center; Micah Henry, MAG

*Staff and Consultants Present: Mark Melnychenko, City of Phoenix; Peggy Fiandaca, Partners for Strategic Action, Inc.; Amy Moran and Dan Marum, Wilson & Company, Inc.*

### What are the issues from your perspective facing Downtown Phoenix transportation?

#### Parking Issues

- Shared parking for venues; difficult when events increase in participation
- Convention Center – pre-sold tickets for parking when there are other events going on; the one-way streets get people lost
- Lack of bus staging areas; many venues built without consideration for staging areas

#### System Modifications

- Push people onto rail
- Close streets for events and festivals
- One-ways hurt the routing of the Dash

#### Economic Vitality

- Downtown needs to be more exciting; no downtown ever dies from too much traffic
- Mixing of venue groups cause issues
- ASU – north of Van Buren keeps activity in the northern part of the study area

#### Sunburst Plan

- The focus is on getting people out of downtown quickly

#### Bike/Pedestrians

- Too many one-way streets
- Sidewalks too narrow to accommodate people
- More shade is needed
- Shade needed between event areas

#### Safety

- Lighting improvements are needed
- Better connections to neighborhoods in the northern portion of the area to venues; improved lighting would help the experience

## What is the universe of potential solutions?

### Safety

- Different safety improvements for different groups; visitors, workers, and residents have different needs

### System Improvements

- Conversion of one-way streets to two-way streets
- Balance two-way street conversion with parking

### Event Management

- Need a coordinated schedule of events

### Policies

- Everything that is done needs to consider the aging of the population trends

### Economic Vitality

- Adams is our “Freemont Street” – an event street could be developed but would need to address ingress to hotels, etc.
- System planning and strategies should accommodate urban growth
- Need to develop a predictable urban connector (5 minute headway) in downtown
- 3rd Street near Herberger Theater Center could develop shops as a result of the narrowing of the street
- Better wayfinding signs in downtown

### Parking

- Expand shared parking opportunities
- Path finding notifications on the freeway providing parking information
- When a parking lot is full the lot closes and only allows pre-sold parking passes
- Rail use should be promoted heavily for congested event times



## Public/Private Transportation Operators

### Focus Group Feedback

**September 30, 2013; 11:00 AM to 12:30 PM**

**Participants:** Nathan Wright, Phoenix Public Transit; Jorie Brenalien, Phoenix Public Transit; Kini Knudson, Phoenix Public Transit; Dan Klocke, Phoenix Downtown Partnership; Micah Henry, MAG

*Staff and Consultants Present: Mark Melnychenko, City of Phoenix; Peggy Fiandaca, Partners for Strategic Action, Inc.; Amy Moran and Dan Marum, Wilson & Company, Inc.*

### What are the issues from your perspective facing Downtown Phoenix transportation?

#### System Modifications

- Some investments have been made on Central Avenue to ensure that LRT can come into the area

#### Economic Vitality

- Need to get buy-in from businesses when redevelopment occurs and impacts business movements (e.g. redevelopment of the transit center)

#### Transit

- Concerned about Central Avenue LRT and bus travel
- Rethink how transit service works with the grid system (i.e. buses coming into the downtown transit center)

### What is the universe of potential solutions?

#### Economic Development

- Day baseball games impact transit and should be considered
- Cityscape wanting to close off Central Avenue would have a major impact on transit

#### System Modifications

- Signalization improvements could help time consistency of transit
- Signal timing after LRT movements should be considered

#### Transit Improvements

- Central Avenue and Washington/Jefferson – need to preserve for transit
- Any changes (one-way to two-way) needs to work with transit
- Need to accommodate buses on the street; movement of the buses throughout the area
- Need to accommodate the peak hour transit buses on the streets; this is a real problem
- Potential signal phasing modifications to address better transit movements

## APPENDIX A – Stakeholder Questionnaire Summary

### Are you adversely affected by downtown events?

Yes	7	33.3%
No	14	66.6%
No Responses	0	0.0%

### [If yes] How are you adversely affected by downtown events?

Traffic restrictions	5	83.3%
Parking	3	50.0%
Additional traffic	3	50.0%
Trash/debris	0	0.0%
Other <ul style="list-style-type: none"> <li>• Overcrowded Light Rail</li> <li>• Attendees are sadly siphoned out of downtown instead of being allowed to linger.</li> </ul>	2	33.3%

### When are you most adversely impacted by downtown events?

Daytime	0	0.0%
Nighttime	2	9.5%
Weekends	2	9.5%
No significant difference	2	9.5%
No Responses	15	71.4%

### Please rate the adverse impacts of downtown events on your lifestyle.

(Not impacted = 1; Highly impacted = 10)

1	2	3	4	5	6	7	8	9	10
0	0	1	0	4	0	1	0	0	0
0%	0%	17%	0%	67%	0%	17%	0%	0%	0%

### Do you adjust your travel routine as a result of downtown events?

Yes	11	52.3%
No	9	42.8%
No Responses	1	4.7%

### How efficient is downtown event traffic management?

Not efficient	2	9.5%
Somewhat efficient	7	33.3%
Efficient	10	47.6%
Very efficient	1	4.7%
No Responses	1	4.7%



**Generally, how would you rate your traffic experience downtown?  
(Poor; lots of delays = 1; Excellent; no delays = 10)**

1	2	3	4	5	6	7	8	9	10
0	0	0	2	3	1	3	9	1	1
0%	0%	0%	10%	15%	5%	15%	45%	5%	5%

**Do you feel that business activity increases due to downtown events?**

Yes	16	76.1%
No	4	19.0%
No Responses	1	4.7%

**[If yes] How much of an increase in business would you estimate is a result of downtown events?**

1 - 5%	0	0.0%
6 - 10%	5	23.8%
11 - 20%	3	14.2%
Greater than 20%	8	38.0%
No Responses	5	23.8%

**[If no] How much of a decrease in business would you estimate is a result of downtown events?**

There is no decrease in business activity due to downtown events.	1	4.7%
1 - 5%	0	0.0%
6 - 10%	2	9.5%
11 - 20%	0	0.0%
Greater than 20%	1	4.7%
No Responses	17	80.9%

**\*Do you feel business is adversely impacted by nighttime or weekend downtown events?**

Yes	5	23.8%
No	15	71.4%
No Responses	1	4.7%

**\*Do you feel business is adversely impacted by daytime downtown events?**

Yes	3	14.2%
No	17	81.0%
No Responses	1	4.8%

**[If yes to either above\*] In your opinion, what is the biggest adverse impact of downtown events on business?**

Parking (patrons have no convenient parking)	3	14.2%
Long traffic queues and delays	0	0.0%
Traffic restrictions before and/or after events	2	9.5%
Other <ul style="list-style-type: none"> <li>cheap patrons avoid paying parking</li> </ul>	1	4.7%
No Responses	15	71.4%

**Do you:**

Own a business in downtown	2	10.0%
Work at a business in downtown	17	85.0%
Live in downtown	7	35.0%

**If you own a business, do you adjust your business hours based on downtown events?**

Yes	0	0.0%
No/not applicable	20	95.2%
No Responses	1	4.7%

**Do you feel you have adequate access to information regarding downtown events and traffic restrictions?**

Yes	15	71.4%
No	5	23.8%
No Responses	1	4.7%

**[If no] What media would be best to notify you of downtown events and traffic restrictions?**

Webpage	0	0.0%
E-mail	3	14.2%
Facebook	0	0.0%
Twitter	0	0.0%
Newspaper	0	0.0%
Electronic message boards	2	9.5%
Other <ul style="list-style-type: none"> <li>text</li> </ul>	1	4.7%
No Responses	15	71.4%

**What events do you attend in downtown Phoenix?**

Phoenix Suns games	9	47.3%
Arizona Diamondbacks games	13	68.4%
Other events at US Airways Center or Chase Field	12	63.1%
Cityscape	13	68.4%
Orpheum Theater events	9	47.3%
First Fridays	13	68.4%
Comerica Theater events	7	36.8%
Phoenix Convention Center events/Symphony Hall	11	57.8%

events		
Other <ul style="list-style-type: none"> <li>• Herberger, Movies, Parks Events</li> <li>• Herberger Theater Center Events</li> <li>• Herberger</li> </ul>	3	15.7%

**How often do you attend an event in downtown?**

Very often (more than 75 times a year)	4	19.0%
Often (50 to 75 times a year)	4	19.0%
Occasionally (10 to 49 times a year)	10	47.6%
Rarely (less than 10 times a year)	1	4.7%
No Responses	2	9.5%

**What mode of transportation do you use most often to travel to downtown for or during an event?**

Automobile	11	52.3%
Light rail	6	28.5%
Bus transit	0	0.0%
Bike	0	0.0%
Walk	2	9.5%
Other	0	0.0%
No Responses	2	9.5%

**What mode of transportation do you use most often to travel to downtown during typical, non-event conditions?**

Automobile	11	52.3%
Light rail	5	23.8%
Bus transit	1	4.7%
Bike	1	4.7%
Walk	1	4.7%
Other	0	0.0%
No Responses	2	9.5%

**When you travel to downtown Phoenix by automobile, how do you arrive?**

I only use the freeway system (e.g. I-10, I-17, SR-51)	3	14.2%
I only use the arterial system (e.g. Washington Street, Jefferson Street, 7th Avenue)	8	38.0%
I use BOTH the freeway system and arterial system, depending on the situation	7	33.3%
I do not travel to downtown Phoenix by automobile	1	4.7%
No Responses	2	9.5%

**[If by freeway] When traveling to downtown Phoenix using the freeway system for or during an event, from what direction do you most frequently enter downtown?**

West Phoenix (I-10 eastbound)	1	4.7%
North Phoenix (I-17 southbound)	1	4.7%
North Phoenix (SR-51 southbound)	3	14.1%
South Phoenix (I-17 southbound or northbound)	0	0.0%
Ahwatukee/East Valley (I-10 west/north bound)	1	4.7%
East Phoenix (Loop 202 westbound to I-10)	3	14.1%
No Responses	12	57.1%

**When traveling to downtown Phoenix using the freeway system during typical, non-event conditions, from what direction do you most frequently enter downtown?**

West Phoenix (I-10 eastbound)	1	4.7%
North Phoenix (I-17 southbound)	1	4.7%
North Phoenix (SR-51 southbound)	3	14.1%
South Phoenix (I-17 southbound or northbound)	0	0.0%
Ahwatukee/East Valley (I-10 west/north bound)	1	4.7%
East Phoenix (Loop 202 westbound to I-10)	3	14.1%
No Responses	12	57.1%

**[If arterial] When traveling to downtown Phoenix using the arterial system for or during an event, from what direction do you most frequently enter downtown?**

Washington Street	1	4.7%
Jefferson Street	0	0.0%
Van Buren Street	1	4.7%
7th Avenue	5	23.8%
Central Avenue	3	14.2%
7th Street	4	19.0%
No Responses	7	33.3%

**When traveling to downtown Phoenix using the arterial system during typical, non-event conditions, from what direction do you most frequently enter downtown?**

Washington Street	1	4.7%
Jefferson Street	0	0.0%
Van Buren Street	1	4.7%
7th Avenue	5	23.8%
Central Avenue	3	14.2%
7th Street	4	19.0%
No Responses	7	33.3%

**[If by freeway or arterial] When you travel to downtown Phoenix by automobile for or during an event, where do you park?**

Public (city) parking garage or lot	8	47.0%
Privately owned parking garage or lot	10	58.8%
On-street parking meter space	6	35.2%
On-street unmetered parking space	4	23.5%
Valet	0	0.0%
Other	1	5.8%
<ul style="list-style-type: none"> <li>I usually walk to events</li> </ul>		

**When you travel to downtown Phoenix by automobile during typical, non-event conditions, where do you park?**

Public (city) parking garage or lot	5	29.4%
Privately owned parking garage or lot	10	58.8%
On-street parking meter space	6	35.2%
On-street unmetered parking space	1	5.8%
Valet	0	0.0%
Other	0	0.0%

**What are your major considerations in determining where to park downtown for or during an event?**

Proximity to my destination	13	76.4%
Cost	10	58.8%
Well-lit	4	23.5%
Speed of getting in/out of parking facility	5	29.4%
Other	1	5.8%
<ul style="list-style-type: none"> <li>I walk to avoid the congestion</li> </ul>		

**What are your major considerations in determining where to park downtown during typical, non-event conditions?**

Proximity to my destination	13	76.4%
Cost	12	70.5%
Well-lit	4	23.5%
Speed of getting in/out of parking facility	4	23.5%
Other	0	0.0%

**When you are parked in Phoenix's downtown core (Roosevelt Street/7th Avenue/7th Street/Jackson Street), how long does it normally take you to exit the downtown core after an event?**

0 - 5 minutes	6	28.5%
6 - 10 minutes	7	33.3%
11 - 15 minutes	3	14.2%
More than 15 minutes	1	4.7%
No Responses	4	19.0%

**When you are parked in Phoenix's downtown core (Roosevelt Street/7th Avenue/7th Street/Jackson Street), how long does it normally take you to exit the downtown core during typical, non-event conditions?**

0 - 5 minutes	12	57.1%
6 - 10 minutes	4	19.0%
11 - 15 minutes	1	4.7%
More than 15 minutes	0	0.0%
No Responses	4	19.0%

**Do you ever use transit services to travel downtown for or during an event?**

I've only used the bus for or during an event	0	0.0%
I've only used light rail for or during an event	13	61.9%
I've used BOTH bus and light rail for or during an event	2	9.5%
I've never used the bus or light rail for or during an event	3	14.2%
No Responses	3	14.2%

**[If bus and/or light rail] How often do you use transit (bus and/or light rail) to travel downtown for or during an event?**

Very often	5	23.8%
Occasionally	4	19.0%
Rarely	6	28.5%
No Responses	6	28.5%

**What is the main reason you chose to use transit (bus and/or light rail) for or during an event?**

Avoid traffic and congestion	0	0.0%
Avoid parking costs	5	23.8%
Free transit pass included with event ticket	1	4.7%
Convenience	8	38.0%
Other <ul style="list-style-type: none"> <li>• more efficient way of commuting</li> </ul>	1	4.7%
No Responses	6	28.5%

**Do you ever use transit services to travel downtown during typical, non-event conditions?**

I've only used the bus	0	0.0%
I've only used light rail	6	28.5%
I've used BOTH bus and light rail	7	33.3%
I've never used the bus or light rail	5	23.8%
No Responses	3	14.2%

**[If bus and/or light rail] How often do you use transit (bus and/or light rail) to travel downtown during typical, non-event conditions?**

Very often	5	23.8%
Occasionally	4	19.0%
Rarely	4	19.0%
No Responses	8	38.0%

**What is the main reason you chose to use transit (bus and/or light rail) during typical, non-event conditions?**

Avoid traffic and congestion	2	9.5%
Avoid parking costs	1	4.7%
Reduce travel costs	0	0.0%
Convenience	6	28.5%
Other <ul style="list-style-type: none"> <li>• Environmental</li> <li>• car dead</li> <li>• Saves the planet</li> <li>• more efficient way of commuting</li> </ul>	4	19.0%
No Responses	8	38.0%

**Do you ever bike to downtown?**

I only bike downtown for or during events	1	4.7%
I only bike downtown during typical, non-event conditions	0	0.0%
I bike downtown for events AND during non-event conditions	4	19.0%
I never bike to downtown	13	61.9%
No Responses	3	14.2%

**[If for events and/or typical conditions] When you bike downtown, can you find adequate, secure racks/lockers for your bike?**

Yes	2	9.5%
No	3	14.2%
No Responses	16	76.1%

**When you come downtown for an event, do you normally visit other businesses (such as shops or restaurants) before or after the event?**

Never	1	4.7%
Rarely	1	4.7%
Sometimes	8	38.0%
Often	8	38.0%
No Responses	3	14.2%

**\*\*When you come downtown for or during an event, do you feel safe and secure as a pedestrian?**

Yes	12	57.1%
No	1	4.7%
Somewhat, but safety and security can be improved	5	23.8%

**\*\*When you come downtown during typical, non-event conditions, do you feel safe and secure as a pedestrian?**

Yes	12	57.1%
No	1	4.7%
Somewhat, but safety and security can be improved	5	23.8%

**[If no to either above]\*\*] What improvement would most improve safety and security?**

Wider sidewalks	0	0.0%
Better sidewalk conditions	1	4.7%
Better lighting	2	9.5%
More police presence	0	0.0%
Other <ul style="list-style-type: none"> <li>• Shade</li> <li>• on-street parking</li> <li>• A,B,C must be done together</li> <li>• Address transients</li> </ul>	4	19.0%
No Responses	14	66.6%

**\*\*\*How would you typically rate your overall experience when you come downtown for or during an event?**

Very good	10	47.6%
Good	6	28.5%
Poor	2	9.5%

**\*\*\*How would you typically rate your overall experience when you come downtown during typical, non-event conditions?**

Very good	8	38.0%
Good	9	38.0%
Poor	1	0.0%

**[If poor for either above\*\*\*] What recommendation below would most improve your downtown travel experience?**

Better event signage and barricading	0	0.0%
More police officers	0	0.0%
Better traffic signal control (less delays)	1	4.7%
Additional street/lane closures	0	0.0%
Better communication regarding event traffic conditions	0	0.0%
More efficient garage exit times	0	0.0%



Better parking conditions	0	0.0%
Better public notification of current traffic conditions	0	0.0%
Other <ul style="list-style-type: none"> <li>• Better pedestrian &amp; bike infrastructure.</li> </ul>	1	4.7%
No Responses	19	90.4%