



## City Council Weekly Information Packet

Friday, July 28, 2023

Includes the following documents/information:

- 1) City Council Events Schedule
- 2) Tax Revenue Statistical Report – June 2023
- 3) Tempe Hospitality Growth
- 4) Refresh Tempe FY 22-23 Promotions Recap
- 5) Community Services Department Update
- 6) Engineering & Transportation Department Update



# City Council Events Schedule

July 29, 2023 thru November 11, 2023

The Mayor and City Council have been invited to attend various community meetings and public and private events at which a quorum of the City Council may be present. The Council will not be conducting city business, nor will any legal action be taken. This is an event only and not a public meeting. A list of the community meetings and public and private events along with the schedules, dates, times, and locations is attached. Organizers may require a rsvp or fee.

Sat	July 29	11:00 a.m. – 5:00 p.m.	30 <sup>th</sup> Anniversary of Trader Joe’s  Location: Trader Joe’s 6460 S. McClintock Drive Tempe, AZ
Tues	Aug 1	6:00 p.m. – 7:30 p.m.	2023 Career Ready Tempe Celebration Event  Location: Rio Salado College Conference Center 2323 W. 14 <sup>th</sup> Street Tempe, AZ
Sat	Aug 5	10:30 a.m. – 12:00 p.m.	Breakfast with Berdetta  Location: Tempe History Museum Community Room 809 E. Southern Avenue Tempe, AZ
Mon	Aug 7	4:00 p.m. – 5:00 p.m.	Mill Avenue - University Drive to Rio Salado Parkway Streetscape Public Meeting  Location: Transportation Center 200 E. 5 <sup>th</sup> Street Tempe, AZ
Tues	Aug 8	6:00 p.m. – 7:30 p.m.	Neighborhood Meeting: Orbit Saturn  Location: Kiwanis Recreation Center 6111 S. All America Way Tempe, AZ
Wed	Aug 9	12:00 p.m. – 1:00 p.m.	Mill Avenue – University Drive to Rio Salado Parkway Streetscape Virtual Public Meeting  Location: Zoom Link <a href="https://us06web.zoom.us/join/915123456789">https://us06web.zoom.us/join/915123456789</a>
Wed	Aug 9	6:00 p.m. – 7:00 p.m.	Mill Avenue – University Drive to Rio Salado Parkway Streetscape Public Meeting  Location: Tempe Public Library 3500 S. Rural Road Tempe, AZ

Tues	Aug 15	12:00 p.m. – 1:00 p.m.	International Green Construction Code Virtual Public Meeting  Location: Zoom Link <a href="https://us06web.zoom.us/j/84461212693">https://us06web.zoom.us/j/84461212693</a>
Tues	Aug 15	6:00 p.m. – 7:00 p.m.	International Green Construction Code In-Person Meeting  Location: Tempe Public Library 3500 S. Rural road Tempe, AZ
Wed	Aug 16	6:00 p.m. – 7:30 p.m.	Pat Tillman Anniversary Dinner  Location: Sun Devil Stadium -Legends Club 500 E. Veteran’s Way Tempe, AZ
Tues	Aug 22	4:00 p.m. – 6:30 p.m.	Community Meet and Greet  Location: Tempe History Museum 809 E. Southern Ave Tempe, AZ
Fri	Aug 25	11:30 a.m. – 1:30 p.m.	ASU Chamber Kickoff Luncheon  Location: ASU Stadium 500 E. Veteran’s Way Tempe, AZ
Sat	Sept 9	10:00 a.m. – 12:00 p.m.	Breakfast with Berdetta; Berdetta’s Birthday Bash  Location: Tempe History Museum 809 E. Southern Avenue Tempe, AZ
Tues	Sept 12	5:00 p.m. – 7:00 p.m.	MYAC Kick-Off Retreat  Location: Tempe History Museum 2500 S. Rural Road Tempe, AZ
Tues	Sept 12	6:00 p.m. – 8:00 p.m.	Arts in the Parks Kick Off Event: Meyer Park  Location: Meyer Park 2727 S. Dorset Lane Tempe, AZ
Wed	Sept 13	6:00 p.m. – 8:00 p.m.	Arts in the Parks Kick Event: Scudder Park  Location: Scudder Park

			5805 S. Lakeshore Drive Tempe, AZ
Thur	Sept 14	6:00 p.m. – 8:00 p.m.	Arts in the Parks Kick Off Event: Corbell Park  Location: Corbell Park 7300 S. Lakeshore Drive Tempe, AZ
Sat	Sept 16	2:00 p.m. – 8:00 p.m.	City of Tempe Football Night  Location: Arizona State University 500 E. Veteran’s Way Tempe, AZ
Mon	Sept 18	6:00 p.m. – 8:00 p.m.	Arts in the Parks Kick Off Event: Indian Bend Park  Location: Indian Bend Park 1250 E. Marigold Lane Tempe, AZ
Tues	Sept 19	6:00 p.m. – 8:00 p.m.	Arts in the Parks Kick Off Event: Mary and Moses Green Park  Location: Mary and Moses green Park 9325 W. Warner Ranch Drive Tempe, AZ
Wed	Sept 20	6:00 p.m. – 8:00 p.m.	Arts in the Parks Kick Off Event: Optimist Park  Location: Optimist Park 2000 E. Sesame Street Tempe, AZ
Fri	Sept 22	4:00 p.m. – 11:59 p.m.	Boots in the Park  Location: Tempe Beach Park 80 W. Rio Salado Parkway Tempe, AZ
Wed	Sept 27	5:30 p.m. – 9:00 p.m.	40 <sup>th</sup> Annual Don Carlos Humanitarian Awards  Location: SRP Pera Club 1 E. Continental Drive Tempe, AZ
Sat	Nov 11	10:00 a.m. – 1:00 p.m.	Diwali and Veterans Day Assembly  Location: Kyrene Del Norte Dual Language Academy 1331 E. Redfield Drive Tempe, AZ

07/27/2023 JR

# MEMORANDUM



TO: Mayor and Council  
FROM: Lauri Oszakiewski, Municipal Budget & Finance Analyst  
THROUGH: Mark Day, Municipal Budget Director  
DATE: July 28, 2023  
SUBJECT: Tax Revenue Statistical Report – June 2023

## Introduction

The Municipal Budget Office (MBO) reviews the City’s privilege (sales) tax collections for the General Fund (1.2%), Transit Fund (0.5%) and Arts & Cultural Fund (0.1%) and the General Fund bed tax (5.0%) in order to monitor the financial performance of the City’s largest revenue source. This monthly analysis also provides the opportunity to determine if adjustments need to be made for any significant variances to ensure continuity of programs and service delivery. The June 2023 report summarizes our analysis of the May sales activity reported to the Arizona Department of Revenue (ADOR).

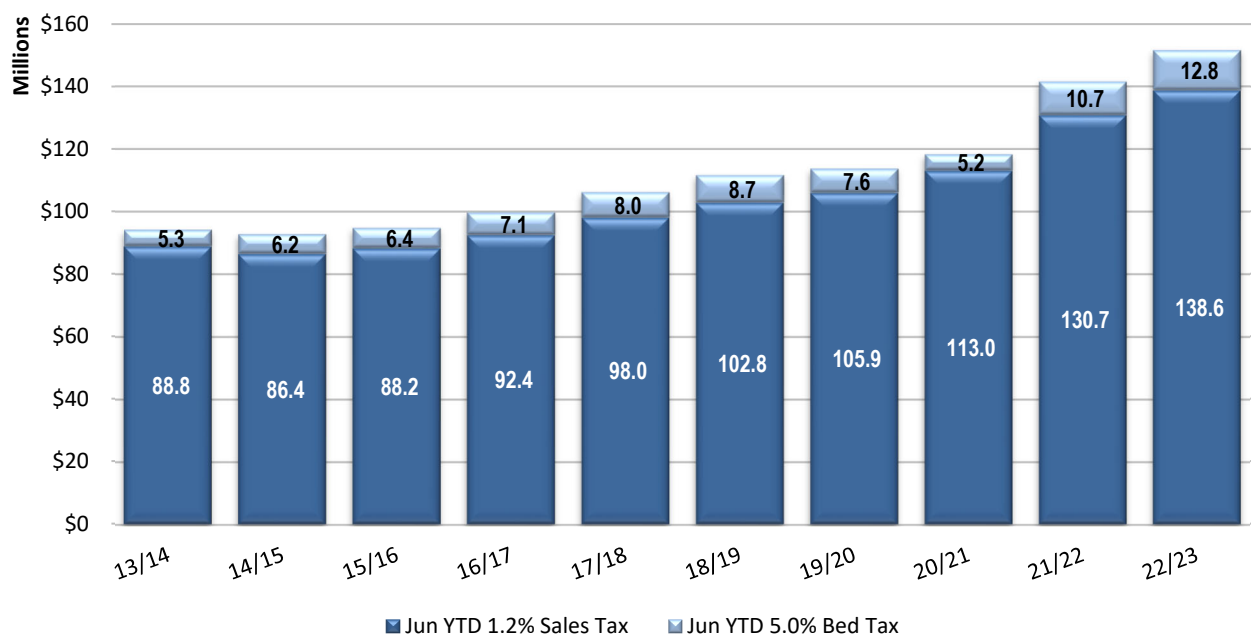
## Overall Highlights

Total fiscal year to date taxable *sales* increased by 4.7% over the same year to date period in the prior fiscal year. Total sales tax *revenue* is up 5.1% or \$10.9 million, due to growth in rentals (\$5.7 million), non-recurring business activities (\$3.5 million), and combined hotel/motel and bed tax (\$3.0 million) activity. The attached Executive Summary provides a summary of historical and current fiscal year taxable sales, sales tax collections by fund, tax revenues by business activity, and an analysis of retail tax revenues by activity.

## General Fund Highlights

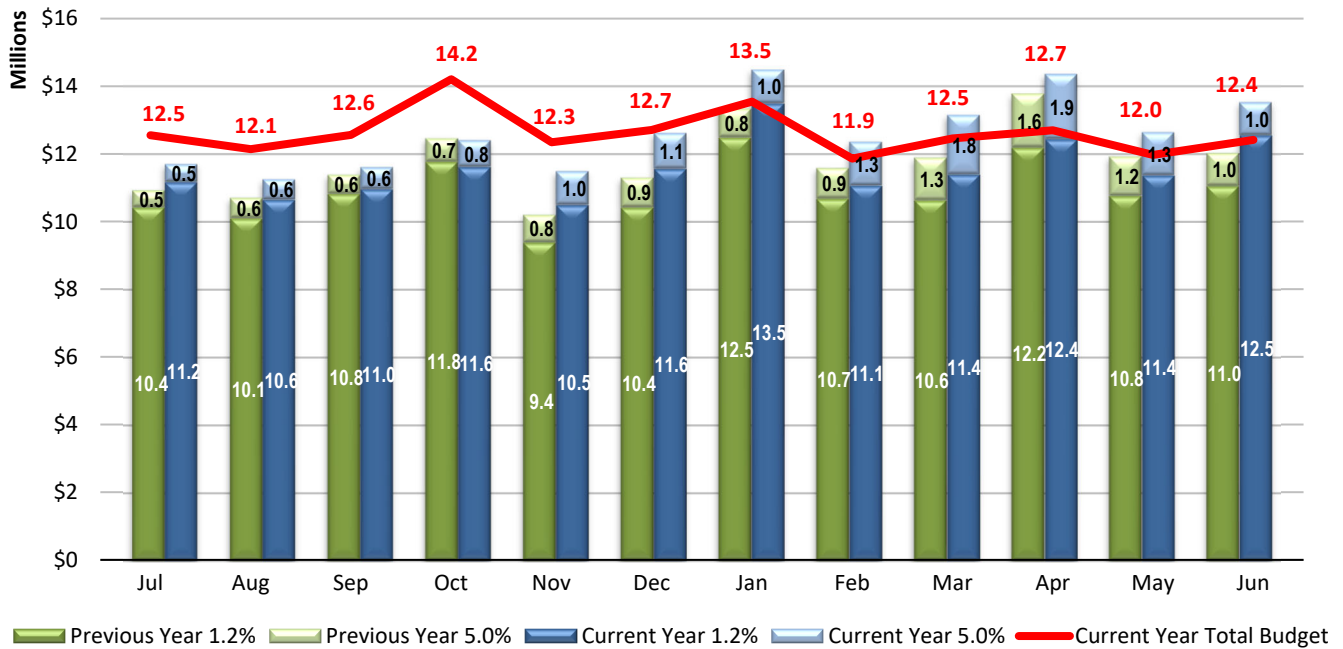
As the General Fund portion of the City’s sales and bed tax revenue collections represents the General Fund’s largest revenue source, further analysis is performed on these specific tax collections. The graph below depicts year to date General Fund historical sales and bed tax revenue from FY 2013/14 through FY 2022/23. General Fund sales and bed tax revenue for FY 2022/23 is up 7.1% or \$10.1 million over the prior year to date period.

**General Fund Year to Date Sales and Bed Tax Collections through June**



In addition to the 10-year historical comparison, we also review 12 months of General Fund monthly sales and bed tax collections compared to the previous year and to the FY 2022/23 adopted budget for the combined sales and bed tax, as noted in the graph below.

**General Fund Monthly Sales and Bed Tax Collection vs. Previous Year**



Finally, the MBO prepares the attached Actual to Budget Comparison report that provides a summary of FY 2022/23 General Fund sales tax, bed tax, and a combined total sales and bed tax collections compared to a projected budget amount for the month. Although sales and bed tax are not actually budgeted on a monthly basis, this type of analysis of actual collections compared to projections provides insight into sales and bed tax performance. Using this approach, fiscal year to date General Fund sales tax is \$1.9 million below revenue projections, General Fund bed tax is \$2.0 million above projections, and the combined General Fund sales and bed tax collections for the General Fund are \$25 thousand above the revenue projection.

Attachments: Executive Summary  
Actual Compared to Budget Projection

## Executive Summary

### Current Month - June

### Fiscal Year to Date - June

	Current Month - June				Fiscal Year to Date - June											
	2019-20	Change	2020-21	Change	2021-22	Change	2022-23	Change	2019-20	Change	2020-21	Change	2021-22	Change	2022-23	Change
<b>Taxable Sales</b>																
Total Taxable Sales	692,854,000	-14.0%	854,405,000	23.3%	951,378,000	11.3%	1,064,443,000	11.9%	9,198,640,000	2.1%	9,727,407,000	5.7%	11,363,069,000	16.8%	11,891,572,000	4.7%
Retail Taxable Sales	410,367,000	-3.2%	494,818,000	20.6%	498,655,000	0.8%	547,014,000	9.7%	5,075,059,000	4.5%	5,686,812,000	12.1%	6,504,492,000	14.4%	6,372,645,000	-2.0%
<b>Tax Revenues by Fund</b>																
<b>General Fund</b>																
Privilege Tax (1.2%)	8,120,000	-12.2%	9,889,000	21.8%	11,047,000	11.7%	12,540,000	13.5%	105,889,000	3.0%	112,973,000	6.7%	130,691,000	15.7%	138,649,000	6.1%
Bed Tax (5.0%)	314,000	-51.8%	568,000	80.9%	969,000	70.6%	974,000	0.5%	7,628,000	-12.5%	5,193,000	-31.9%	10,733,000	106.7%	12,829,000	19.5%
Privilege Tax Rebates	119,000	-54.4%	227,000	90.8%	137,000	-39.6%	-	-100.0%	2,664,000	-17.7%	2,509,000	-5.8%	3,090,000	23.2%	971,000	-68.6%
<b>Total General Fund</b>	<b>8,553,000</b>	<b>-15.9%</b>	<b>10,684,000</b>	<b>24.9%</b>	<b>12,153,000</b>	<b>13.7%</b>	<b>13,514,000</b>	<b>11.2%</b>	<b>116,181,000</b>	<b>1.3%</b>	<b>120,675,000</b>	<b>3.9%</b>	<b>144,514,000</b>	<b>19.8%</b>	<b>152,449,000</b>	<b>5.5%</b>
<b>Transit Fund</b>																
Privilege Tax (0.5%)	3,383,000	-12.3%	4,121,000	21.8%	4,603,000	11.7%	5,225,000	13.5%	44,142,000	3.0%	47,074,000	6.6%	54,456,000	15.7%	57,770,000	6.1%
Privilege Tax Rebates	50,000	-52.8%	94,000	88.0%	57,000	-39.4%	-	-100.0%	1,088,000	-17.3%	1,044,000	-4.0%	1,286,000	23.2%	404,000	-68.6%
<b>Total Transit Fund</b>	<b>3,433,000</b>	<b>-13.4%</b>	<b>4,215,000</b>	<b>22.8%</b>	<b>4,660,000</b>	<b>10.6%</b>	<b>5,225,000</b>	<b>12.1%</b>	<b>45,230,000</b>	<b>2.4%</b>	<b>48,118,000</b>	<b>6.4%</b>	<b>55,742,000</b>	<b>15.8%</b>	<b>58,174,000</b>	<b>4.4%</b>
<b>Arts &amp; Culture Fund</b>																
Privilege Tax (0.1%)	687,000	-13.4%	843,000	22.7%	932,000	10.6%	1,045,000	12.1%	9,046,000	2.4%	9,624,000	6.4%	11,148,000	15.8%	11,635,000	4.4%
<b>Total Arts &amp; Culture Fund</b>	<b>687,000</b>	<b>-13.4%</b>	<b>843,000</b>	<b>22.7%</b>	<b>932,000</b>	<b>10.6%</b>	<b>1,045,000</b>	<b>12.1%</b>	<b>9,046,000</b>	<b>2.4%</b>	<b>9,624,000</b>	<b>6.4%</b>	<b>11,148,000</b>	<b>15.8%</b>	<b>11,635,000</b>	<b>4.4%</b>
<b>Totals</b>	<b>12,673,000</b>	<b>-15.1%</b>	<b>15,742,000</b>	<b>24.2%</b>	<b>17,745,000</b>	<b>12.7%</b>	<b>19,784,000</b>	<b>11.5%</b>	<b>170,457,000</b>	<b>-49.2%</b>	<b>178,417,000</b>	<b>4.7%</b>	<b>211,404,000</b>	<b>18.5%</b>	<b>222,258,000</b>	<b>5.1%</b>
<b>Tax Revenues by Business Activities</b>																
Retail	7,387,000	-3.2%	8,549,000	15.7%	8,976,000	5.0%	9,721,000	8.3%	91,351,000	4.5%	99,858,000	9.3%	117,081,000	17.2%	112,940,000	-3.5%
Rentals	2,383,000	-5.0%	2,832,000	18.8%	3,093,000	9.2%	3,756,000	21.4%	31,214,000	3.9%	33,039,000	5.8%	36,847,000	11.5%	42,596,000	15.6%
Utilities/Communication	601,000	-5.2%	573,000	-4.7%	649,000	13.3%	702,000	8.2%	7,686,000	-3.5%	7,566,000	-1.6%	7,812,000	3.3%	8,296,000	6.2%
Restaurants	776,000	-34.8%	1,322,000	70.4%	1,484,000	12.3%	1,493,000	0.6%	12,221,000	-9.8%	12,181,000	-0.3%	16,335,000	34.1%	17,697,000	8.3%
Contracting	988,000	-1.0%	1,085,000	9.8%	1,397,000	28.8%	1,192,000	-14.7%	13,309,000	11.0%	11,524,000	-13.4%	12,019,000	4.3%	12,293,000	2.3%
Hotel/Motel	118,000	-52.4%	219,000	85.6%	370,000	68.9%	378,000	2.2%	2,812,000	-14.2%	2,005,000	-28.7%	4,093,000	104.1%	5,071,000	23.9%
Transient (Bed Tax)	314,000	-51.8%	568,000	80.9%	969,000	70.6%	974,000	0.5%	7,628,000	-12.5%	5,193,000	-31.9%	10,733,000	106.7%	12,715,000	18.5%
Non-Recurring Business Activities	-	-100.0%	414,000	100.0%	619,000	49.5%	1,331,000	115.0%	2,056,000	-8.9%	5,320,000	158.8%	3,738,000	-29.7%	7,239,000	93.7%
Amusements	22,000	-83.2%	123,000	459.1%	114,000	-7.3%	165,000	44.7%	1,238,000	-14.1%	844,000	-31.8%	1,596,000	89.1%	2,139,000	34.0%
All Other	84,000	20.0%	58,000	-31.0%	75,000	29.3%	71,000	-5.3%	942,000	-99.4%	887,000	-5.8%	1,150,000	29.7%	1,273,000	10.7%
<b>Totals</b>	<b>12,673,000</b>	<b>-15.1%</b>	<b>15,742,000</b>	<b>24.2%</b>	<b>17,745,000</b>	<b>12.7%</b>	<b>19,784,000</b>	<b>11.5%</b>	<b>170,457,000</b>	<b>-49.2%</b>	<b>178,417,000</b>	<b>4.7%</b>	<b>211,404,000</b>	<b>18.5%</b>	<b>222,258,000</b>	<b>5.1%</b>
<b>Retail Tax Revenues by Activities</b>																
Automotive	1,289,000	6.3%	1,561,000	21.1%	1,371,000	-12.2%	1,485,000	8.3%	13,631,000	0.7%	15,234,000	11.8%	16,321,000	7.1%	16,415,000	0.6%
Building Supply Stores	343,000	10.3%	375,000	9.3%	420,000	12.0%	411,000	-2.1%	3,722,000	7.4%	4,259,000	14.4%	4,963,000	16.5%	4,991,000	0.6%
Department Stores	953,000	-0.8%	1,117,000	17.2%	1,149,000	2.9%	1,111,000	-3.3%	12,050,000	0.4%	13,070,000	8.5%	14,102,000	7.9%	14,540,000	3.1%
Drug/Small Stores	1,040,000	-7.2%	1,270,000	22.1%	1,471,000	15.8%	1,410,000	-4.1%	13,775,000	5.7%	15,934,000	15.7%	16,729,000	5.0%	16,085,000	-3.8%
Furniture/Equipment/Electronics	411,000	-26.7%	717,000	74.5%	600,000	-16.3%	697,000	16.2%	6,307,000	-5.9%	7,835,000	24.2%	8,304,000	6.0%	5,707,000	-31.3%
Grocery Stores	846,000	-0.1%	824,000	-2.6%	597,000	-27.5%	1,009,000	69.0%	10,205,000	3.6%	10,391,000	1.8%	10,983,000	5.7%	11,743,000	6.9%
Manufacturing Firms	535,000	-44.8%	716,000	33.8%	451,000	-37.0%	367,000	-18.6%	7,000,000	-14.5%	7,421,000	6.0%	10,508,000	41.6%	5,298,000	-49.6%
All Other Retail	1,970,000	19.7%	1,969,000	-0.1%	2,917,000	48.1%	3,231,000	10.8%	24,661,000	19.6%	25,714,000	4.3%	35,171,000	36.8%	38,161,000	8.5%
<b>Totals</b>	<b>7,387,000</b>	<b>-3.2%</b>	<b>8,549,000</b>	<b>15.7%</b>	<b>8,976,000</b>	<b>5.0%</b>	<b>9,721,000</b>	<b>8.3%</b>	<b>91,351,000</b>	<b>4.5%</b>	<b>99,858,000</b>	<b>9.3%</b>	<b>117,081,000</b>	<b>17.2%</b>	<b>112,940,000</b>	<b>-3.5%</b>

## Actual Compared to Budget Projection

### Privilege Tax Revenue - General Fund (1.2%) 2022-23 Actual Compared to Budget

#### Monthly Amounts

	2022-23 Budget		2022-23 Actual	Over / (Under)	
	Percent	Amount		Amount	Percent
Jul	8.4%	\$ 11,776,000	\$ 11,159,000	\$ (617,000)	-5.2%
Aug	7.9%	11,161,000	10,641,000	(520,000)	-4.7%
Sep	8.0%	11,286,000	10,951,000	(335,000)	-3.0%
Oct	9.1%	12,834,000	11,608,000	(1,226,000)	-9.6%
Nov	8.1%	11,429,000	10,484,000	(945,000)	-8.3%
Dec	8.4%	11,853,000	11,552,000	(301,000)	-2.5%
Jan	9.2%	12,938,000	13,484,000	546,000	4.2%
Feb	8.0%	11,201,000	11,058,000	(143,000)	-1.3%
Mar	8.3%	11,718,000	11,383,000	(335,000)	-2.9%
Apr	8.5%	11,896,000	12,430,000	534,000	4.5%
May	7.9%	11,053,000	11,359,000	306,000	2.8%
Jun	8.1%	11,430,000	12,540,000	1,110,000	9.7%
<b>Totals</b>	<b>100.0%</b>	<b>\$ 140,575,000</b>	<b>\$ 138,649,000</b>	<b>\$ (1,926,000)</b>	<b>-1.4%</b>

#### Cumulative Amounts

	2022-23 Budget		2022-23 Actual	Over / (Under)	
	Percent	Amount		Amount	Percent
Jul	8.4%	\$ 11,776,000	\$ 11,159,000	\$ (617,000)	-5.2%
Jul-Aug	16.3%	22,937,000	21,800,000	(1,137,000)	-5.0%
Jul-Sep	24.3%	34,223,000	32,751,000	(1,472,000)	-4.3%
Jul-Oct	33.5%	47,057,000	44,359,000	(2,698,000)	-5.7%
Jul-Nov	41.6%	58,486,000	54,843,000	(3,643,000)	-6.2%
Jul-Dec	50.0%	70,339,000	66,395,000	(3,944,000)	-5.6%
Jul-Jan	59.2%	83,277,000	79,879,000	(3,398,000)	-4.1%
Jul-Feb	67.2%	94,478,000	90,937,000	(3,541,000)	-3.7%
Jul-Mar	75.5%	106,196,000	102,320,000	(3,876,000)	-3.6%
Jul-Apr	84.0%	118,092,000	114,750,000	(3,342,000)	-2.8%
Jul-May	91.9%	129,145,000	126,109,000	(3,036,000)	-2.4%
Jul-Jun	100.0%	140,575,000	138,649,000	(1,926,000)	-1.4%

#### Tax and License Annual Privilege Tax Revenue Projections

	Privilege Tax		Over / (Under)	
	Method	Projected Budget	Amount	Percent
% of Increase	\$	138,649,000	\$ 140,575,000	\$ (1,926,000) -1.4%
% Received	\$	138,649,000	\$ 140,575,000	\$ (1,926,000) -1.4%

### Bed Tax Revenue - General Fund (5.0%) 2022-23 Actual Compared to Budget

#### Monthly Amounts

	2022-23 Budget		2022-23 Actual	Over / (Under)	
	Percent	Amount		Amount	Percent
Jul	7.1%	\$ 772,000	\$ 525,000	\$ (247,000)	-32.0%
Aug	9.0%	978,000	602,000	(376,000)	-38.4%
Sep	11.7%	1,276,000	646,000	(630,000)	-49.4%
Oct	12.6%	1,376,000	788,000	(588,000)	-42.7%
Nov	8.4%	915,000	992,000	77,000	8.4%
Dec	7.9%	855,000	1,055,000	200,000	23.4%
Jan	5.6%	605,000	1,001,000	396,000	65.5%
Feb	6.1%	660,000	1,291,000	631,000	95.6%
Mar	6.8%	739,000	1,758,000	1,019,000	137.9%
Apr	7.4%	803,000	1,925,000	1,122,000	139.7%
May	8.4%	914,000	1,272,000	358,000	39.2%
Jun	9.1%	985,000	974,000	(11,000)	-1.1%
<b>Totals</b>	<b>100.0%</b>	<b>\$ 10,878,000</b>	<b>\$ 12,829,000</b>	<b>\$ 1,951,000</b>	<b>17.9%</b>

#### Cumulative Amounts

	2022-23 Budget		2022-23 Actual	Over / (Under)	
	Percent	Amount		Amount	Percent
Jul	7.1%	\$ 772,000	\$ 525,000	\$ (247,000)	-32.0%
Jul-Aug	16.1%	1,750,000	1,127,000	(623,000)	-35.6%
Jul-Sep	27.8%	3,026,000	1,773,000	(1,253,000)	-41.4%
Jul-Oct	40.5%	4,402,000	2,561,000	(1,841,000)	-41.8%
Jul-Nov	48.9%	5,317,000	3,553,000	(1,764,000)	-33.2%
Jul-Dec	56.7%	6,172,000	4,608,000	(1,564,000)	-25.3%
Jul-Jan	62.3%	6,777,000	5,609,000	(1,168,000)	-17.2%
Jul-Feb	68.4%	7,437,000	6,900,000	(537,000)	-7.2%
Jul-Mar	75.2%	8,176,000	8,658,000	482,000	5.9%
Jul-Apr	82.5%	8,979,000	10,583,000	1,604,000	17.9%
Jul-May	90.9%	9,893,000	11,855,000	1,962,000	19.8%
Jul-Jun	100.0%	10,878,000	12,829,000	1,951,000	17.9%

#### Tax and License Annual Privilege Tax Revenue Projections

	Bed Tax		Over / (Under)	
	Method	Projected Budget	Amount	Percent
% of Increase	\$	12,829,000	\$ 10,878,000	\$ 1,951,000 17.9%
% Received	\$	12,829,000	\$ 10,878,000	\$ 1,951,000 17.9%

### Total General Fund Tax Revenue 2022-23 Actual Compared to Budget

#### Monthly Amounts

	2022-23 Budget		2022-23 Actual	Over / (Under)	
	Percent	Amount		Amount	Percent
Jul	8.3%	\$ 12,548,000	\$ 11,684,000	\$ (864,000)	-6.9%
Aug	8.0%	12,139,000	11,243,000	(896,000)	-7.4%
Sep	8.3%	12,562,000	11,597,000	(965,000)	-7.7%
Oct	9.4%	14,210,000	12,396,000	(1,814,000)	-12.8%
Nov	8.2%	12,344,000	11,476,000	(868,000)	-7.0%
Dec	8.4%	12,708,000	12,607,000	(101,000)	-0.8%
Jan	8.9%	13,543,000	14,485,000	942,000	7.0%
Feb	7.8%	11,861,000	12,349,000	488,000	4.1%
Mar	8.2%	12,457,000	13,141,000	684,000	5.5%
Apr	8.4%	12,699,000	14,355,000	1,656,000	13.0%
May	7.9%	11,967,000	12,631,000	664,000	5.5%
Jun	8.2%	12,415,000	13,514,000	1,099,000	8.9%
<b>Totals</b>	<b>100.0%</b>	<b>\$ 151,453,000</b>	<b>\$ 151,478,000</b>	<b>\$ 25,000</b>	<b>0.0%</b>

#### Cumulative Amounts

	2022-23 Budget		2022-23 Actual	Over / (Under)	
	Percent	Amount		Amount	Percent
Jul	8.3%	\$ 12,548,000	\$ 11,684,000	\$ (864,000)	-6.9%
Jul-Aug	16.3%	24,687,000	22,927,000	(1,760,000)	-7.1%
Jul-Sep	24.6%	37,249,000	34,524,000	(2,725,000)	-7.3%
Jul-Oct	34.0%	51,459,000	46,920,000	(4,539,000)	-8.8%
Jul-Nov	42.1%	63,803,000	58,396,000	(5,407,000)	-8.5%
Jul-Dec	50.5%	76,511,000	71,003,000	(5,508,000)	-7.2%
Jul-Jan	59.5%	90,054,000	85,488,000	(4,566,000)	-5.1%
Jul-Feb	67.3%	101,915,000	97,837,000	(4,078,000)	-4.0%
Jul-Mar	75.5%	114,372,000	110,978,000	(3,394,000)	-3.0%
Jul-Apr	83.9%	127,071,000	125,333,000	(1,738,000)	-1.4%
Jul-May	91.8%	139,038,000	137,964,000	(1,074,000)	-0.8%
Jul-Jun	100.0%	151,453,000	151,478,000	25,000	0.0%

#### Tax and License Annual Privilege Tax Revenue Projections

	Total Tax		Over / (Under)	
	Method	Projected Budget	Amount	Percent
% of Increase	\$	151,478,000	\$ 151,453,000	\$ 25,000 0.0%
% Received	\$	151,478,000	\$ 151,453,000	\$ 25,000 0.0%



# MEMORANDUM



TO: Mayor and City Council

FROM: Jeff Tamulevich – Interim Economic Development Director, (ext. 8441)  
Chad Schleicher – Economic Development Program Manager, (ext. 8818)

DATE: July 28, 2023

SUBJECT: Tempe Hospitality Growth

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Arizona and the Phoenix Metro area have seen tremendous growth within the hospitality industry over the last few years. According to the American Hotel and Lodging Association, the demand for hotel rooms and the hotel industry's revenue are surpassing the record levels set in 2019. With Covid in the rear-view mirror, leisure and business travel are booming, and fueled by the flexibility of hybrid work schedules the hospitality landscape has dramatically changed with people travelling more and staying longer. When we look at the City of Tempe, we currently have 54 hotels and 7,055 keys. As you will see below, we are hitting historic highs in three (3) main performance metrics:

## **Occupancy:**

The City of Tempe is currently outpacing the national hotel room occupancy trends. Since 2017, we have seen some of our highest hotel room occupancy rates since we started tracking this information. Today we currently sit at 71.7% occupancy, which is 6.4 percentage points above the national average (65.3%)

## **ADR:**

The Average Daily Rate is a standard metric used by the hotel industry to indicate the average revenue earned for an occupied room on any given day. Our typical average ADR is around \$137 compared with the national average of \$158.17. In 2023 our ADR has increased to \$171.21, the highest it has ever been. This is primarily due to the above-mentioned travel pattern changes throughout our society as well as the Phoenix Metro area's major tourism events such as the Superbowl.

## **RevPAR:**

Revenue Per Available Room is another standard metric used in the hotel industry to measure a hotel's financial performance. The RevPAR is calculated by taking the ADR and multiplying it by the occupancy. Similar to the other metrics discussed above, the City of Tempe has seen a dramatic increase in 2023 due to our strong Arizona tourism and the changing travel behaviors nationwide. Today, our RevPAR is calculated at \$122.74 which is 18.7% above the national average (\$103.35).

These metrics showcase how vital the hospitality industry is to Tempe tourism and our community. With people travelling more and staying longer, we anticipate our residents and visitors will continue to have a high demand for hotel rooms and lodging for years to come.

*This data is provided by our Tempe Tourism Office, which collaborated with Smith Travel Research Inc.*

**MEMORANDUM**



**TO:** Mayor and City Council

**FROM:** Nikki Ripley, Communication and Marketing Director

**THROUGH:** Keith Burke, Deputy City Manager

**DATE:** July 21, 2023

**SUBJECT:** Refresh Tempe FY 22-23 promotions recap

As the inaugural year of Refresh Tempe (FY 22-23) has concluded, the Communication and Marketing Office is providing this recap of promotions of the initiative overall as well as promotions of chosen 'signature projects,' as described in the April 7, 2023 Friday Packet memo to the Council.

**Overall Refresh Tempe Promotions**

Over the last year, the Refresh Tempe logo has been incorporated into all promotion and on printed signage near project sites across the city. Intersection banners, IKE electronic signs, display advertising, social media posts, Tempe Today articles and more have highlighted the initiative and encouraged the community to visit the webpage, [tempe.gov/RefreshTempe](https://tempe.gov/RefreshTempe). The [Refresh Tempe dashboard](#) provides an interactive map and status update on all projects.

In addition, the initiative has been mentioned in speeches, news interviews and public meetings to link these large projects into one unified message. A flyer was created and passed out at city events, including Juneteenth and the Tempe Business Roadshow series. An ad insert was included in the July Tempe Today edition, which started mailing in June 2023.



*Refresh Tempe handout (left) and water bill insert*

Below are recaps of the promotions for signature projects in FY 22-23.

## Clark Park Community Center & Pool

After 14 dry years, children will soon be splashing in the pool at Clark Park once again thanks to a major makeover. The new playground, updated ramadas and relocated community garden opened in February 2023. The pool and recreation center are tentatively scheduled to open this fall. New ADA sidewalks, lighting, trees and restrooms are also part of the plan.

The goal of highlighting this project is to bring attention to these improvements and highlight new exciting elements that neighbors can expect to see and enjoy for years to come.

Clark Park promotion by the numbers:

- **Four** individual e-blast about the project, plus **three** features in Tempe This Week
- **Twenty** social media posts across Facebook, Nextdoor, Twitter, Instagram and Youtube
- **Two** features in Tempe Today
- **Five** total news articles in Tempe Independent and the Arizona Republic
- Total campaign impressions: **370,724** (includes social media and media circulation)
- Total website page views: **2,379**

### Social media

Posts shared on social media included celebrating the groundbreaking, sharing progress video content and communicating updates about the project. An [overview video](#) about the project was boosted on social media in August 2022 and reached nearly 5,000 people.



A [construction update video](#) in May 2023 was shared and placed on the project webpage to update the community on the progress of the renovations. This update was met with excitement from the local community:



[\\_justaphoto](#) So excited for this in the neighborhood!!!!



[janevanderbiltmusic](#) This is my park! I will be there!!! And I just can't wait

In addition, the reopening celebration for the playground and community garden was shared and celebrated through several community invites and a recap [Instagram reel](#) about the event. This reel has nearly 4,000 views and 259 likes.

Combined across all 20 social media posts for the fiscal year, there was a total reach/impressions of 32,538.

## Email marketing

About 6,000 people received four email updates about the project for a total of 21,869 emails sent over the course of the fiscal year. These emails included:

- [Groundbreaking invite](#)
- [Groundbreaking reminder](#)
- [Reopening invite](#)
- [Construction update](#)

Each email had an open rate above 34% (above average for email marketing) and click rates ranged from 1.3% to 6.5%, which were people clicking to read more on the project webpage or the Refresh Tempe GIS.

## Media relations

Media pitches were sent to reporters to promote the groundbreaking and partial reopening. This resulted in three media hits, two in the Tempe Independent and one in Community Impact (which has since folded into Tempe Independent). In addition, the project was included in a park improvements story in the Tempe Independent and a major project roundup in the Arizona Republic.

- Arizona Republic – [New parks, safer streets and big projects coming to Tempe in 2023](#)
- Tempe Independent – [Tempe’s Clark Park playground, garden set to reopen](#)
- Tempe Independent – [Tempe park renovations progress this fall, winter](#)
- Tempe Independent – [Clark Park renovations break ground in Tempe](#)
- Community Impact – [New pool, improvements coming to Clark Park](#)

TEMPE

### New parks, safer streets and big projects coming to Tempe in 2023

 **Sam Kmack**  
Arizona Republic

Published 6:00 a.m. MT Dec. 30, 2022 | Updated 10:02 a.m. MT Dec. 30, 2022

[View Comments](#) [f](#) [t](#) [e](#) [s](#)



Tempe Town Lake early evening Courtesy Archie Tucker

Tempe has a big year planned for 2023 with major development deals, the

RECREATION

### Tempe’s Clark Park playground, garden set to reopen



(CITY OF TEMPE)

Two areas of Clark Park in Tempe will open officially during an event Saturday, Feb. 11.

## Downtown Tempe

Downtown Tempe gets fresh! Keeping our downtown attractive, welcoming and full of fun is vital to tourism, economic development and our community's youthful atmosphere. Plans are underway to refresh downtown Tempe with new lights, new art, new streetscapes and more.

The Downtown Tempe Refresh has its own webpage, look and feel. It's bright purple, neon green and funky flower motif stands out on IKE signs, Harkins screens, posters, signs, and on traffic cones. It even fills empty shop windows.

The Mill Avenue Gets Fresh campaign is being shared directly with merchants through Downtown Tempe Authority in its newsletter to them. Tempe Chamber of Commerce and Tempe Tourism Office are also sharing information.

### **Downtown Tempe promotion by the numbers:**

- **6** individual e-blast about the project, plus **two** features in Tempe This Week
- **27** social media posts across Facebook, Nextdoor, Twitter, Instagram and Youtube
- **3** features in Tempe Today
- **6** total news stories on ABC 15, AZFamily, Fox 10 and Tempe Independent
- Total campaign impressions: Approximately **400,000** social media and email impressions
- Total website page views: **895** to the downtown-specific page

### Additional marketing

#### **Signage**

- Harkins Theatre slide
- IKE digital signs along Mill Avenue
- Four full-length window signs at former Rula Bula location
- Posters for merchants along Mill Avenue

#### **Speaking engagements**

- Tempe Business Roadshow – two events
- Mill Avenue Bridge Anniversary event – Mayor Woods spoke about campaign
- **Tempe This Week Podcasts**
  - March 30 and May 22 podcasts included Downtown Tempe Refresh information

#### **Team Tempe**

Downtown Tempe Authority, Tempe Chamber of Commerce and Tempe Tourism share the information we provide to their newsletters. This results in greater reach to the business community about this program.



**Mill tomorrow**

Currently, plans have been made to accomplish more of the Downtown Tempe Refresh improvements as soon as April, starting with the festoon lighting along Fourth and Sixth streets. The next task to be accomplished in May will be energy-efficient lighting on the Mill Avenue bridges.

Future improvements include a new streetscape on Mill from Rio Salado Parkway to University Drive that will begin design this spring. Construction is scheduled for 2024.

"Maybe we get the first phase done first, and then the funding for the second phase, but we're really trying to get that next generation of what Mill Avenue can be just because of the dynamics changing in Tempe," she said.

Kennedy clarified that the first phase consists of the street, landscaping and lighting improvements, while the second phase would consist of the new initiatives involving storefronts.



The refresh efforts are looking to add new excitement, retail and fun to Mill Avenue that caters to its regular and visitors. The city even recently installed some art in a couple empty storefronts to alert passersby of the upcoming changes.

Public Information Officer Kiki Baxter said that the artwork features not only a prime selfie spot, but information about the Downtown Tempe Refresh that invites members of the public to provide feedback on what should be part of Mill's evolution.

"They're doing exactly what we hoped, creating a little bit of fun for people as they walk down the street," Baxter said.



# Mill Avenue gets fresh

Improvements are coming to Downtown Tempe!



Lights



Art



Shade



Landscaping



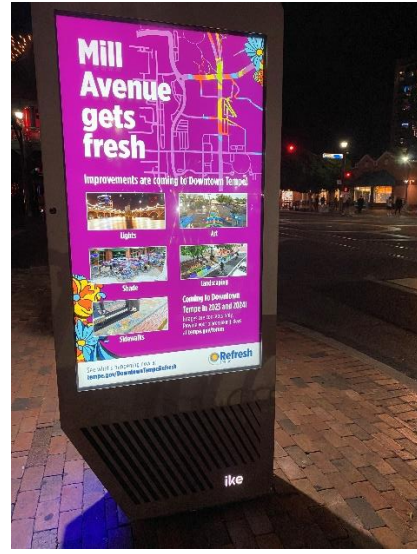
Sidewalks





[tempe.gov/DowntownTempeRefresh](https://tempe.gov/DowntownTempeRefresh)





Downtown Tempe Authority is the Business Improvement District (BID) for Downtown Tempe

Wednesday, February 15, 2023

### What Placemaking Ideas Do You Have for Downtown Tempe?

Plans are underway to REFRESH downtown Tempe with new lights, new art, new streetscapes (aka sidewalks & brickwork) and more. You may have noticed the medians down the middle of Mill Avenue received new plantings and gravel last week - and that's just a start. Many near-term projects are underway or about to start this spring - boxed planters in empty tree wells to freshen them up until major improvements are made to tree wells (like real trees!) & the irrigation system, new light strings on the Mill Avenue bridges and festoon lighting on 4th & 6th Streets (let there be light!).

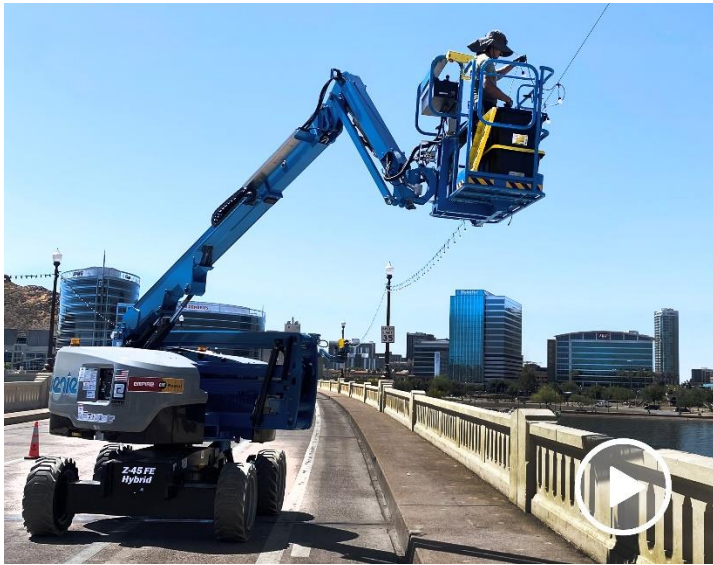
Over the next several months, look for opportunities announced in this newsletter and in City of Tempe communications where you can learn more about the REFRESH projects and share your input about the project and design concepts. DTA will be working with the City of Tempe to ensure your voices as downtown merchants are heard and your feedback will help the project roll out with the least amount of disruption to your business as possible. You will have several ways to share your feedback about design concepts and the construction schedule through in person sessions, surveys, and more. Your voice is important - look for feedback opportunities coming up soon.

What can you do in the meantime? Check out the [Downtown Tempe REFRESH webpage](#) for project details and then get a head start and share ideas you have about downtown in the [Tempe Forum](#). Your voice is important - look for feedback opportunities on REFRESH coming up soon. In the next few days, we'll be distributing REFRESH posters you can display in your windows. The poster includes a link where your employees and customers can go to begin sharing ideas.

**Tip to be in the know:** To make sure you are notified of business news from the City of Tempe, sign up for the city business newsletter and get information about grants, city programs and services, events and free workshops (and get REFRESH project updates). Visit [tempe.gov/BusinessNews](http://tempe.gov/BusinessNews) to get the latest business and development updates.







### Streets PQI

PQI communications goals are to bring attention to the city’s pavement preservation program and ease any frustrations street maintenance may cause.

In 2022, Tempe completed 29 pavement improvement projects citywide, resulting in the resurfacing of more than 130 lane miles, which is over 10% of Tempe’s roadway network. These changes may have been noticed along 52nd Street, between First Street and Broadway Road, Warner Road, between Rural and Price roads, and many neighborhoods.

PQI promotion by the numbers:

- **Two** individual e-blast about the project, plus **two** features in Tempe This Week
- **Eight** social media posts across Facebook, Nextdoor, Twitter, Instagram and Youtube
- **Two** features in Tempe Today
- **Two** total news articles in Wrangler News
- Total campaign impressions: **151,747** (includes social media and media circulation)

### Social media

Posts shared on social media included a project launch and a one year of improvements update. An [overview video](#) about the project was posted on social media in February 2023. Overall, the posts had a



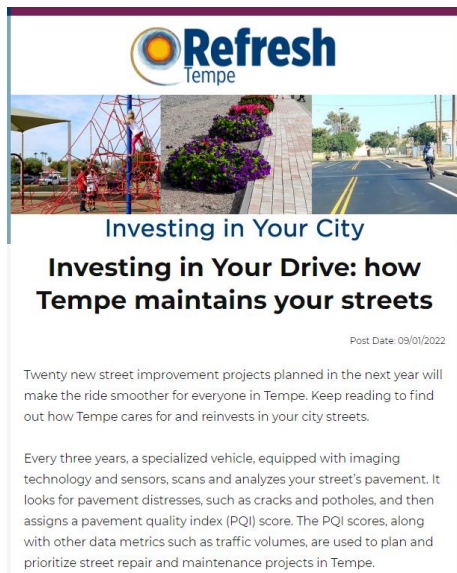
16.7% engagement rate, which is three times higher than the average engagement rate for government accounts.



### Email marketing

Over 22,000 emails were sent out, with just under half, roughly 10,000, emails opened. See below for email samples:

- [Program launch](#)
- [A year of improvements](#)



Each email had an open rate around 44% and click rates ranged from 1.8% to 3.7%, which were people clicking to read more on the project webpage or the Refresh Tempe GIS.

### Media relations

Multiple news outlets, including the Arizona Republic, Tempe Independent and the Wrangler, reached out for more information on Tempe's street pavement quality preservation program. Mayor Corey Woods submitted two columns for Wrangler News regarding the program.

## Additional promotion

Refresh Tempe signage was added to construction signs in affected areas.



## Alameda Drive Streetscape

Alameda Drive is transforming into a premier bicycle and pedestrian corridor, linking Tempe to Phoenix and eventually Mesa. Construction is underway and the new and improved streetscape is scheduled to open in 2023. The Alameda Drive Streetscape project includes redesigning a three-mile span of roadway, from 48th Street on the Phoenix/Tempe border to Rural Road, to accommodate all street users, emphasizing safety and sustainability.



This project is still ongoing. Construction is expected to be completed this fall, which will have additional promotion and an opening celebration.

Alameda Streetscape promotion by the numbers:

- **One** individual e-blast about the project, plus **one** feature in Tempe This Week
- **Eight** social media posts across Facebook, Nextdoor, Twitter, Instagram and Youtube
- **One** feature in Tempe Today
- Total campaign impressions: **59,157** (includes social media and media circulation)
- Total website page views: **1,240**

### Social media

Posts shared on social media included a project launch and progress update. The combined posts had over 10,000 impressions.



Instagram and Facebook stories were utilized to give a quick update and reach a broader audience.



## Email marketing

Over 12,000 emails were sent, with more than 5,100 emails opened. See below for email samples:

- [Program launch](#)



### Investing in Your Drive: how Tempe is transforming Alameda Drive

Post Date: 09/20/2022



Each email had an open rate over 41% and click rates ranged from 1.5% to 6.9%, which were people clicking to read more on the project webpage or the Refresh Tempe GIS.

## Additional promotion

Refresh Tempe signage was added to construction signs in affected areas.



## Right-of-Way Landscaping

During this fiscal year, five landscape replacement projects have been planned. These projects consist of removing existing landscaping, installing new irrigation and planting new groundcover and adequate tree canopy and vegetation. Landscaping city rights of way, such as sidewalks and street medians, are essential to providing a safe environment for the traveling public and supporting the city's climate and sustainability initiatives.

Right-of-Way landscaping promotion by the numbers:

- **One** e-blast about the project, plus **one** feature in Tempe This Week
- **Two** social media posts on Facebook and Instagram
- **One** feature in Tempe Today
- Total campaign impressions: **11,151** (includes social media and media circulation)
- Total website page views: **1,482**

## Social media

Facebook and Instagram posts showed before and after pics of the landscape revitalization. Social media impressions totaled 4,464.



## Email marketing

Over 10,500 emails were sent, with open rates ranging from 38.8% to 39.9%. [See the e-blast](#). ROW Landscaping's [Tempe This Week article](#) received an additional 94 link clicks, which provided more information on Refresh Tempe and this project.





## Investing in Your City: Tempe refreshes city landscape

Tempe is working to refresh your landscape to enhance the city's appearance!

In Tempe, there is approximately 7.5 million square feet of landscaping within city rights of way, which makes up about 35% of the landscaping seen on city streets. The other 65% belongs to commercial and private properties.

The Transportation Division maintains the city's portion, using a mixture of internal employees as well as contract staff. A recent increase in the annual budget allowed staff to increase the monthly maintenance schedule of several locations.

Pictured below: medians near Rio Salado and McClintock before and after a refresh to landscape.



## Tempe refreshes city landscapes



Tempe is working to refresh your landscape to enhance the city's appearance.

During this fiscal year, five landscape replacement projects have been planned. These projects consist of removing existing landscaping, installing new irrigation and planting new groundcover and adequate tree canopy and vegetation. Shade, biodiversity and reducing water use are prioritized.

Find more information on how Tempe is investing in your parks, streets and community at [tempe.gov/RefreshTempe](https://tempe.gov/RefreshTempe)

[Learn more](#)

## Additional Projects

[Entryway signs](#) – A press release and social media was shared related to the refreshed entryway signs that were installed in July 2022.

[North Tempe Waterline Replacement Project](#) – This project was kicked off with a press release and social media post in late June 2023. It will be a signature project during the next fiscal year.

[Parks CIP Projects](#) - In addition to Clark Park, the Refresh Tempe campaign was used to promote all other park construction projects that occurred during the fiscal year. This included the renovation and reopening of Michelle Brooks-Totress Park, Mitchell Park and Meyer Park. Promotion of these projects was through e-blasts, targeted Nextdoor social media posts and postcard mailers.

**Additional photos and logo use examples**



*Staff commemorating the beginning of construction (left) and reopening (right) of Michell Brooks-Totress Park*

**Meyer Park Improvements**

**Celebrate the Meyer Park reopening with free arts activities and live music!**

Walk, bike or roll over to the park to enjoy an exciting evening of fun, live music, food trucks and arts activities as we celebrate the Meyer Park improvements with a special Arts in the Parks block party. Check out the new playground equipment, learn about the artist-designed play surface and enjoy the new improvements.

**Meyer Park  
Tuesday, Feb. 28, 5 - 7 p.m.**

Live music by local musicians • Arts activities for all ages • Food trucks  
Blankets and chairs encouraged!



[tempe.gov/ParkUpdates](http://tempe.gov/ParkUpdates)  
[tempe.gov/ArtsintheParks](http://tempe.gov/ArtsintheParks)



Para información en español, por favor llame al: 480-350-4311.

**Clark Park  
Reopening**

**Saturday, Feb. 11  
1 to 2:30 p.m.**

Celebrate the reopening of the Clark Park playground and community garden.



Join the Clark Park community garden for activities from 1 to 4 p.m.

*Postcard mailer (left) and Instagram graphic (right)*





*Nextdoor graphic (left) and yard sign (right)*



*English and Spanish yard signs marking construction at the Parque de Soza splash pad*



*City Hall deck construction*



# COMMUNITY SERVICES UPDATE

July 28, 2023

## Ken McDonald and Rolling Hills Improvement Updates

**Grass Clippings at Rolling Hills** has begun their \$13M investment into the course and restaurant:

- ◆ Frazee mow and re-grass the existing tee boxes to flatten and level
- ◆ Construction & grass grow-in of new 15,000 square foot practice putting green
- ◆ Construction of the new 9th hole green complex.
- ◆ Addition of junior & forward tee boxes on the 9th hole and on the Par 4 holes

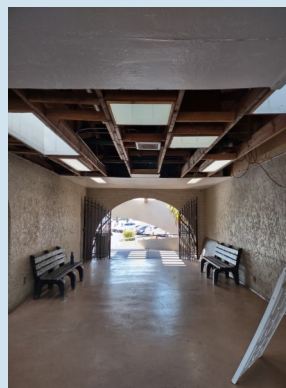
Temporary hole closures are in place during construction. For more information about work on the 9th hole, see their video at <https://www.youtube.com/watch?v=PTbMktwmckw&t=8s>



**CourseCo** has assumed full operations at **Ken McDonald Golf Course**. City CIP projects in the restaurant and breezeway that were already in progress are continuing. Recently completed tasks include:

- ◆ New kitchen air conditioning units
- ◆ New make-up air duct and grills
- ◆ New roof drain over the breezeway

Upcoming work in the breezeway will include new support beams, roof coating and patching and painting the drywall.



A City CIP project to install the second of two new pump station replacements is complete.

## Vision Zero In-Progress Efforts Update

### BACKGROUND INFORMATION

There are currently several on-going and in-progress efforts related Vision Zero, to eliminate serious injury and fatality crashes. The steps being outlined here align with the strategies outlined in the Vision Zero Action Plan, specifically with strategies G6, Int1, Int2, Int3, and Int4. The purpose of this packet is to advise the City Council on those efforts

#### 1. EMERGENCY VEHICLE PREEMPTION

Emergency vehicle preemption (EVP) is a mechanism by which an approaching emergency vehicle can direct a traffic signal to change to allow green lights for the emergency vehicle and red for opposing movements. Tempe currently uses an optical antenna system to call for EVP at a majority of intersections. Traffic engineering has identified 13 additional signalized intersections which should have EVP capability, and is working with fire and PD to ensure we are providing the best possible service.

#### 2. SIDEWALK INVENTORY

While Tempe has been able to provide sidewalks on all arterial streets, there are many local or neighborhood streets which do not have continuous sidewalks. These local streets are often used by residents or members of the workforce to access transit, parks, and other services. Traffic engineering is overseeing a project, as part of Vision Zero, to inventory the sidewalks throughout the city. The goal of this project is to identify streets or street segments that do not currently have usable sidewalks. This will lead into a future project to prioritize new sidewalk installations where they are most needed.

#### 3. REFLECTIVE TAPE ON SIGNAL HEADS

For the majority of Tempe's newer signalized intersections, or those that have had an infrastructure upgrade, there is modular signal designs. These are highly visible. However, some use what we call the ADOT modified mast arms. These are singular silver poles and tend to be less visible. For this reason, transportation is in the process of improving signal head visibility by installing retroreflective tape around their borders. These reflective backplates have been shown to be a low-cost effective strategy.



Reflective Yellow Back Plating Example

#### 4. SPEED LIMIT SIGNAGE

Traffic Engineering and Transportation Maintenance are currently working together to increase the size to meet current standards and ensure consistent placement, and replace missing signs. The purpose of this effort is to increase visibility of the speed limit to ensure the driving public knows the speed limit on any given segment of roadway. The speed limit sign replacement will begin on Southern Avenue and Baseline Road, and will then progress to other arterials.

#### 5. LEFT TURN ARROWS AND PHASING

The Vision Zero Action Plan strategy numbered Int.2 states that Traffic Engineering will identify intersections that could benefit from converting to protected left turns. City staff have completed an analysis of serious and fatal left-turn crashes at intersections where protected-only left-turn phasing is not currently provided. We have identified two intersections where we believe left-turn phasing should be changed to benefit safety: Mill Avenue/Hermosa Drive and Rural Road/Minton Drive. At Hermosa Drive, the northbound direction already has protected and permitted phasing. At Minton Drive, all directions are permitted-only left turns. We are also considering whether the implementation of a flashing yellow arrow at either or both intersections would work with the existing traffic flow, geometry, and infrastructure.

#### 6. LEADING PEDESTRIAN INTERVALS



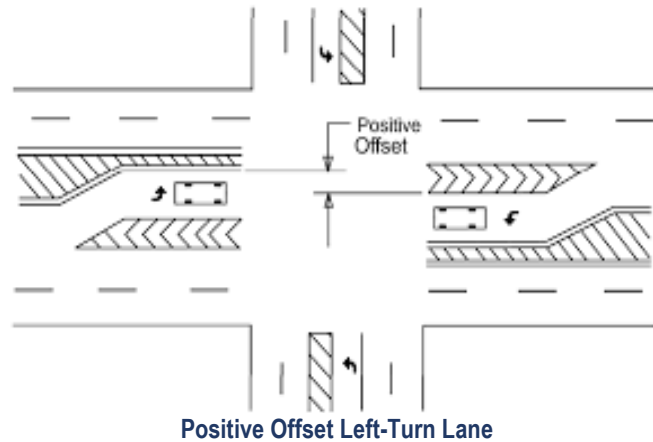
Leading Pedestrian Interval at Southern and Dorsey

The Vision Zero Action Plan strategy numbered Int.3 states that traffic engineering will implement leading pedestrian intervals (LPIs) at select intersections. Leading pedestrian intervals are a type of phasing that allows the pedestrian phase, when the button is pushed, to begin several seconds before the vehicle movements get a green light. This can help pedestrians establish themselves in the crosswalk and increases their visibility. There are a handful of intersections in Tempe where LPI have been in effect for years. In May, traffic engineering implemented an LPI at the intersection of Southern Avenue/Dorsey Drive in response to reports from Tempe Preparatory

school that students and teachers had experienced near misses in the crosswalk. We will be monitoring the function of that intersection when school begins again so that we can ensure the LPI is providing the level of enhanced pedestrian visibility as intended.

## 7. SOUTHERN AVENUE INTERSECTIONS WITH FAIR LANE AND POTTER DRIVE

In response to recent resident requests and data showing left-turn crashes, we are initiating a project to construct improvements at these two intersections. The Southern Avenue and Fair Lane intersection has experienced 2 fatalities due to left-turn crashes in the past 5 years. Therefore, we will be converting this intersection to eliminate southbound left movements through raised median configurations. At Southern Avenue and Potter Drive, there is space available in the existing right-of-way to construct an offset left-turn lane in the eastbound and westbound directions (see image).



These offset lefts increase visibility and have the potential to reduce left-turn crashes by 38%.

## 8. ONGOING EDUCATIONAL EFFORTS

As safety is everyone's responsibility, public information officers for the engineering team and the police department have been working together to enact a calendar of outreach efforts using social media, tempe today, and other media outreach options. The over-arching topic for July is safe speeds, while the over-arching topic for August is back-to-school traffic and vulnerable road users. They are using a variety of social media outlets to get the message out.

## 9. SAFETY CORRIDOR BANNERS



Vision Zero Banner

The safety corridor program that has been ongoing since the beginning of 2022 has had success at keeping serious and fatal crashes at bay. PD has adjusted their enforcement strategy to include several "secondary" safety corridors, which they patrol in addition to the primary safety corridors. For these secondary safety corridors, we will be installing banners that say "Safety Corridor; Strict Enforcement" and will be yellow, to draw drivers' attention. The intent of using banners in these corridors as opposed to large signs is to make them more mobile. The locations of these banners will be Southern Avenue between Kyrene Road and Rural Road, Rural Road between Terrace Avenue and Southern Avenue, and Broadway Road between Priest Drive and 48<sup>th</sup> Street.

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# Tempe Installs Micromobility Parking Corrals in Downtown Area

At the June 22, 2023 Issue Review Session meeting, staff provided a presentation to the council on the requirements of scooters as well as steps to address parking in the downtown. Over the last month, staff identified locations and has begun installing new scooter parking corrals in the downtown Tempe area. These new parking areas will be geo-fenced by the scooter companies, and riders may receive incentives/fees if they do not park in the designated areas.

The new corrals will allow Tempe to continue to offer these devices as an alternative transportation mode, while maintaining sidewalk and ADA access.



Staff began installing the corrals this month and before the start of the ASU school year, Tempe aims to install 41 parking corrals in the downtown area, from University Drive to Rio Salado Parkway and Farmer to College avenues. Corrals will be placed approximately every quarter mile to ensure they are conveniently close to riders' destinations. In addition, staff will be monitoring the locations to ensure they adequately serve users.

While the SATV license does require companies to restage devices in an orderly manner every 24 hours, riders do not have any parking requirements. The intention of the corrals is to maintain ADA access and keep Tempe's sidewalks clear for pedestrians.

The following is planned communication that will go out in the coming weeks:

- Press release
- Social media posts
- Share with DTA and their businesses
- Share with ASU and their students
- Media pitch to the Wrangler and ASU State Press

As part of the outreach, staff will also be working on communication to share with Neighborhood Associations and Homeowners Associations regarding what to do if they see a scooter parked incorrectly.

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