

# City of Tempe Transit Survey Report

Prepared For:



September/October 2024



**Table of Contents**

<u>Section:</u>	<u>Page #:</u>
<b>Executive Summary &amp; Conclusions</b> .....	2
<b>I. Introduction</b> .....	6
A. Background .....	6
B. Sample Sizes and Associated Sampling Error .....	6
C. Demographics .....	9
<b>II. Rider Characteristics and Opinions</b> .....	11
A. Current Use of Public Transit .....	11
B. Length of Use of Transit System .....	15
C. Main Reasons for Using Public Transit .....	16
D. Public Transit Destinations .....	17
E. Satisfaction with Bus Service .....	19
F. Satisfaction with Light Rail.....	21
G. Satisfaction with Streetcar.....	23
<b>III. Overall Perception and Satisfaction with Tempe’s Transit System</b> .....	25
A. Top of Mind Impression of Transit System in Tempe.....	25
B. Overall Satisfaction with Tempe Transit System .....	27
<b>IV. Reasons for Not Riding Transit</b> .....	30
<b>V. Tempe Bicycling and Walking</b> .....	31
A. Bicycle Usage .....	31
B. Reasons Do Not Ride Bicycle More Often .....	32
C. Bicycle Destinations .....	33
D. Main Reason for Riding a Bicycle .....	34
E. Overall Satisfaction with Bicycle and Pedestrian Paths.....	35
F. Priority of Possible Sidewalk Improvements .....	37
G. Priority of Possible Bikeway Improvements .....	39
H. Micromobility Devices .....	41
<b>VII. Miscellaneous</b> .....	42
A. Tempe Youth Free Transit Pass Program.....	42
B. Vision Zero .....	44

**Questionnaire - Appendix A**

**Cross Tabulations (Available under separate cover)**

## Executive Summary

The City of Tempe commissioned WestGroup Research to complete a survey of Tempe residents to gain insights into perceptions about public transit among both riders and non-riders, as well as perception and usage of other transportation programs. This report analyzes the data collected and, where appropriate, compares responses of the residents by meaningful demographic variables, as well as to data from the 2022 study and for the past four studies. The most recent data collection was completed with 414 Tempe residents in September/October 2024. The margin of error for this sample size is  $\pm 4.8\%$  at a 95% level of confidence.

### Rider Characteristics and Opinions

- Transit usage among Tempe residents has essentially stayed the same the past four studies. This year 64% reported using at least one element of Tempe's transit service, including light rail, Orbit, Flash, Streetcar and local bus/express.
- Ridership frequencies continued to increase in 2024. The percentage of residents reporting daily, weekly or monthly usage was at the highest level reported in the past four studies and significantly higher than reported in 2022 (28% vs. 19% ride at least monthly). This increase was primarily due to a significant increase in those reporting daily usage (12% up from 4%).
- Streetcar service began in May of 2022, and since then the percentage of residents using the streetcar has increased from 10% to 18%.
- Light rail usage increased back to levels reported in 2020 and before (73%) and local/express usage stayed at the higher pre-COVID levels (30%).
- Three in ten riders (29%) reported using Tempe's transit system for more than ten years, which was the same as in 2022.
- As in the past, the top three reasons Tempe residents use public transit were to avoid parking (19%), to get to and from places (18%), or overall convenience (16%).
- Phoenix/Downtown Phoenix continues to be the most popular destination for transit trips with 35% of all transit riders surveyed, naming it as a destination.
- Riders rated their level of satisfaction with 12 different aspects of riding the bus. Satisfaction with the bus service stayed the same on almost all of the attributes evaluated. However, there was a significant increase in rider perceptions of safety on the bus (82% very/somewhat satisfied vs. 71% in 2022).
- When riders rated their level of satisfaction with 11 different aspects of riding the light rail, riders were most likely to be satisfied with ease of using the light rail (93%), comfort (92%), light rail services during major events (up significantly to 92% from 83%) and route frequency (91%). Satisfaction levels with the light rail increased for all attributes evaluated over 2022 ratings.

- Lastly, riders rated their level of satisfaction with 11 different aspects of riding the Streetcar. Streetcar riders were most likely to be satisfied with comfort on the Streetcar, cleanliness of the Streetcar, and security on the Streetcar (94%, 94% and 92% Very + Somewhat satisfied, respectively).

### Overall Perceptions and Satisfaction with Tempe's Transit System

- When describing their perceptions of the transit system in Tempe, residents' top of mind positive images were most often related to it being a generally good system (22%) and liking the neighborhood shuttles and buses (9%).
- Nearly two-thirds of residents (63%) with an opinion reported being highly satisfied with the Tempe transit system. Notably, this is the highest level of satisfaction reported since 69% in 2016.
  - Residents satisfied with the transit system (rated "4" or "5") primarily attributed their satisfaction to *good service* (23%), followed by *good/convenient routes* (17%), and *frequent and reliable service* (14%).
  - Residents who gave lower ratings (1-3) most often mentioned the need for *better or more routes* (21%), *more frequent buses with extended hours* (13%), and *more security* (10%) as reasons for their ratings.
- Preference for a personal vehicle continued to be by far the most common reason given by non-riders as an explanation for not using public transit (58% mentioned).

### Tempe Bicycling and Walking

- Six in ten Tempe residents (59%) reported having access to a bicycle.
- Among those with access to a bike, roughly two-thirds (65%) reported riding their bike at least once a month, which is identical to 2022 but lower than the 69% reported in 2020.
- Those who have access to a bike but *never* or only *occasionally* ride it (35% of residents) most often blamed *hot weather* for not riding it more often (45% mentioned it being "*too hot outside*").
- One-quarter of those with access to a bike who ride at least once a month (28%) reported riding so for *exercise*, while 21% ride their bike to *stores*.
- Residents who bicycle at least monthly said they do so primarily to get *exercise* (39%), continuing the decline from the 57% reported in 2018.
- Similar to previous studies, two-thirds of residents indicated being satisfied with the *quality of walking and biking paths* in Tempe (67% gave a rating of "4" or "5 - Very satisfied").

- Among those with an opinion, the most common positive reasons for ratings included paths are *fine the way they are* (21%) and *paths are everywhere, there are plenty of paths* (20%).
- Top negative reasons included *paths don't seem safe enough/make them safer* (10%), *need more bike lanes* (6%) and *could use more paths* (5%).
- After being read a list of three possible sidewalk improvements in Tempe, survey participants were asked to rate how high of a priority each improvement should be for the city. *Security and comfort on sidewalks, such as addressing hazards, obstructions and width* had the highest percentage of high priority ratings (70% rated a “4” or “5”, up from 62%). Notably, residents’ top two ratings for all three sidewalk improvements increased dramatically this year compared to 2022.
- After being read a list of six possible improvements to bikeways in Tempe, survey participants were asked to rate how high of a priority each improvement should be for the city. As was reported in 2022, *ease of travel around barriers and security and comfort on multi-use paths* received the highest percentage of priority ratings (61% each rated a “4” or “5”).
- Two-thirds of Tempe residents reported they have not used any micromobility devices around Tempe (67%).

### **Tempe Youth Free Transit Pass Program and Vision Zero**

- Similar to 2022, one-half (51%) of residents who have children ages 6 to 18 have heard of the Tempe Youth Free Transit Pass.
- Among parents aware of the program, *school* (39%), *word of mouth* (17%, up from 8%), and the *library* (10%) were the top ways they had learned about the Tempe Youth Free Transit Pass Program.
- This year, new questions related to Vision Zero were added to the survey. Most Tempe residents were not aware of Vision Zero (83%) while just 13% reported that they had heard of the traffic safety policy.
- Just over one-half of residents who had heard of Vision Zero reported they knew what it meant (58%). The majority believed it was related to *safety* with mentions of *reducing deaths from car accidents* (46%), *having no car accidents* (18%), *slowing traffic* (10%), *safety on the roads* (8%) and *reducing pedestrian fatalities* (7%).

## Conclusions

1. Overall satisfaction for the transit system increased among Tempe residents in 2024 and is the highest reported since 2016. This is mainly due to reliability, frequency and convenience.
2. While overall the percentage of residents using transit to some degree has remained similar to previous studies, riders are reporting more frequent transit usage than in the past (daily, weekly, monthly) and fewer trips related to special or unique events.
3. Residents have continued to embrace the newer Streetcar service with a significantly larger proportion of riders reporting to use it in 2024. After using the Streetcar for two years, riders are still reporting high satisfaction ratings for all attributes; however, there are growing concerns of reliability in the schedule and frequency of streetcar stops.
4. Although safety remains the area with the lowest satisfaction among light rail riders, bus riders are reporting they feel much safer now while on the bus. However, bus riders are still feeling the least satisfied with security while waiting at their bus stops. Safety and security also remain as a reason for dissatisfaction with the transit service in Tempe.
5. Tempe residents are generally satisfied with bikeways and paths. However, they are placing higher priorities on walking and bicycle path improvements than in the past. Security, comfort and adding shade onto paths are deemed most important in 2024 while residents are less concerned about amenity improvements.

## **I. Introduction**

### **A. Background**

The City of Tempe commissioned WestGroup Research to complete a telephone survey of Tempe residents to gain insights into perceptions about public transit among both riders and non-riders, and perception and usage of other transportation programs. This report analyzes the data collected by the survey and, where appropriate, compares responses of the residents by meaningful demographic variables, as well as to data from the past four studies that were conducted in 2016, 2018, 2020 and 2022. The most recent data collection was completed with 414 Tempe residents during September and October 2024. Due to size limitations, tables in the report do not show data from the studies conducted from 1998-2014.

In previous studies, data was only collected by telephone. In 2022 and 2024, data was primarily collected via telephone (278 surveys), but to complete more surveys with younger residents, an online survey conducted through a national panel company was added (136 surveys). Panel data was collected online from September 17 to September 27, 2024. The telephone calls with Tempe residents were made by WestGroup from September 5 to September 24, 2024. A combination of random-digit dial (RDD) sample to contact "land line" households along with cell-phone sample database to reach cellphone only households was used to access potential respondents. All phone numbers were manually dialed. Households were randomly selected according to Tempe zip codes.

Quotas were set as targets (using Census data) to achieve balanced representation of men and women as well as a representative distribution of the sample by age. Post-survey weighting was applied to the data for gender and age to make sure the final data achieved the targeted representative sample.

The survey was completed with 414 Tempe residents. The margin of error for this sample size is  $\pm 4.8\%$  at a 95% confidence level. Cross tabulations of the data collected in this survey are included under a separate cover.

### **B. Sample Sizes and Associated Sampling Error**

There is a certain amount of sampling "error" that occurs with survey research because of the variability that is present whenever a portion of a population is examined to provide insight into attitudes, opinions, and behaviors of the total population. This "error" does not imply an "error" on the part of the researcher but reflects the likelihood that the estimates derived from interviewing a sample of the population differ from the numbers that would be obtained if the entire population were interviewed using the identical questions.

The amount of sampling error is determined almost entirely by the size of the subgroup of the sample and not by the size of the total sample interviewed. In other words, the sampling error

associated with respondents who are male residents vs. female residents is dictated by the size of these subgroups (n=207 and  $\pm 6.8\%$  for males, for example).

Based on a sample size of 414, **the overall sampling error for the total sample** (at the conventional 95% confidence level) is  $\pm 4.8\%$ . This means that the probability is 95% that our estimates are within 5 percentage points of the numbers we would have obtained had we interviewed every qualified resident in Tempe. If a response differs from the overall response of the sample by more than this percentage, the difference is said to be "statistically significant."

Throughout this report, each sub-group in a table or chart may be identified with a superscript letter (such as <sup>A</sup>, <sup>B</sup>, and <sup>C</sup>). A letter after a number indicates that the number is statistically higher than the number in the column with that letter. This indicates a statistically significant difference and is referred to throughout the report as being "significantly" higher or lower than a comparative figure.

For example, in the table below, the 49% and 54% in the first and second rows of column A is significantly higher than the figures in column B and C (16% and 8%; 18% and 12%) at the 95% confidence level.

### Frequency of Transit Usage Demographic Breakdown

	2024 (n=414)	18-34 (n=132) (A)	Age 35-54 (n=141) (B)	55+ (n=140) (C)
<b>Net Ride Daily or Weekly</b>	<b>24%</b>	<b>49%<sup>BC</sup></b>	<b>16%<sup>C</sup></b>	<b>8%</b>
<b>Net Ride at least Monthly</b>	<b>28%</b>	<b>54%<sup>BC</sup></b>	<b>18%</b>	<b>12%</b>
Daily	12%	23% <sup>BC</sup>	8%	5%
Weekly	12%	26% <sup>BC</sup>	8%	3%
Monthly	4%	5%	2%	4%
Every few months	7%	3%	10% <sup>A</sup>	7%
Special/unique circumstances	30%	19%	38% <sup>A</sup>	32% <sup>A</sup>
Don't Use Transit	35%	24%	32%	50% <sup>AB</sup>



For trend tables and charts displaying yearly data, significant differences between 2024 and 2022 figures are shown using an asterisk. For example, in the table below, the 73% in the 2024 column is significantly different than the 64% in the 2022 column at the 95% confidence level. Statistical testing between earlier studies is not shown in this report; however, important trends over time are called out when appropriate.

	2024 (n=266)	2022 (n=251)	2020 (n=248)	2018 (n=253)	2016 (n=246)
Light Rail	73%*	64%	72%	73%	84%
Orbit or Flash neighborhood shuttles	33%	34%	33%	32%	37%
Local or express bus	30%	28%	19%	25%	28%
Streetcar	18%*	10%	-	-	-
Don't Know/Refused	12%	12%	15%	12%	7%

**C. Demographics**

While quotas (based on Census data) were used as targets to achieve for a representative sample of Tempe residents, the total data were weighted in 2024 by gender and age to adjust for slight discrepancies between the targeted quotas and actual demographic representation in the final sample. An overview of respondent demographics follows in Table 1A. Generally, the profile of 2024 respondents were statistically similar to 2022 respondents with only slight changes in education and employment status. The average income of respondents continues to increase.

**Table 1a: Demographics**

	2024 (n=414)	2022 (n=400)	2020 (n=401)	2018 (n=400)	2016 (n=401)
<b>Gender</b>					
Male	50%	49%	52%	50%	52%
Female	49%	50%	48%	50%	48%
Nonbinary/other	1%	1%	-	-	-
<b>Years Lived in Tempe</b>					
<1 year	5%	7%	4%	<1%	1%
1 – 2 years	9%	10%	11%	3%	4%
3 – 5 years	14%	14%	20%	10%	9%
6 – 10 years	16%	14%	18%	10%	15%
11 – 20 years	17%	17%	14%	24%	24%
20+ years	39%	38%	32%	52%	48%
<b>Age</b>					
18 – 34	32%	34%	34%	32%	32%
35 – 54	34%	34%	34%	34%	34%
55+	34%	31%	31%	33%	33%
Average Age	46.3	45.1	45.6	47.8	47.3
<b>Education</b>					
Some high school	1%	1%	2%	1%	2%
High school graduate	11%*	7%	7%	10%	10%
Some college	27%	28%	26%	25%	26%
College graduate	34%*	42%	35%	38%	33%
Postgraduate	27%	21%	29%	25%	27%
No answer/ Refused	<1%	1%	1%	1%	2%
<b>Marital Status</b>					
Married	44%	46%	46%	49%	52%
Single	55%	52%	49%	48%	45%
Refused	2%	2%	5%	3%	3%

\*Indicates significant difference compared to 2022 at a 95% confidence level.

**Table 1b: Demographics**

	2024 (n=414)	2022 (n=400)	2020 (n=401)	2018 (n=400)	2016 (n=401)
<b>Income</b>					
<\$20,000	6%	6%	5%	7%	7%
\$20 - \$40,000	11%	13%	11%	15%	18%
\$40 - \$60,000	18%	15%	14%	16%	19%
\$60 - \$80,000	12%	15%	18%	18%	13%
\$80 - \$100,000	9%	11%	11%	11%	7%
\$100,000+	36%	31%	32%	24%	20%
\$100K to \$150,000	16%	17%	16%	12%	n/a
\$150,000+	20%*	14%	16%	12%	n/a
No answer/refused	8%	9%	9%	9%	16%
Average Income	\$92,035	\$85,898	\$89,958	\$79,072	\$67,325
<b>Occupation</b>					
Full-time	58%	60%	63%	60%	57%
Part-time	7%	10%	7%	11%	6%
Retired	22%*	16%	16%	16%	20%
Stay at home Spouse	3%	4%	5%	6%	3%
Student	4%	7%	4%	3%	6%
Unemployed/disabled	4%	3%	4%	3%	5%
Refused	1%	1%	1%	2%	3%
<b>Race</b>					
White	80%	77%	-	-	-
Hispanic	18%	14%	-	-	-
Black/African American	5%	4%	-	-	-
Asian	4%	7%	-	-	-
American Indian/Alaska Native	3%	2%	-	-	-
Native Hawaiian/Pacific Islander	1%	1%	-	-	-
Multi-racial	3%	1%	-	-	-
Other	2%	1%	-	-	-
Refused	3%	6%	-	-	-
<b>Zip Code</b>					
85281	24%	20%	25%	18%	21%
85282	31%	33%	35%	32%	33%
85283	26%	23%	26%	29%	24%
85284	15%	20%	14%	22%	22%
85288	4%	4%	-	-	-

\*Indicates significant difference compared to 2022 at a 95% confidence level.

n/a = not applicable for these studies; prior to 2018 the category was only “more than \$100,000”

## II. Rider Characteristics and Opinions

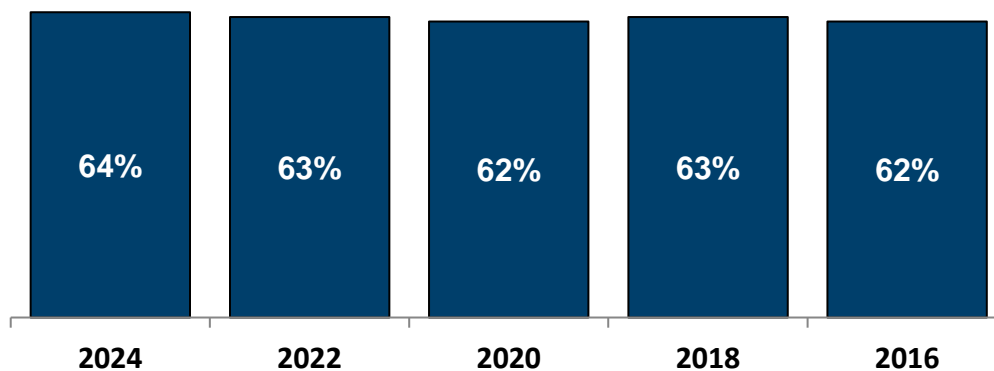
### A. Current Use of Public Transit

#### 1. Tempe Transit Service Usage – Among All Residents

Transit usage among Tempe residents has essentially stayed the same the past four studies. This year 64% reported riding Tempe’s transit service, including light rail, Orbit, Flash, Streetcar and local bus/express.

In 2024, men were more likely than women to use public transit (69% men and 60% women). Notably, residents living in 85281 were significantly more likely to report using some sort of transit (81% vs. 47%-66% other zips).

**Transit Service Usage in Tempe**  
Percentage of residents who ride Tempe transit service at all



2024 n=414; 2022 n=400; 2020 n=401, 2018 n=400, 2016 n=401

*Q5: In general would you say you use Tempe’s transit system (including light rail, Streetcar, Orbit, Flash and local bus/express)... [daily, weekly, monthly, every few months, only under special or unique circumstances]*

**2. General Public Transit Use – Among All Residents**

Ridership frequencies continued to increase in 2024. The percentage of residents reporting daily, weekly or monthly usage was at the highest level reported in the past four studies and significantly higher than reported in 2022 (28% vs. 19% ride at least monthly). This increase was primarily due to a significant increase in those reporting daily usage (12% up from 4%). Conversely, the proportion of residents who indicated taking advantage of Tempe public transit under unique circumstances continued to decline slightly compared to 2020 (30%, down from 43%).

As was true in previous studies, local bus, Orbit/Flash and Express riders were significantly more likely than rail only riders to report riding at least weekly (60% vs. 21%), and as expected, light rail only riders were significantly more likely to say they generally used transit under special or unique circumstances (64% vs. 19% of other riders).

As expected, older residents (age 55+) were less likely than younger residents to report using any form of public transit (50% vs. 68% of those 35-54 and 76% of those 18-34). Higher-income residents were more likely to report using transit for special events (32%), whereas those with household incomes under \$40,000 were more likely to report using transit on a more consistent basis.

**Table 2a: Frequency of Transit Usage**

	2024 (n=414)	2022 (n=400)	2020 (n=401)	2018 (n=400)	2016 (n=401)
<b>Net Ride Daily or Weekly</b>	<b>24%*</b>	<b>13%</b>	<b>6%</b>	<b>5%</b>	<b>10%</b>
<b>Net Ride at least Monthly</b>	<b>28%*</b>	<b>19%</b>	<b>12%</b>	<b>11%</b>	<b>16%</b>
Daily	12%*	4%	2%	2%	5%
Weekly	12%	10%	4%	3%	5%
Monthly	4%	6%	6%	6%	6%
Every few months	7%	10%	7%	10%	9%
Special/unique circumstances	30%	34%	43%	42%	37%
Don't Use Transit	35%	37%	38%	34%	38%
Don't know/No answer	<1%	<1%	<1%	3%	<1%

\*Indicates significant difference compared to 2022 at a 95% confidence level.

Q5: In general would you say you use Tempe’s transit system (including light rail, Streetcar Orbit, Flash and local bus/express).

**Table 2b: Frequency of Transit Usage Demographic Breakdown**

	2024 (n=414)	Age		
		18-34 (n=132) (A)	35-54 (n=141) (B)	55+ (n=140) (C)
<b>Net Ride Daily or Weekly</b>	<b>24%</b>	<b>49%<sup>BC</sup></b>	<b>16%<sup>C</sup></b>	<b>8%</b>
<b>Net Ride at least Monthly</b>	<b>28%</b>	<b>54%<sup>BC</sup></b>	<b>18%</b>	<b>12%</b>
Daily	12%	23% <sup>BC</sup>	8%	5%
Weekly	12%	26% <sup>BC</sup>	8%	3%
Monthly	4%	5%	2%	4%
Every few months	7%	3%	10% <sup>A</sup>	7%
Special/unique circumstances	30%	19%	38% <sup>A</sup>	32% <sup>A</sup>
Don't Use Transit	35%	24%	32%	50% <sup>AB</sup>

<sup>A-C</sup> Indicates significant differences compared to other sub-group at the 95% level.

**3. Type of Transit Used in Tempe in Past Year - Among Transit Riders**

Streetcar began service in May of 2022, and since then the percentage of residents using the streetcar has increased from 10% to 18%. Light rail usage increased back to levels reported in 2020 and before (73%) and local/express usage stayed at the higher pre-COVID levels (30%). Residents of the 85281 and 85282 zip codes were much more likely to report riding Orbit or Flash neighborhood shuttles than those in 85284 (46% and 34% vs. 18%, respectively). Streetcar usage was highest among residents living in 85281 (40% vs. 6% to 13% in the other zips).

**Table 2c: Type of Transit Ridden in Tempe in Past Year Trending Breakdown**

	2024 (n=266)	2022 (n=251)	2020 (n=248)	2018 (n=253)	2016 (n=246)
Light Rail	73%*	64%	72%	73%	84%
Orbit or Flash neighborhood shuttles	33%	34%	33%	32%	37%
Local or express bus	30%	28%	19%	25%	28%
Streetcar	18%*	10%	-	-	-
Don't Know/Refused	12%	12%	15%	12%	7%

\*Indicates significant difference compared to 2022 at the 95% confidence level.

Q5a: Which of the following have you used in Tempe in the past year?

In 2022, younger riders (18 to 34 years old) were significantly more likely than those 55 and older to report riding local/express buses and the Streetcar (41% vs. 15% bus; 26% vs. 10% Streetcar). Neighborhood shuttle usage is highest among those ages 35 to 54 (43% vs. 30% under 35 and 24% over 55).

Additionally, a much higher proportion of those with annual household incomes under \$40,000 reported riding buses and/or shuttles compared to residents with higher household incomes; those with less than a college degree also were more likely to ride local or express buses (40% vs. 23%).

**Table 2d: Type of Transit Ridden in Tempe in Past Year Demographic Breakdown**

Transit Type	2024 (n=266)	Age			Income		
		18-34 (n=101) (A)	35-54 (n=95) (B)	55+ (n=70) (C)	<\$40K (n=42) (D)	\$40K-\$80K (n=82) (E)	80K+ (n=125) (F)
Light Rail	73%	74%	73%	69%	69%	75%	74%
Orbit or Flash neighborhood shuttles	33%	30%	43% <sup>C</sup>	24%	42%	25%	36%
Local or express bus	30%	41% <sup>C</sup>	28% <sup>C</sup>	15%	50% <sup>EF</sup>	25%	27%
Streetcar	18%	26% <sup>C</sup>	16%	10%	24%	14%	21%
Don't Know/Refused	12%	3%	14% <sup>A</sup>	21% <sup>A</sup>	5%	14%	9%

<sup>A-F</sup> Indicates significant differences compared to other sub-group at the 95% level.

**B. Length of Use of Transit System**

**Three in ten riders (29%) reported using Tempe’s transit system for more than ten years, which was the same as in 2022.** The percentage of new riders declined (14% down to 6%), however, the percentage using transit for one to two years increased slightly (11% up from 9%).

**Table 3a: Length of Use of Transit System**

Time Riding	2024 (n=266)	2022 (n=251)	2020 (n=248)	2018 (n=253)	2016 (n=246)
Less than a year	6%*	14%	9%	4%	5%
1 – 2 years	11%	9%	9%	6%	9%
2 – 4 years	12%	12%	12%	13%	15%
4 – 6 years	13%	12%	20%	19%	19%
6 – 10 years	24%	19%	22%	14%	22%
More than 10 years	29%	30%	23%	35%	25%
11 to 20 Years	17%	19%	15%	na	na
More than 20 Years	12%	11%	8%	na	na
Don’t know	5%	4%	5%	11%	4%

*Q8: How long have you been using the transit system in Tempe?*

\*Indicates significant difference compared to 2022 at the 95% confidence level.



**C. Main Reasons for Using Public Transit**

**As in the past, the top three reasons Tempe residents use public transit were to avoid parking (19%), to get to and from places (18%), or overall convenience (16%).**

Older riders were significantly more likely to mention avoiding parking (22% 35-54 and 25% 55+ vs 11% 18-34) and *convenience* as their main reason (24% 55+ vs. 14% under age 35) where as younger residents are more likely to indicate they use transit to save money (17% under 34 vs. 5% age 55+) and/or they don't have a car (12% under age 34 vs. 4% age 55+).

**Table 3b: Main Reasons for Using Public Transit**

Responses	2024 (n=266)	2022 (n=251)	2020 (n=248)	2018 (n=253)	2016 (n=246)
To avoid parking	19%	15%	12%	11%	5%
Get to/from places	18%	15%	20%	18%	22%
Convenient	16%	18%	11%	26%	24%
Saves money	9%	10%	6%	2%	3%
Do not have a car	9%	9%	4%	5%	8%
Vehicle not available/car problems	7%	5%	4%	6%	3%
Need to get to Phoenix	6%	4%	6%	2%	4%
To get to/from work	5%	3%	5%	4%	3%
Dislike driving/Take a break from driving	4%	7%	6%	5%	4%
To go downtown	4%	5%	10%	9%	3%
To avoid drinking and driving	4%	3%	7%	4%	3%
Saves wear and tear on car	3%	1%	-	1%	1%
Protects the environment	2%	4%	3%	2%	1%
A way to get around	2%	3%	3%	2%	3%
To get to/from airport	2%	3%	3%	1%	3%
Get to/from places	2%	3%	2%	2%	2%
Get to/from school	2%	2%	3%	4%	5%
It's free	2%	2%	-	-	-
Health problems/handicapped	2%	-	1%	-	-
Saves time/fast	2%	-	-	-	-
Enjoy the people	2%	-	-	-	-

*Q9: What is the main reason you ride public transit?*

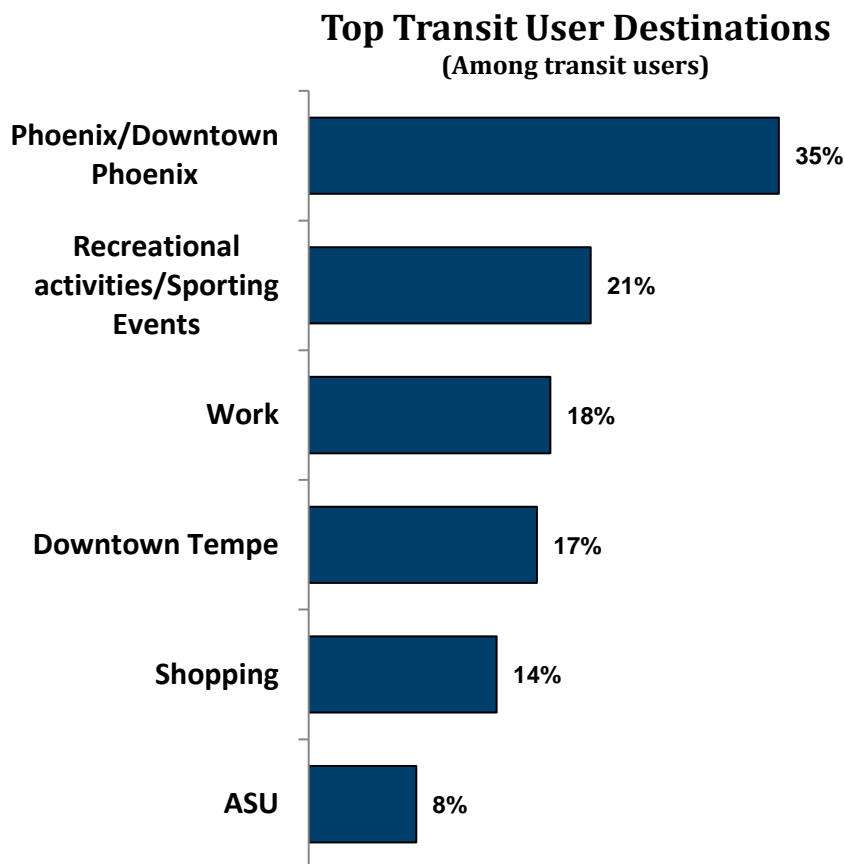
No significant differences compared to 2022 at the 95% confidence level.

Note: Response categories with less than 2% mentions in 2024 not shown in table.

**D. Public Transit Destinations**

**Phoenix/Downtown Phoenix continues to be the most popular destination for transit trips with 35% of all transit riders surveyed, naming it as a destination.** As was also the case in the past, light rail only riders were significantly more likely to report Phoenix/Downtown Phoenix and/or recreational activities as a destination than were those who used other forms of public transit in the city (51% vs. 14% DT Phoenix and 25% vs. 15% recreational activities).

Work increased as a reported destination in 2024 (18% up from 12%), while Downtown Tempe and shopping again rounded out the top five destinations for transit riders (17% and 14%, respectively).



*Q10: Where do you go when you use public transit? 2024 n=266*

**Table 4: Top Public Transit Trip Destinations**  
(Among public transit users)

Responses	2024 (n=266)	2022 (n=251)	2020 (n=248)	2018 (n=253)	2016 (n=246)
DT Phoenix/Phoenix	35%	34%	47%	48%	25%
Recreational activities	21%	16%	21%	26%	35%
Work	18%*	12%	12%	13%	14%
Downtown Tempe	17%	22%	18%	21%	14%
Shopping	14%	10%	9%	9%	4%
ASU	8%	11%	10%	12%	14%
Airport	6%	5%	5%	3%	4%
School (unspecified)	6%	5%	<1%	1%	-
Restaurant	5%	5%	4%	<1%	-
Library	4%	3%	2%	2%	2%
Visit friends/family	4%	3%	1%	3%	2%
Medical appointment	2%	3%	2%	1%	2%
Everywhere	2%	1%	-	1%	-
Light rail	2%	2%	<1%	<1%	-
Home	2%	1%	1%	1%	-
Bus stops/ other forms of transit	1%	3%	-	-	-
Around Tempe	1%	1%	3%	-	3%
Mesa	1%	2%	2%	1%	-
In/around neighborhood	1%	2%	3%	<1%	-

*Q10: Where do you go when you use public transit?*

\*Indicates significant difference compared to 2022 at the 95% confidence level.

Note: Destinations with less than 2% mentions in 2024 not displayed unless necessary for prior

**E. Satisfaction with Bus Service**

Bus riders were asked to rate their level of satisfaction with twelve different aspects of riding the bus. Riders rated the attributes by using four-point nominal scales (“very satisfied,” “somewhat satisfied,” “not very satisfied,” and “not at all satisfied.”).

**Satisfaction with the bus service stayed the same on almost all of the attributes evaluated. However, there was a significant increase in rider perceptions of *safety on the bus* (82% very/somewhat satisfied vs. 71% in 2022). There were notable but not significant differences on *amenities at bus stops* (67% vs. 61%), *security at bus stops* (67% vs. 60%), and *reliability or on-time performance of busses* (75% vs. 83%).**

Riders were most likely to be satisfied with *driver courtesy and professionalism, cleanliness of the bus, ease of using the bus* and *route frequency* (92%, 85% and 84% Very + Somewhat satisfied, respectively).

**Table 5a: 2024 Satisfaction with Bus Service**  
(Among bus riders)

Attribute	2024 (n=124)			% Very/somewhat satisfied			
	Very/ somewhat Satisfied	Very Satisfied	Somewhat Satisfied	2022 (n=126)	2020 (n=108)	2018 (n=87**)	2016 (n=128)
Driver courtesy and professionalism	92%	58%	34%	89%	92%	93%	93%
Cleanliness of the bus	85%	47%	38%	80%	86%	88%	92%
Ease of using the bus	84%	48%	36%	84%	87%	93%	91%
Route frequency	84%	51%	33%	78%	84%	79%	74%
Hours of operation	83%	46%	37%	82%	88%	84%	NA
Safety on the bus	82%*	41%	41%	71%	78%	82%	95%
Comfort on the bus	82%	48%	34%	86%	85%	92%	95%
Reliability/on-time performance of buses	75%	45%	30%	83%	81%	86%	80%
Cleanliness of bus stops	72%	36%	36%	74%	74%	85%	NA
Bus service during major events	72%	36%	36%	73%	75%	70%	NA
Amenities at bus stops	67%	28%	39%	61%	62%	72%	NA
Security at bus stops	67%	29%	38%	60%	62%	65%	NA

Q11: In general how satisfied are you with...

\*Indicates significant difference compared to 2022 at the 95% confidence level.

\*\*Due to a programming error, only 87 of the 115 bus/shuttle riders were asked this series of questions.

Among riders dissatisfied with one or more attributes, the most common suggestions offered to improve their satisfaction with buses were to keep the inside of the *buses/bus stops cleaner* (31%), *increase the frequency of buses* (27%), and *better or more security on buses* (19%).

**Table 5b: Suggested Improvements**

	2024 (n=74)	2022 (n=85)	2020 (n=38)	2018 (n=45)	2016 (n=69)
Inside of bus/bus stops need to be cleaner	31%	24%	23%	2%	9%
More frequent buses	27%	22%	19%	17%	32%
Security on the bus/safer buses	19%	19%	8%	15%	11%
Don't like the type of people that use the bus	15%	17%	5%	4%	8%
Bus stops need shade	13%	20%	26%	21%	13%
Need better/more routes	12%	8%	19%	9%	15%
More/better bus routes	8%	7%	2%	-	-
More courteous/professional drivers	4%	8%	-	6%	-
More/better benches at bus stops	4%	4%	-	6%	-
Easier way to pay the fare	3%	3%	-	-	-
More/better lighting at bus stops	2%	3%	8%	20%	8%
Avoid bus passing us by at stops	2%	-	-	-	-
More room/accessible for bikes	2%	-	-	-	-
More handicapped accessible	2%	1%	-	-	-
Buses should be free/inexpensive	1%	1%	-	-	-
Don't know	7%	1%	2%	5%	5%

*Q11a: You indicated dissatisfaction with some of the attributes, what could be done to improve your satisfaction with the bus service?*

Note: Response categories with less than 1% mentions in 2024 not shown in table.

No significant differences compared to 2022 at the 95% confidence level.

**F. Satisfaction with Light Rail**

Light rail riders were asked to rate their level of satisfaction with eleven different aspects of riding the light rail. Riders rated the attributes by using four-point nominal scales (“very satisfied,” “somewhat satisfied,” “not very satisfied,” and “not at all satisfied.”).

**Satisfaction levels with the light rail increased for nearly all attributes evaluated over 2022 ratings. Riders were most likely to be satisfied with *ease of using the light rail (93%), comfort (92%), light rail services during major events (up significantly to 92% from 83%) and route frequency (91%)*. Light rail riders were least likely to express satisfaction with *security on the light rail and security at light rail stops (77% and 76%, respectively)*, although the percentage of riders who were satisfied with both safety attributes improved over 2022.**

**Table 6a: 2024 Satisfaction with Light Rail**  
(Among light rail riders)

Attribute	2024			2022 % Very/Somewhat Satisfied (n=162)
	Very/ somewhat Satisfied	Very Satisfied	Somewhat Satisfied	
Ease of using the light rail	93%	60%	33%	91%
Comfort on the light rail	92%	47%	45%	88%
Light rail service during major events	92%*	50%	42%	83%
Route frequency	91%	55%	36%	87%
Amenities of light rail stops	90%	46%	44%	87%
Reliability/on-time performance of light rail	89%	60%	29%	90%
Cleanliness of light rail stops	89%	38%	51%	82%
Cleanliness of the light rail	88%*	41%	47%	78%
Hours of operation	87%	53%	34%	87%
Security on the light rail	77%	37%	40%	75%
Security at light rail stops	76%	38%	38%	71%

Q12: In general how satisfied are you with...

\*Indicates significant difference compared to 2022 at the 95% confidence level.

Among riders dissatisfied with one or more attributes, the most common suggestions to improve their satisfaction with light rail were the addition of *security in the train* (29%), *cleaner trains/stops* (21%), and *increased frequency of the light rail trains* (19%).

**Table 6b: Suggested Improvements**

	2024 (n=83)	2022 (n=84)
Security in the train/safer	29%	38%
Inside of the light rail/at stops need to be cleaner	21%	27%
More frequent light rail	19%	17%
Don't like the type of people that use the train	13%	18%
Need better/more routes	10%	3%
Later service/later times for weekdays/run 24 hours a day	9%	9%
Light rail stops need shade	9%	8%
It's too crowded/add more rail cars	5%	-
Accessible for people with disabilities/ADA	3%	-
Check tickets/get rid of free riders	2%	3%
More/better lighting at train stops	2%	1%
Friendlier operators/drivers	2%	-
Better payment system/more options/smart phone payments	1%	3%
Other	5%	5%
Don't know	6%	4%

*Q12a: You indicated dissatisfaction with some of the attributes, what could be done to improve your satisfaction with the light rail?*

Note: Response categories with less than 1% mentions in 2024 not shown in table.

No significant differences compared to 2022 at the 95% confidence level.

**G. Satisfaction with Streetcar**

Finally, Streetcar riders were asked to rate their level of satisfaction with eleven different aspects of riding the Streetcar. Riders rated the attributes by using four-point nominal scales (“very satisfied,” “somewhat satisfied,” “not very satisfied,” and “not at all satisfied.”).

**Streetcar riders were most likely to be satisfied with *comfort on the Streetcar, cleanliness of the Streetcar, and security on the Streetcar* (94%, 94% and 92% Very + Somewhat satisfied, respectively).** Riders were least likely to express satisfaction with *Streetcar service during major city events* (84% but this was up from 67% in 2022).

**Table 7a: 2024 Satisfaction with Streetcar**  
(Among Streetcar riders)

Attribute	2024			2022 % Very/Somewhat Satisfied (n=26)
	Very/ somewhat Satisfied	Very Satisfied	Somewhat Satisfied	
Comfort on the Streetcar	94%	73%	21%	93%
Cleanliness of Streetcar	94%	72%	22%	93%
Security on the Streetcar	92%	66%	26%	85%
Cleanliness of Streetcar stops	90%	64%	26%	93%
Reliability/on-time performance of Streetcar	90%	43%	47%	90%
Ease of using the Streetcar (e.g., using schedules, getting to the Streetcar stop, paying fares)	90%	57%	33%	87%
Security at Streetcar stops	90%	59%	31%	80%
Amenities at Streetcar stops (e.g. shade, seating, bike racks)	88%	52%	36%	89%
Hours of operation	86%	55%	31%	93%
Route frequency	85%	48%	37%	90%
Streetcar service during major city events	84%	52%	32%	67%

*Q12NEW: In general how satisfied are you with...*

No significant differences compared to 2022 at the 95% confidence level.



Just 12 Streetcar riders were dissatisfied with one or more attributes. Among these 12, there was frustration with the *Streetcar getting stuck in traffic and resulting in it not running on time*, they would like to see *more service*, and others would like to see the *schedules easier to find and understand*.

**Table 7b: Suggested Improvements**

	2024 (n=12)	2022 (n=3)
Reliability/ on time performance/Gets stuck in traffic/runs late/	3	-
More frequent Streetcar service	3	1
Easier schedules to read/understand/accurate/hard to find schedules	3	1
Security in the Streetcar/safer	1	-
Cleaner inside of the Streetcar/at stops	1	-
Hours of operation	1	1
Should be free/not worth the cost	1	

*Q12NEWa: You indicated dissatisfaction with some of the attributes, what could be done to improve your satisfaction with the Streetcar service?*

Note: Responses reported in frequency due to small sample size

### III. Overall Perception and Satisfaction with Tempe's Transit System

#### A. Top of Mind Impression of Transit System in Tempe

When describing their perceptions of the transit system in Tempe, residents' top of mind positive images were most often related to it being a *generally good system* (22%) and *liking the neighborhood shuttles and buses* (9%). The top-of-mind negative impressions were *the need for more transit* (9%) and simply *not liking it* (6%). Notably a larger proportion of residents mentioned accessibility this year when thinking about the transit system in Tempe (4%, up from 1% 2022).

Transit riders were significantly more likely than non-riders to immediately think of generally positive words such as "excellent" or "good" (25% vs. 17%), "like the neighborhood shuttles" (13% vs. 3%), "free" (7% vs. 2%), or "accessible" (5% vs. 1%). Non-riders were significantly more likely to think of "traffic" or "congestion" (10% vs. 2% riders).

**Table 8: Top of Mind Impression of Tempe Transit System**

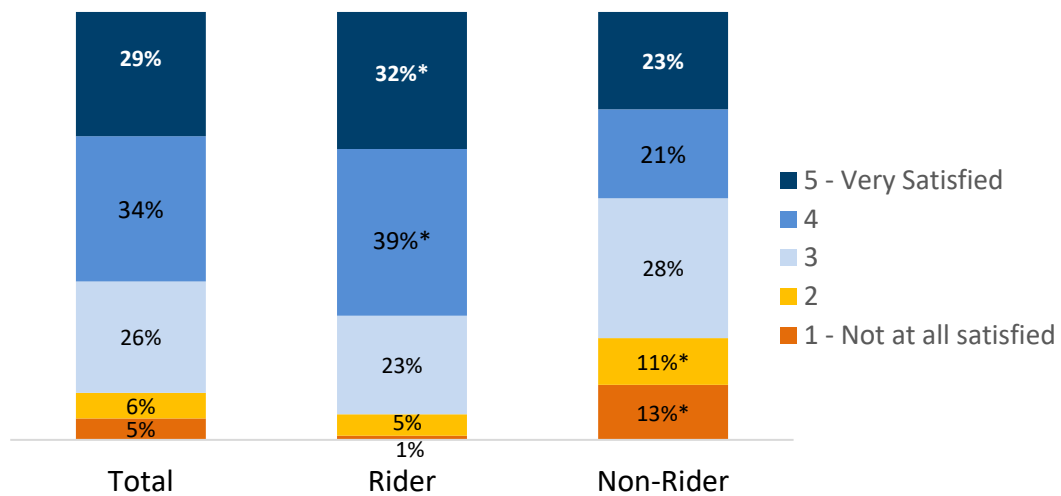
	2024 (n=414)	2022 (n=400)	2024 Transit Rider (n=266) A	2024 Non-Rider (n=147) B
<b>Positive</b>				
Good/excellent/cool (general positive)	22%	21%	25% <sup>B</sup>	17%
Like the neighborhood shuttles/Orbit/Mercury/Blue buses	9%	13%	13% <sup>B</sup>	3%
Lots of options/ can choose between bus, light rail, shuttles	9%	6%	9%	9%
Good bike lanes/paths/ able to walk	8%	8%	8%	7%
Like the light rail	6%	5%	6%	6%
It's free	5%	4%	7% <sup>B</sup>	2%
Available/accessible	4%*	1%	5% <sup>B</sup>	1%
Like the scooters	1%*	3%	<1%	1%
<b>Neutral</b>				
Never used it/don't use it	10%*	6%	4%	21% <sup>A</sup>
The bus system/ bus (unspecified)	9%	9%	9%	8%
Light rail (unspecified)	8%	11%	11% <sup>B</sup>	5%
New street car system/trolleys	3%*	6%	4%	1%
Adequate/fine/average	3%	4%	4%	2%
<b>Negative/Suggestions</b>				
Need more public transit/improved transit	9%	8%	9%	9%
General negative/don't like it	6%	6%	5%	8%
Traffic/ congestion	5%	6%	2%	10% <sup>A</sup>
Needs improvements (timing of lights, better routes, etc.)	4%	7%	3%	6%
Unsafe/dangerous	4%	3%	3%	5%
Inconvenient/slow	2%	3%	2%	3%
<b>Don't know</b>	3%	3%	2%	4%

Q4: What is the first thing that comes to mind when you think about the transportation system in Tempe? Responses less than 3% not shown (All open ends available under separate cover). \*Indicates significant difference compared to 2022 at the 95% confidence level. <sup>AB</sup> Indicates significant differences compared to other sub-group at the 95% level.

**B. Overall Satisfaction with Tempe Transit System**

**Nearly two-thirds of residents (63%) with an opinion reported being highly satisfied with the Tempe transit system.** Notably, this is the highest level of satisfaction reported since 69% in 2016. As in the past, current riders were more likely to provide a top two rating (71% vs. 44% of non-riders). Residents who have lived in Tempe for 10 years or less were least likely to provide a top satisfaction rating when compared to those who have lived in Tempe for a longer period (57% <11 years vs. 75% 11-20 years and 65% 20+ years). This year there were no notable differences in satisfaction by gender or other sub-groups.

**Overall Satisfaction with Transit System  
Among those with an opinion**



Total n=368, Rider: n=261, Non-Rider: n=106

\*Indicates significant differences compared to other sub-group at the 95% level.

**Table 9: Overall Satisfaction with Transit System in Tempe**  
(Among those with an opinion)

Satisfaction	2024 (n=368)	2022 (n=371)	2020 (n=373)	2018 (n=362)	2016 (n=352)
<b>NET Very + Somewhat satisfied</b>	<b>63%</b>	<b>57%</b>	<b>58%</b>	<b>60%</b>	<b>69%</b>
5 – Very satisfied	29%*	22%	26%	28%	36%
4	34%	35%	32%	32%	33%
3	26%	30%	27%	29%	21%
2	6%	8%	8%	5%	5%
1 – Very dissatisfied	5%	5%	6%	6%	6%
Don't know (excluded from %)	11%	8%	8%	10%	12%

*Q12. How satisfied are you with the quality of the transit system in Tempe?*

\*Indicates significant difference compared to 2022 at the 95% confidence level.

Residents satisfied with the transit system (rated “4” or “5”) primarily attributed their satisfaction to *good service (23%)*, followed by *good/convenient routes (17%)*, and *frequent and reliable service (14%)*.

Residents who gave lower ratings (1-3) most often mentioned the need for *better or more routes (21%)*, *more frequent buses with extended hours (13%)*, and *more security (10%)* as reasons for their ratings. Additionally, mentions of buses being dirty decreased significantly in 2024 among Tempe residents (2%, down from 6% 2022).

Almost one in ten residents could not provide a reason for their satisfaction rating (8%, up significantly from 2%).

**Table 10: Reason for Satisfaction Level**

Responses	2024 (n=368)	2022 (n=371)	2024 Satisfaction Level	
			4,5 (n=232)	1,2,3 (n=136)
<b>Positive</b>				
Satisfied, good service	16%	11%	23%	4%
Good routes, convenient routes	12%	11%	17%	3%
Frequent, available, reliable	9%	10%	14%	2%
Convenient (general)	5%	6%	7%	2%
It's clean	4%	5%	6%	-
Saves money, cheap, free	4%	4%	5%	2%
Easy to use	4%	2%	4%	2%
There are a lot of options (general)	3%	6%	5%	-
Like the light rail/light rail is good	3%	3%	3%	1%
Provides transportation for those who need it	1%	3%	2%	-
<b>Neutral</b>				
Don't use it, never used it	10%	12%	4%	20%
Always room for improvement	7%	11%	7%	8%
It's average/okay	3%	4%	1%	7%
<b>Negative/Suggestions</b>				
Need better/more routes, connections, doesn't go where I need to	12%	9%	6%	21%
More frequent buses, more hours	9%	8%	6%	13%
Need more security	6%	6%	4%	10%
Uncomfortable with people who ride transit	5%	4%	2%	9%
It was dirty/needs to be cleaned up a little bit	2%*	6%	3%	1%
Bus driver does not stop at bus stops	2%	3%	1%	4%
Extend the light rail/more routes	1%	3%	<1%	1%
<b>Don't know</b>	8%*	2%	6%	11%

*Q12a: Please explain your rating.* Note: Response categories with < 3% total mentions in 2024 not shown in table.

\*Indicates significant difference compared to 2022 at the 95% confidence level.

#### IV. Reasons for Not Riding Transit

**Preference for a personal vehicle continued to be by far the most common reason given by non-riders as an explanation for not using public transit (58% mentioned).** Other popular reasons were that they simply *find transit to be inconvenient* (13%), they *do not need to use transit* (12%), it is *not safe/secure* (12%) and/or *doesn't go where they need it to go* (11%).

Notably, mentions of *transit is not secure* or concerns about safety continues to increase after decreasing to 3% in 2020 (12% in 2024). Additionally, this year showed significantly fewer mentions of *riding working from home or telecommuting* (1%, down from 5%).

**Table 11: Top Reasons for Not Using Public Transit**

Reasons	2024 (n=147)	2022 (n=147)	2020 (n=153)	2018 (n=136)	2016 (n=152)
Prefer car	58%	52%	45%	49%	59%
Inconvenient (general)	13%	17%	13%	14%	6%
Don't need to, don't have the need to use	12%	11%	14%	15%	4%
Transit is not secure/safety	12%	9%	3%	9%	3%
Doesn't go where they need to go	11%	8%	9%	9%	7%
Takes too long	7%	9%	8%	13%	8%
Health reasons	6%	8%	1%	6%	-
Bus stop far away	6%	7%	6%	3%	11%
Weather concerns/ too hot/cold/ raining	5%	3%	3%	4%	1%
Service isn't frequent enough	5%	-	1%	4%	1%
Need car for business	4%	-	7%	4%	2%
Buses are unreliable/not on time	3%	1%	4%	1%	1%
Ride bike instead	2%	1%	5%	1%	3%
Don't know how to use transit system	2%	1%	-	1%	4%
Buses are dirty	1%	3%	2%	1%	--
Convenience (unspecified)	1%	2%	2%	1%	1%
Bus stops are not safe	1%	1%	1%	-	-
Work from home/telecommute	1%*	5%	4%	1%	3%
Don't have to go far distances	1%	1%	2%	6%	3%
Inconvenient bus schedule times	1%	1%	-	3%	-
Don't know	3%	<1%	1%	3%	2%

Q6: People tell us different reasons why they do not use public transit like riding the bus or light rail or Streetcar. What are some of the reasons why you currently do not use public transit?

\*Indicates significant difference compared to 2022 at the 95% confidence level.

Note: Reasons with less than 2% mentions in 2024 not shown in table.

## V. Tempe Bicycling and Walking

### A. Bicycle Usage

**Six in ten Tempe residents (59%) reported having access to a bicycle.** Although higher than the 56% reported in 2022, this remains somewhat lower than the 62%-64% found in the last four studies.

Residents aged 35 to 54 were significantly more likely than other residents to report having access to a bicycle they can ride when they want (73% vs. 58% 18-34 and 45% 55+). Men were also much more likely to report having a bicycle compared to women (70% vs. 48% women) as were residents living in 85284 (76% vs. 40%-59% other zips).

**Among those with access to a bike, roughly two-thirds (65%) reported riding their bike at least once a month, which is identical to 2022 but lower than the 69% reported in 2020.**

**Table 17: Access to and Frequency of Bike Use per Month**

	2024 (n=414)	2022 (n=400)	2020 (n=401)	2018 (n=400)	2016 (n=401)
<b>Have access to bike</b>	<b>59%</b>	<b>56%</b>	<b>63%</b>	<b>64%</b>	<b>62%</b>
<b>Frequency per Month</b>					
Never/only occasionally	35%	36%	31%	33%	28%
Once or twice	17%	18%	20%	22%	23%
Three to five times	22%	18%	15%	19%	20%
Six to ten times	12%	8%	12%	9%	8%
>10 times	14%	19%	21%	15%	20%
Don't know/not sure	-	<1%	1%	2%	1%

*Q19: Do you have access to a bicycle that you can ride when you want to?*

*Q20: How many times in a month do you ride your bike?*

No significant differences compared to 2022



**B. Reasons Do Not Ride Bicycle More Often**

Those who have access to a bike but *never* or only *occasionally* ride it (35% of residents) most often blamed *hot weather* for not riding it more often (45% mentioned it being “*too hot outside*”). Other key reasons given included: *it is too dangerous* (11%), *their health* (11%), *no interest in riding* (10%), and they *prefer to take a car* (9%). Women and young residents were significantly more likely to report not riding more often due to *hot weather* compared to men and those over the age of 55+ (56% women vs. 33% men; 59% <35 vs. 28% 55+).

**Table 18: Reasons for Not Riding More Often**  
(Among those who have access to a bicycle but only ride it occasionally or never)

Responses	2024 (n=87)	2022 (n=82)	2020 (n=78)	2018 (n=84)	2016 (n=70)
Too hot outside/hot weather	45%	35%	43%	47%	38%
Too dangerous	11%	19%	14%	12%	1%
Physical condition/my health	11%	10%	6%	11%	9%
Lazy/don't want to ride it	10%*	1%	1%	10%	4%
Have a car/rather take car	9%	9%	13%	7%	6%
Inconvenient/too busy	8%	10%	12%	10%	4%
Bike not working properly/bike not functional	6%	4%	7%	3%	6%
Not enough bike lanes/paths	5%	3%	1%	-	2%
Too old	4%	3%	1%	1%	-
Too much traffic	3%	4%	3%	7%	3%
Takes too long	3%	1%	-	2%	-
Injury	2%	2%	1%	1%	1%
Have little kids/drive kids around	2%	5%	1%	2%	6%
Have too much to carry	1%	1%	-	-	-
Get exercise another way	1%	1%	-	-	-
Distance/too far	1%	3%	3%	6%	9%
No need/nowhere to go	1%	-	1%	1%	-
Other (responses <.5%)	1%	2%	5%	2%	9%
Don't know/no answer	3%	2%	-	-	9%

Q20a: What are some reasons you don't ride you bike more often?

\*Indicates significant difference compared to 2022 at the 95% confidence level.

**C. Bicycle Destinations**

**One-quarter of those with access to a bike who ride at least once a month (28%) reported riding so for *exercise*, while 21% ride their bike to *stores*.** Another two in ten ride to *parks* (18%) or *work or school* (17%). This year, significantly more residents reported riding their bike for *mountain biking* purposes compared to 2022 (7%, up from 2%). Tempe residents under the age of 55 were more likely to ride their bike to the *store* compared to older residents (26% <55 vs. 6% 55+).

**Table 19: Bike Riding Destinations**  
(Among those who have access to a bicycle and ride it at least 1x a month)

Responses	2024 (n=156)	2022 (n=143)	2020 (n=174)	2018 (n=167)	2016 (n=176)
Exercise	28%	39%	40%	35%	44%
Store	21%	15%	11%	17%	13%
Parks	18%	24%	19%	16%	10%
Work/school/ASU	17%	12%	16%	12%	14%
Along the canal	15%	15%	15%	11%	9%
Tempe Town Lake	7%	10%	11%	7%	5%
Friend’s house	7%	7%	3%	4%	4%
Bike trails/mountain trails	7%*	2%	4%	-	-
Restaurant/dinner	6%	10%	13%	9%	4%
Everywhere	3%	5%	5%	8%	3%
Run errands	3%	4%	6%	3%	2%
Locally	3%	2%	1%	-	1%
Get to/from recreational activities	3%	-	-	-	-
The bar/when I’ve been drinking	2%	3%	6%	2%	3%
Mill Avenue/Downtown Tempe	2%	3%	4%	13%	5%
Other	3%	-	1%	2%	2%

Q21: Where do you go when you ride your bike?

\*Indicates significant difference compared to 2022 at the 95% confidence level.

Note: Destinations with less than 2% mentions in 2024 not shown in table.

**D. Main Reason for Riding a Bicycle**

Residents who bicycle at least monthly said they do so primarily to get *exercise* (39%), continuing the decline from the 57% reported in 2018. One-quarter bike *for fun and recreation* (25%) while another 6% ride their bike due to convenience.

**Table 20: Main Reason Ride a Bike**  
(Among those who have access to a bicycle and ride it at least 1x a month)

Responses	2024 (n=156)	2022 (n=143)	2020 (n=174)	2018 (n=167)	2016** (n=176)
Exercise	39%	44%	52%	57%	54%
Fun/Recreation/leisure	25%	26%	27%	22%	26%
Convenient/easy	6%	3%	4%	3%	8%
Saves money	5%	7%	1%	2%	4%
Don't have to worry about parking spots	5%	-	-	-	-
I like it/prefer to travel this way	5%	-	-	-	-
It's faster than walking/driving	4%	4%	5%	2%	-
Good for health/medical reasons	3%	3%	1%	3%	5%
To get to school/work	3%	2%	1%	1%	4%
Do not have a car	2%	3%	1%	1%	2%
Protects environment	2%	1%	4%	1%	1%
Go shopping	1%	2%	-	2%	-
Don't have a driver's license	1%	-	-	-	-
For the fresh air	1%	3%	1%	3%	1%
To not have to walk	1%	-	-	-	-
Transportation in general	1%	-	-	-	-
Other	3%	2%	1%	1%	2%
No answer	-	-	1%	-	1%

Q22: What is the main reason you ride a bicycle?

No significant differences compared to 2022 at the 95% confidence level.

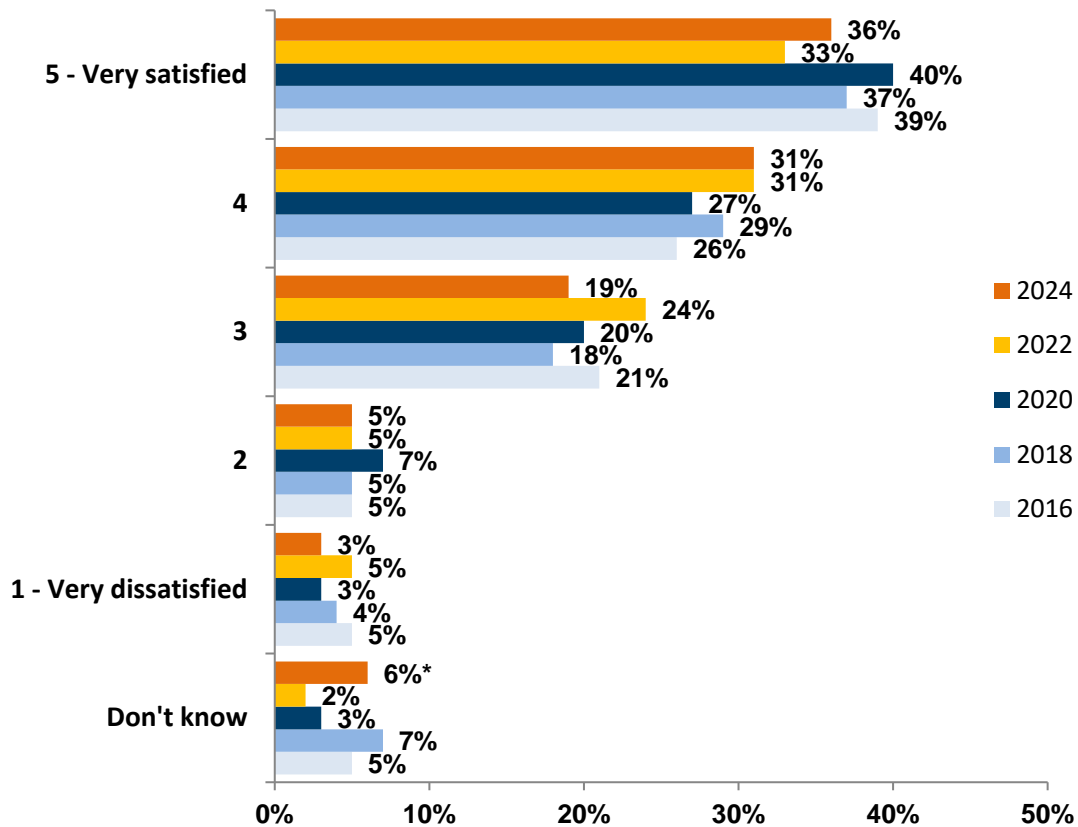
\*\*Question added in 2016.

**E. Overall Satisfaction with Bicycle and Pedestrian Paths**

Similar to previous studies, two-thirds of residents indicated being satisfied with the *quality of walking and biking paths* in Tempe (67% gave a rating of “4” or “5 - Very satisfied”). Although not significant, the percentage of those providing a “5 – Very satisfied” rating increased three percentage points this year compared to 2022 (36%, up from 33%).

Residents living in 85284 were more likely than those in other zips to report high levels of satisfaction with the bike and pedestrian paths in their area (85% gave “4” or “5 – Very satisfied” vs. 60%-69% of those in other areas).

**Overall Satisfaction with Tempe Walking and Bike Paths**



2024 n=414; 2022 n=400; 2020 n=401, 2018 n=400, 2016 n=401

Q23: How satisfied are you with the quality of the walking and biking paths in Tempe?

\*Indicates significant difference compared to 2022 at the 95% confidence level.

Residents were asked to explain the reason(s) for their satisfaction ratings for bike and pedestrian paths. **Among those with an opinion, the most common positive reasons for ratings included *paths are fine the way they are* (21%) and *paths are everywhere, there are plenty of paths* (20%).** Residents were significantly more likely to mention *paths are properly maintained and accessible* this year (13%, up from 8%). Another one in ten were satisfied due to *easy and accessible paths* and having *good routes* (11% and 9%, respectively).

**Top negative reasons included *paths don't seem safe enough/make them safer* (10%), *need more bike lanes* (6%) and *could use more paths* (5%).**

**Table 21: Reasons for Satisfaction Rating**  
(Among those with an opinion)

Responses	2024 (n=389)	2022 (n=392)	2020 (n=389)	2018 (n=370)	2016 (n=380)
<b>Positive</b>					
Paths are fine the way they are, no problems	21%	20%	11%	12%	18%
Paths are everywhere, plenty of paths	20%	19%	18%	15%	12%
Paths are properly maintained, well landscaped	13%*	8%	16%	6%	6%
Paths are easy to use, accessible	11%	10%	6%	7%	5%
Have good routes, connect well	9%	5%	8%	9%	6%
Paths are safe	8%	9%	9%	4%	7%
Paths have been added/there are more	3%*	<1%	1%	2%	-
Paths are wide enough	2%	4%	1%	1%	-
Paths are well lit	2%	2%	2%	2%	4%
Like the paths along the canal	2%	2%	2%	1%	-
<b>Neutral</b>					
Never use paths, no knowledge of them	3%	6%	4%	4%	6%
There is always room for improvement	2%	2%	3%	1%	4%
<b>Negative/Suggestions</b>					
Paths don't seem safe enough/make them safer	10%	14%	11%	9%	9%
Need more bike lanes	6%	9%	5%	6%	4%
Could use more paths	5%	3%	3%	2%	7%
Not enough shade/too hot	4%	2%	1%	1%	-
Paths are not maintained	3%	5%	4%	1%	2%
Need more walking paths	3%	3%	3%	2%	1%
Lanes need to be wider	2%	2%	1%	1%	-
Educate drivers/bikers on "sharing the road"	1%*	3%	<1%	1%	-
<b>Don't know</b>	<b>1%</b>	<b>1%</b>	<b>&lt;1%</b>	<b>3%</b>	<b>5%</b>

Q23a: Please explain your rating

\*Indicates significant difference compared to 2022 at the 95% confidence level.

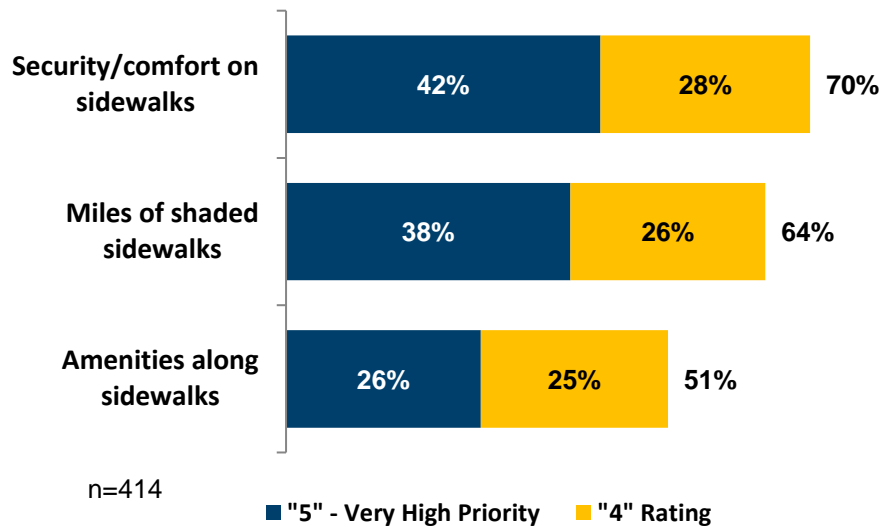
Note: Response categories with less than 2% total mentions in 2024 not shown in table.

**F. Priority of Possible Sidewalk Improvements**

Residents were read a list of three possible sidewalk improvements in Tempe and asked to rate how high of a priority each improvement should be for the city.

**Notably, residents’ top two ratings for all three sidewalk improvements increased dramatically this year compared to 2022.** *Security and comfort on sidewalks, such as addressing hazards, obstructions and width* remained the top priority with the highest percentage of high priority ratings (70% rated a “4” or “5”, up from 62%). Additionally, two-thirds of residents placed a high priority on the need for *miles of shaded sidewalks* (64% rated a “4” or “5”, up from 56%) while one-half rated *amenities along sidewalks like water fountains, lighting, art and signage* as a high priority (51%, up from 43%).

**Priority of Sidewalk Improvements**  
(Top Two Ratings 4 + 5 "Very high priority")



**Table 22: 2024 Priority of Possible Sidewalk Improvements**

Responses	“5 -Very High”	“4”	“3”	“2”	“1-Very Low”	No answer
Security/comfort on sidewalks such as addressing hazards, obstructions and width	42%	28%	14%	8%	6%	1%
Miles of shaded sidewalks	38%	26%	19%	6%	10%	1%
Amenities along the sidewalks like water fountains, lighting, art, and signage	26%	25%	25%	12%	10%	2%

*Q24-26: Now I am going to read you a list of possible sidewalk improvements. Please indicate how high of a priority each improvement should be for the City of Tempe. Please use a 1 to 5 scale where “1” means “a very low priority” and a “5” means it should be a “very high priority” for the City of Tempe. The first one is....*

**Table 23: Very High/High Priority of Possible Sidewalk Improvements by Year**

Responses	2024 (n=414)	2022 (n=400)	2020 (n=401)	2018 (n=400)
Security/comfort on sidewalks such as addressing hazards, obstructions and width	70%*	62%	72%	70%
Miles of shaded sidewalks	64%*	56%	59%	54%
Amenities along the sidewalks like water fountains, lighting, art, and signage	51%*	43%	49%	42%

*Q24-26: Now I’m going to read you a list of possible sidewalk improvements. Please indicate how high of a priority each improvement should be for the City of Tempe.*

\*Indicates significant difference compared to 2022 at the 95% confidence level.

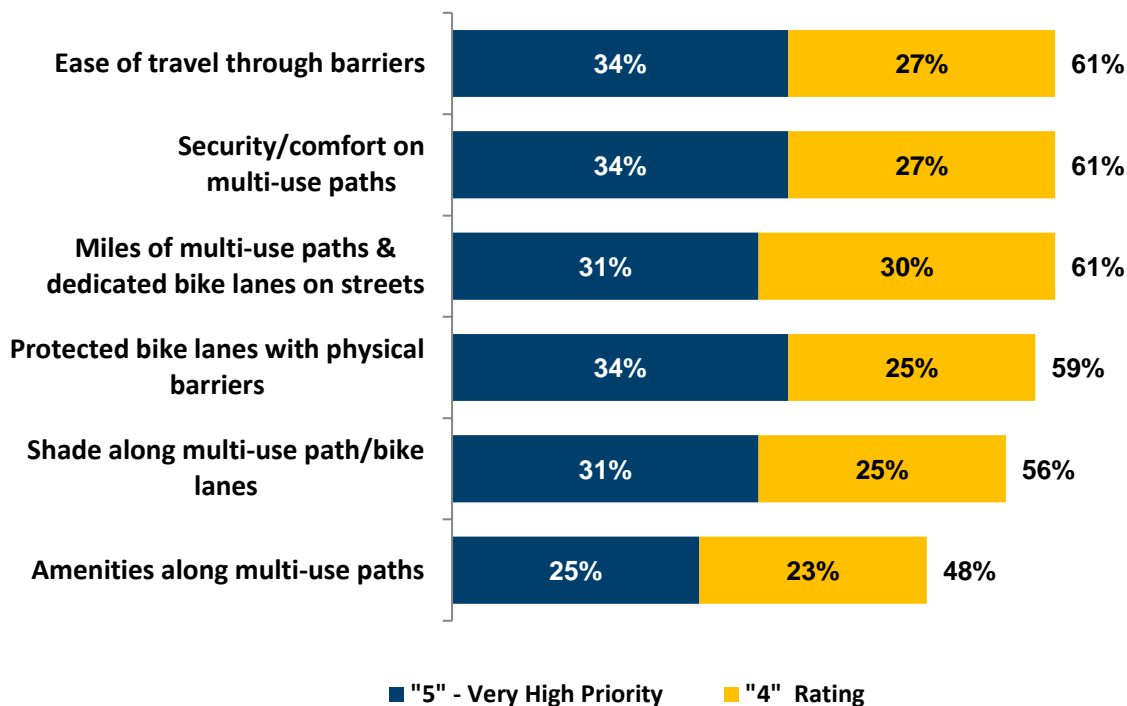
**G. Priority of Possible Bikeway Improvements**

Residents were read a list of six possible improvements to bikeways in Tempe and asked to rate how high of a priority each improvement should be for the city.

**As was reported in 2022, ease of travel around barriers and security and comfort on multi-use paths received the highest percentage of priority ratings (61% each rated a “4” or “5”).** The same proportion of residents provided high priority ratings to *miles of multi-use paths and bike lanes* (61%), which is a 7-point increase compared to 2022. Just over one-half rated *protected bike lanes with physical boundaries* (59%) and *shade along multi-use paths and bike lanes* (56%) as a high priority. With 48% rating the need for *amenities along multi-use paths like water fountains, lighting, art and signage* as a “4” or “5,” this attribute ranked as the lowest priority.

To note, after decreasing in 2022, priority ratings for all improvements either increased or remained the same in 2024.

**Priority of Bikeway Improvements**  
(Top Two Ratings 4 + 5 "Very high priority")



n=414



**Table 24a: 2024 Priority of Possible Bikeway Improvements**

Responses	“5 -Very High”	“4”	“3”	“2”	“1-Very Low”	No answer
Ease of travel through or around barriers such as railroad crossings, freeways, roads, the lake, etc.	34%	27%	20%	9%	8%	2%
Security/comfort on multi-use paths	34%	27%	21%	7%	9%	2%
Miles of multi-use paths and dedicated bike lanes on streets	31%	30%	23%	7%	8%	1%
Protected bike lanes that have a physical barrier between traffic and bikes	34%	25%	19%	8%	12%	2%
Shade along the multi-use paths and bike lanes	31%	25%	22%	12%	9%	1%
Amenities along the multi-use paths like water fountains, lighting, art and signage	25%	23%	27%	14%	10%	1%

*Q27-32: Now I am going to read you a list of possible bikeway improvements. Please indicate how high of a priority each improvement should be for the City of Tempe. Please use a 1 to 5 scale where “1” means “a very low priority” and a “5” means it should be a “very high priority” for the City of Tempe.*

**Table 24b: Very High/High Priority of Possible Bikeway Improvements by Year**

Responses	2024 (n=414)	2022 (n=400)	2020 (n=401)	2018 (n=400)
Ease of travel through or around barriers such as railroad crossings, freeways, roads, the lake, etc.	61%	61%	68%	65%
Security/comfort on multi-use paths	61%	59%	70%	67%
Miles of multi-use paths and dedicated bike lanes on streets	61%	54%	64%	62%
Protected bike lanes that have a physical barrier between traffic and bikes	59%	53%	58%	55%
Shade along the multi-use paths and bike lanes	56%	52%	55%	51%
Amenities along the multi-use paths like water fountains, lighting, art and signage	48%	44%	48%	47%

*Q27-32: Now I’m going to read you a list of possible bikeway improvements. Please indicate how high of a priority each improvement should be for the City of Tempe.*

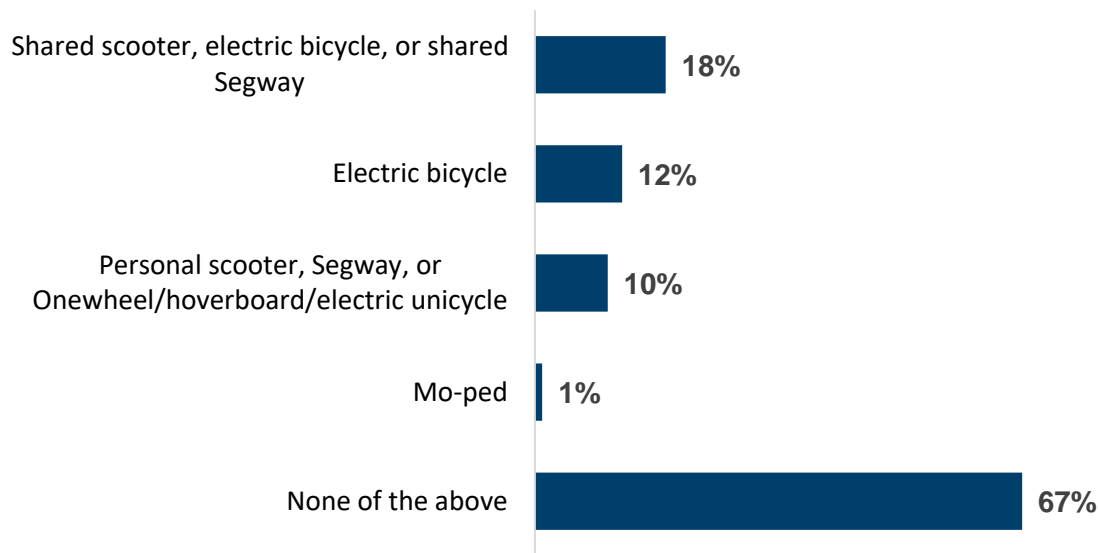
No significant difference compared to 2022 at the 95% confidence level.

**H. Micromobility Devices**

In 2024, residents were asked which micromobility devices they have used to travel around Tempe, if any. **Two-thirds of Tempe residents reported they have not used any micromobility devices around Tempe (67%).** Two in ten have used some type of shared scooter, e-bike, or segway (18%) while one-tenth of residents reported using an electric bicycle (12%) or personal scooter, segway, or “one wheel” (10%).

Men and younger residents were significantly more likely to report using any type of micromobility device compared to women and those over the age of 35 (40% men vs. 26% women; 60% <35 vs. 20% 35+). Residents living in 85281 or 85282 were more likely than others to report using shared devices (24% and 22% vs. 9% to 18% of residents in other zip codes). 85281 residents also were highly likely to report using an electric bike (23%).

**Micromobility Device Usage**



New2024. Which of the following micromobility devices (e.g., scooter, electric bicycle mo-ped, skateboard) have you used to travel around Tempe in the past year? Select all that apply.  
n=414

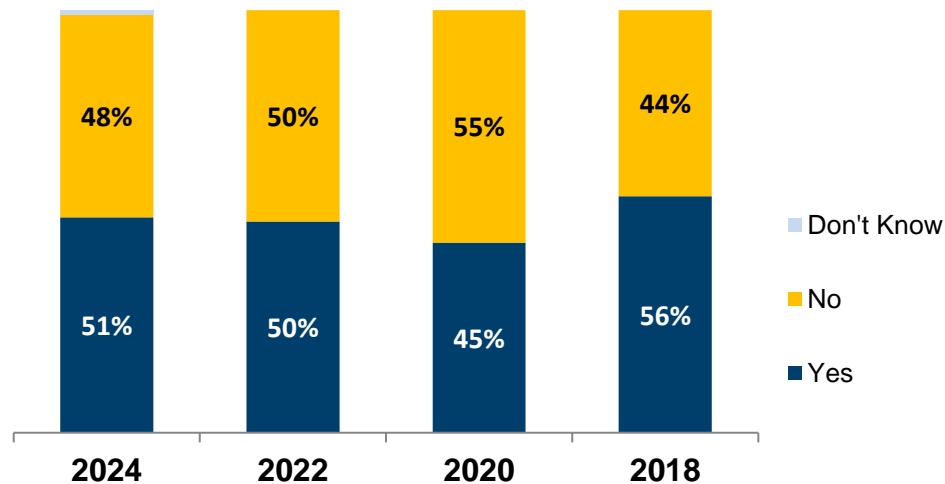
## VII. Miscellaneous

### A. Tempe Youth Free Transit Pass Program

Similar to 2022, one-half (51%) of residents who have children ages 6 to 18 have heard of the Tempe Youth Free Transit Pass. While this is still down from the 56% measured in 2018, it remains higher than the 45% measured in 2020.

Awareness was significantly higher among parents who use public transit (58%), but 28% of non-riders have heard of it as well. Parents who have lived in Tempe for more than ten years had a significantly higher level of awareness than did newer residents (65% vs. 32% who have lived in Tempe for ten years or less).

**Awareness of Tempe Youth Free Transit Pass**



2024 n=414; 2022 n=400; 2020 n=95, 2018 n=84, 2016 n=401, 2014 n=409  
 QD5: Have you ever heard of the Tempe Youth Free Transit Pass Program?  
 No significant differences compared to 2022

Among parents aware of the program, *school (39%)*, *word of mouth (17%, up from 8%)*, and *the library (10%)* were the top ways they had learned about the Tempe Youth Free Transit Pass Program. Although not statistically significant, fewer residents reported hearing about the program through the *bill insert* this year than in 2022 (2%, down from 12%).

**Table 26: Sources for Tempe Youth Transit Pass Program Information**  
(Among those aware of the program)

Sources	2024 (n=42)	2022 (n=45)	2020 (n=43)	2018 (n=47)
Through school	39%	32%	35%	52%
Word of mouth (friends/family)	17%	8%	21%	12%
Library	10%	10%	13%	12%
Letter from the City	4%	6%	5%	2%
Employer/work	4%	4%	4%	-
Advertisement	3%	6%	1%	5%
Television	3%	-	-	-
Bill insert	2%	12%	5%	3%
Flyer/pamphlet	2%	4%	-	-
Twitter/Facebook	2%	2%	-	-
Website (general)	2%	-	4%	3%
Don't know	7%	8%	3%	3%

QD5a: How did you first hear about the Tempe Youth Free Transit Pass Program?

\*In 2018-2024, question was asked only of people with children aged 6 years and older.

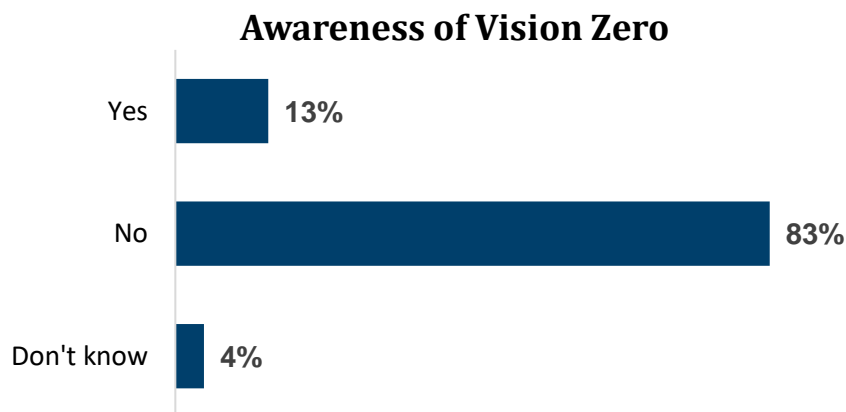
Note: Sources with less than 2% mentions in 2024 not shown

No significant difference compared to 2022 at the 95% confidence level.

**B. Vision Zero**

This year, new questions related to Vision Zero were added to the survey. Most Tempe residents were not aware of Vision Zero (83%) while just 13% reported that they had heard of the traffic safety policy. Residents living within the 85284 zip code were most likely to report being aware of Vision Zero (27% vs. 3%-14% other zips).

Just over one-half of residents who had heard of Vision Zero reported they knew what it meant (58%). The majority believed it was related to safety with mentions of *reducing deaths from car accidents* (46%), *having no car accidents* (18%), *slow traffic* (10%), *safety on the roads* (8%) and *reducing pedestrian fatalities* (7%).



28. Have you heard of Vision Zero?  
n=414

**Table 27: Awareness of Vision Zero Meaning**  
(Among those aware)

Meaning	2024 (n=35)
<b>Yes, know what it means</b>	<b>58%</b> (n=28)
Reduce deaths from car accidents	46%
Have no car accidents	18%
Slow traffic	10%
Safety/safety on the roads	8%
Zero emissions/carbon	7%
Reduce pedestrian fatalities	7%
Zero visibility/low visibility	4%
Other	11%
Don't know	4%

28NEWa. Do you know what it means?  
28a. If YES, what does it mean? (do not read list)

The majority of those aware of Vision Zero mentioned they heard about it through *street banners* (60%), the *Tempe Today water bill* (18%), the *Tempe city website* (8%), or the *newspaper* (6%).

**Table 28: Source of Awareness of Vision Zero**  
(Among those aware)

Source	2024 (n=53)
Street banners	60%
Tempe today water bill	18%
Tempe city website	8%
Newspaper	6%
Internet/online	4%
Television	4%
Through work	3%
News	3%
Word of mouth	2%
Other	13%
Don't know	2%

28b. If YES, how did you hear about it? (do not read list)

**APPENDIX A: Questionnaire**

**City of Tempe – Tempe in Motion  
Questionnaire – September 2024**

Sample: 85281, 85282, 85283, 85284, 85288 = 400

Quotas: Males/Females 50/50 each quota group

Minimum 200 transit users

Age distribution will be monitored for representativeness of sample English and Spanish

Good \_\_\_\_\_, may I please speak with \_\_\_\_\_? This is \_\_\_\_\_ calling from WestGroup Research on behalf the City of Tempe. We are conducting a survey with Tempe residents about important issues affecting the City's transportation system. This is not a telemarketing call; we simply want your opinions on a variety of issues important to Tempe residents.

1. Are you a Tempe resident?  
Yes – CONTINUE  
No – THANK AND TERMINATE
  
- 1a. Did you answer this call using a cell phone?
  - a. yes
  - b. no
  
2. What is your zip code?
  - a. 85281
  - b. 85282
  - c. 85283
  - d. 85284
  - e. 85288
  - f. Other/Don't know/Refused – THANK AND TERMINATE
  
3. What is your age?
  
- 3a. What gender should I record for you? Please stop me when I state what applies to you.
  - a. Male
  - b. Female
  - c. Non-binary
  - d. Prefer to self-describe
  - e. Prefer not to answer
  
- 3b. How long have you lived in Tempe?
  - a. Less than one year
  - b. One to two years
  - c. Three to five years
  - d. Six to ten years
  - e. Eleven to twenty years
  - f. More than twenty years
  - g. Refused/don't know/NA



4. What is the first thing that comes to mind when you think about the transportation system in Tempe? IF NECESSARY, by transportation system we are talking about the way people can travel around Tempe by walking, riding a bike, or using public transit.
5. In general, would you say you use Tempe's transit system (including light rail, Streetcar, Orbit, Flash and local bus/express)?
  - a. Daily
  - b. Weekly
  - c. Monthly
  - d. Every few months
  - e. Only under special or unique circumstances
  - f. I don't use transit
  - g. Don't know /NA
- 5a. IF a, b, c, d or e IN Q5: Which of the following have you used in Tempe in the past year?  
MULTIPLE RESPONSES ALLOWED
  - a. Local or express bus
  - b. Orbit or Flash neighborhood shuttles
  - c. Light rail
  - d. Streetcar
  - e. don't know/Refused
6. ASK IF "f- don't use transit" IN Q5: People tell us different reasons why they do not use public transit like riding the bus, light rail or streetcar. What are some of the reasons why you currently do not use public transit? What other reasons? DO NOT READ LIST (Multiple responses allowed)
  - a. Prefer to drive my car
  - b. Bus stops far away
  - c. Takes too long
  - d. Need car for business
  - e. Doesn't go where we need to go
  - f. Inconvenient
  - g. Don't know how to use the transit system/bus
  - h. No need to use it
  - i. Health reasons/disability
  - j. Don't have to go far distances
  - k. Ride bike instead
  - l. Work from home/Telecommute/Don't commute
  - m. Don't feel safe / secure on transit
  - n. Service isn't frequent enough
  - o. Other: (SPECIFY: \_\_\_\_\_)
  - p. Don't know

ASK IF a, b, c, d, e in Q5: ALL OTHERS SKIP TO Q13

- 
7. How long have you been using the transit system in Tempe? DO NOT READ LIST
- a. Less than a year
  - b. 1 to 2 years
  - c. 2 to 4 years
  - d. 4 to 6 years
  - e. 6 to 10 years
  - f. 11 to 20 years
  - g. More than 20 years
  - h. Don't know/NA
8. What is the main reason you use public transit? DO NOT READ LIST
- a. Convenient
  - b. Get to/from places
  - c. Don't have a car
  - d. Get to/from school
  - e. To avoid parking
  - f. Need to get to Phoenix
  - g. Dislike driving/Take a break from driving
  - h. Saves money
  - i. Go to downtown
  - j. A way to get around
  - k. To avoid drinking and driving
  - l. To get to/from work
  - m. Vehicle not available/Have car problems
  - n. Other (SPECIFY: \_\_\_\_\_)
9. Where do you go when you use public transit? DO NOT READ LIST. (Multiple responses allowed)
- a. ASU
  - b. Community College
  - c. High School
  - d. Work
  - e. Shopping
  - f. Errands
  - g. Medical appointment
  - h. Visit friends/family
  - i. Recreational activities
  - j. Library
  - k. Downtown Phoenix
  - l. Phoenix (general)
  - m. Downtown Tempe
  - n. Airport

o. Other (SPECIFY: \_\_\_\_\_)

10. ASK ONLY OF THOSE WHO ANSWER “A” OR “B” IN Q5a. For each of the following attributes of the Local Bus, Orbit or Neighborhood Shuttle systems, please tell me if you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. In general, how satisfied are you with: ROTATE LIST

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DK/ no answer
a. Cleanliness of buses	4	3	2	1	0
b. Cleanliness of bus stops	4	3	2	1	0
c. Amenities at bus stops (e.g. shade, seating, bike racks)	4	3	2	1	0
d. Reliability/on-time performance of buses	4	3	2	1	0
e. Driver courtesy and professionalism	4	3	2	1	0
f. Route frequency	4	3	2	1	0
g. Hours of operation	4	3	2	1	0
h. Comfort on the bus	4	3	2	1	0
i. Ease of using the bus (e.g., using schedules, getting to the bus stop, paying fares)	4	3	2	1	0
j. Security at bus stops	4	3	2	1	0
k. Security on the bus	4	3	2	1	0
l. Bus service during major city events	4	3	2	1	0

10a. ONLY ASK IF THE ANSWER IS SOMEWHAT DISSATISFIED OR VERY DISSATISFIED IN Q10: You indicated dissatisfaction with some of the attributes, what could be done to improve your satisfaction with the bus or shuttle service? DO NOT READ LIST.

- a. More frequent buses
- b. Need better/more routes
- c. Bus stops need shade
- d. Security in the bus/safer
- e. Inside of the bus/bus stops need to be cleaner
- f. Don't like the type of people that use the bus
- g. More/better lighting at bus stops
- h. More courteous/professional bus drivers
- i. Easier schedules to read/understand/accurate

- j. More/better benches at bus stops
- k. Avoid having bus pass us by at bus stop
- l. Other (SPECIFY: \_\_\_\_\_)
- m. Don't know/Not sure
- n. Nothing

11. ASK ONLY OF THOSE WHO ANSWER "C – Light Rail" IN Q5a For each of the following attributes of the Light Rail System, please tell me if you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. In general, how satisfied are you with: ROTATE LIST

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DK/ no answer
a. Cleanliness of Light Rail	4	3	2	1	0
b. Cleanliness of Light Rail stops	4	3	2	1	0
c. Amenities at Light Rail stops (e.g. shade, seating, bike racks)	4	3	2	1	0
d. Reliability/on-time performance of Light Rail	4	3	2	1	0
e. Route frequency	4	3	2	1	0
f. Hours of operation	4	3	2	1	0
g. Comfort on the Light Rail	4	3	2	1	0
h. Ease of using the Light Rail (e.g., using schedules, getting to the Light Rail stop, paying fares)	4	3	2	1	0
i. Security at Light Rail stops	4	3	2	1	0
j. Security on the Light Rail	4	3	2	1	0
k. Light Rail service during major city events	4	3	2	1	0

11a. ONLY ASK IF ANSWER IS SOMEWHAT DISSATISFIED OR VERY DISSATISFIED IN Q11: You indicated dissatisfaction with some of the attributes, what could be done to improve your satisfaction with the light rail service?

- a. More frequent trains
- b. Need better/more routes
- c. Rail stops need shade
- d. Security in the train/safer
- e. Inside of the train/ at stops need to be cleaner
- f. Don't like the type of people that use the train
- g. More/better lighting at train stops
- h. Easier schedules to read/understand/accurate
- i. Other (SPECIFY: \_\_\_\_\_)
- j. Don't know/Not sure
- k. Nothing

Q12.: ASK ONLY OF THOSE WHO ANSWER "D – Streetcar" IN Q5a For each of the following attributes of the Streetcar, please tell me if you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. In general, how satisfied are you with:  
ROTATE LIST

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DK/ no answer
a. Cleanliness of Streetcar	4	3	2	1	0
b. Cleanliness of Streetcar stops	4	3	2	1	0
c. Amenities at Streetcar stops (e.g. shade, seating, bike racks)	4	3	2	1	0
d. Reliability/on-time performance of Streetcar	4	3	2	1	0
e. Route frequency	4	3	2	1	0
f. Hours of operation	4	3	2	1	0
g. Comfort on the streetcar	4	3	2	1	0
h. Ease of using the streetcar (e.g., using schedules, getting to the streetcar stop, paying fares)	4	3	2	1	0
i. Security at streetcar stops	4	3	2	1	0
j. Security on the streetcar	4	3	2	1	0
k. Streetcar service during major city events	4	3	2	1	0

Q12a. ONLY ASK IF THE ANSWER IS SOMEWHAT DISSATISFIED OR VERY DISSATISFIED IN Q12:  
You indicated dissatisfaction with some of the attributes, what could be done to improve your satisfaction with the streetcar service? DO NOT READ LIST.

- a. More frequent streetcars
- b. Need better/more routes
- c. Stops need shade
- d. Security in the streetcar/safer
- e. Inside of the streetcar/at stops need to be cleaner
- f. Don't like the type of people that use the streetcar
- g. More/better lighting at stops
- h. Easier schedules to read/understand/accurate
- i. Other (SPECIFY: \_\_\_\_\_)
- j. Don't know/Not sure
- k. Nothing

ASK ALL:

13. How satisfied are you with the quality of the transit system in Tempe? Please rate your satisfaction level on a 1 to 5 scale where 5 means "very satisfied" and "1" means "very dissatisfied"

13a. Please explain your rating. DO NOT READ LIST.

- a. Don't use it/Never used it
- b. Good routes/convenient routes
- c. Need better routes/need more routes/need more connections/doesn't go where I need to go
- d. More frequent buses/longer hour
- e. Always room for improvement
- f. Convenient (general- probe for specifics)
- g. Clean
- h. Dirty/needs to be cleaned up
- i. Like Light rail/Light rail is good
- j. Needs more security
- k. Uncomfortable with people who ride transit
- l. Other (SPECIFY: \_\_\_\_\_)

14. Do you have access to a bicycle that you can ride when you want to?

- a. Yes
- b. No – SKIP TO Q19

15. IF YES IN Q14: How many times in a month do you ride your bike?
- None/never ride it/only ride it occasionally
  - Once or twice
  - Three to five times
  - Six to ten times
  - More than ten times
  - Don't know/NA
- 15a. If none/never ride it in Q15: What are some reasons you don't ride a bike more often?  
DO NOT READ LIST
- Physical condition / my health
  - Distance / Too far
  - Takes too long
  - Bike not working properly / bike not functional
  - Have little kids / drive kids around
  - Prefer Car
  - Time / Convenience / Too busy
  - Lazy / Don't want to ride it
  - Too much traffic
  - Not enough bike lanes / paths
  - Injury
  - Have too much to carry
  - Too dangerous
  - Other
  - Don't know/NA
16. IF RIDE BIKE 1+ times in Q15: Where do you go when you ride your bike? DO NOT READ LIST
- Exercise
  - Store
  - Work / school / ASU
  - Parks
  - Along the canals
  - Tempe Town Lake
  - Mill Avenue / Downtown Tempe
  - Friend's house
  - Restaurant / Dinner
  - Everywhere
  - The bar / when I've been drinking
  - The light rail
  - Run errands
  - Nowhere/just riding for exercise
  - Other (SPECIFY:)

17. IF RIDE BIKE 1+ times in Q15 What is the main reason you ride a bicycle? (DO NOT READ LIST)
- a. Exercise
  - b. Fun/Recreation/Leisure
  - c. Convenient/Easy
  - d. Health reasons/Good for health/Medical reasons
  - e. Saves money
  - f. Saves wear and tear on my car
  - g. To get to school/work
  - h. Don't have a car
  - i. Not have to walk
  - j. Other (SPECIFY: \_\_\_\_\_)

18. Which of the following micromobility devices (e.g., scooter, electric bicycle mo-ped,) have you used to travel around Tempe in the past year? Select all that apply.

- a. Electric bicycle
- b. Personal scooter, Segway, or Onewheel/hoverboard/electric unicycle
- c. Shared scooter, electric bicycle, or shared Segway
- d. Mo-ped
- e. None of the above (mutually exclusive)

ASK ALL:

19. How satisfied are you with the quality of the walking and biking paths in Tempe? Please rate your satisfaction level on a 1 to 5 scale where 5 means "very satisfied" and "1" means "very dissatisfied"
- 19a. Please explain your rating. DO NOT READ LIST.
- a. No problems/Fine the way they are
  - b. Plenty of paths/Paths are everywhere
  - c. Make Paths safer/Paths need to be safer/Paths don't seem safe enough
  - d. Paths are safe/Paths seem safe
  - e. Good routes/routes connect well
  - f. Paths are properly maintained/paths are well-landscaped
  - g. Paths are easy to use/Paths are easy to access
  - h. Improvements have been made/Noticed or seen upgrades
  - i. Well-lit
  - j. Need more bike lanes
  - k. Need more walking paths



- l. More lanes/paths have been added
- m. No one uses bike lanes
- n. NEVER USE PATHS/NO KNOWLEDGE
- o. Other (SPECIFY: \_\_\_\_\_)

20-22. Now I am going to read you a list of possible sidewalk improvements. Please indicate how high of a priority each improvement should be for the City of Tempe. Please use a 1 to 5 scale where “1” means “a very low priority” and a “5” means it should be a “very high priority” for the City of Tempe. The first one is....

RANDOM ORDER 20-22	Very high priority	High priority	Somewhat of a priority	Low priority	Very low priority	DK / Refused
20. Miles of shaded sidewalks	5	4	3	2	1	0
21. Security/comfort on sidewalks such as addressing hazards, obstructions and width	5	4	3	2	1	0
22. Amenities along the sidewalks like water fountains, lighting, art, and signage	5	4	3	2	1	0

23-28. Now I am going to read you a list of possible bikeway improvements. Please indicate how high of a priority each improvement should be for the City of Tempe. Please use a 1 to 5 scale where “1” means “a very low priority” and a “5” means it should be a “very high priority” for the City of Tempe. The first one is....

RANDOM ORDER 23-28	Very high priority	High priority	Somewhat of a priority	Low priority	Very low priority	DK / Refused
23. Miles of multi-use paths and dedicated bike lanes on streets	5	4	3	2	1	0
24. Security/comfort on multi-use paths	5	4	3	2	1	0
25. Amenities along the multi-use paths like water fountains, lighting, art and signage	5	4	3	2	1	0

26. Ease of travel through or around barriers such as railroad crossings, freeways, roads, the lake, etc.						
27. Shade along the multi-use paths and bike lanes	5	4	3	2	1	0
28. Protected bike lanes that have a physical barrier between traffic and bikes	5	4	3	2	1	0

29. Have you heard of Vision Zero?

- a. Yes
- b. No
- c. dk

29a. If YES in Q 29, what does it mean? (do not read list)

- a. Slow traffic
- b. Have no car accidents
- c. Reduce deaths form car accidents
- d. Other: Specify:

29b. If YES in Q 29, how did you hear about it? (do not read list)

- a. Street banners
- b. Social media
- c. Tempe today water bill
- d. Word of mouth
- e. Other: Specify

Demographics

I have just a couple more questions about you so that we can classify your responses with other people who answered the survey. All of this information will be kept confidential.

D1. What is the highest grade of school or year of college that you have completed?

- a. Some high school
- b. High school graduate
- c. Some college
- d. College graduate
- e. Post graduate
- f. No answer

- D2. Are you married or single?
- Married
  - Single
  - No answer
- D3. Do you have children ages 6 to 18?
- Yes
  - No
  - Don't know
- D4. If yes in D3, have you ever heard of the Tempe Youth Free Transit Pass Program?
- Yes
  - No
  - Don't know
- D4a. IF YES IN D4: How did you first hear about the Tempe Youth Free Transit Pass Program?  
DO NOT READ LIST. SINGLE RESPONSE
- Through the school
  - Received a postcard from the City
  - Advertisement
  - Web site
  - Twitter/Facebook
  - Other: (SPECIFY \_\_\_\_\_)
  - Don't know/Don't recall
- D5. Are you employed full-time, employed part-time, retired, a stay at home caregiver, a student or unemployed?
- Full-time
  - Part-time
  - Retired
  - Stay at Home Spouse
  - Student
  - Unemployed
  - Refused/NA

- D6. Do you identify as being Hispanic, Latino, or of Spanish Origin?
- a. Yes
  - b. No
  - c. Prefer not to answer
- D7. How would you best describe your race?
- d. White
  - e. Black or African American
  - f. Asian
  - g. American Indian or Alaska Native
  - h. Native Hawaiian or other Pacific Islander
  - i. Other
  - j. Prefer not to answer
- D8. Was your annual household income before taxes last year:
- a. Less than \$20,000
  - b. \$20,000 to \$39,999
  - c. \$40,000 to \$59,999
  - d. \$60,000 to \$79,999
  - e. \$80,000 to \$99,999
  - f. \$100,000 to \$149,999
  - f. More than \$150,000
  - g. No answer

Thanks for your time. That concludes our interview.