

# City of Tempe 20 Minute Survey Report

Prepared For:



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## Executive Summary

The City of Tempe commissioned WestGroup Research to complete a multi-mode survey of Tempe residents in an effort to gain insights into the importance and current perceptions of being a “20-minute city.” This report analyzes the data collected by the survey and, where appropriate, compares responses of the residents by meaningful demographic variables. The data collection was completed with 421 Tempe residents between April 28 and May 30, 2020. The survey was completed with 421 Tempe residents via phone interviews and using online panels. The margin of error for this sample size is  $\pm 4.8\%$  at a 95% confidence level.

### Resident Usage of Transportation Services

- Nine in ten (90%) Tempe residents reported using pedestrian facilities such as sidewalks and paths in the City of Tempe in the past year. One-half used local or express bus service or light rail (50%) and/or bicycle facilities (50%) in the past year.

### Importance vs. Access to Tempe Locations

- The most common factor selected by Tempe residents as impacting the choice of a location for their current home was having access to walking facilities and paths, which was reported by one-third of residents (36%).
  - Tempe residents living in 85281 were significantly more likely to have reported having access to walking facilities and paths as an important factor compared to those in the other three zip codes (47% vs. 20%-27%, respectively).
  - Residents who have lived in Tempe for less than 20 years were significantly more likely to report having access to public transit as an important factor compared to those living in Tempe for longer than 20 years (26% vs. 23% 20+ years). Similarly, younger residents were more likely than older residents to indicate that access to public transit was an important factor in their decision of where to live in Tempe (45% of those under age 35 vs. 16% of those age 55+).
- When residents were asked to rate the importance of being within 20 minutes of specific locations in Tempe by walking, biking or taking public transit, grocery stores were most frequently selected as a highly important destination (54% “very important” and 23% gave a “4” rating giving grocery stores the highest top-two rating of 77%).

- Roughly four in ten of residents rated being near schools/daycare (39%) as “very important”, while an additional one-third gave the same rating for being near restaurants (36%), parks/preserves (35%), retail stores (34%), and health services (33%).
  - Residents who reported having a household member with a disability were significantly more likely to report being within 20 minutes of more than half of these items as “very important” compared to those without disabilities.
- Next, residents were asked if they personally live within 20 minutes of each location either by walking, biking, or taking public transit. Nine in ten of Tempe residents reported being within 20 minutes of parks (90%), restaurants (88%), and grocery stores (87%) either by walking, biking or by public transit.
  - Residents living in 85283 were significantly more likely to report living within 20 minutes of personal services compared to residents in all other Tempe zip codes. Additionally, Tempe residents ages 18-34 were significantly more likely to report living within 20 minutes of eight of the twelve locations compared to residents ages 55 or older.
- A gap analysis was done on the importance of being within 20 minutes of each location vs. actually living within 20 minutes of each location. This was done by taking the percentage of people who reported being within 20 minutes of each location by walking, biking or public transit and subtracting the top-two importance percentage for that location.
  - All twelve locations have a positive gap, meaning there are more residents within 20 minutes of each location than there are those who indicated it is important to be within 20 minutes of each location.
  - Unsurprisingly, grocery stores, which has the highest importance percentage, had the smallest gap of +10.

### **American with Disabilities Act**

- Nearly two in ten (16%) of Tempe residents reported having a household member with a disability as defined by the American with Disabilities Act.
  - Out of that group, roughly one-quarter listed missing ramps (26%), no crosswalks (23%), or lack of pedestrian signals (23%) as a physical barrier for their household member with a disability.

## I. Introduction

### A. Background

The City of Tempe commissioned WestGroup Research to complete a multi-mode survey of Tempe residents in an effort to gain insights into the importance and current perceptions of being a “20-minute city.” This report analyzes the data collected by the survey and, where appropriate, compares responses of the residents by meaningful demographic variables. The data collection was completed with 421 Tempe residents between April 28 and May 30, 2020.

Telephone calls with Tempe residents were made from WestGroup’s interviewing center in Phoenix, Arizona from April 28 and May 30, 2020. Households were randomly selected from both landline and cell phone sample according to Tempe zip codes. Additionally, residents who participate as online panel members (either in WestGroup’s internal panel or those participating in a national panel) were invited to complete the survey as well. Online panel members were specifically targeted to help build a representative sample among younger residents. A total of 345 residents participated by telephone and 76 via the online survey. Overall, a quota was set to achieve equal representation of men and women and the distributions by age and zip code were closely monitored to make sure a representative distribution was achieved. Weighting by gender and age was applied to bring the overall distributions in line with Census population attributes for Tempe.

The survey was completed with 421 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 males residents vs. female residents is dictated by the size of these subgroups (n=219 and  $\pm 6.8\%$  for males, for example).

Based on a sample size of 421, **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 96% in the first row of column A is significantly higher than the figures in column B (89%) and C (86%) at the 95% confidence level.

	Total n=421	Age		
		18-34 n=161 A	35-54 n=139 B	55+ n=115 C
Pedestrian facilities (e.g. sidewalks and paths)	91%	96% <sup>BC</sup>	89%	86%
Local or express bus service or light rail	51%	63% <sup>BC</sup>	47%	38%
Bicycle facilities (e.g. bike lanes and paths)	50%	57% <sup>C</sup>	48%	43%
Orbit or Flash neighborhood shuttles	29%	37% <sup>C</sup>	31% <sup>C</sup>	18%
None of the above	7%	2%	7%	11% <sup>A</sup>

**C. Demographics**

Slightly more than half of respondents interviewed were male (52%) and six in ten have lived in Tempe for more than ten years (60%). The average age was 44.2 years and the average household income was \$83,200. Roughly three in ten have children under the age of 18 at home while 16% reported having a disability as defined by the American with Disabilities Act. An overview of all respondent demographics follows in Table 1.

**Table 1: Demographics**

	Total n=421		Total n=421
<b>Gender</b>		<b>Income</b>	
Male	52%	<\$20,000	10%
Female	48%	\$20 - \$40,000	14%
		\$40 - \$60,000	13%
<b>Years Lived in Tempe</b>		\$60 - \$80,000	16%
<1 year	4%	\$80 - \$100,000	11%
1 – 2 years	8%	\$100 - \$150,000	13%
3 – 5 years	14%	\$150,000+	14%
6 – 10 years	13%	Refused	10%
11 – 20 years	23%	Average Income	\$83,200
20+ years	37%	<b>Children at home &lt;18</b>	<b>28%</b>
<b>Age</b>		<b>Ethnicity</b>	
18 – 34	38%	Caucasian/White	71%
35 – 54	33%	Latino/Hispanic	13%
55+	28%	Asian	6%
Average Age	44.2	African American/Black	3%
<b>Education</b>		Other	6%
Some high school	2%	Refused	2%
High school graduate	9%	<b>Zip Code</b>	
Some college	25%	85281	25%
College graduate	36%	85282	35%
Post graduate	27%	85283	26%
Refused	1%	85284	14%
<b>HH Member w/ Disability</b>	<b>16%</b>		

## II. Resident Usage of Transportation Services

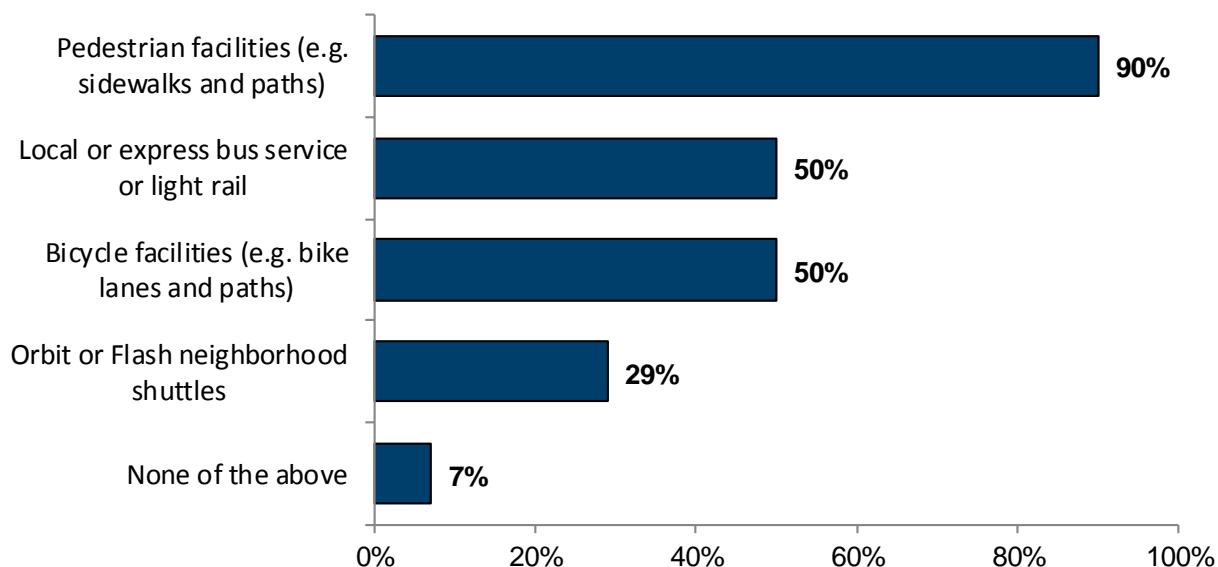
Nine in ten (90%) Tempe residents reported using *pedestrian facilities such as sidewalks and paths* in the City of Tempe in the past year. One-half used *local or express bus service or light rail* (50%) and/or *bicycle facilities* (50%) in the past year. In addition, nearly three in ten (29%) rode Orbit or Flash neighborhood shuttles over the past year. Of note, 7% reported they had not used any of these transportation services within the last year.

Residents living in 85281 were significantly more likely to report using *local or express bus service or light rail* (66%) and *orbit or flash neighborhood shuttles* (46%) compared to the other three Tempe zip codes. These residents were also much more likely to report using *pedestrian facilities* compared to those living in 85282, while residents in 85284 were the least likely to report using the *Orbit or Flash neighborhood shuttles*.

Findings based on household incomes:

- Residents with incomes less than \$80K were much more likely to report using the *Orbit or Flash neighborhood shuttles* in the past year compared to those with higher incomes (35% vs. 20% \$80K+).
- Residents with incomes of \$80K or more were significantly more likely than those with incomes less than \$40K to report using *pedestrian facilities* (96% vs. 87% <\$40K).

### Usage of Transportation Services in Past 12 Months



Q8: Have you used any of the following services or facilities in Tempe in the past year?  
2020 n=421



**Table 2: Usage of Transportation Services in Past 12 Months by Zip Code**

	Total n=421	Zip Code			
		85281 n=105 A	85282 n=146 B	85283 n=109 C	85284 n=62 D
Pedestrian facilities (e.g. sidewalks and paths)	90%	94% <sup>B</sup>	87%	92%	92%
Local or express bus service or light rail	50%	66% <sup>BCD</sup>	47%	48%	34%
Bicycle facilities (e.g. bike lanes and paths)	50%	52%	44%	55%	53%
Orbit or Flash neighborhood shuttles	29%	46% <sup>BCD</sup>	31% <sup>D</sup>	25% <sup>D</sup>	2%
None of the above	7%	3%	9% <sup>A</sup>	6%	8%

*Q8: Have you used any of the following services or facilities in Tempe in the past year?*

**Tempe residents under the age of 35 were significantly more likely to report using all four types of transportation services compared to older residents.** Conversely, those ages 55 and older were more likely to state they haven’t used any of the listed services over the past year (12% vs. 7% and 3%).

Additionally, non-white residents were more likely to report using the *bus service or light rail* and the *Orbit or Flash neighborhood shuttles* compared to white residents (62% vs. 45% bus/light rail; 39% vs. 25% Orbit/Flash).

**Table 3: Usage of Transportation Services in Past 12 Months by Demographics**

	Total n=421	Age			Ethnicity	
		18-34 n=158 A	35-54 n=137 B	55+ n=120 C	White n=299 D	All Others n=122 E
Pedestrian facilities (e.g. sidewalks and paths)	91%	95% <sup>BC</sup>	90%	85%	93%	85%
Local or express bus service or light rail	51%	62% <sup>BC</sup>	47%	38%	45%	62% <sup>D</sup>
Bicycle facilities (e.g. bike lanes and paths)	50%	57% <sup>C</sup>	49%	43%	51%	48%
Orbit or Flash neighborhood shuttles	29%	37% <sup>C</sup>	31% <sup>C</sup>	18%	25%	39% <sup>D</sup>
None of the above	7%	2%	7%	11% <sup>A</sup>	6%	7%

*Q8: Have you used any of the following services or facilities in Tempe in the past year?*

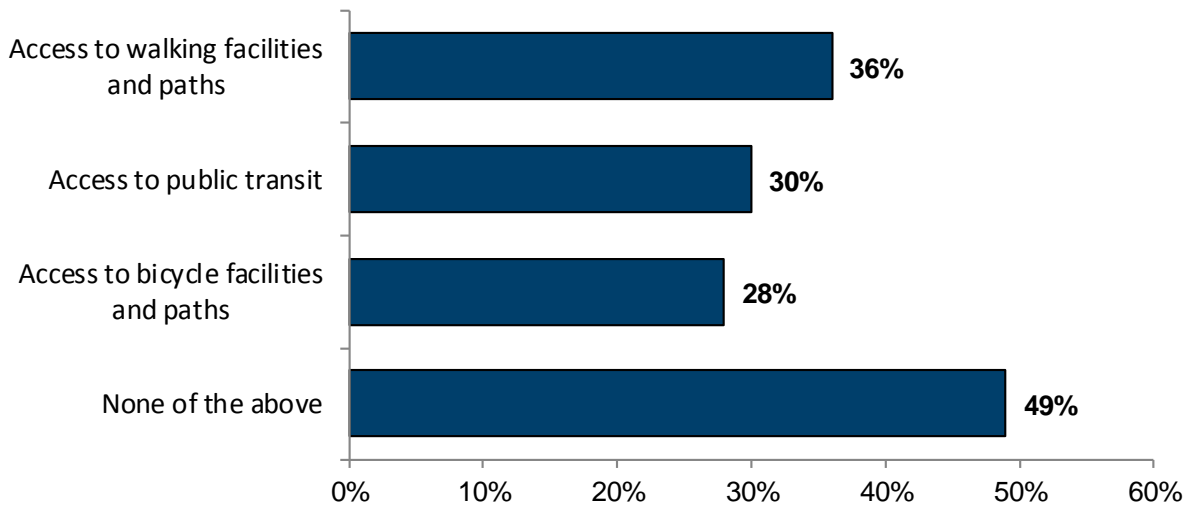
### III. Importance vs. Access to Tempe Locations

#### A. Factors Impacting Choice of Current Residential Location

The most common factor selected by Tempe residents as impacting the choice of a location for their current home was having *access to walking facilities and paths*, which was reported by one-third of residents (36%). Another three in ten reported that *access to public transit* (30%) and *access to bicycle facilities and paths* (28%) were important factors in choosing their location. However, nearly one-half of Tempe residents said that none of these were important factors for their decision to live in their current location (49%).

Tempe residents living in 85281 were significantly more likely to have reported having *access to walking facilities and paths* as an important factor compared to those in the other three zip codes (47% vs. 20%-27% respectively). Those in 85283 were also more likely to regard having *access to bicycle facilities and paths* as an important factor compared to residents in 85282 and 85284. Notably, residents living in 85282 and 85284 were much more likely to indicate none of the factors were important compared to those living in 85281 and 85283.

**Factors in Choosing Current Residence**



Q7: Please indicate if any of the following were an important factor in choosing the location where you currently live in Tempe. Select all that apply.  
2020 n=421

**Table 4: Factors in Choosing Current Residence by Demographics**

	Total n=421	Zip Code			
		85281 n=105 A	85282 n=146 B	85283 n=109 C	85284 n=62 D
Access to public transit	31%	47% <sup>BCD</sup>	27%	24%	21%
Access to bicycle facilities and paths	28%	27%	23%	39% <sup>BD</sup>	21%
Access to walking facilities and paths	36%	42% <sup>B</sup>	27%	41% <sup>B</sup>	35%
None of the above	49%	37%	58% <sup>AC</sup>	45%	54% <sup>A</sup>

Q7: Please indicate if any of the following were an important factor in choosing the location where you currently live in Tempe. Select all that apply.

Tempe residents ages 18-34 were significantly more likely than older residents to select having *access to public transit* (45% vs. 22% age 35+) and/or *access to walking facilities/paths* as an important factor compared to older residents (43% vs. 31% ages 35-54).

Interestingly, residents who have lived in Tempe for less than 20 years were significantly more likely to report having *access to public transit* as an important factor compared to those living in Tempe for longer than 20 years (26% vs. 23% 20+ years). The reverse is also true where residents living in Tempe for longer than 20 years were more likely to state none of the items were important factors compared those living in Tempe for less than 20 years (61% vs. 42% <20 years).

**Table 5: Factors in Choosing Current Residence by Demographics**

	Total n=421	Age			Years in Tempe		
		18-34 n=158 A	35-54 n=137 B	55+ n=120 C	1-5 n=113 D	6-20 n=154 E	20+ n=153 F
Access to public transit	30%	45% <sup>BC</sup>	28% <sup>C</sup>	16%	40% <sup>F</sup>	32% <sup>F</sup>	21%
Access to bicycle facilities and paths	28%	33%	26%	23%	27%	30%	27%
Access to walking facilities and paths	36%	43% <sup>B</sup>	31%	33%	40%	37%	31%
None of the above	49%	34%	55% <sup>A</sup>	59% <sup>A</sup>	37%	45%	61% <sup>DE</sup>

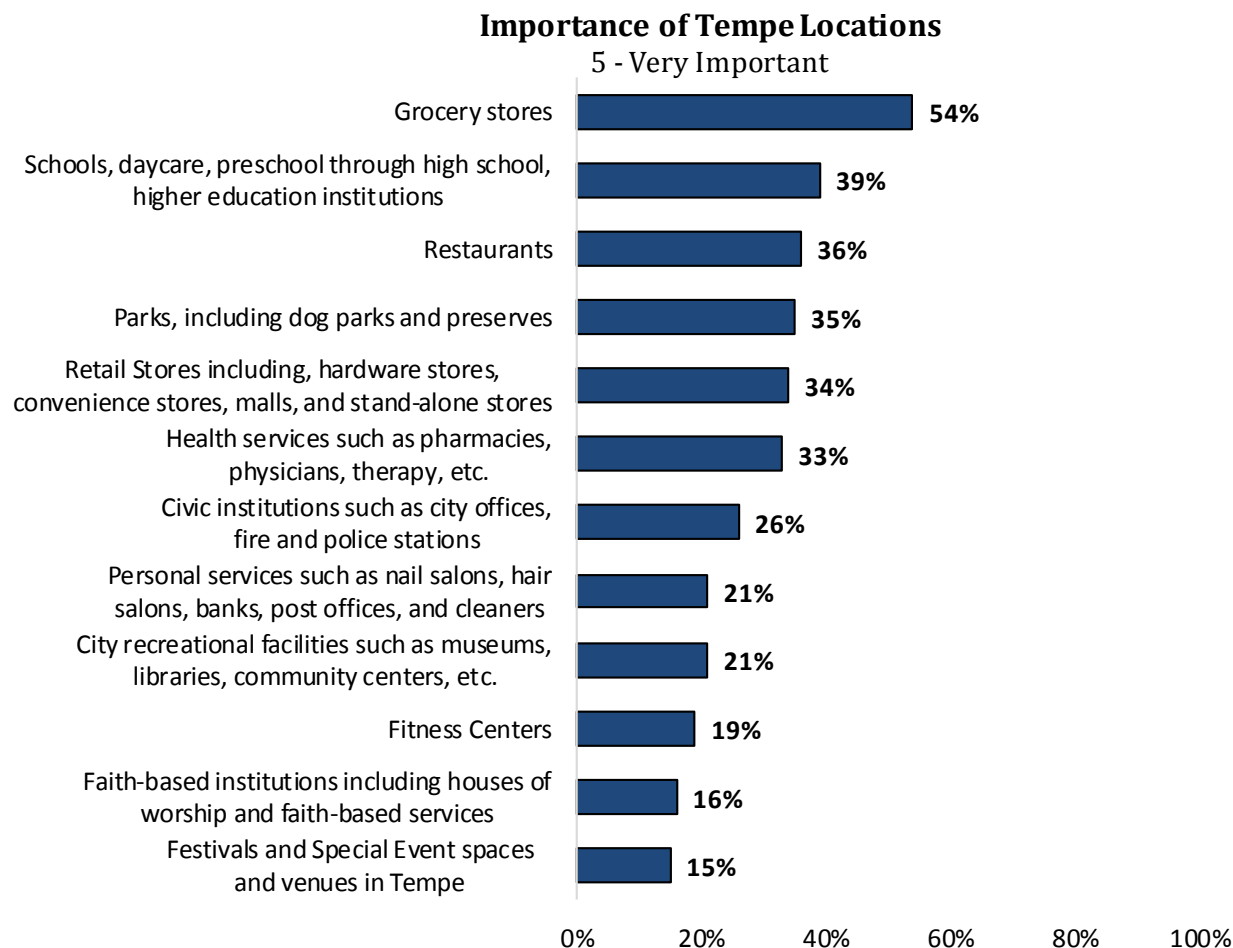
Q7: Please indicate if any of the following were an important factor in choosing the location where you currently live in Tempe. Select all that apply.

**B. Importance of Proximity to Tempe Locations**

Residents were asked to rate the importance of being within 20 minutes of specific locations in Tempe by walking, biking or taking public transit.

**Grocery stores were most frequently selected as a highly important destination to have within 20 minutes by walking, biking or public transit** (54% “very important and 23% gave a “4” rating giving grocery stores the highest top-two rating of 77%).

Roughly four in ten residents rated being near *schools/daycare* (39%) as “very important”, while an additional one-third gave the highest importance rating for being near *restaurants* (36%), *parks/preserves* (35%), *retail stores* (34%), and *health services* (33%). Fewer than one in five residents rated being near *fitness centers* (19%), *faith-based institutions* (16%) and *festival/special event spaces* (15%) as “very important”.



Q9: For each of the following locations, please rate how important it is to you that you or your family members are within 20 minutes of that location by walking, biking or by taking public transit using a 1 to 5 scale where a “1” means “not at all important” and a 5 means “very important”.

2020 n=421

**Table 6: Importance of Close Proximity to Tempe Locations**

Locations	Total Top 2 n=421	5 – Very Important	4	3	2	1 – Not at all Important
Grocery stores	<b>77%</b>	54%	23%	10%	5%	8%
Parks, including dog parks and preserves	<b>60%</b>	35%	25%	16%	10%	13%
Retail Stores including, hardware stores, convenience stores, malls, and stand-alone stores	<b>60%</b>	34%	26%	22%	7%	11%
Restaurants	<b>59%</b>	36%	23%	22%	7%	11%
Health services such as pharmacies, physicians, therapy, etc.	<b>55%</b>	33%	22%	22%	10%	13%
Schools, daycare, preschool through high school, higher education institutions	<b>55%</b>	39%	16%	9%	10%	26%
Civic institutions such as city offices, fire and police stations	<b>44%</b>	26%	18%	22%	14%	20%
Personal services such as nail salons, hair salons, banks, post offices, and cleaners	<b>43%</b>	21%	22%	29%	12%	15%
City recreational facilities such as museums, libraries, community centers, etc.	<b>42%</b>	21%	21%	28%	13%	16%
Fitness Centers	<b>37%</b>	19%	18%	22%	13%	27%
Festivals and Special Event spaces and venues in Tempe	<b>31%</b>	15%	16%	32%	16%	20%
Faith-based institutions including houses of worship and faith-based services	<b>28%</b>	16%	12%	18%	14%	39%

Tempe residents in 85281 were significantly more likely to rate living within 20 minutes of restaurants as “very important” compared to those living in 85284. Additionally, those residing in 85283 were significantly more likely to report living near retail stores as “very important” compared to residents in 85281 and 85284.

**Table 7: Importance of Close Proximity to Tempe Locations by Zip Code**

Locations	Total 5 – Very Important n=421	Zip Code			
		85281 n=105 A	85282 n=146 B	85283 n=109 C	85284 n=62 D
Grocery stores	<b>54%</b>	53%	57%	56%	44%
Schools, daycare, preschool through high school, higher education institutions	<b>39%</b>	36%	40%	43%	37%
Restaurants	<b>36%</b>	44% <sup>D</sup>	34%	37%	25%
Parks, including dog parks and preserves	<b>35%</b>	37%	36%	39%	25%
Retail Stores including, hardware stores, convenience stores, malls, and stand-alone stores	<b>34%</b>	29%	34%	41% <sup>AD</sup>	26%
Health services such as pharmacies, physicians, therapy, etc.	<b>33%</b>	35%	34%	36%	25%
Civic institutions such as city offices, fire and police stations	<b>26%</b>	21%	24%	31%	26%
Personal services such as nail salons, hair salons, banks, post offices, and cleaners	<b>21%</b>	17%	22%	25%	20%
City recreational facilities such as museums, libraries, community centers, etc.	<b>21%</b>	24%	20%	20%	18%
Fitness Centers	<b>19%</b>	18%	19%	23%	15%
Faith-based institutions including houses of worship and faith-based services	<b>16%</b>	12%	17%	19%	13%
Festivals and Special Event spaces and venues in Tempe	<b>15%</b>	19%	15%	14%	10%

Females and residents with incomes lower than \$80K were significantly more likely to rate being within 20 minutes of *grocery stores* and *health services* as “very important” compared to males and those with higher incomes. Females were also more likely than males to feel it “very important” to be close to *civic institutions* and *faith-based institutions*.

**Table 8: Importance of Close Proximity to Tempe Locations by Demographics**

Locations	Total 5 – Very Important n=421	Gender		Annual Household Income		
		Male n=218 A	Female n=202 B	<\$40K n=98 C	\$40-\$80K n=121 D	\$80K+ n=159 E
Grocery stores	<b>54%</b>	44%	64% <sup>A</sup>	66% <sup>E</sup>	58% <sup>E</sup>	42%
Schools, daycare, preschool through high school, higher education institutions	<b>39%</b>	35%	43%	41%	43%	35%
Restaurants	<b>36%</b>	33%	39%	42%	33%	32%
Parks, including dog parks and preserves	<b>35%</b>	33%	38%	36%	40%	35%
Retail Stores including, hardware stores, convenience stores, malls, and stand-alone stores	<b>34%</b>	29%	38%	45% <sup>E</sup>	35%	25%
Health services such as pharmacies, physicians, therapy, etc.	<b>33%</b>	26%	40% <sup>A</sup>	44% <sup>E</sup>	43% <sup>E</sup>	21%
Civic institutions such as city offices, fire and police stations	<b>26%</b>	20%	32% <sup>A</sup>	31%	27%	19%
Personal services such as nail salons, hair salons, banks, post offices, and cleaners	<b>21%</b>	19%	24%	24%	26% <sup>E</sup>	15%
City recreational facilities such as museums, libraries, community centers, etc.	<b>21%</b>	17%	24%	26%	26% <sup>E</sup>	15%
Fitness Centers	<b>19%</b>	16%	22%	25%	17%	20%
Faith-based institutions including houses of worship and faith-based services	<b>16%</b>	11%	20% <sup>A</sup>	15%	26% <sup>E</sup>	8%
Festivals and Special Event spaces and venues in Tempe	<b>15%</b>	12%	18%	22% <sup>E</sup>	16%	8%

**Residents who reported having a household member with a disability were more likely than those without disabilities present in their family to feel it is “very important” to be within 20 minutes of all locations except for fitness centers .** Of note, the following locations were significantly more likely to be named as “very important” -- grocery stores, retail stores, civic institutions, personal services, city recreational facilities, faith-based institutions and festival/special event spaces.

Being within 20 minutes of *schools/daycares, health services, personal services, city recreational facilities, and faith-based institutions* was significantly more likely to be “very important” to minority residents.

**Table 9: Importance of Close Proximity to Tempe Locations by Demographics (2)**

Locations	Total 5 – Very Important n=421	Ethnicity		Disability	
		White n=299 A	Others n=122 B	Yes n=66 C	No n=355 D
Grocery stores	<b>54%</b>	53%	60%	66% <sup>D</sup>	52%
Schools, daycare, preschool through high school, higher education institutions	<b>39%</b>	34%	52% <sup>A</sup>	49%	37%
Restaurants	<b>36%</b>	35%	38%	40%	35%
Parks, including dog parks and preserves	<b>35%</b>	33%	40%	43%	34%
Retail Stores including, hardware stores, convenience stores, malls, and stand-alone stores	<b>34%</b>	31%	41%	49% <sup>D</sup>	31%
Health services such as pharmacies, physicians, therapy, etc.	<b>33%</b>	28%	44% <sup>A</sup>	44%	31%
Civic institutions such as city offices, fire and police stations	<b>26%</b>	23%	31%	45% <sup>D</sup>	22%
Personal services such as nail salons, hair salons, banks, post offices, and cleaners	<b>21%</b>	18%	29% <sup>A</sup>	33% <sup>D</sup>	19%
City recreational facilities such as museums, libraries, community centers, etc.	<b>21%</b>	17%	29% <sup>A</sup>	33% <sup>D</sup>	18%
Fitness Centers	<b>19%</b>	16%	25%	17%	19%
Faith-based institutions including houses of worship and faith-based services	<b>16%</b>	12%	24% <sup>A</sup>	27% <sup>D</sup>	13%
Festivals and Special Event spaces and venues in Tempe	<b>15%</b>	14%	18%	27% <sup>D</sup>	13%

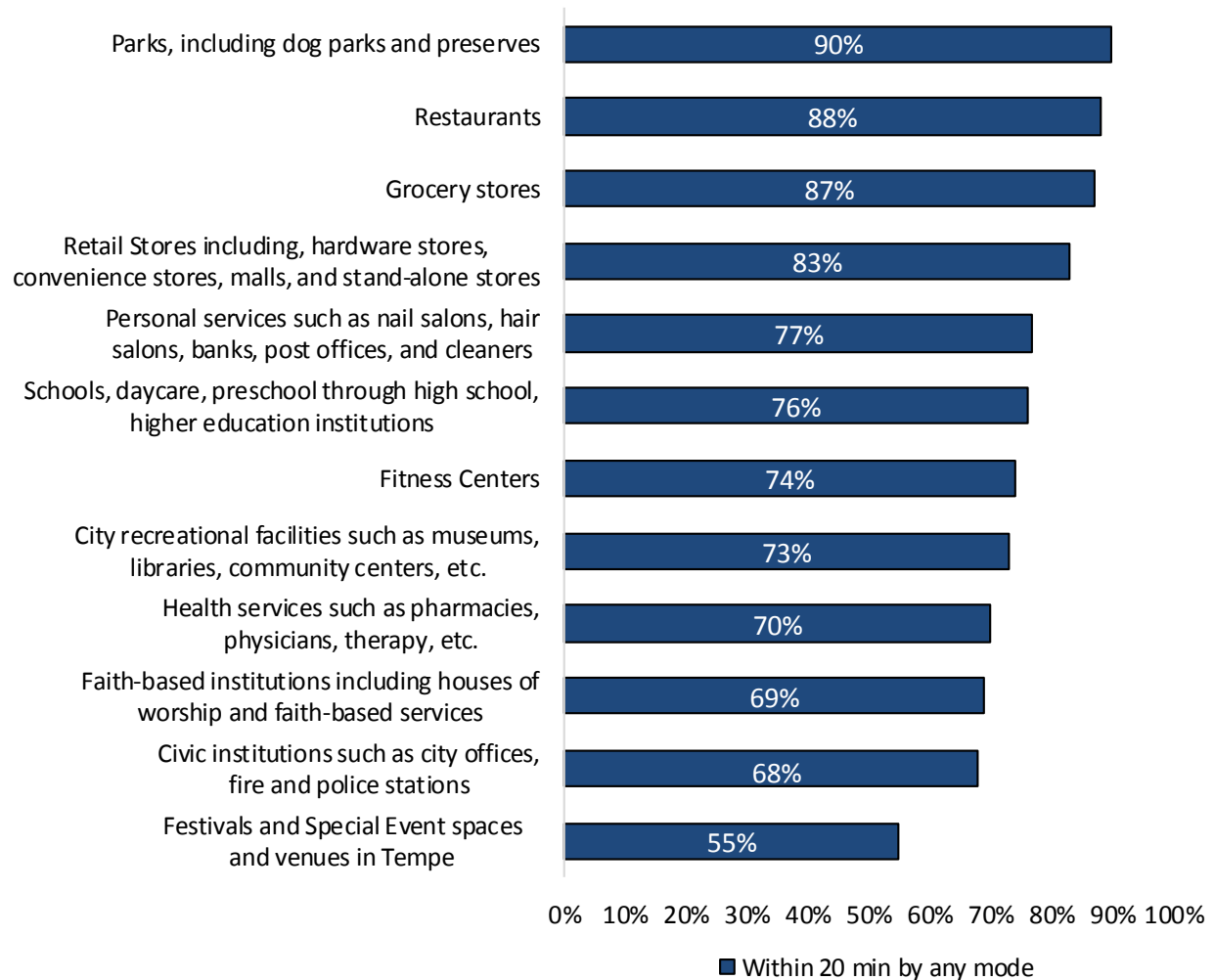


**C. Current Personal Proximity to Tempe Locations**

Next, residents were asked if they personally live within 20 minutes of each location either by walking, biking, or taking public transit.

Nine in ten Tempe residents reported being within 20 minutes of **parks (90%), restaurants (88%), and grocery stores (87%)** either by walking, biking or taking public transit. Another eight in ten reported being within 20 minutes of **retail stores (83%)** and **personal services such as nail and hair salons (77%)**. Tempe residents reported having the least proximity to **festival/special event venues** with only one-half being within 20 minutes of one (55%).

**Current NET Personal Proximity to Tempe Locations**



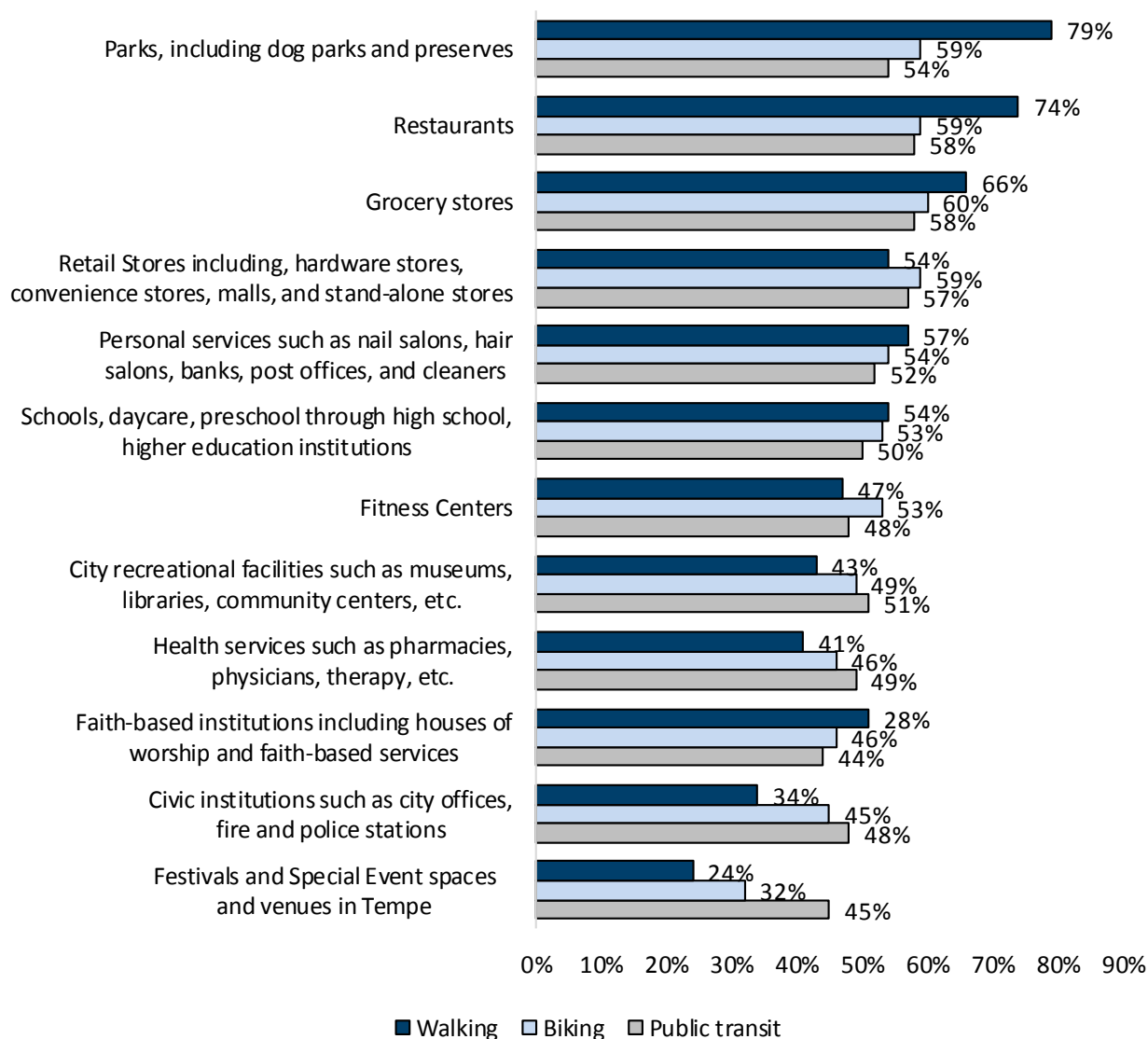
Q10: Now, please tell me if it takes you 20 minutes or less personally to travel to each of the following locations in Tempe either by walking, biking or taking public transit.  
2020 n=421

Tempe residents were most likely to report living within 20 minutes of *parks* (79%) and *restaurants* (74%) by walking.

Approximately, six in ten residents can reach *restaurants, grocery stores, and retail stores* in 20 minutes by biking or by taking transit (57% to 60%). While six in ten (59%) can also walk to a park in 20-minutes, slightly fewer (54%) can take public transit to a park within that time.

*Festival/special event venues* were the least likely to be in 20-minute proximity among all three modes of travel (public transit 45%, biking 32%, and walking 24%).

### Types of Close Proximity to Tempe Locations



Q10: Now, please tell me if it takes you 20 minutes or less personally to travel to each of the following locations in Tempe either by walking, biking or taking public transit.

2020 n=421

Residents living in 85283 were significantly more likely to report living within 20 minutes of *personal services* compared to residents in all other Tempe zip codes. Residents in 85281 and 85282 were much more likely to report being near *festivals and special event spaces* compared to those living in 85283 and 85284.

Lastly, residents in 85284 the least likely of all Tempe zip codes to report living within 20 minutes of seven of the twelve listed locations.

**Table 10: Close Proximity to Tempe Locations  
NET % within 20 minutes of each location**

Locations	Total n=421	Zip Code			
		85281 n=105 A	85282 n=146 B	85283 n=109 C	85284 n=62 D
Parks, including dog parks and preserves	<b>90%</b>	92%	86%	95% <sup>B</sup>	86%
Restaurants	<b>88%</b>	89%	85%	92%	83%
Grocery stores	<b>87%</b>	87%	89%	91%	80%
Retail Stores including, hardware stores, convenience stores, malls, and stand-alone stores	<b>83%</b>	85% <sup>D</sup>	80%	91% <sup>BD</sup>	71%
Personal services such as nail salons, hair salons, banks, post offices, and cleaners	<b>77%</b>	69%	76%	90% <sup>ABD</sup>	71%
Schools, daycare, preschool through high school, higher education institutions	<b>76%</b>	78%	73%	79%	74%
Fitness Centers	<b>74%</b>	76%	70%	76%	77%
City recreational facilities such as museums, libraries, community centers, etc.	<b>73%</b>	79% <sup>D</sup>	73% <sup>D</sup>	78% <sup>D</sup>	58%
Health services such as pharmacies, physicians, therapy, etc.	<b>70%</b>	69%	66%	80% <sup>BD</sup>	62%
Faith-based institutions including houses of worship and faith-based services	<b>69%</b>	66%	69%	75%	67%
Civic institutions such as city offices, fire and police stations	<b>68%</b>	76%	65%	65%	62%
Festivals and Special Event spaces and venues in Tempe	<b>55%</b>	75% <sup>BCD</sup>	57% <sup>CD</sup>	44%	37%

Findings by ethnicity:

- White residents were more likely to report being with 20 minutes of *restaurants* and *schools* by walking only (77% vs. 67% non-white)
- Non-white residents were significantly more likely to be within 20 minutes of *retail stores* by all modes combined (91% vs. 79% white)

Residents who reported having a disability in their household were significantly LESS likely to report being within 20 minutes of the following locations:

- Ten out of twelve listed locations by bicycle (all excluding *parks* and *civic institutions*)
- Three out of twelve destinations by public transit (*restaurants, faith-based institutions, and personal services*)
- *Fitness centers* by any means of travel combined (59% vs. 77% no disability)

Lastly, as shown in the table below, Tempe residents ages 18-34 were significantly more likely than residents 55 and older to report living within 20 minutes of eight of the twelve locations.

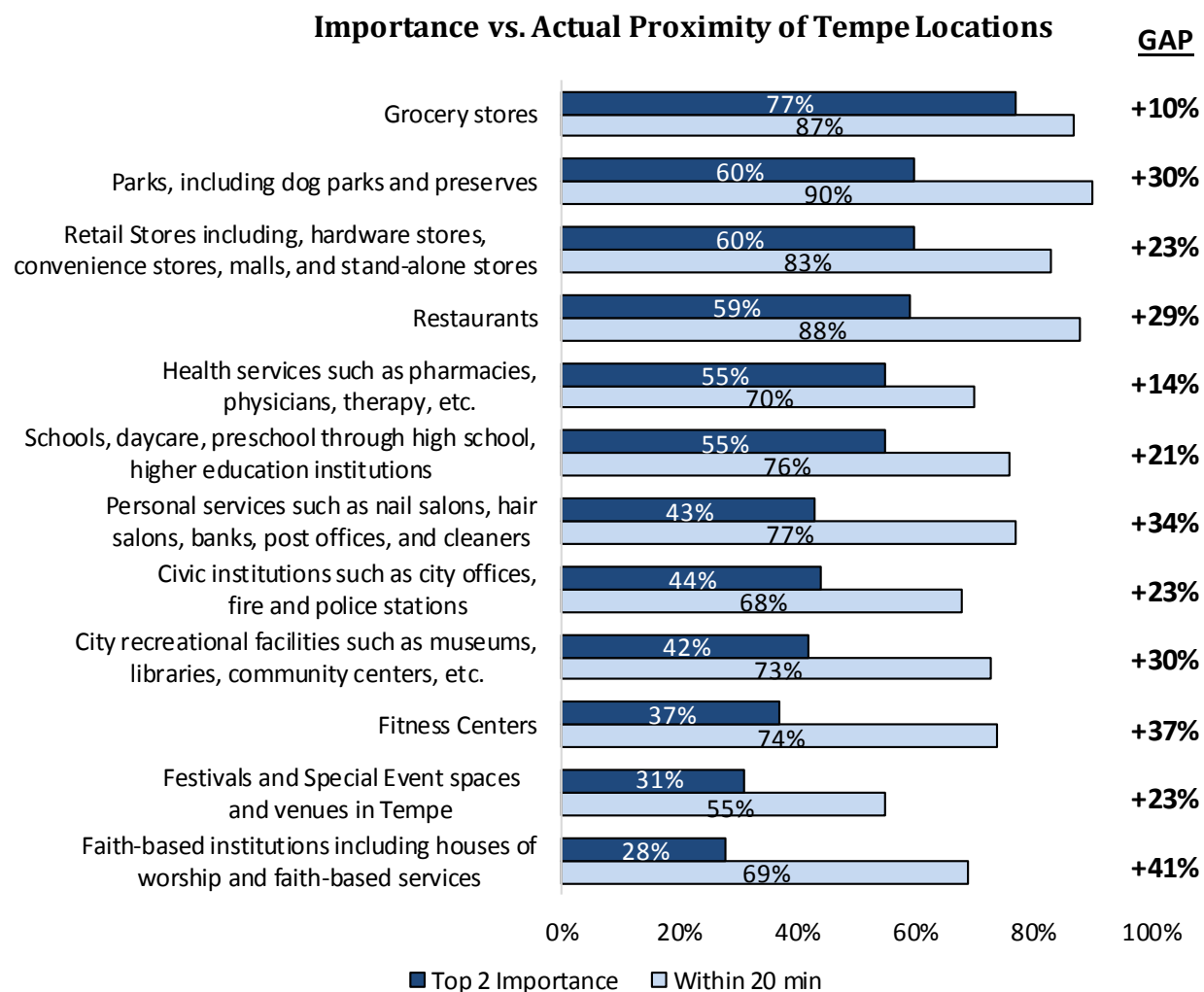
**Table 11: Close Proximity to Tempe Locations by Demographics**  
**NET % within 20 minutes of each location**

Locations	Total within 20 min n=421	Age			Annual Household Income		
		18-34 n=161 A	35-54 n=139 B	55+ n=115 C	<\$40K n=101 D	\$40-\$80K n=121 E	\$80K+ n=156 F
Parks, including dog parks and preserves	90%	92% <sup>C</sup>	92% <sup>C</sup>	83%	85%	94% <sup>D</sup>	92%
Restaurants	88%	92% <sup>C</sup>	90% <sup>C</sup>	79%	86%	91%	88%
Grocery stores	87%	92% <sup>C</sup>	88%	80%	88%	93% <sup>F</sup>	84%
Retail Stores including, hardware stores, convenience stores, malls, and stand-alone stores	83%	90% <sup>C</sup>	85% <sup>C</sup>	69%	84%	86%	81%
Personal services such as nail salons, hair salons, banks, post offices, and cleaners	77%	83% <sup>C</sup>	76%	70%	76%	83%	78%
Schools, daycare, preschool through high school, higher education institutions	76%	81%	72%	74%	77%	78%	76%
Fitness Centers	74%	78%	73%	70%	70%	81% <sup>D</sup>	74%
City recreational facilities such as museums, libraries, community centers, etc.	73%	78%	71%	69%	73%	75%	76%
Health services such as pharmacies, physicians, therapy, etc.	70%	77% <sup>C</sup>	72% <sup>C</sup>	57%	69%	71%	68%
Faith-based institutions including houses of worship and faith-based services	69%	72%	70%	64%	66%	73%	68%
Civic institutions such as city offices, fire and police stations	68%	77% <sup>BC</sup>	63%	59%	70%	65%	70%
Festivals and Special Event spaces and venues in Tempe	55%	61% <sup>C</sup>	56%	45%	58%	54%	57%

**D. Importance vs. Access Gap Analysis**

A gap analysis was done on the importance of being within 20 minutes of each location vs. actually living within 20 minutes of each location. This was done by taking the percentage of people who reported being within 20 minutes of each location by walking, biking or public transit and subtracting the top-two importance percentage for that location. Therefore, a positive gap means there is a higher percentage of people within 20 minutes of the location than the percent of people who feel it is important to be within 20 minutes that location.

All twelve locations have a positive gap, meaning there are more residents within 20 minutes of each location than there are those who indicated it is important to be within 20 minutes of each location. Unsurprisingly, *grocery stores*, which has the highest importance percentage, had the smallest gap of +10. Reversely, *faith-based institutions*, the location with the lowest importance percentage, has the largest gap of +41 meaning 41% of people live near this location, but don't feel it is important to be within 20 minutes of it.

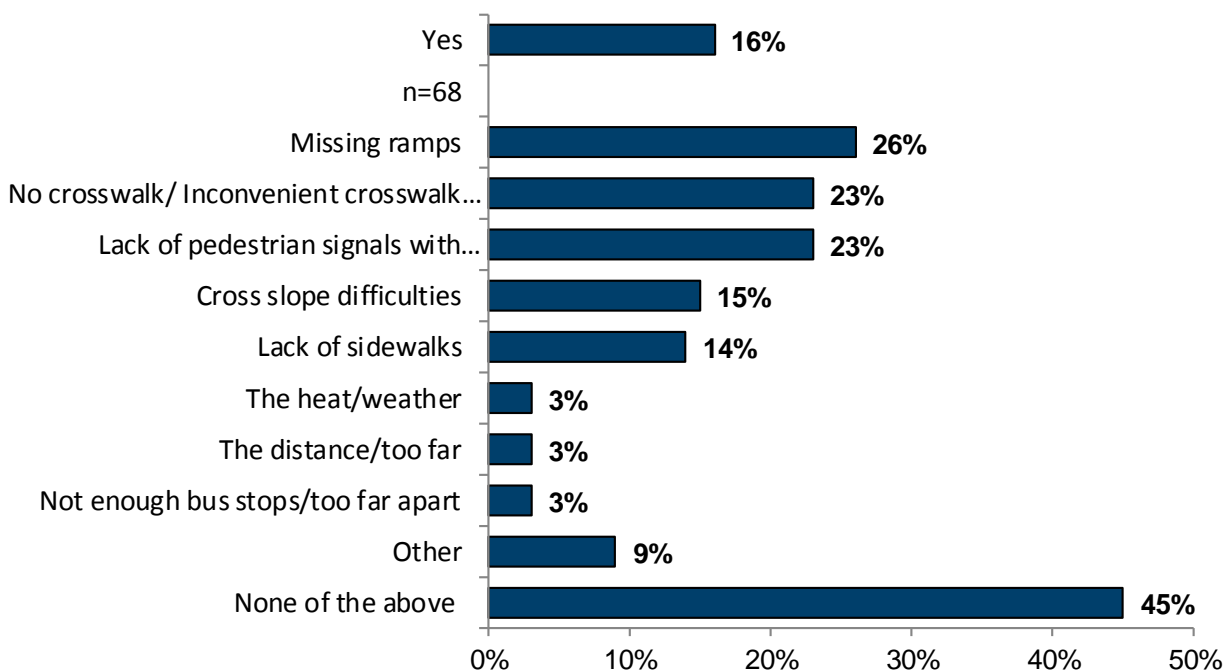


### IV. Households with Disabilities and Physical Barriers

Nearly two in ten (16%) Tempe residents reported having a household member with a disability as defined by the American with Disabilities Act. Out of that group, roughly one-quarter listed *missing ramps* (26%), *no crosswalks* (24%), or *lack of pedestrian signals* (24%) as a physical barrier for their household member with a disability. Almost one-half of those with a household member with a disability reported having no physical barriers (44%).

Residents living in 85284 were much more likely to report *missing ramps* as a physical barrier compared to those in 85281 and also more likely to report no crosswalks compared to those in other zip codes. Additionally, those in 85281 or 85282 were significantly more likely to report having no physical barriers for their household member with a disability compared to residents living in 85284.

#### Households with Disabilities and Their Barriers



Q11: Do you and/or other household members have a disability as defined by the American with Disabilities Act?

Q12: Which of the following are physical barriers that make it difficult or prevent you or a family member from reaching your destinations?

2020 n=421

**Table 12: Households with Disabilities by Demographics**

	Total n=421	Zip Code			
		85281 n=106 A	85282 n=146 B	85283 n=110 C	85284 n=59 D
<b>Yes</b>	<b>16%</b> <i>n=66</i>	<b>17%</b> <i>n=18</i>	<b>15%</b> <i>n=22</i>	<b>17%</b> <i>n=19</i>	<b>11%</b> <i>n=7</i>
Missing ramps	26%	12%	33%	19%	57% <sup>A</sup>
No crosswalk/ Inconvenient crosswalk distances or locations	23%	10%	24%	25%	43%
Lack of pedestrian signals with accessible push button	23%	23%	12%	35%	30%
Cross slope difficulties	15%	-	16%	19%	43%
Lack of sidewalks	14%	5%	16%	20%	16%
The heat/weather	3%	11%	-	-	-
The distance/too far	3%	5%	5%	-	-
Not enough bus stops/too far apart	3%	10%	-	-	-
Other	9%	-	8%	20%	-
None of the above	45%	51% <sup>D</sup>	50% <sup>D</sup>	46%	14%

## **APPENDIX A: Questionnaire**



**City of Tempe – 20-Minute City Survey  
2020 Questionnaire**

Sample: 85281, 85282, 85283, 85284 = 400 – Representative quotas by zip code

Quotas: Males/Females 50/50

Age distribution will be monitored along with representativeness of ethnicity

Good \_\_\_\_\_, This is \_\_\_\_\_ calling from WestGroup Research on behalf of the City of Tempe. We are conducting a survey with residents about their experiences living in Tempe. 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

2. What is your zip code?

a. 85281

b. 85282

c. 85283

d. 85284

e. Other/Don't know/Refused – THANK AND TERMINATE

3. Gender:

a. Male

b. Female

4. What is your age? OPEN-TEXT BOX

5. Which of the following best describes your race or ethnic background?

Select all that apply.

a. Caucasian/White

b. African American/Black

c. Latino/Hispanic

d. Asian

e. Other (Specify)

f. Prefer not to Answer

6. How long have you lived in Tempe?

a. Less than 1 year

b. 1 to 2 years

c. 3 to 5 years

d. 6 to 10 years

e. 11 to 20 years

f. More than 20 years

g. Prefer not to answer

- 7 Please indicate if any of the following were an important factor in choosing the location where you currently live in Tempe.

Select all that apply.

- a. Access to public transit
  - b. Access to bicycle facilities and paths
  - c. Access to walking facilities and paths
  - d. None of the above
8. Have you used any of the following services or facilities in Tempe in the past year?  
Yes/No TO EACH - ROTATE LIST
- a. Local or express bus service or light rail
  - b. Orbit or Flash neighborhood shuttles
  - d. Pedestrian facilities (e.g. sidewalks and paths)
  - e. Bicycle facilities (e.g. bike lanes and paths)

The next few questions are to understand how accessible various locations in Tempe are to you. We are interested in understanding what is within 20 minutes of where you live and what locations are further away.

For reference, 20 minutes in distance is approximately equal to how long it would take the average person to walk 1 mile, bike 4 miles, or use public transit to travel 6 miles. Please keep these distances in mind as you answer the following questions.

9. For each of the following locations, please rate how important it is to you that you or your family members are within 20 minutes of that location by walking, biking or by taking public transit using a 1 to 5 scale where a “1” means “not at all important” and a 5 means “very important”.

**(Remind the respondent that the questions only apply to transit, bike, walk trips and does not apply to driving or taxi ride or Uber or Lyft trips or dial-a-ride trips)**

**(READ IF NEEDED - 20 minutes in distance is approximately equal to how long it would take the average person to walk 1 mile, bike 4 miles, or use public transit to travel 6 miles).**

ROTATE LIST

- a. Grocery stores
- b. Restaurants
- c. Fitness Centers
- d. Parks, including dog parks and preserves
- e. Festivals and Special Event spaces and venues in Tempe
- f. Retail Stores including, hardware stores, convenience stores, malls, and stand-alone stores
- g. Schools, daycare, preschool through high school, higher education institutions
- h. Health services such as pharmacies, physicians, therapy, etc.
- i. City recreational facilities such as museums, libraries, community centers, etc.

- j. Faith-based institutions including houses of worship and faith-based services
- k. Civic institutions such as city offices, fire and police stations
- l. Personal services such as nail salons, hair salons, banks, post offices, and cleaners

10. Now, please tell me if it takes you 20 minutes or less personally to travel to each of the following locations in Tempe either by walking, biking or taking public transit.

Does it take you 20 minutes or less to travel to...[LOCATION]? IF YES - Are you within 20 minutes of walking, biking AND/OR public transit?

**INTERVIEWER NOTE:** If respondent says "no", check no and move on to next location, DO NOT clarify biking/walking/transit.

**(Remind the respondent that the questions only apply to transit, bike, or walk trips and does not apply to driving or taxi ride or Uber or Lyft trips or dial-a-ride trips)**

**RESPONSES FOR EACH LOCATION: Yes, within 20 min walking/Yes, within 20 min bicycling/Yes, within 20 min transit/No(mutually exclusive)/Don't know(mutually exclusive)**

**ROTATE LIST**

- a. Grocery stores
- b. Restaurants
- c. Fitness Centers
- d. Parks
- e. Festivals and Special Event spaces and venues
- f. Retail Stores
- g. Schools
- h. Health services such as pharmacies, physicians, therapy, etc.
- i. City and recreational facilities
- j. Faith-based institutions
- k. Civic institutions
- l. Personal services such as nail salons, hair salons, massages, etc.

**American with Disabilities Act.--**

11. Do you and/or other household members have a disability as defined by the American with Disabilities Act?

- a. Yes
- b. No

12. IF YES IN Q11: Which of the following are physical barriers that make it difficult or prevent you or a family member from reaching your destinations?

Select all that apply.

- a. Lack of sidewalks
- b. No crosswalk/ Inconvenient crosswalk distances or locations
- c. Missing ramps
- d. Cross slope difficulties
- e. Lack of pedestrian signals with accessible push button
- f. Something else I have not mentioned? \_\_\_\_\_
- g. None of the above (mutually exclusive)

13. IF ANY SELECTED IN Q12: What specific locations of those barriers come to mind?

\_\_\_\_\_

### 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. To assist the City with understanding where you live in Tempe, could you please provide the major cross streets that are closest to where you live?

\_\_\_\_\_ and \_\_\_\_\_

IF R DOES NOT WANT TO GIVE CROSS STREETS: Could you give me the name of a major landmark that is near your home?

\_\_\_\_\_

D2. 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. Prefer not to answer

D3. Do you have children under the age of 18 living in your home?

- a. Yes
- b. No

D4. 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 \$150,000
- f. More than \$150,000
- g. Prefer not to answer

Thanks for your time. That concludes our interview.