

**CITY OF TEMPE  
TRAFFIC CONGESTION SURVEY**

**ONLINE SUPPLEMENT**

October 2016

Prepared for  
City of Tempe  
Transportation Division

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## SURVEY BACKGROUND

This summary report presents the findings of an Online Supplement Survey to a City of Tempe Traffic Congestion Survey conducted for the City of Tempe Transportation Division.

The base Tempe Traffic Congestion Survey was based on 425 telephone interviews conducted with a representative cross-section of Tempe residents 18 years of age or older. Respondent selection for the project was accomplished via a computer-generated pure unweighted (EPSEM) random digit dial (RDD) telephone sample which selects households on the basis of telephone prefix. This method was used because it ensured a randomly-selected sample of area households proportionately allocated throughout the sample universe. This method also ensured that all unlisted and newly listed telephone households were included in the sample. A pre-identification screening process was also utilized on this project. This computer procedure screened the sample to remove known business and commercial phone prefixes in addition to disconnects, faxes and computers. Both landlines and cell telephones were included in this research.

All of the interviewing on the base survey was conducted between September 28 and October 9, 2016, at the Center's central location telephone facility where each interviewer worked under the direct supervision of BRC supervisory personnel. Interviewing was conducted during a cross-section of late afternoon, evening, weekday and weekend hours. During the interviewing segment of this study, up to five separate attempts, on different days and during different times of day, were made to contact each selected household. Only after five unsuccessful attempts was a household substituted in the sample.

All random sample surveys are subject to sampling error. Sampling error, stated simply, is the difference between the results obtained from a sample and those which would be obtained by surveying the entire population under consideration. The size of sampling error varies, to some extent, with the number of interviews completed and with the division of opinion on a particular question. The estimated sampling error for the base survey is +/-4.8 percent at a 95 percent confidence level. This sampling error figure represents the maximum error for survey findings where the division of opinion is approximately 50%/50%. Survey findings that show a more one-sided distribution of opinion, such as 70%/30% or 90%/10%, are usually subject to slightly lower sampling tolerances than those shown in the table.

**The results of the Online Supplement Survey presented in this summary report are based on a non-scientific opt in survey of 332 individuals who filled out the survey online between September 30 and October 23, 2016. Respondents were invited to participate in the survey either via an online invitation sent by the Transportation Division to neighborhood, homeowner and affiliated association contacts or via invitations posted on the city's Facebook and Twitter accounts. Non-scientific online surveys conducted using an opt in methodology do not lend themselves to the calculation of sampling error estimates as are traditionally reported for random sample telephone surveys.**

TABLE 1: EVALUATION OF  
TEMPE TRAFFIC CONGESTION

“How big of a problem would you say the amount of traffic congestion in **Tempe is in general?**”

	RESIDENT TELEPHONE SURVEY	ONLINE OPT IN SURVEY
A big problem	20%	34%
A moderate problem	58	44
A small problem	12	16
No problem at all	8	6
Don't know	<u>2</u>	<u>0</u>
	100%	100%
<b>Big/Moderate Summary</b>	<b>78%</b>	<b>78%</b>

“How big of a problem would you say traffic congestion is on the major streets adjacent to **your neighborhood?**”

A big problem	16%	34%
A moderate problem	31	37
A small problem	28	18
No problem at all	24	11
Don't know	<u>1</u>	<u>0</u>
	100%	100%
<b>Big/Moderate Summary</b>	<b>47%</b>	<b>71%</b>

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TABLE 2: WORST TIMES FOR TRAFFIC  
CONGESTION IN TEMPE

(AMONG THOSE WHO FEEL CONGESTION IS A  
BIG OR MODERATE PROBLEM IN TEMPE)

“Is there a certain time of day that you feel congestion is worse in Tempe?”

|                     | RESIDENT<br>TELEPHONE<br>SURVEY | ONLINE<br>OPT IN<br>SURVEY |
|---------------------|---------------------------------|----------------------------|
| 6 a.m. to 8:59 a.m. | 35%                             | 57%                        |
| 9 a.m. to 2:59 p.m. | 5                               | 3                          |
| 3 p.m. to 6:59 p.m. | 84                              | 86                         |
| All other times     | 2                               | 1                          |
| All the time        | 3                               | 6                          |

Totals do not equal 100% due to multiple responses

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TABLE 3: WORST DAYS FOR TRAFFIC  
CONGESTION IN TEMPE

(AMONG THOSE WHO FEEL CONGESTION IS A  
BIG OR MODERATE PROBLEM IN TEMPE)

“Is there a certain day of the week that you feel congestion is worse in Tempe?”

	RESIDENT TELEPHONE SURVEY	ONLINE OPT IN SURVEY
Monday	53%	78%
Tuesday	50	77
Wednesday	51	76
Thursday	50	78
Friday	61	69
Saturday	4	8
Sunday	2	1
Every day	15	15

Totals exceed 100% due to multiple responses

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TABLE 4: WORST INTERSECTIONS FOR  
TRAFFIC CONGESTION IN TEMPE

(AMONG THOSE WHO FEEL CONGESTION IS A  
BIG OR MODERATE PROBLEM IN TEMPE)

“Which intersections in Tempe do you feel have the worst congestion problems?”

|                         | RESIDENT<br>TELEPHONE<br>SURVEY | ONLINE<br>OPT IN<br>SURVEY |
|-------------------------|---------------------------------|----------------------------|
| University & Rural      | 18%                             | 40%                        |
| Broadway & Rural        | 16                              | 33                         |
| University & Mill       | 16                              | 31                         |
| Southern & Rural        | 15                              | 43                         |
| Southern & Mill         | 13                              | 29                         |
| Broadway & Mill         | 12                              | 28                         |
| Apache & Rural          | 12                              | 30                         |
| Southern & McClintock   | 9                               | 41                         |
| Baseline & Mill         | 9                               | 10                         |
| University & McClintock | 9                               | 26                         |
| Baseline & McClintock   | 9                               | 30                         |
| Baseline & Rural        | 8                               | 18                         |
| Apache & McClintock     | 7                               | 32                         |
| Broadway & McClintock   | 6                               | 34                         |
| Baseline & Priest       | 5                               | 17                         |
| Guadalupe & McClintock  | 5                               | 16                         |
| Southern & Priest       | 5                               | 18                         |
| Broadway & Priest       | 4                               | 15                         |
| Guadalupe & Rural       | 3                               | 8                          |
| All others              | 17                              | 26                         |

Note: online respondents reacted to a list of defined Intersections.

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TABLE 5: EXPERIENCE WITH BUS -  
CAUSED TRAFFIC DELAYS

“Next, in the past month, how many times, if any, have you been delayed at an intersection in Tempe because of a stopped bus?”

	<u>RESIDENT TELEPHONE SURVEY</u>	<u>ONLINE OPT IN SURVEY</u>
None	39%	30%
1 to 5	43	44
6 to 10	9	17
11 to 15	3	4
16 or more	<u>6</u>	<u>5</u>
	100%	100%
 MEDIAN TIMES	 2.0	 2.8

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TABLE 6: INTERSECTIONS WHERE  
BUS DELAYS EXPERIENCED

(AMONG THOSE WHO HAVE EXPERIENCED  
BUS DELAYS IN THE PAST MONTH)

“At which intersection have you experienced delays? Please give me the cross streets.”

|                         | <u>RESIDENT<br/>TELEPHONE<br/>SURVEY</u> | <u>ONLINE<br/>OPT IN<br/>SURVEY</u> |
|-------------------------|------------------------------------------|-------------------------------------|
| Broadway & Rural        | 19%                                      | 25%                                 |
| Southern & Rural        | 17                                       | 36                                  |
| Southern & Mill         | 17                                       | 27                                  |
| Baseline & Rural        | 15                                       | 16                                  |
| University & Rural      | 14                                       | 22                                  |
| Southern & McClintock   | 13                                       | 41                                  |
| University & Mill       | 11                                       | 24                                  |
| Broadway & McClintock   | 10                                       | 28                                  |
| Apache & Rural          | 9                                        | 17                                  |
| Baseline & Mill         | 9                                        | 12                                  |
| Baseline & McClintock   | 9                                        | 26                                  |
| Baseline & Priest       | 9                                        | 9                                   |
| Broadway & Priest       | 9                                        | 11                                  |
| Guadalupe & Rural       | 9                                        | 7                                   |
| University & McClintock | 8                                        | 18                                  |
| University & Priest     | 8                                        | 7                                   |
| Broadway & Mill         | 7                                        | 21                                  |
| Apache & McClintock     | 7                                        | 27                                  |
| Guadalupe & McClintock  | 6                                        | 12                                  |
| Southern & Priest       | 5                                        | 15                                  |
| McClintock & Elliot     | 2                                        | 1                                   |
| McClintock & Warner     | 1                                        | 0                                   |
| All others              | 10                                       | 15                                  |

Note: online respondents reacted to a list of defined Intersections.

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TABLE 7: PERCEIVED IMPACT OF BUS  
PULLOUTS ON TRAFFIC CONGESTION

“Do you feel that installing bus pullouts, which is when a bus pulls out of the traffic lane to pick up passengers, would help a lot, some, only a little or not at all to improve traffic congestion in Tempe?”

	<u>RESIDENT TELEPHONE SURVEY</u>	<u>ONLINE OPT IN SURVEY</u>
A lot	59%	47%
Some	24	32
Only a little	12	16
Not at all	3	3
Don't know	<u>2</u>	<u>2</u>
	100%	100%

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TABLE 8: EXPERIENCE WITH CONSTRUCTION-  
CAUSED TRAFFIC DELAYS

“In the past three months, how many times, if any, have you been delayed in traffic while traveling on a major road in Tempe because of a lane restriction or closure related to construction?”

|            | <u>RESIDENT<br/>TELEPHONE<br/>SURVEY</u> | <u>ONLINE<br/>OPT IN<br/>SURVEY</u> |
|------------|------------------------------------------|-------------------------------------|
| None       | 22%                                      | 11%                                 |
| 1 to 5     | 37                                       | 51                                  |
| 6 to 10    | 13                                       | 22                                  |
| 11 to 15   | 9                                        | 6                                   |
| 16 or more | <u>19</u>                                | <u>10</u>                           |
|            | 100%                                     | 100%                                |

|              |     |     |
|--------------|-----|-----|
| MEDIAN TIMES | 4.0 | 4.1 |
|--------------|-----|-----|

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TABLE 9: PREFERENCE FOR OVERNIGHT  
CONSTRUCTION CLOSURES

(AMONG THOSE WHO HAVE EXPERIENCED  
CONSTRUCTION DELAYS IN THE PAST 3 MONTHS)

“Would you prefer that lane restrictions or closures related to construction occurred overnight in Tempe?”

	<u>RESIDENT TELEPHONE SURVEY</u>	<u>ONLINE OPT IN SURVEY</u>
Yes	83%	92%
No	12	7
Don't know	<u>5</u>	<u>11</u>
	100%	100%

(AMONG THOSE PREFERRING OVERNIGHT CLOSURES)

“And would you still prefer that lane restrictions and closures related to construction occurred overnight in Tempe even if it was on a major road adjacent to your neighborhood which may produce noise?”

Yes	80%	77%
No	15	9
Don't know	<u>5</u>	<u>14</u>
	100%	100%

SUMMARY

Prefer restrictions/closures occur overnight <u>even if</u> produce neighborhood noise	66%	63%
Prefer restrictions/closures occur overnight <u>but not if</u> produce neighborhood noise	13	7
Do not prefer restrictions/closures occur overnight	12	7
Don't know	<u>9</u>	<u>23</u>
	100%	100%

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TABLE 10: ATTITUDE ABOUT ADDING  
BIKE LANES TO MAJOR TEMPE ROADS

“Do you favor or oppose adding bicycle lanes to major roads in Tempe if it means removing a lane of traffic?”

|            | RESIDENT<br>TELEPHONE<br>SURVEY | ONLINE<br>OPT IN<br>SURVEY |
|------------|---------------------------------|----------------------------|
| Favor      | 43%                             | 36%                        |
| Oppose     | 51                              | 55                         |
| Don't know | <u>6</u>                        | <u>9</u>                   |
|            | 100%                            | 100%                       |

(AMONG THOSE FAVORING BIKE LANES)

“And would you still favor adding bicycle lanes to major roads in Tempe if it involved removing a lane of traffic along a major road that you use daily?”

|            |          |          |
|------------|----------|----------|
| Favor      | 74%      | 93%      |
| Oppose     | 21       | 3        |
| Don't know | <u>5</u> | <u>4</u> |
|            | 100%     | 100%     |

SUMMARY

|                                                                                                           |          |           |
|-----------------------------------------------------------------------------------------------------------|----------|-----------|
| Oppose adding bike lanes <u>if involved</u> removing a lane of traffic                                    | 52%      | 55%       |
| Favor adding bike lanes <u>even if involved</u> removing a lane of traffic on major road you use daily    | 31       | 34        |
| Favor adding bike lanes <u>but not if involved</u> removing a lane of traffic on major road you use daily | 9        | 1         |
| Don't know                                                                                                | <u>8</u> | <u>10</u> |
|                                                                                                           | 100%     | 100%      |

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TABLE 11: MAJOR TEMPE ROADS  
TRAVELED MOST OFTEN

“What major street in Tempe do you travel the most?”

	RESIDENT TELEPHONE SURVEY	ONLINE OPT IN SURVEY
Rural	45%	63%
McClintock	43	72
Southern	38	68
Broadway	23	49
Baseline	19	45
Mill	17	39
University	17	29
Priest	11	26
Apache	10	16
Elliot	9	13
Guadalupe	7	20
Warner	3	1
All others	8	15

Note: online respondents reacted to a list of defined intersections

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