



Scottsdale Downtown Plan Update

DOWNTOWN SCOTTSDALE MOBILITY SURVEY

March 11, 2008

SUMMARY REPORT

INTRODUCTION

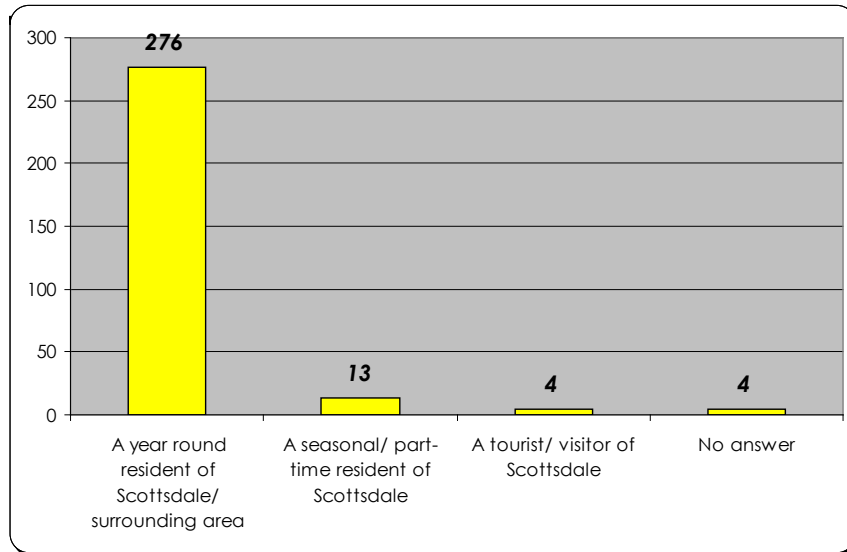
The Downtown Mobility Survey was conducted as an online or mail-in survey December 2007 through March 2008. This survey supplements the community information collected at the Mobility and Connectivity Workshops that were held on November 14, 2007. The purpose of this survey was to compile a cross section of Scottsdale residents' patterns of mobility regarding Downtown. There were 297 Mobility Surveys submitted, the majority of surveys were submitted online and a select few were recieved by direct mail.

This report provides a summary of the survey questions asked and the responses recieved. Each survey question is accompanied by a brief statistical overview of the responses.

BEHAVIOR...

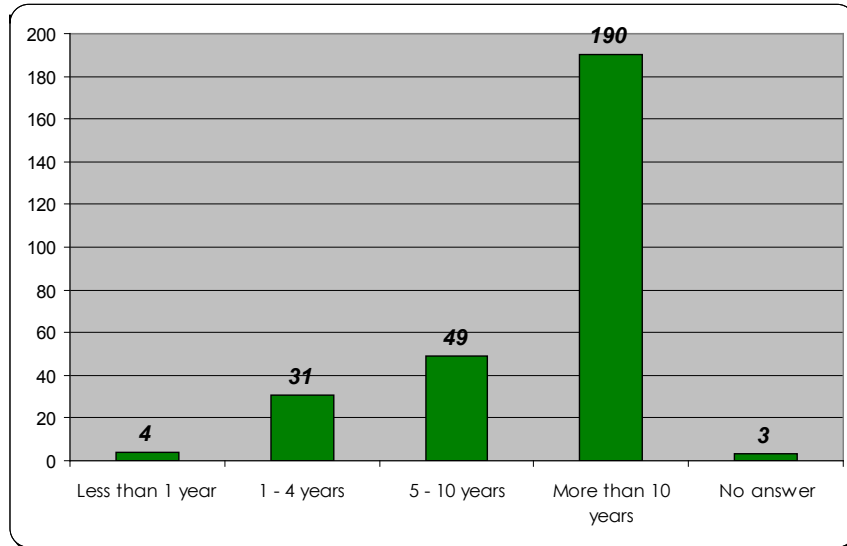
Question #1: I am....

Answers to the above question	Responses
A year round resident of Scottsdale/ surrounding area	276
A seasonal/ part-time resident of Scottsdale	13
A tourist/ visitor of Scottsdale	4
No answer	4



Question #2: If you are a year-round resident of Scottsdale/ surrounding area, how long have you lived here?

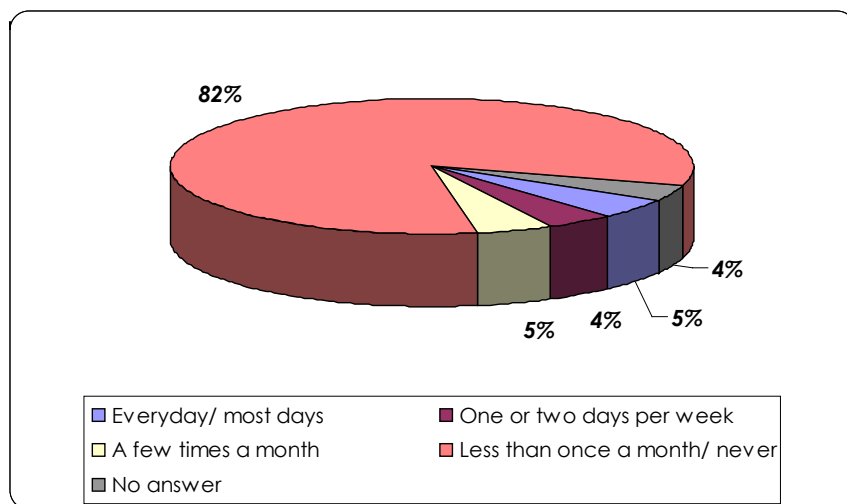
Answers to the above question	Responses
Less than 1 year	4
1 - 4 years	31
5 - 10 years	49
More than 10 years	190
No answer	3



Question #3: How often do you use the following modes of transportation to get to work or other destinations?

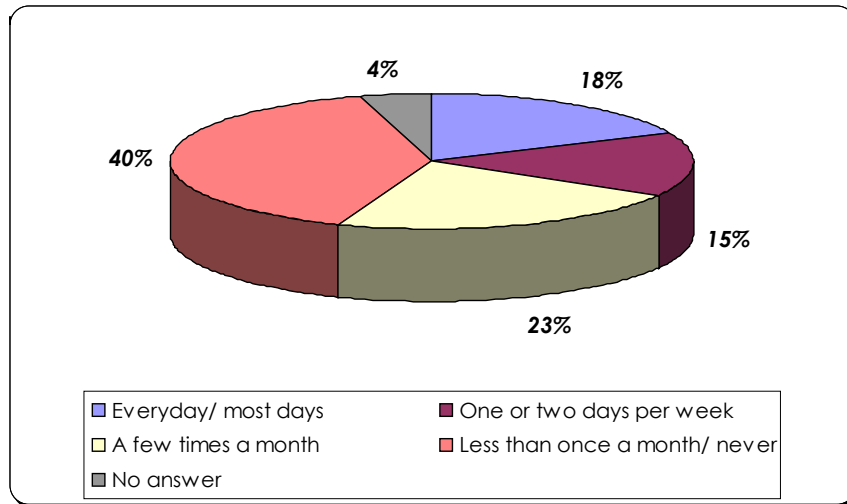
• **TRANSIT**

Answers to the above question	Responses
Everyday/ most days	15
One or two days per week	12
A few times a month	14
Less than once a month/ never	245
No answer	11



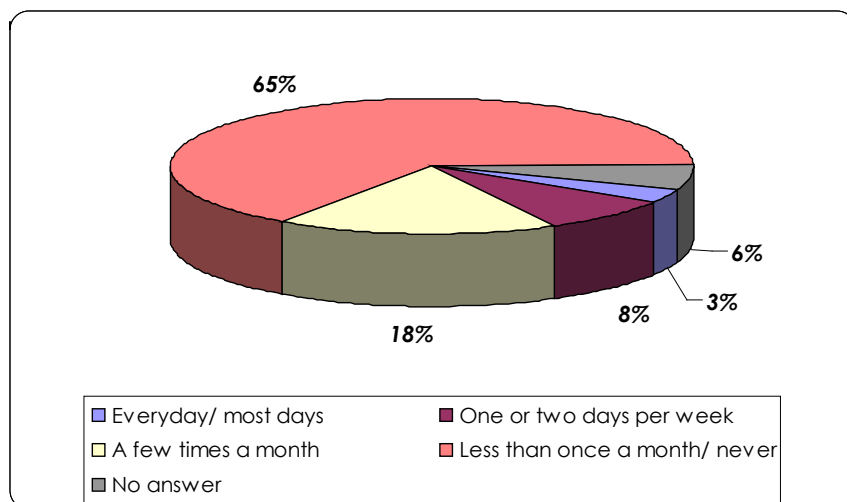
• WALKING

Answers to the above question	Responses
Everyday/ most days	54
One or two days per week	45
A few times a month	67
Less than once a month/ never	118
No answer	13



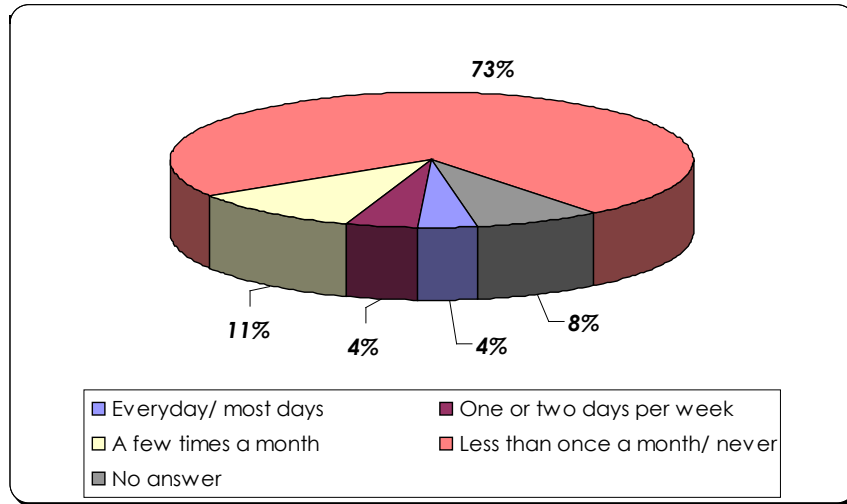
• BICYCLING

Answers to the above question	Responses
Everyday/ most days	10
One or two days per week	25
A few times a month	52
Less than once a month/ never	193
No answer	17



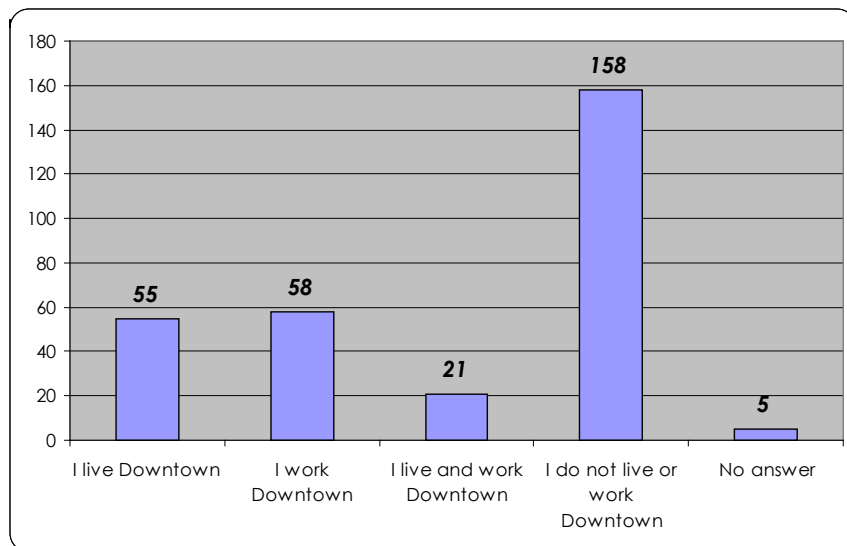
• CARPOOLING

Answers to the above question	Responses
Everyday/ most days	11
One or two days per week	13
A few times a month	32
Less than once a month/ never	218
No answer	23



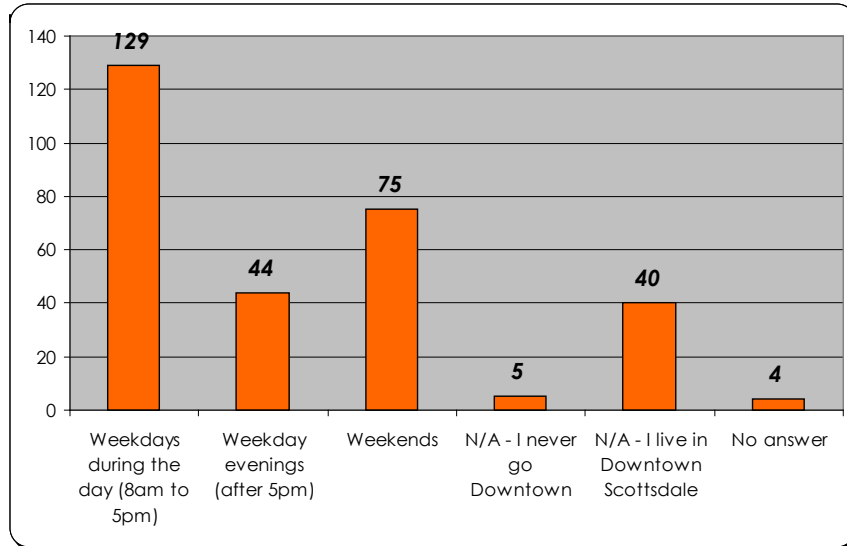
Question #4: Do you live and/or work in Downtown Scottsdale?

Answers to the above question	Responses
I live Downtown	55
I work Downtown	58
I live and work Downtown	21
I do not live or work Downtown	158
No answer	5



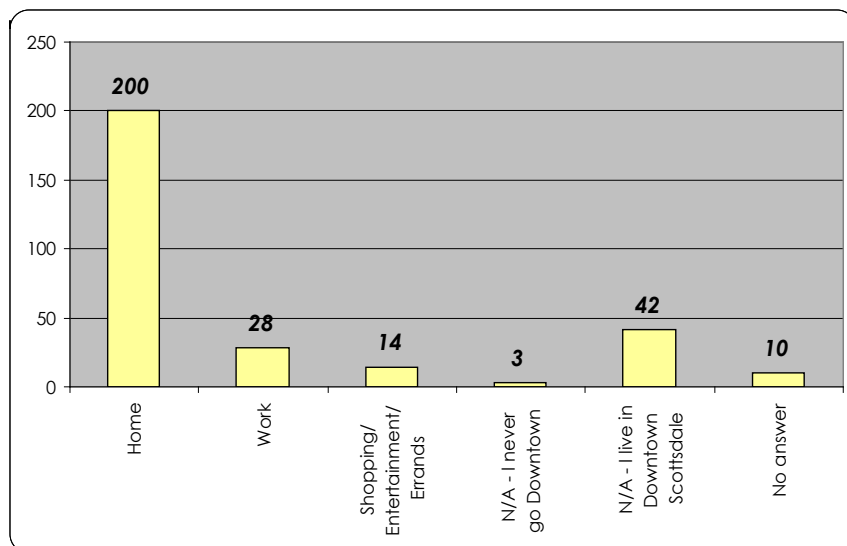
Question #5: When are you most likely to visit Downtown Scottsdale?

Answers to the above question	Responses
Weekdays during the day (8am to 5pm)	129
Weekday evenings (after 5pm)	44
Weekends	75
N/A - I never go Downtown	5
N/A - I live in Downtown Scottsdale	40
No answer	4



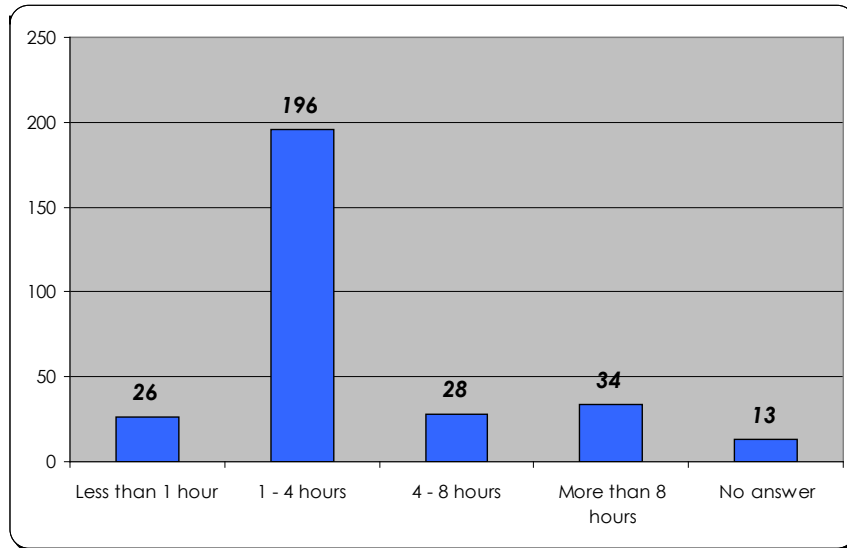
Question #6: Where are you most often coming from when you visit Downtown?

Answers to the above question	Responses
Home	200
Work	28
Shopping/ Entertainment/ Errands	14
N/A - I never go Downtown	3
N/A - I live in Downtown Scottsdale	42
No answer	10



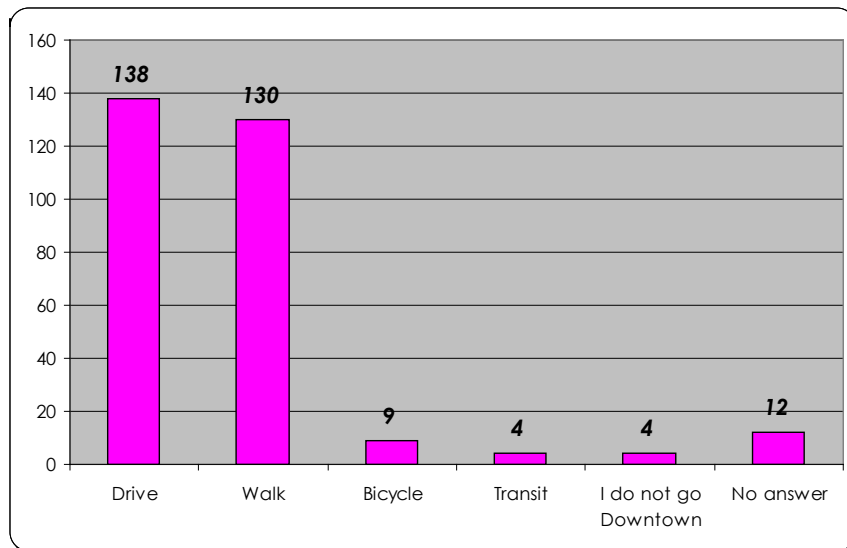
Question #7: When you visit Downtown, how long do you typically stay?

Answers to the above question	Responses
Less than 1 hour	26
1 - 4 hours	196
4 - 8 hours	28
More than 8 hours	34
No answer	13



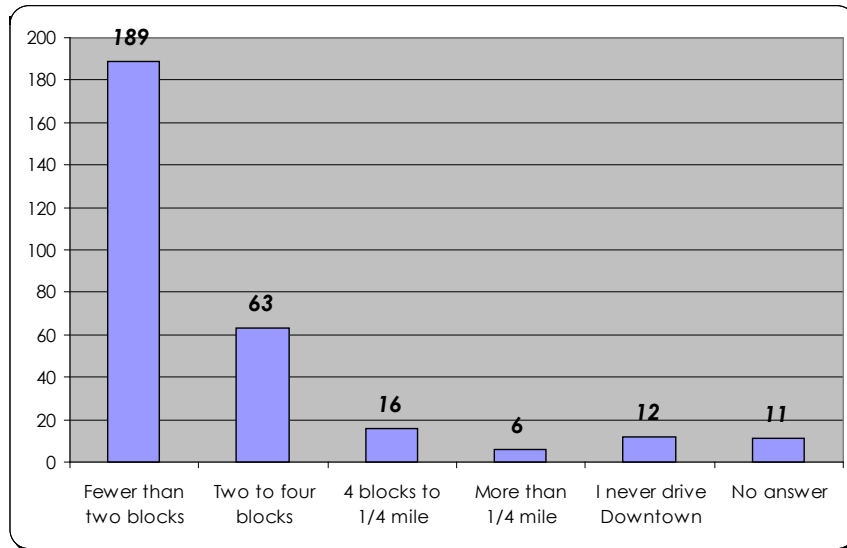
Question #8: How do you typically travel between Downtown destinations?

Answers to the above question	Responses
Drive	138
Walk	130
Bicycle	9
Transit	4
I do not go Downtown	4
No answer	12



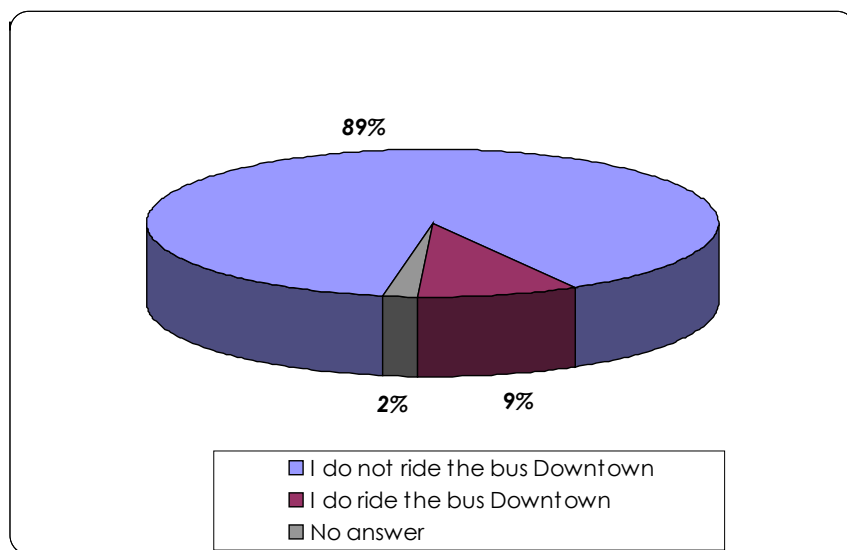
Question #9: If driving Downtown, how far away from your destination do you usually park?

Answers to the above question	Responses
Fewer than two blocks	189
Two to four blocks	63
4 blocks to 1/4 mile	16
More than 1/4 mile	6
I never drive Downtown	12
No answer	11



Question #10: If you ride the bus to Downtown Scottsdale, which route(s) do you use?

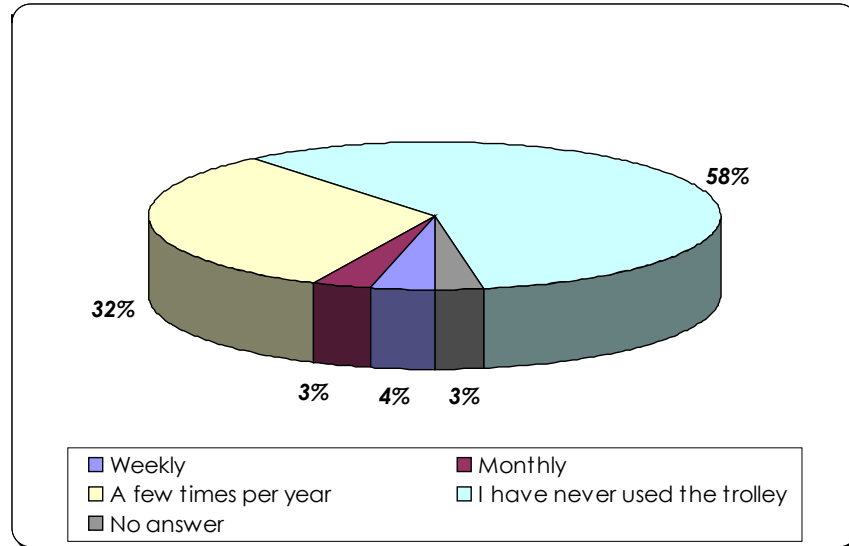
Answers to the above question	Responses
I do not ride the bus Downtown	264
I do ride the bus Downtown	27
No answer	6



Of the respondents that do ride the bus, there are four routes that were frequently used; Bus Routes 66, 76, 81 and the local Trolley service.

Question #11: How often do you use the trolley Downtown?

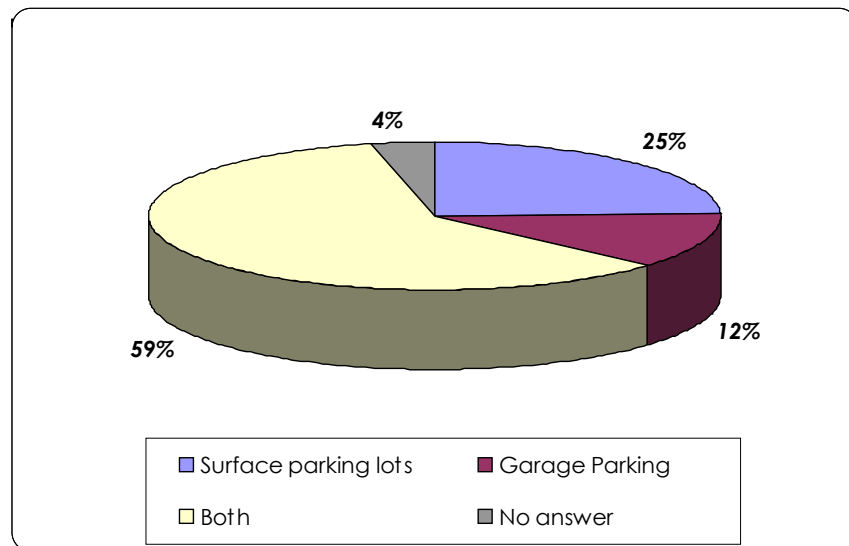
Answers to the above question	Responses
Weekly	11
Monthly	10
A few times per year	95
I have never used the trolley	173
No answer	8



OPINIONS...

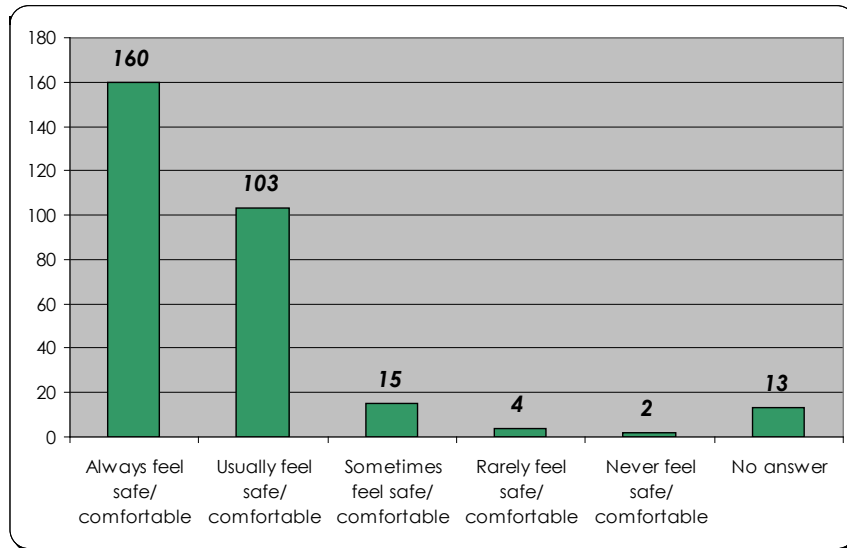
Question #12: If driving to and parking Downtown, do you utilize/ prefer:

Answers to the above question	Responses
Surface parking lots	73
Garage Parking	36
Both	177
No answer	11



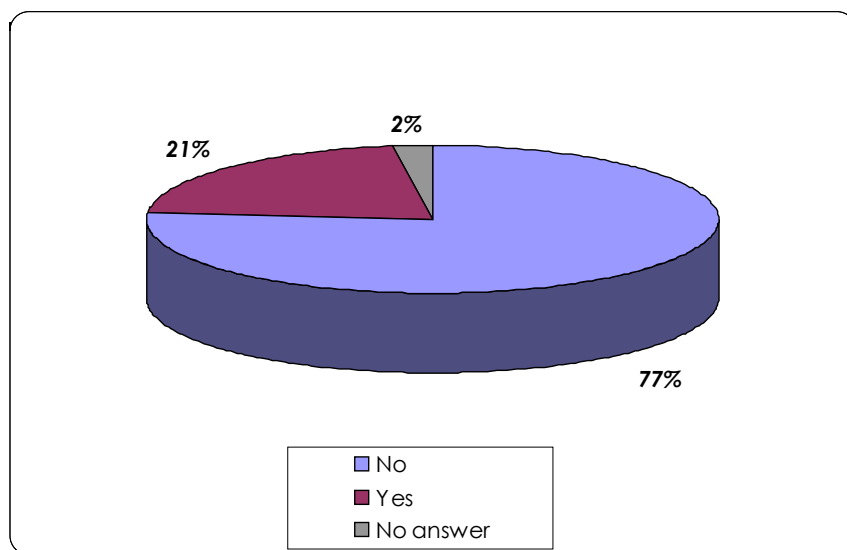
Question #13: How safe and/ or comfortable do you feel walking in Downtown Scottsdale?

Answers to the above question	Responses
Always feel safe/ comfortable	160
Usually feel safe/ comfortable	103
Sometimes feel safe/ comfortable	15
Rarely feel safe/ comfortable	4
Never feel safe/ comfortable	2
No answer	13



Question #14: Are there areas you would like to walk in Downtown Scottsdale but can't (for any reason)?

Answers to the above question	Responses
No	227
Yes	63
No answer	7

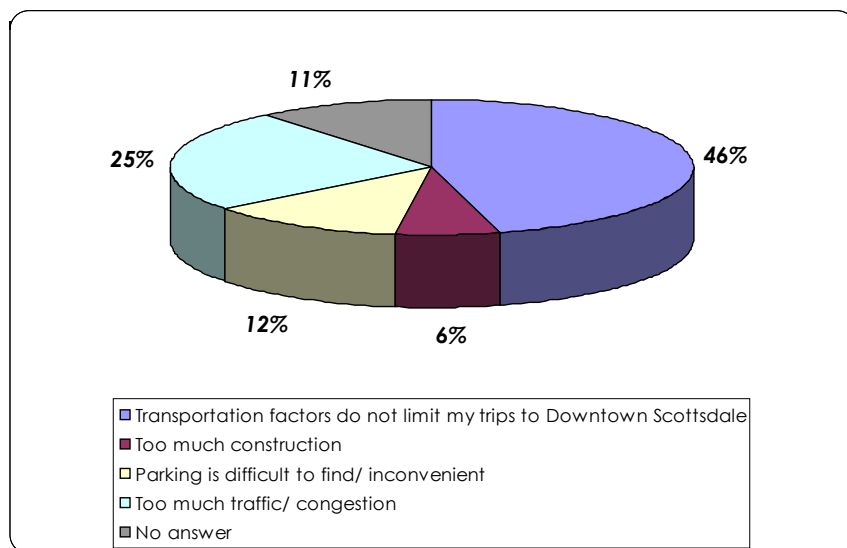


Several common concerns were identified from question 14.

- Scottsdale Road at both Indian School and Camelback Roads is difficult to cross and not pedestrian friendly.
- Waiting for crosswalk lights is long and when they do activate the timing is too short to adequately cross.
- Sidewalks are not contiguous and are not ADA accessible.
- Bike paths downtown are not friendly or are non-existent.
- Along the canal, there isn't any shade or trails and it isn't very pedestrian friendly.
- Better public transportation is needed.
- In the evenings there is a concern that there are too many bars and that the bar patrons make it uncomfortable to be downtown.

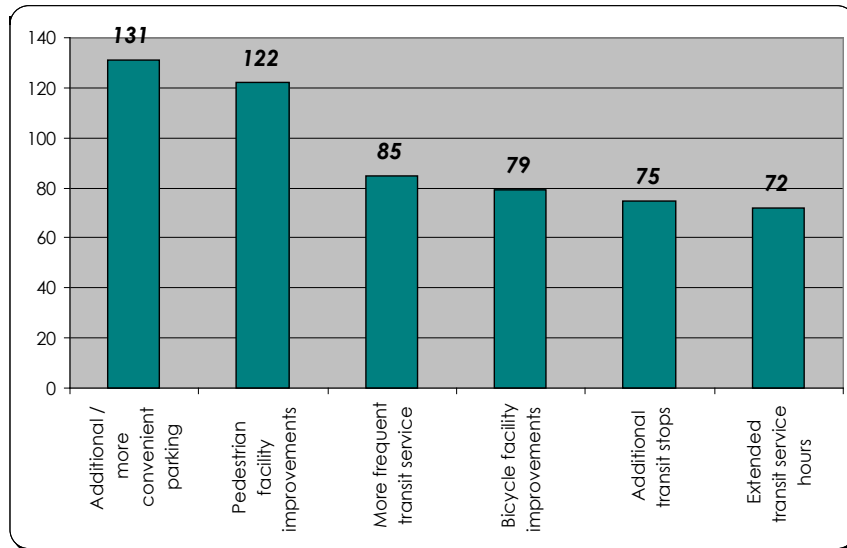
Question #15: Is there anything (from a transportation perspective) that prevents you from visiting Downtown Scottsdale more often?

Answers to the above question	Responses
Transportation factors do not limit my trips to Downtown Scottsdale	136
Too much construction	19
Parking is difficult to find/ inconvenient	36
Too much traffic/ congestion	74
No answer	32



Question #16: What change(s) would you like to see made to transportation (including the trolley) in or around Downtown Scottsdale?

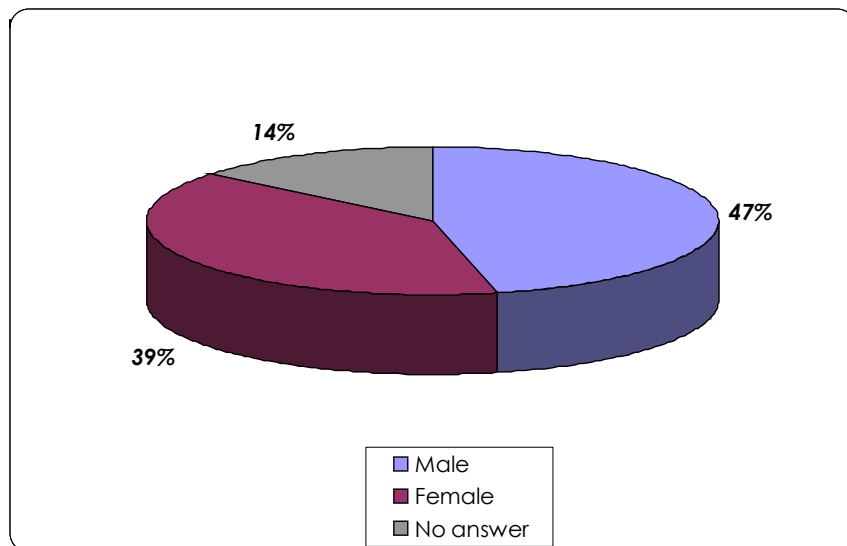
Answers to the above question	Responses
More frequent transit service	85
Additional transit stops	75
Extended transit service hours	72
Pedestrian facility improvements	122
Bicycle facility improvements	79
Additional / more convenient parking	131



DEMOGRAPHICS...

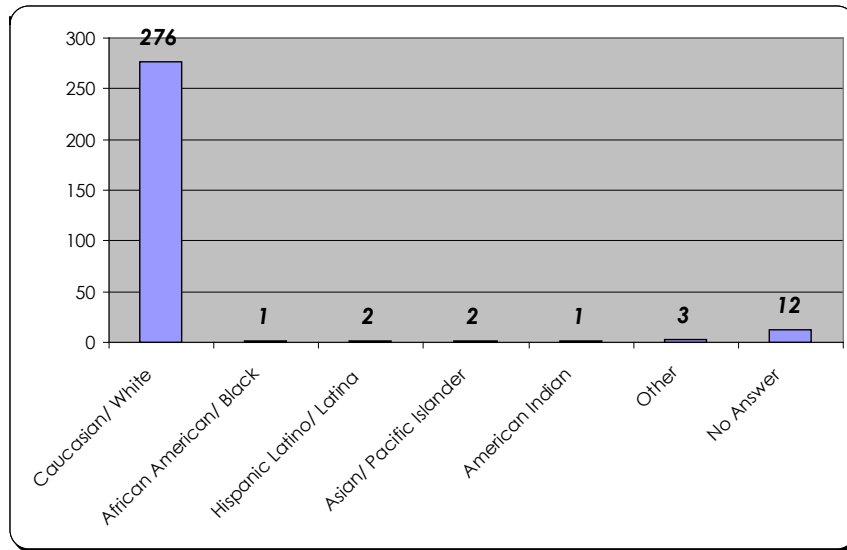
Question #17: What is your gender?

Answers to the above question	Responses
Male	138
Female	117
No answer	42



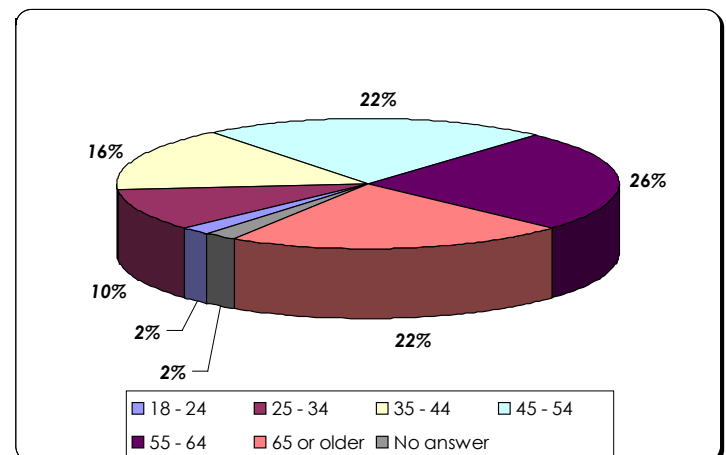
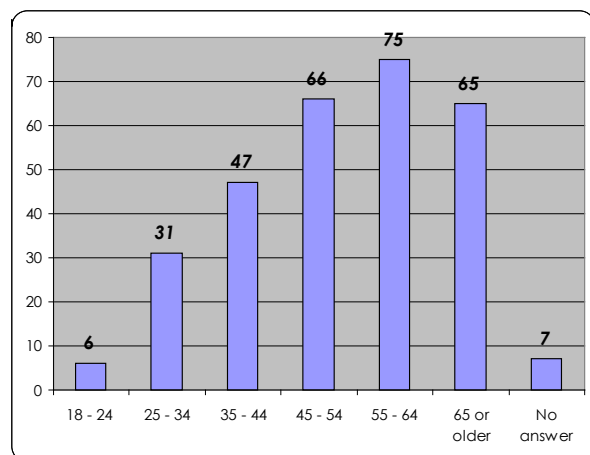
Question #18: What is your primary race/ ethnicity?

Answers to the above question	Responses
Caucasian/ White	276
African American/ Black	1
Hispanic Latino/ Latina	2
Asian/ Pacific Islander	2
American Indian	1
Other	3
No Answer	12



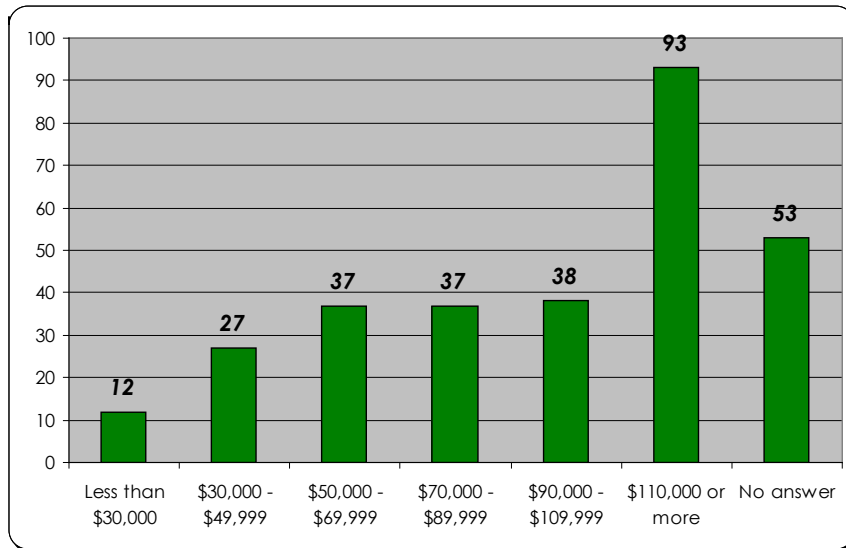
Question #19: What is your age?

Answers to the above question	Responses
Under 18 (0 Participants)	0
18 - 24	6
25 - 34	31
35 - 44	47
45 - 54	66
55 - 64	75
65 or older	65
No answer	7

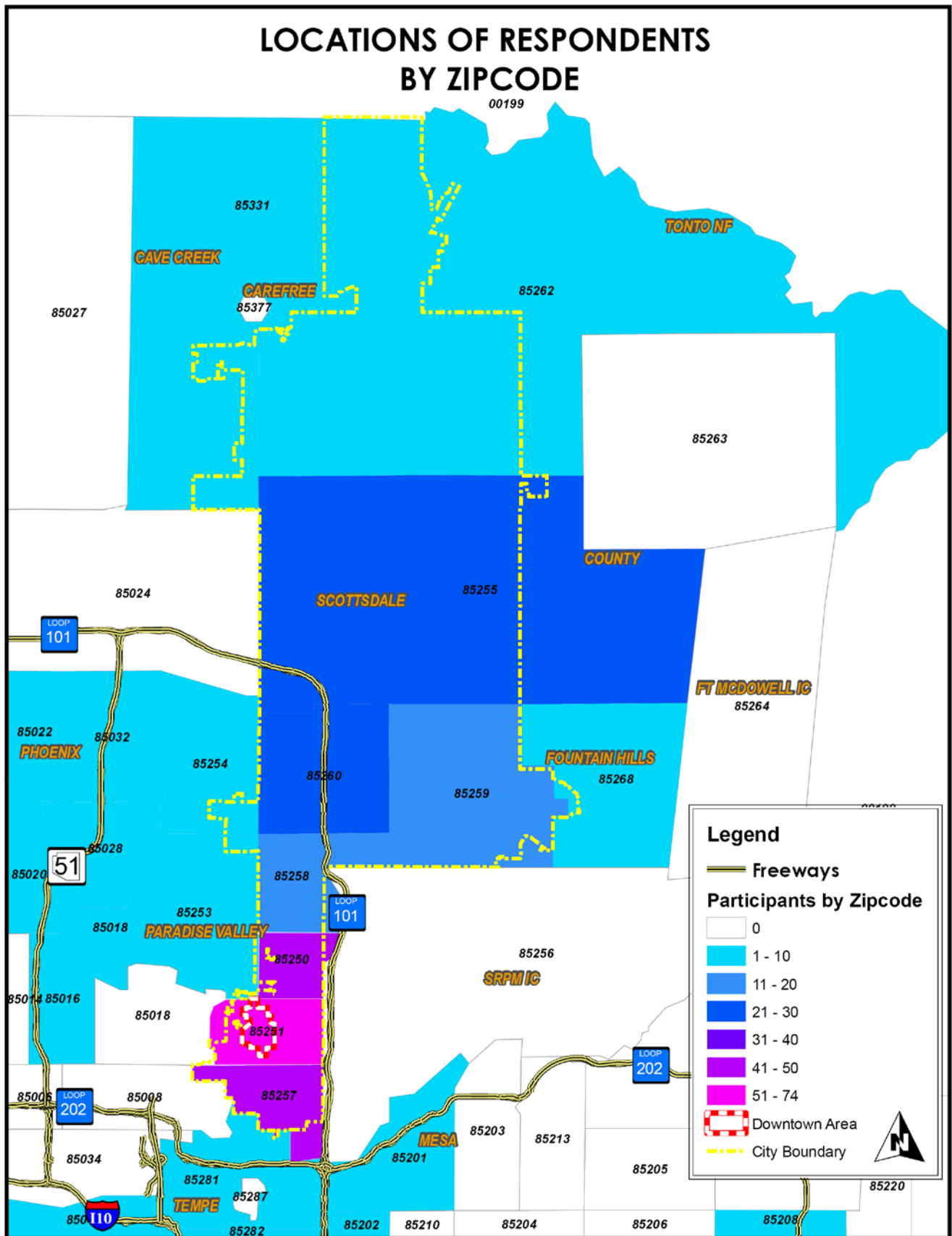


Question #20: Which describes your annual household income?

Answers to the above question	Responses
Less than \$30,000	12
\$30,000 - \$49,999	27
\$50,000 - \$69,999	37
\$70,000 - \$89,999	37
\$90,000 - \$109,999	38
\$110,000 or more	93
No answer	53



Question #21: What is your home zipcode?



The above map summarizes the survey responses and from which zip code they originated.

APPENDIX...

Personalized answers to question # 10 from respondents.

- I'd use the trolley from Eldorado Park
- Indian School
- Route 41, 66 or 72
- Route 76
- Route 76, Chaparral to Indian School
- Routes 510, 66, and 50
- Routes, 72;76;84;50;81;66;41
- the 76 catching it at 78th St and E San Miguel Ave
- The green line down Thomas, xfer to the 72 N Scottsdale Rd. to Indian School
- too inconvenient to use, total waste of taxpayer m
- trolley
- trolley
- Trolley on occasion
- trolley only, where available
- trolly
- 66, 92, 76
- 72, 76, 41, and Trolley
- 72,81
- 76
- 76 Miller Road North and South
- 76 N and 66 N
- 76, Neighborhood Connector
- 76/Miller North or 72/Scottsdale Rd North
- 81 or Neighborhood connector
- 81, 41,50, 66, 72
- 81, 72
- 81S

Personalized answers to question # 14 from respondents.

- Yes, U can walk anywhere but I have to walk through parking lots and behind buildings.
- Yes, sidewalks not contiguous in many locations along Scottsdale Road
- Yes, side streets, they are too dark, put some light up, you only have the main streets lighted
- Yes, more time in the old sections, but the bar trade in the evening makes it uncomfortable
- Yes, Just crossing the major intersections Scottsdale Rd Camelback and Indian school
- Yes, I would walk from my home (Scottsdale and Miller) if there were extended Trolley hours in the evening
- Yes, Camelback Road due to construction and Scottsdale Rd. traffic is very LOUD.
- Yes, areas under construction
- Yes, Along the canal bank but the sun is too hot and there isn't any shade.
- Yes, Along Drinkwater/ Scottsdale and along Goldwater/ Scottsdale.
- Yes! Old town needs a Piazza, as more cars than pedestrians pollute the environment!
- Yes, Would love to be near PO and Walgreen's and our eye doc on Osborn- so far the trolley does not go very near
- Yes, Would like to walk the canal bank on NE side of Scottsdale Rd./Camelback area, but difficult access and all dirt - not conducive to walking in "dress" clothes.
- Won't when it is summer
- When we go to dinner, we have to look for parking north of Indian School & off Marshall Way. Also, I've had a terrible time finding parking at Toni & Guys Beauty School at Camelback & Scottsdale Rd. (This is not necessarily a city problem)
- Walking around downtown is easy, safe, and comfortable except traffic lights don't allow enough

time.

- Too many drunks and rude people after 6 pm to allow families to enjoy the downtown area, not enough lighted covered/garaged parking, We don't walk because of many reasons but mainly as stated above.
- Too many bars. After 5pm you get run into by drunks and rude bar patrons. We only go downtown if we absolutely have to and that's just to Fashion Square on occasion. We used to go all over downtown but the plethora of bars has made downtown a cesspool and
- There isn't a good bike connection from the greenbelt bike path to downtown old town Scottsdale. We should be bringing people in to a central bike friendly parking, eatery, shopping location near the Center for the Arts.
- There are very few cross walks on Indian School and Camelback and this discourages walking in this area. There should at least be cross walks at bus stops.
- There are too many gaps in the sidewalk network. In addition, the sidewalks are too narrow on many of the major streets, such as Goldwater.
- There are areas of Old town that I do not feel comfortable walking in the evenings any longer, so confine myself to daytime shopping or going by car directly to a pre-chosen dinner place. We don't often art walk anymore because the surrounding area no lo
- The trolley's are in-efficient for commuters. They are slow and have no direct routes to destinations. People that work here and live here need to get from the Mall directly to south old town, and the City Services area quickly for lunch, and for business
- The main roads (Scottsdale Rd, Indian School, Camelback) could be more pedestrian friendly.
- The entertainment area after dark.
- The bar areas are pretty bad during the evenings. They have spoiled the reputation of our City.
- South on Goldwater from Camelback over the canal-dangerous slope and narrow sidewalk
- South end of Scottsdale road, crossing Goldwater from Camelview theaters to Walgreen's @ the south end
- Some of the sidewalks don't have a dipped curve, it just is a drop off curb. this makes it difficult to get back on the sidewalk in a wheel chair or bicycle.
- Scottsdale and Osborn...road is a nightmare now. Civic center mall to fashion square road is also a nightmare for walking there too.
- Poor sidewalks on Camelback Road. Also you need to improve temporary sidewalks near construction sites, in particular, Scottsdale Road.
- Once parked, I have no problem walking to any of the destinations I need to go to.
- On Scottsdale road from Chaparral to anywhere south is a nightmare and very risky.
- Scottsdale road over all needs better flow as it is a total patch work of either
 - nonexistent bike paths and it does not make sense to ride on sidewalks.
 - sidewalks are a
- Not sure. Until I got involved with Downtown development, I didn't realize how much more there was to downtown than galleries and Old Scottsdale.
- No there is not. I have lived in Scottsdale 50 + years. I think that for people who live in the immediate area of downtown there should be more frequent transportation services, to keep as much automobile traffic away.
- Near/along the canal. Make it a thing of beauty rather than a open pipe.
- Many places because of construction.
- Main & Marshall I am ambulatory but due to breathing problems I can only walk about 200 feet & then I have to catch my breath and my back is bad so I need to sit also. Benches and shade are needed.
- It's hard to get to Marshall Way (confusing) from the Waterfront. There are no signs to indicate where you can reach the downtown arts district from other destinations (waterfront, fashion square, etc.)
- It is hard to walk down Scottsdale Rd. I live just south of downtown and there is not a continuous sidewalk on both sides of Scottsdale Rd. due to the "dog leg" at Earl.
- In the summer (shade and auto exhaust)
- I'd like to visit downtown more often, but tend to avoid it because of the traffic. Better public transportation is needed.
- I wouldn't after dark, like I would in the daytime... especially where the light is not bright or the landscape very open so I could see all around me.

- I would like to shop downtown, but it has become a very unpleasant experience. I shop elsewhere.
- I would like the canal improved west of Goldwater and east of 68th. A paved trail, lined with trees would make it much more welcoming.
- I never go downtown any more although I have lived here 39 years. There is nothing that attracts me anymore...Too bad because I use to go there frequently. Of course, when downtown stretches to Shea, even Trader Joe's will be downtown. I only pass thro
- I find trying to cross Scottsdale Rd and Indian School road difficult in many areas I would like to be able to walk to Fashion Square but find it difficult to cross Scottsdale Rd safely.
- I feel the city needs to implement a system for people walking around the waterfront area...
- I can walk anywhere
- I Bi-Cycle into downtown and I have to tell you it is horrid for novice bike riders to try to navigate the area however since I have been biking in downtown for over 15 years I learned how to get around safely. You folks really need to fix your bi-cycle I
- I am a handicapped walker. I cannot ride a bicycle and the trolley does not go where I need to go. As a result I avoid going downtown if I possibly can -- I take my shopping elsewhere, if at all possible.
- Heavy traffic on Scottsdale Road between Goldwater on the south and Drinkwater on the north makes walking along and crossing Scottsdale Rd very unfriendly
- Downtown is too spread out to walk, and this is Arizona, it's too hot to walk most of the year. You need a better traffic plan to get cars in and out of downtown, and more parking, less aggressive meter maids!
- Difficult to cross Indian School Road because it is so wide. Wait for walk-light is long and walk-light itself seems not enough time for me anymore.
- Camelback road going east on the north side has no sidewalk over canal.
- Between business districts north and south of Indian School Rd. Indian School Rd. is the line of demarcation between "south downtown" and "north downtown". I have never walked between those areas, although, I do walk within each of the areas. The large o
- Areas that lack convenient sidewalk access or areas that construction spots that seem awkward (i.e. near the Optima, just west of the Optima and east of Scottsdale Rd. off of Camelback Rd. N and S) to name a few.
- Along the canal. Too much traffic at Scottsdale & Camelback intersection.
- Along Scottsdale road: too much traffic and not at all pedestrian friendly (from the car noise to the small sidewalks, lack of shade, or businesses closing way too early). Lack of shade and lack of interesting places is a problem pretty much everywhere do
- All of the downtown area is very easy to get around
- After dark in the historical area
- A lot of the reasons I went downtown have disappeared and/or parking too difficult. It's easier to go elsewhere or buy online.
- A lot of the intersections are too dangerous to cross. Too wide with no pedestrian protection.

Personalized answers to question # 22 from respondents.

(Question 22: What is the nearest landmark or major attraction to your home?)

- 5th Avenue
- Agua Linda Park
- Arizona Biltmore
- Arizona Canal
- Arizona Falls (2)
- Art District
- ASU (2)
- Biltmore Fashion Park (2)
- Biltmore or Old Town Scottsdale
- Biltmore Shopping Plaza
- Boulders
- Bus Station
- Cactus and Hayden Roads
- Cactus Park (2)

- Camelback 44th Street
- Camelback Mountain (3)
- Canal
- Canal bike path, and Hayden, (Indian Bend wash) bike path.
- Canal walking and bike path between Thomas and Mc Dowell Rd.
Great job Scottsdale, can't wait until it is expanded!
- Casino Arizona
- Chandler Mall
- Chaparral & Scottsdale
- Chaparral Lake
- Chaparral Park (14)
- City Hall Park
- City Hall Plaza and Scottsdale Fashion Square
- Civic Center (2)
- Civic Center Library
- Civic Center Mall (5)
- Club Sar and Scottsdale culinary institute
- Continental Golf Course on Osborn/ Hayden
- corner of thomas and hayden
- Coronado Golf Course (3)
- DC Ranch
- DC Ranch Market (2)
- Desert Ridge Marketplace
- Desert Ridge Marketplace & City North. All I need is right there, with no need to fight Scottsdale congestion.
- Diablo Stadium
- Dog Park
- Downtown / Camelback Mtn.
- Downtown Scottsdale (4)
- El Dorado Park
- Eldorado Park & Pool
- FLW Spire/ Westworld
- Fountain Hills Fountain
- Gainey Ranch
- Galleria, Waterfront, Fashion Square
- General Dynamics
- Gilbert AZ - near Freestone Park But work in Scottsdale/ City Employee
- Granite Reef Senior Center
- Granite Reef Senior Center because it sure is not Sky Song.
- Grayhawk Golf Club
- Greenbelt (4)
- Hayden and Indian School. Club SAR? Library? new firestation? mall?
- Hayden and McDonald
- Heard Museum
- Hindu Temple
- I 17 and Carefree Hwy
- I live 1.5 miles to Loco Patron! I love old town.
- Indian Bend Wash (6)
- Indian Bend Wash Greenbelt/Indian School Park/Club SAR
- Indian School Park Tennis Courts (3)
- Kachina Cadillac
- Kierland (2)
- Laloma Bus Station
- Lincoln/Scotts Rds
- Live close to canal, great for walking

- Live close to Z lofts (on Osborn)
- Look Out Mountain
- Lost Dog Wash hiking trails (2)
- Main Street and Marshall Way
- Main Street Galleries
- Mayo Clinic (2)
- McDowell Mountains (2)
- McCormick Railroad Park (5)
- McCormick Ranch (2)
- Midwestern University
- Mikes Bar
- Mohave Middle School
- Mountain View Park
- Mummy Mountain
- Mustang Library
- National Guard/Papago Park (2)
- NEIGHBORHOOD WITH MINIMAL CITY INVESTMENT
- New dog park at Hayden and McDonald.
- Nordstrom garage
- Old Rawhide
- Old town scottsdale (2)
- One Scottsdale
- One that I use is the Library & senior centers
- Optima (2)
- Papago Park/ Buttes (6)
- Paradise Valley Community College
- Pavillions (2)
- Pima School
- Pinnacle Peak (11)
- Princess Hotel/101/Scottsdale Road shopping Center
- PV Mall
- Qwest Tower/ Copper Square/ Downtown Phoenix
- Renovated Basha's on Indian School and Hayden
- SCC, Fashion Square
- Scottsdale Airpark (3)
- Scottsdale and Camelback Roads
- Scottsdale and Shea Intersection
- Scottsdale Culinary School
- Scottsdale Fashion Square (19)
- Scottsdale Greenbelt - Chaparral Park and Silverado Golf Club
- Scottsdale Healthcare (3)
- Scottsdale Rd. & Shea - no major attractions.
- Scottsdale Rd. and Cactus Road
- Scottsdale Stadium (4)
- Scottsdale Town Center
- Silverado Golf Course
- Skysong (2)
- South Mountain Park
- Squaw Peak
- Stagebrush Theater
- Sunrise Mountain trail
- Superstition Springs Mall
- Taliesin West (5)
- TCP Golf Course

- Tempe
- Tempe Market Place
- The 101 Freeway
- The McDowell Mountains
- The noisy freeway off Chaparral and Pima!
- The old Diven Homestead
- The Players Club
- The Preserve
- The soon to be new Rose Garden
- Thomas and Hayden Roads
- Thomas Road and Pima
- Old Rawhide
- Valley Ho (5)
- Villa Monterey
- Water Tank on Thomas/ 64th
- Water treatment plant
- Waterfront (5)
- Westworld (10)