



OUTREACH EVENTS SUMMARY



METROPLAN
GREATER † FLAGSTAFF
STRIDE FORWARD

**Stride Forward – Regional
Transportation Plan**

October 17, 2022
METROPLAN



★ PROVIDE EV CHARGING STATIONS

★ CREATE NEIGHBORHOODS WHERE I CAN WALK OR BIKE TO SERVICES

★ COMPLETE TRAIL NETWORK

★ ADD BUS ONLY LANES

★ CHARGE MORE FOR PARKING

MetroPlan staff attended 8 community events from April to August 2022 and reached 340 people. The purpose of these outreach events was to solicit feedback from community members on their willingness to change their driving habits by reducing their Vehicle Miles Traveled (VMT). Participants were provided with two exercises at these events that showcased Transportation Demand Management (TDM) strategies as identified in the Stride Forward [Literature Review](#):

The first exercise and prompt asked participants to identify which strategies they would be willing to do or already do to reduce their VMT. Participants were given 3 sticky dots and were asked to select their “top 3” personal strategies. Some folks were very passionate about certain strategies and placed a majority of the dots on one selection.

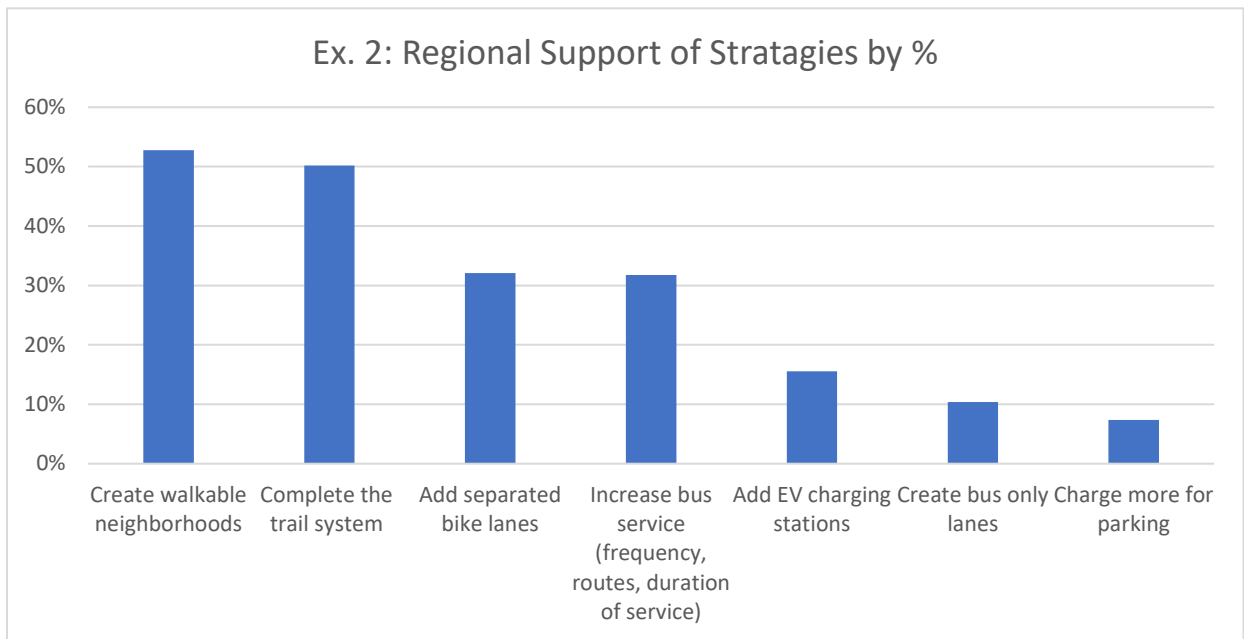
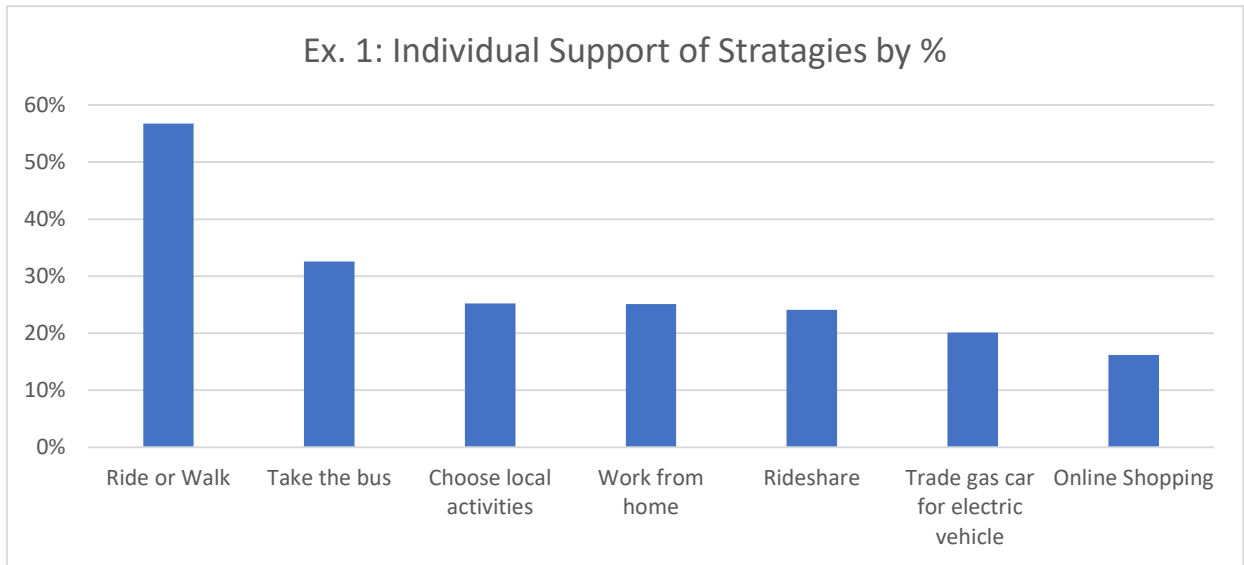
The second exercise and prompt asked participants to identify the policy, infrastructure, and programmatic strategies the region could initiate to make using other modes safer and more convenient for them, or that they saw value in supporting. Like the dot exercise, participants were given 3 dice to add to buckets located next to the strategies. As with the dot exercise, some participants placed all dice into a single strategy.



The table below summarizes the participant's selection of strategies across all 8 events.

	Total Responses	% Of Responses
Ex. 1: Individual support of strategies		
Ride or Walk	298	57%
Take the bus	152	33%
Work from home	138	25%
Choose local activities	124	25%
Trade gas car for electric vehicle	108	20%
Rideshare	107	24%
Online Shopping	84	16%
Ex. 2: Regional support of strategies		
Create walkable neighborhoods	267	53%
Complete the trail system	256	50%
Add separated bike lanes	173	32%
Increase bus service (<i>frequency, routes, duration of service</i>)	163	32%
Add EV charging stations	81	16%
Create bus-only lanes	54	10%
Charge more for parking	40	7%

When asked about their individual preferences or existing strategies to reduce VMT, an overwhelming 57% of participants selected “ride or walk” and 33% selected “take the bus”. When asked about their support for regional strategies, “creating walkable neighborhoods” and “complete the trail system” ranked highest at 53% and 50% respectively.



Public Comments

Along with the activities, Staff provided a space for participants to add comments and recommendations to improve transportation in the region. A total of 20 comments were received, with a majority relating to transit services.

Congestion relief	Ban NAU Freshman from having cars on campus
	Incentivize - pay \$\$\$ for carpooling
	Carpool lots (Lake Mary Rd.)
Safety	No more 4-lane arterials!
Multi-modal	Separate bike lanes like at NAU
	Extend FUTS to Timberline/Silver Saddle/Doney Park to connect into town safer - had lots of concerns about riding/walking on 89
	Safe and secure bike parking options
Character	When creating neighborhoods to walk/services, create more green spaces, patios for apartments to have plants, green roofs, and lots more vegetation you can interact with.
	Close downtown to motor vehicles (example: Austin, TX)
Transit	I like to use the city bus. I always have trouble connecting from downtown to FMC. The timing with buses 14 and 4 is always off. If I didn't leave over 1 hour early I would be late for work.
	More bus stops (closer to walk to)
	Transportation to Oak Creek, Sedona, and other hikes in Flagstaff
	Bus stops closer to Railroad Springs/RV Parks, and Presidio
	Bus service to/from Kachina
	Bus service to/from Doney Park
	Shuttle service to/from Tuba City
	Bus service down W. Route 66 (past Home Depot) to serve the senior community.
	Free bus fare
	Bus service to Doney Park. Maybe up to Cosnino
	Bus and FUTS to Snowbowl (that's not seasonal) and Baderville

Attended Events

The below table summarizes the 8 events that were attended by MetroPlan staff.

Event Information			
Event:	<i>Earth Day</i>	Event:	<i>Farmers Market</i>
Date:	<i>4/22/2022</i>	Date:	<i>6/12/2022</i>
Weather:	<i>65 - Sunny/breezy</i>	Weather:	<i>87 - Sunny/windy</i>
Hours:	<i>3</i>	Hours:	<i>4</i>
# Participants:	<i>49</i>	# Participants:	<i>86</i>
Event:	<i>Bike Bazaar</i>	Event:	<i>Wed. Market</i>
Date:	<i>5/15/2022</i>	Date:	<i>8/17/2022</i>
Weather:	<i>78 - Sunny/breezy</i>	Weather:	<i>68 - Cloudy/rain</i>
Hours:	<i>3</i>	Hours:	<i>4</i>
# Participants:	<i>57</i>	# Participants:	<i>31</i>
Event:	<i>Wed. Market</i>	Event:	<i>Movies on the Sq.</i>
Date:	<i>6/8/2022</i>	Date:	<i>8/20/2022</i>
Weather:	<i>88 - Sunny</i>	Weather:	<i>76 - Mostly sunny</i>
Hours:	<i>4</i>	Hours:	<i>3.5</i>
# Participants:	<i>21</i>	# Participants:	<i>18</i>
Event:	<i>Movies on the Sq.</i>	Event:	<i>Farmers Market</i>
Date:	<i>6/11/2022</i>	Date:	<i>8/28/2022</i>
Weather:	<i>86 - Sunny</i>	Weather:	<i>72 - Mostly sunny</i>
Hours:	<i>3</i>	Hours:	<i>4</i>
# Participants:	<i>27</i>	# Participants:	<i>53</i>

Of the events, the Farmer’s Market and Bike Bazaar were the most successful in gaining public feedback. While the attendance and participation at the Wednesday Night Market were less, this market provided access to more diverse community members who were attracted to the market for both the vendors and local entertainment.

The least successful events were the Movies on the Square. Due to the nature of these events, staff had a hard time connecting with parents. Many children on their own came to visit the booth and were very interested in the dice exercise. There were also many tourists in attendance due to the location of the event in Downtown at Heritage Square. When invited to participate, many said they were “not from here’ and showed no interest.