

Chapter 7

Pedestrian Focus Group Results

***QUALITY-OF-LIFE STUDY OF THE
7th AVENUE AND 7th STREET REVERSE LANES***

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CHAPTER 7: PEDESTRIAN FOCUS GROUP RESULTS

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Focus Group Overview

Two focus groups of pedestrians intercepted along 7th Street and 7th Avenue were held in February of 2008. All pedestrians who underwent face to face surveys along the streets were asked to participate in these focus groups. From the more than 200 surveys, only four pedestrians agreed to participate, of which three actually took part. Because of the poor turnout, participants for a second focus group were invited in a separate “sweep” of the streets. Of twelve that were scheduled, five actually participated in the second discussion.

The pedestrian focus groups followed a format similar to the other focus groups in the study. Each discussion lasted between 45 and 60 minutes. The perspectives and opinions of each of the participants regarding the costs and benefits of the reverse lanes were discussed and then various solutions were discussed. The discussion was transcribed and analyzed using both pseudo-quantitative and qualitative methods. Using a qualitative analysis software package called Xsight¹, each statement from the discussions was classified into one or several topic areas enabling the comparison of topic emphasis from group to group. In the end, there were 39 topic areas discussed among all of the focus groups. This chapter reviews the range of topics discussed in the pedestrian focus groups, and tries to tease out the most important topics discussed. We then present quotations from the discussions which exemplify these key themes. Detailed transcripts are provided at the end of the chapter.

Range of Topics Discussed

Statements from the discussions were classified into a total of 39 “topics” and tallied for their significance. Table 7-1 below is set in order from greatest to least commonly discussed topic. Pedestrians discussed 27 of the total range of 39 possible topics.

Table 7-1 Focus Group Topical Summary: Pedestrian Results Highlighted

Discussion Topics	Ped Cnt	Ped %	Res Cnt	Res %	Bus Cnt	Bus %	Drv Cnt	Drv %	Total Count	Total %
Dangerous environment for pedestrians	24	16%	3	1%	8	4%	0	0%	23	4%
RL rules are confusing to some drivers	13	8%	23	11%	9	5%	11	15%	49.5	9%
Desire for more Pedestrian Amenities and Urban Lifestyle	13	8%	0	0%	10	5%	0	0%	16.5	3%
Dangerous to cross mid-block	11	7%	4	2%	3	2%	0	0%	12.5	2%
Congestion is apparent along RL	8	5%	16	8%	12	6%	9	12%	41	7%
Road-rage	8	5%	7	3%	2	1%	2	3%	15	3%
Positive benefits of RL are worth keeping it	7	5%	10	5%	3	2%	4	5%	20.5	4%
Light Rail/Construction Impact	7	5%	4	2%	1	1%	4	5%	12.5	2%
Pedestrian Deaths/Accidents	7	5%	3	1%	4	2%	0	0%	10.5	2%
More enforcement is	6	4%	8	4%	7	4%	6	8%	24	4%

¹ See http://www.qsrinternational.com/products_xsight.aspx for more information about Xsight.

needed										
Run the red light	6	4%	1	0.5%	0	0%	0	0%	4	1%
RL's create better traffic flow/reducing congestion	5	3%	10	5%	3	2%	6	8%	21.5	4%
J-walking	5	3%	0	0%	0	0%	0	0%	2.5	0%
Speeding on Street	4	3%	12	6%	25	13%	0	0%	39	7%
RL's are Dangerous	4	3%	5	2%	10	5%	4	5%	21	4%
Illegal Lefts	4	3%	4	2%	4	2%	3	4%	13	2%
Afraid/difficulty turning left or right	3	2%	23	11%	11	6%	4	5%	39.5	7%
Honking	3	2%	4	2%	5	3%	0	0%	10.5	2%
Anxiety and Stress	3	2%	2	1%	5	3%	0	0%	8.5	2%
Delivery impacts	3	2%	0	0%	4	2%	0	0%	5.5	1%
Traffic cutting through neighborhoods	2	1%	14	7%	14	7%	0	0%	29	5%
Speeding in neighborhoods	2	1%	9	4%	0	0%	0	0%	10	2%
Start/Ending time confusion	2	1%	8	4%	0	0%	0	0%	9	2%
More accidents in lieu of RL	1	1%	8	4%	7	4%	1	1%	16.5	3%
Shortens travel times	1	1%	5	2%	0	0%	2	3%	7.5	1%
Necessity in lieu of freeways	1	1%	1	0.5%	6	3%	0	0%	7.5	1%
Cut-thru parking lots	1	1%	2	1%	2	1%	0	0%	4.5	1%
Afraid/avoid using the RL	0	0%	5	2%	5	3%	10	14%	20	4%
Decreases number of cm	0	0%	0	0%	13	7%	0	0%	13	2%
RL is used incorrectly	0	0%	2	1%	3	2%	3	4%	8	1%
Traffic lights and LH turns between blocks helps	0	0%	8	4%	0	0%	0	0%	8	1%
Hard to access businesses	0	0%	0	0%	7	4%	0	0%	7	1%
Turning out of businesses	0	0%	0	0%	7	4%	0	0%	7	1%
Cm complain about the RL or traffic	0	0%	0	0%	5	3%	0	0%	5	1%
Weaving in-and-out of lanes	0	0%	1	0.5%	1	1%	2	3%	4	1%
Pollution issues	0	0%	4	2%	0	0%	0	0%	4	1%
Prefers least expensive alternatives	0	0%	4	2%	0	0%	0	0%	4	1%
Tailgating	0	0%	2	1%	2	1%	0	0%	4	1%
Congestion due to busses	0	0%	0	0%	1	1%	2	3%	3	1%
Total	154	100%	212	100%	199	100%	73	100%	561	100%

Emphasized Topics

The most commonly recurring discussion topic was concerning pedestrian dangers along 7th Street and 7th Avenue. This issue was raised 24 times, which represents a 16% share of all the topics mentioned during the process of the focus groups. Other major issues identified include the desire for more pedestrian-friendly and urban amenities (13 counts, or 8% share), the confusing nature of the reverse lanes (13 counts, 8% share), and specific references to the dangers associated with pedestrians

crossing at midblock (11 counts, 7% share). Other common themes relate to the pedestrian's perception of the negative traffic impacts, such as congestion along the reverse lanes, road rage, light rail and construction effects, red light running and other issues (7-8 counts, 5% share). The only major positive note addressed was to the opinion that the positive benefits of the reverse lanes exceed the negative impacts (7 counts, 5% share).

One specific exchange during the discussions focused on how specific drivers' maneuvers endanger pedestrians. Figure 7-1 below outlines three of these common and dangerous maneuvers drivers routinely perform in order to make lefts at major intersections where left-turns are prohibited. In order to make the left, drivers make lefts immediately after the intersection in order to in effect, turn around and then make a right onto the cross street. In attempting the maneuver, drivers are concerned about finding the right gap in oncoming traffic and don't account for pedestrians in the driveways the driver needs to complete the maneuver. The figure shows three versions of this maneuver, as illustrated by pedestrians during the focus group.

The first danger spot results from the high-speed lefts into parking lots across sidewalks, often through risky gaps in on-coming traffic. The driver typically isn't prepared for a pedestrian in the driveway at the same time. The second danger spot is when a vehicle tries to make the turn within the street width and might come very close to the edge of the sidewalk. This is apparently how the older woman in a motorized cart was hit by the delivery truck. Danger spot #3 is similar to #1.

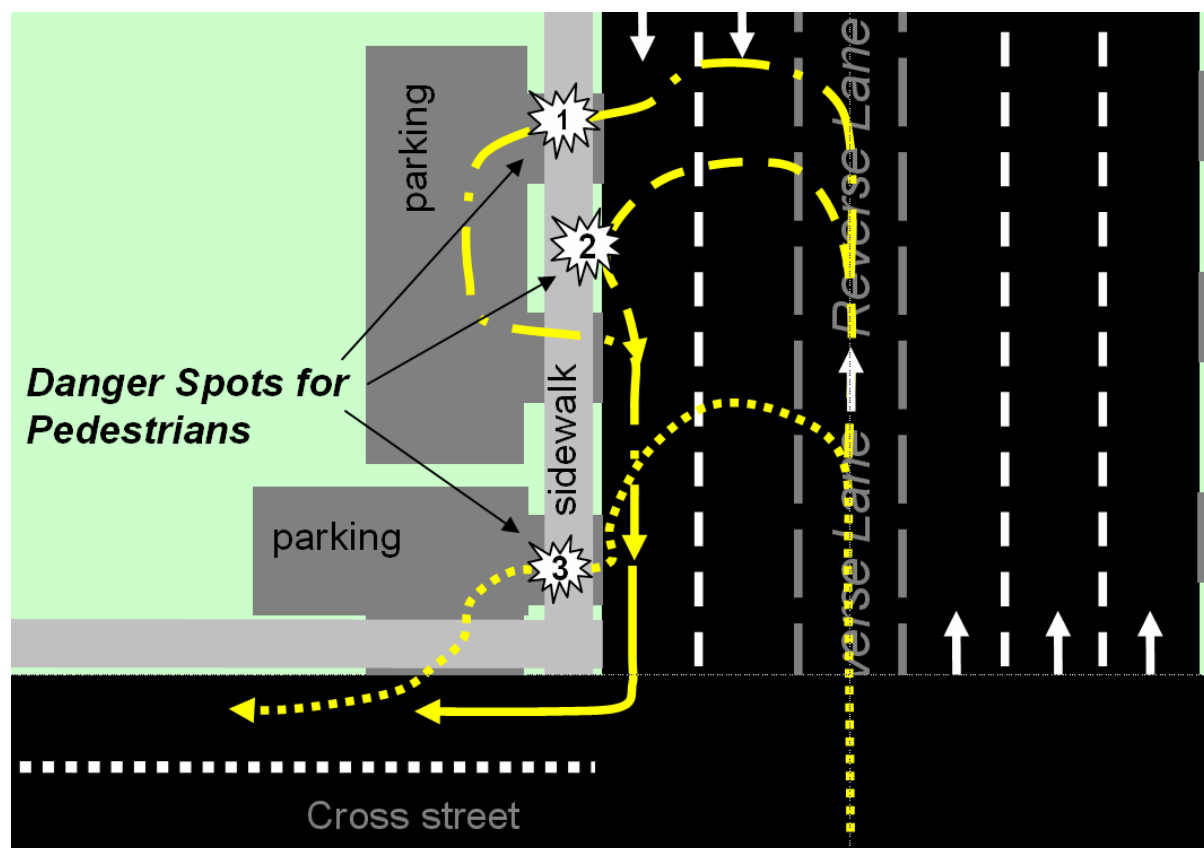


Figure 7-1 Three pedestrian dangers posed by driver maneuvering.

In general, the majority of pedestrians seem to be opposed to the reverse lanes, while others are in support of the lanes. Those in favor of keeping the reverse lanes were more concerned with pedestrian safety than they are with the reverse lane impacts. Other dangerous situations for pedestrians are when cars run red lights or when cars are stopped in the crosswalks because of entering the intersection without adequate space, and then proceeding not to let pedestrians cross the street with cross traffic.

It is interesting to note from the focus group proceedings that pedestrians' main experience with the reverse lanes comes from the relatively limited time they spend going to and from work from bus routes, or driving to one site and walking from one place to another.

Most pedestrians prefer alternatives that include adding facilities to increase the safety in crossing 7th Street and 7th Avenue. Other solutions proposed include the installation of additional crosswalks, stop lights or pedestrian warning lights at crossings, landscaped medians (and removing the reverse lanes) and a variety of sidewalk landscape buffers and amenities. A few pedestrians wanted to see more street signage or lighting that more clearly indicate to drivers how and when to use the reverse lanes.

Specific References

Below is a sample of quotations offered during the pedestrian focus groups that provide insights into the topics discussed. The quotations may include minor editing to remove original names or to improve readability and punctuation.

1. Cut-through traffic in parking lots: "It is dangerous for pedestrians, because cars will turn around in parking lots. They will sometimes drive around really quickly in a parking lot. We've had to dodge cars before."
2. "U-turn to make left hand turn" accidents: "I've seen little accidents quite a few times. A guy in a [package delivery truck] was needing to make a left hand turn to head west. He went past the light to do a U'ey and came back toward the intersection. But while he turned, he hit a lady on a buggy. From what I saw, the lady was standing there and o.k., but the [package delivery truck driver] was ducking with his hands over his head. I could see his facial expression. In fact, he had jumped out [of the van] and put it in park part-way into a driveway and [part-way] blocking traffic behind him. The guy was probably shaken up and worried about his job."
3. Difficulty crossing: "Walking across during the reverse times, even in the morning when it's not as bad, is scary. It even scares me to walk across. Somebody could be having their kids go to school or coming home. I don't think it [the reverse lane] has been helping anything at all. There are so many dangers of turning left and cutting through businesses with pedestrians there."
4. Dangerous crosswalk: "Up on 7th Street just south of Osborn and between Earl and Osborn, there is a walkway to go from the complex over to the grocery store area there [across 7th Street]. There was a man killed there about 5-6 weeks ago, because there's no blinking light or nothing. Now, if you've ever been out

there, you're taking your chances – you're in the middle of the street. People are crossing from the east to the west side of the street. It seems to me that they should either remove the crosswalk or something. I don't think it's a very good situation."

5. Scary driving: "I was riding south to Buckeye on 7th Avenue and came back on the same route. There were a number of times when there were guys driving and were really ticked-off saying 'this guy's in the lane.' It's playing chicken at that point to see who will get out first. The one who is wrong doesn't realize he's wrong."
6. Difficulty crossing at intersections: "...while you're crossing at a light, there's still a good amount of people who try to do left hand turns at the lights and try to go in between tiny little breaks that they have from the on-bound traffic. Say it's evening rush hour and they are going northbound on the reverse lane, you still have somebody trying to make a left hand turn there at the light."
7. Keep the reverse lanes: "There might be at certain places where you could [install a median/pedestrian island], yes. It would be a good idea. I don't like them at that Osborn crossing where the lights are. But, I think keeping the reverse lane is better than having an island."
8. Keep the reverse lanes: "As a driver, I would be for keeping the reverse lane. I've been a driver and a pedestrian...there's too much traffic, and it just multiplies week by week."
9. Dangerous at bus stops: "You need more distance between the bus stop itself and the street. Because it's right on the street... I've sat at the bus stop and watched other people. And they will not sit at the bench when traffic is coming by, because when something happens, you're trapped up in there. There's no way out. The curb is right here and the car is right there. There's no distance between you and the car – what 2-3 feet? People have been hit where the car hits right past the curb and right into them."
10. Adding pedestrian amenities: "Adding trees would be good if it can be done without taking away from the reverse lanes. If there's enough room to do it, yeah. Maybe a couple good Palo Verde trees along the way or something."
11. Another on adding trees: "I don't think I would do that. It always sounds like an adversarial position. They spend money for everything else in the name of safety. That probably wouldn't be as expensive as a lot of other things. But I would like to see it done just for the more oxygen, more coolness, and the aesthetics." (all agree)
12. Pedestrian bridges: "I like those bridges and pedestrian ways where traffic is busiest. I know they'd be expensive, but I really think those would help. Pulling back bus stops from the road will help. I actually feel safest at the bus stops that have the actual indented bus stop [bus pull-outs], than I do at the other ones, because it's off the street."
13. Shade: "I would absolutely like to see more shade. Especially in the summer. And if it's raining. I could've taken a shower, and there was nothing to stand

under. I would design a top... plants are better for shade. One yard provides enough oxygen at my house for example. It's cooler and looks better.”

Comparison with other Focus Group Samples

Most of the more commonly discussed pedestrian issues did not evenly coincide with those mentioned in the other focus group samples, with the exception of just a few topics. Topics that pedestrians discussed as well as the residents, businesses and drivers comprise the following: confusing rules for the reverse lanes, congestion in lieu of the lanes, positive impacts outweigh the negative, the reverse lanes' dangerous features, fear of turning and congestion relief among other topics. The dangers of crossing at midblock, pedestrian deaths and accidents, speeding issues, honking, neighborhood cut-through traffic and a couple other minor issues were discussed by pedestrians, residents, and businesses, but not drivers. On the other hand, some issues were main concerns for pedestrians, but not for other focus groups. It is not surprising that the categories of pedestrian deaths and accidents, pedestrian dangers, running the red light and the specific reference to the danger of crossing the streets at midblock were not common issues for any other focus group samples.

Conclusions

The pedestrian focus groups reveal a harsh pedestrian environment and a general lack of respect for pedestrians in Phoenix. Pedestrians described the general disregard for pedestrians' rights of way in crosswalks whether mid block or even at intersections. How much of this is related to the reverse lanes is open to debate, but there were certain dangers which are clearly exacerbated by the reverse lane operation. For one, the lack of the center median as a refuge during the reverse lane periods made crossing more difficult or impossible. The second danger results from the erratic maneuvers made by vehicles to make lefts by making U-turns and cutting through parking lots, etc. Any scenario where the reverse lanes remain, even with improved signaling, will likely see a continuation of these dangers to and constraints on pedestrians' movements.

Focus Group Transcripts

Two focus groups held for pedestrians found along 7th Street and 7th Avenue. The transcripts for the applicable discussions are provided below.

Focus Group Minutes
ASU Traffic Study
Wed. 7:00 PM February 13, 2008
Pedestrians

In attendance:

Team: Aaron Golub, Indro Ray, D.J. Stapley
A – Aaron Golub

3 Pedestrian Participants:

Description of FG participations: All three of these people work doing deliveries to various businesses in the area. They regularly drive to certain locations along 7th St. and 7th Ave. to stop, park, and walk to various locations along both 7th Street and 7th Avenue for their deliveries.

Focus Group Format:

Introduce People
Ground Rules
Introduce Lanes
Questions and discussion

- The reverse lanes are really annoying. We do deliveries for our work, and it is difficult to do deliveries because of those lanes.

- Around 5 pm, we stopped in that middle lane and were trying to turn left, but a lady was coming straight at us (toward the north) in the reverse lane. She signed that we were not allowed to turn left. It was because we were driving the wrong way.

- The times that the reversible lane is in use needs to be clearer.

- If there were bigger bolder letter on the signs, that would help a lot.

A - Do you drive near the reverse lanes?

- We drive along this area every day, along every one of those streets. We also walk across the street. We will park and try to cross over if possible.

- That's right. We deliver items such as Magazines, Phone books, New Image.

A - Where do you live?

Tim – We all live west of the area near Grand Ave.

A - We want to talk about walking.

We walk across at various points to do our deliveries.

We don't see others

Is it harder to cross?

- Yes. People [the drivers] don't stop

- Even at the traffic lights it's hard to cross [at the crosswalks]. People will be honk and tell us to move out of the way, even when the light allows us to walk.

- The intersections get completely covered [with cars]. Cars sit in the crosswalk trying to continue through after the light changes red for them. Everybody honks at us. It is kind of annoying as we try to cross with our arms full of items [to deliver].

A – is there a time when it is better and a time when it is worse?

L – Lunch time up to 4:30 the traffic is better.

- In the morning, it's better because people take their time to get to work. It's in the afternoon that drivers hurry. The 3-6 time period is really bad.

- People [drivers] are impatient. They want to get home and do what they want to do after work.

When? Certain time of year?

- Mostly during rush hour in general throughout the year.

- People use a "new" language with 4 letter words and the bird. People do that a lot.

- ...talk about road rage.

A - What were you doing when the interviewer came?

- I was coming from a place crossing 7th Ave. and trying to get back to the bus stop. The surveyor asked if I wanted to do a survey, and we did. It didn't take very long. 20 minutes later, she came back and gave me a blue paper talking about this meeting.

A – When the r lane is in effect, some people do lefts early. Have you seen any other aggressive behavior?

- I've seen little accidents quite a few times.

A guy in a [PACKAGE DELIVERY] van was needing to make a LH turn to head west. He went past the light to do a U'ey and come back toward the intersection. But while he turned, he hit a lady on a buggy. From what I saw, the lady was standing there and o.k., but the guy [[PACKAGE DELIVERY] driver] was ducking with his hands over his head. I could see his facial expression. In fact, he had jumped out [of the van] and put it in park part-way into a driveway and [part-way] blocking traffic behind him.

- The guy was probably shaken up and worried about his job.

- It is dangerous for pedestrians, because cars will turn around in parking lots. They will sometimes drive around really quickly in a parking lot. We've had to dodge cars before.

- [When we drive] we go past the light on 7th Av. or 7th St., and then do a U – turn in order to do a left hand turn. Because they can't do they U-turn at the light or right before it, so they go past the light, then U, and then turn right on the side street or business parking lot.

It's called a Michigan left-hand turn. In Michigan, they have de-acceleration lane right after the light that allows you to do a U'ey.

A – What do they call the 3 – rights through a corner property? There is a name for that.

We don't know.

A – If you're walking and people do this type of turn, is it dangerous?

- Yes. The driver isn't aware of any pedestrians.

- He'll see an opening spot and shoot right through. The [PACKAGE DELIVERY] driver did just that. **The other people.**

A – Have any of you been hit?

- Yes. Several times.

A – Did they cross your path in a crosswalk, or as a u-turn in a parking lot.

- It has happened in a crosswalk, but in a parking lot too.

A – So it happens especially after a light.

- That's right. I sometimes go [walk] down further until I can find a good clear spot.

A – That's interesting. It seems like it is concentrated.

They all agreed.

A – what would improve the situation if you could do anything?

- If you can't have a LH turn, have police officers onsite or crossing guards for even adults, so people [drivers] will be more cautious and aware of what's happening.

Why not restrict left hand turns to just every other or every 3 crossings, instead of every main traffic light. That way people can wait until the next light to turn left, rather than get mad at not ever being able to turn. If I can do my turn now, I can do it on the next one.

Or make the crosswalks shorter. Maybe make the light a little bit longer for pedestrians.

A – Would you remove the lane altogether.

- That would be the best idea. The street is more congested with the reverse lane than without if it wasn't there. What's the difference between 7th Av. And 7th Street and the streets in between. If you go down any of the other streets, you don't see all the congestion. I think it's more congestion on 7th St.

It doesn't do any good and does not making traffic any less congested. You don't see all the traffic congestion on the other streets north-south streets.

-You see all the people who are frustrated and with road rage. Because there are people on the other side who are impatient on these people on this side are not knowing and are trying to read the sign. Others are honking because you can't use it as a turn lane, and so they honk, because they can't turn either when they want too. Then they can't turn again and have to go up further.

- They should remove all the signs and instead, make it a typical two-way LH turn lane. That would remove the confusion. That would be the best idea.

- The reverse lanes only help the people that are from here or born here, like this guy DJ.

DJ – I didn't even know about the street until I was older.

- What was it like before?

A – It was a regular street.

- There's the 101 Freeway, the 202, the 303, and there's a 404 coming out.

A - I'll write a list of some options, and you can give us your reactions.

1. Countdown Pedestrian Signal with the time countdown, so there's no more guessing. No more guessing.

- I've seen some of those. That would be a good idea.

- That's a good idea, but a lot of the cars when the pedestrians are crossing, they don't care. Drivers will say, "OK I've got 1 more second. Let's mow somebody down."

- But the drivers use that too - to jump the gun. You're sitting there at the red light and you look over there and you see a yellow light – that means you have 2 seconds and you can pump the gun and go, you know. They look at the sign, not the pedestrians. Put it where the drivers see it and the pedestrians, that would be all right. But not just where the cars can see it. But the little flashing numbers means that I have just about 5-4-3 full. And if there's someone walking in front of me.

DJ - Do you mean that the light needs to be put where everyone can see it?

- Put it in the line of sight. Don't make them where you can only see it from one direction.

- So they don't just look at it and think they have one second to move it.

2. A – More LH turn signals at major intersections? This is one you came up with. They could be at mid-block or at interest

J – I can't turn left at my street. Where am I supposed to go? You know, you got to keep on going. If you're going to have left hand turns, have them less often - not every light.

- What do you mean?

A – Explains about allowing green arrows at intersections that currently don't have them.

3. Would you put in more crosswalks?

– I'd prefer not to have the opposite lane. Make it a normal street. Why confuse the people? If it's basic, like everything else, then they'll understand it better. If it's a busy street then it's a busy street, but if you're going to congest it by saying you can't turn left here during this time, that just makes it more congested. Why when you don't have to.

If your going to have it, why not just have it only so often? If you're trying to slow traffic down, and I think that is what it is, so people don't get hurt, which I don't think it works. What's the use of having it?

– It's dangerous as is.

A – Do you use the crosswalks that are midblock with the striped crosswalks?

– Yes. They're safer than the regular crosswalks.

– Yes I have, a lot of times. If there's a ¼ to ½ mile between lights, it's not safe. People are less likely to think about it, because they're trying to get to the next light. If you have a button to push and a flashing light saying pedestrians, especially during heavy traffic, that would be all right.

people will try to run across. If there were a button to push and flashing lights to warn drivers, that would be all right.

– If they have the big speed bumps – not the high ones, but the low bumps that are on either side of the crosswalk, to help drivers slow down [along 7th St. or 7th Ave], that would help.

– That might lessen the road rage and would definitely slow people down. Even in the high traffic areas you can have those speed bumps.

4. Pedestrian Refuge Islands (A- draws picture). So you have the street, and you put it in the center lane with a couple of trees, so the pedestrian can cross and wait. With a button

I like that idea. You don't have to rush across traffic. You have 3 seconds to make it across and if you don't make it across, you can wait.

A – This would be mid-block. Would mean no reverse lane. You can't have people driving then coming up to a tree.

A – Police Enforcement you said already.

– Police enforcement would help.

5. A – you mentioned police enforcement.

6. Pedestrian activated crossings:

– Have pedestrian crosswalks for busy times. Like study to see where people are most apt to walk at certain areas. At school times... lunch time--- when people are rushing to cross the street. Have the caution light – “heavy traffic pedestrians” sign. With a flashing light for every pedestrian coming.

7 Lighting at night

8. Shade trees, benches

– Water fountains would be a good thing in this state.

– That would help with heat stroke. I've seen a lot of cases of heat stroke, from walking down the street, you know what I mean?

A – Really? So you know some people who were walking in the heat?

– A couple of friends of ours. A couple were bicycling and one was walking and they got heat stroke.

– It's scary.

- I was in Iraq for 4 years man, and I never had heat stroke. I've never had heat stroke until I've been here. I was helping with moving. I was carrying furniture up three stories. Maybe it was heat exhaustion and not heat stroke.

A – if they put a couple trees, and a bench? Move the sidewalks in and put some trees.

– Yes. Also a water fountains and trash cans.

– Good idea. Gives you a break from traffic if there is an accident or something – if you have trees up or something... We've actually been walking and an accident happened right beside us. A bumper hit a rear of the other car. That was at 19th. Right when it happened, a mirror landed in front of us and part of the bumper flew behind us. We were walking to a bus stop when that happened.

It was probably from me to you. We were walking on the sidewalk... we were actually walking to a bus stop.

9. Would you reduce the number of business driveways that come out?

– some of them have 3-4 driveways to get in.

– Businesses need their driveways. If they don't have then they are going to, you know. Two is enough, 4 is too many.

A – But this idea would be to consolidate.

– That would help. Say it's a 7-11 or a circle K, you would have a driveway on one side on one side, and one on the other. You could get to your gas pump. But say you have 4-5, what's the use of having that?

– Agrees.

– Sometimes there are too many driveways. I don't know how the city rules are, but if you set it too far from the light. If you set it too far from the light it might impede the other person's property. Two driveways should be enough for a certain amount of property or acreage.

10. Finally, in the neighborhoods, there are options to slow - speed bumps, speed tables, round-about in neighborhoods. Do you like these ideas as a pedestrian?

– They take big bucks. I think they're cool to pedestrians, but drivers hate them. They're annoying to drivers.

– I like the crosswalks too, you can go all the way across, or you can go diagonal, because have the island with the trees in the middle. See – I think those are a good idea.

– I think that's a good idea. I don't know how safe it would be to walk across diagonal.

– But everything has to go the right. You can go to the center and go wherever you want to.

A – But cars can run into them. But the curb will help.

– usually they have the speed bump right before it, so cars aren't going to run into it, unless they run into a wall. It's going to clip the top of your head if you're going 60-70 miles an hour.

A – How about the light rail has been open.

– I hate the construction right now. I really do. I've lived in San Diego, I've lived all over the place where they have a trolley or light rail. It's really good, but right now it's so hard to go to anything.

It costs us money [to do our deliveries] because we get paid per stop that we do. They cost us money because of the light rail. We'll have 25 drops – central is worse - and it will take us longer to do it. If we don't bust each one of our stops in 5 minutes, we're losing money. WE had to park 4 miles back here – you can't go down the road to get to it because of the light rail. It eats us up. The light rail construction just eats us up. We've given routes back, because it's not worth the money for us with \$3 for our gas.

– They want to pay us a certain amount for gas, and we've got to be efficient. For all the money we're losing, we could have built a light rail ourselves.

– We wouldn't mind the light rail once it's built.

A – Once it's built. Would the reverse lane prevent you from using it?

– San Diego, Chula Vista, Imperial Beach California, the light rail is great. I could go to Mexico for a buck.

A – More specifically, do you think the rl would make it harder to access the light rail from inside the neighborhood?

– I think it (the light rail) would more helpful with traffic. It would make it less dangerous for people crossing the street where the light rail is. People will go slower and be more cautious. There will need to be more signs and caution near the light rail, so people will be more cautious.

A – they've designed the light rail with bumpers for the case of accidents. Would RL's help or hurt.

– I'm not really sure. In my minds eye, I don't having the reverse lane will help or hurt the light rail.

A – But what about crossing the street from the other neighborhood after it's built, would it be hard to cross the street?

– Walking across during the reverse times, even in the morning, when it's not as bad, it's scary. It even scares me to walk across. Somebody could be having their kids go to school or coming home. I know this thing hasn't been helping anything at all.

Any other ideas:

- How about fixing some of the potholes?

- Getting rid of the reverse lanes all together would be the best thing to do.

- It's a lot of confusion for pedestrians and the people driving. One of these days something terrible is going to happen. The pedestrians aren't going to know, and the drivers. Drivers can't tell what's happening and if a child crosses, it could be bad.

Focus Group Minutes
ASU Traffic Study
February 28, 2008 6:00 - 7:20 PM
Pedestrians on 7th Street & 7th Ave.

Team:

D.J. Stapley
Indro Ray
Pranav Singhal

Format:

Introduce Study
Ground Rules
Asks Questions and facilitate discussion

-Familiar to reverse lane?

M was not aware where left-turns are allowed

-All have experience walking along 7th Ave; 3-4 have experience with 7th Street

- Lot people going through red light. While turning, don't pay attention to pedestrians I was up on 7th Street today. Well, there are a lot of people that go through the red lights and keep on turning. When there's a pedestrian they have to wait, because the cars have a green light for the turn lanes. I know today when I was going to cross 7th St. and Indian School; there were 2-3 cars that still came through after the light had already turned even after the walk sign was on. It's not just there. It's the same thing on 7th Avenue as well. They're still coming through. Especially on a curb when they're turning right by you, you really need to keep an eye out.

DJ – So cars turning in every direction, are not always watching the signals.

Right. And they don't wait for the pedestrians.

DJ - Does that go for 7th St. and 7th Ave.?

Absolutely.

- Too much traffic from 4-6 in the afternoon and 6-9 in the morning. There is no respect to the signal and there is high speeding always. (on both streets)

- I've seen the same on both streets. They run the lights like craze and they speed.

- Up on 7th Street just south of Osborn- to go from the complex over to the grocery store area there. Between Earl and Osborn there have a walkway to go across 7th Ave. There was a man killed there about 5-6 weeks ago, because there's no blinking light or nothing. Now, if you've ever been out there, you're taking your chances – you're in the

middle of the street. People are crossing from the east to the west side of the street. (crosswalks are dangerous) It seems to me that they should either remove the crosswalk or something. I don't think it's a very good situation.

DJ – so you think that crosswalks are dangerous, particularly at this location. The problem is there's no blinking light or signal. (Clarifies, a picture is drawn. There is an Apartment complex and grocery store -250 feet south the intersection of Osborn and 7th Avenue - 180 units in the apartments. There is no stop light for drivers for pedestrians crossing).

Do any of you walk down the street north of Camelback?

- Sometimes Glendale or Dunlap at 7th Avenue
- Bethany home & Camelback
- it gets worse from camelback to the south

Remove or Keep the R lanes or indifferent?

- I think that the reverse lane helps a lot. I don't drive. I ride the bus, but just from seeing the traffic, it probably does, especially those who are familiar with the road and use it all the time. I see people use the center lane, but I don't drive. I don't know if I would like it personally. (have its benefits for traffic)

So you are o.k. with it, right?

- I don't think it has much to do with pedestrians.

- As a driver, I would be for it. I've been a driver and a pedestrian. As a pedestrian, I think it's a bit on the dangerous side for pedestrians, I think it's dangerous, but I'd be indifferent on that. There's got to be some way to cure the traffic congestion.

DJ - Are any of the traffic problems associated with the center lane?

Some of them. Most of it, in my opinion, is just, for lack of a better word, the idiotic drivers in this city. There was a kid killed at 21st and camelback...

What are some of the specific problems?

- Confusion. I thought that you could not turn left anywhere at all, anywhere, when it is a reverse lane. And when somebody uses it improperly, like when making a left hand turn when you aren't allowed to, it tends to p.o. drivers behind them, and that causes them to driver more crazy and recklessly.

Where have you seen that?

- I've been one that's cussed a few drivers out when I drove, and it was all up and down 7th Av. and 7th St. I always saw the no left-turns, and though it was for the whole lane.

DJ - What part of the reverse lane is more challenging for pedestrians?

Because when you're crossing and at a light, there's still a good amount of people who try to do left hand turns at the lights and try to go in between tiny little breaks that they

have from the on-bound traffic. Say its evening rush hour and going northbound on the reverse lane, you still have somebody trying to make a left hand turn there at the light.

DJ draws a picture. M clarifies that she isn't talking about pedestrians crossing 7th St. or 7th Avenue, but the perpendicular street from the south side of the intersection to the north side along the west side of the street.

DJ - Does it make you want to walk along the street more or less?

– Less at those intersections. If I could get off the bus further up, cross at another location, I would just walk to my destination. If it's during the rush hour I will.

DJ - are you in favor of the lane?

– Can I also draw a picture? He draws a picture for 7th Street and Camelback - people cross right from the bus stop even where there is no crosswalk. Don't care to walk to the intersection crossing. They may be going to Fry's. this is an intersection where that happens where people are heading in the direction of the school at 11th avenue.

"Different people cross by the Fry's store." They do it because they are lazy. People think that they are allowed to cross anywhere and there is no law against them.

- I've seen people on crutches going across the street behind the bus instead of going over to the light.

- there are so many people (pedestrians) who are under the impression that. The law says that you have to stop for pedestrians, whether it's a crosswalk or not. And they think, "I'm a pedestrian; they're going to stop for me." Well that isn't true; they didn't stop for a little 10 year old kid who got killed outside my house, they aren't going to stop for an adult.

- I have seen 2 accidents in the last three years.

Keep the lane as it is or change it (change to central lane)

- 7th Street and Camelback

Needs some kind of private sign just to let people know if it is there or not (times)

- appreciates the fact of timings and reverse lane concepts

No problem for E as a pedestrian

-walking

Possible changes

-Countdown pedestrian signals

7th Avenue and Camelback got ped by the CVS

Cars from the reverse lane too.

All agree it will be helpful for drivers as well to have countdown signals

- Stop Light (at mid-block pedestrian crossings) or caution light

3 don't like stop light

said caution light will be good

Some people don't cross at crosswalk, which is not safe.

No one like crosswalks with no caution lights or traffic lights.

No refuge as the reverse lane there can be on the central lane

Trigger the caution light for drivers (yellow caution light)

- caution light will help with crosswalk

All agree more crosswalks with caution lights. Help for those need to catch bus.

- Make cross-over

There is one at 7th Avenue and Roosevelt

- Curve Island where pedestrian can wait/remove reverse lane

- You mean a median strip? wouldn't that be dangerous?

DJ – yes, but possibly a tree or waiting area, with a curb

- That would be much better. But, put a couple of pillars that would keep people from wanting to go anywhere near it. Steel posts. I don't think a tree will do it – it's too natural. For example, if I hit this, my car is a mess, and it would also have to be strong enough to stop them from actually getting to you. If they hit 3 steel posts that won't bend over. If there were something not strong enough, it won't stop them. You've got to wait for a tree to grow.

- There might be at certain places where you could. Yes. It would be a good idea. I don't like them at that Osborn Crossing where the lights are. But I think keeping the reverse lane is better than having an island.

- I think so too. When we go out to walk, we know where we're going to go to, we'll go to a safer corner and we're going to go across. If you're going to j-walk, you're taking your chances in the first place. But the rl, I think we should keep that.