



Walkability Focus Group Analysis

Dunbar Spring Moderators: Devta Khalsa, Camiliano Juarez, Frederick Hartshorn and Mitchell Edwards



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Abstract



Photos Provided By: Camiliano Juarez

This analysis of walkability covers opinions, statements and experiential data expressed by the residents of the Dunbar Spring Neighborhood. A focus group was administered to acquire data surrounding the current status of the neighborhood, its current uses and desires for the future.

Abstract

A small group of graduate students from the University of Arizona, College of Landscape Architecture and Planning conducted a focus group attempting to answer the question of “how can Dunbar Spring, a neighborhood without traditional sidewalks, become a more walkable community?” The data collected from this focus group is important because it offers some insight on the inner workings of one of Tucson, Arizona’s historical neighborhoods, where cultural identity and quality in community still govern daily practices for healthy lifestyle living. This neighborhood is bordered by many different uses from commercial lots to medium-density urban residential housing and is nestled in the heart of downtown Tucson. Other uses of this area that are viewed as constraints and opportunities are the railroad and major thoroughfare, Interstate 10. The approach that was taken to gather this information has been completed by undergoing two tasks. The team completed a windshield survey and organized a community meeting. The results were compiled through open-forum interviewing and hand-written surveys and have surprisingly intriguing outcomes. The members of the community have decided against traditional sidewalks and standard lighting.

Introduction



Photos Provided By: Camiliano Juarez

Our Project Team coalesced around the idea of investigating a problem involving a bicycle-pedestrian issue. At our first meeting we did a quick scan of Greater Tucson and existing team resources and decided to look at the Dunbar-Spring neighborhood, an area adjacent to the City of Tucson’s “Downtown Links” transportation corridor. The corridor is slated to become a major thoroughfare connecting metro Tucson’s downtown and far southeast-side communities. Dunbar-Spring residents have been active participants in Downtown Links planning.

One team member has work-related and ongoing involvement with the Dunbar-Spring Neighborhood Association (DSNA). This was seen as a possible entry to listen to neighborhood experiences and attitudes regarding “walkability” in an area that is largely devoid of concrete sidewalks. The Team decided to use a focus group-based qualitative methodology to investigate our hypothesis:

Focus Group members

We tried to gather a large number of residents to our focus group rather than trying to select specific community members to match neighborhood demographics. This approach was selected largely because of our study’s time constraints. We compared our group members’ demographics to the neighborhood numbers to validate the resulting sample population.

An email was sent April 11 via the DSNA listserv inviting residents to participate in the focus group session.

Moderator’s Guide

A Moderator’s Guide (see Appendix C) was created to organize the sharing session. A time line was laid out to keep the session to about an hour and an outline of what presenters would say was established. The Team brainstormed possible questions to ask, then culled, consolidated and trimmed the queries to try to stay within our projected session time frame. Questions were ordered from general questions regarding ‘walkability’ to questions more specific to the Dunbar-Spring neighborhood.

Literature Review and Case Study



Photos Provided By: Camiliano Juarez

Bike Boulevards

In a community where bicycle riding is valued for its recreation benefits, it makes sense to construct bike boulevards. A bike boulevard is intended to appeal to a broader cycling demographic than a bike path or rail trail might. They are designed for safety and lower risk riding. Bike boulevards are designed to make inexperienced or young riders who would not otherwise get out, feel safe and to encourage the casual or risk adverse rider to feel encouraged about traveling by bicycle more often.

One of the major features of a bike boulevard is the way motor vehicles are directed to move through it. The boulevard is located where there will be a low volume of motorized vehicles using it. Traffic slowing devices are used to assure vehicles travel at lower speeds, and they are discouraged from using the boulevard as a cut-through route. This improves pedestrian and bicycle safety and reduces noise and air pollution.

There are distinctive characteristics which visually identify a bike boulevard to cyclists and drivers, indicating that it is a priority route for bicycles. There is increased circulation for bicycles and special traffic control lights to help them cross major arterial roads.

Streets also have social functions. Studies of “livable streets” have found that people living along streets with light traffic have three times more friends as streets with heavy traffic (<http://www.transalt.org/files/newsroom/reports/traffichumantoll.pdf>).

. Bicycling gives people more access to one another as well. The idea of shared space for circulation where motorized vehicles, bicycles, and pedestrians all share the same pathway, mutually respectful of one another, is becoming increasingly popular.



According to the National Complete Streets Coalition, complete streets are “designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities must be able to safely move along and across a complete street.” They further stipulate that a complete street will “make it easy to cross the street, walk to shops, and bicycle to work.” (<http://www.completestreets.org>) Complete streets are also credited with maintaining bus schedules and providing for safer walks/rides to and from transit stations. This was very appropriate for our conversation with the participants of our Walkability Forum at Dunbar Spring.

The Coalition argues that giving rise to complete streets requires municipalities and jurisdictions of the like to change their approach to building roads. Where most communities design for motored vehicles; complete streets would call for jurisdictions to fund the design, construction and maintenance of the entire right of way to allow for safe access to all users, regardless of their mode of transportation. The Coalition notes that the affected street network could potentially become safer for drivers, transit users, pedestrians, and bicyclists – making participating communities a better place to live.

The Dunbar Spring participants offered various reasons why they believed further encouragement of the Complete Streets model into current transportation plans is important. The unifying consensus amongs participants is that streets that can provide for all forms of travel and make for a more complete community. They noted that living in their neighborhood, living near so many amenities like downtown, 4th Avenue, the University of Arizona and Pima College; walking and biking are an obvious choice when commuting.

There are various obvious benefits to having complete streets in our communities. Complete streets make economic sense. A well rounded transportation system can help not only move motorized vehicles, it can also move people more efficiently along predetermined routes, which could, in effect, help our built environment, as well as encourage economic development in and around retail districts. Additionally, complete streets make fiscal sense. Incorporating multi-modal infrastructure into the initial design of a municipal road project will save a community hundreds of thousands of dollars by avoiding the need for retrofits down the road. These can effectively reduce crashes and fatalities through visible safety improvements.

A complete street is instrumental in providing infrastructure for safer walks and bike rides for school children; as well as encourage a whole new generation of non-motorized travelers. Additionally, complete streets can help to improve the public health of communities by encouraging walking and bicycling, regardless of age or ability. The residents of Dunbar Spring are a primary example of how complete streets can provide various travel options, thereby helping to alleviate traffic congestion. They believe that by reducing their dependency on the current singular-minded traffic models and promoting complete streets, the City of Tucson can effectively cut carbon dioxide (CO2) emissions. It is for all these reasons that complete streets seems to be the only option for getting from point A to point B.

Thesis



Photos Provided By: Camiliano Juarez

“How can Dunbar Spring, a neighborhood without traditional sidewalks, become a more walkable community?”

Background



Photos Provided By: Camiliano Juarez

Background

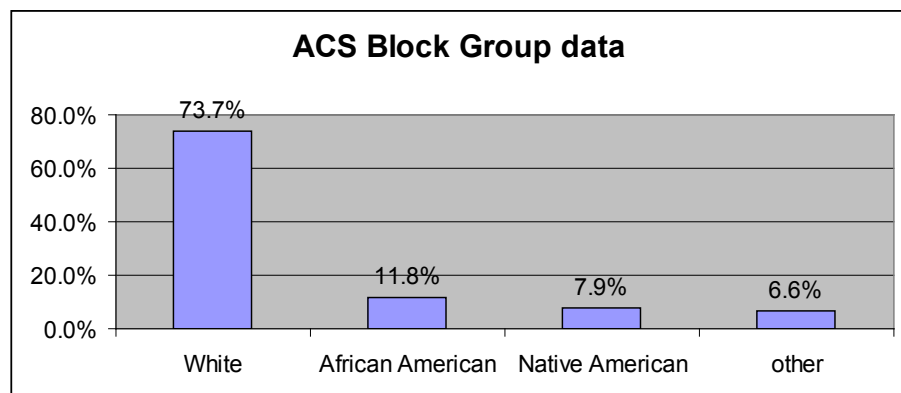
Elements of the built environment are linked to active living, but little research has been done other than “walkability scores” in our general area. (<http://www.walkscore.com/AZ/Tucson>) Qualitative approaches can provide additional detail about how neighborhoods influence the design of their respective communities. The purpose of our forum was to gain a better understanding of residents’ attitude and behavioral responses to living in a neighborhood that could be designed to be walkable.

Our focus group, active members of the Dunbar Spring Neighborhood Association, were a fairly constricted group --demographically speaking. We had little time to schedule with the organization and as luck would have it, the neighborhood association was meeting just days after we received this assignment. Unfortunately, this relegated our efforts to only those that attended the meetings, which as we know are typically folks that fit certain demographic profiles.

The Dunbar Spring Neighborhood Association web site defines the neighborhood as a “small, historic, and culturally diverse neighborhood located just north of downtown Tucson”. The neighborhood association was formalized in the late 1980s, combining two area neighborhoods. The more organized efforts have come in the last decade with an influx of newcomers committed to a sustainable community. Since its inception, the newly formed organization was geared as a community friendly to pedestrians and bicyclists. This is primarily the reason for our decision to focus our study there.

Demographics Analysis

By observation, our focus group was diverse in age and gender. The members of the group appeared to all be white. Data from Census Block 3 (obtained from Pima County sources) indicated a significant number of people of other races live within Dunbar-Spring. We went to the American Community Survey (ACS) web site and downloaded race data for census block groups 1,2,3 and 5 to estimate how representative our sample group might be in terms of race.



Our focus group doesn't seem to be a representative sample in terms of race. Non-white races are clearly under-represented when compared with the Census Bureau's population characteristics data. Our use of a neighborhood association listserv may have skewed the sample. Many of the focus group participants were active neighborhood association board members who already demonstrate a higher than usual willingness to participate in the functions of planning and governance.

Given a less compressed time frame focus group selection could have been done by selecting residential properties at random to find participants. As the panel was being formed, ongoing tracking of panel member demographics could help ensure the group makeup was more representative. Locating and polling members of the under-represented races would be an approach to see if different results would be forthcoming and if repeating the focus group with a more exacting group selection process would be necessary.

Discussion



Photos Provided By: Camiliano Juarez

The purpose of the focus group was to discuss with the Dunbar Spring neighborhood residents the idea of “walkability” in and around their neighborhood. We also wanted to discuss with them what they felt were acceptable alternatives to hardscape walkways.

The meeting took place on Monday, April 18th, following their regularly scheduled monthly neighborhood meeting which ended at around 9 p.m. The neighborhood association offered a conference room/museum space at the Old Dunbar School, which now serves as a barber school and their usual monthly meeting space. A group of nine residents were present and were registered on a sign in sheet. Four moderators facilitated and documented discussion.

We decided to have a two-part introduction – Part One was an effort to transition the session attendees from the board meeting to the Focus Group sharing session, Part Two was an introduction to our project, why we were looking at the issue, what we were going to do with our results, our ‘human subjects disclaimer’ and an introduction of team members. Following introductions by Camiliano Juarez and Fred Hartshorn, Devta Khalsa lead the discussion, with Fred and Camiliano assisting. Mitch Edwards recorded the discussion and provided us with notes thereafter.

We provided snacks and iced tea throughout the focus group session and promised to keep the meeting brief due to the late start; the

session lasted one hour. It was a lively discussion with a few residents being more assertive than others, but everyone took an opportunity to speak. Had we seen this or anticipated it in advance we could have had alternate methods available to use, such as some written questions or an alternate flow to the discussion process.

The group made comments about the importance of these types of discussions, specifically the topic of how to improve the walkability of their neighborhood. It is a well-known fact that walking and bike riding are popular activities in Tucson, it is a way of life in this neighborhood; in fact, this neighborhood has been a leader in the development of the Downtown Links initiative. Downtown Links would provide multi-modal ‘links’ -- via foot, vehicle, transit, and bike throughout the downtown area. Living within close proximity to downtown Tucson, the University and 4th Avenue they have a number of possible destinations.

Other users frequent the neighborhood as well, especially during special events; non-residents park their cars in the Dunbar Spring neighborhood and walk to the event. There are homeless people who frequent the neighborhood and over time the residents and homeless population have learned to recognize each other.

Some of the common themes that came out of the discussion included a general consensus that improvements could be made. The participants were happy with the absence of typical concrete sidewalks. This was a surprise to our project team. This, by their admission, does not define walkability for them. They want to incorporate water harvesting and catchment basins as opposed to traditional water drainage along roadways. Other comments included:

- Residents said they did not want street lights and preferred walking in the dark.
- They argued for certain amenities that would improve their community, such as a small market that would carry organic products and produce, small delis, restaurants, shops, and other interesting places to go.
- Removing obstructions such as overgrown landscaping, cars, fences, and roads would also be helpful.
- Residents would like to restrict some roads to non-motorized vehicles, turning streets into walking environments.
- A participant said that addition of water fountains, benches, and shade trees would improve the walkability of any community.
- Noting that it would be quite a task to take on, the participants discussed a vision of a bike trail from the Santa Rita's to the Catalina Mountains and from the Rincon's to the Tucson Mountains.

At a time when people are concerned with sustainability, reducing carbon footprints, and having more connection to outdoors, it makes sense that the planning field be enlisted to help fulfill that vision. The residents of Dunbar Spring are actively involved in sustainable neighborhood improvements and have implemented a community garden and water runoff catchment systems. Improving walkability is the next step in the progression of improvements they have begun and a continuation of their vision.

The results of our meeting will be given to the neighborhood association as a resource toward designing and constructing an exemplary community in the Old Pueblo. Funding for these types of improvements are scarce, but historically, neighborhoods have secured funding from the City of Tucson's Back to Basics Program and Pima County's Neighborhood Reinvestment Program. Exercises like this one have the capability of helping neighborhoods stay focused and brings more stakeholders to the proverbial table.

Results



Photos Provided By: Camiliano Juarez

Focus Group Discussion Topics

Walkability as defined by Wikipedia is “a measure of how friendly an area is to walking.” It further describes walkability as having “many health, environmental, and economic benefits”. Our participants defined walkability more as the overall feeling of the built environment and how pleasant it is for people on bikes, people enjoying the area on foot and those who are walking to a destination or just simply walking. Salient themes that emerged emphasized the importance of walkability, land use diversity, safety, parks and trails, aesthetics, and a sense of community, with the latter theme cutting across all others.

The issue of sidewalks, specifically, the preference to not have this type of infrastructure was more related to the neighborhood’s commitment to rainwater catchment systems, as well as mitigation of the heat island effect. The data also revealed mechanisms that explain relationships between development and behavior and how sidewalks or a lack thereof facilitated all sorts of productive behaviors and outcomes. Finally, residents cited several examples of changes in current land use code, both positive and negative, to improve not only their neighborhood, but our entire community as well. Please see a summary of the survey results as appendix E.

Destinations

The common destinations are downtown, U of A, Pima Community College, 4th Avenue via University and Main, Freeway to Menlo Park, Post Office, Library, Esteban Park, Anita Street Market, Yoga classes, 2nd and 10th streets, the community garden, Hotel Congress, Ronstadt Center (there are a lot of them in this area), Neighbors, Sam Hughes neighborhood, and just walking the dogs.

Distances

5 miles, 5 blocks, less than a mile, 16 miles one night for one man, surrounding areas. It varies depending on the weather. When it is hot walking is done early in the day so is constrained to time.

Key Routes

Along the Railroad tracks is a favored route because it is direct, the quickest and ROW, however, recently they have been getting tickets for trespassing along the rail-line due to liability.

Amenities

Shade, water, fountains, no cars. Water features are helpful for their cooling sensation and sound. They like walking in the alleys due to

less noise, and it feels more calming. The preferred walking surface is a five foot wide, porous surface that wheel chairs, wheel barrels, strollers and unsteady people using canes can safely navigate. They would prefer to walk in the streets. This would best be served by closing down some of the streets to motorized vehicles.

Connectivity

They would like to close some streets and create better connectivity; suggested 10th Avenue to 6th Street. All paths should sustain water, life, people and wildlife. A good example of this is Rillito and the Santa Cruz River walks. They need to address how some people are using their property to maintain connectivity and support walkability. Landscaping reaching out into the street and fences that block views to the street are undesirable.

Evaluation Survey Summary of Results

How would you change the focus group format to make it more useful in accomplishing the group's conversation goals?

- I thought it worked well
- [They needed to do] more homework. Bring all the existing walkable programs into the conversation (modern streetcar, El Paso Greenway, Building Bridges)
- Timing- his made a long day longer
- Change wording of questions so they don't conflict/misdirect. For example: don't ask "do you want sidewalks?" Instead ask "do you want footpaths?"
- I thought it was good
- Survey a more diverse segment of area
- I liked it. Maybe ask if there is anyone who hasn't spoken on a topic before moving on.
- Shorten the introduction and dive right in

What were the focus groups strengths?

- Encouraged dialogue, asked good questions
- Well organized
- Good moderators
- Respect
- Shared ideas. But it is key that these get recorded and shared so it does not vaporize.
- High level of agreement and knowledge about the issue at hand
- High level of interest. Uniformity of opinions, consensus.
- Great deal of building on each other's ideas
- It did a great job of keeping the discussion moving by asking questions
- Open discussion, look at connections between neighborhoods, platform

What were the focus groups weaknesses?

- None
- Hand-picked group
- Fresh fruit would have been nice
- Almost too much agreement
- Tired because the meeting went very late
- Too homogeneous. Too small. To late. Pedestrian needs have already been partially met
- Focus, maybe
- Questions too pointed, feedback from other neighborhoods

What resources will you need in order to implement what you learned in this session?

- Will need to work together and with city/county
- Gasoline at \$50 per litre
- More funding and more planning
- A new pair of sandals to walk more

What challenges will you face?

- Need to convince people that we're worth the investment
- Less \$\$\$ for streets in government budgets
- Tools for policy change and funding
- Funding, people energy, government support
- Lack of funding, too few resources and too many needs; auto-centric flows go against pedestrian issues
- I'm lazy
- Money and cooperation from car-minded, liability-crazed bureaucrats
- Right of way, roads, railroads, politics/government, raising funds to get programs/infrastructure built

References

“About Dunbar Spring.” Dunbar Spring Neighborhood Association, Tucson, Arizona. N.p., n.d. Web. 19 Apr. 2011. <<http://www.dunbarspring.org/>>.

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“National Complete Streets Coalition.” Complete Streets . N.p., n.d. Web. 23 Apr. 2011. <<http://www.completestreets.org>>.

“National Complete Streets Coalition.” Complete Streets . N.p., n.d. Web. 23 Apr. 2011. <<http://www.completestreets.org>>.

“What Makes a Neighborhood Walkable.” Get Your Walk Score - A Walkability Score For Any Address. N.p., n.d. Web. 23 Apr. 2011. <<http://www.walkscore.com/walkable-neighborhoods.shtml>>.

Appendices



Appendix A: Dunbar Spring Site

4/19/2011

PLG 514: Feedback on Moderator's Guide...

Microsoft Office Outlook Web Access Type here to search This Folder Address Book Options Log Off

File Print Reply Reply All Forward New X Delete Move

- Deleted Items (885)
 - Drafts (31)
 - Inbox (740)
 - Junk E-Mail (6)
 - Sent Items
- [Click to view all folders](#)
- [Manage Folders...](#)

PLG 514: Feedback on Moderator's Guide

Patten, Iris E - (ipatten)

Sent: Monday, April 18, 2011 1:36 PM

To: ejuanca@errol-arce.com.ni; Nkasa, Devta K - (dknka); Hadrstrom, Frederick K - (fhrctno); Edwards, Mitchellans - (edwardm)

Camy, Devta, and Fred, & Mitch:

I've reviewed your moderator's guide and below are some suggestions/feedback!

For your ground rules:

I like what you guys have. If you are looking for additional "rules" here are some I have seen elsewhere...you don't have to use, just an FYI.

- *Focus on interests and ideas, not positions.
 - *Listen in order to understand everyone's ideas. Ask questions.
 - *Respect different viewpoints.
 - *All ideas count, even wild ones.
 - *Everyone should participate.
 - *Everyone shares responsibility for following the ground rules.
- Maybe also consider: *Speak from the heart as well as the mind.

Under Personal Story: The questions aren't bad. A few suggestions:

* For the question, "What does a walkable community look like?" Make sure that you clearly define "walkable/walkability". To some a walkable community may be any location that has asphalt or no obstructions to get from point A to point B. You may also want to have handy images to help guide/start the conversation. Just make sure that the images don't constrain the conversation and limit what your group believes is possible. The reason I would include images is that many people may have grown up in communities where there were no sidewalks or they have limited interaction with the use/presence of sidewalks.



(We need a "human subjects protection" statement. Insert your suggestions here)
The information gathered from this focus group is to be strictly used by the students in The College of Architecture, Landscape Architecture and Planning. It will only be used for the intended purpose of this assignment and will not be shared with anyone or any entity during or after the assignment is completed.

Making Suggestions for Your Neighborhood:
How can Dunbar-Spring, a neighborhood without traditional sidewalks, become a more walkable community?

Equipment/Supplies Needed
Participant's Discussion Guide for each participant
A Post-Forum Questionnaire for each participant
A Forum Attendance Sheet
Pencils/pens for completing the questionnaire
Flip chart and markers

Suggested Format for a 1-hour Forum (55 minutes structured)
Welcome (5 minutes)

- Introduce yourself and tell participants about the HLG 514 class project.
- Give a brief introduction that emphasizes the importance of developing policy now to incorporate "walkability" when planning for future improvements to the neighborhood.

Explain that the results of the forum will be compiled in a report which will be presented to Dunbar-Spring Neighborhood Association Board for use in discussion with the City of Tucson, Pima County and other potential funding entities when neighborhood infrastructure improvements are planned or proposed which might impact "walkability."

Ground Rules (5 minutes)

Review ground rules with participants before beginning the discussion.

- Make clear that the forum is not a debate.

- Stress that there is work to do (this is not just a free flowing discussion with no purpose), and the work is to move toward making plans for the community's future.
- The work will be done through deliberation.
- The moderator should guide the discussion yet remain neutral.

Make sure that:

- Everyone understands that this is not a debate.
- Everyone is encouraged to participate.
- No one or two individuals dominate.
- Every approach is considered fairly and fully.
- An atmosphere for discussion and analysis of alternatives is maintained.
- Participants listen to each other.

The moderator should ask the group if they agree with these rules and invite them to suggest others to add to the list.

Personal Stake (30 minutes)

Connect the issues to people's lives and concerns by getting participants to talk about their personal experiences with "walkability." This makes the issue human rather than abstract. Some questions you might ask include:

Is Dunbar-Spring a walkable community? Why or why not?

Why do you walk in Dunbar-Spring (i.e., exercise, visit neighbors, walk to a bus stop)? If you don't walk, why not?

What are some of your destinations when you walk?

What routes do you use?

Who do you walk with?

What time of day do you tend to walk?

What amenities would make walking more comfortable and enjoyable? (i.e., water, shade or places to sit)

What obstructions do you encounter when you walk?

Do you need ADA accessibility?

How does drainage affect you when you walk?

There are no sidewalks in Dunbar-Spring. How might that be a good thing?

What does a walkable community look like?

Name some walkable communities.

What is the most walkable part of Tucson?

Working through tensions or conflicts (if necessary – we’re gathering information and not seeking consensus)

Help participants see and work through the tensions or conflicts between the approaches by asking some of the following types of questions:

What do you see as the tensions between the approaches?

Can anyone think of something constructive that might come from the approach that is receiving so much criticism?

Ending the Forum (10 minutes)

Before ending a forum, take a few minutes to reflect on what has been accomplished. Questions like the following have been useful:

Individual Reflections

Did you hear anything that surprised you?

Has your thinking about the issue changed?

Has your thinking about other people’s views changed?

What might you personally be able and willing to do to help take action on this issue in the community?

Group Reflections

What remains unresolved for this group?

Can we identify any shared sense of purpose or direction?

What trade-offs are we, or are we not, willing to make to move in a shared direction?

Next Steps

What do we still need to talk about?

How can we use what we learned in this forum?

What is one step that we could take in the next 60 days to take action on this issue in the community?

Do we want to meet again?

Who else do we need to get involved in this discussion?

Post-Forum Questionnaire (5 minutes)

Distribute the Post-Forum Questionnaire and ask participants to respond before leaving the forum.



Focus Group Attendance Sheet April 2011

Location of Focus Group
Dunbar Springs Neighborhood Assoc
 Date and Time
April 18th 2011

Please print legibly

Name (optional)	Address	Zip Code
<u>Sam Fife</u>	<u>9032 W. 102nd Ave</u>	<u>85255</u>
<u>Natasha Wink</u>	<u>401 W 20th St</u>	<u>85105</u>
<u>Teresa</u>	<u>4012 W 10th Ave</u>	<u>85115</u>
<u>Barbara Smith</u>	<u>814 N 10th Ave</u>	<u>85205</u>
<u>Dee Seaburk</u>	<u>827 N 7th</u>	<u>85205</u>
<u>Shy Jacobs</u>	<u>734 N. 18th Ave</u>	<u>85205</u>
<u>Susan Butler</u>	<u>701 N 9th St</u>	<u>85205</u>
<u>Judith Coppin</u>	<u>228 W Grand</u>	<u>85205</u>
<u>Joseph Orme</u>	<u>929 N 9th Ave</u>	<u>85205</u>



COLLEGE OF ARCHITECTURE & LANDSCAPE ARCHITECTURE

Student Group
 Faculty/Staff/Student
 Community/Neighborhood

PLG 514: Analysis Methods in Strategic Planning
 University of Arizona - College of Architecture & Landscape Architecture

Date: 4-18-2011

Evaluation Using Focus Groups:

1. How would you change the focus group format to make it more useful in accomplishing the groups conversation goals?

More time - 1 hr
to bring in 1-2 people
to make the group more
well rounded

2. What were the focus groups strengths?

Well rounded

3. What were the focus groups weaknesses?

Not picked up

4. What resources will you need in order to implement what you learned in this session?

Gain 10-15 people

a. What challenges will you face?

Not enough people

Focus Group Evaluation

August 2004

PLG 514: Analysis Methods in Strategic Planning
 University of Arizona - College of Architecture & Landscape Architecture

Date: 4-18-11

Evaluation Using Focus Groups:

1. How would you change the focus group format to make it more useful in accomplishing the groups conversation goals?

Timing - we were a long day longer

2. What were the focus groups strengths?

well rounded

3. What were the focus groups weaknesses?

Not picked up

4. What resources will you need in order to implement what you learned in this session?

Gain 10-15 people

a. What challenges will you face?

Not enough people

Focus Group Evaluation

August 2004

PLG 514: Analysis Methods in Strategic Planning
 University of Arizona - College of Architecture & Landscape Architecture

Date: Apr 18 '11

Evaluation Using Focus Groups:

1. How would you change the focus group format to make it more useful in accomplishing the groups conversation goals?

no

2. What were the focus groups strengths?

respect

3. What were the focus groups weaknesses?

almost too much agreement

4. What resources will you need in order to implement what you learned in this session?

a. What challenges will you face?

Focus Group Evaluation

August 2004

PLG 514: Analysis Methods in Strategic Planning
 University of Arizona - College of Architecture & Landscape Architecture

Date: 4-17-11

Evaluation Using Focus Groups:

1. How would you change the focus group format to make it more useful in accomplishing the groups conversation goals?

change wording of questions as they did read/misheard
the computer do not ask "Do you want to attend?" Instead ask
"Do you want to participate?"

2. What were the focus groups strengths?

Some ideas - But it is big and then you
rounded + shared so it does not require.

3. What were the focus groups weaknesses?

4. What resources will you need in order to implement what you learned in this session?

a. What challenges will you face?

Time for only change + feedback.

Focus Group Evaluation

August 2004

PLG 514: Analysis Methods in Strategic Planning
 University of Arizona - College of Architecture & Landscape Architecture

Date: 4-15-11

Evaluation Using Focus Groups:

1. How would you change the focus group format to make it more useful in accomplishing the groups conversation goals?

I thought it was good.

2. What were the focus groups strengths?

High level of agreement and knowledge about
the issue at hand.

3. What were the focus groups weaknesses?

Tired because the meeting went very late.

4. What resources will you need in order to implement what you learned in this session?

a. What challenges will you face?

Finding people energy, government support.

Focus Group Evaluation

August 2004

Date: 4/18/11

Evaluation Using Focus Groups:

1. How would you change the focus group format to make it more useful in accomplishing the groups conversation goals?
curry a more diverse segment of area
2. What were the focus groups strengths?
high level of interest, opportunity of opinion, consensus
3. What were the focus groups weaknesses?
too homogenous, too small, too (like!) for pedestrian needs have already been partially met.
4. What resources will you need in order to implement what you learned in this session?
a. What challenges will you face?
more study, more planning.
*lack of budget for the resources and the many needs;
- auto-centric focus goes against pedestrian issues.*

Date: 4/19/11

Evaluation Using Focus Groups:

1. How would you change the focus group format to make it more useful in accomplishing the groups conversation goals?
I don't know. Maybe ask if there is anyone who doesn't speak on a topic before having it.
2. What were the focus groups strengths?
great deal of including on each street's ideas.
3. What were the focus groups weaknesses?
Focus, maybe.
4. What resources will you need in order to implement what you learned in this session?
a. What challenges will you face?
I'm not sure.

Date: 4/18/11

Evaluation Using Focus Groups:

1. How would you change the focus group format to make it more useful in accomplishing the groups conversation goals?
Start the discussion that early on.
2. What were the focus groups strengths?
It did a great job of getting the answers early by asking questions.
3. What were the focus groups weaknesses?
None.
4. What resources will you need in order to implement what you learned in this session?
a. What challenges will you face?
May be cooperation from council, utility, various bureaucrats.

Date: April 16th 2011

Evaluation Using Focus Groups:

1. How would you change the focus group format to make it more useful in accomplishing the groups conversation goals?
2. What were the focus groups strengths?
open discussion, lack of constraints between neighborhood's platform
3. What were the focus groups weaknesses?
speaking for general, feedback from other neighborhoods
4. What resources will you need in order to implement what you learned in this session?
a. What challenges will you face?
*Right of way, roads, utilities, politics/government
getting funds to get programs & infrastructure built*

Date: April 16, 2011

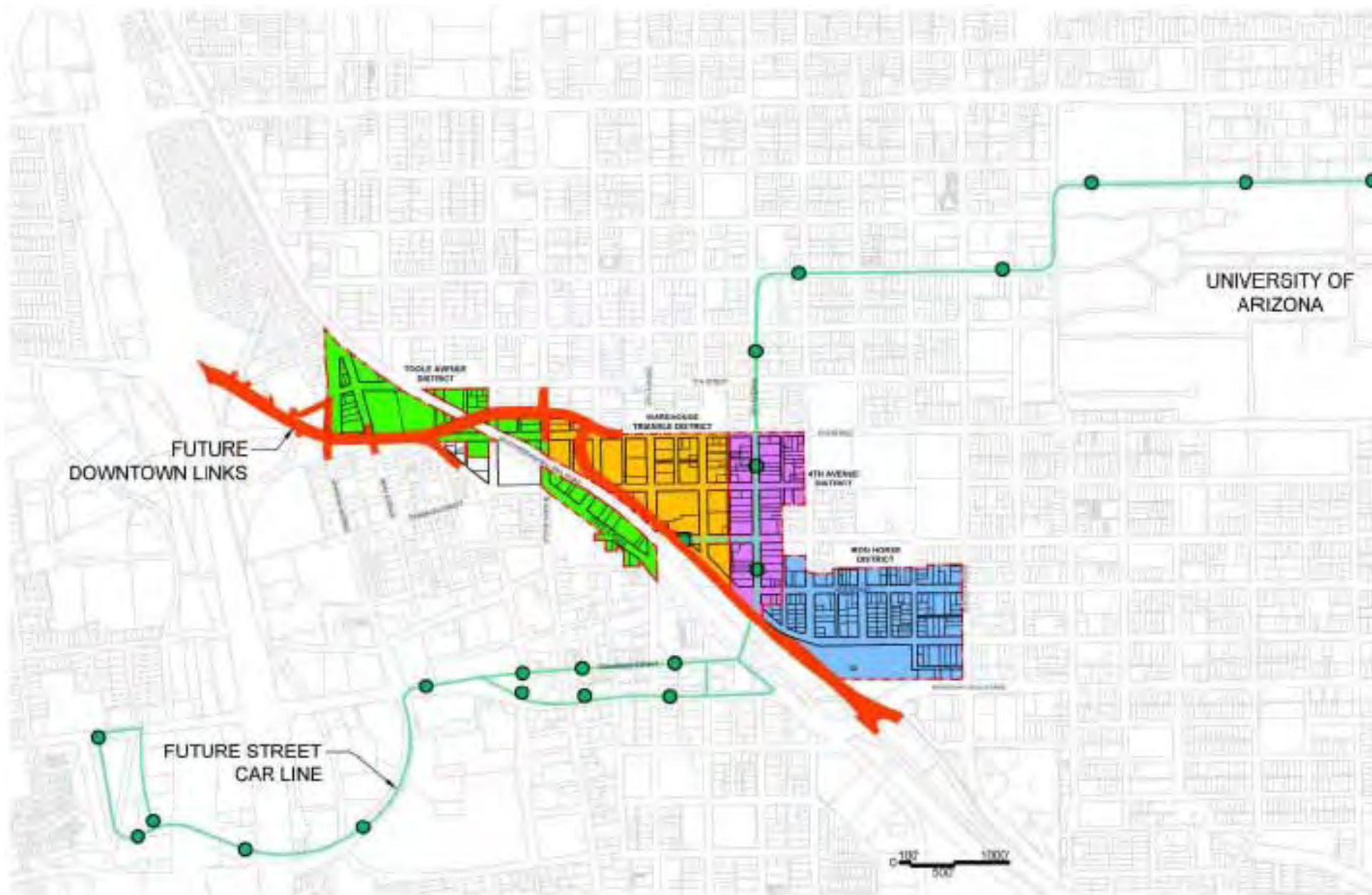
Evaluation Using Focus Groups:

1. How would you change the focus group format to make it more useful in accomplishing the groups conversation goals?
As a neighborhood, we've thoroughly explored the many options, ideas, plans and goals to create a sustainable, pedestrian friendly neighborhood. We've explored many options, but there's still more work to be done. We've explored many options, but there's still more work to be done.
2. What were the focus groups strengths?
Community members were very open and willing to share their ideas and experiences. They were very positive and helpful in providing feedback and suggestions.
3. What were the focus groups weaknesses?
Some of the ideas were not fully explored. There were some technical details that were not discussed in depth.
4. What resources will you need in order to implement what you learned in this session?
a. What challenges will you face?
Getting the necessary funding and support from the city and other stakeholders.

Date: 4/18/11

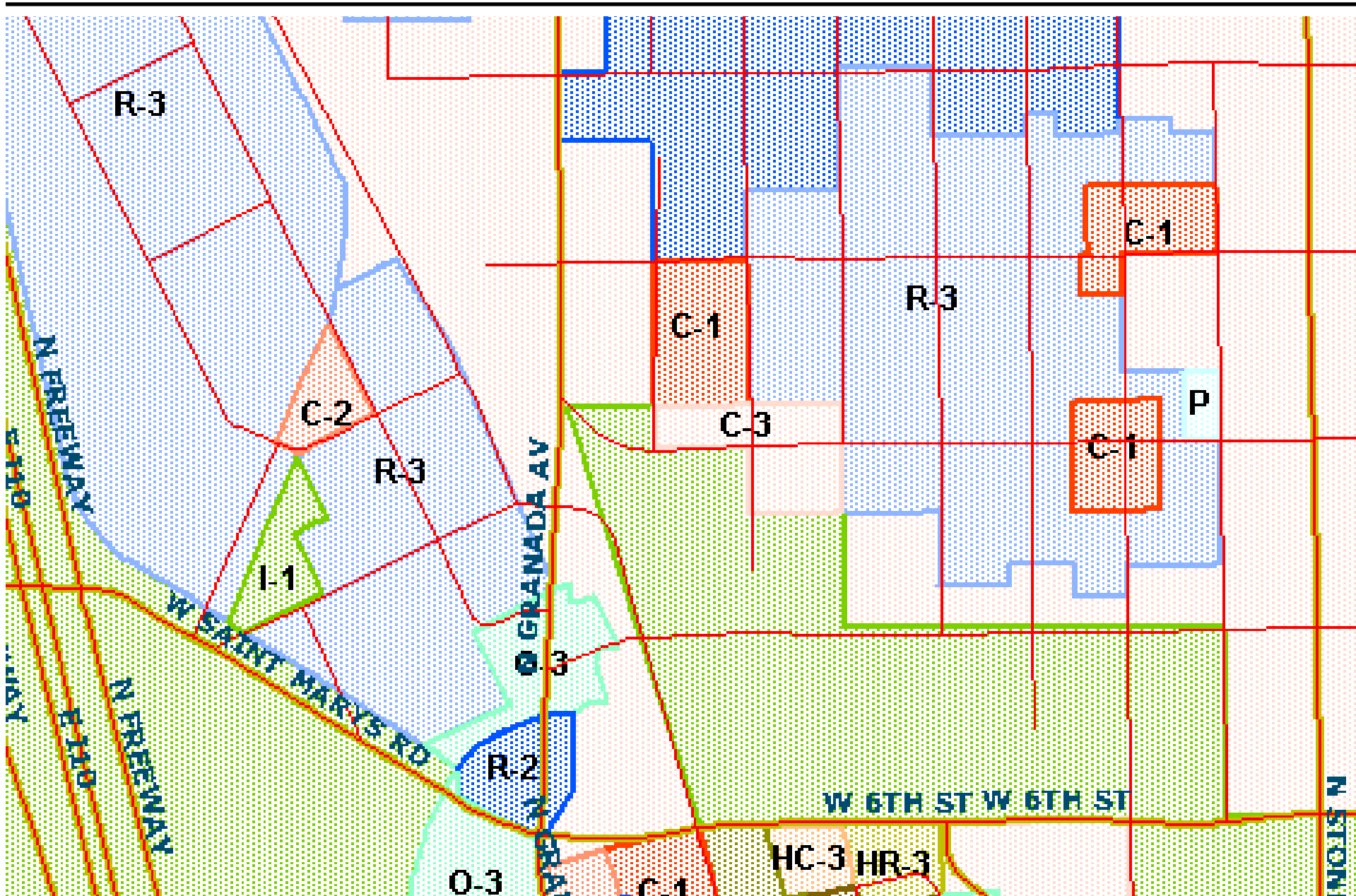
Evaluation Using Focus Groups:

1. How would you change the focus group format to make it more useful in accomplishing the groups conversation goals?
I thought it worked very well.
2. What were the focus groups strengths?
Encouraged dialogue, asked good questions.
3. What were the focus groups weaknesses?
None.
4. What resources will you need in order to implement what you learned in this session?
a. What challenges will you face?
Will need to work together and with city/county. Need to convince people that walk with counting is.

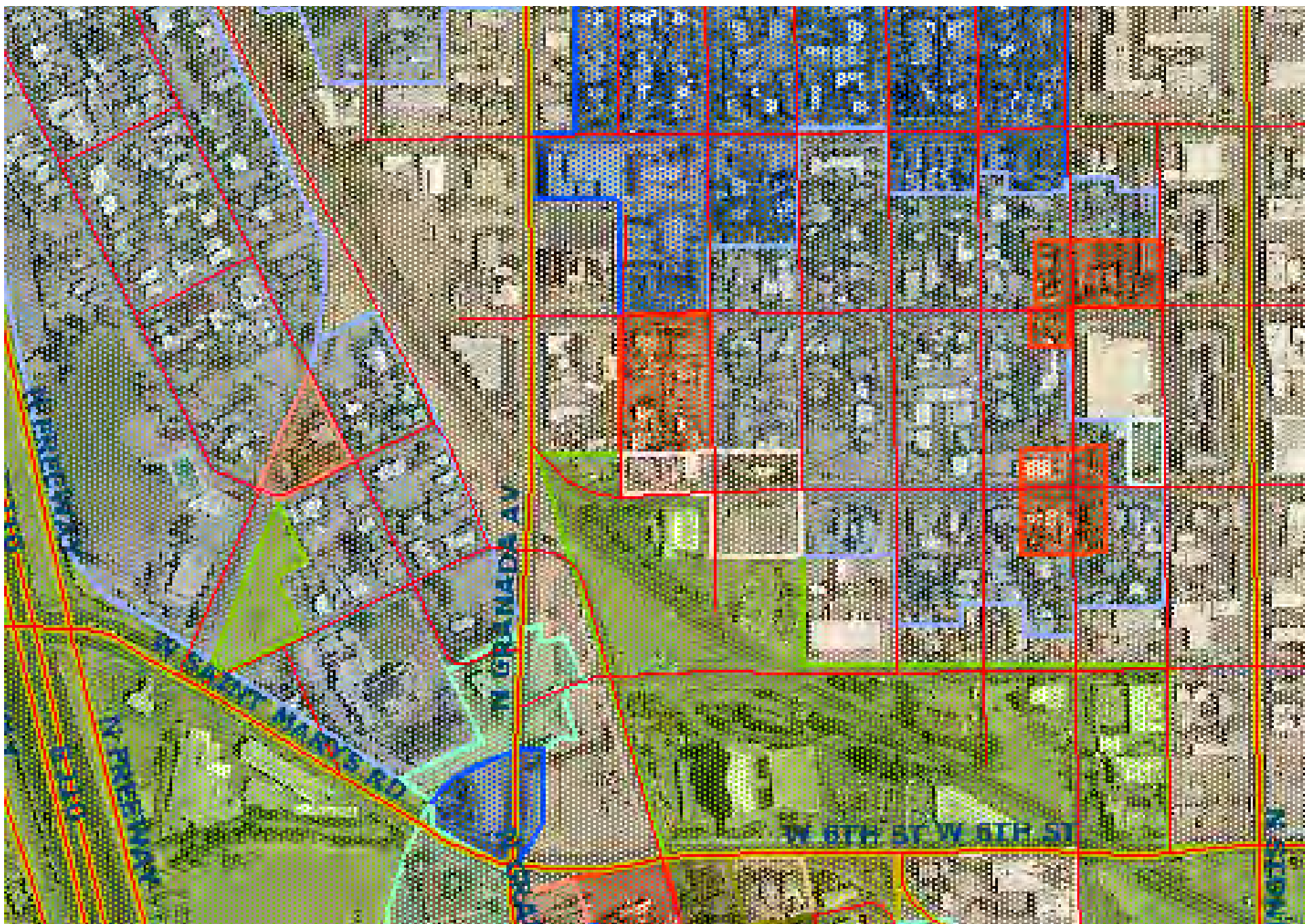


<http://www.downtownlinks.info/LandUseUrbanDesign/documents/DL-AZDRAFT1.19.11.pdf>

Appendix G: Future Street Car Line



Appendix H: Zoning
 C: Commercial Zoning
 R: Residential Zoning



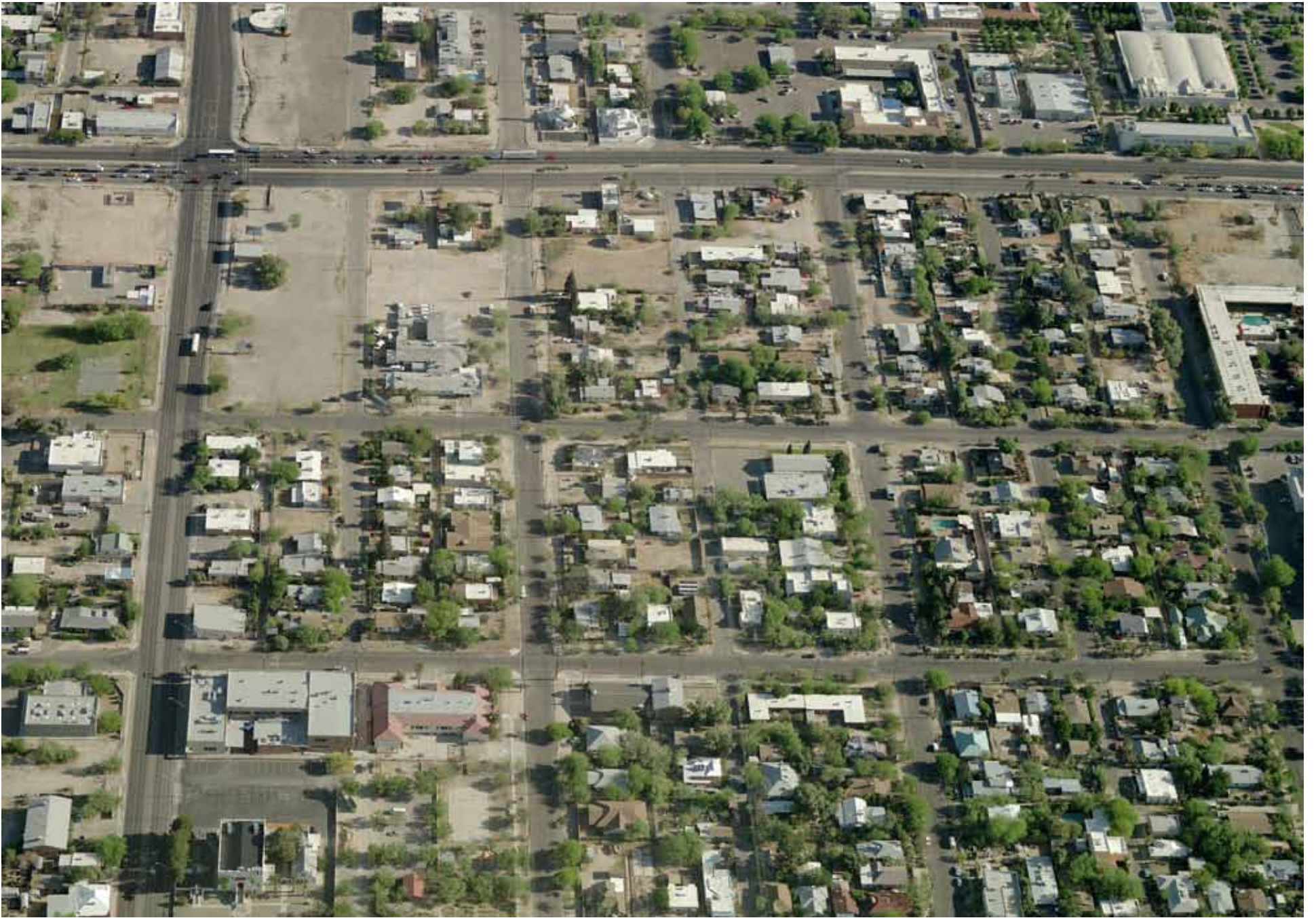
Appendix I: Zoning Aerial Overlay



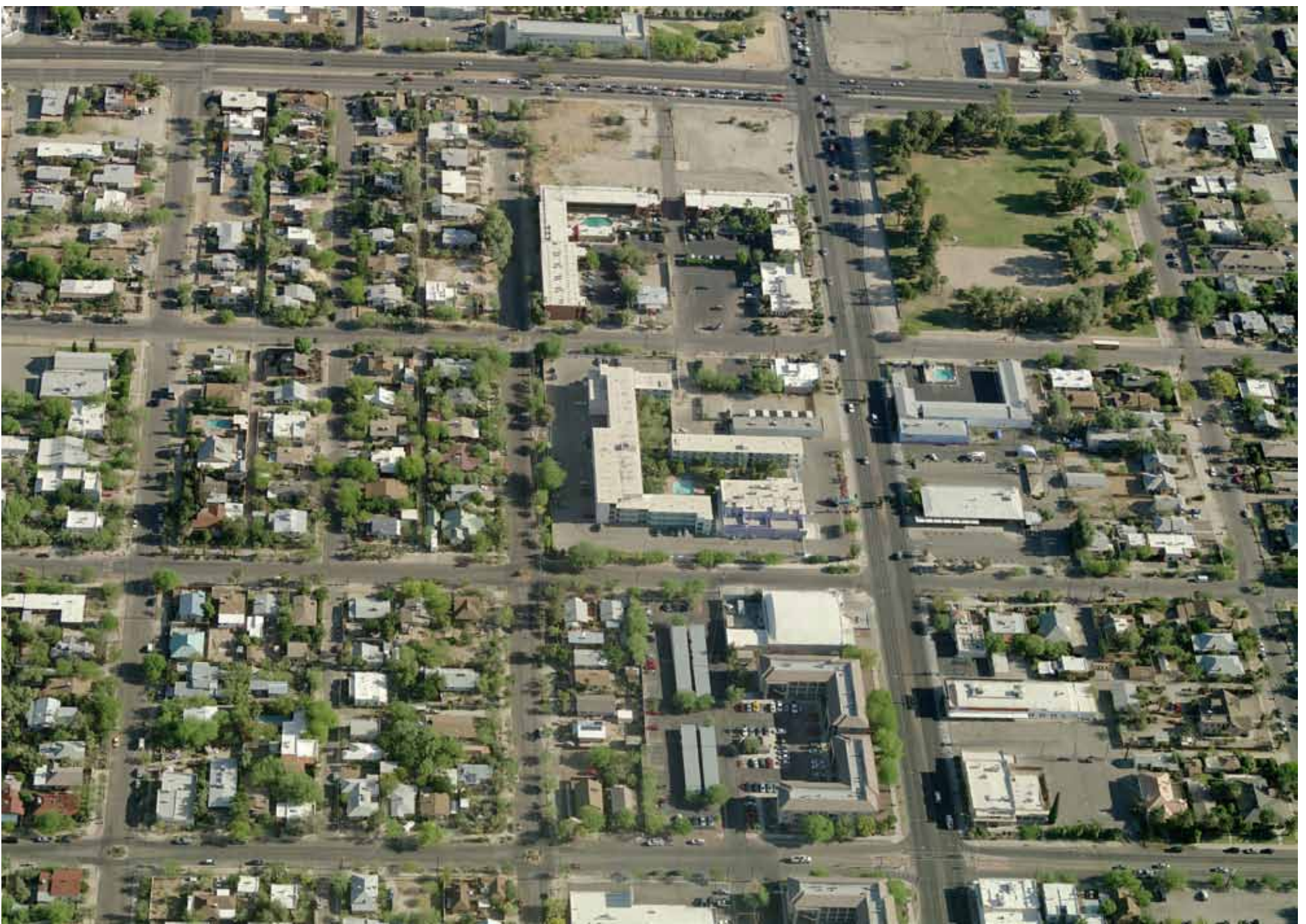
Appendix J: Existing Site



Appendix K: Proposed Street Links, Aerial Photo



Appendix L: Dunbar Spring North Aerial



Appendix M: Dunbar Spring Northeast Aerial



Appendix N: Dunbar Spring South Aerial



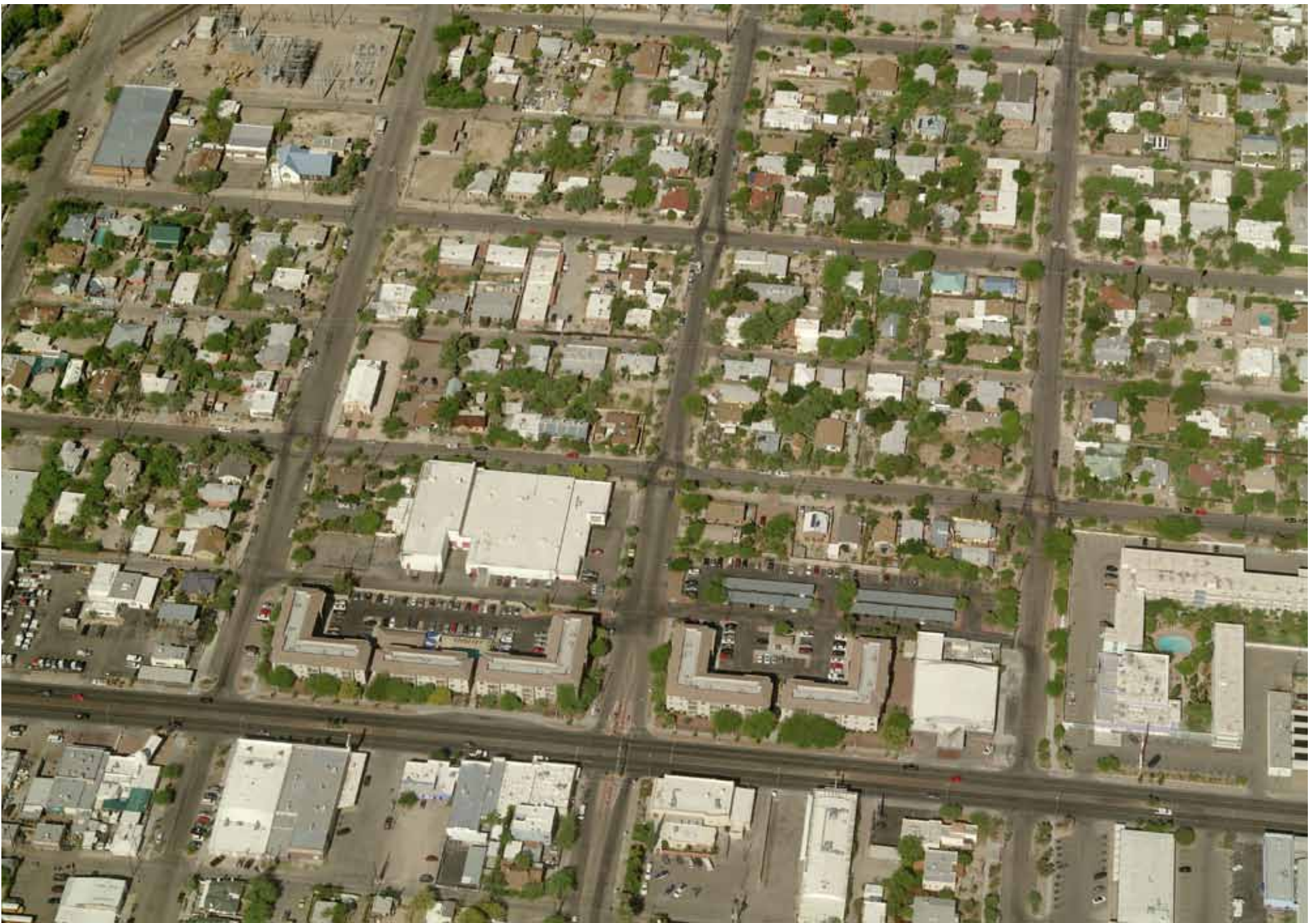
Appendix O: Dunbar Spring Southeast Aerial



Appendix P: Dunbar Spring Southwest Aerial



Appendix Q: Dunbar Spring Northwest Aeri-



Appendix R: Dunbar Spring East Aerial

