

# Developing Community Identity Through Placemaking

**ASU**  
Sustainable  
Cities  
Network  
Arizona State  
University

Project Cities

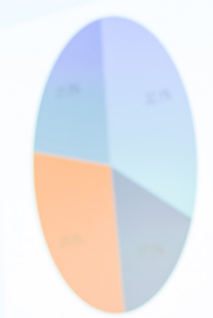
A Fall 2019  
Collaborative Project with  
Arizona State University's  
Project Cities & the  
City of Peoria



PEORIA HISTORICAL SOCIETY MUSEUM

### What's Next -

- Consider revising the st... within the city.
- Design and develop a syste... balanced response in terms...
- Continue partnerships with loc... strategies as shade, seating and survey questions related to enter...
- Keep people in one area for a longer...
- Consider particular placemaking strat... indicates that a number of respondents for Performing Arts.
- Evaluate transportation options within a...



*This report represents original work prepared for the City of Peoria by students participating in courses aligned with Arizona State University's Project Cities program. Findings, information, and recommendations are those of students and are not necessarily of Arizona State University. Student reports are not peer reviewed for statistical or computational accuracy, or comprehensively fact-checked, in the same fashion as academic journal articles. Project partners should use care when using student reports as justification for future actions. Text and images contained in this report may not be used without permission from Project Cities.*

*Cover images:*

**City of Peoria,  
Gregory Broberg,  
and Ashley Lowery**

# **ACKNOWLEDGMENTS**

## **City of Peoria**

Cathy Carlat, Mayor

Michael Finn, Vice Mayor

Jon Edwards, City Councilmember

Vicki Hunt, City Councilmember

Bill Patena, City Councilmember

Bridget Binsbacher, City Councilmember

Denette Dunn, City Councilmember

Jeff Tyne, City Manager

Erik Strunk, Deputy City Manager

Katie Gregory, Deputy City Manager

Andrew Granger, Deputy City Manager

## **Arizona State University (ASU)**

### **Julie Ann Wrigley Global Futures Laboratory**

Peter Schlosser, Vice President, Global Futures Laboratory

Christopher Boone, Dean, School of Sustainability

Patricia Reiter, Director of Strategic Initiatives, Global Futures Laboratory

Meredith Simpson, Director of Operations, Global Futures Laboratory

*On behalf of the Julie Ann Wrigley Global Futures Laboratory, the Global Institute of Sustainability and Innovation, and the School of Sustainability, we extend a heartfelt thank you to the City of Peoria for enthusiastically engaging with students and faculty throughout the semester. These projects provide valuable real-world experience for our students and we hope that their perspectives shine light on opportunities to continuously improve Peoria's future livelihood and community well-being.*

# TABLE OF CONTENTS

<b>PART 1</b> GET ACQUAINTED WITH THE PROJECT	<b>2</b>	Acknowledgments
	<b>4</b>	About Project Cities
	<b>5</b>	About Peoria
	<b>6</b>	Foreword from Peoria's Mayor and City Manager
	<b>7</b>	Peoria Community Profile
	<b>11</b>	Map of Peoria and Greater Phoenix
	<b>13</b>	Executive Summary
	<b>15</b>	Project Goals and Recommendations: Developing Community Through Placemaking
<b>PART 2</b> PLACEMAKING INITIATIVES IN PEORIA	<b>19</b>	Developing Community Identity in Peoria through Placemaking Initiatives
	<b>20</b>	Acknowledgments
	<b>21</b>	Introduction
	<b>23</b>	Research Methods
	<b>30</b>	Old Town
	<b>37</b>	P83
	<b>44</b>	Four Corners
	<b>50</b>	Conclusion
	<b>52</b>	References

To access the original student reports, additional materials, and resources, visit:  
[links.asu.edu/PCPeoriaPlacemaking19F](https://links.asu.edu/PCPeoriaPlacemaking19F)

## ABOUT PROJECT CITIES

The ASU Project Cities program uses an innovative, new approach to traditional university-community partnerships. Through a curated relationship over the course of an academic year, selected Community Partners work with Project Cities faculty and students to co-create strategies for better environmental, economic, and social balance in the places we call home. Students from multiple disciplines research difficult challenges chosen by the city and propose innovative sustainable solutions in consultation with city staff. This is a win-win partnership, which also allows students to reinforce classroom learning and practice professional skills in a real-world client-based project. Project Cities is a member of Educational Partnerships for Innovation in Communities Network (EPIC-N), a growing coalition of more than 35 educational institutions partnering with local government agencies across the United States and around the world.

## ABOUT SUSTAINABLE CITIES NETWORK

Project Cities is a program of ASU's Sustainable Cities Network. This network was founded in 2008 to support communities in sharing knowledge and coordinating efforts to understand and solve sustainability problems. It is designed to foster partnerships, identify best practices, provide training and information, and connect ASU's research to front-line challenges facing local communities. Network members come from Arizona cities, towns, counties, and Native American communities, and cover a broad range of professional disciplines. Together, these members work to create a more sustainable region and state. In 2012, the network was awarded the Pacific Southwest Region's 2012 Green Government Award by the U.S. EPA for its efforts. For more information, visit [sustainablecities.asu.edu](http://sustainablecities.asu.edu).

### PROJECT CITIES TEAM

#### Director

Anne Reichman  
anne.reichman@asu.edu  
480-965-2168

#### Program Manager

Steven Russell  
steven.russell@asu.edu  
480-727-2698

#### Program Assistant

Jordan Sene, Bachelor of  
Science in Sustainability

#### Program Assistant

Lindsey Sikorski, Master of  
Landscape Architecture



Project Cities

---

*Sustainability Through Local Action*

projectcities.asu.edu

## ABOUT PEORIA

Ranked as the No. 1 place to live in Arizona by Money Magazine and the only Arizona city named as one of the best cities in the U.S. by Yahoo! Finance, the city of Peoria is currently home to more than 171,000 residents. The city enjoys a reputation as a family-oriented, active community with an exceptional quality of life. Peoria entertainment and recreational amenities include popular attractions such as Lake Pleasant, a large network of trails and open space, community parks, recreation centers, community theater, libraries, pools, and the spring training home for the San Diego Padres and the Seattle Mariners.

The city has demonstrated a strong commitment to sustainability, as evidenced by its directive to incorporate LEED building design standards, a council-adopted Sustainability Action Plan, and a dedicated full-time staff person to manage and coordinate organization-wide sustainability initiatives.

## PEORIA TEAM

### Project Cities Community Liaison

Jay Davies, Chief of Staff, City Manager's Office

### Peoria Project Leads

Jennifer Stein, Director of Communications

John Sefton Jr., Parks, Recreation, and Community Facilities Director

Cape Powers, Water Services Director

Kevin Burke, Public Works Director

Jay Davies, Chief of Staff, City Manager's Office

Scott Whyte, Real Estate Development Officer

Cathy Colbath, Transit Manager

Daniel Kiel, Planning and Engineering Manager, Water Services

Victoria Caster, Sustainability and Water Conservation Coordinator



---

*Peoria is the place*  
*World class ▪ Sustainable ▪ Future Ready*  
peoriaaz.gov



8401 West Monroe Street  
Peoria, Arizona 85345  
T 623.773.7300  
F 623.773.7309

June 4, 2020

Dear Peoria community members,

It is with tremendous gratitude and excitement that we bring to your attention the results of the first year of our partnership with ASU's Project Cities program. This collaboration provided the opportunity to move beyond traditional resources, and explore all that is possible by working alongside faculty and students across several academic programs.

Project Cities is one of several partnerships we enjoy with ASU, and part of our ongoing strategy to learn from innovative community leaders as we address the complex challenges and opportunities we face as a fast-growing community. With a modest investment in this program, we received extensive research, creative recommendations, diverse perspectives, and innovative deliverables that take several key initiatives to the next level for us.

These include our efforts around water conservation, transit, placemaking, smart cities, and the possibilities around our Skunk Creek corridor near the P83 Entertainment District. Many of these efforts entailed public participation, and you may have participated by speaking to students at one of several Peoria events they attended, or by sharing your personal insight through a survey. By engaging students and faculty on these subjects, we have advanced our understanding and positions on each topic much more quickly than we could have without their assistance.

The project results provided us with invaluable insights into many of our most important opportunities and we are proud to see the students' deliverables advancing. We hold our partnership with ASU and Project Cities in high esteem and look forward to continuing this work on additional projects in the coming year.

Sincerely,

Handwritten signature of Cathy Carlat in blue ink.

Cathy Carlat, Mayor

Handwritten signature of Jeff Tyne in blue ink.

Jeff Tyne, City Manager

# Peoria, Arizona



Proud partner of

**ASU** Sustainable Cities  
Network  
Arizona State University

Project Cities

*Rio Vista Recreation Center*

## Demographics

total population: **172,259**

median age: **39.5**

**highly skilled and educated workforce  
of 85,252**

**11,997 veterans live in Peoria**

**73% of residents are homeowners**

median property value: **\$230,400**

**31% of residents hold a Bachelor's  
degree or higher**

median household income: **\$73,039**

## Schools

**#3** of 131 Best School Districts for Athletes in Arizona

**#5** of 40 Best School Districts in Phoenix Metro Area

**#7** of 130 Best School Districts in Arizona

The Peoria Unified School District is one of the largest employers in the West Valley. The district consistently receives high ratings and offers signature programs such as the Career and Technical Education programs.

Peoria is also home to Huntington University, a liberal arts college offering digital media education in animation, broadcasting, film, graphic design and other digital media arts.

## Leading industries

Peoria, Arizona is not just a scenic suburb of Phoenix, but also a thriving economic development hub with an educated workforce and high-end residential living. There are 22,470 employers and more than 75,000 people employed within Peoria. Leading industries include health care and social assistance, retail trade, and finance and insurance. Highest-paying industries include utilities, manufacturing and public administration. Beyond these industries, Peoria works actively to attract businesses from aerospace and defense, film and digital media, technology and innovation, hospitality and tourism, and research and development. Peoria is the place for business owners, developers and investors.



**Health Care & Social Work**

10,905 employees



**Retail Trade**

10,628 employees



**Finance & Insurance**

6,574 employees





# History

Founded in 1886 by Midwestern settlers, Peoria is nestled in the Salt River Valley and extends North into the foothills around Lake Pleasant. Beginning as a small agricultural town, the economy received a major boost when a railroad spur line was built along Grand Avenue. The construction of the Roosevelt Dam in 1910 secured a reliable water supply, attracting more settlers to the area and business endeavors to the town center. Peoria's economy continued to have an agricultural focus for decades. Continually growing, Peoria assumed city status in 1971 with a population of 4,792. It has since grown into a city with a population over 172,000, and is renowned for its high quality of life and recreational amenities.

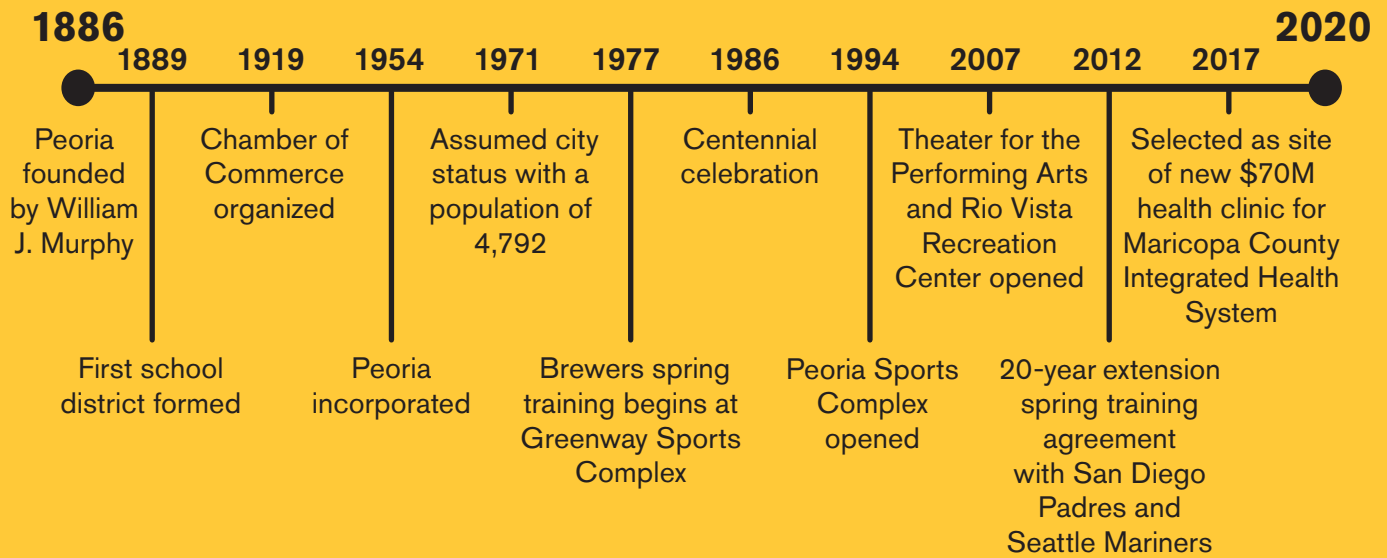
# Sustainability

Peoria has demonstrated leadership in municipal sustainability efforts through a wide range of actions. Listed below are some of the City's sustainability accomplishments.

- Incorporation of LEED building design standards
- Appointment of a full-time city staff member who manages and coordinates sustainability initiatives
- Sustainable urban planning practices including open space planning and water management principles
- Sustain and Gain: Facebook page and brochures keep residents up to date on city sustainability efforts and ways to get involved
- Water Conservation Program: free public classes, public outreach at city events, and water rebate incentives for residents
- Council-adopted Sustainability Action Plan: this strategic planning document, in its second iteration, ensures city departments are developing sustainability-oriented goals, tracking success metrics, and encouraging cross-communication in the preparation of Sustainability Update presentations made to the Peoria City Council on an annual basis
- Sustainable University: courses and workshops to empower residents to make small changes that make Peoria a better place to live. Topics covered include residential solar, gardening, composting and recycling

# Awards and recognition

- Received three Crescordia awards by Arizona Forward at the annual Environmental Excellence Awards in 2016
- 12th City for Green Space in the U.S. in 2019 (*Wallethub*)
- Top 15 Safest Cities in the U.S. 2017-2019 (*Wallethub*)
- 6th Wealthiest ZIP Code in 2020 (*Phoenix Business Journal*)
- Top 50 Hottest Hoods in 2018 (*Phoenix Business Journal*)
- 10th Best City to Raise a Family in 2018 (*Wallethub*)
- Top 100 Golf Course in U.S. 2017-2019 (*Golf Digest*)



# Livability

Peoria is renowned as a great place to raise a family and start a career. A plethora of

local amenities and attractions contribute to Peoria's livability. Beyond the tourist attractions of Spring Training and Lake Pleasant, the City offers many community facilities and recreational opportunities for all ages and interests such as an extensive public park system and annual community events. Peoria's dedication toward livability is also evident in the City's latest General Plan which addresses sustainable water use, housing, public services and more.

**Ranked as the No. 1 place to live in Arizona and one of the best cities in the United States.**

*-Money Magazine and Yahoo! Finance*

Peoria strives to uphold these six major livability priorities in order to maintain an exceptional quality of life for its citizens.

	Arts, Cultural and Recreational Enrichment		Economic Prosperity
	Smart Growth		Superior Public Services
	Healthy Neighborhoods		Integrated Transportation

## Community facilities

- Peoria Community Center
- Rio Vista Recreation Center
- Peoria Sports Complex
- Peoria Center for the Performing Arts
- 36 neighborhood parks
- 2 libraries
- 3 swimming pools
- 6 golf courses
- 9 lighted multi-purpose ball fields
- 15 tennis courts

Peoria Sports Complex



*Lake Pleasant*

# Urban ecology, ecotourism and recreation

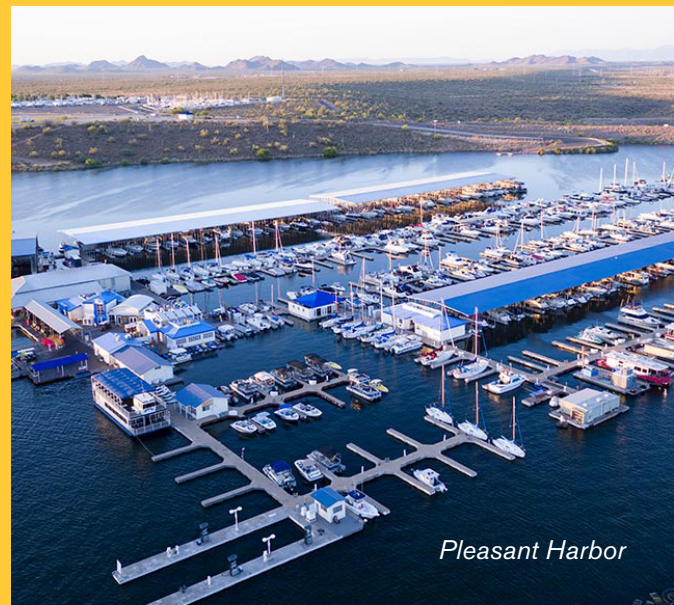
Peoria is surrounded by the natural beauty of the Sonoran Desert and is home to Lake Pleasant, a 23,000-acre park and major recreational asset to the North Valley. The transient Agua Fria River and New River flow through Peoria, as do a multitude of washes and creeks. Most notable perhaps is Skunk Creek — known for the recreational trails running alongside it — which forges a connection between Peoria and Glendale. Northern Peoria is home to beautiful mountains and buttes including Sunrise Mountain, Calderwood Butte and Cholla Mountain.

Boasting over 300 days of sunshine annually, Peoria's ecotourism opportunities are a steady industry for residents and visitors. The City features over 60 miles of trails for walking, biking and horseback riding, as well as 570 total acres of accessible park land.

Lake Pleasant Regional Park contains a full-service marina, providing opportunities for water-oriented recreation such as kayaking, water skiing and even scuba diving. Visitors can also go horseback riding, take gliding lessons, hike, camp and more.

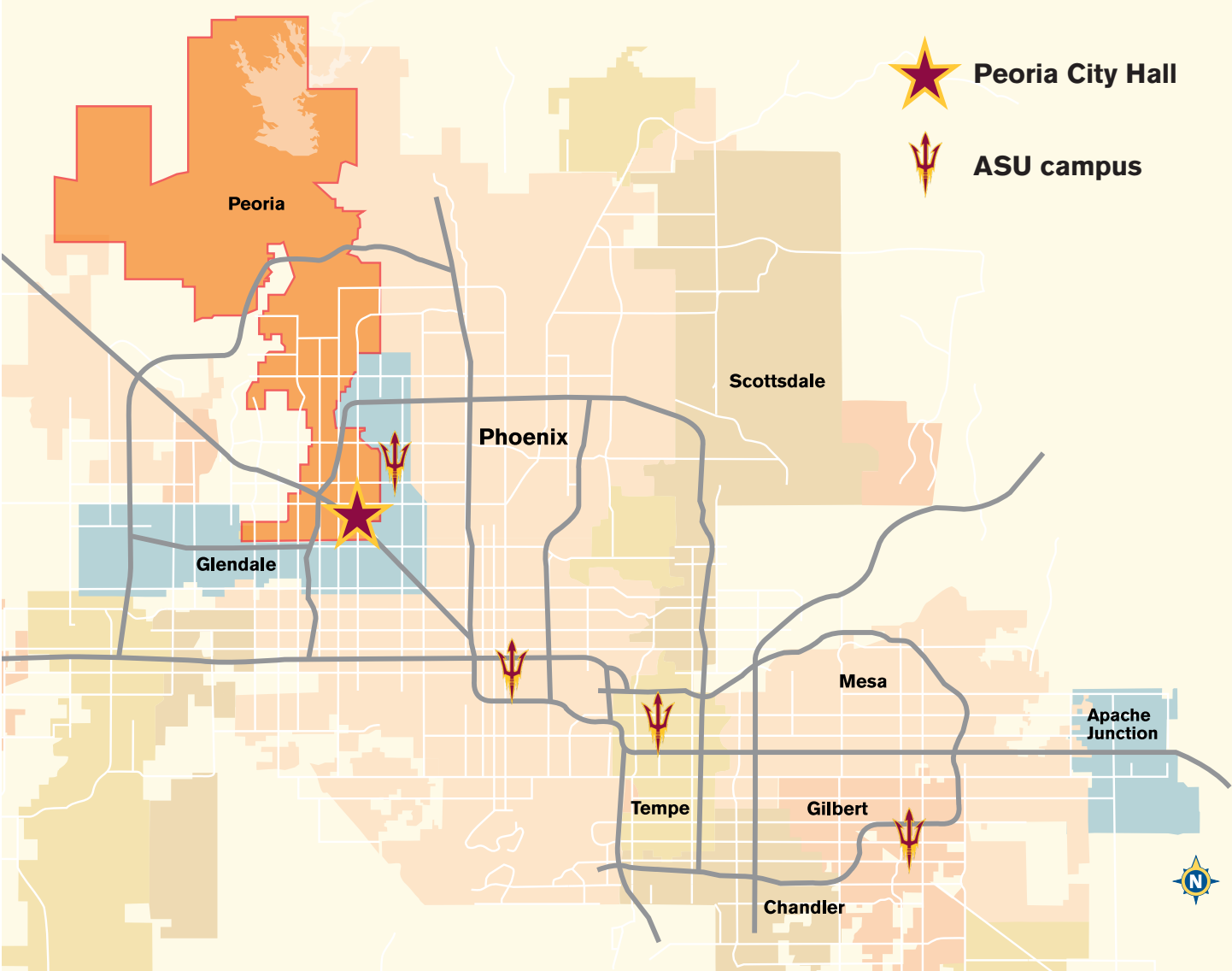


*Skunk Creek*



*Pleasant Harbor*

# MAP OF PEORIA & GREATER PHOENIX, ARIZONA



*The following report summarizes and draws highlights from work and research conducted by students in JUS 305 Principles of Justice Studies, for the Fall 2019 partnership between ASU's Project Cities and the City of Peoria.*

*To access the original student reports, additional materials, and resources, visit:*

[links.asu.edu/PCPeoriaPlacemaking19F](https://links.asu.edu/PCPeoriaPlacemaking19F)

## EXECUTIVE SUMMARY

The City of Peoria is the 9th largest city in Arizona, with its current overall population. The city continues to grow; in the year 2016-2017, there was an increase of 1.71%. With such growth, the city's urban areas continue to expand to accommodate a more diverse population. During times of sustained growth, city developers, designers, and other officials are presented with a unique opportunity to incorporate elements of “placemaking” into all forms of strategic urban plans. Placemaking is a planning approach that aims to design and manage public spaces that capitalize on a local community's assets, promoting people's health, happiness, and well-being. **Critical aspects of placemaking include usage, access, image, and sociability.** Using this multifaceted approach increases the likelihood that residents and visitors will connect more deeply, stay longer, or engage more actively with the community than they might in a city lacking identity, or a “sense of place.”



*Figure 1 Student presents the four aspects of placemaking at the Fall 2019 End-of-Semester Student Showcase*

For this project with Peoria, students in Gregory Broberg's course, JUS 305: Principles of Justice, developed a community-wide placemaking survey. The survey was distributed to Peoria residents to collect feedback on their “sense of place” in three significant public spaces in the city (referred to as Old Town, P83 and the Four Corners areas). Results were then analyzed, and recommendations were provided regarding entertainment, economics, and accessibility, with the end goal of assisting the City of Peoria in its future developmental endeavors. The student research aims to suggest improvements for public spaces to serve Peoria's residents and visitors better, as well as promote existing positive aspects of the city.

Old Town, P83, and Four Corners each had two dedicated teams of five students researching the area and gathering survey data specific to their worksite. Two other groups, with a total of nine students, focused on developing an inventory of recreational and entertainment areas, with the intent of determining existing preferred gathering locations for city residents. Survey questions were based on broader research questions developed by students, which focused on potential improvements the City of Peoria could make for its residents.

Following this Executive Summary are student report summaries and recommendations intended to benefit the City's placemaking initiatives. It is important to note that these recommendations are purely for educational and research purposes, and the City should consult with its legal team and department leadership before advancing any new organizational policies. Summaries of the work generated by each student group are provided in the topic-specific sections that follow.



**Figure 2** Peoria's Communications Director, Jen Stein leads a breakout session with ASU students during the Fall 2019 Kickoff

## GOALS & RECOMMENDATIONS

The purpose of this report is to provide the City of Peoria with guidance to help cultivate place identity throughout the city. Focusing on three well-known public areas, Old Town, P83, and Four Corners, student researchers developed and deployed a community-wide placemaking survey and made the following recommendations based on their analysis of the results.



*Figure 3* Students present research findings at the Fall 2019 End-of-Semester Student Showcase



*Figure 4* JUS 305 students and faculty Greg Broberg at Peoria's Halloween Bash



# RECOMMENDATIONS FOR DEVELOPING COMMUNITY THROUGH PLACEMAKING

## City-wide opportunities:

Evaluate public transportation options within significant entertainment areas of the city.

Conduct additional community surveys with revised questions that align with several key placemaking issues.

Design and develop a systematic sampling strategy for a future survey to ensure a better representation of responses in terms of citizen's gender and ethnicity.

Continue partnerships with local businesses to implement placemaking strategies, including outdoor seating, transportation, and entertainment options.

## Opportunities within Old Town:

Create more family-friendly environments by hosting more events such as live music, art shows, farmer's markets, food, and kid-friendly activities in adjacent parks (Didea, Forbes, Rendon, Meeks, Saenz, p.28).

Promote the Peoria Performing Arts Center through a variety of outlets such as social media, fliers, commercial advertising, and mailing lists (Smith, Castle, Watkins, Fomenko, p.12).

Host free or more widely affordable events by partnering with other communities (Smith et al., p.12).

Maintain the significant historical buildings and setting when commercializing the area and open them up to visitors (Didea et al., p.29).

Introduce more commercialized restaurants in the urban areas of Peoria (Didea et al., 28).

Establish more accessible local public transportation options targeted at adults and students in the area (Didea et al., p.28).

Advertise shops that residents can patronize with their leisure time, such as nail salons or antique stores. (Didea et al., p.29).

# RECOMMENDATIONS FOR DEVELOPING COMMUNITY THROUGH PLACEMAKING (CONT'D)

## Opportunities within P83 District:

Increase social media and advertising presence of P83 via online platforms as well as physical advertisements, including flyers, email, and newsletters (Mousa, Khattab, Strasser, Fennell, Towney, p.9).

Enlist nearby businesses to help advertise for P83. Engagement from thriving local businesses could help attract more customers to the entertainment district (Zeider, Tenney, Donaldson, Rappoport, Salas, Hulvat, p.10).

Incorporate additional entertainment elements into the area to precisely target and attract Spring Training game attendees (Zeider et al., p.10).

Attract entertainment-oriented businesses to the area, such as a movie theater, game center, or other family-oriented attraction to draw customers in from a greater distance (Zeider et al., p.10).

## Opportunities within Four Corners District:

Promote the Peoria on the Go (POGO) public transportation circulator to help residents and visitors become more comfortable with utilizing the system, therefore increasing ridership (Cook, Asparuhov, Wright, Maetas, Krolak, p.10).

Develop multi-use spaces that provide residents with opportunities for entertainment and necessities like markets (Medina, Sanchez, Granger, Ramirez, Horstmann, p.7).

Balance the addition of fine dining and upscale stores with more affordable entertainment to ensure accessible opportunities for residents of varying income levels (Medina et al., p.7).

*This page was intentionally left blank.*

FACULTY  
GREGORY BROBERG

JUS 305: PRINCIPLES OF JUSTICE STUDIES  
SCHOOL OF SOCIAL TRANSFORMATION

---

# Developing Community Identity Through Placemaking

Leveraging public input to build public  
spaces based in community values

# ACKNOWLEDGMENTS

## Faculty

Gregory Broberg

## Teaching Assistant

Justine Hecht

## Students

### *Inventory Team*

Ahmad Almayouf

Samantha Davis

Ariana Gonzalez

Roya Green

Samantha Nabaty

Diego Rodriguez

Giovanny Serrano

Jose Sotelo

Elena Zubal

### *Old Town Team*

Marti Castle

Madison Didea

Alyssa Fomenko

Jade Forbes

Kessiah Meeks

Carla Rendon

Jett Saenz

Aulexah Renae Smith

Kennedi Watkins

### *Four Corners Team*

Boris Asparuhov

Abigail Cook

Ariana Granger

Brianna Horstmann

Nina Krolak

Nicole Maetas

Alexandra Medina

Bianca Ramirez

Alberto

Sussan Sanchez

Cody Wright

### *P83 Team*

Bradley Donaldson

Georgia Fennell

Tyler Hulvat

Manaal Khattab

Lana Marie Mousa

Cody Rappoport

Enrique Salas-Cano

Tess Strasser

Hayden Tenney

Aisling Twomey

Justyn Zeider

## Editors

Jordan Sene

Lindsey Sikorski

Steven Russell

Anne Reichman

## Peoria Staff Team

Jay Davies

Jennifer Stein

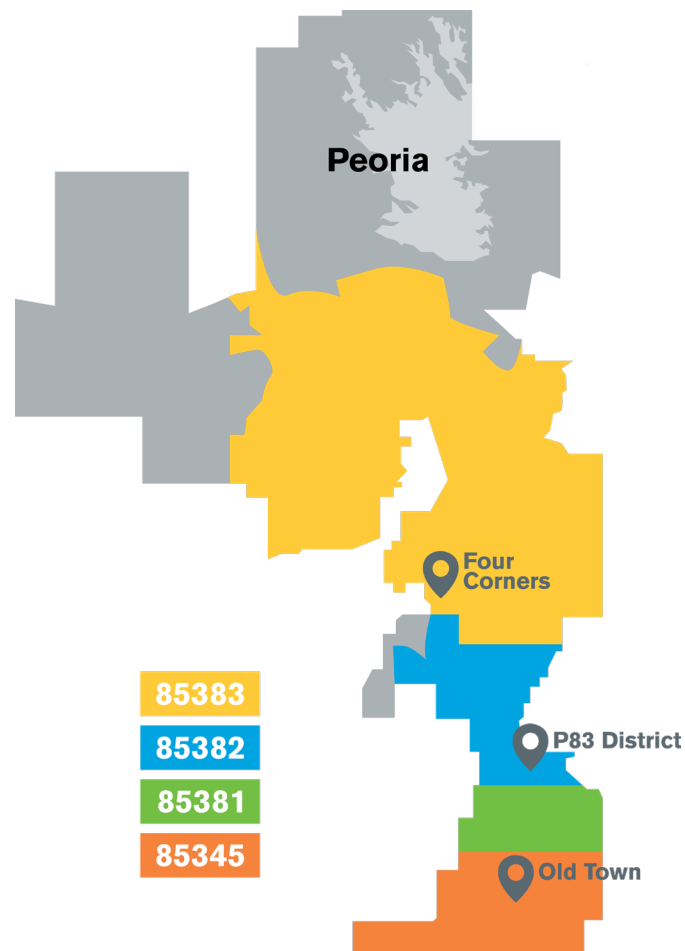
John Sefton Jr.

Trevor Freeman

# INTRODUCTION

A key component of developing a sustainable city is building a community around essential places. To revitalize the City of Peoria, students developed a community-wide placemaking survey to distinguish the City of Peoria by its features and attractions available to citizens.

Following a meeting at City Hall with Mayor Cathy Carlat, students were placed into small groups based on project scope and the three major geographic regions or “character areas” of study within Peoria. These character areas include Old Town, P83, and Four Corners, and are highlighted on the map of Peoria in Figure 5. Students pursued a variety of research questions related to the City of Peoria’s identity, intending to establish community-driven priorities and best practices to aid the evolution of the city. Through analyzing the data of the survey, students were able to pinpoint critical placemaking aspects and make future placemaking recommendations to the City.



*Figure 5 Peoria zip codes and study areas*

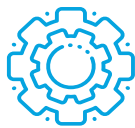
Placemaking is the process of consciously developing spaces that integrate the four major components illustrated in Figure 6, including sociability, uses and activities, access, and linkages, and comfort and image (Broberg, p.7).



**Sociability** refers to the aspects that foster a sense of community and familiarity amongst the people living in that space, such as street life, volunteerism, and social networks.



**Uses and activities** of a community are represented by local business ownership, property values, rent levels, and retail sales that provide certain goods and services citizens utilize and enjoy.



**Access and linkages** pertain to transit usage, pedestrian activity, parking usage patterns, and traffic data, all important factors to consider providing equal opportunities to stay connected throughout the community.



**Comfort and image** focus on aspects like crime statistics, sanitation ratings, building conditions, and environmental data to determine a community's cleanliness and safety.



**Figure 6** Components of placemaking

By using a holistic approach, community development and urban planning professionals will be better equipped to address the community's inherent inclination for a sense of place.

**Right placemaking decisions leverage elements of community spaces to enhance overall living conditions.**

Framing the conversation in terms of these criteria (sociability, use and activities, access and linkages, and comfort and image) helps to systematically organize efforts to satisfy the needs of diverse residents and visitors. The concept of placemaking should be viewed as a vital tool for the development, growth, and sustainability of communities.

Students utilized a variety of research methods, including surveying, mapping, and database analysis, to create an updated information inventory of local businesses in the area. Through the implementation of placemaking attributes, the City can show citizens their desire to develop a city for the people by getting to know their residents' wants and needs and including them in future design. The following recommendations are intended to help Peoria identify sustainable methods to accomplish their community placemaking initiatives. However, it is up to Peoria to identify the advice that best aligns with its goals and determine how to incorporate them into the construction of their event planning, zoning, and neighborhood development.

## **RESEARCH METHODS**

Two separate student research efforts (i.e. a survey and inventory project) are represented in work done with the City of Peoria. First, 745 Peoria residents from the three major geographic regions responded to an omnibus survey. The complete study included 75 questions that students developed that would aid in the understanding of resident values, goals, and needs of their communities and public spaces. Elements of placemaking were used as the base to develop the survey questions including: accessibility, activities, comfort, image, safety, local business, and sociability. Additionally, special attention was paid to what residents would like to see in terms of improvements to their communities. Demographic and opinion-based questions, including Likert-type items, open-ended questions, and rankings, were used in the survey's design.

As part of a second research effort, another group of students created an inventory of all the recreational assets in the City of Peoria. Their objective was to complete a scan of the city by using databases provided to them like Reference USA and find out where residents are gathering. Their research was specific to update the contact information for enjoyable businesses and activities that may interest Peoria residents. By compiling their data into an Excel spreadsheet, students were able to make it easier for the City to see what is currently being offered in terms



of business and spending activity. Student research allows the City to see what actions they can make to reach their placemaking initiatives (Almayouf, Davis, Gonzalez, Green, Nabaty, Rodriguez, Serrano, Sotelo, Zubal, p.14).

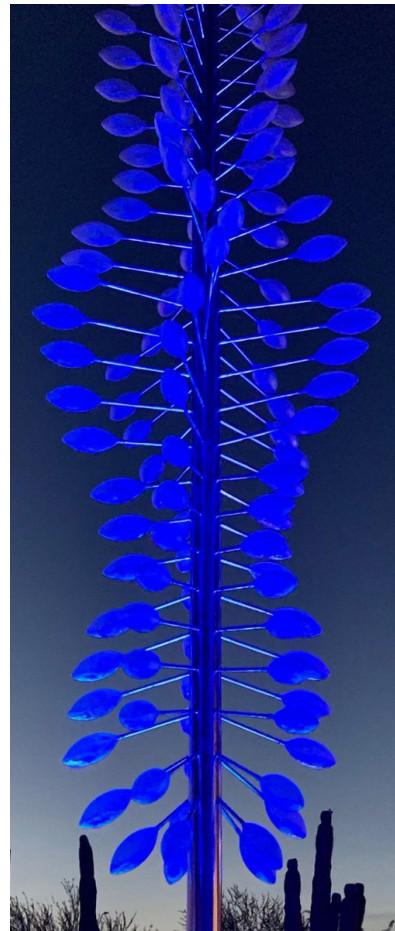
When separated according to site-specific areas, the final survey consisted of 15 demographic questions, 20 questions focused on the Old Town area, 22 questions focused on P83, and 18 for the Four Corners area. The survey was distributed to city staff, posted on social media, given to third party outreach and direct electronic outreach channels. Additionally, student teams distributed flyers and collected in-person responses at several large and small city events. Tables 4-8 (on pages 28-29) show key demographic characteristics of the survey respondents.



*Peoria Historical Society  
Old Town*



*P83 entryway monument  
P83*



*"Blooming Spire" sculpture  
Four Corners*

**Figure 7** Elements of Place from each study area  
Photo credits: City of Peoria

It is essential to note that the omnibus survey contained questions from multiple Project Cities classes. Survey respondents were each presented with three random blocks of questions from these classes. Each respondent was asked to respond to at least one placemaking section, based on their reported home zip code, then two additional parts, chosen at random. As a result, each respondent had a unique survey experience, and responses were then analyzed by section. The Qualtrics survey software was used for the survey and controlled the variation of questions.



*Figure 8* Students present their findings at the Fall 2019 End-of-Semester Student Showcase

Students experienced some methodological limitations throughout this survey process, as acknowledged in their final reports. Due to the timeline and scope of the project, the distribution strategy was limited to “convenience sampling.” In other words, survey administrators were unable to ensure a demographically representative response. While many residents participated in the survey, a large portion of them were white females within narrow age categories. This factor limits the conventionality of the study’s findings. However, these data provide an influential starting point for City officials to consider Peoria’s placemaking efforts. The representativeness limitation does not dismiss the power of the following analysis as a pilot survey that can be built upon by city officials.

Another limitation surrounds the types of questions that were considered within each geographic region. Survey questions were developed with the students’ current knowledge of specific areas in the City of Peoria. While city officials provided positive feedback about the depth and types of questions, it is crucial to consider a more representative survey that is far-reaching and can gain traction more efficiently for better results.

## Community-wide placemaking survey

Based on the previously defined elements of placemaking, students developed the following survey questions about specific public spaces within the City of Peoria. To view these questions as a respondent would have seen them, including answer formatting, see the Appendix in the original student content folder at:

[links.asu.edu/PCPeoriaPlacemaking19F](https://links.asu.edu/PCPeoriaPlacemaking19F)

Old Town District Survey Questions
How welcoming is Old Town for visitors and residents?
Is Old Town suitable for evening events that foster a greater sense of community?
What activities/events are available to the community of Old Town to make citizens want to spend time in Old Town?
Does Old Town provide a profitable setting for local businesses?
What kind of activities and events are In Old Town Peoria?
Does Old Town Peoria have safe walkways for pedestrians to other buildings?
Does Old Town have an accessible source of transportation (transit system or Uber access) for intoxicated people?
How does traffic impact Peoria?
Would an increase in traffic to Peoria benefit the overall community?
How can the City of Peoria make the community of Old Town safer?
Does Old Town have a strong social media presence and the overall image that attracts people to come to visit?

**Table 1** *Old Town District Survey Questions*

P83 District Survey Questions
If P83 were to hold events, what types of events are the citizens of Peoria and around the valley interested in attending?
Do you think the activities P83 has to offer are affordable?
How far do people travel to get to P83?
Do you find the parking in P83 convenient?
Do you feel that P83 is easy, comfortable, and safe to walk around at all times of the day?
Do you find P83 attractive and charming?
"I believe there are enough open areas and pedestrian sidewalks in P83"—to what extent do you agree with this statement?
What types of placemaking projects would you like to see implemented in Peoria?
Do you want more family attractions in P83?
What would you like to see more of in P83?

**Table 2** P83 District Survey Questions

Four Corners District Survey Questions
How can we incorporate more social events and opportunities in the Four Corners region?
What kind of activities or businesses are people interested in visiting the Four Corners region?
What type of transportation are people using to get to the Four Corners region?
How could the parks in the Four Corners area be improved for the greater good of the community?

**Table 3** Four Corners District Survey Questions

City of Peoria Residency Status						
	85345	85381	85382	85383	Other	Totals
Full Time (more than half the year)	61	74	117	387	23	662
I do not live in the City of Peoria	1	0	0	0	10	11
I live in a nearby city (Glendale, El Mirage, Phoenix)	0	0	2	2	56	60
Part Time (less than half the year)	0	0	2	8	0	10
Totals	62	74	121	397	89	743

**Table 4** Community-wide survey: City of Peoria Residency Status

Gender						
	85345	85381	85382	85383	Other	Totals
Female	51	52	98	290	68	559
Male	11	21	22	105	21	180
Other	0	1	1	2	0	4
Totals	62	74	121	397	89	743

**Table 5** Community-wide survey: Gender

Ethnicity						
	85345	85381	85382	85383	Other	Totals
American Indian/Alaska Native	0	0	2	0	0	2
Asian	1	1	3	10	0	15
Black or African American	2	3	1	2	0	8
Native Hawaiian/Pacific Islander	0	0	0	1	0	1
Other	11	2	8	18	3	42
White	48	68	107	366	86	675
Totals	62	74	121	397	89	743

**Table 6** Community-wide survey: Ethnicity

Age						
	85345	85381	85382	85383	Other	Totals
Under 18	0	1	0	1	0	2
18-24	1	1	2	1	1	6
25-34	10	5	23	57	6	101
35-44	14	13	29	111	32	199
45-54	13	20	33	110	22	198
55-64	10	21	17	75	18	141
65-74	11	12	13	35	10	81
75-84	2	1	4	6	0	13
85 or older	1	0	0	1	0	2
Totals	62	74	121	397	89	743

**Table 7** Community-wide survey: Age

Ethnicity						
	85345	85381	85382	85383	Other	Totals
Disabled	2	0	0	2	1	5
Employed full time	39	44	65	199	51	398
Employed full time, Entrepreneur/business owner	0	0	2	4	1	7
Employed full time, Self-employed	0	0	0	1	0	1
Employed full time, Self-employed, Entrepreneur/business owner	0	0	0	1	0	1
Employed full time, Student	0	0	1	1	0	2
Employed part time	2	6	9	29	6	52
Employed part time, Entrepreneur/business owner	0	0	1	2	0	3
Employed part time, Retired	0	3	0	0	0	3
Employed part time, Student	1	0	1	0	0	2
Entrepreneur/business owner	0	2	0	21	1	24
Retired	11	15	20	77	21	144
Retired, Disabled	1	0	0	0	0	1
Self-employed	4	1	6	23	2	36
Self-employed, Entrepreneur/business owner	0	0	2	5	0	7
Student	0	2	0	3	1	6
Unemployed looking for work	1	0	2	5	0	8
Unemployed not looking for work	1	1	12	24	5	43
Totals	62	74	121	397	89	743

**Table 8** Community-wide survey: Employment Status



## OLD TOWN

The Old Town portion of the omnibus survey had 171 respondents. Students presumed that a significant part of planning, designing, and managing public spaces is capitalizing on entertainment, business activity, and accessibility to enliven the area while promoting people's health and wellness. The attractiveness of the town and its identity could affect tourism amounts and residential retention rates. As a historical destination, local businesses and shops in Old Town should continue to maintain their sense of historic character, and this district's personality should be shared in the form of community events advertised to the public.

### Entertainment

Old Town is the heart of Peoria's downtown. A focal point for arts and culture, it is a destination for locals and visitors alike. There are many things to enjoy in the historic Old Town neighborhood, such as The Peoria Center for the Performing Arts, the Peoria community center, and the multiple art pieces adorning the area. Students found that Peoria could capitalize more on some of the assets currently in the area. Most people do not spend time in the Peoria Center for the Performing Arts/Theater Works because it is not advertised like other local activities and restaurants. Yet, it is an excellent family-friendly place to hold shows or events and should be better promoted to residents.



**Figure 9** Peoria Center for the Performing Arts  
Photo credit: City of Peoria

---

#### Editor's Note

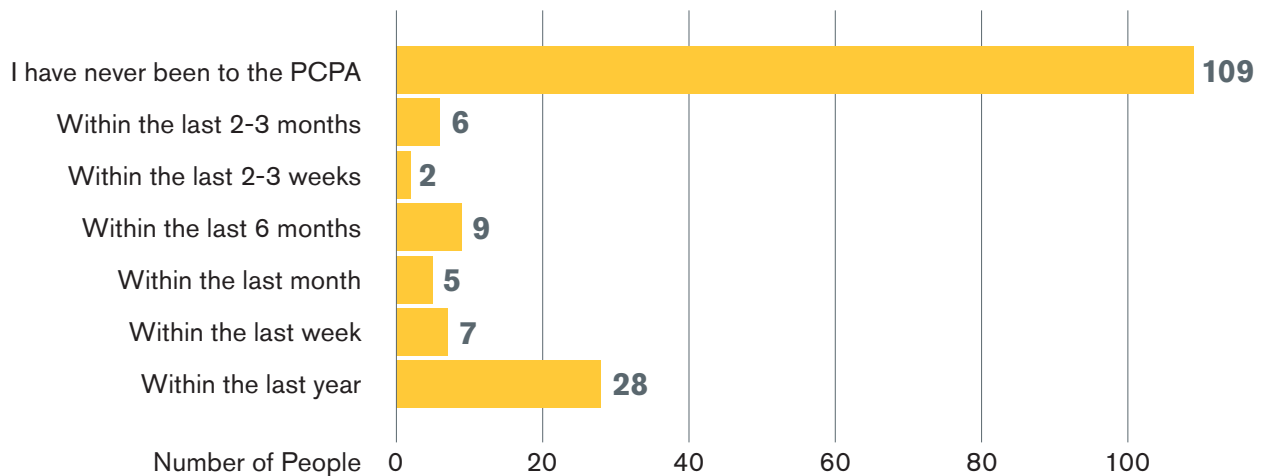
---

PCPA is built for smaller, more intimate events, and has a capacity of approximately 275 seated guests. This may be a limiting factor compared to more substantial "destination" event venues such as the Peoria Sports Complex or Cardinals and Coyotes stadiums, which hold thousands of people and have the capacity for more significant events.

---

One recurring problem that students found was the lack of entertainment promotion. Students sought a correlation between advertisement of event spaces and event attendance as the survey results show that not many people go out to businesses and do not spend significant amounts of money either. One observation is that residents want better accessibility to entertainment areas in proximity to where they live and for those to be more affordable so they can visit more often.

On a broad scale, students asked survey participants if they have ever attended an event in Old Town. A staggering 69.6% of respondents indicated that they had never participated in an event in this area of Peoria. Respondents were also asked about their perception of the Peoria Center for the Performing Arts/Theater Works. Figure 10 shows 64% of respondents had never been to this entertainment location, and only 33% of respondents reported attending an event at this venue within the past year.



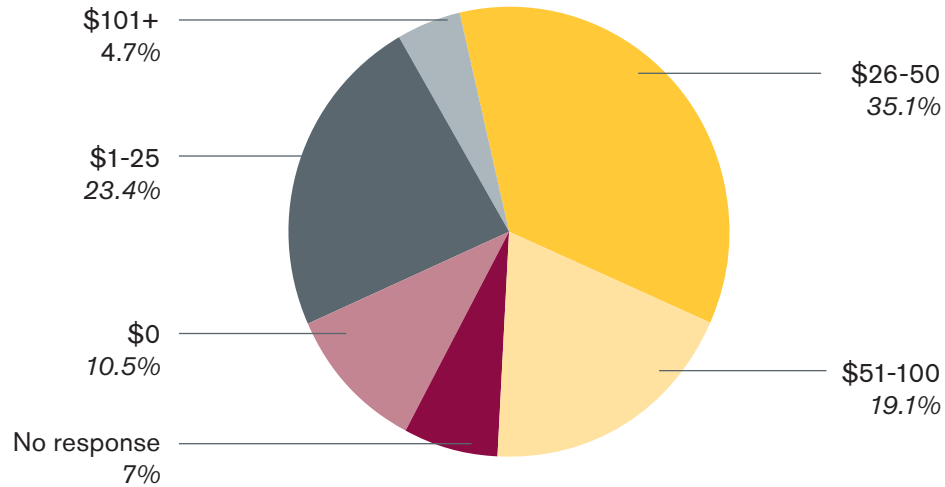
**Figure 10** Visits to the Peoria Center of Performing Arts  
 "How often do you visit the Peoria Center of Performing Arts/Theater Works?"

The survey also addressed how respondents heard about the Center for the Performing Arts and Theater Works by asking an open-ended question, allowing participants to fill in a custom answer. 42% of the participants responded. The data was then categorized by theme; for example, if a respondent indicated they "attended an event as part of their child's school," student researchers recorded this value only as "school." Figure 11 on the following page shows a word cloud created from survey responses. The larger text indicates a higher response frequency of that specific word. This word cloud illustrates the diversity and spectrum of ways community members have heard about Old Town events.



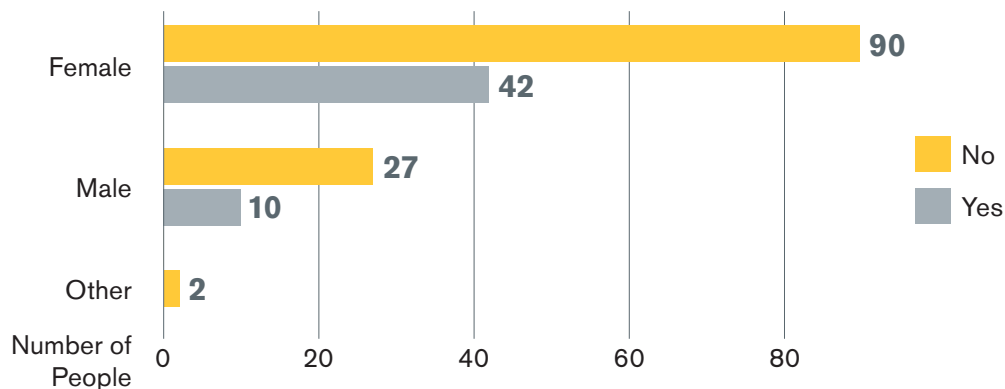


Students expected that people would be more willing to spend since there was a low unemployment rate, and there are various options to conduct business in the area.



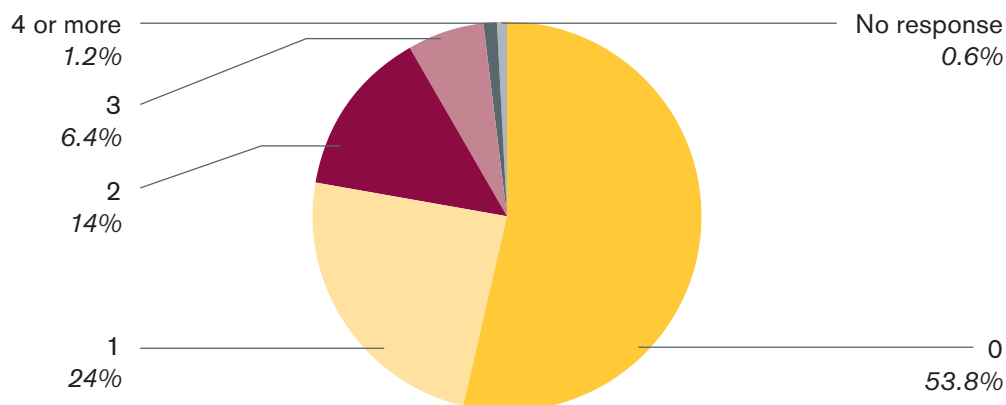
**Figure 12** Spending in Old Town  
 "How much are you willing to spend on a trip to Old Town?"

However, when comparing the residents' willingness to spend, their annual income, and the average price of goods in Old Town, students theorized that the reason people may not be spending much in this area is that their daily living expenses are already over their budget. Another possible explanation focused on the younger demographic broader range of people may reveal a relationship in terms of socioeconomic status and available opportunities (Didea et al., p.7). Another inference from the data is that residents are simply not buying products because they do not feel inclined to purchase from the Old Town area as the products or services do not meet their needs.



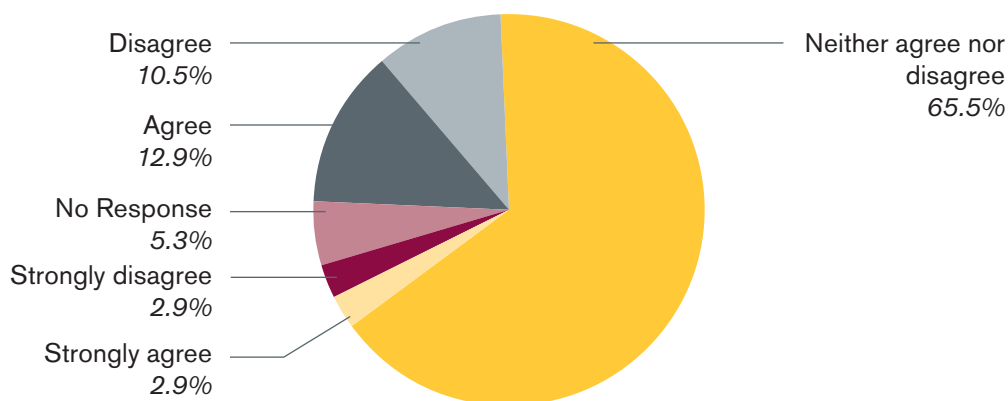
**Figure 13** Event attendance in Old Town  
 "Have you attended any events in Old Town Peoria in the past year?"

This section of the survey also focused on the number of businesses respondents typically visit when in Old Town. As Figure 14 illustrates, 78% of respondents reported they stop at one or fewer businesses when in Old Town. This trend supports results shown about spending patterns and could be a reason for low event attendance.



**Figure 14** Business traffic in Old Town  
*"How many businesses do you visit when in Old Town?"*

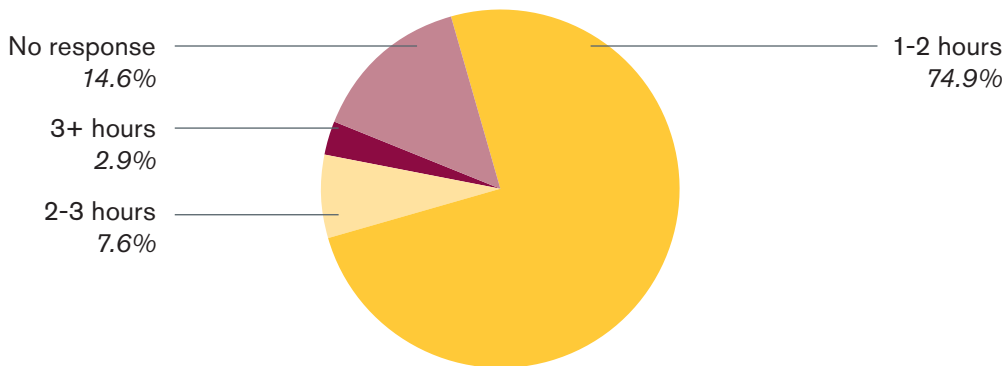
Another possible explanation for low business or event attendance and spending may be the current operating hours of Old Town businesses. The survey asked respondents to provide their perception of business hours in the Old Town area. Figure 15 shows that only 16% of respondents agreed or strongly agreed that business hours meet their needs. About 65% of respondents left no response. Students further interpreted the survey data and they suggested that some community members do not consider Old Town to be a prime area for entertainment, events, or regular business activity because they are not connected to the city and are unknowing of its service opportunities.



**Figure 15** Opinion of Old Town business hours  
*"Business Hours in Old Town Meet the Needs of the Community"*

## Accessibility

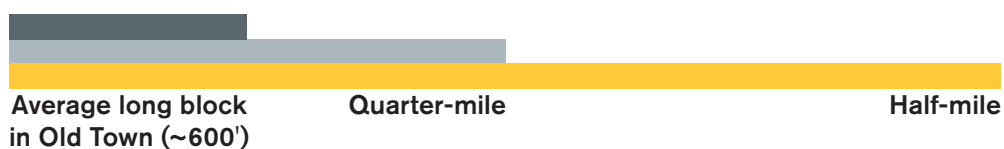
Students analyzed survey responses related to the driving patterns of residents—exploring the relationships between traffic patterns, time spent in Old Town, and economic support of Old Town. They also investigate whether residents felt comfortable with their option to walk from one entertainment area to another. Illustrated in Figure 16, almost 75% of respondents indicated that they spend less than 2 hours on a typical visit to Old Town. Only 3% of respondents reported typically spending 3 hours or more in this area. This finding could help to explain low spending activity, especially in the businesses in the area.



**Figure 16** Time spent on a visit to Old Town  
"How long is your visit to Old Town?"

Students also explored driving patterns in Old Town. Approximately 60% of respondents indicated they never or rarely drive through this area of Peoria. Conversely, about 16% of respondents drive through this part of the city every day or almost every day. Among these same respondents, approximately 80% indicated that they never or seldom experience traffic problems in this area of the city.

Walkability is a vital accessibility aspect of placemaking. The data from walkability-oriented questions indicated that approximately 50% of respondents want to walk no more than a quarter ( $\frac{1}{4}$ ) mile to get to an Old Town location. Another 36% are willing to walk between a quarter ( $\frac{1}{4}$ ) to half-mile ( $\frac{1}{2}$ ). These results are essential to the consideration of future event planning and addressing possible explanations for lower than expected business activity and spending within Old Town.



**Figure 17** Approximate scale of Old Town blocks compared to survey distances

## **Recommendations for Old Town**

- Promote or otherwise call attention to the historic character and personality of Old Town (Didea et al., p.29)
- Facilitate modes of public transportation to make the area more accessible (Didea et al., p.30).
- Include amenities in public park renovations so that residents can engage more with the spaces during events (Didea et al., p.29).
- Increase publicity of entertainment establishments by promoting events in the area via fliers, posters, emails, commercials and mailing lists (Smith et al., p.12)
- Encourage event organizers to coordinate scheduling of public events to avoid competing for events (Smith et al., p.9).
- Ensure that public events are accessible and strategically located to facilitate the participation of more residents (Smith et al., p.9).
- Provide free events to attract more people to the area and, in turn, potentially boost the revenue of surrounding businesses (Smith et al., p.11).
- Encourage Old Town businesses to put on promotional deals for special occasions where they may have increased foot traffic (Smith et al., p.11).
- Partner with other local communities that can help with funding for local events, and in turn, provide a publicity boost for the said partner (Smith et al., p.11).

# P83

## P83

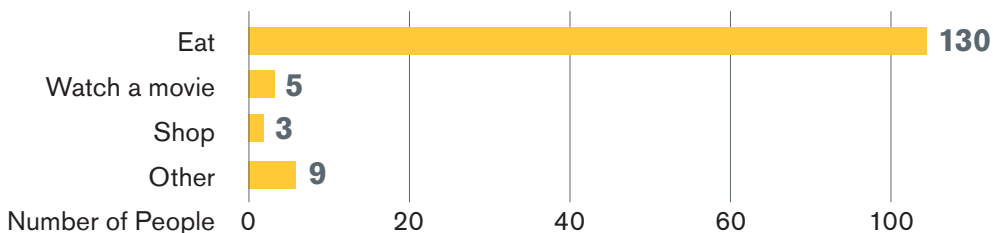
P83 is considered a fun, family-friendly place with diverse entertainment and dining opportunities. As suburbs in Peoria continue to grow, P83 is believed to have the potential to bring more community members together over time and help the economic development of the area. The P83 survey had 257 respondents, 78% of them being women. The survey focused on three key placemaking areas: 1) entertainment, 2) spending and business activity, and 3) accessibility. To make P83 more attractive and useful to all types of residents, student groups focused on altering specific aspects of placemaking to identify how spaces relate to peoples' feelings when they are at P83.



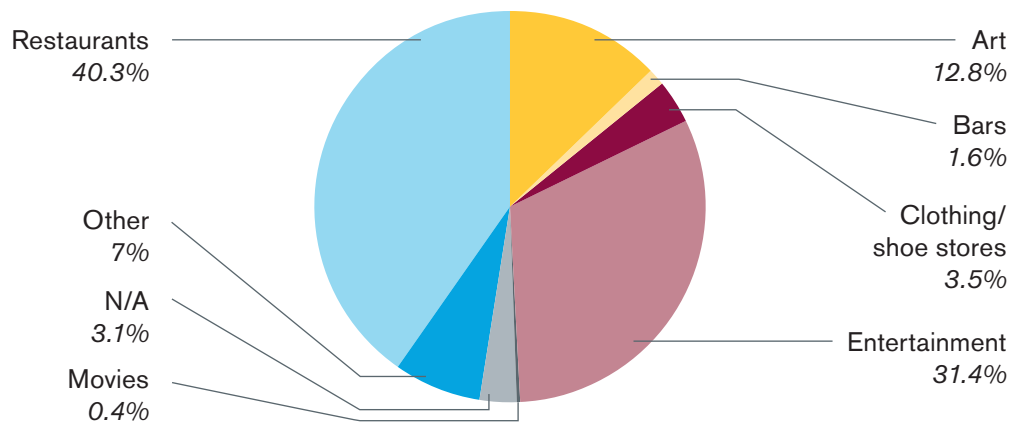
*Figure 18 Peoria Spring Training Facility*

### Entertainment

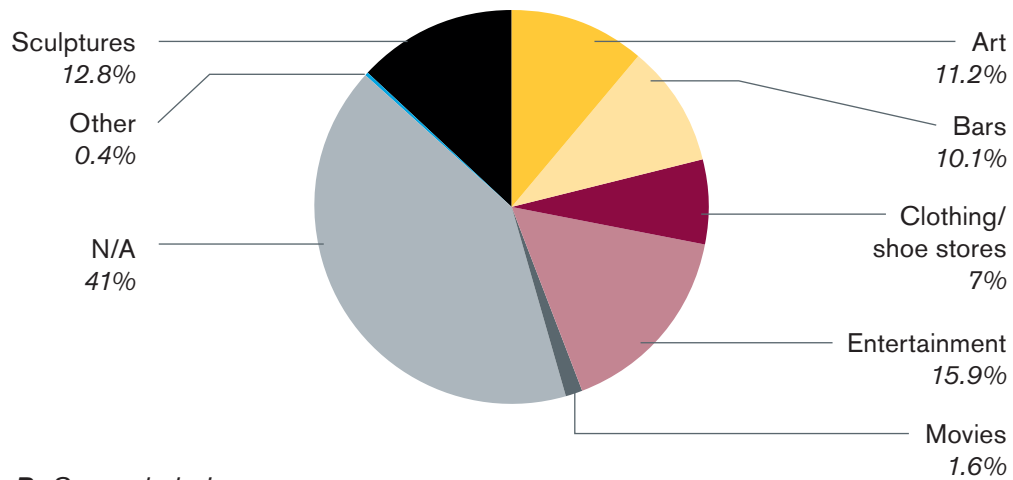
A signature event within the P83 area is Spring Training. As part of the survey, students asked respondents what activities represented an essential part of their Spring Training experience. As Figure 19 exhibits, most respondents indicated dining options as the most critical element of their experience. These data could provide valuable feedback to businesses and City leaders in their planning and preparation for Spring Training each year. One student group mentioned that "...although people stated that they come to P83 just for dinner or a baseball game, the area has so much more to offer" (Mousa et al., p.8).



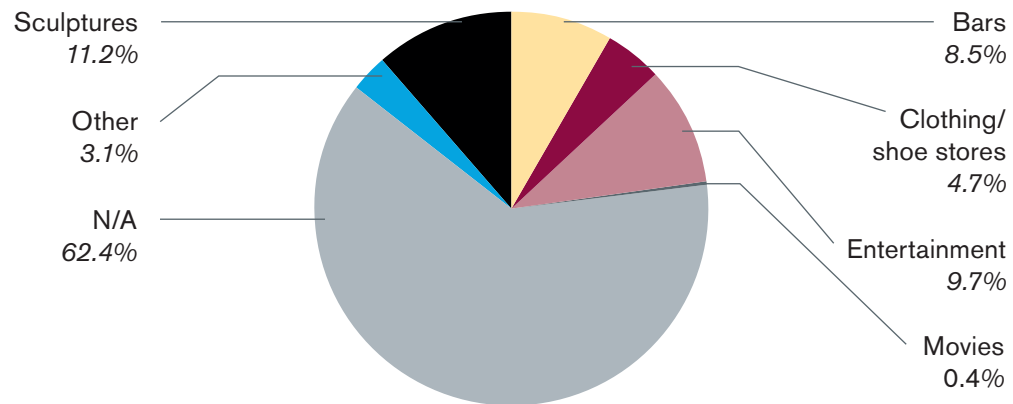
*Figure 19 P83 Activities during Spring Training*  
*"What activities do you partake in when attending a spring training game?"*



**A: First choice**



**B: Second choice**



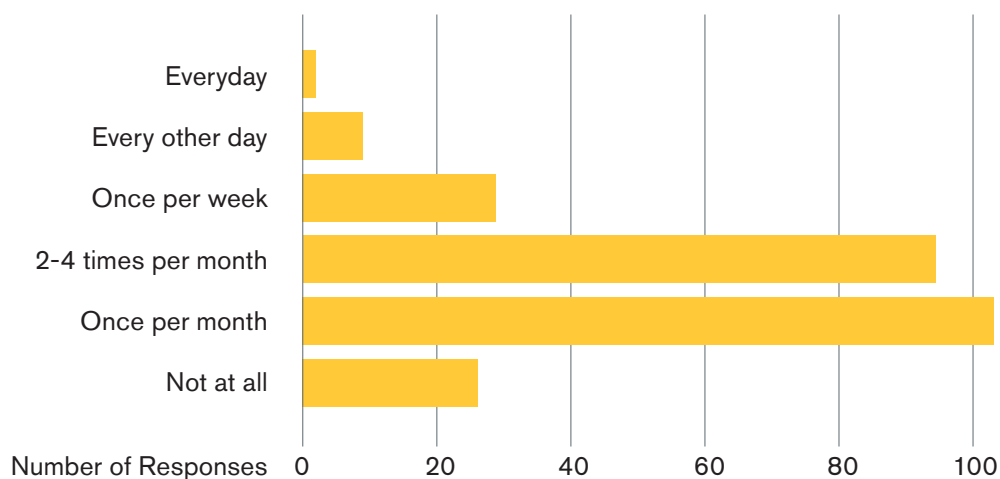
**C: Third choice**

**Figure 20** Potential future business in P83  
 "What types of businesses would you like to see in P83 in the future?"

The second P83 research group recognized a crucial area of improvement is the implementation of more local events or stores that attract more consumers (Zeider et al., p.5). These students considered the influx of people that visit the plaza to see the Seattle Mariners and San Diego baseball teams during Spring Training. However, when the baseball teams leave, students suggest there is a high potential for visitor leave too. Visitor attendance habits imply importance to supplement the Spring Training events by capitalizing and advertising the other attractions that continue to operate during the offseason, such as AZ Ice Skating Rink, Harkins Theatre, and the Skunk Creek Trailhead. The events in the area endorsed more casual dining options such as In N Out, Cheesecake Factory, and Firebirds. The City and business owners would benefit from the circulation of money in the P83 area (Zeider et al., p.5). Entertainment draws people in even from far distances. If P83 is not publicizing events or opportunities, then there is a missed opportunity for people to gather as a community and the imminent reduction of the flow of capital.

## Spending and Business Activity

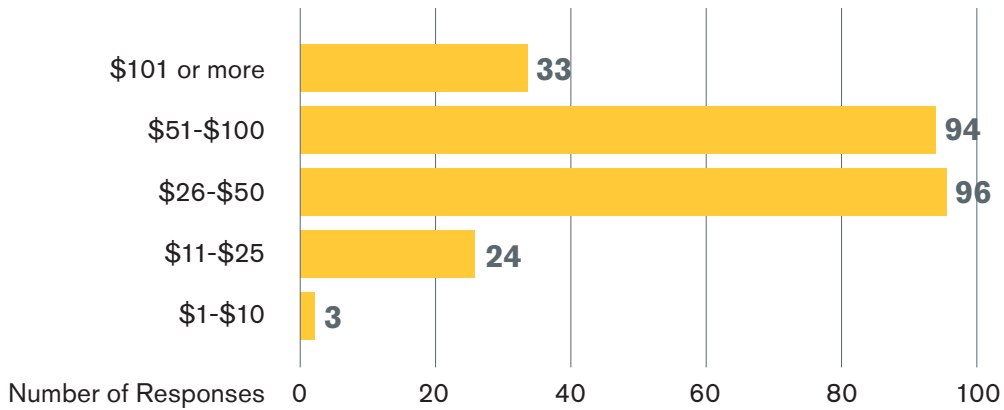
P83 is well known as an entertainment district within the City of Peoria. However, in terms of visitation activity in the P83 area, most survey respondents indicated they only visit P83 about once per month. As Figure 21 illustrates, the second-largest respondent category shows visitation patterns of 2 to 4 times per month.



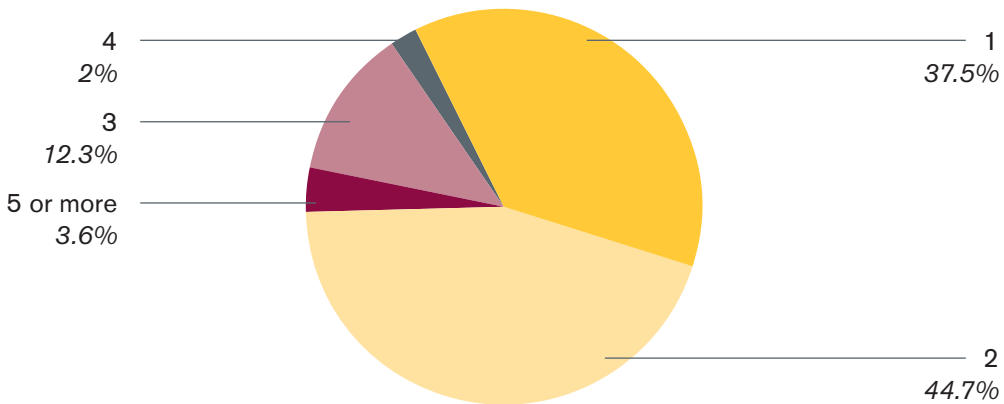
**Figure 21** Frequency of P83 visits  
"How often do you go to P83?"



Unlike the Old Town area, P83 survey respondents indicate higher spending levels. As Figure 22 shows, many respondents indicate that they spend between \$26 to \$100. Additionally, Figure 23 shows that 83% of respondents visit one or two businesses while in the P83 area. Although the student teams did not go into depth about the reasoning for this, Old Town and P83 are distinct character areas that have entirely different residential demographics. Visitation and spending activity can be affected by income levels, availability to shop, and transportation usage of residents in the area.



**Figure 22** Spending in P83  
*"How much money are you willing to spend on a typical visit to P83?"*

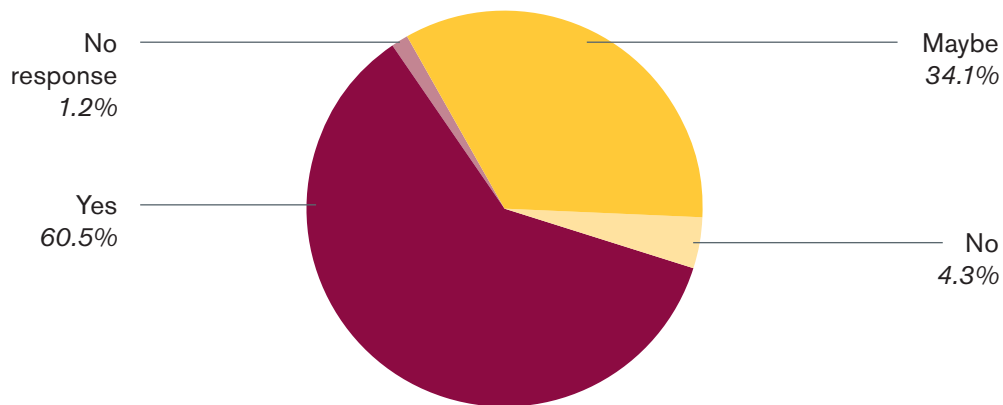


**Figure 23** Business activity in P83  
*"How many businesses would you usually visit on a trip to P83?"*

Students identified a potential area for change around the expansion of local businesses within the P83 area. As Figure 24 shows, 60% of respondents see local business development as a favorable consideration within the P83 area.

Additionally, both student groups encouraged embracing cultural diversity by promoting more activities for residents with different backgrounds and interests. The lack of variety could unintentionally exclude people, potentially leading to a lack of community involvement in events at P83.

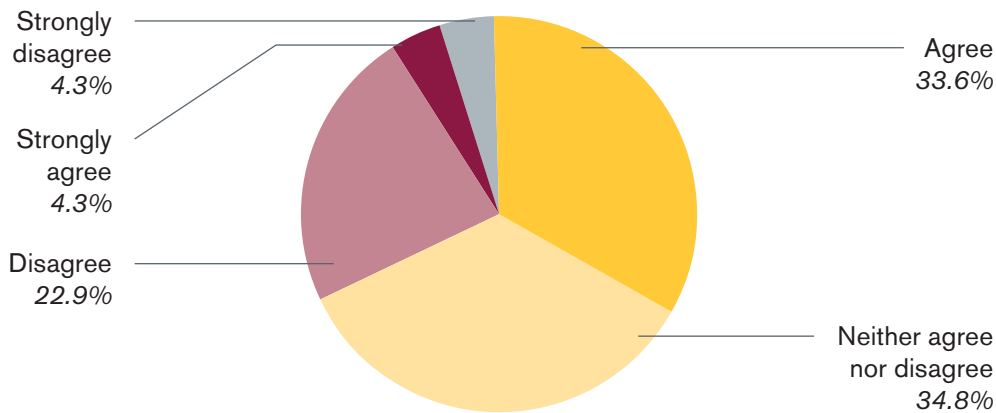
*"It is to Peoria's benefit to develop an environment where people of all backgrounds feel welcome and included, especially from an economic development perspective, as all social groups hold purchasing power," (Zeider et al., p.7).*



**Figure 24** Opinion of addition of local businesses to P83  
*"Would more local businesses in P83 encourage you to visit P83 more often?"*

## Accessibility

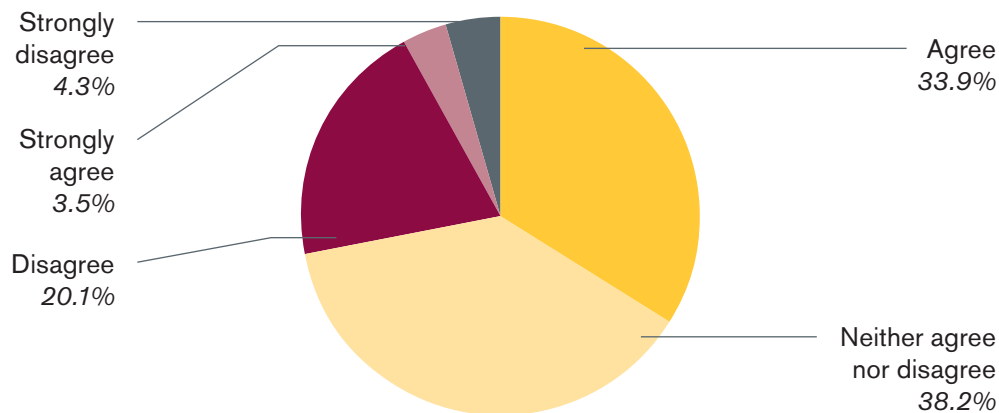
One of the best features of the P83 area is its location adjacent to a major freeway, making it a safe and clean area comfortably accessible to many people (Zeider et al., p.5). Since the entertainment district is close to areas of high traffic density, students also thought it was essential to recommend walkable options for residents who want to enjoy the city without being in their cars for long periods. Some of the respondents indicated that it was a problem for them that the area is bound by significant streets and reported concerns with the proximity to the highway and heavy traffic. The data indicate a relationship between the interconnection of business and transportation options. As Figure 25 illustrates, respondents are split in terms of their perception of available open areas and pedestrian walkways. The city is easily accessible by car, but many respondents reported a desire to be able to walk from one area of P83 to another without having to get in their car multiple times during their trip.



**Figure 25** Opinion on environmental conditions of P83  
*"I believe there are enough open areas and pedestrian sidewalks in P83"*

**Editor's Note**  
 Much of the land in the P83 district is privately owned, rather than city-owned. This could make it difficult to incorporate some student suggestions.

The students found that respondents indicated a desire for improved aesthetic appeal through elements such as tree-lined sidewalks, water features, and community gardens (Mousa et al., p.10). These elements can be easily incorporated into the interconnections between businesses, internal transport, and parking lots. Adding more natural features to the area can enliven the space and create more "Instagram-able moments," which City staff identified as an essential element to build a better social media presence. An appealing aesthetic repertoire will showcase the positive impact the area has on the residents, attracting more people to visit and enjoy their stay (Mousa et al., p.9). Additionally, respondents' perceptions of spaces and sidewalks in terms of comfort and accessibility were split; Figure 26 illustrates this relationship. Visitors would find it more desirable to utilize wide walkways that are more comfortable during business hours when there is potential for high volumes of pedestrians.



**Figure 26** Opinion on environmental comfort of P83  
*"The space and sidewalks in P83 makes the spaces feel easily, comfortably, and quickly accessible"*

## **Recommendations for P83**

- Implement more local events or stores that attract more consumers (Zeider et al., p.5).
- Implement more entertainment options such as movie theaters and opportunities to participate in art activities (Zeider et al., p.10).
- Implement more local events or stores that attract more consumers (Zeider et al., p.5).
- Supplement Spring Training events by advertising attractions already in the area such as the AZ Ice Skating Rink, Harkins Theatre, and Skunk Creek Trailhead (Zeider et al., p.5).
- Embrace diversity in all its forms, to interest a more comprehensive array of social groups in visiting the area by hosting identity-oriented events for groups by their age, gender, ethnicity, and culture (Zeider et al., p.10).
- Increase pedestrian accessibility by widening sidewalks and preparing for large volumes of pedestrians in the area (Mousa et al., p.10).
- Cultivate an “Instagram-able moment” and a social media presence by increasing outdoor aesthetic appeal through including natural features, tree-lined sidewalks, water features, and community gardens (Mousa et al., p.10).

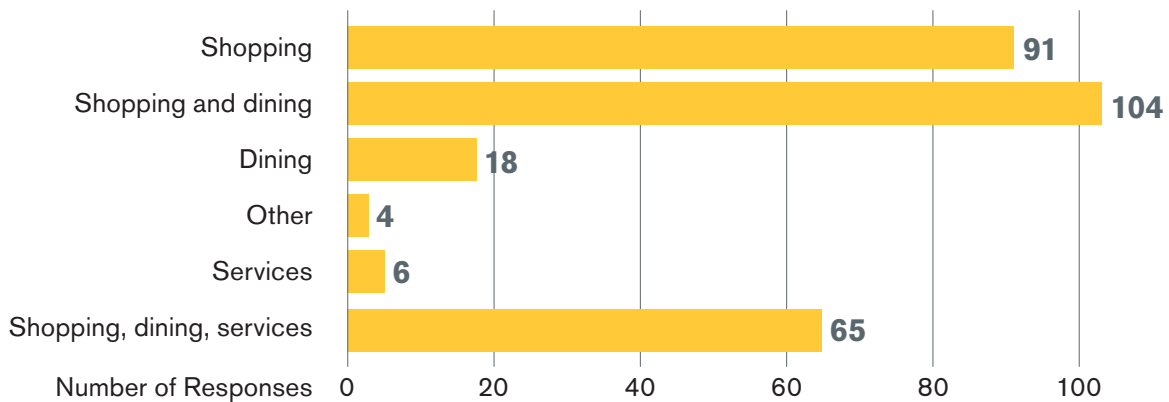


## FOUR CORNERS

The Four Corners at Lake Pleasant Parkway and Happy Valley Road is another family-friendly place in Peoria. It is close to Lake Pleasant, providing more areas for hiking in comparison to Old Town and P83, and it features retail and restaurants. 419 individuals responded to this specific section of the survey. 312 respondents were women, and 107 respondents were men. Out of the 419 respondents, most were between the ages of 35-44.

### Entertainment

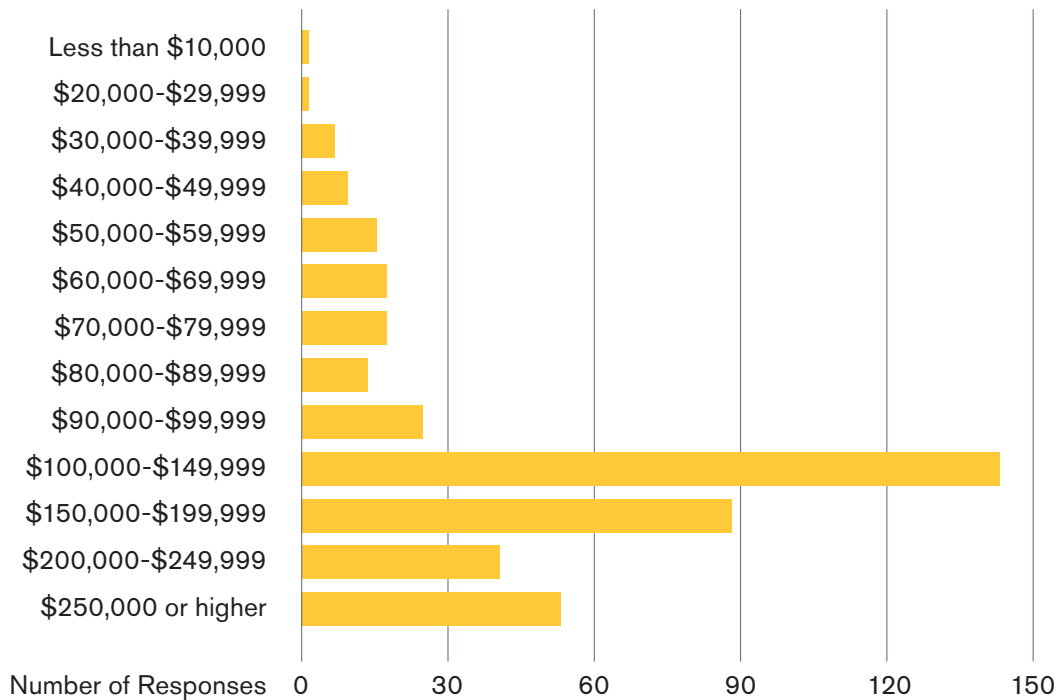
One of the City’s goals is to get a better sense of what residents do at Four Corners and what they might like to see in the future. Figure 27 indicates that one-third of respondents identified dining and shopping activities as their primary reason to visit Four Corners.



**Figure 27** Reasons to visit Four Corners  
"What are the main reasons you typically visit the Four Corners area?"

In addition to surveying the reasons a respondent would visit Four Corners, students also asked an open-ended question about the types of activities respondents would like to see added to the Four Corners area. Figure 28 is a word cloud created by the students to illustrate keywords identified by respondents. The larger text represents a higher recurrence of that response. Participants recorded a strong desire for more local businesses such as farmer’s markets, movie theaters, and fine dining. Some respondents reported a lack of representation for the northern parts of the Four Corners area and suggested more conveniently located entertainment centers in this region (Medina et al., p.5). The word cloud conveys a need for more family-oriented events, which includes holiday celebrations, festivals, and more exposure to the arts and culture of the area (Medina et al., p.6).



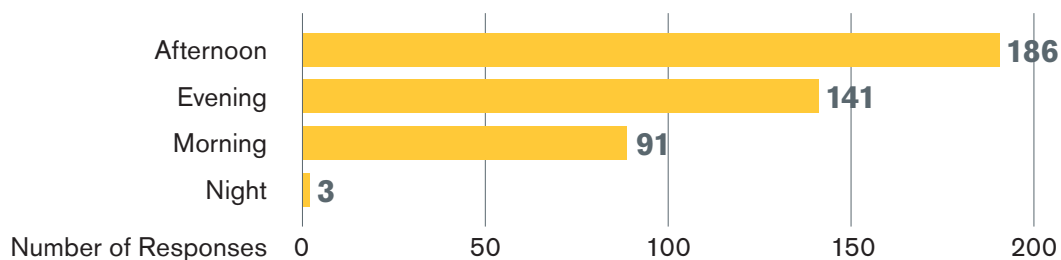


**Figure 30** Family income brackets  
*"What is your annual household income?"*

The students suggested the respondents who make upwards of \$100,000 are seeking additions of fine dining and “upscale retail shops,” while households earning less are looking for more affordable entertainment (Medina et al., p.6). It is important to consider income distribution when implementing new developments in the area, so everyone has an equal opportunity to go out, spend money, and have fun outside of their homes.

## Accessibility

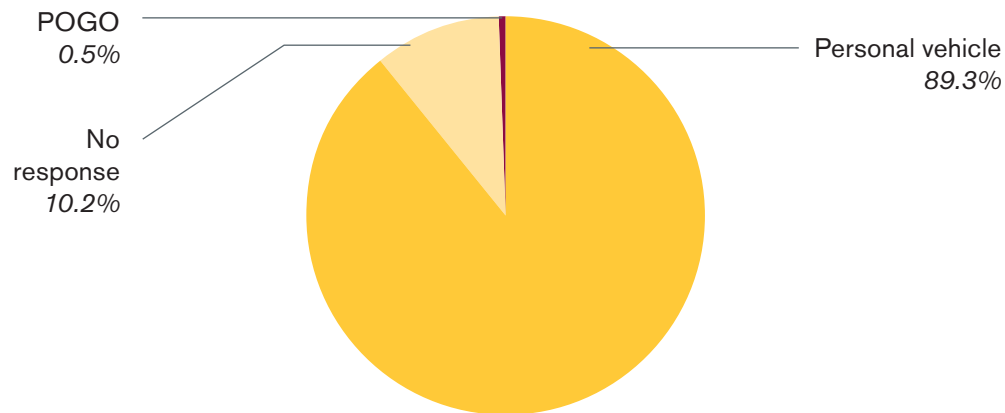
Understanding travel preferences and accessibility issues of respondents offer valuable information to City officials and local businesses. Figure 31 indicates that respondents tend to visit the Four Corners area most often during the afternoon and evening hours.



**Figure 31** Visitation habits by time of day  
*"What time of day are you most likely to visit Four Corners?"*

In addition to understanding the time of day when they visit the Four Corners area, students wanted to know how respondents traveled into the city and their perceptions of shade and seating within Four Corners venue areas. As Figure 32 indicates, almost all visitors utilize their vehicles to travel into the Four Corners area. Less than 1% reported the use of the Peoria on the Go (POGO) free public circulator. Student researchers found it interesting that more residents are not utilizing free transportation available 12 hours per day. The POGO is an underutilized and under-advertised public transportation resource in the area. As seen in other significant areas of Peoria, residents, and visitors do not seem to be aware of events, services, and opportunities happening nearby. The City should elevate the POGO circulator by implementing incentives such as it being more cost-effective or faster to use in comparison to personal transportation. It is essential to publicly broadcast that the POGO is available and show how easy it is to use. Students suggest executing a more in-depth analysis geared toward public transportation in the area to identify the root of this issue. Residents may be utterly unaware of the route and times; otherwise, it may be too difficult or inconvenient for residents to use effectively; data did not provide a clear explanation of the question.

**Editor's Note**  
 The City of Peoria has led widespread communication campaigns to inform its residents of nearby events and services like POGO.

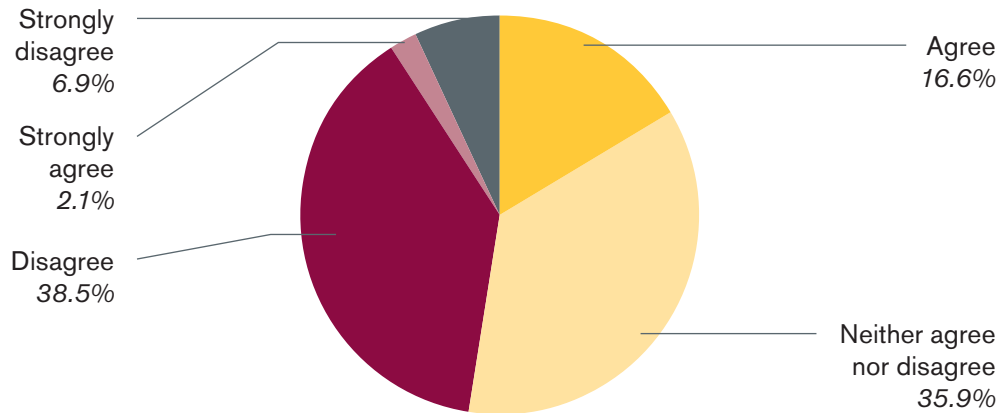


**Figure 32** Transportation used to reach the Four Corners Area  
 "What type of transportation best describes how you get to Four Corners?"

Responses also provided feedback regarding shade and seating within the Four Corners area. This input may be valuable for city planners and local businesses in terms of future placemaking initiatives. As Figure 33 (on the following page) illustrates, 45.4% of the respondents posted that there is insufficient shade and seating within the Four Corners area. Students suggest this problem could be linked to the transportation problem.



One potential explanation for the under-utilization of POGO could be that it is too hot to wait outside for a bus with no shade structures available, making it more attractive to use personal vehicles with the air conditioning on their own time.



**Figure 33** *Opinion on seating and shade in Four Corners*  
*"There is adequate seating and shade in Four Corners"*

This community issue needs to be addressed because more cars in the area cause more traffic, and since most respondents indicated they are in Four Corners more than two times a week, that means a considerable amount of traffic caused by use of personal vehicles. By implementing pedestrian-friendly elements and cooler walkways, there is a chance more people would transition to using the circulator and walk from one area to the next. To summarize the results, students created a word cloud to visually represent what respondents would like to see more of within the Four Corners area. Dining, local and small business and shared areas for families that are child friendly were frequent responses.

*"The residents of the Four Corners area want to spend more time with one another, they want spaces that enable them to build a relationship with one another, and by creating these spaces, the City of Peoria has an opportunity to build relationships with their citizens" (Medina et al., p.12).*



## CONCLUSION

Placemaking is a crucial component related to the successful workings of a city. Students in JUS 305 sought to understand how placemaking could guide improvements and enhancements in public spaces of the City of Peoria. The omnibus survey completed by more than 700 Peoria residents helped students measure different aspects of placemaking and the importance of those elements to city residents. Through the investigation, students were able to gauge city-wide feelings toward issues of placemaking such as sociability, usage, accessibility, and comfort. The large number of individuals who participated in the survey may be an illustration of the commitment of Peoria residents to improve their city continually. Additionally, another group of students assisted the City of Peoria Parks and Recreation department in the creation of a services inventory that connected local businesses that offer recreational opportunities. This inventory will assist the City in avoiding duplication of recreational opportunities -- steering citizens to local businesses.



**Figure 35** Peoria residents participate in the Intersection Painting Project  
Photo credits: City of Peoria

Focusing on three main topics, entertainment, business activity, and accessibility, students made recommendations for the City of Peoria to improve the Old Town, P83, and Four Corners districts. Students generally found that Peoria could capitalize more on the services and entertainment options in the city so that people have more reason to spend their time in businesses and increase their spending. Residents need more access to public transportation such as the POGO circulator, and a more walkable city so that they can enjoy leisure time without being stuck in traffic. Public transit and events hosted in the city need to be better promoted so that people are more aware of those things, and they can start to use them or attend. Each part of the city needs to expand on its unique characteristics, such as Old Town, a historical point, or P83 being the bustling entertainment district.

This Placemaking survey was created so that City officials could understand more of what their residents need to feel more at home in Peoria. The large number of individuals who participated in the survey is an illustration of the commitment of Peoria residents to be part of continuing to improve their community.

## REFERENCES

- Almayouf, A., Davis, S., Gonzalez, A., Green, R., Nabaty, S., Rodriguez, D., Serrano, G., Sotelo, J., Zubal, E., (2019). *Group 7 & 8 Parks and Recreation Inventory. City of Peoria Placemaking and Inventory Project.* Arizona State University.
- Broberg, G. (2019). *Community Placemaking Survey City of Peoria, Arizona.* Arizona State University.
- Cook, A., Asparuhov, B., Wright, C., Maetas, N., Krolak, N., (2019). *Group 6-Four Corners. City of Peoria Placemaking and Inventory Project.* Arizona State University.
- Madison, D., Forbes, J., Gianne Rendon, C., Meeks, K., Saenz, J., (2019). *Group 2-Old Town Peoria City of Peoria Placemaking and Inventory Project.* Arizona State University.
- Medina, A., Sanchez, S., Granger, A., Ramirez-Alberto, B., Horstman, B., (2019). *Group 5-Four Corners. City of Peoria Placemaking and Inventory Project.* Arizona State University.
- Mousa, L., Manaal, K., Strasser, T., Fennell, G., Twomey, A., (2019). *Group 3-Entertainment District. Peoria City of Peoria Placemaking and Inventory Project.* Arizona State University.
- Smith, A., Castle, M., Watkins, K., Fomenko, A. (2019). *Group 1-Old Town Peoria City of Peoria Placemaking and Inventory Project.* Arizona State University.
- Zeider, J., Tenney, H., Donaldson, B., Rappoport, C., Salas, E., (2019). *Group 4-Entertainment District. Peoria City of Peoria Placemaking and Inventory Project.* Arizona State University.

*To access the original student reports, additional materials, and resources, visit:*

[links.asu.edu/PCPeoriaPlacemaking19F](https://links.asu.edu/PCPeoriaPlacemaking19F)

# APPENDIX

## Community-wide Placemaking Survey

The following text illustrates what participants read when taking the student developed Community Placemaking omnibus survey:

---

Welcome to the ASU Project Cities-Peoria Fall 2019 Omnibus Survey!

Thank you for agreeing to participate in this survey of Peoria residents. Your participation is voluntary and completely anonymous. Demographic information collected will be used solely to enable a deeper level of analysis of public input.

Your participation will provide valuable public input to seven groups of students working on applied projects with the City of Peoria. Project topics in this survey include: smart cities technology in public safety and public spaces; placemaking and community-building initiatives; and park development plans for the Skunk Creek corridor.

After providing some standard demographic info, you will be presented with three randomly-selected blocks of questions from student groups in the ASU Project Cities program. This survey is expected to take 10-15 minutes to complete.

Upon completion of the survey, you will have the opportunity to enter a random drawing for Spring Training tickets, \$20 gift cards to great local businesses, or other fun local experiences in Peoria. Your responses will be kept strictly confidential and data shared with Peoria staff will be stripped of any identifying information.

Please click the maroon arrow button below to begin.

### **Demographic Questions**

To which gender identity do you most identify?

- Male (1)
- Female (2)
- Other (3) \_\_\_\_\_

### **Ethnicity**

- White (1)
- Black or African American (2)
- American Indian or Alaska Native (3)
- Asian (4)
- Native Hawaiian or Pacific Islander (5)
- Other (6) \_\_\_\_\_

### **Your age**

- Under 18 (1)
- 18 - 24 (2)
- 25 - 34 (3)
- 35 - 44 (4)
- 45 - 54 (5)
- 55 - 64 (6)
- 65 - 74 (7)
- 75 - 84 (8)
- 85 or older (9)

### **What is your home zip code?**

- 85345 (1)
- 85381 (2)
- 85382 (3)
- 85383 (4)
- Other (5) \_\_\_\_\_

### **What is your employment status?**

- Employed full time (1)
- Employed part time (2)
- Unemployed looking for work (3)
- Unemployed not looking for work (4)
- Retired (5)
- Student (6)
- Disabled (7)
- Self-employed (8)
- Entrepreneur/business owner (9)

**Do you own/operate a business in the P83 area?**

- Yes (1)
- No (2)

**What is the highest level of schooling you completed?**

- Less than high school (1)
- High school graduate (2)
- Some college (3)
- 2 year degree (4)
- 4 year degree (5)
- Professional degree (6)
- Masters degree (8)
- Doctorate (7)

**Your annual household income?**

- Less than \$10,000 (1)
- \$10,000 - \$19,999 (2)
- \$20,000 - \$29,999 (3)
- \$30,000 - \$39,999 (4)
- \$40,000 - \$49,999 (5)
- \$50,000 - \$59,999 (6)
- \$60,000 - \$69,999 (7)
- \$70,000 - \$79,999 (8)
- \$80,000 - \$89,999 (9)
- \$90,000 - \$99,999 (10)
- \$100,000 - \$149,999 (11)
- \$150,000 - \$199,000 (12)
- \$200,000 - \$249,000 (13)
- \$250,000 or higher (14)

**What is your current marital status?**

- Married (1)
- Widowed (2)
- Divorced (3)
- Separated (4)
- Never married (5)
- Living together, not married (6)

**How many members of your household are registered voters? \_\_**



**Counting yourself, how many people in your household are:**

Click to write Scale Point 1 (1)

Under 5 years (1)

5-9 years (2)

10-14 years (3)

15-19 years (4)

20-24 years (5)

25-34 years (6)

35-44 years (7)

45-54 years (8)

55-64 years (9)

65+ years (10)

**How long (in years) have you lived in the City of Peoria?**

If less than a year - use 1. \_\_\_\_\_

**How would you classify your residency in the City of Peoria?**

Full time (more than half the year) (1)

Part Time (less than half the year) (2)

I live in a nearby city (Glendale, El Mirage, Phoenix) (3)

I do not live in the City of Peoria (4)

**Where did you move from?**

A city close to Peoria (i.e. Phoenix, Mesa, Scottsdale, etc.) (1)

Another state (2)

An international destination (3)

**Project: Community-wide Placemaking Study – Old Town**

How long is your typical visit to Old Town?

1-2 hours (1)

2-3 hours (2)

3+ hours (3)

**How many businesses do you regularly visit in the Old Town area?**

0 (4)

1 (1)

2 (2)

3 (3)

4 or more (5)

**Have you attended any events in Old Town Peoria in the past year?**

- Yes (1)
- No (2)

**What attractions bring you to the Old Town area? \_\_\_\_\_**

**When was your most recent visit to the Peoria Center for Performing Arts/Theater Works?**

- Within the last week (2)
- Within the last 2-3 weeks (3)
- Within the last month (4)
- Within the last 2-3 months (5)
- Within the last 6 months (6)
- Within the last year (7)
- I have never been to the Peoria Center for Performing Arts/Theater Works (8)

**How did you hear about Peoria Center for Performing Arts/Theater Works? \_\_\_\_\_**

**When was the last time you invited a friend/relative/guest to go out to Old Town?**

- Within the last 2 days (1)
- Within the last week (2)
- Within the last 2-3 weeks (3)
- Within the last month (4)
- Within the last 6 months (5)
- Within the last year or more (6)

**How frequently do you drive through Old Town during a typical week?**

- Never (1)
- Almost never (2)
- Occasionally/Sometimes (3)
- Almost every day (4)
- Every day (5)

**How frequently are you impacted by vehicle traffic in the Old Town area?**

- Never (1)
- Almost never (2)
- Occasionally/Sometimes (3)
- Almost every time (4)
- Every time (5)

**On a typical visit to the Old Town area, how frequently do you take photos of your visit that day?**

- Never (1)
- Rarely (2)
- Occasionally/ sometimes (3)
- Almost every time (4)
- Every time (5)

**If you were to take a picture of your visit that day, how likely are you to post it on social media?**

- Very likely (1)
- Likely (2)
- Neither likely nor unlikely (7)
- Not likely (3)
- Not very likely (6)

**What sort of place-making elements would you want to see more of in the Old Town area? (select all that apply)**

- Night life (1)
- Recreation (2)
- Arts (3)
- Leisure (4)
- Entertainment (5)
- Other (6) \_\_\_\_\_

**What do you think of the name, “Old Town”? Do you think it should be changed to something else?**

- No, I don't think it should be changed. (1)
- Neutral, it doesn't matter to me either way. (3)
- Yes, I think it should be changed. (2)

**What do you think should be done with the historical buildings in Old Town?**

- They should be opened up to new businesses. (1)
- They should be torn down. (2)
- They should be restored to their original condition. (3)
- Nothing (4)
- Other (5) \_\_\_\_\_

**After parking, would you prefer to walk from your parking structure to your activity or take a shuttle?**

- Walk (1)
- Shuttle (2)

**How far are you willing to walk from your parking spot to your activity destination in Old Town?**

- Less than a quarter mile (1)
- Quarter mile - half mile (2)
- Half mile - 1 mile (3)
- More than 1 mile (4)

**How long are you willing to wait for a shuttle?**

- 0-5 minutes (1)
- 6-10 minutes (2)
- 11-15 minutes (3)
- 16-20 minutes (4)
- More than 20 minutes (5)

**Indicate the degree to which you agree or disagree with the following statement:**

“Businesses hours in the Old Town area typically meet the needs of the community.”

- Strongly agree (11)
- Agree (12)
- Neither agree nor disagree (14)
- Disagree (16)
- Strongly disagree (17)

**How much are you willing to spend on a typical visit to the Old Town area?**

- \$0 (1)
- \$1-25 (2)
- \$26-50 (3)
- \$51-100 (5)
- \$101+ (4)

**What types of placemaking projects would you like to see implemented in Peoria? \_\_\_\_\_**

**Project: Community-wide Placemaking Study – P83**

**What is your opinion of public art? (Select all that apply)**

- I like it (1)
- I make it (2)
- I do not like it (3)
- I don't understand it (4)
- I am neutral (5)
- I wish there was more of it (6)

**Indicate the degree to which you agree or disagree with the following statement:**

“P83 is a fun place to be.”

- Strongly Agree (105)
- Agree (110)
- Neither agree nor disagree (106)
- Disagree (111)
- Strongly disagree (112)
- N/A - I do not go to P83 (109)

**If you attend a spring training game, which of the following activities are you likely to stay in the area to do? (select all that apply)**

- Eat (1)
- Shop (2)
- Watch a movie (3)
- Socialize and explore the area (4)
- Other (5) \_\_\_\_\_

**How do you typically hear about events taking place at P83?**

- Instagram (1)
- Facebook (2)
- Twitter (6)
- Friends (word of mouth) (3)
- TV (4)
- Newspaper (5)
- Radio (7)
- I rarely or never hear about the events happening at P83. (9)
- Other community groups (11) \_\_\_\_\_
- Other (10) \_\_\_\_\_

**Indicate the degree to which you agree or disagree with the following statement:**

“The P83 area is visually pleasing.”

- Strongly agree (1)
- Agree (2)
- Neither agree nor disagree (4)
- Disagree (6)
- Strongly disagree (7)

**Have you ever attended an event run by the city in P83?**

- Yes (1)
- No (2)

**If you answered “No” to the question above, please indicate why (select any that apply)**

- I did not know the city held events in P83. (1)
- No events have been appealing to me, thus far. (2)
- They are too expensive. (3)
- P83 is not accessible to me (e.g. too far away, etc). (4)
- There are better places to go and better events to attend outside of P83. (5)

**On a typical visit to the P83 area, how many businesses do usually visit?**

- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 or more (5)

**When was the last time you visited P83 in order to shop, eat, attend an event or just socialize?**

- 1 week ago (1)
- 2 weeks ago (2)
- 1 month ago (3)
- 3 months ago (4)
- 6 or more months (5)
- Never (6)

**Indicate the degree to which you agree or disagree with the following statement:**

“I consider the P83 area to be a safe place.”

- Strongly Agree (1)
- Agree (2)
- Neither agree nor disagree (4)
- Disagree (5)
- Strongly disagree (6)

**Which of the following would you like to see more of at P83? (select all that apply)**

- Restaurants (1)
- Art, Sculptures (2)
- Movies (3)
- Entertainment (e.g. Live music, etc.) (5)
- Bars (6)
- Clothing/shoe stores (8)
- Other (10) \_\_\_\_\_

**Would more local businesses in P83 encourage you to visit P83 more often?**

- Yes, supporting local business is important to me. (1)
- Maybe, it depends on the business. (2)
- No (3)

**How do you get from place to place in P83?**

- Walk (1)
- Bike (4)
- Rideshare (Uber/lyft) (2)
- Personal vehicle/car (5)
- Other (3) \_\_\_\_\_

**Which of the following events would encourage you to visit the P83 area? (select all that apply)**

- Art Walk (4)
- Crafts Festival (5)
- Gardening & Agricultural Education (6)
- Sports Extravaganza (7)
- Holiday Markets (Christmas/Halloween/Easter) (8)
- Taste of the Valley (wine, beer, and distillers from the around the Valley) (9)
- Game day (gathering of classic fair games to play) (10)
- Other (11) \_\_\_\_\_

**How often do you go to P83 to shop/eat dinner/socialize instead of going outside the city to other locations (e.g. Desert Ridge, Fashion Square, Downtown Phoenix, etc.)?**

- Not at all (1)
- Once per month (2)
- 2-4 times per month (3)
- Once per week (4)
- Every other day (5)
- Everyday (6)

**How much time do you spend just walking around and enjoying the atmosphere at P83?**

- Less than 5 minutes (1)
- Between 5 and 15 minutes (2)
- More than 15 minutes (3)

**How much money are you willing to spend on a typical visit to the P83 area?**

- \$0 (7)
- \$1-25 (1)
- \$26-\$50 (2)
- \$51-\$100 (3)
- \$101+ (6)

**In your opinion, what kind of amenities would most enhance the P83 area? (Select all that apply)**

- Nice lights (1)
- Shaded areas (2)
- Benches (6)
- A fountain (7)
- Trees/flowers (10)
- Splash pad for kids (9)
- Mistlers (8)
- N/A - I'm happy with the current level of amenities at P83 (11)
- Other (12) \_\_\_\_\_

**Indicate the degree to which you agree or disagree with the following statement:**

“I believe there are enough open areas and pedestrian sidewalks in P83”

- Strongly Agree (1)
- Agree (2)
- Neither agree nor disagree (4)
- Disagree (6)
- Strongly disagree (7)

**Indicate the degree to which you agree or disagree with the following statement:**

“The open space and sidewalks in P83 makes the spaces in P83 feel easily, comfortably, and quickly accessible.”

- Strongly agree (4)
- Agree (5)
- Neither agree nor disagree (7)
- Disagree (9)
- Strongly disagree (10)

**At what time of day are you most likely to visit the P83 area?**

- Morning (1)
- Afternoon (2)
- Evening (4)
- Night (3)



**What types of placemaking projects would you like to see implemented in Peoria? \_\_\_\_\_**

**Project: Community-wide Placemaking Study – Four Corners**

**How often do you visit the Four Corners area? The Four Corners area is the intersection of North Lake Pleasant Parkway and West Happy Valley Road.**

- Never (1)
- Less than 5 times ever (2)
- About 1-2 times a month (3)
- About 1-2 times a week (4)
- More than 2 times a week (5)
- Everyday (6)

**At what time of the day are you most likely to visit the Four Corners area?**

- Morning (1)
- Afternoon (2)
- Evening (3)
- Night (4)

**What type of transportation best describes the method you would use to get to the Four Corners area?**

- Personal vehicle/car (1)
- Valley Metro bus/Dial-a-Ride (2)
- POGO Circulator (5)
- Ridesharing service (Uber, Lyft, taxi, etc) (3)
- Jogging, biking, walking, etc. (4)

**What are the main reasons you typically visit the Four Corners area? (select all that apply)**

- Shopping (1)
- Entertainment (2)
- Dining (3)
- Passing through to Lake Pleasant (4)
- Services (5)
- Other (6)

**Is there any specific event or organized function you would like to see at the Four Corners area? \_\_\_\_\_**

**On a scale of 1 to 10 how safe do you feel when visiting the Four Corners area? (10 being extremely safe, 1 being not safe at all)**

1 2 3 4 5 6 6 7 8 9 10

**How much money are you willing to spend on a typical visit to the Four Corners area?**

- \$0 (7)
- \$1-25 (1)
- \$26-\$50 (2)
- \$51-\$100 (3)
- \$101+ (6)

**Indicate the degree to which you agree or disagree with the following statement:**

“When I visit the Four Corners area in Peoria, I feel that there is adequate seating and shade.”

- Strongly agree (7)
- Agree (8)
- Neither agree nor disagree (10)
- Disagree (12)
- Strongly disagree (13)

**Indicate the degree to which you agree or disagree with the following statement:**

“The Four Corners area is being utilized well to its full potential.”

- Strongly agree (1)
- Agree (2)
- Neither agree nor disagree (4)
- Disagree (6)
- Strongly disagree (7)

**How accessible do you consider these public transportation options to be in your area?**

Not accessible at all (1), Somewhat accessible (2), Very accessible (3)

- Valley Metro buses/bus stops (1)
- Safe bike routes (2)
- POGO Transit Circulator (3)

**Based on your experience in the Four Corners area, would you describe the area as:**

- Pedestrian friendly, always able to cross streets in a quick and effective manner. (1)
- Heavy traffic, often have to wait a long time to get across one street to another. (2)
- I'm not sure. (3)
- I've never visited this area. (4)

**How would you describe the "image" of the Four Corners area?**

---

**In your opinion, what would make the Four Corners area more photogenic?**

**Would you like to see community meeting spaces available to the public in this area?**

- Yes (1)
- No (2)
- No opinion/not sure (3)

**How would you rate the appearance of the Four Corners area in Peoria?**

1 2 3 4 5 6 6 7 8 9 10

**Cleanliness**

1 2 3 4 5 6 6 7 8 9 10

**Overall appearance**

1 2 3 4 5 6 6 7 8 9 10

**How likely are you to visit the Four Corners area with friends, family members, colleagues or co-workers?**

- Very likely (1)
- Somewhat likely (2)
- Neutral/no opinion (6)
- Somewhat unlikely (3)
- Very unlikely (4)

**How likely are you to recommend the Four Corners area to a friend, family member, colleague or co-worker?**

- Very likely (1)
- Somewhat likely (2)
- Neutral/no opinion (6)
- Somewhat unlikely (3)
- Very unlikely (4)

**What types of placemaking projects would you like to see implemented in Peoria? \_\_\_\_\_**

## Survey Data Dictionary

Below is the list of survey questions that students created for Peoria residents. Some of the questions are specific to the three project sites (Old Town, P83, Four Corners) and others are specific to the placemaking attributes studied.

3.15	Q3.15 What do you think should be done with the historical buildings in Old Town?
3.16	Q3.16 After parking, would you prefer to walk from your parking structure to your activity or take a shuttle?
3.17	Q3.17 How far are you willing to walk from your parking spot to your activity destination in Old Town?
3.18	Q3.18 How long are you willing to wait for a shuttle?
3.19	Q3.19 Businesses hours in the Old Town area typically meet the needs of the community.
3.20	Q3.20 How much are you willing to spend on a typical visit to the Old Town area?
3.21	Q3.21 What types of placemaking projects would you like to see implemented in Peoria?
4.2	Q4.2 What is your opinion of public art? (Select all that apply)
4.3	Q4.3 P83 is a fun place to be.
4.4	Q4.4 If you attend a spring training game, which of the following activities are you likely to stay in the area to do? (select all that apply)
4.5	Q4.5 How do you typically hear about events taking place at P83?
4.6	Q4.6 The P83 area is visually pleasing.
4.7	Q4.7 Have you ever attended an event run by the city in P83?
4.8	Q4.8 If you answered "No" to the question above, please indicate why (select any that apply)
4.9	Q4.9 On a typical visit to the P83 area, how many businesses do usually visit?
4.10	Q4.10 When was the last time you visited P83 in order to shop, eat, attend an event or just socialize?
4.11	Q4.11 I consider the P83 area to be a safe place.
4.12	Q4.12 Which of the following would you like to see more of at P83? (select all that apply)
4.13	Q4.13 Would more local businesses in P83 encourage you to visit P83 more often?
4.14	Q4.14 How do you get from place to place in P83?
4.15	Q4.15 Which of the following events would encourage you to visit the P83 area? (select all that apply)
4.16	Q4.16 How often do you go to P83 to shop/eat dinner/socialize instead of going outside the city to other locations (e.g. Desert Ridge, Fashion Square, Downtown Phoenix, etc.)?
4.17	Q4.17 How much time do you spend just walking around and enjoying the atmosphere at P83?
4.18	Q4.18 How much money are you willing to spend on a typical visit to the P83 area?
4.19	Q4.19 In your opinion, what kind of amenities would most enhance the P83 area? (Select all that apply)
4.20	Q4.20 I believe there are enough open areas and pedestrian sidewalks in P83
4.21	Q4.21 The open space and sidewalks in P83 makes the spaces in P83 feel easily, comfortably, and quickly accessible.
4.22	Q4.22 At what time of day are you most likely to visit the P83 area?
4.23	Q4.23 What types of placemaking projects would you like to see implemented in Peoria?

Item #	Survey Question
2.2	Q2.2 To which gender identity do you most identify?
2.3	Q2.3 Ethnicity
2.4	Q2.4 Your age
2.5	Q2.5 What is your home zip code?
2.6	Q2.6 What is your employment status?
2.7	Q2.7 Do you own/operate a business in the P83 area?
2.8	Q2.8 What is the highest level of schooling you completed?
2.9	Q2.9 Your annual household income?
2.1	Q2.10 What is your current marital status?
2.11	Q2.11 How many members of your household are registered voters?
2.12	Q2.12 Counting yourself, how many people in your household are:
2.13	Q2.13 How long (in years) have you lived in the City of Peoria? If less than a year - use 1.
2.14	Q2.14 How would you classify your residency in the City of Peoria?
2.14a	How long (in years) have you lived in the City of Peoria? If less than a year - use 1.
2.15	Q2.15 Where did you move from?
3.2	Q3.2 How long is your typical visit to Old Town?
3.3	Q3.3 How many businesses do you regularly visit in the Old Town area?
3.4	Q3.4 Have you attended any events in Old Town Peoria in the past year?
3.5	Q3.5 What attractions bring you to the Old Town area?
3.6	Q3.6 When was your most recent visit to the Peoria Center for Performing Arts/Theater Works?
3.7	Q3.7 How did you hear about Peoria Center for Performing Arts/Theater Works?
3.8	Q3.8 When was the last time you invited a friend/relative/guest to go out to Old Town?
3.9	Q3.9 How frequently do you drive through Old Town during a typical week?
3.10	Q3.10 How frequently are you impacted by vehicle traffic in the Old Town area?
3.11	Q3.11 On a typical visit to the Old Town area, how frequently do you take photos of your visit that day?
3.12	Q3.12 If you were to take a picture of your visit that day, how likely are you to post it on social media?
3.13	Q3.13 What sort of place-making elements would you want to see more of in the Old Town area? (select all that apply)
3.14	Q3.14 What do you think of the name, "Old Town"? Do you think it should be changed to something else?

5.2	Q5.2 How often do you visit the Four Corners area? The Four Corners area is the intersection of North Lake Pleasant Parkway and West Happy Valley Road.
5.3	Q5.3 At what time of the day are you most likely to visit the Four Corners area?
5.4	Q5.4 What type of transportation best describes the method you would use to get to the Four Corners area?
5.5	Q5.5 What are the main reasons you typically visit the Four Corners area? (select all that apply)
5.6	Q5.6 Is there any specific event or organized function you would like to see at the Four Corners area?
5.7	Q5.7 On a scale of 1 to 10 how safe do you feel when visiting the Four Corners area? (10 being extremely safe, 1 being not safe at all)
5.8	Q5.8 How much money are you willing to spend on a typical visit to the Four Corners area?
5.9	Q5.9 When I visit the Four Corners area in Peoria, I feel that there is adequate seating and shade.
5.10	Q5.10 The Four Corners area is being utilized well to its full potential.
5.11	Q5.11 How accessible do you consider these public transportation options to be in your area?
	Valley Metro buses/bus stops (1)
	Safe bike routes (2)
	POGO Transit Circulator (3)
5.12	Q5.12 Based on your experience in the Four Corners area, would you describe the area as:
5.13	Q5.13 How would you describe the "image" of the Four Corners area?
5.14	Q5.14 In your opinion, what would make the Four Corners area more photogenic?
5.15	Q5.15 Would you like to see community meeting spaces available to the public in this area?
5.16	Q5.16 How would you rate the appearance of the Four Corners area in Peoria?
	Cleanliness ( )
	Overall appearance ( )
5.17	Q5.17 How likely are you to visit the Four Corners area with friends, family members, colleagues or co-workers?
5.18	Q5.18 How likely are you to recommend the Four Corners area to a friend, family member, colleague or co-worker?
5.19	Q5.19 What types of placemaking projects would you like to see implemented in Peoria?

## Survey Demographic Data

There were 15 demographic questions for each survey. Below are the complete results of the demographic data compiled from resident responses.

### Gender

	85345	85381	85382	85383	Other	Totals
Female	51	52	98	290	68	559
Male	11	21	22	105	21	180
Other	0	1	1	2	0	4
<b>Totals</b>	<b>62</b>	<b>74</b>	<b>121</b>	<b>397</b>	<b>89</b>	<b>743</b>

### Ethnicity

	85345	85381	85382	85383	Other	Totals
American Indian/Alaska Native	0	0	2	0	0	2
Asian	1	1	3	10	0	15
Black or African American	2	3	1	2	0	8
Native Hawaiian/Pacific Islander	0	0	0	1	0	1
Other	11	2	8	18	3	42
White	48	68	107	366	86	675
<b>Totals</b>	<b>62</b>	<b>74</b>	<b>121</b>	<b>397</b>	<b>89</b>	<b>743</b>

### Age

	85345	85381	85382	85383	Other	Totals
Under 18	0	1	0	1	0	2
18 – 24	1	1	2	1	1	6
25 – 34	10	5	23	57	6	101
35 – 44	14	13	29	111	32	199
45 – 54	13	20	33	110	22	198
55 – 64	10	21	17	75	18	141
65 – 74	11	12	13	35	10	81
75 – 84	2	1	4	6	0	13
85 or older	1	0	0	1	0	2
<b>Totals</b>	<b>62</b>	<b>74</b>	<b>121</b>	<b>397</b>	<b>89</b>	<b>743</b>

*Employment Status*

	85345	85381	85382	85383	Other	Totals
Disabled	2	0	0	2	1	5
Employed full time	39	44	65	199	51	398
Employed full time, Entrepreneur/business owner	0	0	2	4	1	7
Employed full time, Self-employed	0	0	0	1	0	1
Employed full time, Self-employed, Entrepreneur/business owner	0	0	0	1	0	1
Employed full time, Student	0	0	1	1	0	2
Employed part time	2	6	9	29	6	52
Employed part time, Entrepreneur/business owner	0	0	1	2	0	3
Employed part time, Retired	0	3	0	0	0	3
Employed part time, Student	1	0	1	0	0	2
Entrepreneur/business owner	0	2	0	21	1	24
Retired	11	15	20	77	21	144
Retired, Disabled	1	0	0	0	0	1
Self-employed	4	1	6	23	2	36
Self-employed, Entrepreneur/business owner	0	0	2	5	0	7
Student	0	2	0	3	1	6
Unemployed looking for work	1	0	2	5	0	8
Unemployed not looking for work	1	1	12	24	5	43
<b>Totals</b>	<b>62</b>	<b>74</b>	<b>121</b>	<b>397</b>	<b>89</b>	<b>743</b>

*Marital Status*

	85345	85381	85382	85383	Other	Totals
Divorced	10	9	13	26	11	69
Divorced, living together, not married	0	1	0	0	1	2
Living together, not married	4	5	2	16	3	30
Married	36	50	94	337	69	586
Never married	10	5	7	12	2	36
Separated	0	1	1	1	0	3
Widowed	2	3	4	5	3	17
<b>Totals</b>	<b>62</b>	<b>74</b>	<b>121</b>	<b>397</b>	<b>89</b>	<b>743</b>



*Education*

	85345	85381	85382	85383	Other	Totals
2 year degree	5	6	7	32	6	56
4 year degree	20	25	45	163	33	286
Doctorate	1	2	0	11	4	18
High school graduate	6	4	8	21	2	41
Less than high school	2	1	1	2	0	6
Masters degree	3	11	20	74	24	132
Professional degree	2	0	9	23	5	39
Some college	23	25	31	71	15	165
<b>Totals</b>	<b>62</b>	<b>74</b>	<b>121</b>	<b>397</b>	<b>89</b>	<b>743</b>

*Number of Registered Voters in Household*

	85345	85381	85382	85383	Other	Totals
0	0	0	2	7	0	9
1	23	9	18	43	15	108
2	29	47	75	277	52	480
3	7	12	19	52	17	107
4	1	4	5	11	4	25
5	1	0	2	6	1	10
6	1	1	0	0	0	2
<b>Totals</b>	<b>62</b>	<b>73</b>	<b>121</b>	<b>396</b>	<b>89</b>	<b>741 *</b>

\* Note: Two entries were incorrectly answered and were removed from this table.

*City of Peoria – Residency Status*

	85345	85381	85382	85383	Other	Totals
Full Time (more than half the year)	61	74	117	387	23	662
I do not live in the City of Peoria	1	0	0	0	10	11
I live in a nearby city (Glendale, El Mirage, Phoenix)	0	0	2	2	56	60
Part Time (less than half the year)	0	0	2	8	0	10
<b>Totals</b>	<b>62</b>	<b>74</b>	<b>121</b>	<b>397</b>	<b>89</b>	<b>743</b>