

Phoenix Bus Rapid Transit Program

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Community Engagement Summary

February 2020 – December 2020

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Executive Summary

In February 2020, the Phoenix Bus Rapid Transit (BRT) team launched the community outreach campaign to educate and engage the public on the Program. The outreach campaign focused on educating the public on the elements and characteristics of BRT, the transit analysis completed on potential BRT corridors, and the six potential corridors and four potential network scenarios that were identified through the analysis. To best reach our community, the team employed both traditional and virtual outreach methods, and developed all materials (printed and digital) in both English and Spanish.

Between February and December 2020*, the team successfully connected with **over 1,200 people** from community leaders and elected officials to neighborhood associations and transit riders. Through our interactions, we **received nearly 600 questions and comments**, which will be used in conjunction with our transit analysis to develop corridor recommendations for the BRT Program.

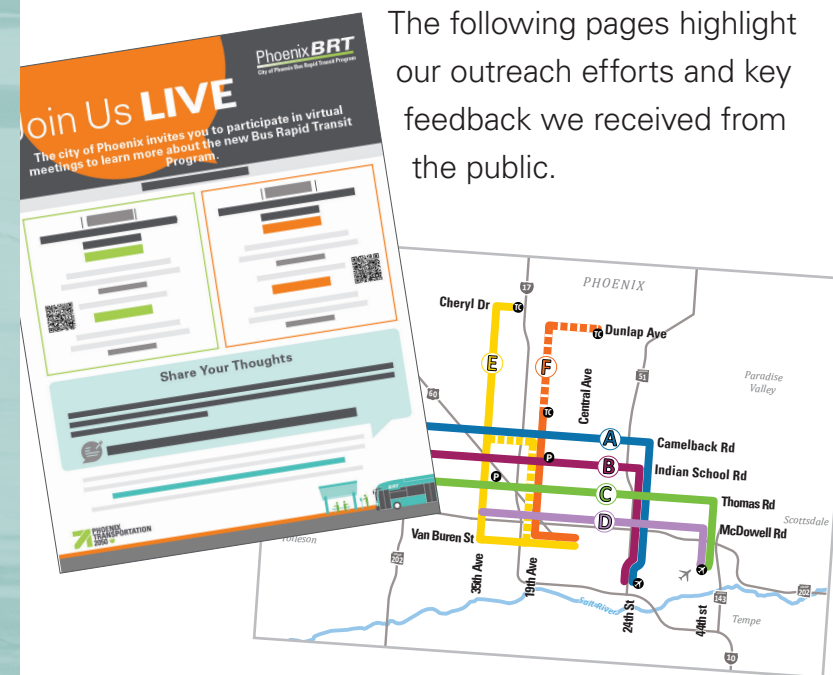
The following pages highlight our outreach efforts and key feedback we received from the public.



Below is a list of outreach tools and materials used to engage and educate the public and solicit feedback:

- Transit analysis maps
- Project fact sheet
- Frequently asked questions
- BRT 101 video
- Program webpage
- Online meeting webpage
- Social media
- Live virtual public meetings
- In-person/virtual meetings with community groups
- In-person/virtual meetings with the City of Phoenix Village Planning Committees
- *Shape Your BRT* survey

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Executive Summary	1
Phoenix BRT Program Webpage	2
Online Meeting Webpage	3
Social Media Engagement	4
Live Virtual Public Meetings	6
Phoenix Community Groups/Organizations	7
Village Planning Committees (VPC)	8
<i>Shape Your BRT</i> Survey	10
Appendix – Phoenix Bus Rapid Transit Survey	19



*Due to public health and safety concerns caused by COVID-19, outreach efforts shifted to virtual platforms in March 2020.

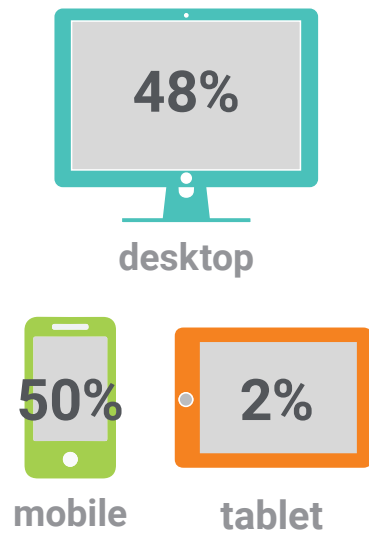
Phoenix BRT Program Webpage

On February 27, 2020, the Phoenix BRT team launched the program webpage at [Phoenix.gov/BRT](https://phoenix.gov/BRT). Designed to educate and engage the public, the webpage provides an educational video, a fact sheet, transit analysis maps, frequently asked questions, and general project information.

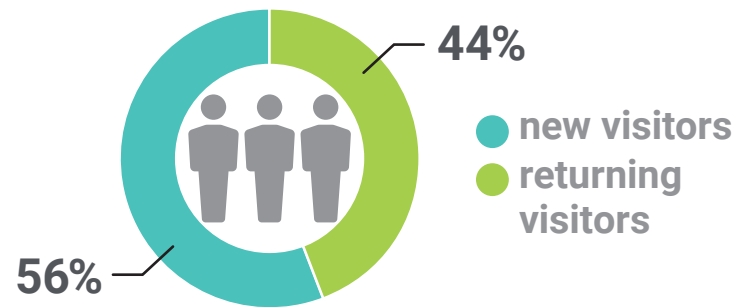
By the numbers...



Access by device



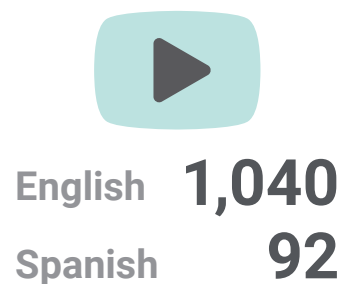
Site visitors



Location of visitors



BRT 101 video views



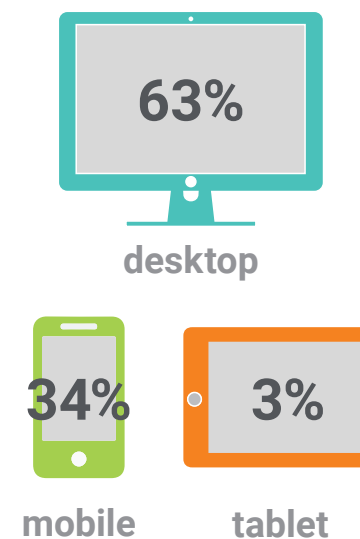
Online Meeting Webpage

On July 21, 2020, the Phoenix BRT team opened an online meeting at meetphoenixbrt.com, to provide information on the Phoenix BRT Program and to solicit input on the six potential BRT corridors and the four network scenarios.

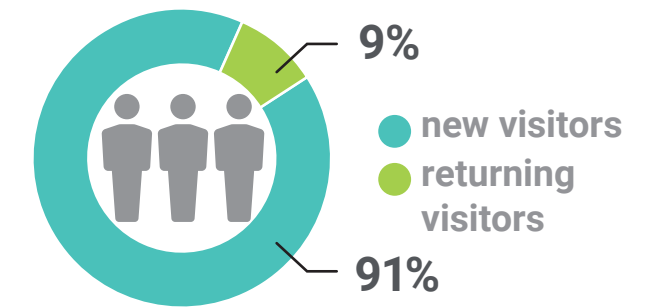
By the numbers...



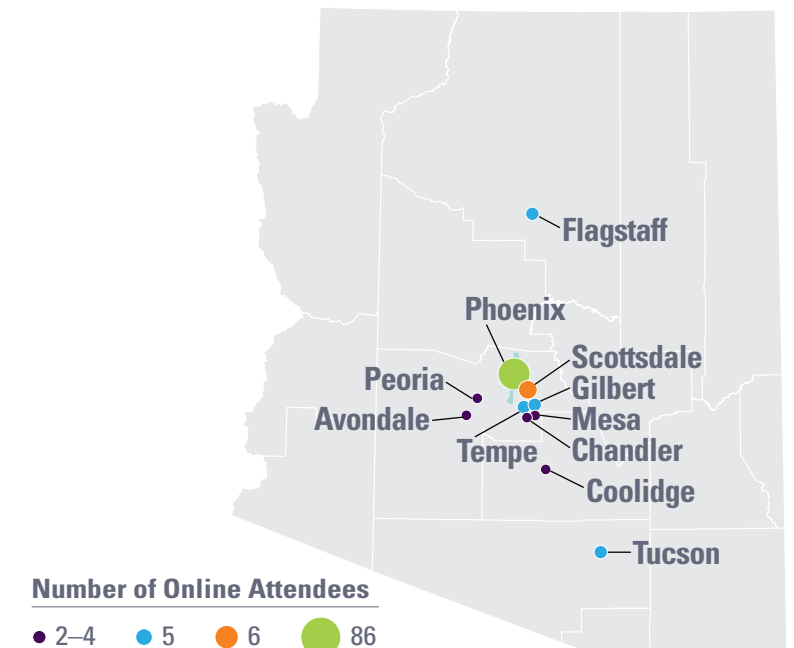
Access by device



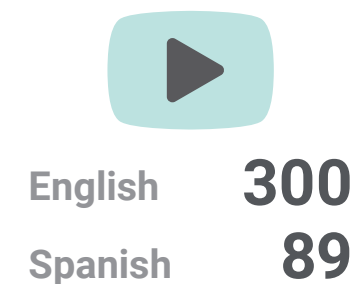
Site visitors



Location of visitors

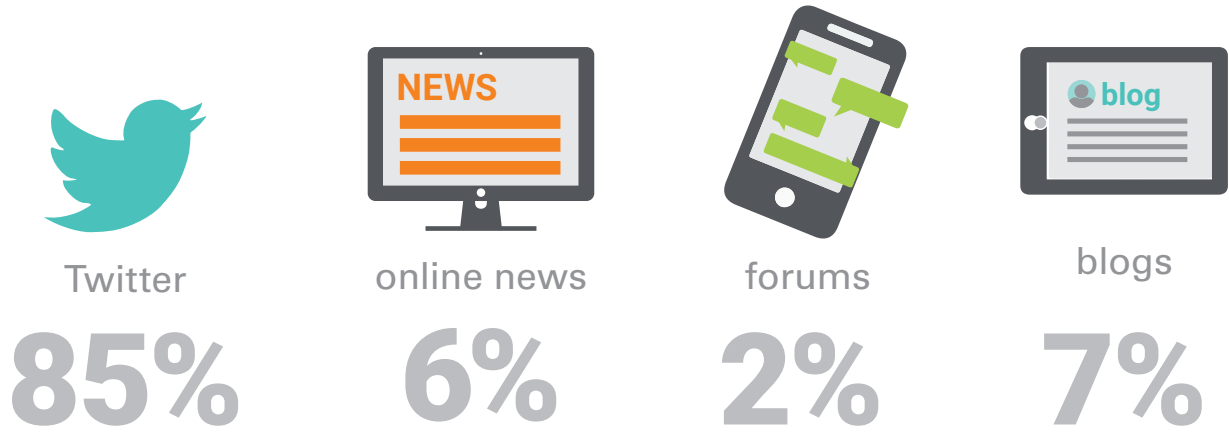


Online meeting video views

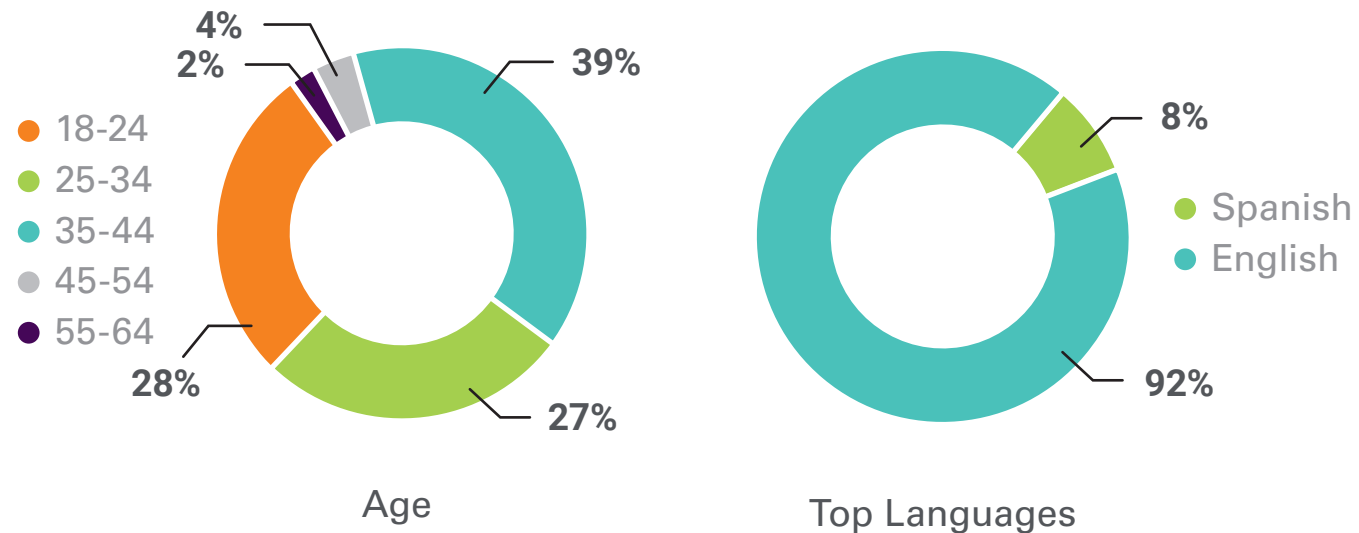


Social Media Engagement

Community **conversations** by platform

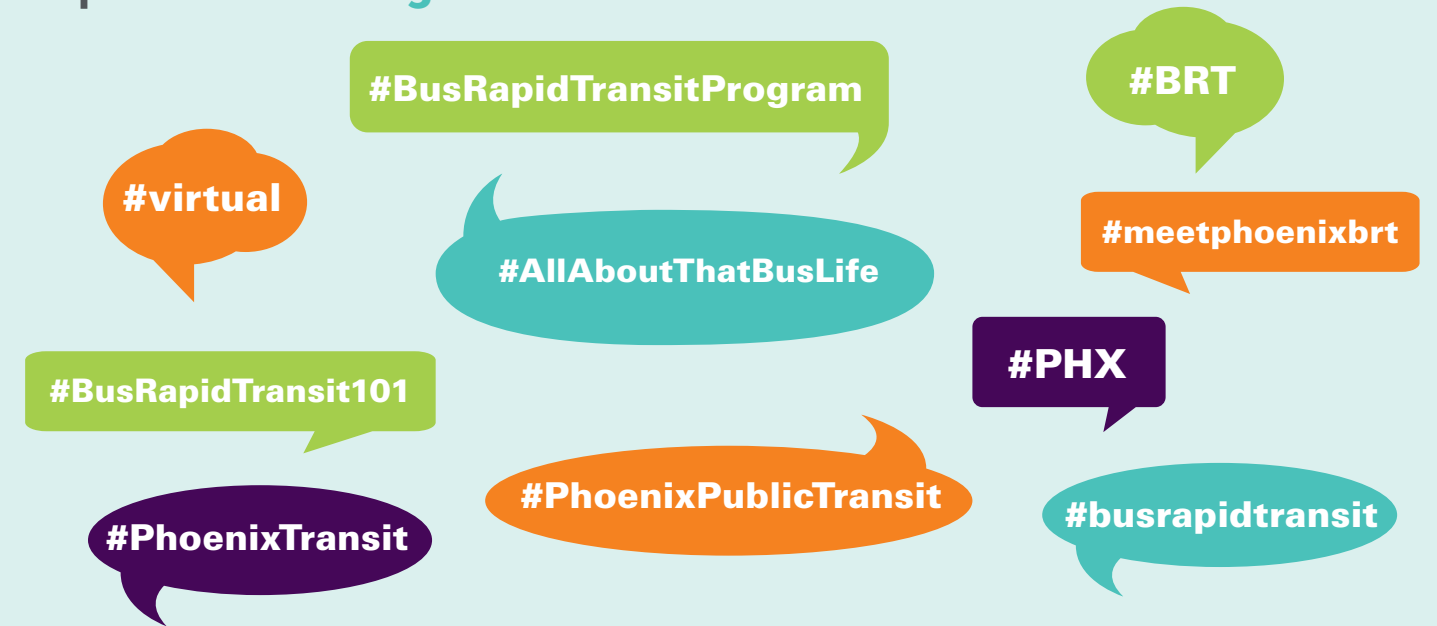


Who is the **audience**?



What are they **saying**?

Top online **hashtags**:



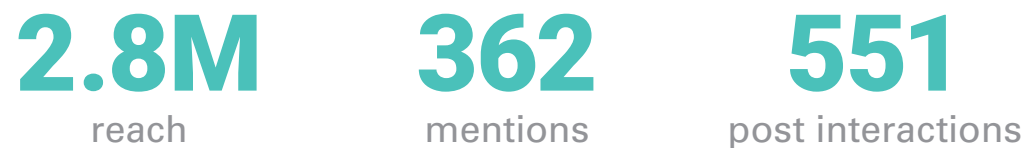
Conversation **sentiment**



Top online **themes**



Community engagement on **Twitter**



Live Virtual Public Meetings

The Phoenix BRT team held two live virtual meetings, one in English on November 10, 2020, and one in Spanish on November 17, 2020.

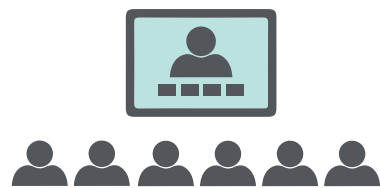
Notifications

- ▶ Meeting flyer
- ▶ Media advisory
- ▶ Library newsletter
- ▶ PHXConnect newsletter
- ▶ Nextdoor
- ▶ Social media
- ▶ Websites
- ▶ Electronic mail



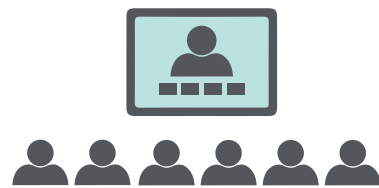
13 people attended

November 10, 2020 (English)



3 people attended

November 17, 2020 (Spanish)



Key Question Topics



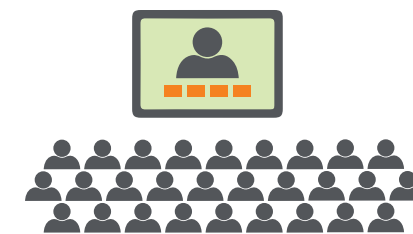
Phoenix Community Groups/Organizations

The Phoenix BRT team . . .

Met in-person or virtually with **9 community groups and organizations**



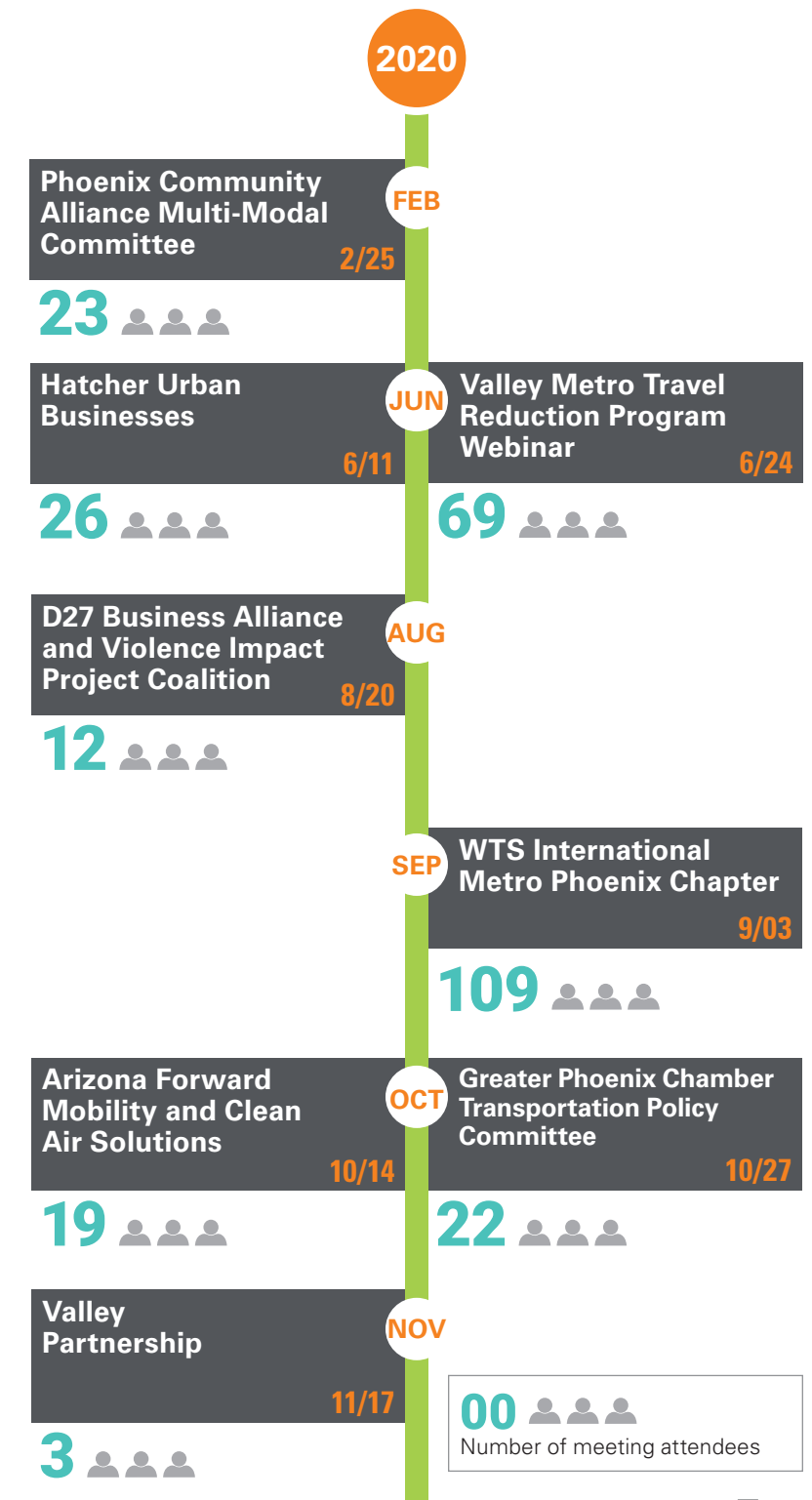
Presented to over **280 stakeholders**



Answered over **40 questions**



Community Groups/Organizations Meetings*



Village Planning Committees (VPC)

The Phoenix BRT team . . .

Met in-person or virtually with **15 VPCs**



Presented to over 400 community/committee members and staff



Answered **over 70 questions**



Six key topics from comments and questions asked at the VPC meetings:

Dedicated lanes



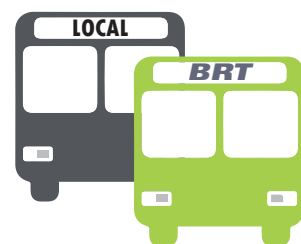
Ridership



Cost/funding



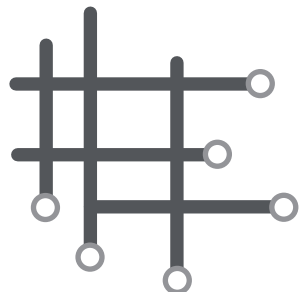
Local bus and BRT



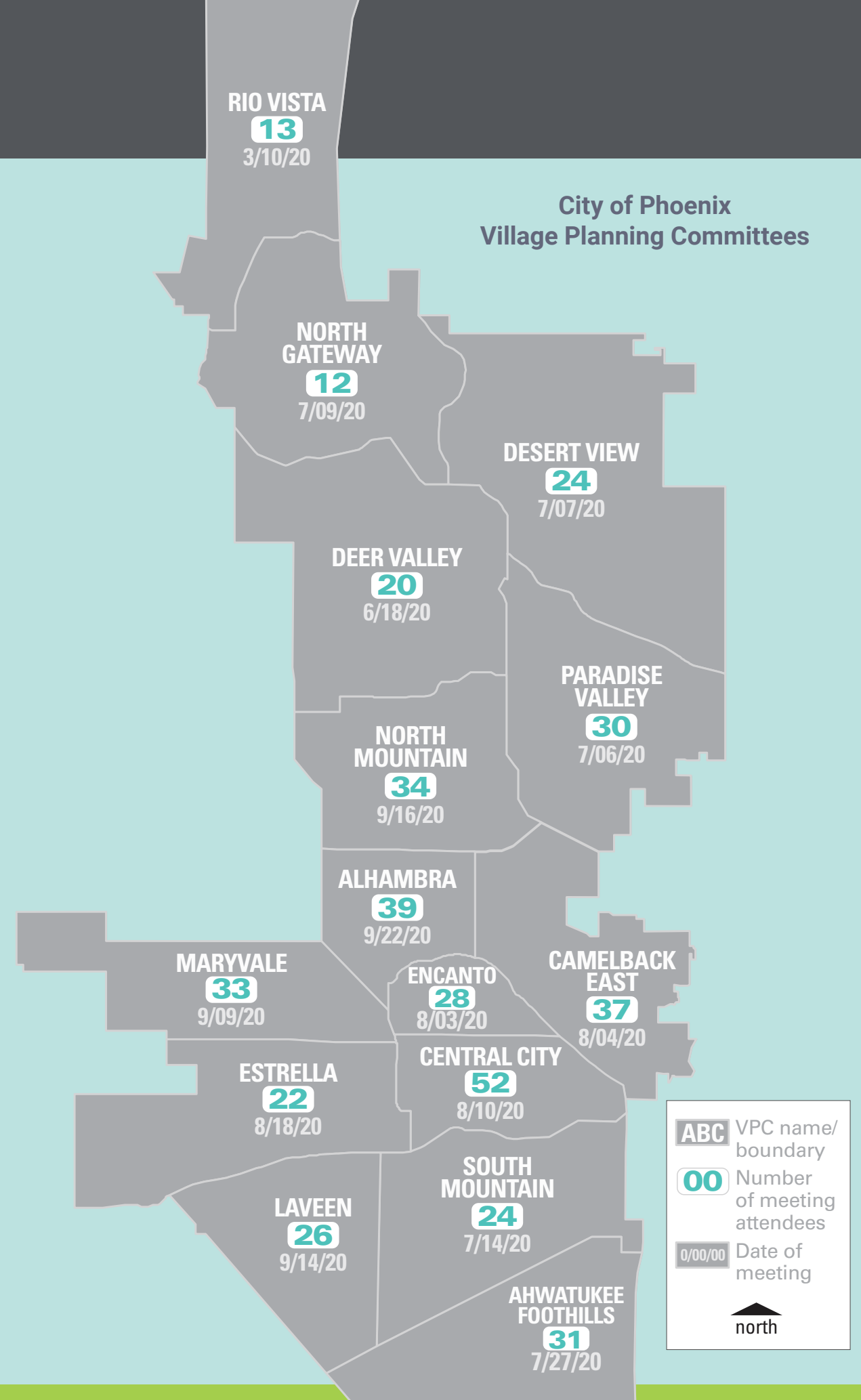
Community engagement



BRT options in South and North Phoenix



City of Phoenix Village Planning Committees



Shape Your BRT Survey

In June 2020, the Phoenix BRT team launched the **Shape your BRT survey**. The purpose of this survey was to obtain input on the six potential BRT corridors and the four potential network scenarios. The Shape Your BRT survey included 13 BRT-related questions and three demographic questions. The survey results can be found on the following pages and a copy of the survey can be found at the end of this document.

The map shown at the right highlights the **six potential BRT corridors**, and the maps at the bottom of the page highlight the **four potential network scenarios** using the identified corridors from the analysis. These maps were used throughout the survey and can be referenced while reviewing survey results.

Potential BRT Corridors



A corridor can be two or more streets coupled together; for example, Corridor A is made up of portions of Camelback Road, 24th Street and 75th Avenue.

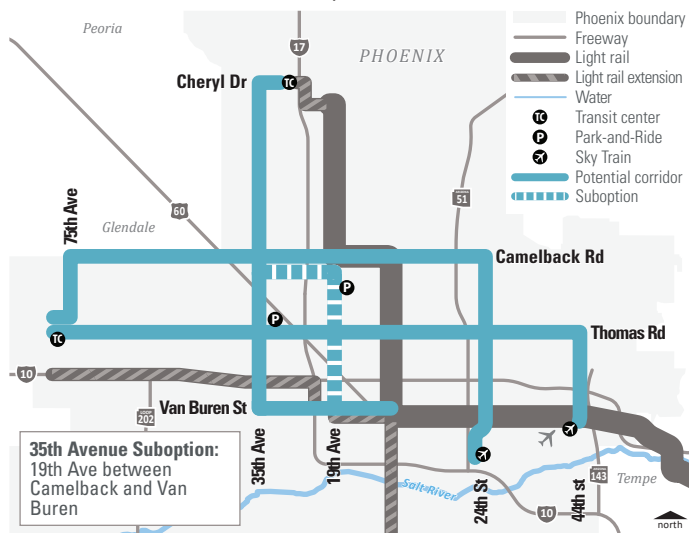
How does a network scenario differ from a corridor?

A network scenario includes different combinations of both north-south and east-west corridors to create a full network of BRT service.

Potential BRT Network Scenarios

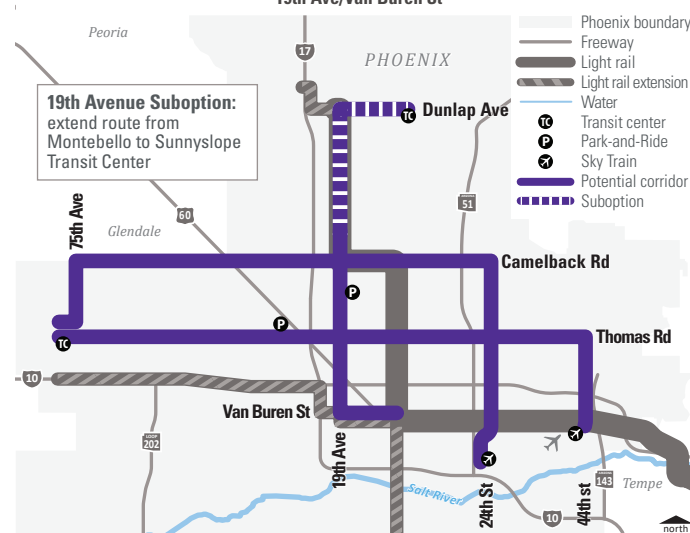
Blue Network Scenario

Camelback Rd/24th St
Thomas Rd/44th St
35th Ave/Van Buren St



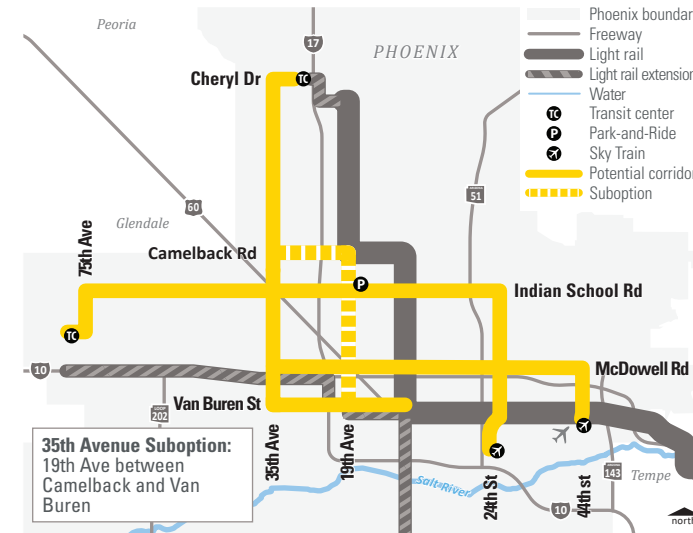
Purple Network Scenario

Camelback Rd/24th St
Thomas Rd/44th St
19th Ave/Van Buren St



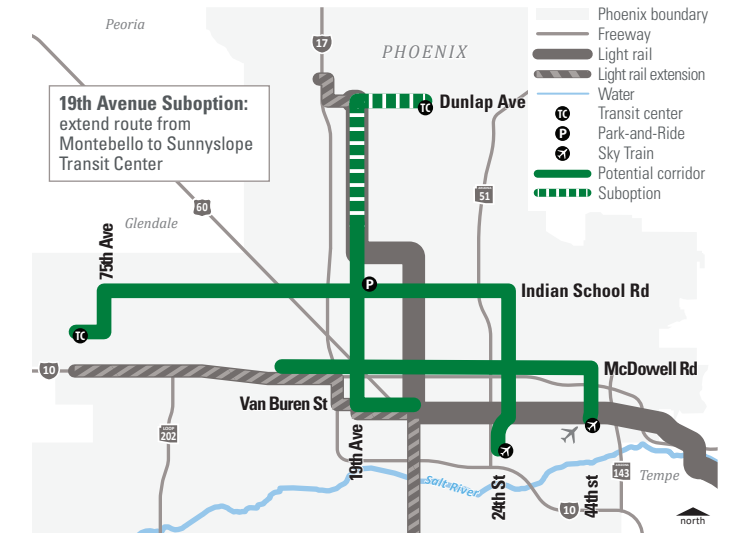
Yellow Network Scenario

Indian School Rd/24th St
McDowell Rd/44th St
35th Ave/Van Buren St



Green Network Scenario

Indian School Rd/24th St
McDowell Rd/44th St
19th Ave/Van Buren St



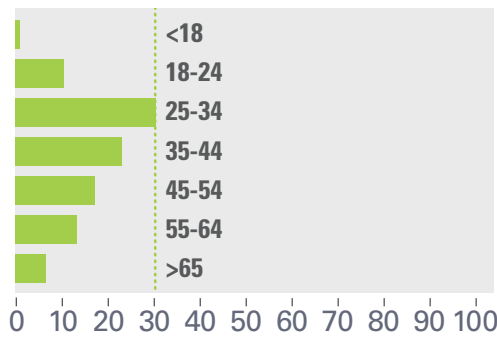
Shape Your BRT Survey

Who Participated?

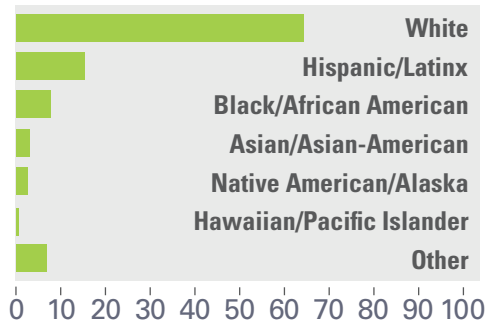
Respondents



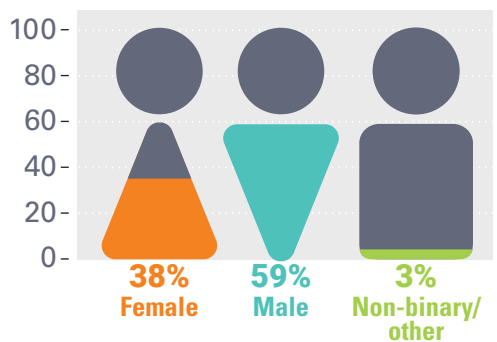
Age



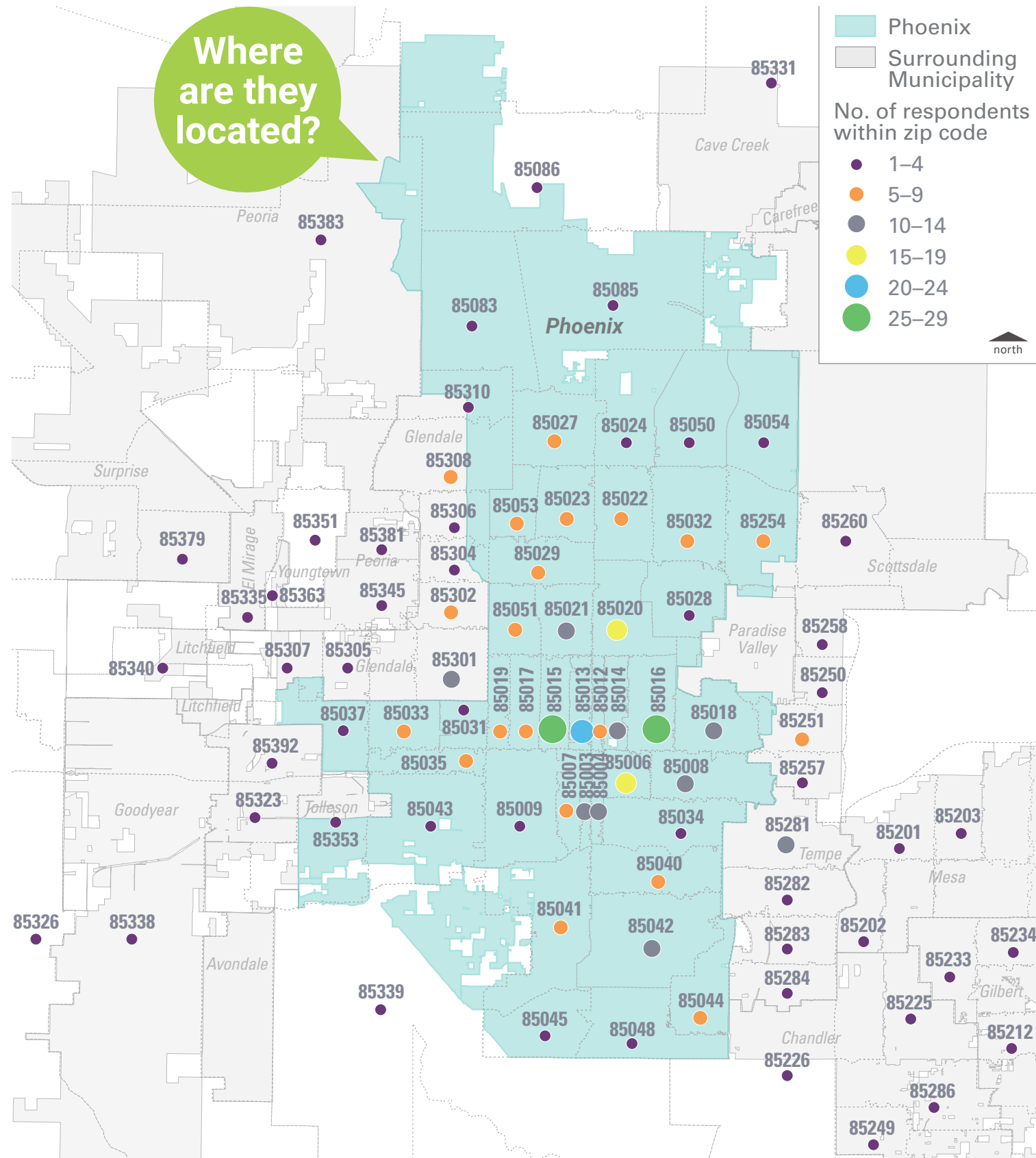
Ethnicity



Gender

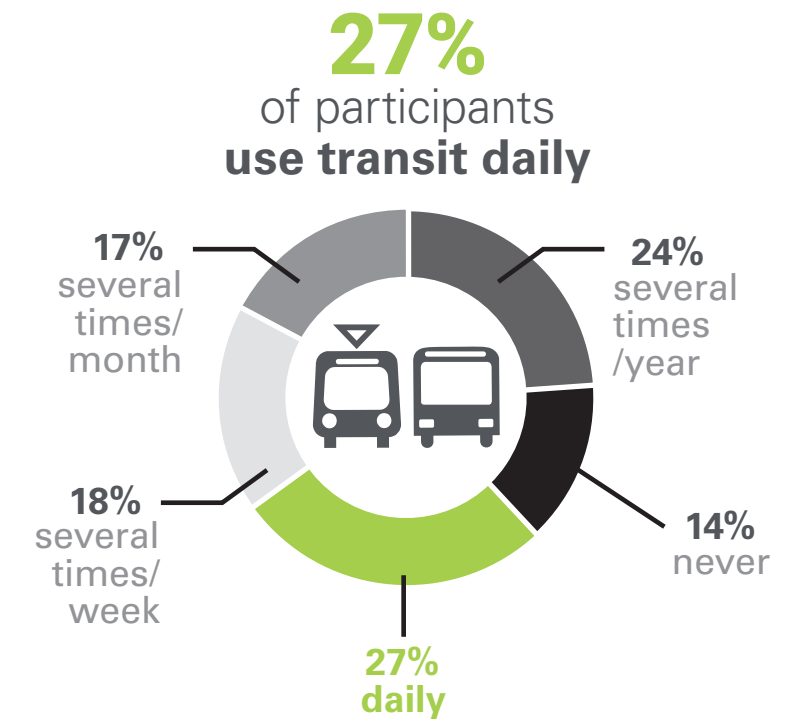


Responses by Zip Code

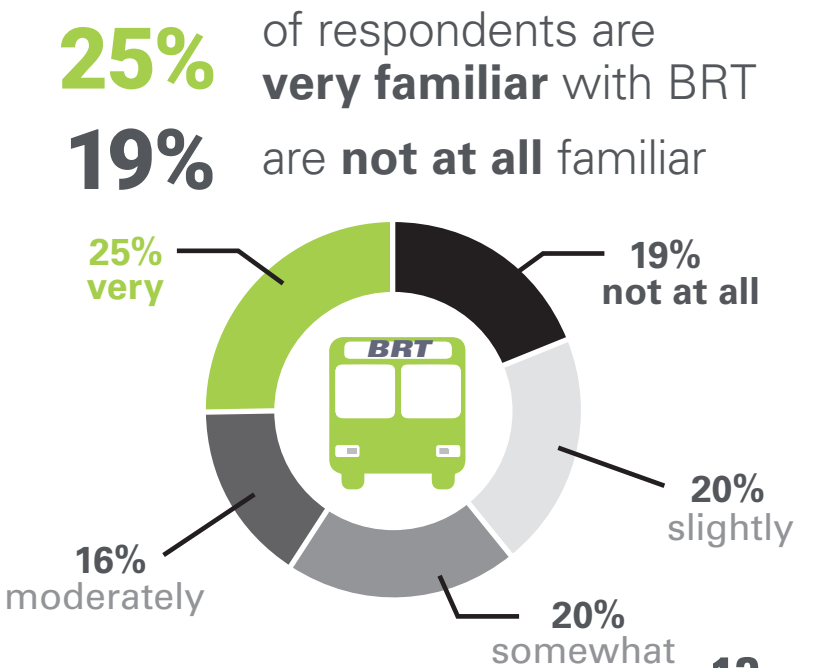


What did we hear?

Public Transit Use



Familiarity with BRT

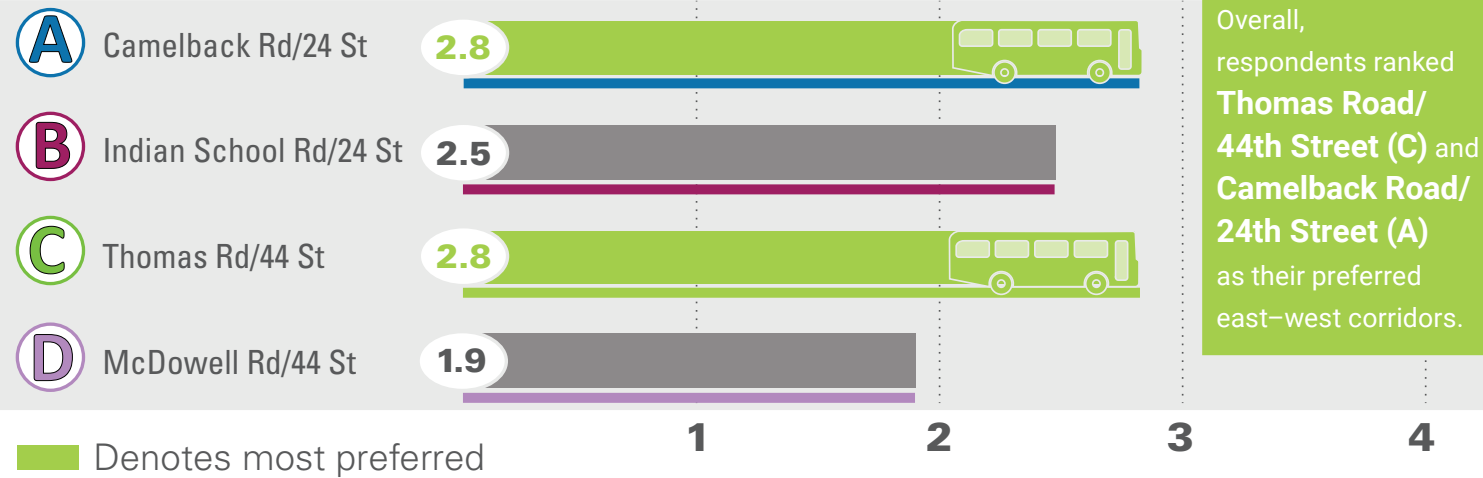


Shape Your BRT Survey

Preferred East–West Corridors for BRT

(as shown on pages 10–11)

Respondents ranked each corridor between 1 and 4; with 1 being the most preferred and 4 being the least preferred. Below are the average scores for each.

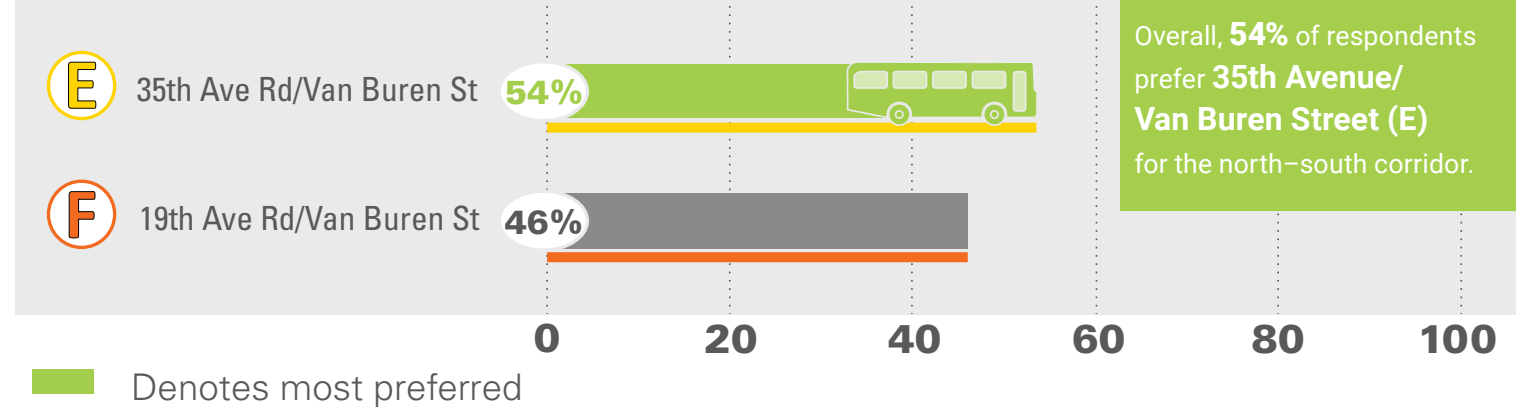


Overall, respondents ranked **Thomas Road/44th Street (C)** and **Camelback Road/24th Street (A)** as their preferred east–west corridors.

Preferred North–South Corridors for BRT

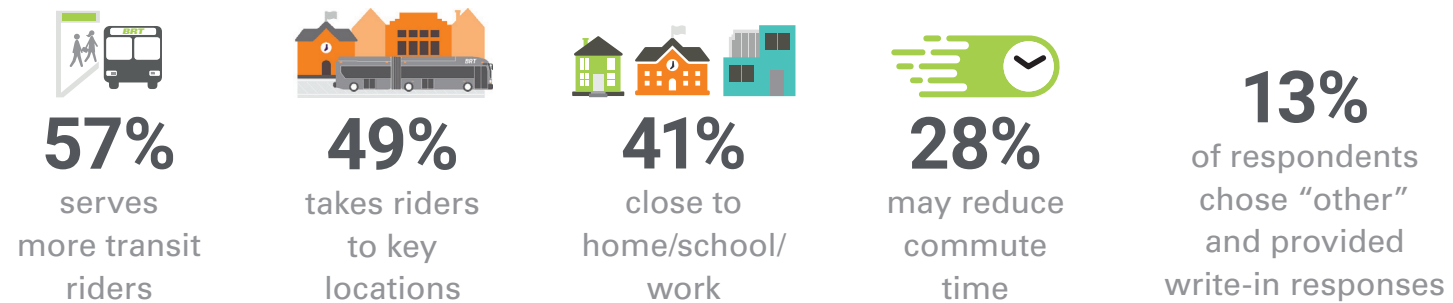
(as shown on pages 10–11)

Respondents selected their preferred corridor; below is the percent preferred.

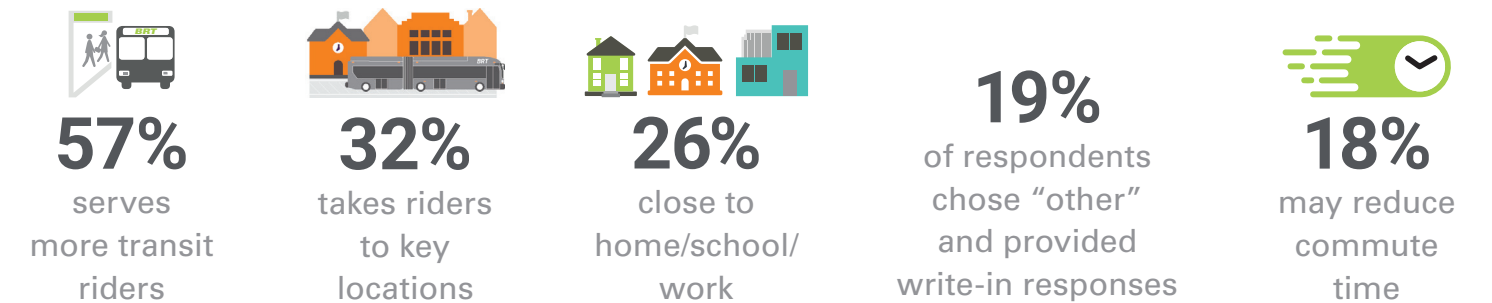


Overall, **54%** of respondents prefer **35th Avenue/Van Buren Street (E)** for the north–south corridor.

Why are corridors A & C preferred?

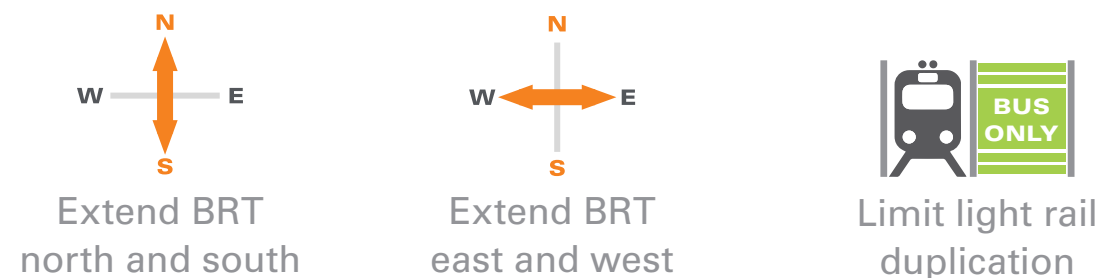


Why is corridor E preferred?



Top Themes for Corridor Modification Suggestions

(open ended question on survey)

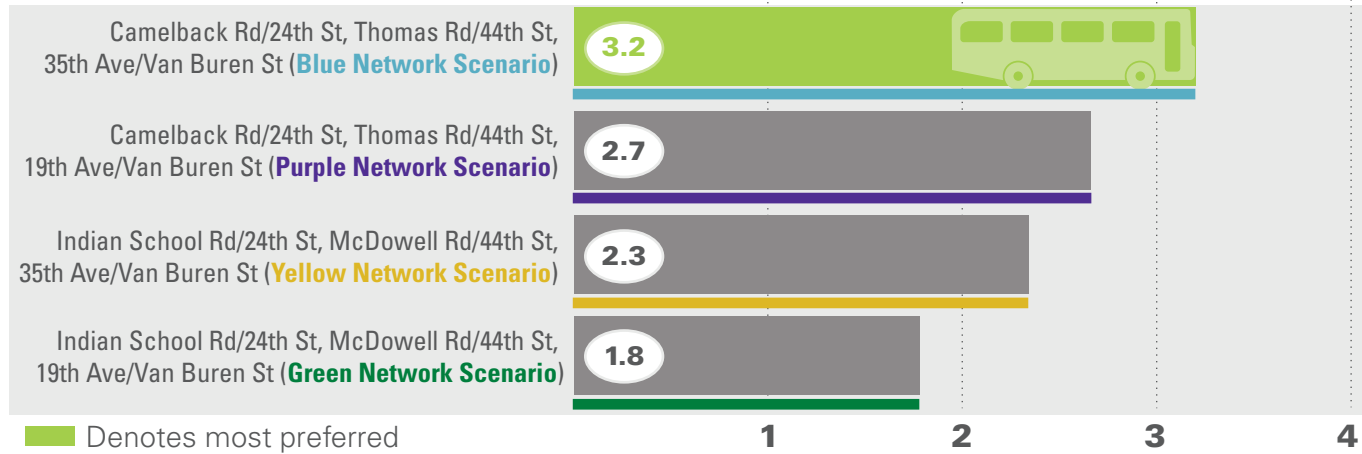


Shape Your BRT Survey

Preferred BRT Network

(as shown on pages 10–11)

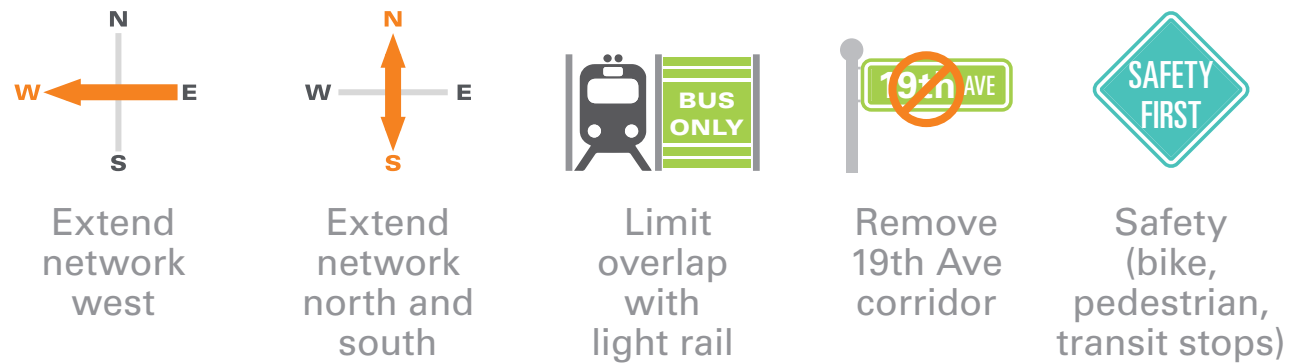
Respondents ranked the four network scenarios between 1 and 4; with 1 being the most preferred and 4 being the least preferred. Below are the average scores for each scenario.



Overall, respondents ranked the **Blue Network Scenario** (Camelback Road/24th Street, Thomas Road/44th Street, 35th Avenue/Van Buren Street) as their **most preferred network**.

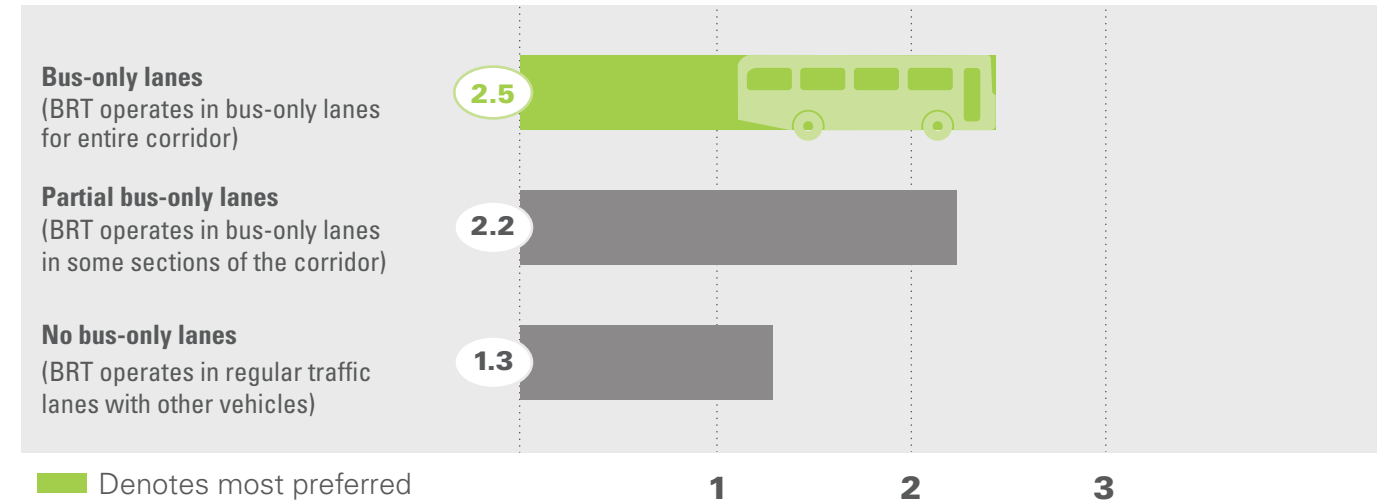
Top Themes for Network Modification Suggestions

(open ended question on survey)



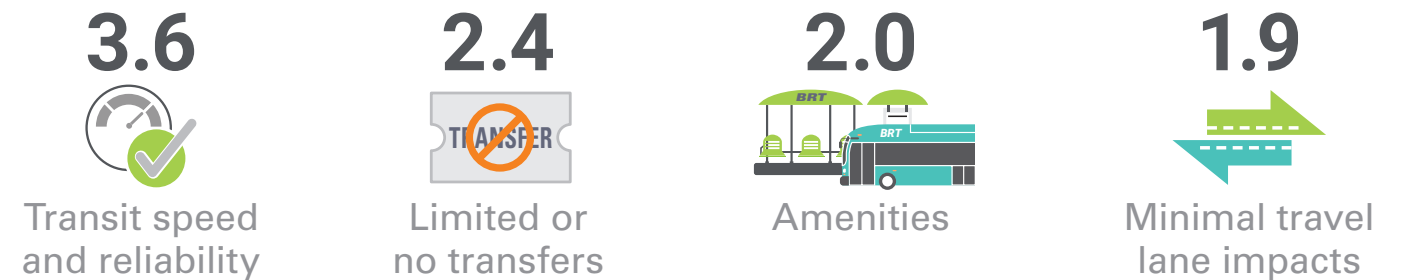
Lane Preference for BRT

Respondents ranked the lane configuration options between 1 and 3; with 1 being the most preferred and 3 being the least preferred. Below are the average scores for each scenario.



Key BRT Service Aspects

Respondents ranked the importance of the following service aspects between 1 and 4; with 1 being the most preferred and 4 being the least preferred. Below are average scores for each.



Key Final Comment Themes

(open ended question on survey)





Appendix

Phoenix Bus Rapid Transit Survey

Phoenix Bus Rapid Transit Survey—Shape your BRT!

Bus Rapid Transit, or BRT, is a high capacity bus service that provides a fast, reliable, and convenient transit experience . . . and this new transit option is coming to Phoenix!

BRT, approved by Phoenix voters in 2015, is being developed now and we need **your input** on where to add BRT in Phoenix.

Let's get started!

1. What is your home zip code?

2. How often do you use public transit?

- Daily
- Several times a week
- Several times a month
- Several times a year
- Never

3. How familiar are you with Bus Rapid Transit?

- Not at all familiar
- Slightly familiar
- Somewhat familiar
- Moderately familiar
- Very familiar

Now, let's get your input on where BRT corridors should be established.

Potential corridors were identified using demographic and socioeconomic data, and current transit and forecasted (future) ridership.

4. Potential East–West BRT Corridors (A, B, C, D)

Take a look at the **Potential East–West BRT Corridors** map (right) and rank the potential east–west corridors from 1 to 4, with *1 being most preferred and 4 being least preferred*:

- Camelback Rd/24th St (A)
- Indian School Rd/24th St (B)
- Thomas Rd/44th St (C)
- McDowell Rd/44th St (D)

5. Why do you like your most preferred east–west corridor? Select all that apply.

- Close to my home/work/school
- Serves more transit riders
- Takes me to key destinations
- Could reduce my daily commute time

Other (please specify)

6. Potential North–South BRT Corridors (E, F)

Take a look at the **Potential North–South BRT Corridors** map (right) and select the preferred north–south corridor:

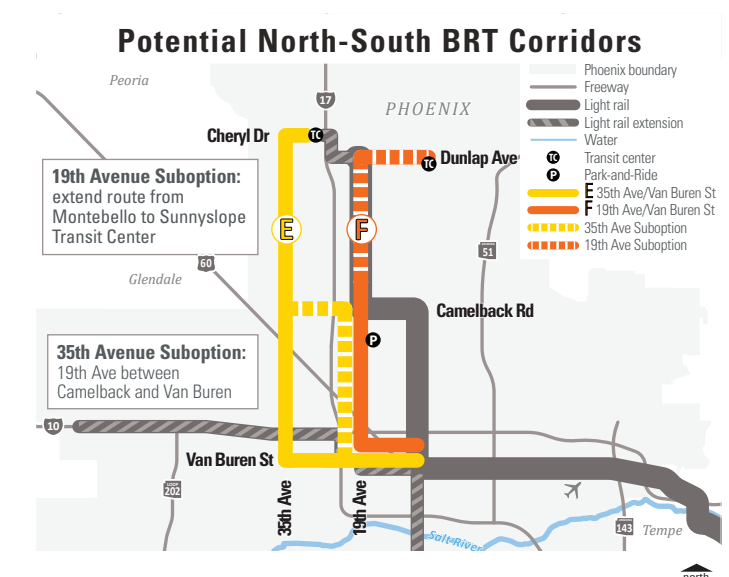
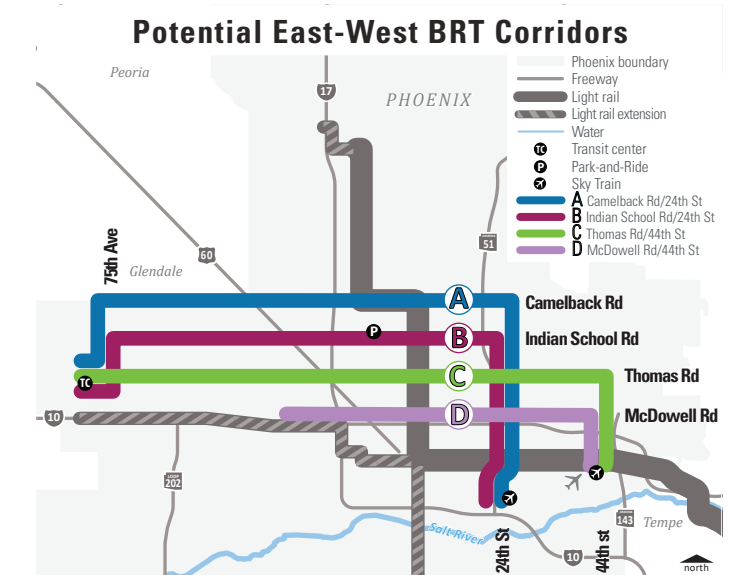
- 35th Ave/Van Buren St (E)
- 19th Ave/Van Buren St (F)

7. Why do you like your preferred north–south corridors? Select all that apply.

- Close to my home/work/school
- Serves more transit riders
- Takes me to key destinations
- Could reduce my daily commute time

Other (please specify)

8. If you have suggested modifications to any of the six potential corridors (A, B, C, D, E, F - reference maps from questions 4 and 6), please provide your ideas in the space below.



Phoenix Bus Rapid Transit Survey—Shape your BRT!

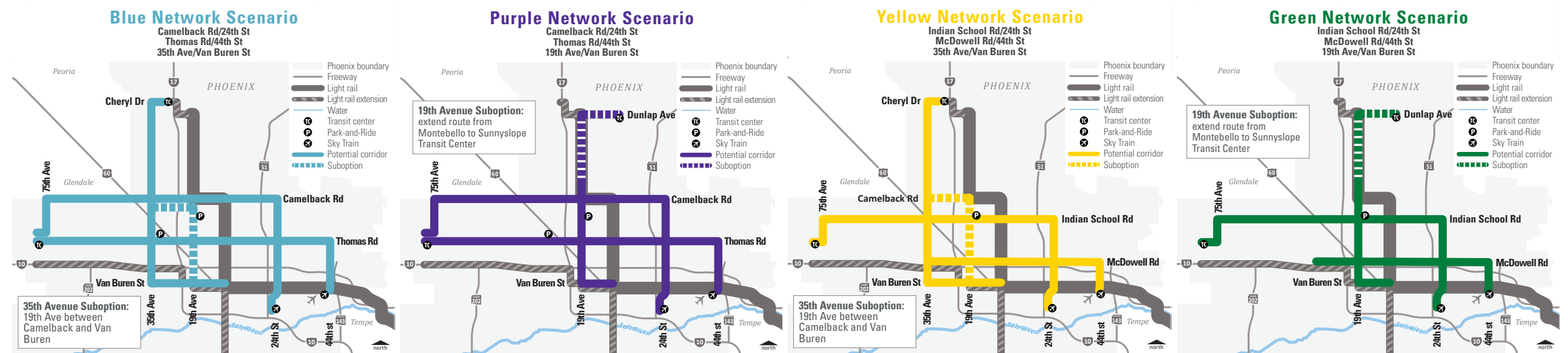
9. Potential Network Scenarios

Ultimately, our goal is to identify the BRT foundation network, which will consist of three corridors. Taking into consideration spacing between corridors, good connections to light rail and local bus service, and access to key destinations, below are four potential network scenarios. Rank the following from 1 to 4, with 1 being most preferred and 4 being the least preferred:

- Camelback Rd/24th St, Thomas Rd/44th St, 35th Ave/Van Buren St (**Blue Network Scenario**)
- Camelback Rd/24th St, Thomas Rd/44th St, 19th Ave/Van Buren St (**Purple Network Scenario**)
- Indian School Rd/24th St, McDowell Rd/44th St, 35th Ave/Van Buren St (**Yellow Network Scenario**)
- Indian School Rd/24th St, McDowell Rd/44th St, 19th Ave/Van Buren St (**Green Network Scenario**)

10. If you have suggested modifications to any of the four potential network scenarios (Blue, Purple, Yellow, Green – reference map from question 9), please provide your ideas in the space below.

BRT Foundation Network Scenarios



11. Bus-only Lanes

Bus-only lanes substantially improve transit speed and reliability but may reduce the current number of auto lanes. Thinking about the use of bus-only lanes along potential corridors, rank the following from 1 to 3, with 1 being most preferred and 3 being least preferred:

- Bus-only lanes (BRT operates in bus-only lanes for entire corridor)
- Partial bus-only lanes (BRT operates in bus-only lanes in some sections of the corridor)
- No bus-only lanes (BRT operates in regular traffic lanes with other vehicles)

12. BRT Service

As a potential rider of BRT, what would be most important to you? Rank the following from 1 to 4, with 1 being most important and 4 being least important:

- Transit speed and reliability: getting to my destination on time and as quickly as possible
- Minimal impacts: avoiding impacts to current auto travel lanes
- Limited or no transfers: transit rider avoids transfers between buses
- Amenities: enhanced stations, custom buses, mobile fare payment

13. Please provide any additional thoughts or comments about the Phoenix Bus Rapid Transit Program.

The following demographic questions are optional.

14. What is your age?

- | | |
|-----------------------------------|--------------------------------|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> 45–54 |
| <input type="checkbox"/> 18–24 | <input type="checkbox"/> 55–64 |
| <input type="checkbox"/> 25–34 | <input type="checkbox"/> 65+ |
| <input type="checkbox"/> 35–44 | |

15. Specify your ethnicity:

- White
- Hispanic or Latinx
- Black or African American
- Asian or Asian American
- Native American or Alaska Native
- Native Hawaiian or other Pacific Islander
- Other

16. What is your gender?

- Female
- Male
- Non-binary or other



Phoenix **BRT**

City of Phoenix Bus Rapid Transit Program

Phoenix.gov/BRT