



Phoenix **BRT**

City of Phoenix Bus Rapid Transit Program



Community Education and Engagement Plan



Table of Contents

1 Executive Summary	1
2 Introduction	2
3 Purpose	3
4 Goals and Objectives	4
5 Identified Audiences	5
6 Community Education and Engagement Activities	6
7 Incorporating Information from the Community	11
8 Documentation	12
9 Resources	12

The City of Phoenix Bus Rapid Transit (BRT)

program is an element of the Phoenix Transportation 2050 Plan (T2050). Approved by voters in 2015, the T2050 program is a 35-year street and transit improvement plan that introduces BRT corridors into the Phoenix transportation network. BRT is a new transit type for Phoenix.

The primary elements of the BRT program include:

- planning
- capital development
- community education and engagement

Because it is a new type of transit for the area, the BRT community education and engagement effort will emphasize activities and information to promote BRT education, along with citywide and corridor-specific community engagement.

Effective education and engagement supports community contribution and fosters meaningful input that helps projects best serve community needs and desires. The purpose of this Community Education and Engagement Plan (CEEP) is to identify the strategies, activities, and tools to educate and engage with the community throughout the development of the BRT program.

To help guide the education and engagement effort, and address any anticipated questions or concerns, six main goals have been identified:

1	ASSESS COMMUNITY LEVEL OF EDUCATION AND OPINIONS
2	PROVIDE CONTINUOUS AND CONVENIENT EDUCATION AND COMMUNITY INPUT OPPORTUNITIES
3	ACCOMMODATE NEEDS OF NON-ENGLISH SPEAKERS AND TRADITIONALLY UNDERSERVED POPULATIONS
4	COORDINATE WITH REGIONAL PARTNERS AND RELATED ONGOING EFFORTS
5	LINK OUTREACH ACTIVITIES TO TECHNICAL ACTIVITIES
6	DEVELOP VIABLE OPTIONS THAT MEET COMMUNITY NEEDS

To maximize effectiveness of the various activities and tools of the program by tailoring them to specific audiences, the community is categorized into six groups:

- General public
- Businesses/non-profits
- Transit users
- Residents
- Property owners
- Agencies

Corresponding with the planning work to develop the BRT program, the community outreach efforts are organized into three main phases:

- Initial outreach
- Citywide outreach
- Corridor outreach

The plan describes activities and tools that will be implemented throughout each of these phases, and how those activities and tools are targeted to each specific audience and outreach phase.

Finally, the plan outlines how community information will be documented and incorporated into the study results.

2

Introduction

The primary elements of the BRT program are planning, capital development, and community education and engagement. Following direction from Phoenix’s Citizens Transportation Commission and City Council subcommittee overseeing transportation, infrastructure and innovation, the first effort of the BRT program will be to evaluate corridors identified in T2050, along with other feasible corridors, this includes the preparation of a BRT Implementation Plan for City Council approval.

The community education and engagement effort will be a major component of this analysis and will include overall education for BRT, as well as citywide and corridor-specific community engagement.



What is BRT?

BRT is a high capacity transit service using specialized buses with multiple doors for fast entry and exit, off-board fare payment, and level platform boarding making it easier for people of all abilities to efficiently access the system.

Why BRT?

Phoenix BRT is a key piece of the T2050 plan and will be transformational for improving transit speed and reliability in Phoenix. BRT provides a valuable new “tool” in the mobility toolbox, adding to the metropolitan area’s comprehensive transportation system in a way that complements and enhances it. Potential Phoenix BRT corridors

are some of the highest ridership routes in the city and many have been identified in previous transportation and transit plans. The need for priority bus investment is well documented, as traveling “across the grid” in Phoenix can be very time consuming. Implementing BRT will be a major improvement to Phoenix’s grid-based transit network.

Examples of Bus Rapid Transit Elements

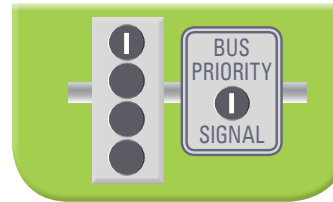
Advanced Fare Collection



Custom Buses



Transit Spot Improvements / Priority Transit Signals



Dedicated Lanes



Enhanced Stations



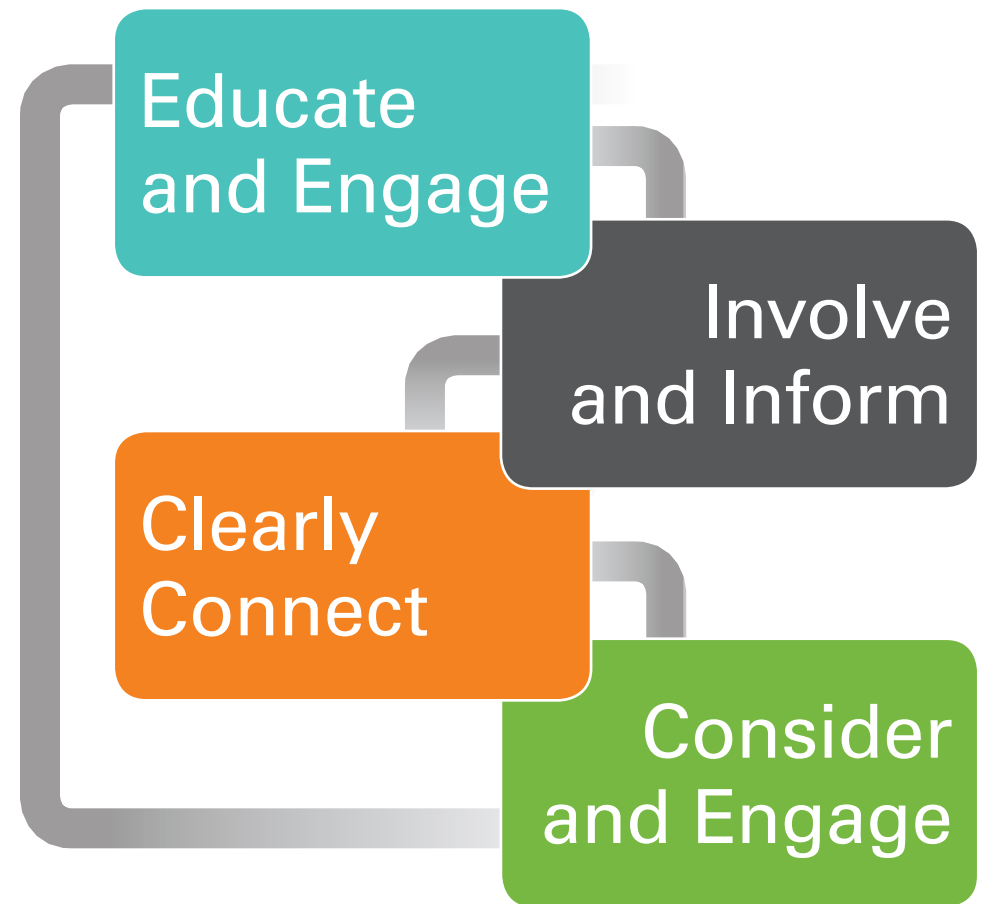
Unique Branding



Effective education and engagement supports community contribution and enables meaningful input that helps projects best serve community needs and desires. The purpose of this plan is to identify the strategies and activities to educate the community about the BRT program, and engage the community in the development of the BRT program.

The plan is built on the following guiding principles:

- Education and engagement activities directly linked to technical activities and decision-making.
- Meaningful, convenient opportunities to involve and inform community members about the study and create understanding of how they can influence the process.
- Clear connections between community input and study results.
- Consideration of the needs of those traditionally underserved to ensure they are engaged in the decision-making.



4

Goals and Objectives

Voter approval of T2050 was a strong affirmation of the importance of transit to Phoenix residents and businesses, but citizens are vigilant about how their transportation dollars are being used – and rightfully so.

Introducing a new transit service to a community naturally creates questions, excitement, and concern. It is important to approach all community engagement activities with this in mind. Based on previous experience and staff understanding of the general community and environment, this plan is designed to answer questions such as:

- What transportation needs does BRT address?
- What are the benefits of BRT?
- How is BRT different than current transit services?
- What needs to happen before BRT begins service?
- How can I get involved?

To address these anticipated questions and concerns, the goals and objectives of the plan are:

1	ASSESS COMMUNITY LEVEL OF EDUCATION AND OPINIONS
2	PROVIDE CONTINUOUS AND CONVENIENT EDUCATION AND COMMUNITY INPUT OPPORTUNITIES
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4	COORDINATE WITH REGIONAL PARTNERS AND RELATED ONGOING EFFORTS
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5

Identified Audiences

Identifying all stakeholders affected by the implementation of the program is the first step toward determining the range of community education and engagement necessary to achieve meaningful participation.

General Public

This group includes:

- Individuals more indirectly affected by the program than stakeholders, for example, someone who might live outside of Phoenix but either drives through potential/identified corridors and/or plans to use BRT in the future.
- People with a general interest in the program.

Community engagement activities have been designed to reach both the “public” within the corridor (aka “stakeholders”) and the “public” within the city of Phoenix.

Residents

This group includes not only individual residents, but also residential “groups” such as:

- Registered, historic neighborhoods
- Multi-family units (apartments, condos, lofts)
- Homeowners associations (HOAs)
- Neighborhood watch groups

Property Owners

All individuals or groups who own property along the identified BRT corridor(s).

Transit Users

Current and future transit users.

Community and Business Organizations

This group encompasses for profit and not-for-profit business entities, including but not limited to:

- Professional services, e.g.,
 - Health
 - Beauty
 - Legal
 - Real estate
- Large office complexes
- Retail
- Industrial/manufacturing
- Restaurants
- Entertainment/social
- Motels/hotels
- Places of worship
- Educational institutions
- Civic organizations

Agencies

Individuals and members of government or civic organizations affected/interested in by the implementation of the BRT program, including but not limited to:

- Phoenix City Council
- Phoenix Transportation, Infrastructure and Innovation Subcommittee
- Phoenix Citizens Transportation Commission
- Phoenix Commission on Disability Issues
- Phoenix Village Planning Committees
- Valley Metro
- Maricopa Association of Governments
- Arizona Department of Transportation
- Federal Transit Administration

Additional impacted agencies/organizations may be included once the BRT corridors are finalized.



Stakeholders

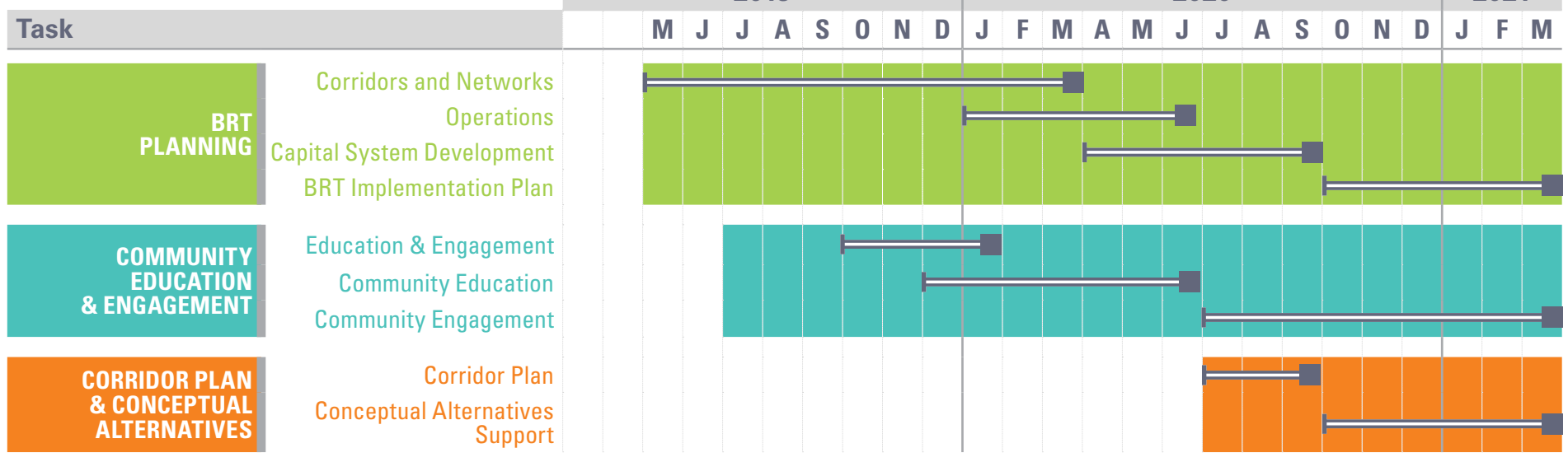
are identified as any person or group that may be interested in the BRT program and the potential/identified BRT corridors. Within this broadly-defined category are target groups made up of individuals and organizations that are directly impacted by the implementation of the program and corridors, those who are indirectly affected, and those with a related special interest.

The groups listed here are considered the target audiences for the community education and engagement program and will be defined as the “community” throughout this plan.

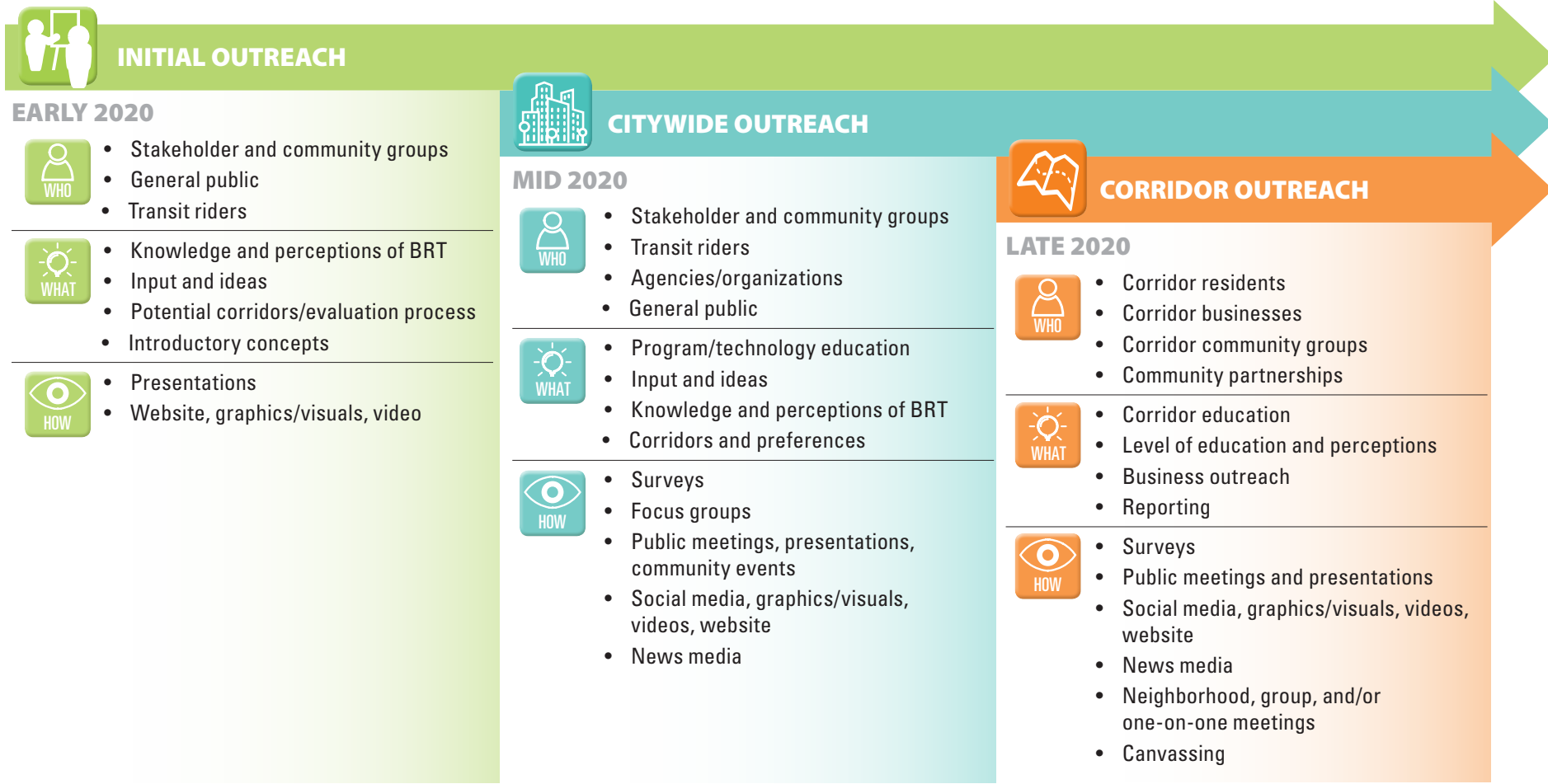
6

Community Education and Engagement Activities

Conceptual Schedule



Phases of Education and Engagement



Initial Outreach

Will be implemented in the early stages of the BRT planning effort to help build a solid foundation for community education and engagement. This phase will focus on determining the community's level of education and opinions about BRT, which will be used to develop robust program- and corridor-specific messaging and communication techniques. In addition, this phase will seek community input on potential BRT corridors.

Citywide Outreach

Will build on information and insights gained from the previous phase to develop education and engagement focused on the program goals, methodology, and BRT technology and its role in the city transportation system. Input will be incorporated into the study team's ongoing analysis.

Corridor Outreach

Will begin following the identification of individual BRT corridors, and will continue through the implementation of the program. Similar techniques used throughout the citywide outreach phase will be used in this corridor outreach phase to educate and engage communities and stakeholders on and/or adjacent to the identified BRT corridors. In addition, activities will be designed and implemented to address unique concerns or issues related to the implementation of BRT in the identified corridors.



Outreach Tools and Techniques

The following tools and techniques will be used to educate and engage with the community.

Branding

Elements of the T2050 branding will be used as a guide to develop a brand that increases recognition and creates an identity for the BRT program that can evolve throughout its development. Components of the BRT brand include:

- Logo and color palette
- Text and photography style
- Usage guidelines

Website

The website is an integral part of the education and engagement process. It is intended to be user-friendly to allow for an efficient means of communicating program information and gathering community input. The website will be made available in the initial outreach phase, and will be designed and maintained to provide up-to-date program information and engagement opportunities including educational materials and videos, renderings, online comment mapping, online survey links, public meeting materials, and contact information. The website will be hosted on the city's main website and will provide links to the T2050 landing page.

Surveys

Surveys will be a key component in the community education and engagement process and will be implemented throughout each phase of outreach. Surveys will be multilingual, formatted as both hardcopy and electronic, and will be distributed through multiple outlets including online (website and social media), at community events, and onboard multiple forms of transit. Goals of the surveys include:

- Obtain an initial quantitative inventory of current community level of education and opinions, which will be used to adjust existing and/or develop new messaging or outreach tools, and to measure success of community education and engagement efforts.
- Gather communication preference information.
- Gather transit rider input on current transit service and planned BRT service.

Messaging

Throughout the course of the study, messaging will be developed to correspond to:

- Current assessed level of understanding/awareness of the BRT program.
- Specific phase of education and engagement.
- Current state of technical analysis and results.

Materials will be consistent with the current messaging and the overall goals of the plan.

Focus Groups

Focus groups allow us to gain more detailed information about personal and group attitudes, perceptions, and opinions. Focus groups will be conducted to gain an in-depth, qualitative understanding of the community's:

- Attitudes and perceptions about the current public transportation system.
- Thoughts on the benefits of BRT and its potential impact.
- Feedback on ways to best reach diverse individuals in their communities.



Outreach Tools and Techniques

Graphics and Visuals

The design of all graphics and visuals will convey technical information and messaging that is easy to understand, meaningful, and engaging, ultimately leading to successful community education and engagement. In addition, creating simple and recognizable graphics and visuals allows us to efficiently reach diverse audiences from multiple cultural, physical, and geographical backgrounds.

Our graphics and visuals could include:

- Facts sheets and flyers
- Presentations
- Surveys
- Brochures
- Infographics
- Advertisements
- Public meeting materials
- Exhibits
- Maps
- Videos
- Video/photo simulations
- GIS-based mapping tools
- Social media graphics

Videos

Videos help illustrate and convey complex technical information in a visual and easy to understand format. A series of videos will educate the community on the concept of BRT, the city's BRT program, and the identified BRT corridors. These videos can be displayed on social media and the website, as well as at community events and public meetings.

Social Media

Developed in partnership with city staff, a social media strategy will be created to increase awareness, engagement, and knowledge of the program, which includes advertising events, sharing relevant media (videos, factsheets, infographics), distributing community surveys, and creating an open and transparent communication outlet.

Media

Led and implemented by the city focused and ongoing media exposure in both print and broadcast media will help build top-of-mind awareness and an overall understanding of BRT. This includes exposure in community publications, newsletters, opinion/editorial pieces, radio, and TV.

Community Events

In order to reach a higher percent of the community in education and engagement efforts, the study team will participate in existing events, such as festivals, fairs, sporting events, etc.

Presentations

Presentations will include study information and seek input from the community. The program could coordinate with existing education programs like WTS Transportation YOU and STEM to engage with youth.

Partnerships

Private and public sector partners whose resources could be utilized to inform and engage stakeholders and the community will be identified. Partners can include Village Planning Committees, city of Phoenix Water Department, Council offices, libraries, movie theaters, grocery stores, gas stations, coffee shops and other locations where BRT information can efficiently be dispersed. Distribution methods can include water bill inserts, newsletters, kiosks, flyer inserts for shopping bags, advertisements prior to movies and more.



Outreach Tools and Techniques

Stakeholder Meetings

Public Meetings

A variety of information meetings will be scheduled to educate stakeholders on the BRT program and the potential/identified BRT corridors. These meetings will include public meetings and/or open houses and smaller community group meetings, for example with neighborhood associations, HOAs, and Village Planning Committees. In addition to the in-person meetings, the program will offer online meetings to enable people to participate at their convenience and to expand the reach of engagement. Information will be presented in a variety of ways, depending upon the topics and expected audience(s), for example: PowerPoint presentations, video, roll plots, display boards, multilingual handouts, surveys and/or feedback forms. Materials/handouts presented at the public information meetings will be made available in both English and Spanish and posted online before and after the meeting.

Business Outreach

As businesses typically have different needs, issues and concerns than the general public, targeted outreach to the business community will be key. Business outreach will be focused on building open communication with businesses, as well as developing strong partnerships. Business outreach tools may include one-on-one meetings, large group meetings, canvassing, flyers, maps, brochures, infographics, or surveys. In order to maximize engagement with businesses, information should be targeted to their specific location, customer demographics, daily operations and more.

Community education and engagement activities will include consistent procedures for recording and responding to community comments, and for relaying comments to key project team members and decision makers. All comments will be recorded as part of the permanent record.

To validate community contributions, build trust, and create a feedback loop, the project team will:

- Post public meeting summaries, including all comments received, on the program website following each public meeting.
- Clearly communicate how the public can participate, and how feedback will be incorporated into the program and/or corridors.
- At each public meeting, present the input received at the previous meetings and how it was incorporated into the program and/or corridors (what we heard and what we did).

All communications will be recorded and distributed to the study team.

Evaluation and Modification

As the community education and engagement process progresses, results and effectiveness will be evaluated and compared against the goals and objectives of the plan. Information regarding the effectiveness of the program will be gathered from agency groups, staff, and public feedback. If particular activities are not meeting the objectives of the plan, the activity will be modified or replaced with an alternative activity.

8

Documentation

Regular progress reports of education and engagement activities will be prepared to provide a snapshot of overall activities and any emerging issues.

At the end of the BRT study, a final report will document and summarize all education and engagement activities, as well as realized and expected results.

9

Resources

For program information:

Website: Phoenix.gov/BRT

Email: pubtrans@phoenix.gov

Phone: 602.262.7242

For media inquiries:

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Social Media:

Facebook: www.facebook.com/CityofPhoenixAZ

Twitter: [@PhoenixMetroBus](https://twitter.com/PhoenixMetroBus)

Instagram: [@cityofphoenixaz](https://www.instagram.com/cityofphoenixaz)

YouTube: www.youtube.com/user/cityofphoenixaz