



Community Education and Engagement

Phase 1 Feedback Summary



INTRODUCTION

The Neighborhood Transit Study (NTS) team implemented Phase 1 of the community education and engagement plan for the Downtown Area Shuttle (DASH) study area. Phase 1 outreach efforts focused on educating the public on elements and characteristics of neighborhood transit services, identifying transit needs for the community, and collected community feedback regarding existing DASH services. Feedback collected during Phase 1 is incorporated into the NTS planning evaluation and decision-making process for subsequent project phases. Below is a list of outreach tools and materials used to engage and educate the public to collect feedback during Phase 1:

- Webpage & Social Media
- Phase 1 Survey
- Transit Rider Engagement
- Public Comment Map
- Citizens Transportation Commission Meeting
- Public Meeting
- Stakeholder Notification

Phase 1 began September 14, 2022 and ended on September 30, 2022 with the conclusion of the survey period. During this time the team successfully connected with over 880 people, from website visitors, survey responses, email messages, and NTS team interactions with DASH riders. The following pages highlight the outreach efforts and key feedback received from the public.

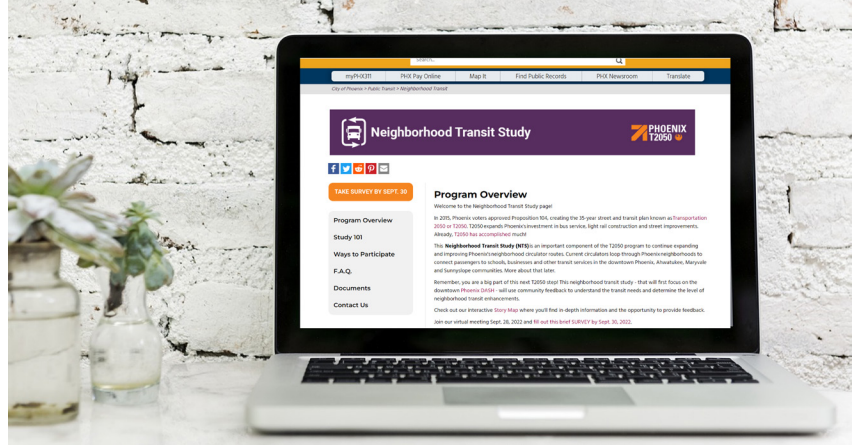


COMMUNITY EDUCATION & ENGAGEMENT TECHNIQUES

Webpage

The Neighborhood Transit Study webpage launched on Wednesday, September 14, and serves as a home base for project documents provided in English and Spanish, maps, and public meetings details. The project website also hosted links for the project press release, public meeting session, and social media pages.

The project website hosted 537 site visitors during Phase 1 and will be updated throughout Phase 2 and Phase 3.



Social Media

Phase 1 community engagement efforts included posts on Facebook, and Twitter by City of Phoenix and Valley Metro to promote the DASH service survey. Social media efforts collectively generated 106 comments, 349 reactions, and 40 reposts from followers.



Facebook post published by City of Phoenix promoting a DASH public meeting.



Twitter post published in Spanish by City of Phoenix promoting the DASH survey.

Phase 1 Survey

Phase 1 survey efforts collected 289 responses from September 14 to September 30, 2022, and was distributed by email to stakeholders, flyers with QR codes at DASH stops, social media posts, a press release, and on the NTS website.

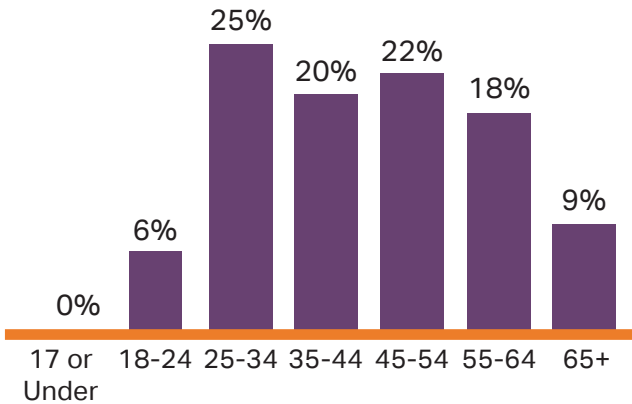
Survey results help gauge the community’s attitudes and perceptions about the current DASH circulator system. The following questions were asked:

- What travel mode do you most commonly use when in the downtown Phoenix area?
- How often do you currently use DASH Circulator in the downtown Phoenix area?
- What type of trips do you take using DASH Circulator in the downtown Phoenix area?
- How can we improve the current DASH Circulator service?
- Upon improvements, what type of trips would you take using the DASH Circulator in the downtown Phoenix area?
- What is your preference of vehicle types for operating DASH Circulator service?

Phase 2 will use the results shown below to produce service recommendations. Service recommendations will be based on Phase 1 public engagement results which identified transit needs, concerns, and thoughts on potential service improvements.

Survey Results: Demographics and Downtown Trips

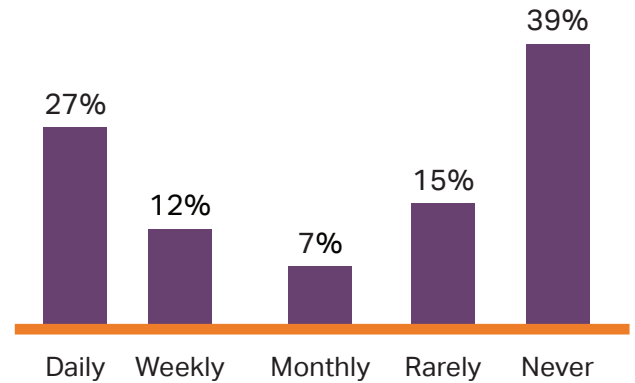
Total Responses: 289
Online: 173 In-Person: 116



Top 5 Participating Zip Codes by Village Location

85007	24%	(Central City)
85003	5%	(Central City)
85009	5%	(Central City)
85043	4%	(Estrella)
85004	4%	(Central City)

DASH Ridership Respondent Frequency



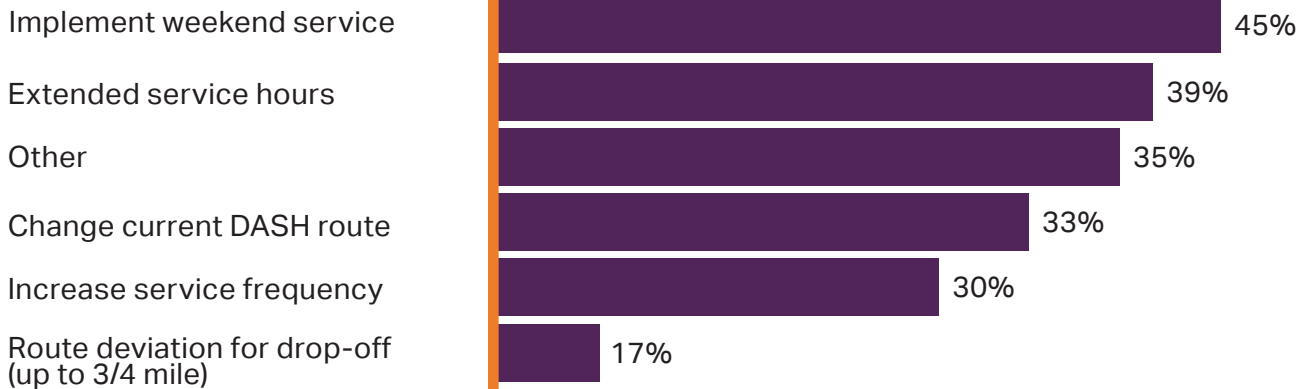
Travel Mode Distribution in Downtown Phoenix

Public Transit	53%
Private Vehicle	21%
Walk	16%
Bicycle or E-scooter	7%
Rideshare (Uber/Lyft)	3%



Participants that reported public transit as their travel mode for downtown use DASH daily.

Survey Results: DASH Service Improvement Suggestions



SERVICE IMPROVEMENT SUGGESTIONS - POPULAR COMMENT THEMES

Increase connectivity to entertainment venues, and restaurants

Increase marketing efforts for DASH services

Connect DASH route to Light Rail stops

Respondents prefer alternatives to car travel in downtown area

Maintain cleanliness of buses and bus stops



POPULAR EXPANSION RECOMMENDATIONS

- Roosevelt Neighborhood
- Coronado Neighborhood
- Central Phoenix
- Connect DASH to the Light Rail
- Connect to grocery store, library, and Sky Harbor
- Along 7th St., Van Buren St., 19th Ave., and Adams St.

Current transit rider preferred the low floor 35 seat vehicle option. Zero to low emission vehicles are very important to transit riders.

Current DASH Trips

- 1 Work
- 2 Shopping Center
- 3 Recreation Leisure
- 4 Transit Connection

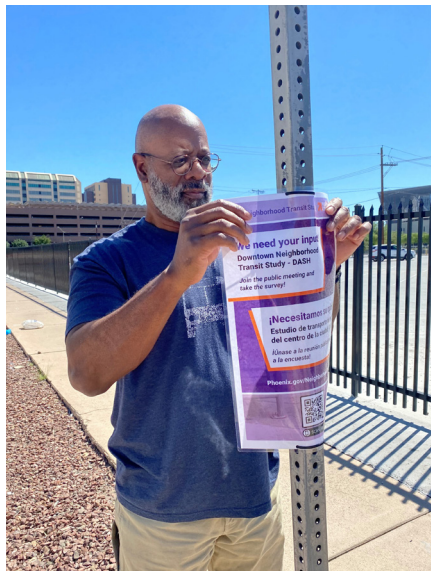
Potential DASH Trips with Service Improvements

- 1 Recreation Leisure
- 2 Shopping Center
- 3 Work
- 4 Transit Connection

Current public transit riders reportedly use DASH for transit connection purposes. They also preferred implementing weekend service to improve DASH services and would most likely use the new service for shopping trips.

Transit Rider Engagement

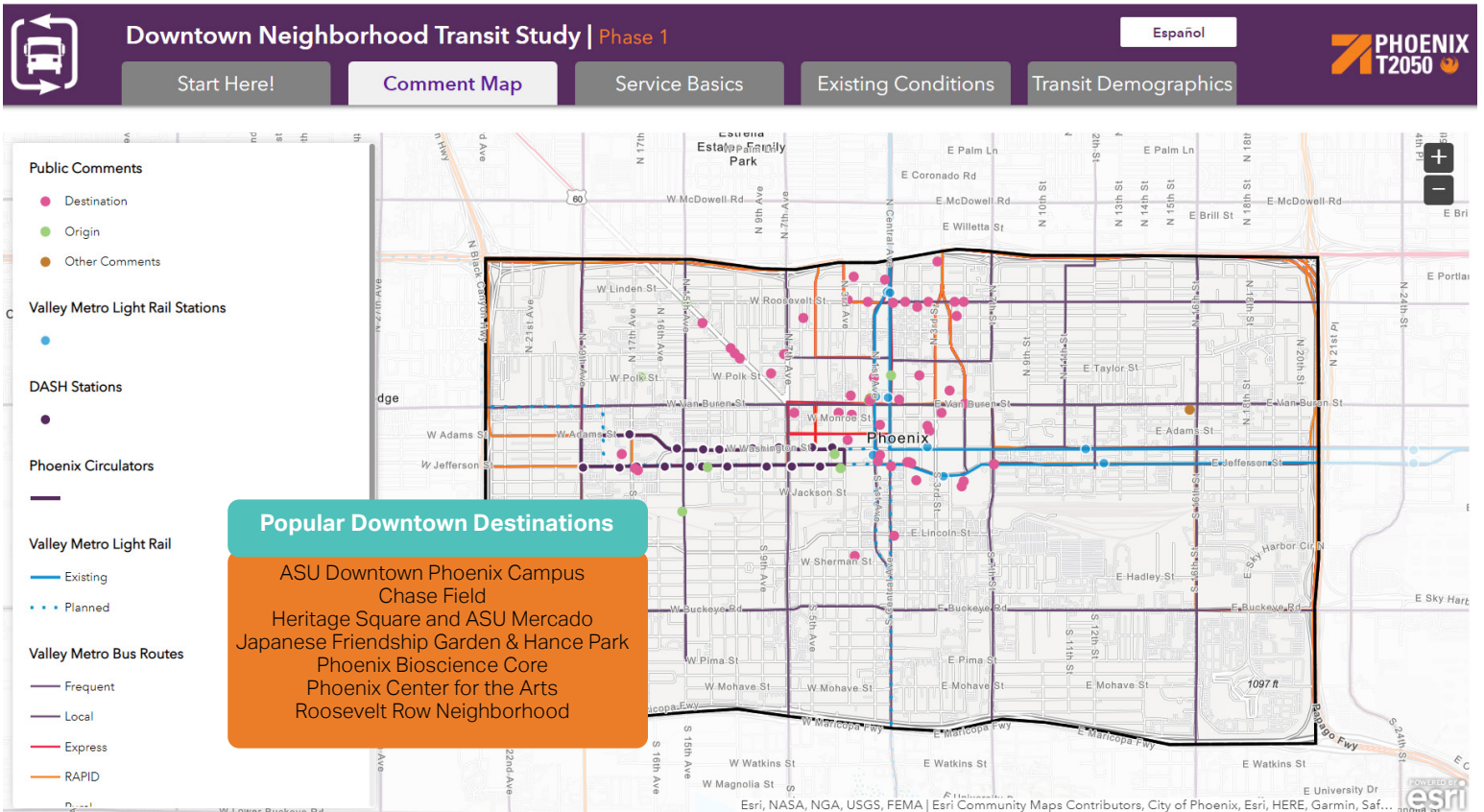
Phase 1 survey and outreach activities were promoted with flyers placed at DASH bus stops to engage with transit riders. To increase awareness and survey participation, PTD staff conducted in-person surveys and collected 116 on-board responses from transit riders who use the service.



(Left) PTD team member hangs survey posters at DASH bus stop. (Left) DASH rider and PTD team member pose while completing on-board survey.

Public Comment Map

The ArcGIS Story Map is an interactive public engagement tool used throughout the project phases. Phase 1 featured a Comment Map tab (image below), which allowed participants to submit comments and add points on the map to notate origins and destinations for their trips in the downtown area. Phase 1 generated 61 total submitted comments. Results will be used to provide recommendations for Phase 2.



Public Comment Map tab for Phase 1 Story Map. Visitors added points and comments on the map related to their downtown trips.

Public Meetings



Citizens Transportation Commission Meeting

Thursday, September 22
5:00 p.m. to 7:00 p.m.
7 members of the public in attendance.

Public Meeting

Wednesday, September 28
6:00 p.m. to 7:00 p.m.
7 members of the public in attendance.

Stakeholder Notifications

A dedicated email, neighborhoodtransit@phoenix.gov, was established to connect with Downtown stakeholders and allow community members to submit comments and questions.

Email communications were sent out to stakeholder contact database. Stakeholders were notified about the webpage launch and the project press release. Links to the survey and public meetings were also sent out to the stakeholder email list.



Phoenix Public Transit Launches Neighborhood Transit Study

SEPTEMBER 16, 2022

As part of the Transportation 2050 program, the City of Phoenix Public Transit Department is launching a Neighborhood Transit Study (NTS) to get feedback from the community on existing neighborhood circulator routes such as the DASH, MARY, SMART and ALEX. The first phase of the study will focus on the downtown Phoenix circulator known as the Downtown Area Shuttle (DASH).

The new web page on phoenix.gov/neighborhoodtransit hosts plenty of information about what neighborhood transit is, how it is used and what the goals of the DASH study are. The web content also includes an interactive Story Map to view the study area and submit public comments.

As part of the study, Phoenix Public Transit is seeking community input; the public and riders are encouraged to take a brief 10-question survey to provide feedback about current and future neighborhood transit conditions in the downtown DASH Phoenix area. The survey is open through Sept. 30, 2022.

In addition, Phoenix Public Transit will hold a virtual public engagement meeting on Sept. 28, 2022 at 6 p.m. to present additional details about the study and gather community feedback. The survey is available online for those who are unable to attend the virtual event, but still want to provide feedback.

[CLICK HERE to Access the Study Website](#)

NTS email communication to stakeholders with links and public meeting information.



INCORPORATING PUBLIC FEEDBACK

The information gathered in Phase 1 was designed to gain a better understanding how DASH riders and the community envision transit services in the downtown area. The outcomes and feedback generated throughout the community engagement and outreach efforts will be instrumental in the development of the service option recommendations for Phase 2. Through the community's contributions and participation, Phase 2 recommendations will be indicative of the needs and wants for neighborhood transit services. Phase 1 findings will guide the project team to explore possible route changes, service area expansions, extensions of service hours, and key destination nodes for stop planning recommendations.

Phase 2 will continue to utilize the community engagement and education techniques used in Phase 1. Whereas the intent in Phase 1 was exploratory, Phase 2 outreach efforts will be to solicit feedback from the community to help identify the preferred service option recommendation. Phase 3 will present the preferred service option to the community and stakeholders as a final recommendation.

