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# Community Engagement Summary

Phase II Alternatives Analysis  
February - June 2023

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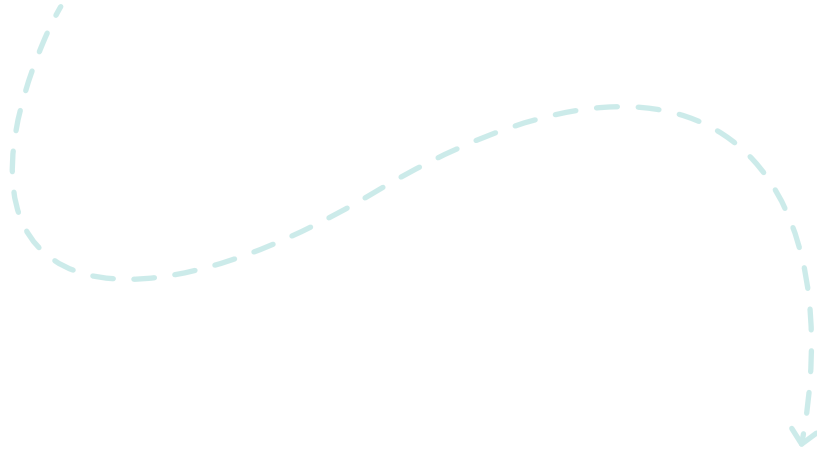
*Phoenix Bus Rapid Transit Program  
35th Avenue and Van Buren Street Corridor*

# Phoenix **BRT**

City of Phoenix Bus Rapid Transit Program



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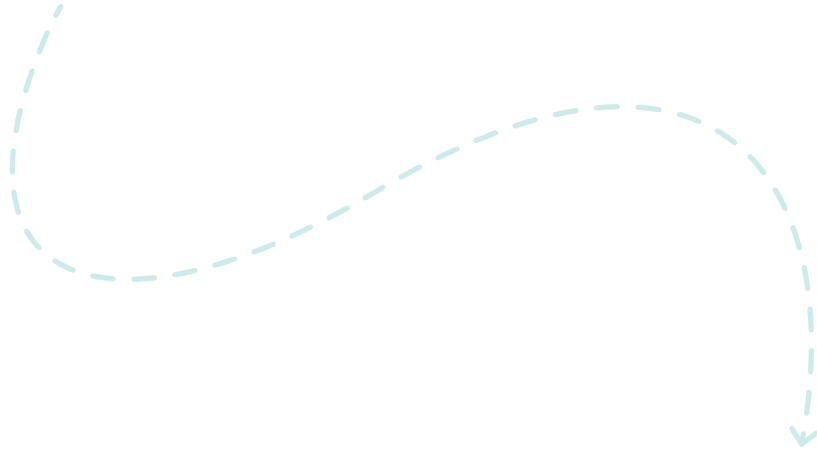
# Community Engagement Summary – Phase II Alternatives Analysis

## Contents

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Introduction.....	1
Notifications and Metrics.....	2
Online Metrics.....	15
Community Meetings and Events.....	18
BRT Corridor Survey Results – Spring 2023.....	20
Business Outreach Results.....	30





# Introduction

In Spring 2023, the Phoenix Bus Rapid Transit (BRT) team launched the second phase of community outreach to educate and engage the public on the BRT Program. Outreach focused on educating the public on the elements and characteristics of BRT, the preliminary alternative concepts, and the evaluation criteria for the alternatives analysis process for the 35th Avenue and Van Buren Street corridor.



To best reach our community and its stakeholders, the team used both traditional and virtual outreach methods and developed all materials in English and Spanish. The BRT team used **14 different communication tools**, distributed over **35 different notifications** across various channels and **connected with over 6,000 community members** through our meetings, events, surveys, canvassing, and online websites/tools. The following pages highlight our efforts and key feedback we received from the public.

# Notifications and Metrics



To extend our engagement reach across multiple audiences, the BRT team used **14 different communication tools** and distributed **over 35 different notifications** across these channels to share information on the community events, the online meeting tool, and the BRT corridor survey. A summary of those tools and notifications can be found in the following pages.









# Digital and Print Advertisements

The team distributed both digital and print advertisements to announce the community engagement activities. Most of the advertisements were geofenced and/or targeted specifically to the corridor and reached both English and Spanish speakers in the area.

## AZ Republic (English Digital Ad)



March 11 –  
April 10



**238,005**  
impressions



**123**  
clicks

## La Voz (Spanish Digital Ad)



March 20 –  
April 21



**51,224**  
impressions



**76**  
clicks

## Prensa Hispana (Spanish Digital Ad)



March 17 –  
April 21



**5,996**  
impressions



**81**  
clicks

## Contacto Total (Spanish Digital and Print Ad)

Digital



March 3 – April 4



**10,000 - 15,000**

webpage visits per month

Print



March 9 – April 9



**30,000**

distributed copies per month  
to over 300 locations across  
the valley





## Email Blasts

March 6 – June 15

7 Email blasts (eblasts)    ✓ 4,780 delivered email blasts    1,627 opened email blasts    147 email blast clicks

## Blog Posts

The BRT team developed and shared four blog posts on [MeetPhoenixBRT.com](http://MeetPhoenixBRT.com). The combined results of each are listed below.

March 7 – May 4

985  
Page views

1:44  
Average time per blog post

625  
New users

360  
Returning users



Page Views by Device



1%  
tablet



45%  
mobile



54%  
desktop



# Door Hangers

February 28 and April 8

**Your feedback matters.**  
BRT survey extended through April 28!  
The City of Phoenix has selected its first Bus Rapid Transit (BRT) corridor – 35th Avenue/Van Buren Street – and we want to connect with YOU to share an overview of the corridor, provide insight into where we are in the project and next steps, and hear your thoughts! Simply follow the two easy steps below to learn more about the project and potential BRT cross-sections and tell us what you think:

- 1 Visit our online meeting  
[meetphoenixbrt.com/online-meeting](https://meetphoenixbrt.com/online-meeting)
- 2 Take our survey  
[arcg.is/uX9OS](https://arcg.is/uX9OS)

**Sus comentarios son importantes.**  
¡Encuesta de BRT extendida hasta el 28 de abril!  
La ciudad de Phoenix seleccionó su primer corredor para autobuses de transporte rápido (Bus Rapid Transit, BRT) en 35th Avenue/Van Buren Street. Queremos conectarnos con USTED para compartir una descripción general del corredor, brindar información sobre dónde estamos en el proyecto y discutir próximos pasos. Queremos escuchar sus pensamientos! Simplemente siga los dos sencillos pasos a continuación para obtener más información sobre el proyecto y las posibles secciones transversales de BRT y díganos lo que piensa:

- 1 Visite nuestro sitio web de reuniones en línea  
[meetphoenixbrt.com/online-meeting](https://meetphoenixbrt.com/online-meeting)
- 2 Completa nuestra encuesta  
[arcg.is/uX9OS](https://arcg.is/uX9OS)

**Legend / Leyenda**

- 35th Avenue/Van Buren Street BRT Corridor  
Corredor BRT de 35th Avenue/Van Buren Street
- Proposed Stations  
Estaciones propuestas
- Approximate Distribution Area (1/4 mile in each direction)  
Área de distribución aproximada (1/4 de milla en cada dirección)



**2**  
flyers developed in English and Spanish



hand delivered flyers to  
**9,026**  
residents



hand delivered flyers to  
**2,340**  
businesses



within  
**1/4 mile**  
of the corridor



# Press Release

 March 7

The City of Phoenix distributed a [press release](#) to **nearly 200 media outlets and contacts** (key media highlighted below).



## Key Contacts

- 12News
- ABC15
- AZFamily
- Arizona Informant
- Arizona Mirror
- Arizona Republic
- Axios
- BC15
- City Sun Times
- Cronkite News
- Downtown Devil
- FOX 10
- KJZZ
- KTAR
- La Voz Arizona
- NPR
- North Central News
- Phoenix Business Journal
- Phoenix New Times
- Prensa Hispana
- SignalsAZ
- Telemundo
- The Associated Press
- Univision



## Earned Media Results

- AZFamily interview and article
- 1190 AM La Onda interview
- Phoenix Business Journal interview and article
- KJZZ article
- The Daily Independent article

**222**

Total Page Views



# Spanish Radio Advertisements

 March 13 – April 9

## La Campesina

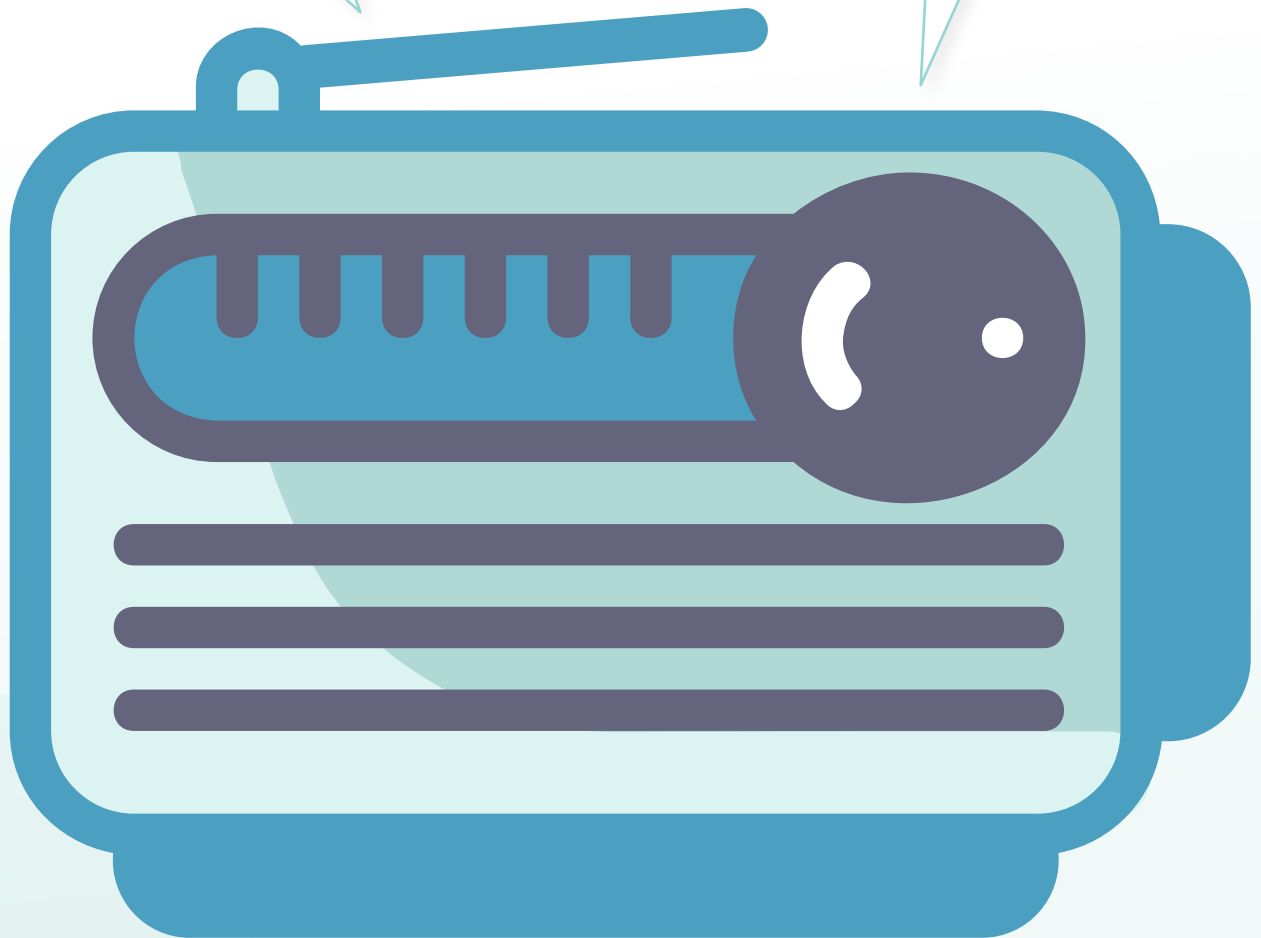
- KNAI-AM
- 31 spots
- 500,000 daily listeners

## La Indiscreta

- KASA-AM
- 60 spots
- 76,000 weekly listeners

## La Onda

- KNUV-AM
- 60 spots



# Social Media



March 6 – June 15

A bilingual social media plan was developed which focused on the in-person and virtual public meetings, pop-up events, online meeting, and the public survey. These posts were published on Facebook, Twitter, and Nextdoor.

## Unpaid



**35**  
posts



**158,478**  
impressions



**3,049**  
engagements



**375**  
clicks

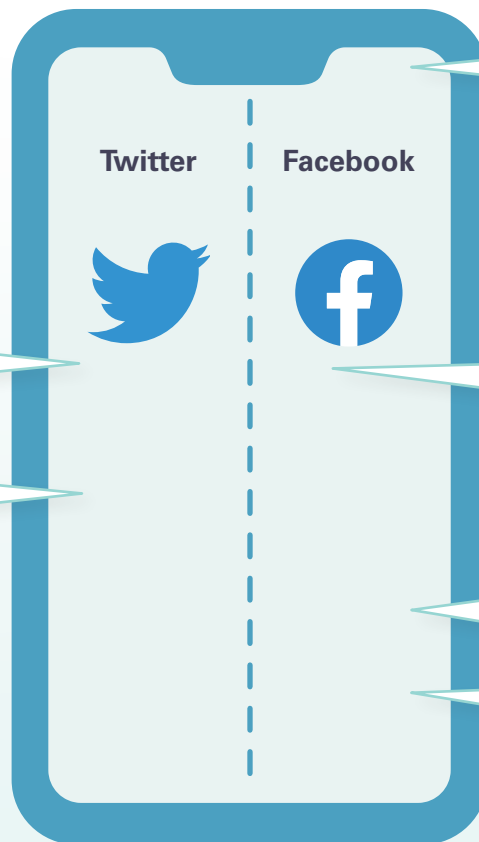
## Paid



**4** posts, two English and two Spanish

**2.4%**  
engagement rate

**10,950**  
impressions



**10,911**  
Total reach

**3.3%** engagement rate

**181**  
reactions

**164**  
clicks

# Variable Message Boards

Two variable message boards were placed on-location at each in-person public meeting venue to advertise the meeting date and location for the meeting. These were placed one week prior to each meeting and remained there until the morning after the meeting.

- Variable Message Board #1
  - Corner of Fillmore St. and 35th Ave.
- Variable Message Board #2
  - Dirt lot within church driveway facing Glendale Ave.

Board (Dates & Location)	Frame 1	Frame 2	Frame 3
Board for 3/14-3/21  Carl Hayden High School 3333 W Roosevelt St, Phoenix, AZ 85009	PHX BRT Public Meeting	3/21 @ 5:30 PM	Carl Hayden High
Board for 3/21-3/28  Trinity United Methodist Church 3104 W Glendale Ave, Phoenix, AZ 85051	PHX BRT Public Meeting	3/28 @ 5:30 PM	Trinity United Church







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# Online Metrics

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# Community Meetings and Events

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# Meetings

Three public meetings were held throughout March and April to engage with the community and provide opportunity for questions and discussions. Below is a brief summary of these meetings:

## Community Meetings

### When:

- March 21, 2023
- March 28, 2023
- April 4, 2023



### Where:

- Carl Hayden Community High School
- Trinity United Methodist Church
- Webex Virtual Meeting



### Cumulative Results

- 33 Attendees
- 62 Questions and Comments



# Pop-Up Events

Two pop-up events were held at the two major transit centers along the corridor to share information about BRT and gather survey responses from transit riders and general public.

### When:

- April 11, 2023
- April 13, 2023



### Where:

- Metrocenter Transit Center
- Central Station Transit Center



Engaged with over **120** community members through these pop-up events.

# Speaker's Bureau

The Phoenix BRT team held a Speaker's Bureau throughout March and April and also June, offering to present to existing community groups, neighborhood associations, business-related organizations and more!



We offered presentations to 106 stakeholders



We presented at 12 community groups/ organizations



We connected with over 200 community members at these events



# BRT Corridor Survey Results Spring 2023

# We asked, you answered...

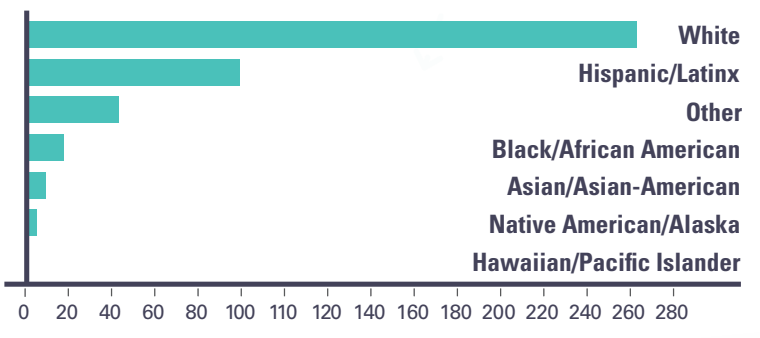
In spring 2023, the Phoenix BRT team launched the 35th Avenue and Van Buren Street Corridor Community Engagement Phase II. Critical to this outreach was the second corridor-specific survey focused on BRT cross-section preferences along the corridor. Here's what we heard!

## Who Participated

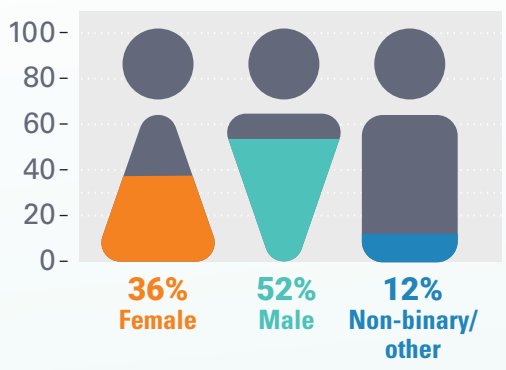
### Respondents



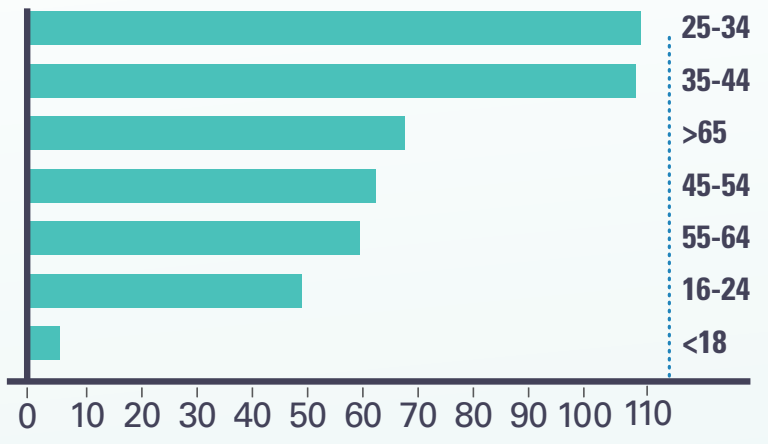
### Ethnicity



### Gender



### Age



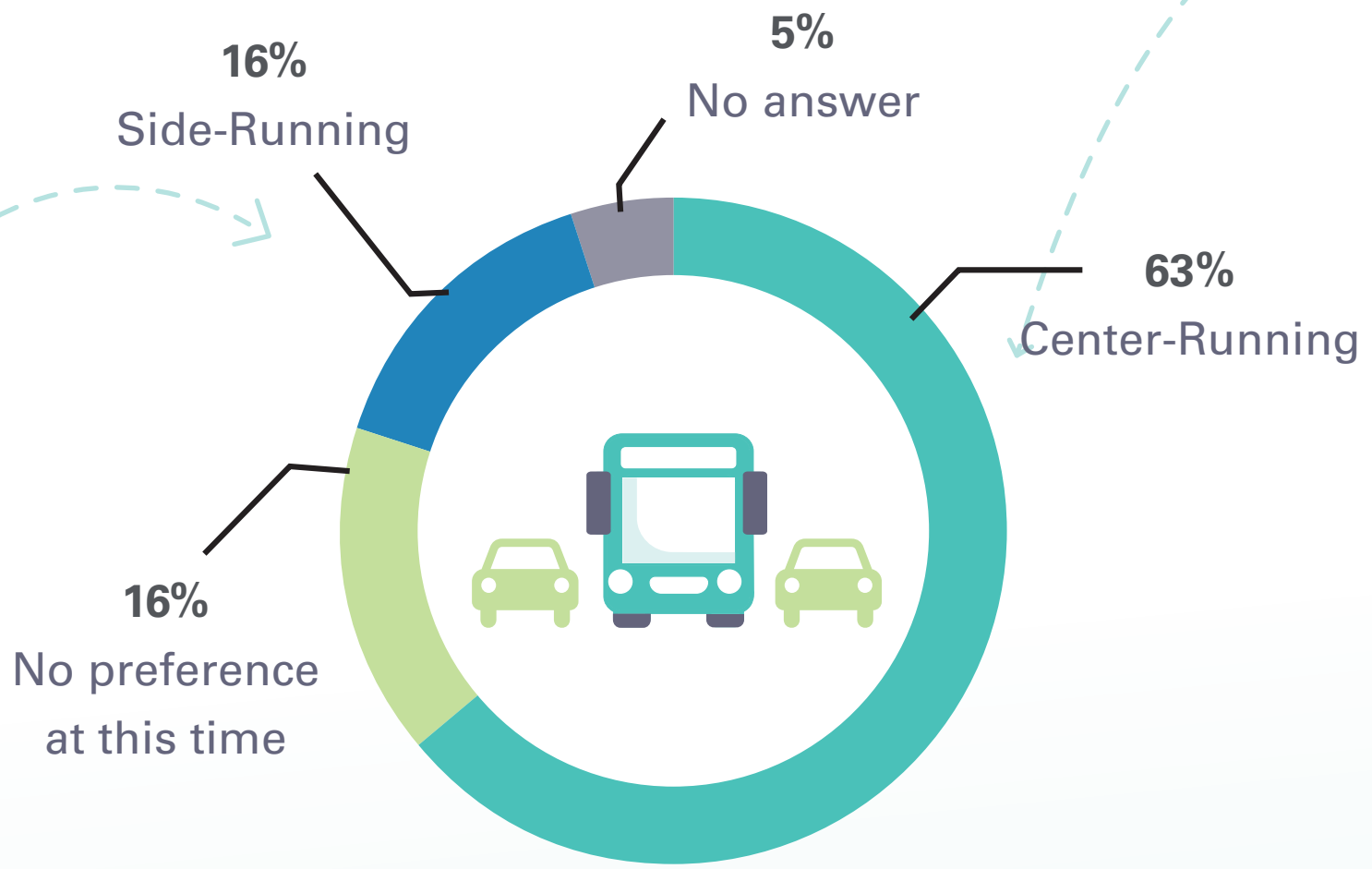






# 35th Avenue and Van Buren Street Corridor Cross-Section Preferences

The most preferred cross-section was center-running BRT (64%).



<sup>1</sup> This question included sub-questions based on each selection. For example, those who chose center-running, only answered additional questions regarding center-running BRT.

## Additional short answer comment themes:



Bike/Pedestrian  
Safety



Traffic  
Impacts



Cost/Financial  
Impacts

*Top themes from open-ended responses.*

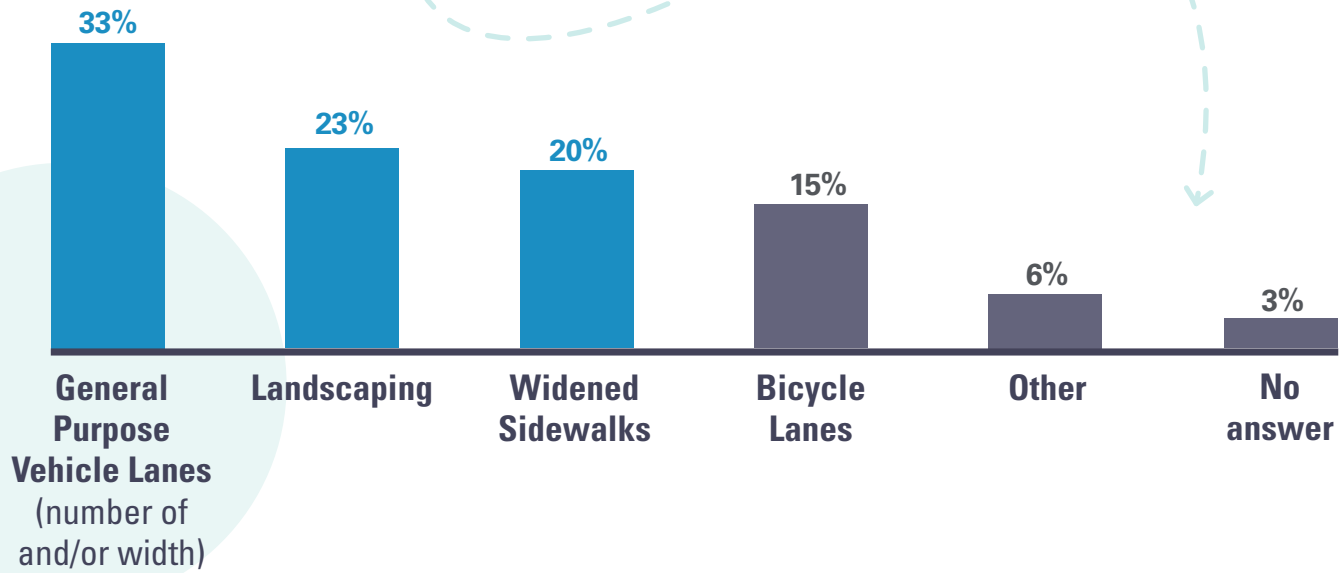






# What amenities would the community give up?

The community is more willing to give up general-purpose lanes (33%), landscaping (23%), and widened sidewalks (20%) to help reduce ROW takes along the corridor.



Below are key comment themes from those who selected the other option:



Prioritize Bike/  
Pedestrian  
Safety



Prioritize Bike/Pedestrian  
Improvements



Support Removal  
of Traffic Lanes



Don't Give Up Any  
Amenities

*Top themes from open-ended responses.*

# Other Comment Themes

Several open-ended comments were received through the online comment form, online comment map, and email. Top themes from these additional comments are listed below.



Bike/Pedestrian Safety



Support Dedicated Lanes



Business Access



Traffic Impacts



Ridership Concerns



Regional Connectivity



Connectivity to Transit



Business - General Inquiries

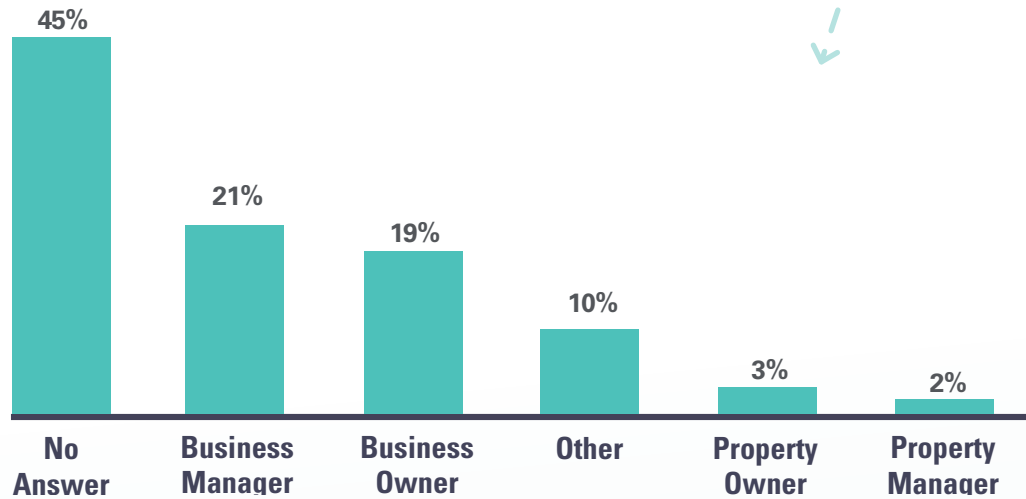
# Business Outreach Results

Along with the Phase II community outreach efforts, a critical component of the Phoenix BRT program’s community education and engagement efforts is targeted outreach to directly impacted businesses (identified as businesses within 500 feet) along the corridor. The Phoenix BRT team canvassed businesses to introduce the project, share details on upcoming outreach opportunities, share a BRT information card (in English and Spanish), and walk them through a brief business survey. Below is what we heard!

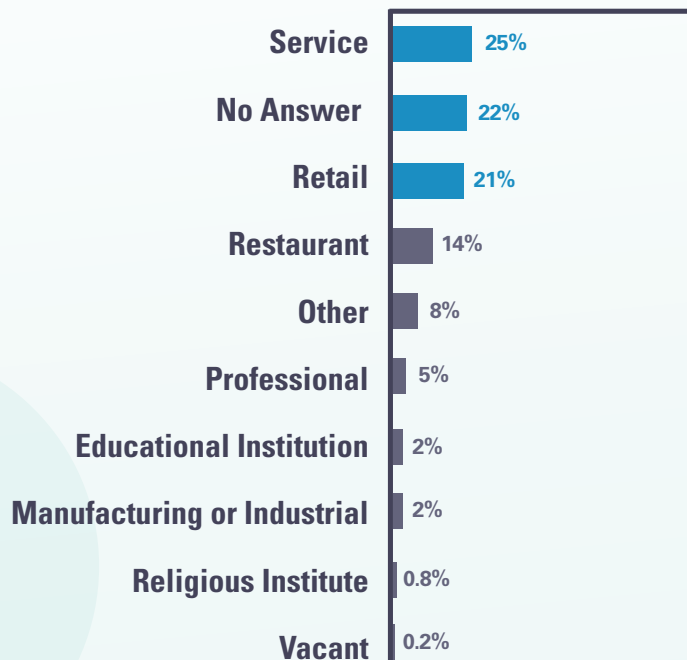
## Respondents



## Who participated...



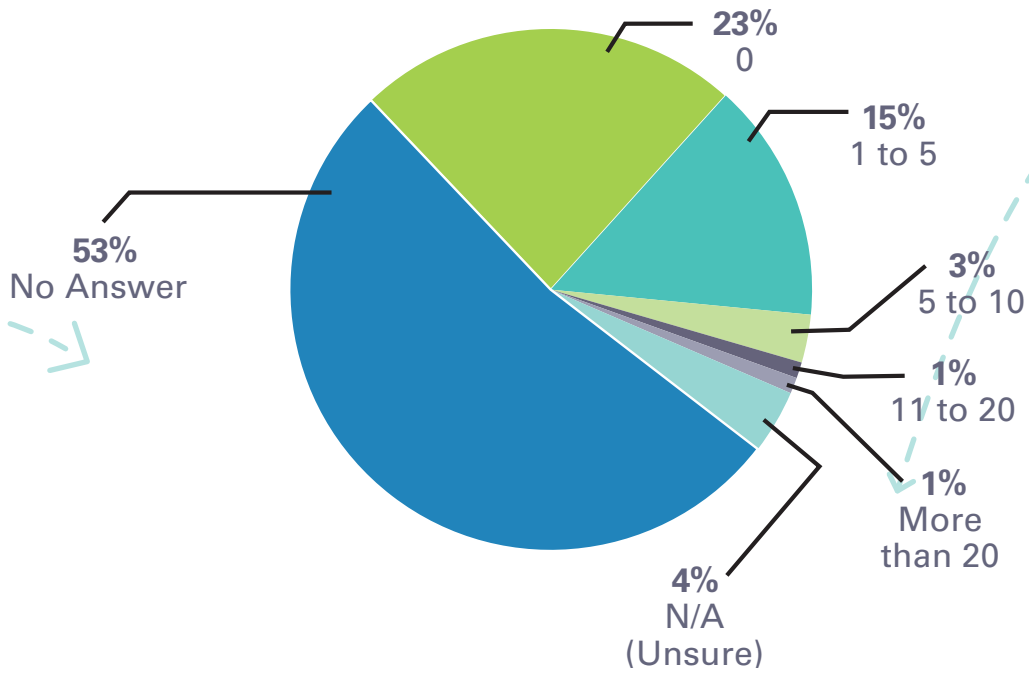
## Types of businesses along the corridor:







## How many employees use transit for work?



## How are these businesses accessed?

