



Phoenix *BRT*



Transportation, Infrastructure and Planning Subcommittee

September 15, 2021



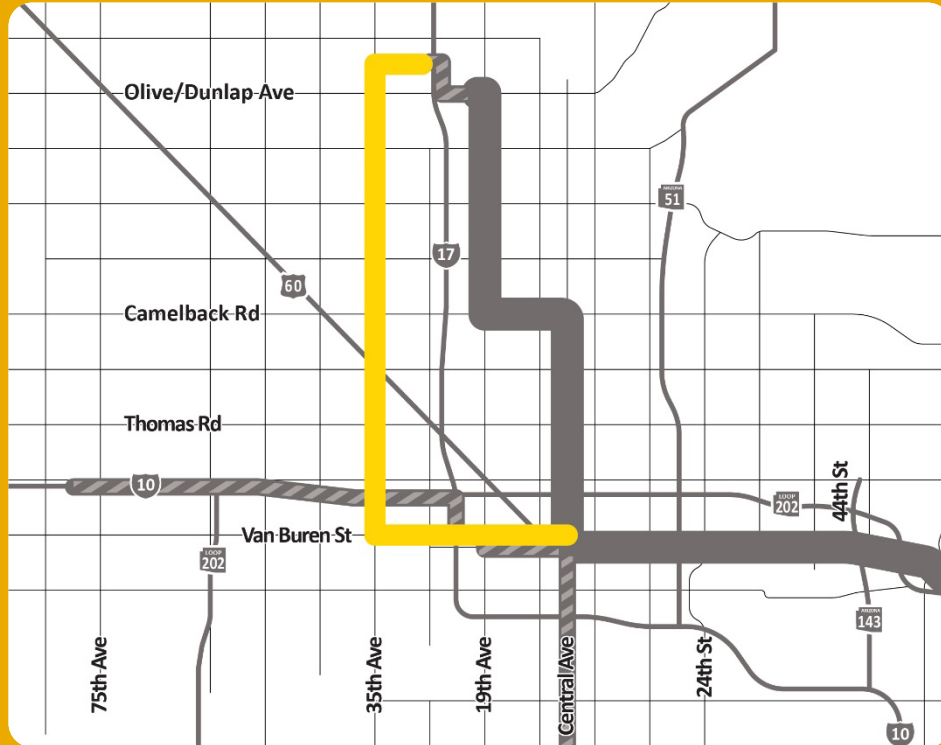
Background



- Key component of T2050
- Reevaluated corridors
- Six potential corridors
- Technical workshop and two Executive workshops
- Community outreach
- Previous Action



Initial BRT Corridor Recommendation



35th Ave/Van Buren

On May 27, 2021, the Public Transit Department requested the Citizens Transportation Commission recommend City Council approval of an initial Bus Rapid Transit corridor:

35th Avenue/Van Buren Street

- Unanimous vote



BRT is Advanced Bus Service

- High capacity bus service that focuses on improved speed, reliability and convenience
- BRT = Flexibility
 - Can be planned and designed to **best meet the needs of a community**
- Common elements found in BRT systems

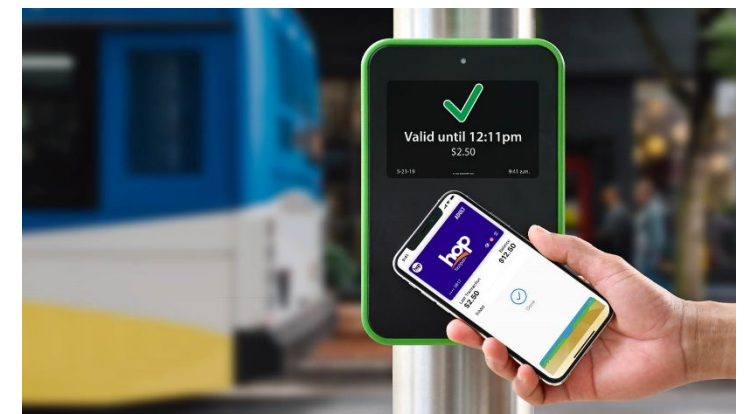
Common BRT Elements



Enhanced Stations



Custom Buses



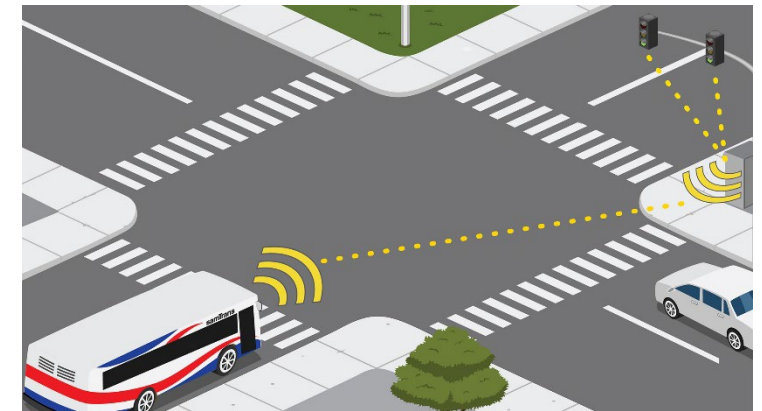
Advanced Fare Collection



Unique Branding



Potential Dedicated Lanes



Transit Spot Improvements

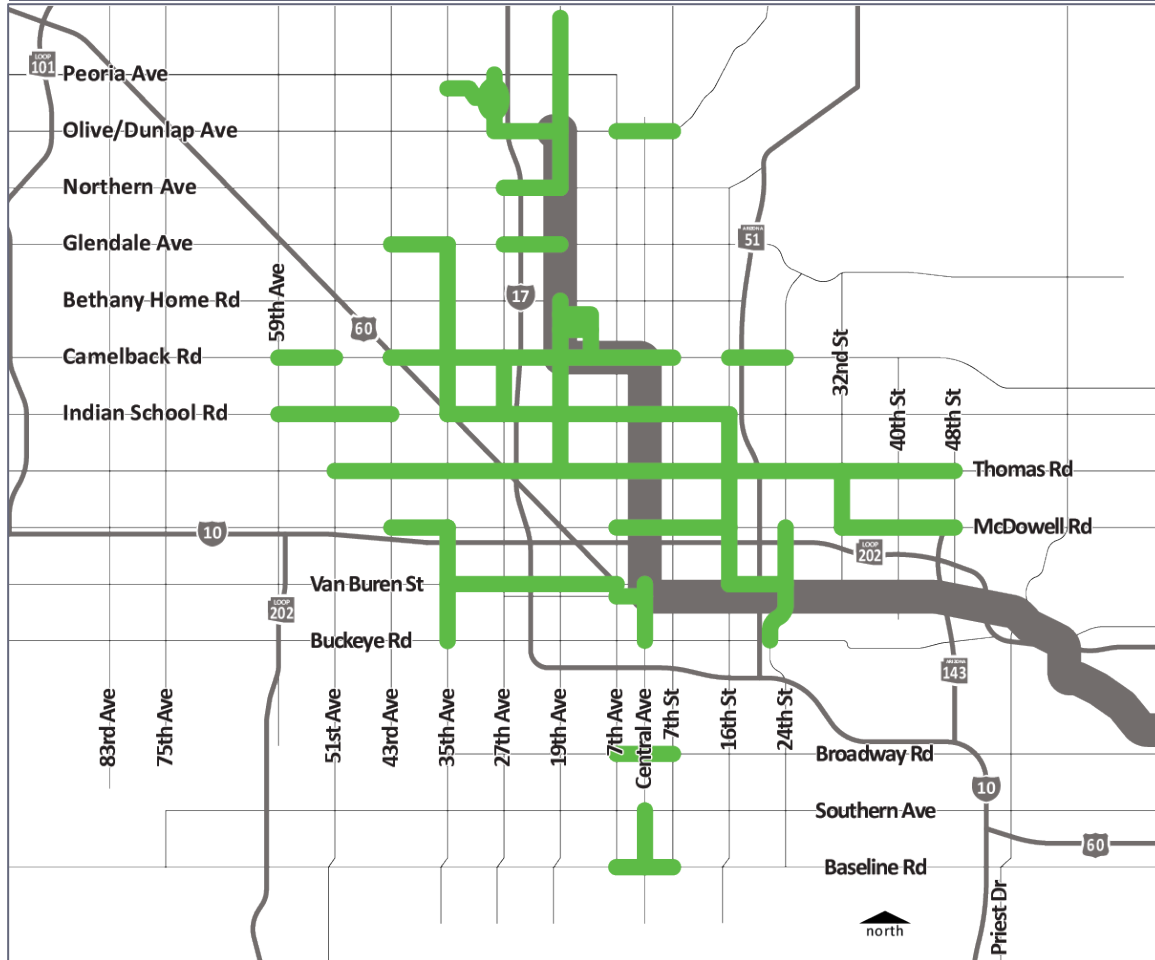
Transit Performance, Propensity and Ridership



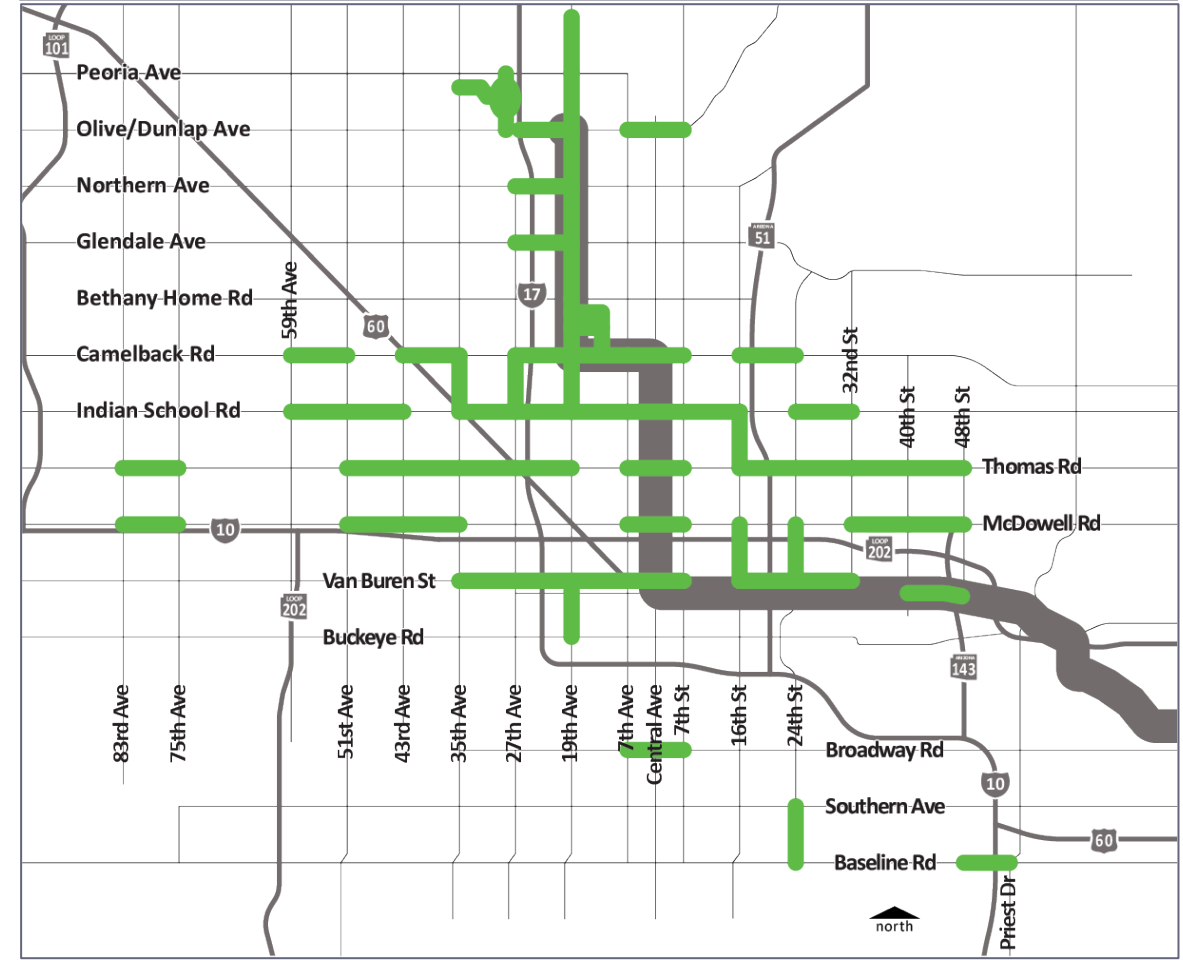


Highest Ridership by Segment

Before COVID



During COVID



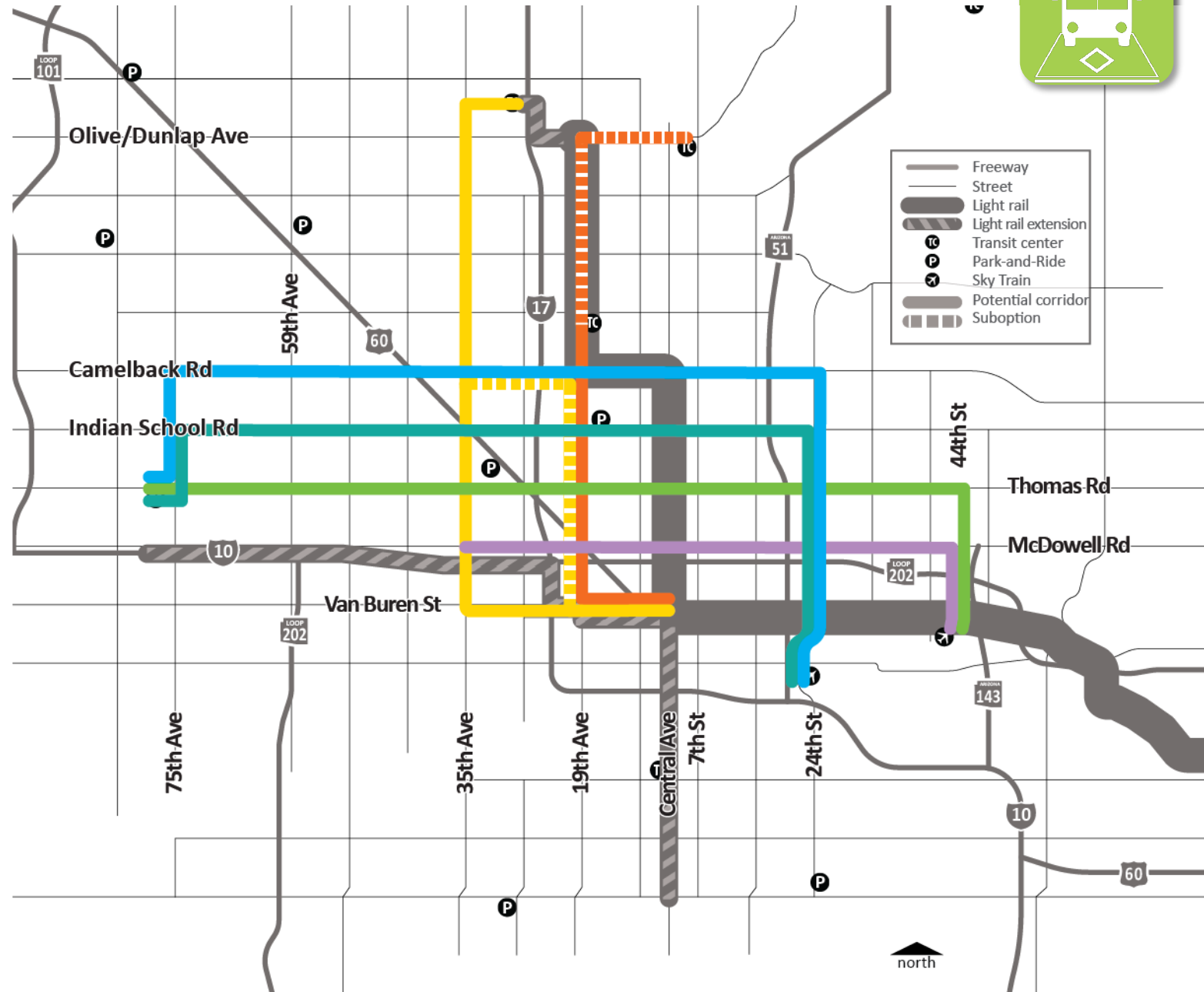
BRT Corridors

- Transit propensity

- Population
- Employment
- Low income households
- Minority persons
- Persons with disabilities
- Zero automobile households
- Persons under 18 years
- Persons over 64 years

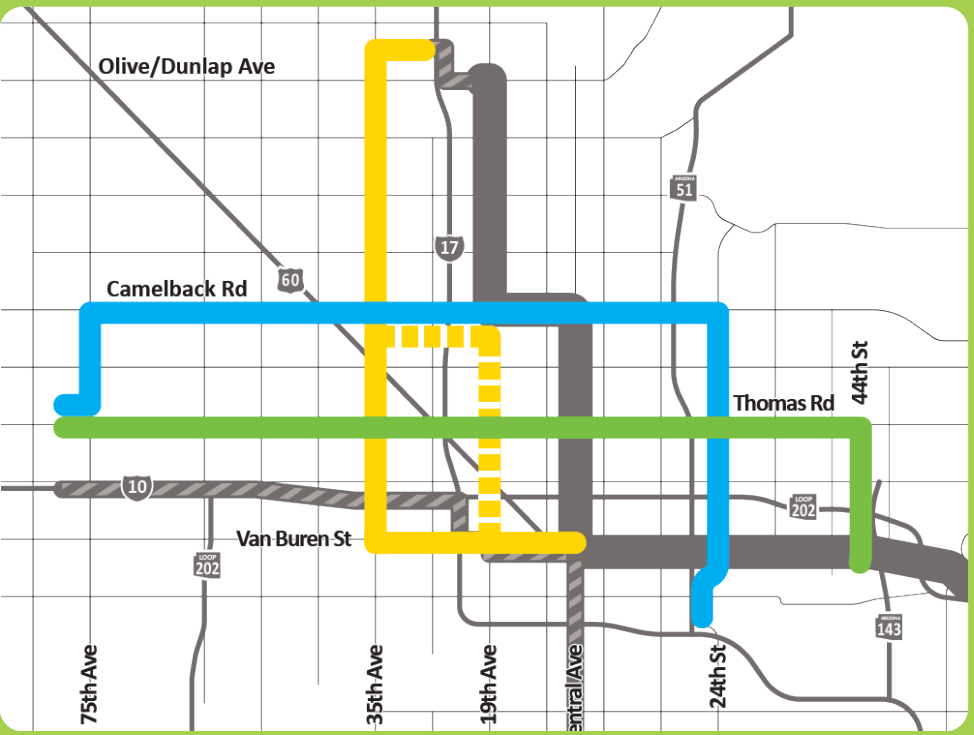
- Transit performance

- Ridership forecasting





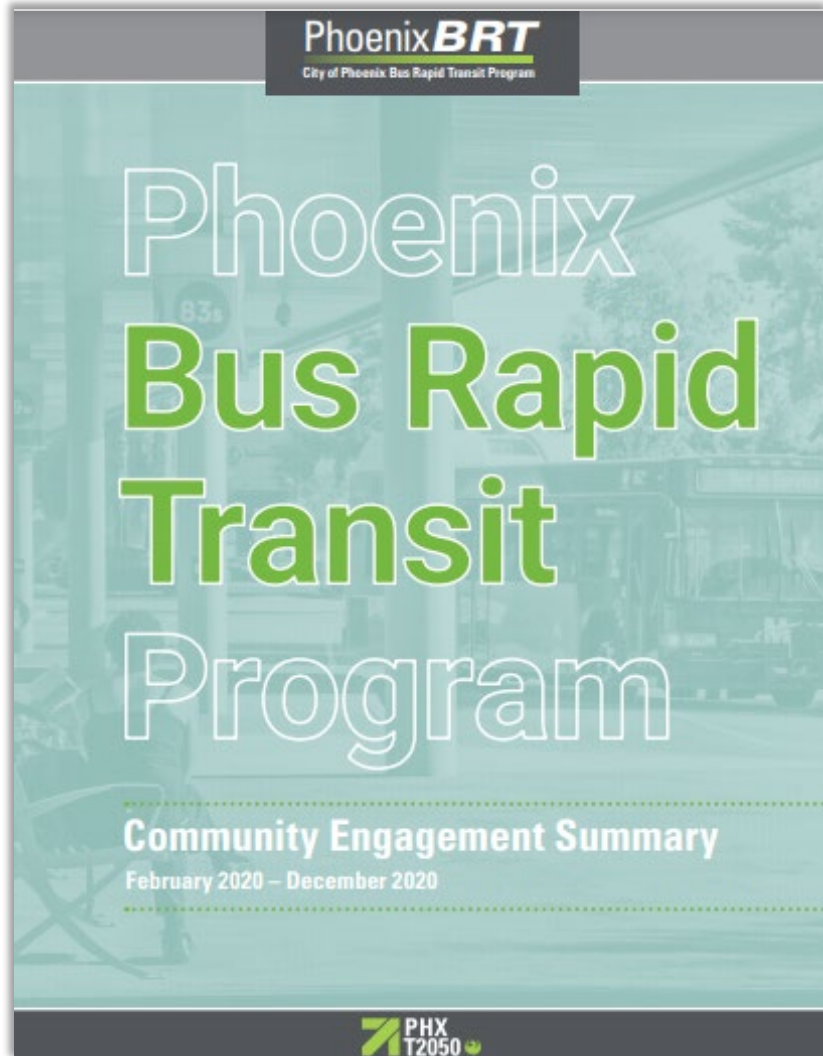
Transit Analysis Results



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

- Highest performing (ridership)
- Better coverage/spacing
- Compliments existing/future networks
- Input/recommendations from BRT Workshops

Community Education and Engagement



- **February – December 2020**
- **Employed in-person and virtual outreach methods**
- **All materials in English and Spanish**
- **Community Engagement Summary**



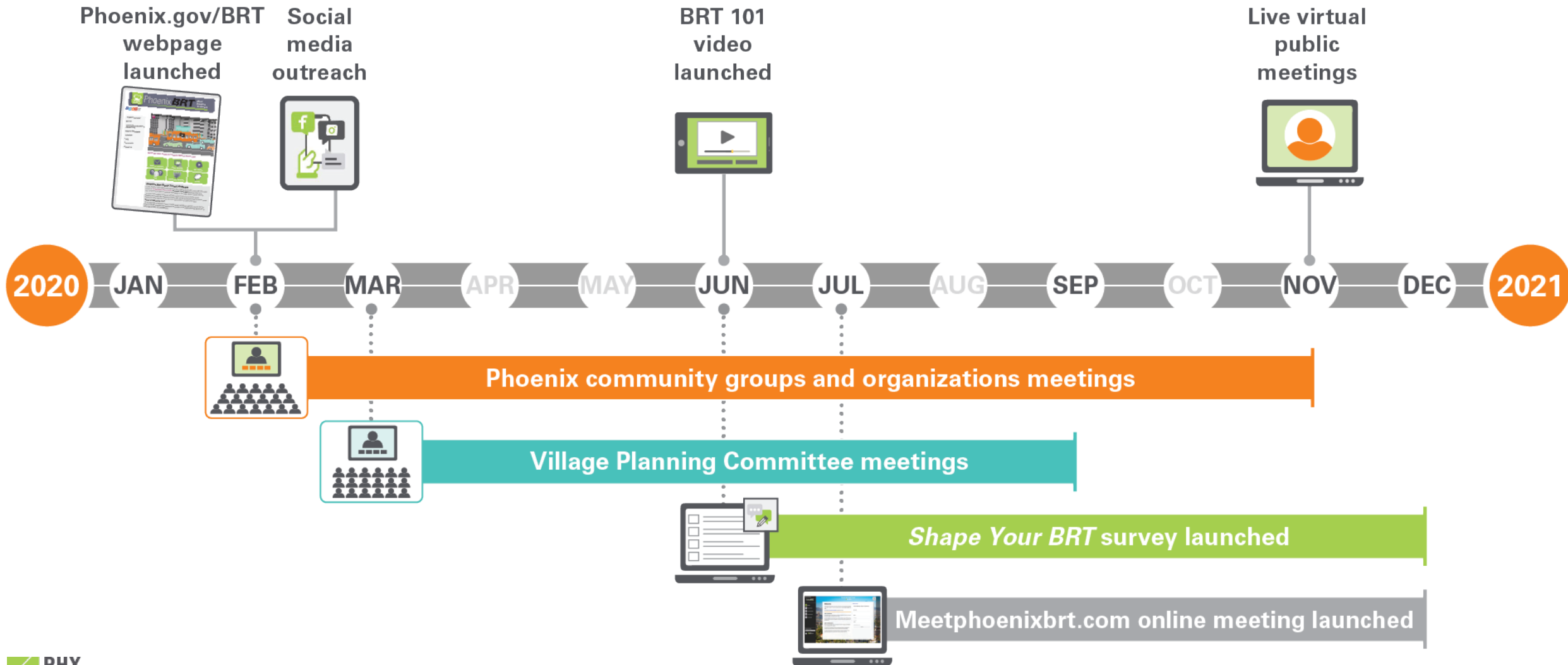
Outreach Tools

The screenshot shows the Phoenix BRT website. At the top is a header with the Phoenix BRT logo and the text "Bus Rapid Transit". Below the header are social media icons for Facebook, Twitter, YouTube, and Pinterest. A left sidebar contains a menu with the following items: Program Overview, BRT 101, Community Education & Engagement, Ways to Participate, Schedule, F.A.Q., Documents, Subscribe, and Contact Us. The main content area features a video player with a play button and a "Watch on YouTube" link. Below the video player is a section titled "Spanish BRT Video: Autobús de Transporte Rápido en Phoenix o BRT" with six green buttons: Corridor Maps, BRT Videos, Fact Sheet, Community Meetings, FAQ, and Send us a comment. At the bottom of the screenshot is a sign-up prompt for the BRT Mailing List and a section titled "Phoenix Bus Rapid Transit Program" with introductory text.

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



BRT Program Activities





Webpage Engagement

• Phoenix BRT Program



BRT 101 video views



Online Meeting



Online meeting video views



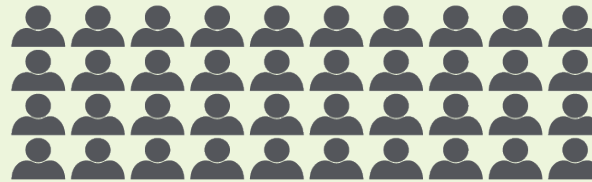


In-Person/Virtual Meetings

Met with 26 groups
in-person and virtually



Presented to over 690
committee members,
stakeholders
and general public

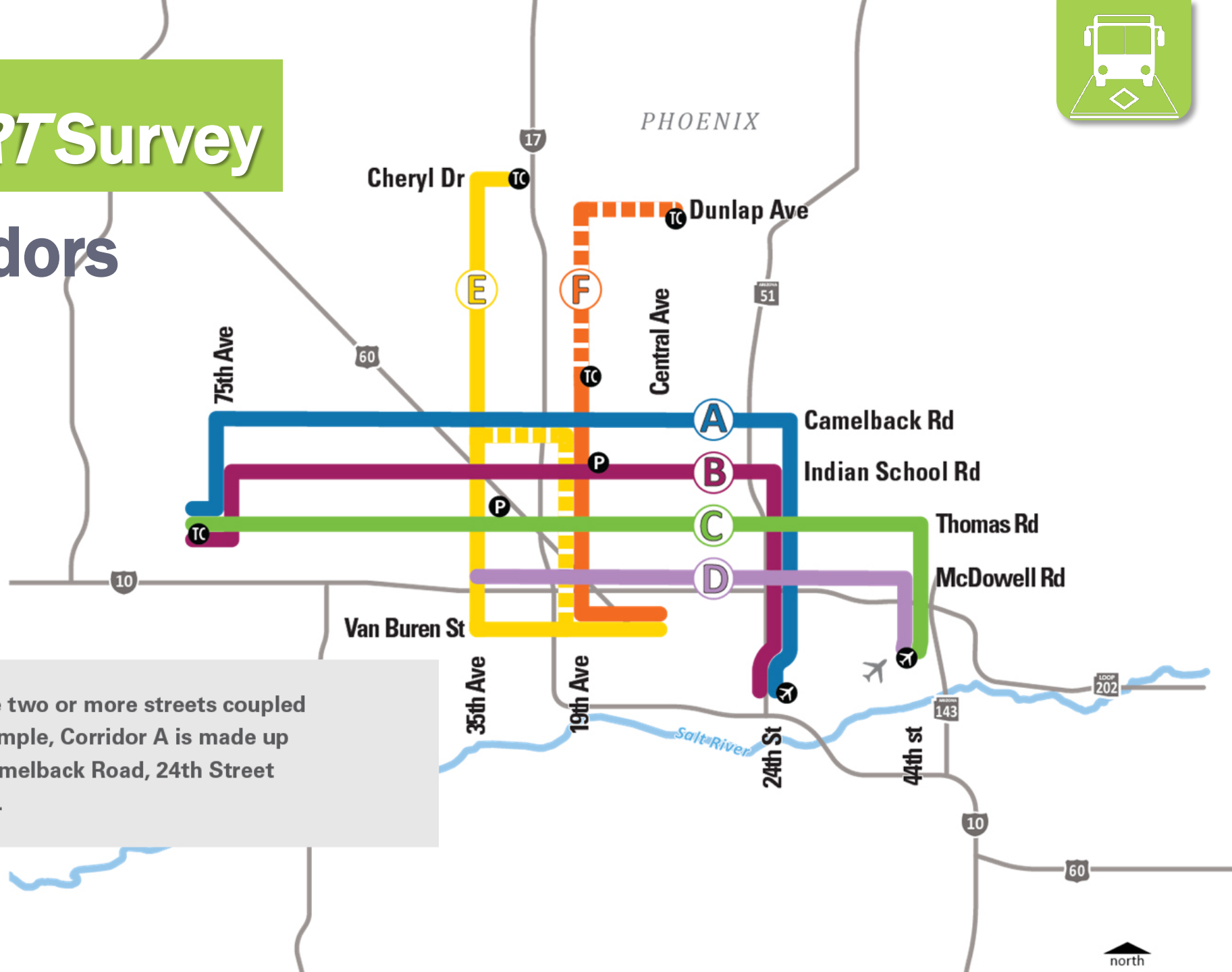


Over 115
questions answered



Shape Your BRT Survey

Potential Corridors

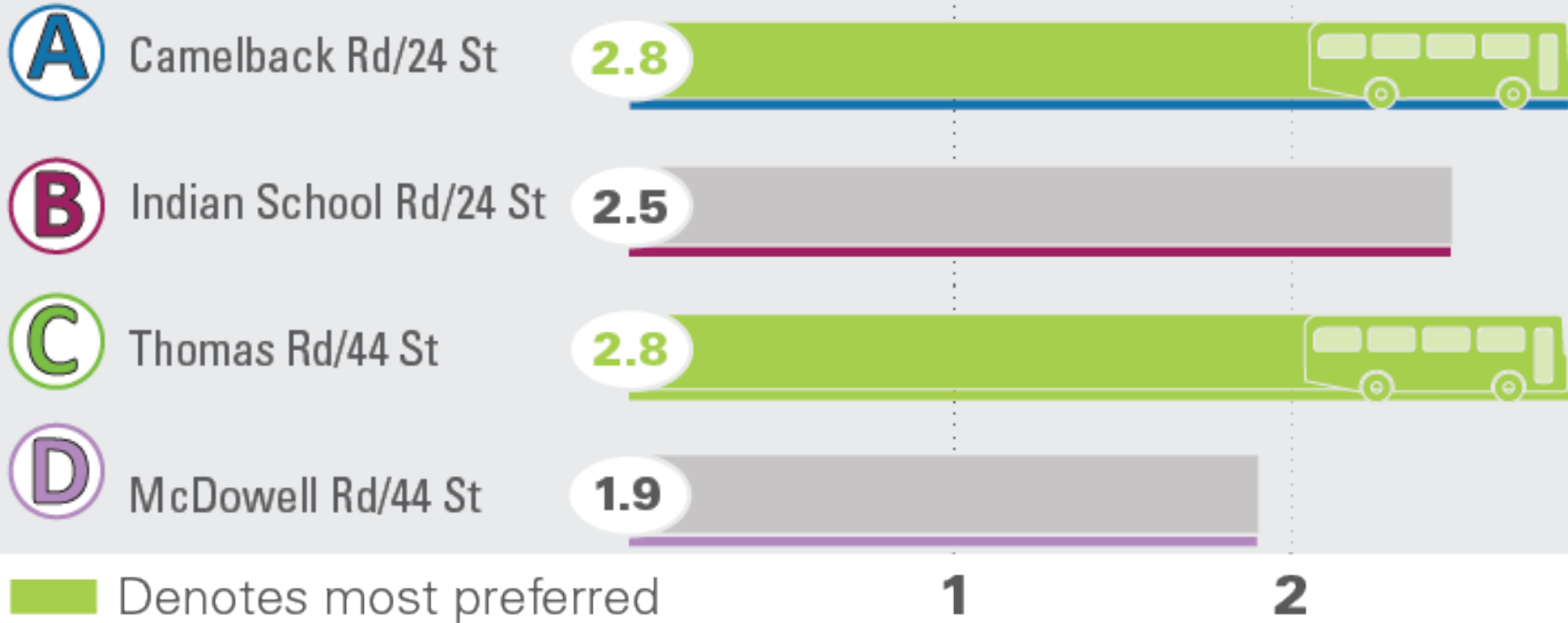


What is a BRT corridor?

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.



Preferred East-West Corridors for BRT



Survey respondents ranked each east-west corridor between 1 and 4; the average scores for each are shown above.



Preferred North-South Corridor for BRT

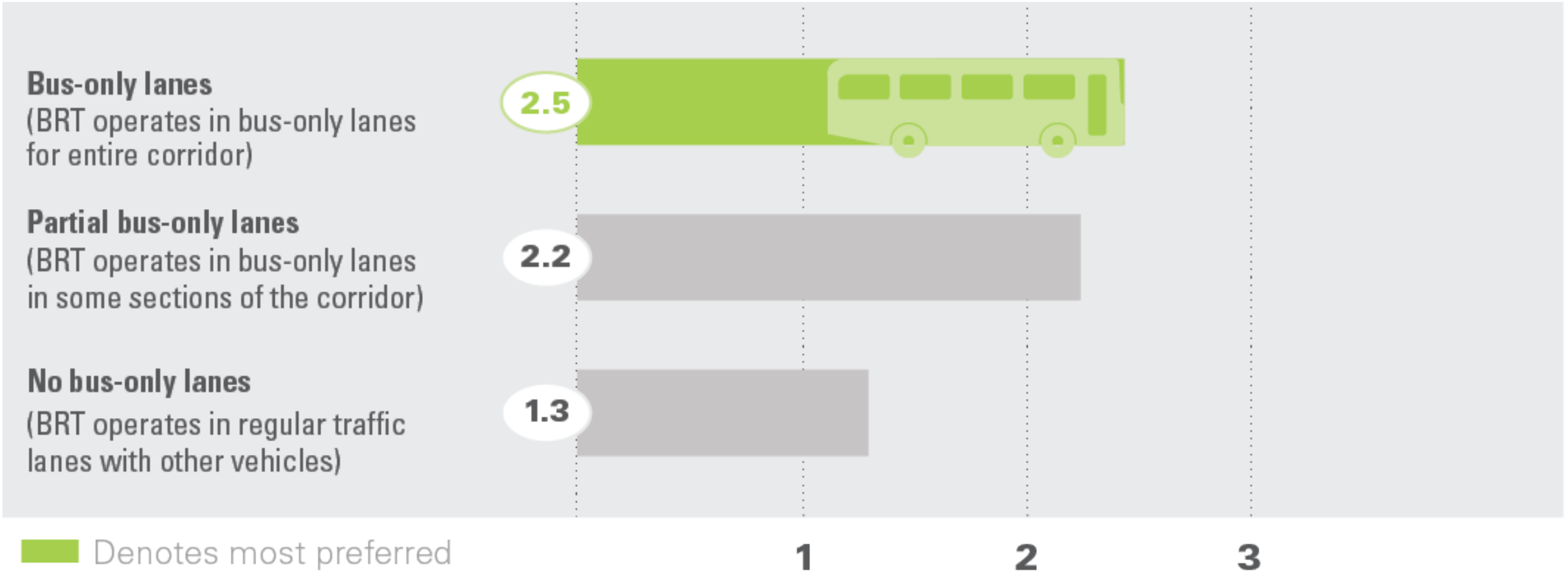


Denotes most preferred

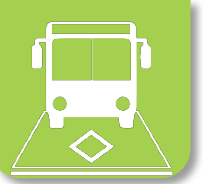
Survey respondents selected their preferred north-south corridor; the percent preferred for each is shown above.



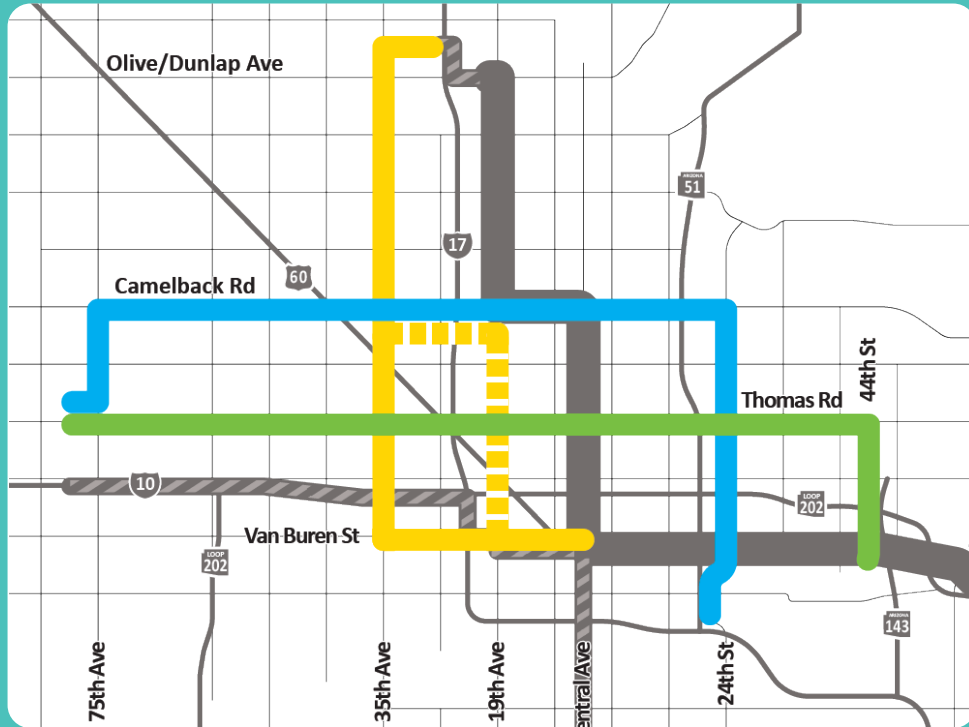
Lane Preference for BRT



Survey respondents ranked lane configuration options between 1 and 3; the average scores for each are shown above.



Community Engagement Results



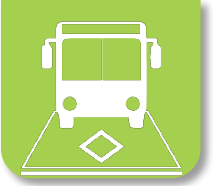
Camelback/24th St
Thomas/44th St
35th Ave/Van Buren

Most preferred:

- Camelback/24th Street
- Thomas/44th Street
- 35th Ave/Van Buren

Aligns with transit analysis results

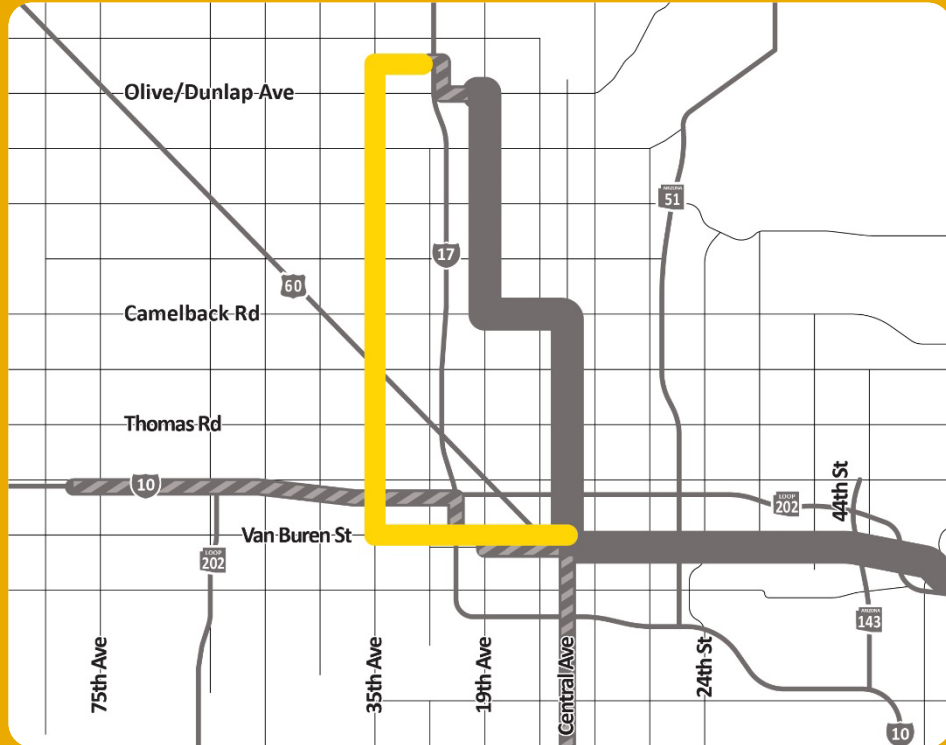
Next Steps



- **Request action by Phoenix City Council to approve initial BRT corridor recommendation**
- **Refine program schedule**
- **Begin corridor planning**
- **Establish corridor-specific outreach techniques**
- **Identify funding plan and potential partners**
- **Collaborate with other city departments and agencies**



Final Recommendation



35th Ave/Van Buren

The Public Transit Department requests the Transportation, Infrastructure and Planning Subcommittee recommend City Council approval of an initial Bus Rapid Transit corridor:

- 35th Avenue/Van Buren Street



**PHOENIX
TRANSPORTATION
2050**



MOVING PHOENIX
FORWARD