Community Engagement Summary
February 2020 – December 2020
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.

*Due to public health and safety concerns caused by COVID-19, outreach efforts shifted to virtual platforms in March 2020.
On February 27, 2020, the Phoenix BRT team launched the program webpage at 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**
- **48%** desktop
- **50%** mobile
- **2%** tablet

**Site visitors**
- **44%** new visitors
- **56%** returning visitors

**Location of visitors**

**BRT 101 video views**
- **1,040** English
- **92** Spanish

**Online meeting video views**
- **300** English
- **89** Spanish

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**
- **63%** desktop
- **34%** mobile
- **3%** tablet

**Site visitors**
- **9%** new visitors
- **91%** returning visitors

**Location of visitors**

**Number of Online Attendees**

- **2 – 4**
- **5**
- **6**
- **86**
Social Media Engagement

Community conversations by platform

- Twitter: 85%
- Online news: 6%
- Forums: 2%
- Blogs: 7%

What are they saying?

Top online hashtags:
- #BusRapidTransitProgram
- #virtual
- #AllAboutThatBusLife
- #BusRapidTransit101
- #PHX
- #meetphoenixbrt
- #PhoenixPublicTransit
- #busrapidtransit
- #PhoenixTransit
- #BRT
- #virtual
- #AllAboutThatBusLife
- #BusRapidTransit101
- #PHX
- #meetphoenixbrt
- #PhoenixPublicTransit
- #busrapidtransit
- #PhoenixTransit
- #BRT

Top online themes:
- #BusRapidTransitProgram
- #virtual
- #AllAboutThatBusLife
- #BusRapidTransit101
- #PHX
- #meetphoenixbrt
- #PhoenixPublicTransit
- #busrapidtransit
- #PhoenixTransit
- #BRT

Who is the audience?

- Age:
  - 18-24: 28%
  - 25-34: 27%
  - 35-44: 28%
  - 45-54: 8%
  - 55-64: 4%
  - 65+: 2%

- Top Languages:
  - Spanish: 27%
  - English: 73%

Conversation sentiment:
- Positive: 13.8%
- Neutral: 85.6%
- Negative: 0.6%

Community engagement on Twitter

- Reach: 2.8M
- Mentions: 362
- Post interactions: 551
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

- Impacts of BRT
- BRT options in South Phoenix
- Regional BRT efforts
- BRT elements/characteristics
- RAPID vs. Express vs. local bus service

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*

- Phoenix Community Alliance Multi-Modal Committee
  - FEB 2020
  - 23

- Hatcher Urban Businesses
  - 6/11
  - 69

- D27 Business Alliance and Violence Impact Project Coalition
  - 8/23
  - 12

- WTS International Metro Phoenix Chapter
  - 9/03
  - 109

- Arizona Forward Mobility and Clean Air Solutions
  - 10/14
  - 19

- Greater Phoenix Chamber Transportation Policy Committee
  - 10/27
  - 22

- Valley Partnership
  - 11/17
  - 3

*In place of an in-person or virtual meeting, the American Planning Association of Arizona requested a brief summary of BRT to be included in their digital newsletter.
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
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.

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.

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**

<table>
<thead>
<tr>
<th>Blue Network Scenario</th>
<th>Purple Network Scenario</th>
<th>Yellow Network Scenario</th>
<th>Green Network Scenario</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camelback Rd/20th St</td>
<td>Thomas Rd/35th St</td>
<td>McDowell Rd/44th St</td>
<td>Indian School Rd/60th St</td>
</tr>
<tr>
<td>35th Ave/Van Buren St</td>
<td>35th Ave/Van Buren St</td>
<td>19th Ave/Van Buren St</td>
<td>19th Ave/Van Buren St</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Shape Your BRT Survey**

### Who Participated?

- **Respondents:** 474

### Responses by Zip Code

- **Where are they located?**

### What did we hear?

#### Public Transit Use

- **27%** of participants use transit daily
- **17%** several times/month
- **18%** several times/year
- **24%** several times/week
- **14%** never

#### Familiarity with BRT

- **25%** of respondents are very familiar with BRT
- **19%** are not at all familiar
- **25%** very
- **19%** not at all
- **16%** moderately
- **20%** slightly
- **20%** somewhat

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**Age**

- <18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- >65

**Ethnicity**

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

**Gender**

- Female
- Male
- Non-binary/other

**Gender Distribution**

- 38% Female
- 59% Male
- 3% Non-binary/other

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**No. of respondents within zip code**

- 1–4
- 5–9
- 10–14
- 15–19
- 20–24
- 25–29
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.

- **A** Camelback Rd/24 St: 2.8
- **B** Indian School Rd/24 St: 2.5
- **C** Thomas Rd/44 St: 2.8
- **D** McDowell Rd/44 St: 1.9

Overall, respondents ranked Thomas Road/44th Street (C) as their preferred east–west corridor.

**Why** are corridors A & C preferred?

- 57% serves more transit riders
- 49% takes riders to key locations
- 41% close to home/school/work
- 28% may reduce commute time
- 13% of respondents chose “other” and provided write-in responses

Top Themes for Corridor Modification Suggestions
(open ended question on survey)

- Extend BRT north and south
- Extend BRT east and west
- Limit light rail duplication

Preferred North–South Corridors for BRT
(as shown on pages 10–11)

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

- **E** 35th Ave Rd/Van Buren St: 54%
- **F** 19th Ave Rd/Van Buren St: 46%

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

**Why** is corridor E preferred?

- 57% serves more transit riders
- 32% takes riders to key locations
- 26% close to home/school/work
- 19% of respondents chose “other” and provided write-in responses
- 18% may reduce commute time

13% of respondents chose "other" and provided write-in responses.
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.

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Average Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camback Rd/24th St, Thomas Rd/44th St, 35th Ave/Van Buren St (Blue Network Scenario)</td>
<td>3.2</td>
</tr>
<tr>
<td>Camback Rd/24th St, Thomas Rd/44th St, 19th Ave/Van Buren St (Purple Network Scenario)</td>
<td>2.7</td>
</tr>
<tr>
<td>Indian School Rd/24th St, McDowell Rd/44th St, 35th Ave/Van Buren St (Yellow Network Scenario)</td>
<td>2.3</td>
</tr>
<tr>
<td>Indian School Rd/24th St, McDowell Rd/44th St, 19th Ave/Van Buren St (Green Network Scenario)</td>
<td>1.8</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Lane Configuration</th>
<th>Average Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus-only lanes (BRT operates in bus-only lanes for entire corridor)</td>
<td>2.6</td>
</tr>
<tr>
<td>Partial bus-only lanes (BRT operates in bus-only lanes in some sections of the corridor)</td>
<td>2.2</td>
</tr>
<tr>
<td>No bus-only lanes (BRT operates in regular traffic lanes with other vehicles)</td>
<td>1.3</td>
</tr>
</tbody>
</table>

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.

- Transit speed and reliability: 3.6
- Limited or no transfers: 2.4
- Amenities: 2.0
- Minimal travel lane impacts: 1.9

Key Final Comment Themes

Respondents were asked to provide their final comments on their preferred network. Some common themes include:

- Dedicated lanes are preferred
- Extend the network north, south, east, and west
- Accommodate bike community (lanes, safety, on-board)
- Improve fare system (mobile, smart cards, etc.)
- Provide connections to surrounding/outlying areas
- Avoid impacts to 19th Ave

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.
Appendix

Phoenix Bus Rapid Transit Survey
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
- Takes me to key destinations
- Could reduce my daily commute time

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 corridor? Select all that apply.
- Close to my home/work/school
- Takes me to key destinations
- Could reduce my daily commute time

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.
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.

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.