Background

• Key component of T2050
• Reevaluated corridors
• Six potential corridors and four potential network scenarios
• Technical workshop and two Executive workshops
• Community outreach
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
# BRT vs. RAPID/Express

<table>
<thead>
<tr>
<th>Areas served</th>
<th>Users</th>
<th>Operating hrs</th>
<th>Frequency</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BRT</strong> major roads</td>
<td>all users</td>
<td><strong>12H DAILY</strong></td>
<td>approximately every 10 minutes</td>
<td>100–150 passengers per bus</td>
</tr>
<tr>
<td><strong>RAPID/Express Bus</strong> Park-and-Ride service to downtown</td>
<td>specifically for commuters</td>
<td><strong>AM&amp;PM RUSH HOUR</strong></td>
<td>approximately every 10 to 30 min</td>
<td>60–80 passengers per bus</td>
</tr>
</tbody>
</table>
Transit Performance, Propensity and Ridership
Ridership by Segment

Before COVID

During COVID
BRT Corridors

• Transit propensity
• Transit performance
• Ridership forecasting
What makes a good BRT network scenario?

- Geographic coverage/spacing
  - Min. 2 miles between corridors
- Intersecting BRT corridors
- Connections with light rail and frequent local bus service
- End points that are useful passenger origins and destinations
BRT Network Comparison

Blue Network Scenario

Purple Network Scenario

Yellow Network Scenario

Green Network Scenario

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

Camelback/24th St
Thomas/44th St
19th Ave/Van Buren

Indian School/24th St
McDowell/44th St
35th Ave/Van Buren

Indian School/24th St
McDowell/44th St
19th Ave/Van Buren
Transit Analysis Results

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

Camelback/24th St
Thomas/44th St
35th Ave/Van Buren
Community Education and Engagement
OUTREACH TOOLS

• 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

- Phoenix.gov/BRT webpage launched
- Social media outreach
- BRT 101 video launched
- Live virtual public meetings

- Phoenix community groups and organizations meetings
- Village Planning Committee meetings
- Shape Your BRT survey launched
- Meetphoenixbrt.com online meeting launched
Webpage Engagement

Phoenix BRT Program

4,581 pageviews

BRT 101 video views

English 1,040
Spanish 92

Online Meeting

766 pageviews

Online meeting video views

English 300
Spanish 89
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
In-Person/Virtual Meetings

Community Question Topics

- Dedicated lanes
- Community engagement
- Cost/funding
- BRT options in South and North Phoenix
- BRT connections
- BRT service
- Agency/organization coordination
- BRT program implementation
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.
Potential Network Scenarios

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

Purple Network
Camelback/24th St
Thomas/44th St
19th Ave/Van Buren

Yellow Network
Indian School/24th St
McDowell/44th St
35th Ave/Van Buren

Green Network
Indian School/24th St
McDowell/44th St
19th Ave/Van Buren

How does a network scenario differ from a corridor?
A network scenario includes different combinations of both north-south and east-west corridors to create a full network of BRT service.
Respondents by Zip Code

Where are they located?
Survey respondents ranked each east-west corridor between 1 and 4; the average scores for each are shown above.
Why are these east-west corridors preferred?

- 57% serves more transit riders
- 49% takes riders to key locations
- 41% close to home/school/work
- 28% may reduce commute time
Survey respondents selected their preferred north-south corridor; the percent preferred for each is shown above.
Why is this north-south corridor preferred?

- **57%** serves more transit riders
- **32%** takes riders to key locations
- **26%** close to home/school/work
- **18%** may reduce commute time
Top Themes for Corridor Modification Suggestions

- Extend BRT north and south
- Extend BRT east and west
- Limit light rail duplication
- Connect/service surrounding cities and towns
- Connect to Metrocenter
- Link to downtown Phoenix

Open ended question on survey.
Survey respondents ranked each network scenario between 1 and 4; the average scores for each are shown above.

<table>
<thead>
<tr>
<th>Network Scenario</th>
<th>Average Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camelback Rd/24th St, Thomas Rd/44th St, 35th Ave/Van Buren St (Blue Network Scenario)</td>
<td>3.2</td>
</tr>
<tr>
<td>Camelback 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>
Top Themes for Network Modification Suggestions

- Extend network west
- Extend network north and south
- Limit overlap with light rail
- Remove 19th Ave corridor
- Safety (bike, pedestrian, transit stops)

Open ended question on survey.
Lane Preference for BRT

Survey respondents ranked lane configuration options between 1 and 3; the average scores for each are shown above.
Survey respondents ranked the importance of each service aspect between 1 and 4; the average scores for each are shown above.
| 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 |

Open ended question on survey.
Community Engagement Results

Most preferred:
- Camelback and Thomas Roads
- 35th Avenue
- Blue Network Scenario

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

• Refine program schedule
• Begin corridor planning (operations and capital)
• Establish corridor-specific outreach techniques
• Identify funding plan and potential partners
• Monitor progress on east-west corridor discussions
# MAG Regional BRT Feasibility Study

The Public Transit Department requests the Citizens Transportation Commission recommend City Council approval of the Bus Rapid Transit foundation network consisting of the following corridors: Camelback Road/24th Street, Thomas Road/44th Street, and 35th Avenue/Van Buren Street.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Corridor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>35th Avenue/Van Buren Street (COP)</td>
</tr>
<tr>
<td>2</td>
<td>Camelback Road/24th Street (COP)</td>
</tr>
<tr>
<td>3</td>
<td>Thomas Road/44th Street (COP)</td>
</tr>
<tr>
<td>4</td>
<td>Scottsdale Road/Rural Road</td>
</tr>
<tr>
<td>5</td>
<td>Capitol/I-10</td>
</tr>
<tr>
<td>6</td>
<td>Country Club Drive/Arizona Avenue</td>
</tr>
<tr>
<td>7</td>
<td>Glendale Avenue</td>
</tr>
<tr>
<td>8</td>
<td>Baseline Road</td>
</tr>
</tbody>
</table>
The Public Transit Department requests the Citizens Transportation Commission recommend City Council approval of an initial Bus Rapid Transit corridor:

- 35th Avenue/Van Buren Street