TO: Mario Paniagua  
Deputy City Manager

FROM: Jesús Sapien  
Public Transit Director

SUBJECT: BUS RAPID TRANSIT PROGRAM ANALYSIS, OUTREACH AND INITIAL CORRIDOR RECOMMENDATION

This report provides a summary of the community engagement process held over the past year regarding the analysis conducted to develop recommendations for establishing Phoenix’s Bus Rapid Transit (BRT) program. This report requests the Citizens Transportation Commission (CTC) recommend City Council approval of an initial BRT corridor: 35th Avenue/Van Buren Street (see Attachment A).

BACKGROUND

In 2015, Phoenix voters approved Proposition 104, creating the 35-year street and transit plan known as Transportation 2050 or T2050. BRT was identified as a key component of T2050 to continue expanding our city’s high capacity transit network.

BRT is a high capacity bus service that focuses on improved speed, reliability, convenience, and the overall transit experience. There are common recurring elements found in successful BRT systems including advanced fare collection, enhanced stations, dedicated lanes, custom buses, transit spot improvements, and unique branding.

In 2019, the Phoenix BRT Program was tasked by Phoenix’s Citizens Transportation Commission and City Council with reevaluating the BRT corridors as originally outlined in the T2050 plan. The reevaluation was deemed necessary as the result of the passage of time since the development of the T2050 plan, whereby Phoenix has experienced significant changes in residential and commercial developments, population growth and density, and ongoing regional efforts to identify additional BRT corridors that may travel through Phoenix. The analysis considered various elements of transit propensity (population, employment, low-income households, minority populations, persons with disabilities, zero-automobile households, persons under 18 and over 64 years in age), historical transit performance, and ridership forecasting models utilizing the Federal Transit Administration’s scenario-planning software. Using these data points and processes, six potential BRT corridors have been identified:

- Camelback Road/24th Street
- Indian School Road/24th Street
- Thomas Road/44th Street
- McDowell Road/44th Street
Using industry best practices of two-mile spacing between corridors, good connections to light rail and frequent local bus service, intersecting with other BRT corridors, and utilizing end points that are highly used origins and destinations, four potential BRT network scenarios have also been identified using the six proposed corridors:

- Camelback Road/24th Street, Thomas Road/44th Street, 35th Avenue/Van Buren Street
- Camelback Road/24th Street, Thomas Road/44th Street, 19th Avenue/Van Buren Street
- Indian School Road/24th Street, McDowell Road/44th Street, 35th Avenue/Van Buren Street
- Indian School Road/24th Street, McDowell Road/44th Street, 19th Avenue/Van Buren Street

The Phoenix BRT Program facilitated multiple BRT workshops, including an in-depth Technical Workshop with multiple city departments, Valley Metro, Maricopa Association of Governments (MAG), Arizona Department of Transportation (ADOT), the established program consultant teams, and two Executive Workshops with the Citizens Transportation Commission and City Council members. The purpose of the workshops was to review the six potential corridors based on the results of the transit technical analysis and to obtain input on the four potential BRT network scenarios.

The results of this data-driven process revealed Camelback Road/24th Street, Thomas Road/44th Street, and 35th Avenue/Van Buren Street as the most productive corridors with the highest demands and need.

After the workshops, the focus transitioned to community education, engagement, and input.

COMMUNITY EDUCATION AND ENGAGEMENT

From February to December 2020, the Phoenix BRT program launched an education and engagement campaign to provide continuous opportunities for the community to learn about the program and provide input on the six potential corridors and four potential networks. To best reach the community, BRT program staff employed both traditional in-person and virtual outreach methods and provided all materials in both English and Spanish. As a result of the COVID-19 pandemic, outreach efforts shifted to virtual platforms in March 2020. Below is a list of outreach tools and materials used to engage and educate the public and solicit feedback:

- Transit analysis maps
- Social media
- Program webpage (www.phoenix.gov/brt)
- Project fact sheet
- Frequently asked questions (FAQs)
- “BRT 101” videos
- Online meeting webpage
- In-person/virtual meetings with all 15 City of Phoenix Village Planning Committees
- In-person/virtual meetings with community groups
- News releases and television programs
- Live virtual public meetings
- *Shape Your BRT* survey

**Survey Results**
The Phoenix BRT program developed the *Shape your BRT* survey to garner community input on potential BRT elements, the six potential BRT corridors, and the four potential BRT network scenarios.

Based on the survey results, respondents’ most preferred BRT foundation network aligns with the technical analysis results and community feedback received during the community education and engagement efforts: Camelback Road/24th Street, Thomas Road/44th Street, and 35th Avenue/Van Buren Street.

The Community Engagement Summary can be found in Attachment B. Highlights include:
- 474 survey responses
- 26 in-person or virtual meetings
- Connected with over 1,200 community members
- Responded to nearly 600 questions and comments
- 4,581 BRT webpage views
- BRT 101 video views
  - 1,040 English
  - 92 Spanish
- 766 online meeting webpage views
- Online meeting video views
  - 300 English
  - 89 Spanish
- Residents’ input shows that the selected corridors are preferred because they:
  - Serve more transit riders
  - Take riders to key locations
  - Are close to home, school, or work
  - May reduce commute times
- Top themes for network modification suggestions:
  - Extend network further west
  - Extend network further north and south
  - Limit overlap with light rail
- Key final comment themes:
  - Support for dedicated lanes
  - Extend network north, south, east, and west
Regional Efforts
In addition to the Phoenix BRT Program, MAG is conducting a Regional Bus Rapid Transit Feasibility Study to document the potential for the implementation of BRT within the MAG region. Phoenix has been an integral part of this collaboration along with six other member cities: Glendale, Tempe, Scottsdale, Mesa, Chandler, and Gilbert. Through this study, MAG has identified potential BRT corridors which were evaluated based on quantitative and qualitative criteria. These corridors were identified for further study for a proposed new regional BRT program (see Attachment C).

RECOMMENDATION
The Public Transit Department requests the Citizens Transportation Commission recommend City Council approval of an initial BRT corridor: 35th Avenue/Van Buren Street (see Attachment A).

While the Camelback/24th Street and Thomas/44th Street corridors were also identified as most preferred during the technical analysis and the community education and engagement efforts, there is ongoing analysis of future high capacity transit planning in west Phoenix that may affect these corridors and the overall future BRT network. It is recommended that a final decision on these east-west BRT corridors be deferred until there is further resolution on high capacity transit corridors in west Phoenix.

Upon approval of the initial BRT corridor, the next steps in the process for the recommended corridor (35th Avenue/Van Buren Street) includes:

- Refining a BRT program schedule, including the phasing and implementation for the initial BRT corridor and future BRT network.
- Beginning corridor planning (operations and capital) and development of conceptual alternatives.
- Establishing corridor-specific outreach tools and techniques.
- Identifying a funding plan and potential partners, including available grants.
Initial BRT Corridor
35th Ave/Van Buren
BRT Community Engagement Summary

Phoenix Bus Rapid Transit Program

Community Engagement Summary
February 2020 – December 2020
Phoenix Bus Rapid Transit Program

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.

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*Due to public health and safety concerns caused by COVID-19, outreach efforts shifted to virtual platforms in March 2020.

Executive Summary

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Executive Summary 1
Phoenix BRT Program Webpage 2
Online Meeting Webpage 3
Social Media Engagement 4
Live Virtual Public Meetings 6
Phoenix Community Groups/Organizations 7
Village Planning Committees (VPC) 8
Shape Your BRT Survey 10
Appendix – Phoenix Bus Rapid Transit Survey 19
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.

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.
Social Media Engagement

Community conversations by platform

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

Community engagement on Twitter

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

What are they saying?

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

Who is the audience?

- 18-24: 2%
- 25-34: 28%
- 35-44: 39%
- 45-54: 8%
- 55-64: 4%
- 65+: 2%

Top Languages:
- Spanish: 92%
- English: 8%

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

Top online themes:
- Transit
- #phoenixpublictransit
- #busrapidtransitprogram
- #meetphoenixbrt
- #BRT
- #virtual
- #AllAboutThatBusLife
- #BusRapidTransit101
- #PHX
The Phoenix BRT team held two live virtual meetings, one in English on November 10, 2020, and one in Spanish on November 17, 2020.

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

**Notifications**
- Meeting flyer
- Media advisory
- Library newsletter
- PHXConnect newsletter
- Nextdoor
- Social media
- Websites
- Electronic mail

**Meetings**
- 13 people attended November 10, 2020 (English)
- 3 people attended November 17, 2020 (Spanish)

**Presented to over 280 stakeholders**

**Answered over 40 questions**

**Community Groups/Organizations Meetings**

- **Phoenix Community Alliance Multi-Modal Committee**
  - 2/25

- **Hatcher Urban Businesses**
  - 6/11

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

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

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

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

- **Valley Partnership**
  - 11/17

**Community Groups/Organizations**

- 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.

*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

Village Planning Committees (VPC)

City of Phoenix Village Planning Committees
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.

### Potential BRT Network Scenarios

**Blue Network Scenario**
- **Camelback Rd**: 75th Ave/24th St
- **Cheryl Dr**: Peoria

**Purple Network Scenario**
- **Camelback Rd**: 75th Ave/24th St
- **Indian School Rd**: 44th St

**Yellow Network Scenario**
- **Indian School Rd**: 60th Ave
- **Van Buren St**: 35th Ave/Van Buren St

**Green Network Scenario**
- **19th Ave**: 10th Ave
- **Indian School Rd**: 60th Ave

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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.
Who Participated?

Responses by Zip Code

Where are they located?

What did we hear?

Public Transit Use

Familiarity with BRT

27% of participants use transit daily

17% several times/month

18% several times/year

27% daily

24% several times/week

14% never

25% of respondents are very familiar with BRT

19% are not at all familiar

25% very

19% not at all

16% moderately

20% somewhat

20% slightly

12

Responses by Zip Code

Who Participated?

Where are they located?

Is the document a report or a survey? Yes, it is a survey.
Prefered 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) and Camelback Road/24th Street (A) as their preferred east–west corridors.

Prefered 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 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

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

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
- Connect/service surrounding cities and towns
- Connect to Metrocenter
- Link to downtown Phoenix
**Shape Your BRT Survey**

**Preferred BRT Network**

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.

- **Blue Network Scenario** (Camelback Rd/24th St, Thomas Rd/44th St, 35th Ave/Van Buren St): 3.2
- **Purple Network Scenario** (Camelback Rd/24th St, Thomas Rd/44th St, 19th Ave/Van Buren St): 2.7
- **Yellow Network Scenario** (Indian School Rd/24th St, McDowell Rd/44th St, 35th Ave/Van Buren St): 2.3
- **Green Network Scenario** (Indian School Rd/24th St, McDowell Rd/44th St, 19th Ave/Van Buren St): 1.8

*Denotes most preferred*

Overall, respondents ranked the **Blue Network Scenario** as their most preferred network.

**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.

- **Bus-only lanes** (BRT operates in bus-only lanes for entire corridor): 2.5
- **Partial bus-only lanes** (BRT operates in bus-only lanes in some sections of the corridor): 2.2
- **No bus-only lanes** (BRT operates in regular traffic lanes with other vehicles): 1.3

*Denotes most preferred*

**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**

(Open ended question on survey)

- 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

**Top Themes for Network Modification Suggestions**

(Open ended question on survey)

- Extend network west
- Extend network north and south
- Limit overlap with light rail
- Remove 19th Ave corridor
- Safety (bike, pedestrian, transit stops)
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
- Serves more transit riders
- Could reduce my daily commute time
- Other (please specify)

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
- Serves more transit riders
- Could reduce my daily commute time
- Other (please specify)

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/44th St, McDowell Rd/44th St, 35th Ave/Van Buren St (Yellow Network Scenario)
- Indian School Rd/44th 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.

14. What is your age?

- Under 18
- 18–24
- 25–34
- 35–44
- 45–54
- 55–64
- 65+

15. Specify your ethnicity:

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

16. What is your gender?

- Female
- Male
- Non-binary or other
### MAG BRT Corridors

#### Attachment C

<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>
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