

Public Meeting Questions

Phoenix Bus Rapid Transit Program

1. How is the BRT Program funded?

BRT is funded through the voter-approved Transportation 2050 (T2050) plan. More information can be found at T2050.org.

2. How far apart are BRT stops?

BRT stops will generally be located one mile apart. In some cases, stops may be located closer together to serve key destinations or transfer points.

3. Is the BRT program coordinating with ADOT? Thomas Road ramp and I-17?

Yes, the BRT program is coordinating with ADOT as all of the potential BRT corridors intersect with ADOT facilities. The proposed interchange and grade separation modifications for I-17 and Grand Avenue corridors are separate projects but could improve BRT operations.

4. What is the economic development potential of BRT?

The economic development potential of BRT will better be determined once the BRT corridors are selected and the BRT elements finalized. Economic development for BRT is typically focused around BRT stops/stations which is typically where the infrastructure improvements are located.

5. Were activity and commercial centers considered when evaluating potential BRT corridors?

Yes, activity and commercial centers were a key component in evaluating potential BRT corridors, and particularly BRT station locations. Most of the existing high ridership bus stops are located around these centers today.

6. Are there efforts to connect in other cities?

Currently Maricopa Association of Governments is conducting a Regional Bus Rapid Transit (BRT) Feasibility Study to explore interest in and feasibility of implementing BRT in the MAG Region. Working in partnership with member agencies (cities), the study will also recommend a preliminary set of locations where a regional BRT network could connect to planned City of Phoenix BRT investments. For more information on regional efforts visit Maricopa Association of Governments.

7. When will there be frequency improvements on Baseline Road?

The Phoenix Public Transit Department is evaluating the implementation of weekday peak hour frequency increase on Route 77 on Baseline Road from every 30 minutes to every 15 minutes between 51st Avenue and 48th Street. In addition, the City of Tempe is also considering joining Phoenix's upcoming proposal to increase Route 77 frequency all the way to Price Road. If everything goes as planned, we will be conducting outreach on the frequency improvement proposal around May of this year (2020).

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8. What will the public education campaign be consisting of? Also, will you provide us with a program of what the public education campaign will follow?

The public education and engagement effort will consist of three outreach phases including initial, citywide and corridor.

Initial Outreach

Will be implemented in the early stages of the BRT planning effort to help build a solid foundation for community education and engagement. This phase will focus on determining the community's level of education and opinions about BRT, which will then be used to develop robust program- and corridor-specific messaging and communication techniques. In addition, this phase will seek community input on potential BRT corridors. Initial outreach goals and strategies include:

- Launching a BRT website
- Developing a BRT 101 video
- Launching a community branding contest
- Creating and distributing community surveys
- Engaging and presenting to community organizations and neighborhood groups

Citywide Outreach

Will build on information and insights gained from the previous phase to develop education and engagement focused on the program goals, methodology, and BRT technology and its role as part of the regional transportation system. Input will be incorporated into the study team's ongoing analysis. Citywide outreach goals and strategies include:

- Creating and distributing community surveys
- Conducting public meetings, presentations, community events
- Facilitating focus groups
- Creating content and graphics for Social media and a branding campaign

Corridor Outreach

Will begin following the identification of individual BRT corridors and will continue through the implementation of the program. Similar techniques used throughout the citywide outreach phase will be used during the corridor outreach phase to educate and engage communities and stakeholders on or adjacent to the identified BRT corridors. In addition, activities will be designed and implemented to address unique concerns or issues related to the implementation of BRT in the identified corridors. Corridor outreach goals and strategies include:

- Creating and distributing community surveys
- Conducting public meetings and presentations
- Engaging and presenting to community organizations and neighborhood groups
- Facilitating one-on-one meetings and focus groups

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- Canvassing in areas adjacent to identified BRT corridors

9. Regarding the dedicated traffic lanes for the BRT, will you need to acquire property to create the lanes or will you remove lanes? As I understand, having dedicated lanes is optional, but what would be the impact if they are implemented?

The primary intent of the BRT program is to work within the existing right-of-way and not acquire property whenever possible. We will evaluate the appropriateness of dedicated lanes along each corridor. There will be opportunities to reconfigure roadway cross-sections to accommodate dedicated BRT lanes by utilizing median space and decreasing travel lane width.

10. What are the frequencies of the local buses before and after the BRT is implemented? What is the frequency that the BRT will arrive after it is implemented, and will it be different or the same for each street?

The Phoenix BRT Program utilizes the Federal Transit Administration's Simplified Trips on Project Software (STOPS) to model the future ridership with frequency assumption of BRT operating every 10 minutes and local bus operating every 30 minutes on potential corridors – these are modeling assumptions, recognizing that operating frequencies for both BRT and local routes will be determined at a later date. Local bus would remain the underlying service operating together with BRT service on potential corridors.

11. Regarding the Art contest, will you provide me more details about it?

The Phoenix BRT Program is planning to develop a branding contest for the name and logo of the BRT system. The contest is a way to engage with the community and establish a brand for Phoenix's BRT system to make it easily recognizable..

12. How would making a designated "bus only" lane affect traffic in route areas such as 24th Street and Indian School Road or 44th Street and Thomas?

Bus only lanes are one tool that BRT projects use to improve transit speed and reliability. It has not been determined what BRT elements will be used in Phoenix, however, dedicated bus lanes are one of the elements being considered. Bus only lanes can be optimized for each intersection and corridor, and even be implemented by direction and time of day. Many major intersections in Phoenix (such as the two locations you referenced) have some level of congestion but also opportunities to be reconfigured to support transit. This may or may not require the reallocation of travel lanes, depending on the location, and these items will be evaluated in detail once we have the approved BRT corridors.

13. Is BRT being considered as the mode for Capitol I-10 West Extension?

The Capitol I-10 West Extension includes an "exclusive busway" scenario in addition to various light rail scenarios. This exclusive busway scenario is similar to BRT in terms of technology but very different in terms of operations. The results and

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recommendations for the Capitol/I-10 West Extension are scheduled to be presented to Phoenix City Council in Summer 2020.

14. Was travel demand included in analysis?

Yes, travel demand forecasting was a key component of the analysis. Ridership for the BRT corridors was estimated for current conditions and 2040 conditions using a travel demand forecasting tool provided by the Federal Transit Administration.

15. Do potential BRT corridors service the airport?

Four of the six BRT corridors serve the airport directly, and the other two corridors connect to light rail which also serves the airport. The Camelback/24th Street and Indian School/24th Street corridors serve the future 24th Street SkyTrain Station. The Thomas/44th Street and McDowell/44th Street corridors serve the 44th Street SkyTrain station. The 35th Avenue/Van Buren and 19th Avenue/Van Buren corridors do not serve the airport, but connect to light rail and the other BRT corridors that serve the airport.

16. Are potential BRT corridors competitive for federal funding?

This is to be determined but it is anticipated that all of the BRT corridors would be very competitive for federal funding given the existing transit performance, propensity, and ridership. One potential issue for federal funding is competition from other high capacity transit projects (light rail) in Phoenix and the region.