What is Bus Rapid Transit?
BRT is Advanced Bus Service

• A modern bus network that improves travel speed and reliability, passenger capacity, and customer experience through transit enhancements

• There is no universal standard for BRT, and it may be planned and designed to best meet the needs of a community
BRT Elements (may include some or all)

Transit Spot Improvements
Enhanced Stations
Custom Buses
Advanced Fare Collection
Unique Branding
Dedicated Lanes
# Levels of BRT and Costs

<table>
<thead>
<tr>
<th>Level</th>
<th>Capital Cost per mile ($2019)</th>
<th>Transit Spot Improvements, Stations, Buses, Fares, Branding</th>
<th>Dedicated Lanes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$5m - $7m / mile</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>$7m - $25m / mile</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>3</td>
<td>$25m - $45m / mile</td>
<td>●</td>
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<tr>
<td>4</td>
<td>$45m - $55m / mile</td>
<td>●</td>
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</table>
Existing Transit Conditions
Phoenix carries approximately 2/3 of all transit passengers.

Traveling “across the grid” could be improved.

Current bus network has plateaued in some corridors.

Challenge is to improve transit speed and reliability.
Composite Transit Propensity

- Population
- Employment
- Low income households
- Minority persons
- Persons with disabilities
- Zero automobile households
- Persons under 18 years
- Persons over 64 years
Ridership by Segment and Transit Propensity
Ridership by Segment
Originally Proposed T2050 BRT Corridors (2015 Proposition 104 ballot)
Potential BRT Corridors (2019 Analysis)
Community Education and Engagement
Effective education and engagement supports community contribution and enables meaningful input that helps projects best serve a community’s needs and desires.
Goals of Community Education and Outreach

- Develop viable BRT options
- Link outreach and technical activities
- Coordinate with partners
- Assess level of education
- Provide continuous opportunities
- Accommodate all populations
Outreach Overview

**INITIAL EDUCATION**
- BRT knowledge and perceptions
- Potential corridors/evaluation
- Introductory corridor and network planning

**CITYWIDE OUTREACH**
- Program/technology education
- Corridors and preferences

**CORRIDOR OUTREACH**
- Corridor details, routes and stations

**EARLY 2020**

**MID 2020**

**LATE 2020**
Current/Upcoming Activities

Website

BRT 101 Video