Background

• Key component of T2050
• Reevaluated corridors
• Six potential corridors
• Technical workshop and two Executive workshops
• Community outreach
• Previous Action
On May 27, 2021, the Public Transit Department requested the Citizens Transportation Commission recommend City Council approval of an initial Bus Rapid Transit corridor:

- 35th Avenue/Van Buren Street

- Unanimous vote
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
Transit Performance, Propensity and Ridership
Highest Ridership by Segment

**Before COVID**

- Peoria Ave
- Olive/Dunlap Ave
- Northern Ave
- Glendale Ave
- Bethany Home Rd
- Camelback Rd
- Indian School Rd

**During COVID**

- Peoria Ave
- Olive/Dunlap Ave
- Northern Ave
- Glendale Ave
- Bethany Home Rd
- Camelback Rd
- Indian School Rd
BRT Corridors

• Transit propensity
  ▪ Population
  ▪ Employment
  ▪ Low income households
  ▪ Minority persons
  ▪ Persons with disabilities
  ▪ Zero automobile households
  ▪ Persons under 18 years
  ▪ Persons over 64 years

• Transit performance

• Ridership forecasting
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

- February – December 2020
- Employed in-person and virtual outreach methods
- All materials in English and Spanish
- Community Engagement Summary
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
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.
Respondents by Zip Code
Survey respondents ranked each east-west corridor between 1 and 4; the average scores for each are shown above.
Survey respondents selected their preferred north-south corridor; the percent preferred for each is shown above.
Survey respondents ranked lane configuration options between 1 and 3; the average scores for each are shown above.
Community Engagement Results

Most preferred:
- Camelback/24th Street
- Thomas/44th Street
- 35th Ave/Van Buren

Aligns with transit analysis results
Next Steps

• Request action by Phoenix City Council to approve initial BRT corridor recommendation

• Refine program schedule

• Begin corridor planning

• Establish corridor-specific outreach techniques

• Identify funding plan and potential partners

• Collaborate with other city departments and agencies
Final Recommendation

The Public Transit Department requests the Transportation, Infrastructure and Planning Subcommittee recommend City Council approval of an initial Bus Rapid Transit corridor:

- 35th Avenue/Van Buren Street