



Phoenix *BRT*

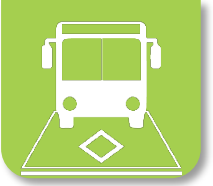


Citizens Transportation Commission

May 27, 2021



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

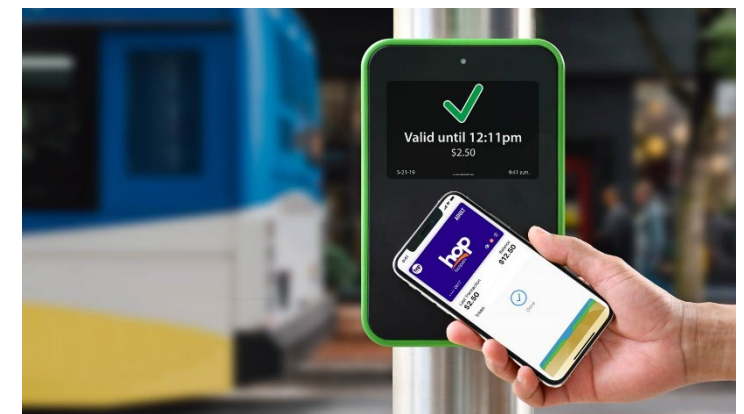
Common BRT Elements



Enhanced Stations



Custom Buses



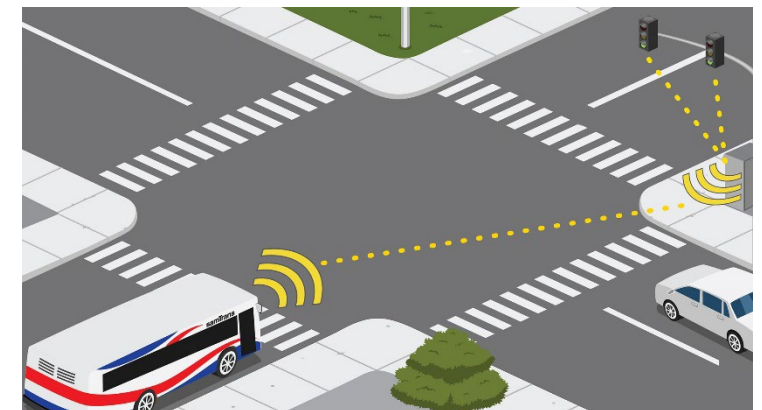
Advanced Fare Collection



Unique Branding









Potential Dedicated Lanes



Transit Spot Improvements



BRT vs. RAPID/Express

	Areas served	Users	Operating hrs	Frequency	Capacity
<i>BRT</i>	 major roads	 all users	12H DAILY all day	approximately every 10 minutes during the day	 100-150 passengers per bus
<i>RAPID/ Express Bus</i>	 Park-and-Ride service to downtown	 specifically for commuters	AM&PM RUSH HOUR during peak "rush" hour	approximately every 10 to 30 min during peak "rush" hour depending on routes	 60-80 passengers per bus

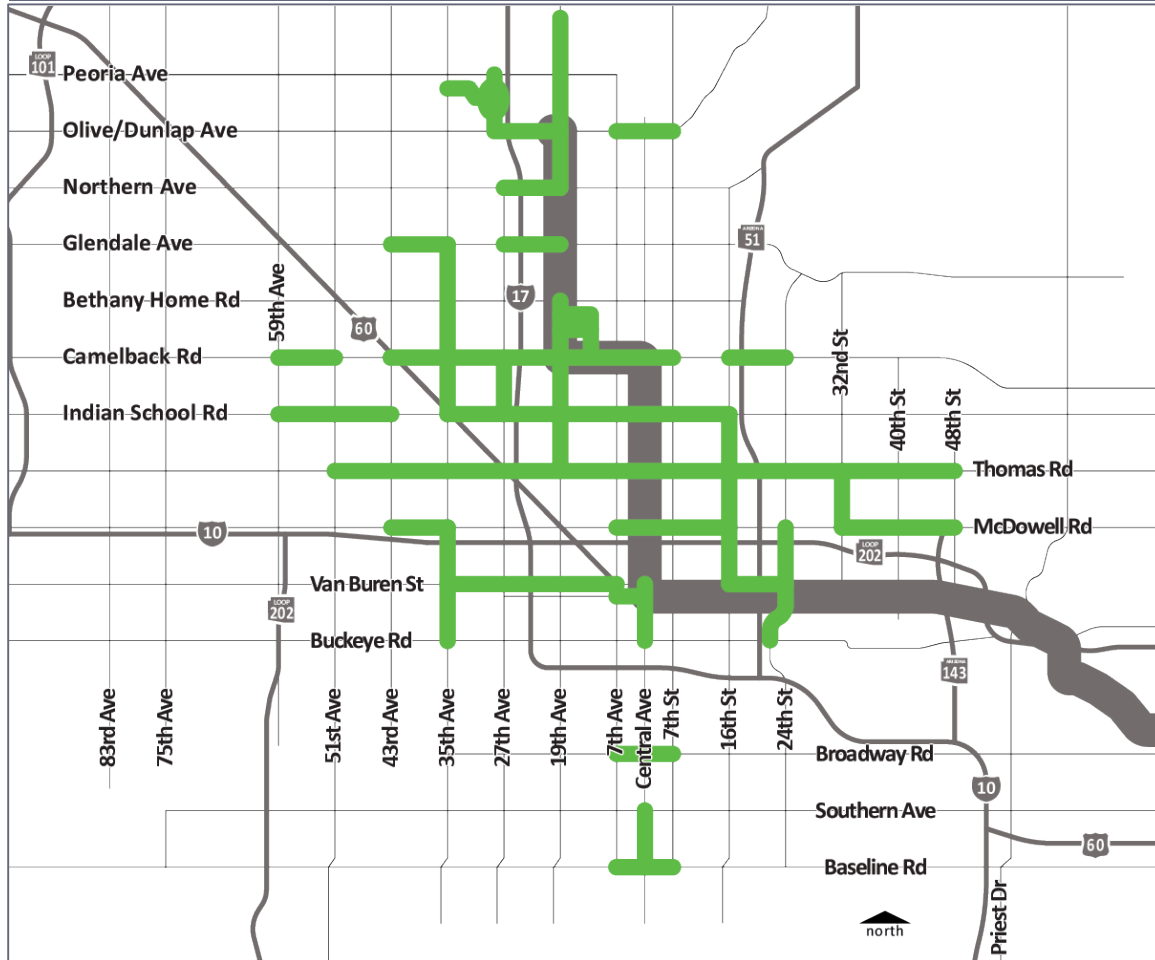
Transit Performance, Propensity and Ridership



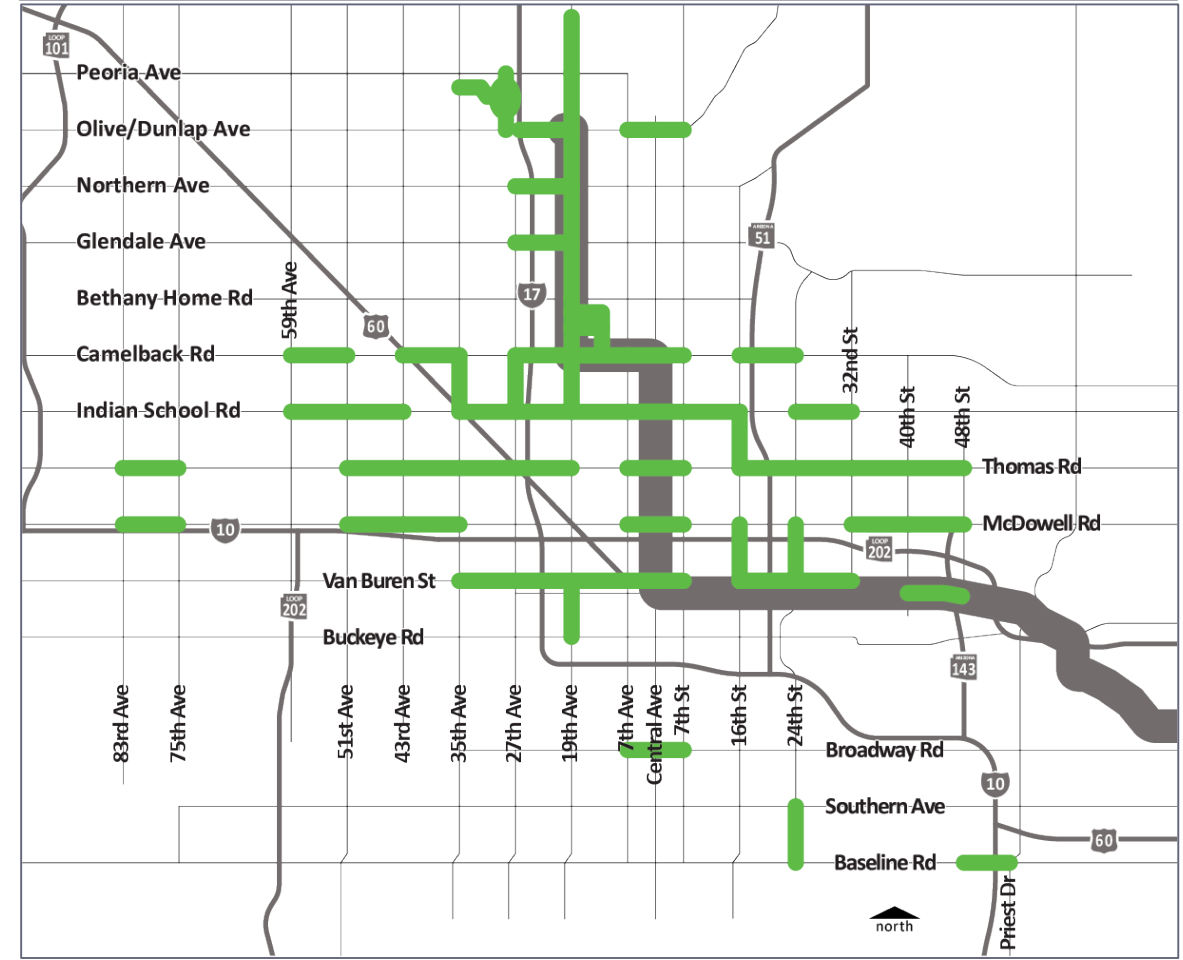
Ridership by Segment



Before COVID

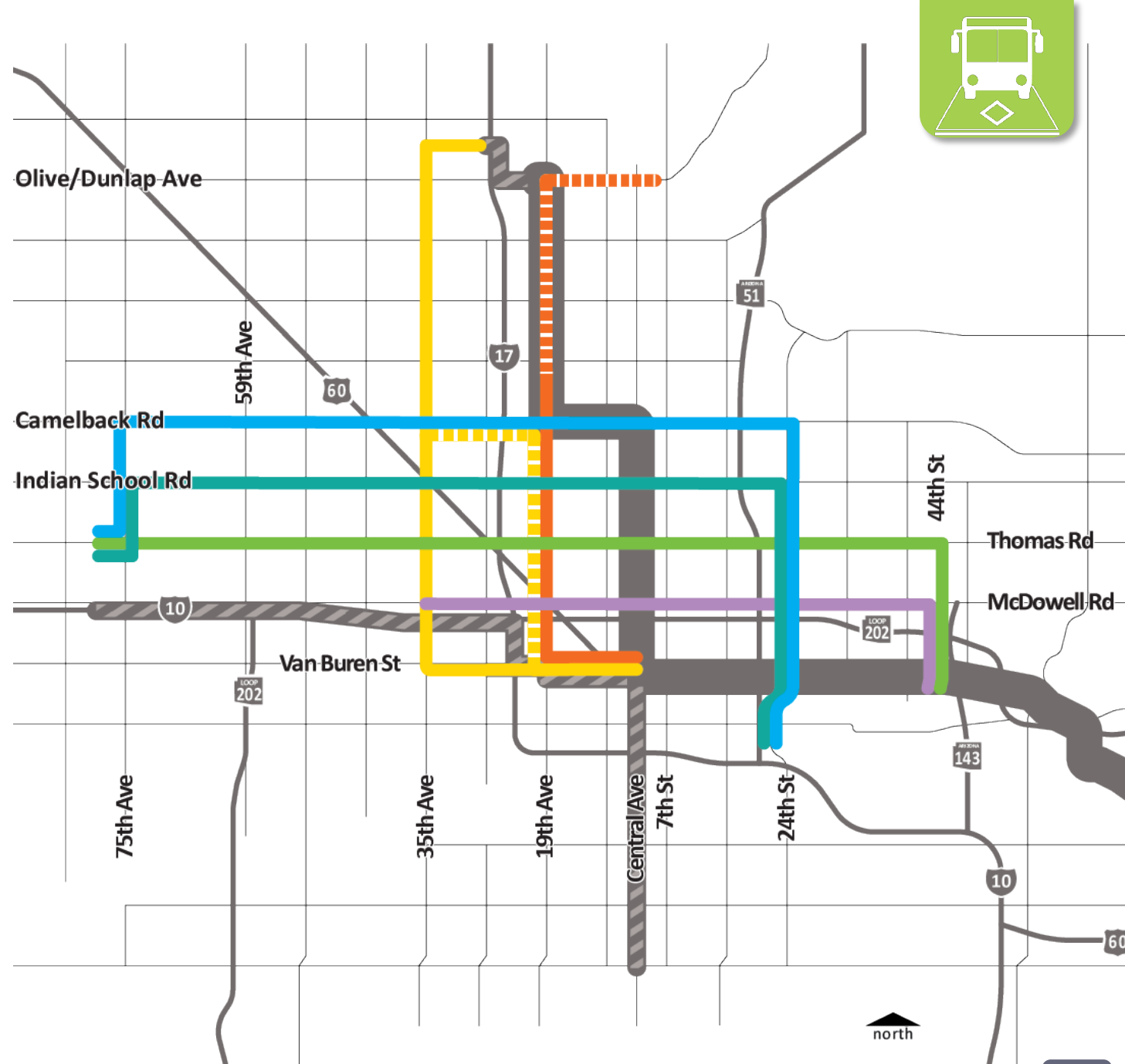


During COVID



BRT Corridors

- Transit propensity
- Transit performance
- Ridership forecasting



A map of Chicago showing various transportation corridors. A yellow L-shaped line runs north-south and then east-west. A blue line runs north-south. A green horizontal line runs across the middle. Other lines in grey and black represent existing roads and transit lines. Labels include 'Dunlap Ave', 'Van Buren St', '35th Ave', '19th Ave', 'Central Ave', and '24th St'. A dark grey box with white text is overlaid on the map.

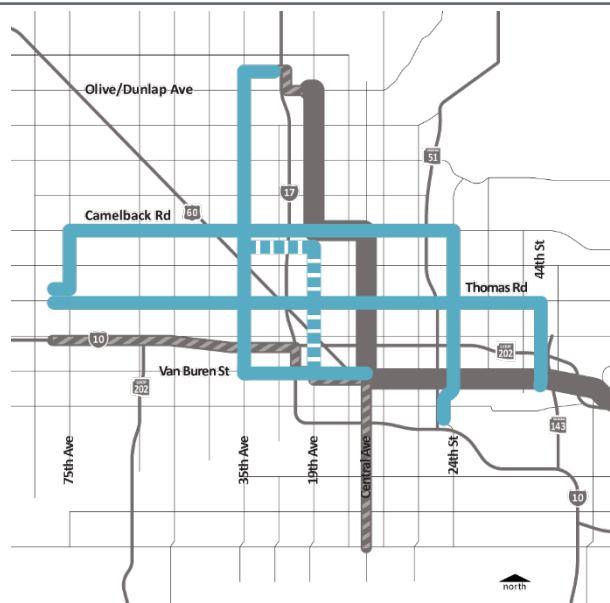
What makes a good BRT network scenario?

- 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

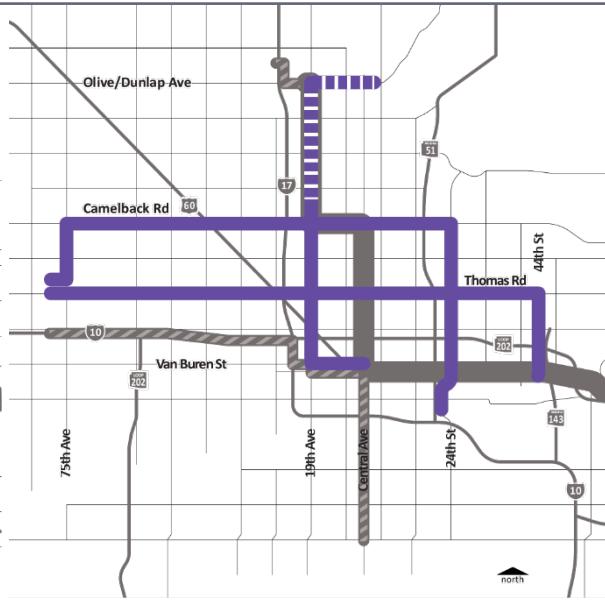


Blue Network Scenario



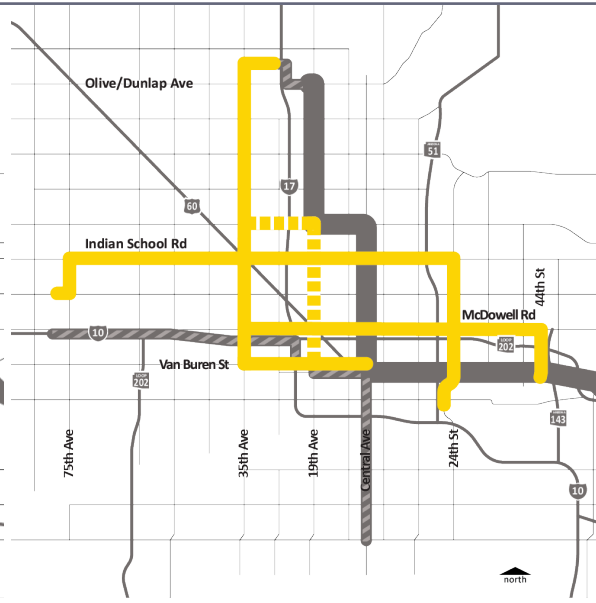
**Camelback/24th St
Thomas/44th St
35th Ave/Van Buren**

Purple Network Scenario



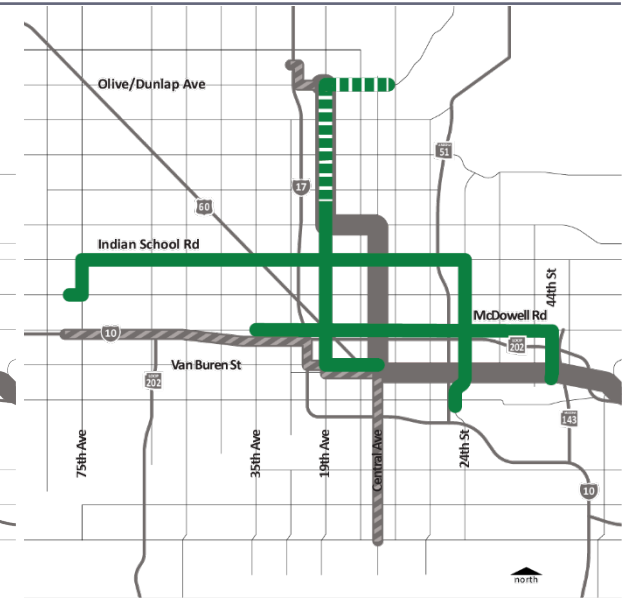
**Camelback/24th St
Thomas/44th St
19th Ave/Van Buren**

Yellow Network Scenario



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

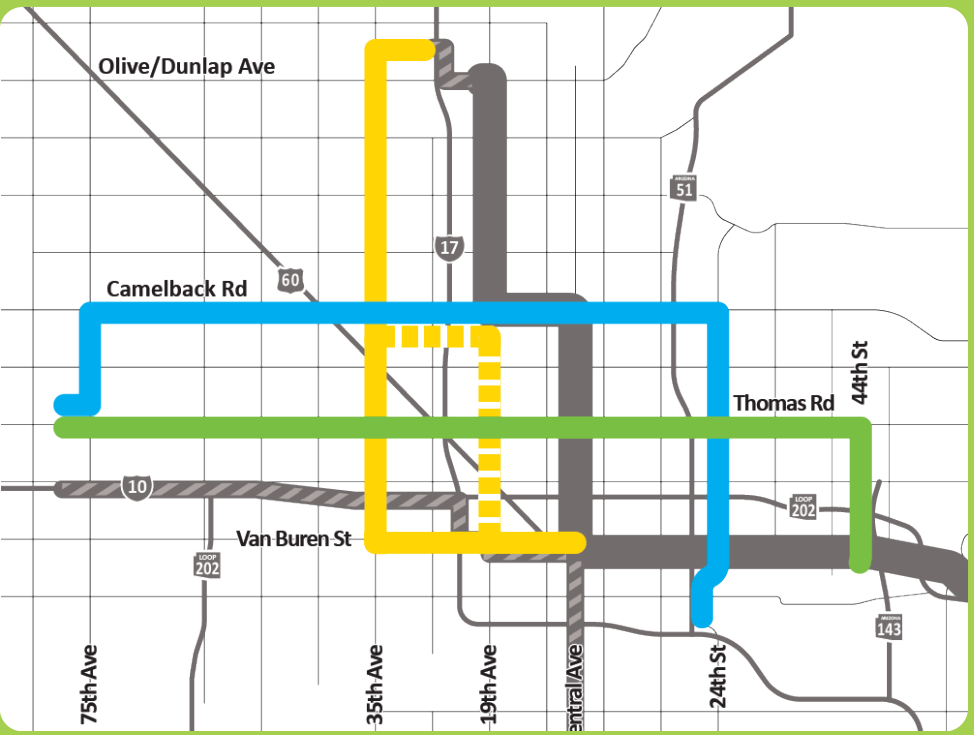
Green Network Scenario



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



Transit Analysis Results



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

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

Community Education and Engagement



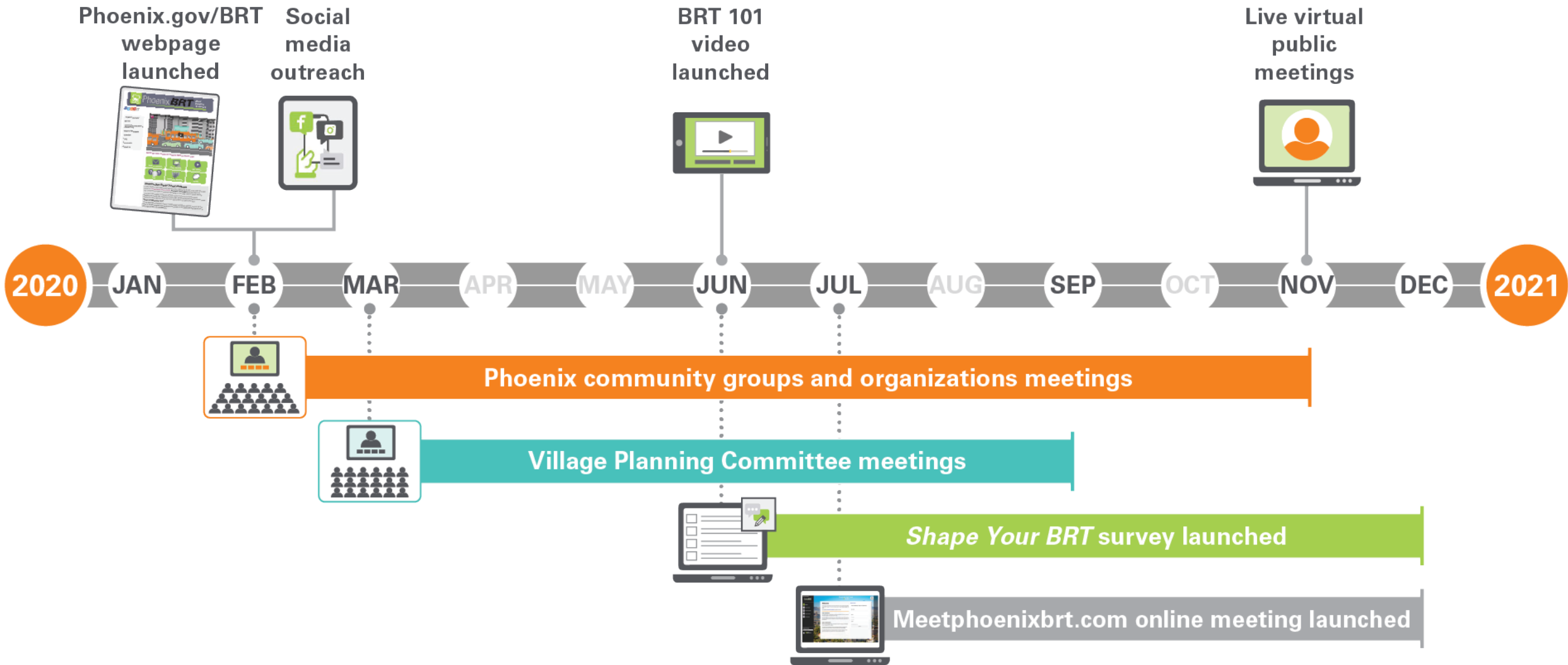


OUTREACH TOOLS



- 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



Webpage Engagement



Phoenix BRT Program



BRT 101 video views



Online Meeting



Online meeting video views



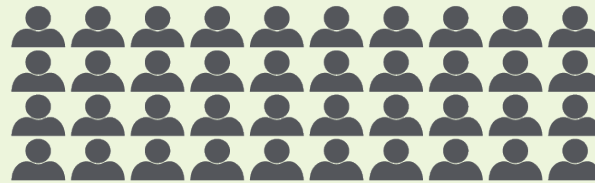


In-Person/Virtual Meetings

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



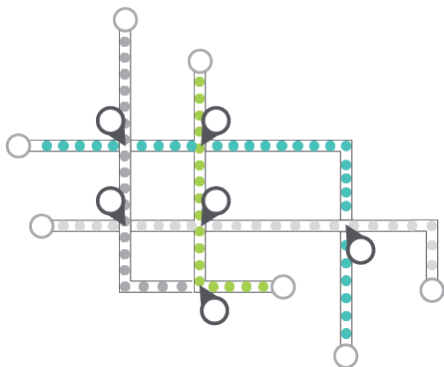
Cost/funding



BRT options in South and North Phoenix



BRT connections



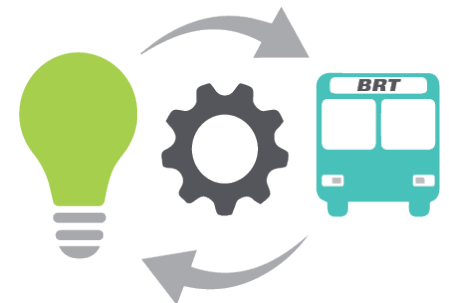
BRT service



Agency/organization coordination

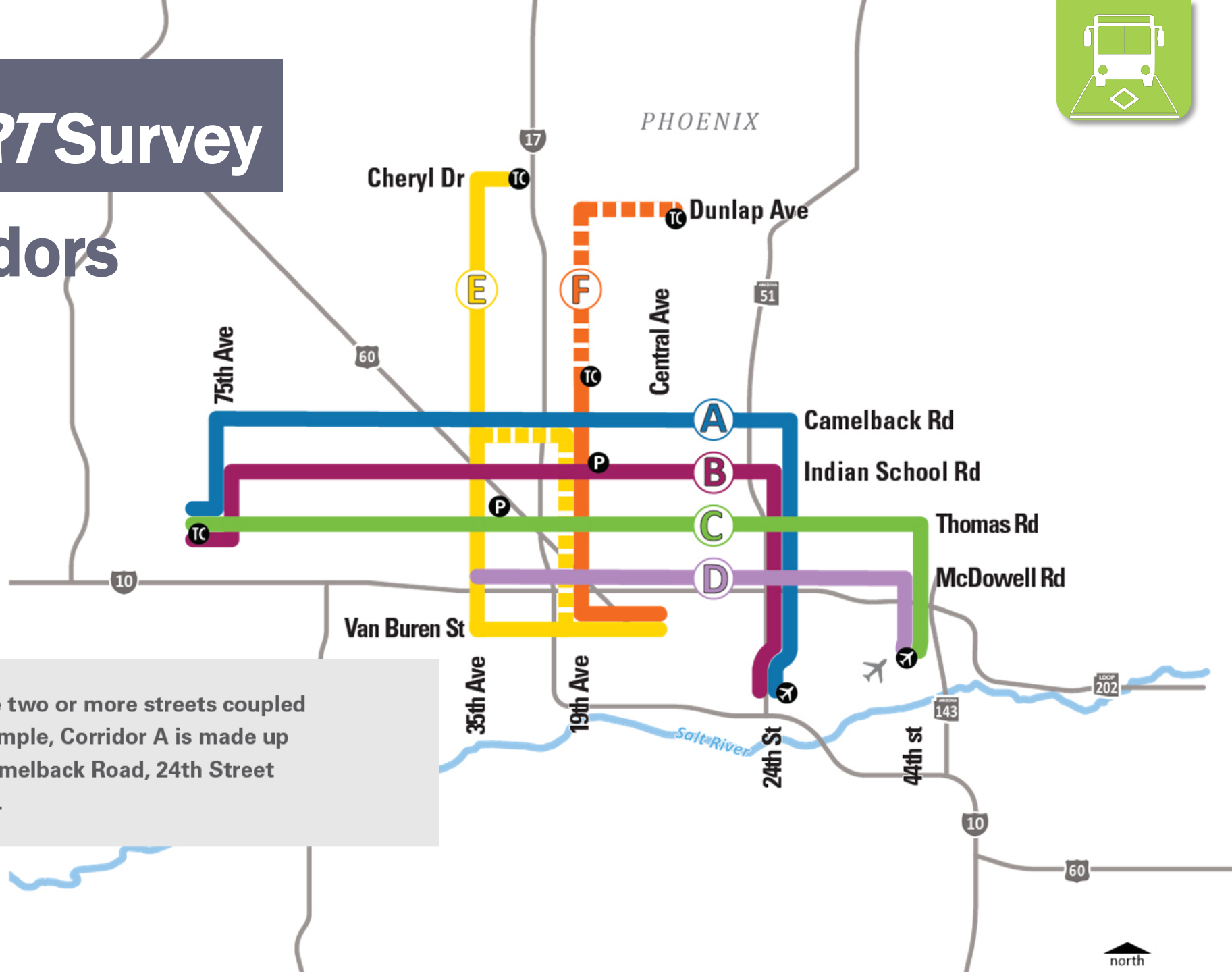
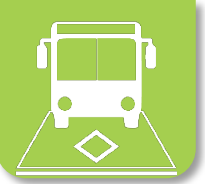


BRT program implementation



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

How does a network scenario differ from a corridor?

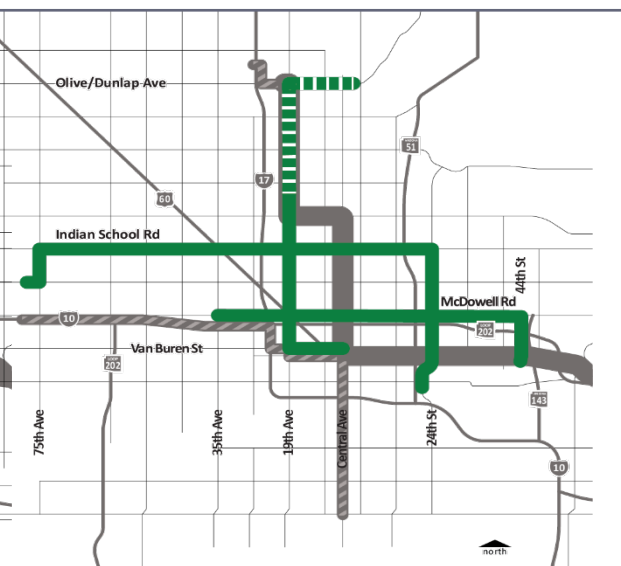
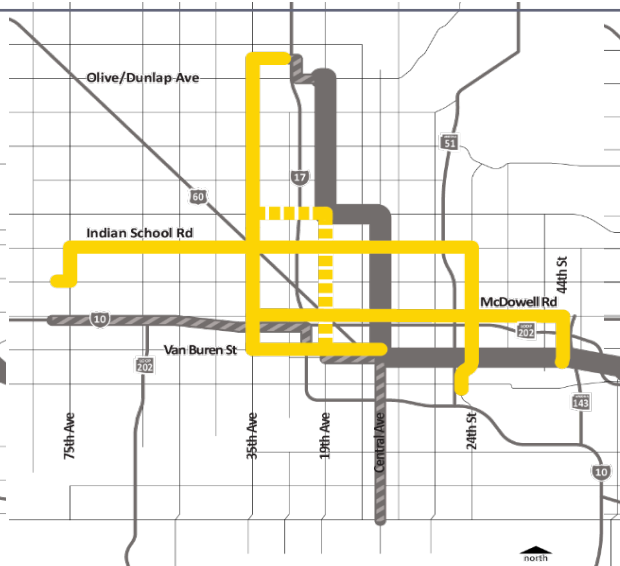
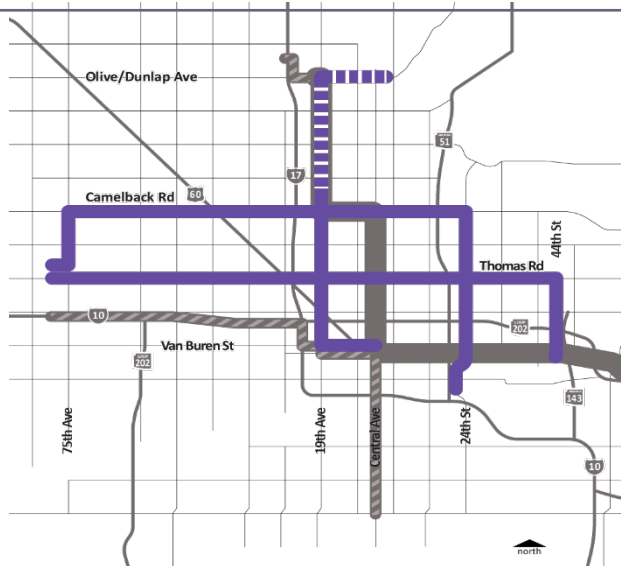
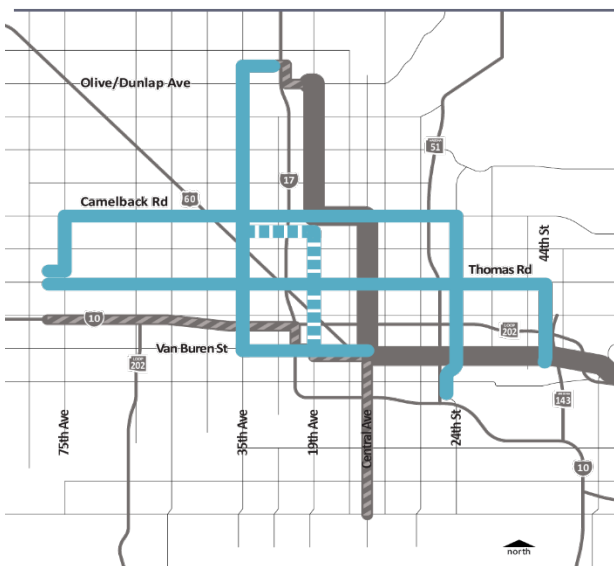
A network scenario includes different combinations of both north-south and east-west corridors to create a full network of BRT service.

Blue Network

Purple Network

Yellow Network

Green Network



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

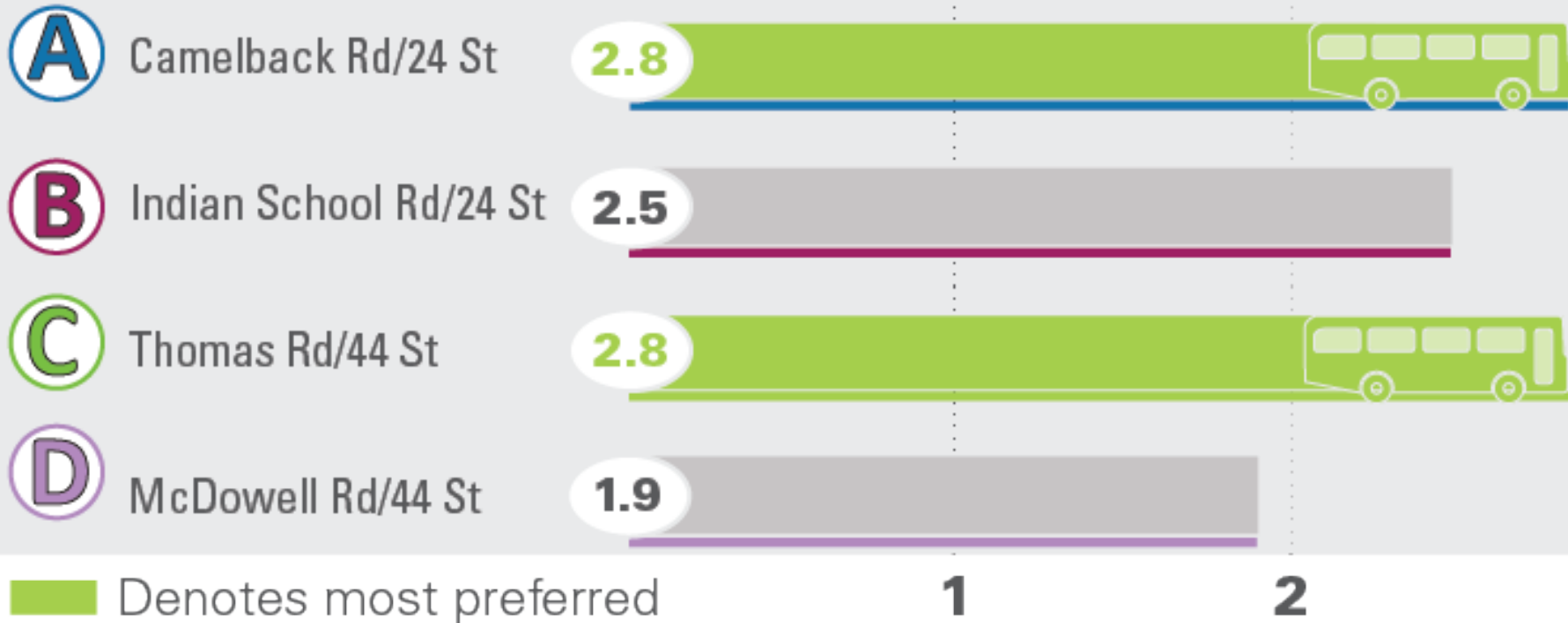
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**Indian School/24th St
McDowell/44th St
35th Ave/Van Buren**

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



Preferred East-West Corridors for BRT



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

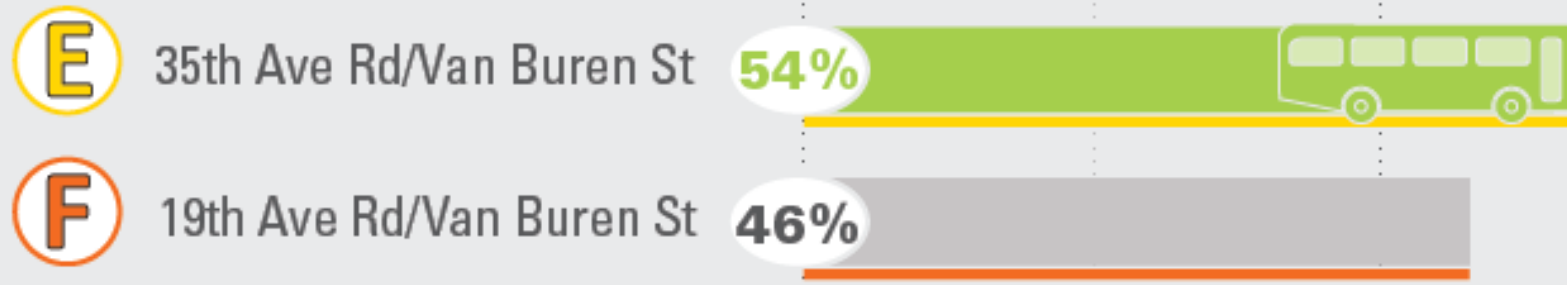



28%

may reduce
commute time



Preferred North-South Corridor for BRT



 Denotes most preferred

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

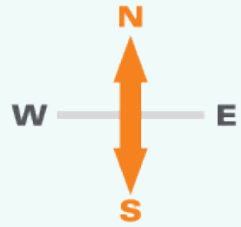


18%

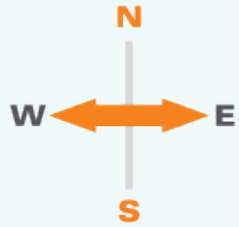
may reduce commute time



Top Themes for Corridor Modification Suggestions



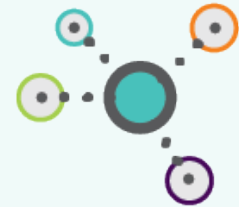
Extend BRT
north and south



Extend BRT
east and west



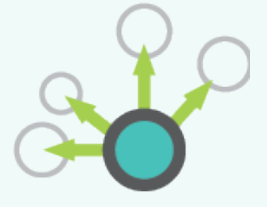
Limit
light rail
duplication



Connect/service
surrounding
cities and towns



Connect to
Metrocenter

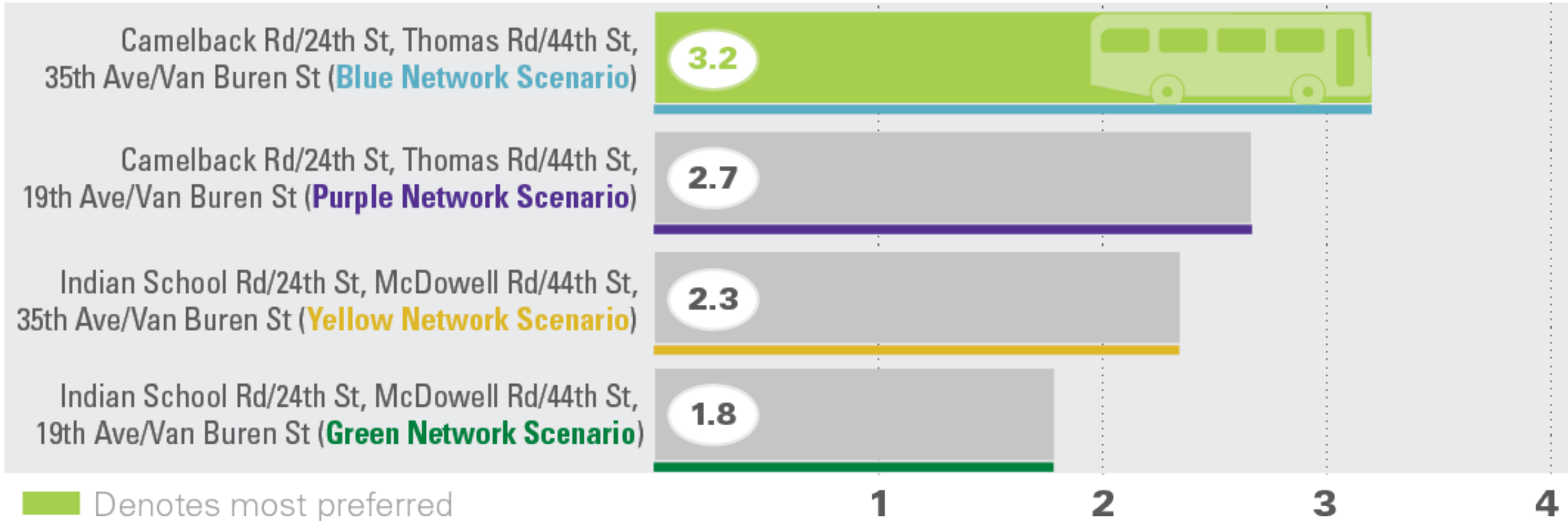


Link to
downtown
Phoenix

Open ended question on survey.



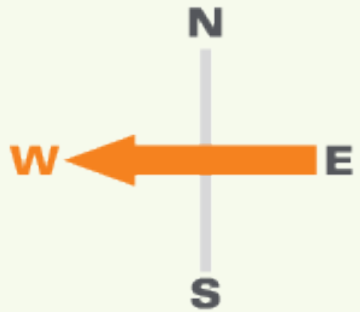
Preferred BRT Network



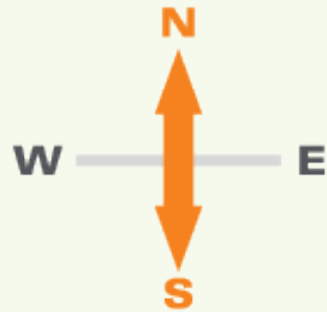
Survey respondents ranked each network scenario between 1 and 4; the average scores for each are shown above.



Top Themes for Network Modification Suggestions



Extend network west



Extend network north and south



Limit overlap with light rail

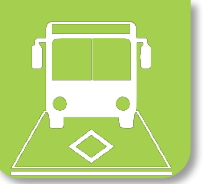


Remove 19th Ave corridor

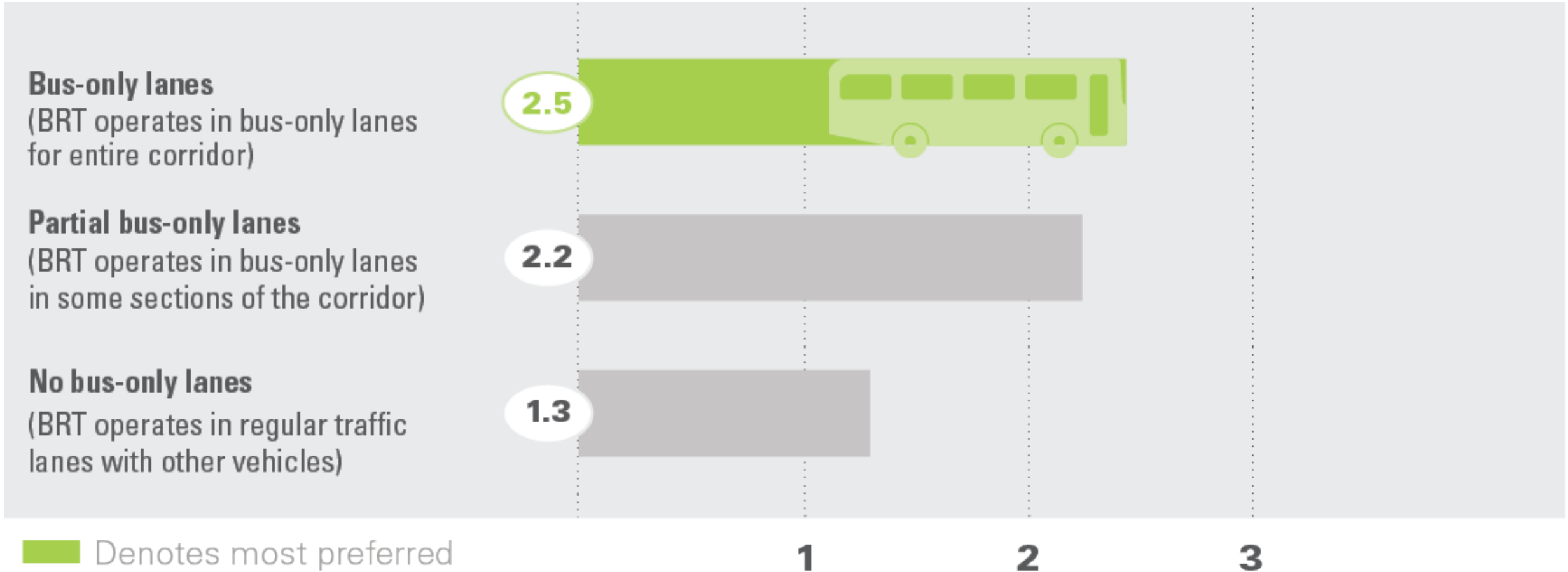


Safety (bike, pedestrian, transit stops)

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.



Key Service Aspects

3.6



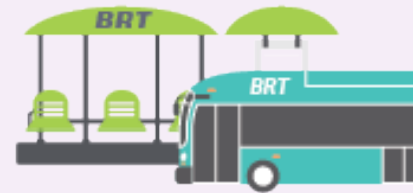
Transit speed
and reliability

2.4



Limited or
no transfers

2.0



Amenities

1.9



Minimal travel
lane impacts

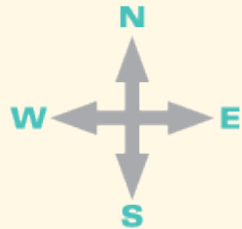
Survey respondents ranked the importance of each service aspect between 1 and 4; the average scores for each are shown above.



Key Final Comment Themes



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.)

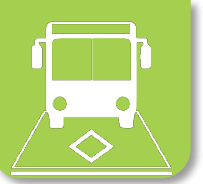


Provide connections to surrounding/outlying areas

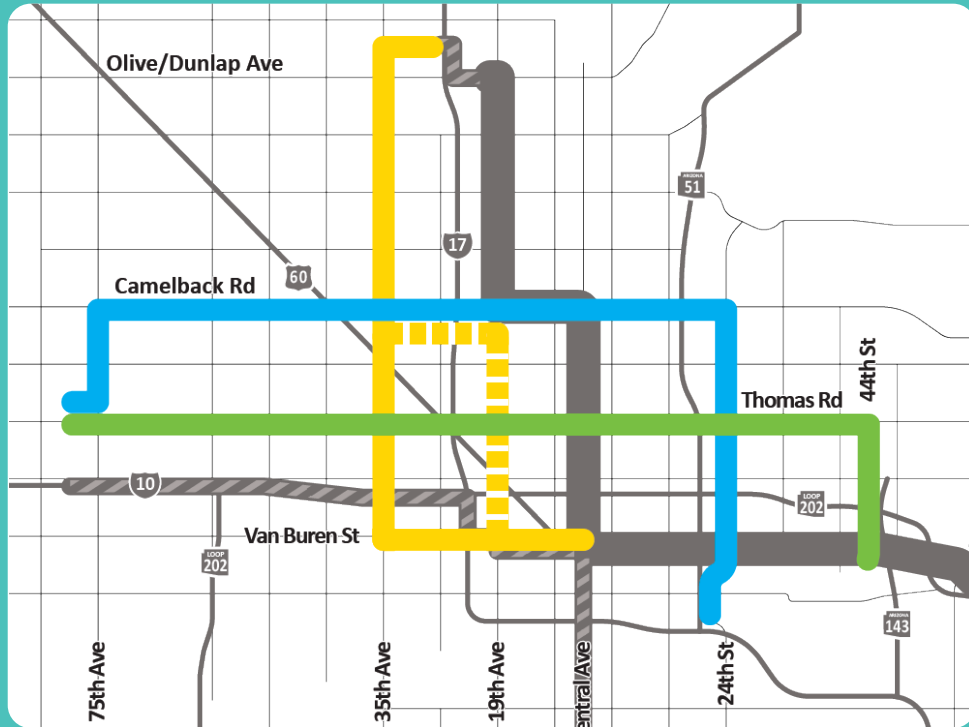


Avoid impacts to 19th Ave

Open ended question on survey.



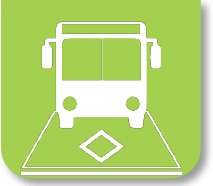
Community Engagement Results



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

Most preferred:

- Camelback and Thomas Roads
- 35th Avenue
- Blue Network Scenario



Next Steps

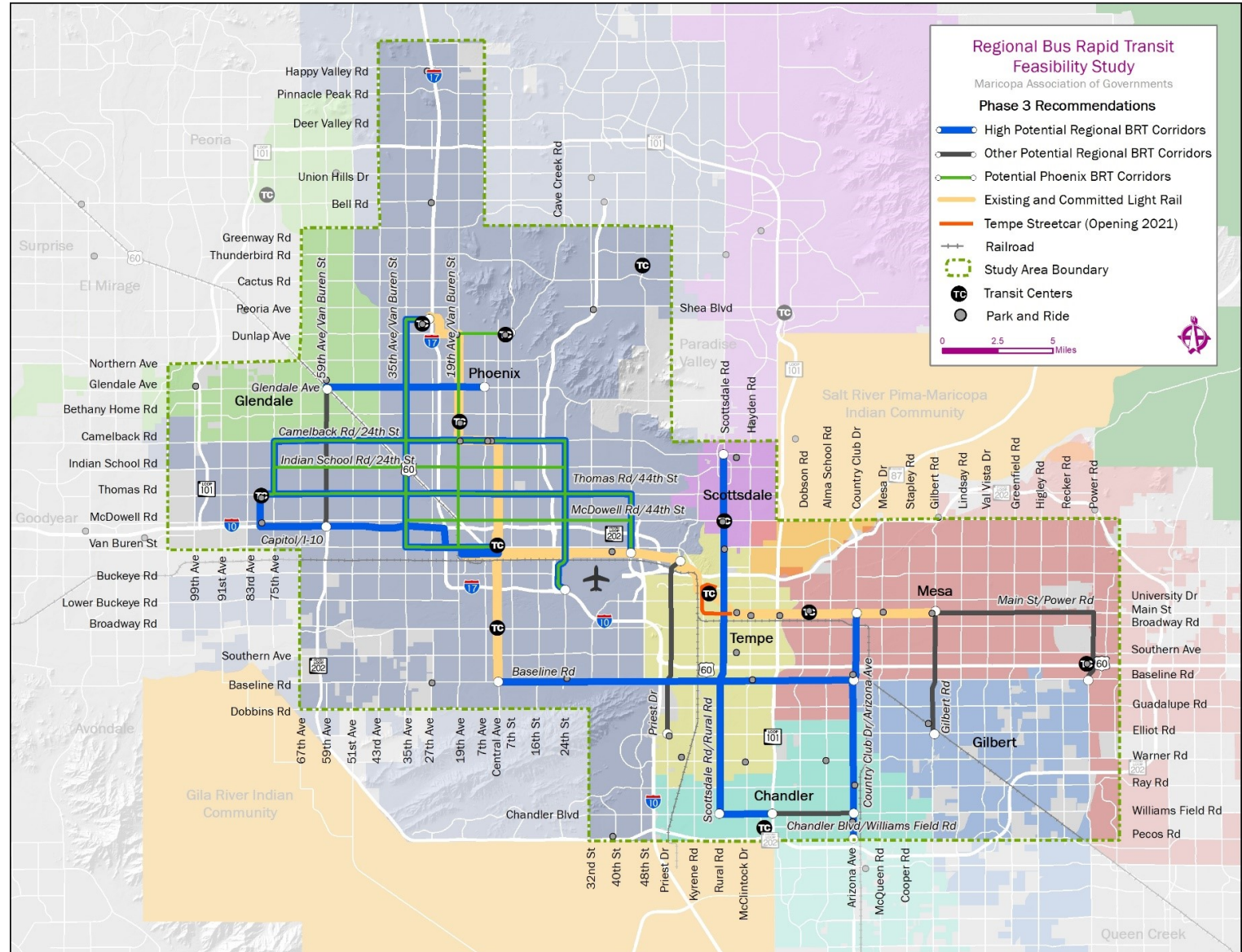


- Refine program schedule
- Begin corridor planning (operations and capital)
- Establish corridor-specific outreach techniques
- Identify funding plan and potential partners
- Monitor progress on east-west corridor discussions

MAG Regional BRT Feasibility Study

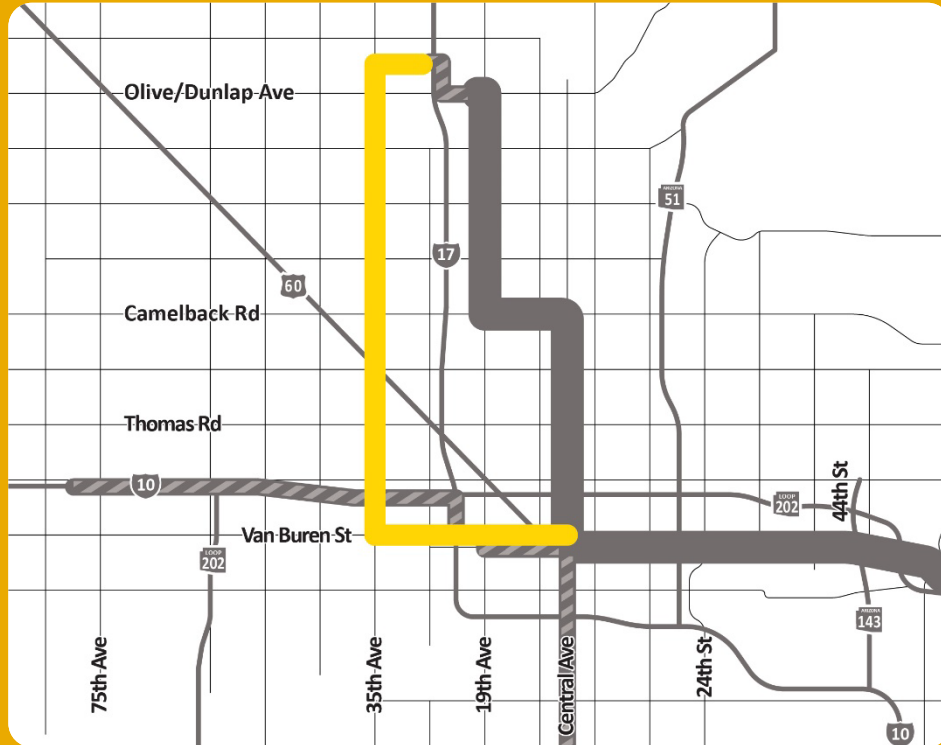


Rank	Corridor Name
1	35th Avenue/Van Buren Street (COP)
2	Camelback Road/24th Street (COP)
3	Thomas Road/44th Street (COP)
4	Scottsdale Road/Rural Road
5	Capitol/I-10
6	Country Club Drive/Arizona Avenue
7	Glendale Avenue
8	Baseline Road





Final Recommendation



35th Ave/Van Buren

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



**PHOENIX
TRANSPORTATION
2050**



MOVING PHOENIX
FORWARD