



Community Education and Engagement

Phase 2 Feedback Summary



April 2023

INTRODUCTION

The Neighborhood Transit Study (NTS) team implemented Phase 2 of the community education and engagement plan for the Downtown Area Shuttle (DASH) study area. Phase 2 outreach efforts focused on collecting community feedback on the proposed DASH services routes. The project team used public feedback collected during Phase 1 and technical assessment to develop the proposed routes. Phase 2 utilized online and in-person surveys along with posting flyers soliciting feedback. These outreach tools were used to collect public comments on the proposed route options for DASH services. Feedback collected during this phase will be used to identify the preferred route alternative. Below is a list of outreach tools and materials used to engage and educate the public to collect feedback during Phase 2:

- Webpage & Social Media
- Phase 2 Survey
- Transit Rider Engagement
- Stakeholder Notification

Phase 2 began January 13, 2023, and ended on February 10, 2023, with the conclusion of the survey period. During this time the team successfully connected with over 1,388 people from a combination of NTS website and StoryMap visitors. The Phase 2 Survey generated 252 total surveys submitted by the public. Engagement efforts also included NTS team members meeting with the community riding the DASH and conducting on-board surveys.

The following pages in this summary highlight the outreach efforts and key feedback received from the public on the proposed route options. Results will be used to develop the preferred route option for the DASH neighborhood transit service.



COMMUNITY EDUCATION & ENGAGEMENT TECHNIQUES

Webpage

The Neighborhood Transit Study webpage provides visitors with an overview of the project, study maps, completed reports, and includes project documents provided in English and Spanish. The website will be updated throughout the remainder of the project.

The project website served as the landing site for Phase 2 outreach communications and included a link to the survey. The project website and StoryMap hosted 1,388 site visitors during Phase 2.

Efforts promoting the survey also included mentions in email newsletters for the City of Phoenix, Phoenix Public Library, and Valley Metro. The survey was also promoted through blog posts for Arizona State University's Cronkite News and Downtown Phoenix Inc. Newsletters and blog posts directed readers to take the survey using a direct link and provided a link to the project website.

Social Media

Community engagement efforts for Phase 2 included posts on Facebook and Twitter by City of Phoenix and Valley Metro accounts. Social media posts encouraged the public to participate in the DASH survey.

The combined social media efforts for Phase 2 generated 47 comments, 129 reactions, and 31 reposts from followers from both accounts.

The survey was also promoted on the City of Phoenix's NextDoor account and generated over 32,578 views.

DASH Survey Social Media Efforts Phase 2



32,578
NextDoor Views



129
Reactions



47
Comments



31
Reactions



Source: City of Phoenix NextDoor account

Phase 2 Survey

Phase 2 survey efforts collected 252 responses from January 13 to February 10, 2023, and was promoted by email to stakeholders, flyers with QR codes at DASH stops, social media posts, a press release, and on the NTS website.

Survey results for Phase 1 were used to develop four proposed route options for DASH services presented to the public in Phase 2. The proposed route options were color coded Red, Green, Orange, and Purple. A map was presented for each route option which included a proposed extension for the existing DASH Government Loop route. The proposed routes also included a Downtown Loop segment to create connectivity to entertainment, recreation, and housing destinations. The proposed Downtown Loop options also include extended weekday service hours and weekend services.

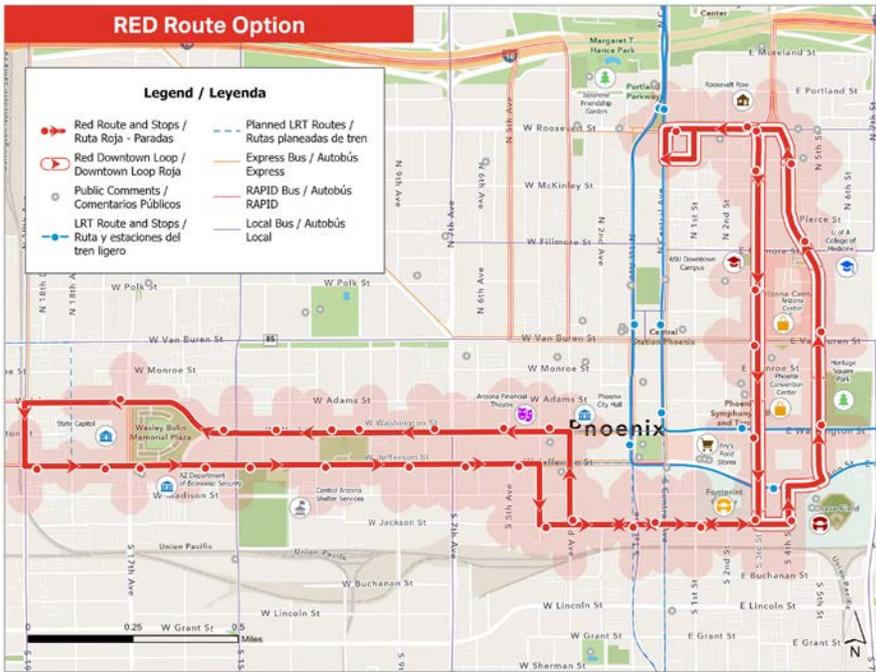
Survey responses for Phase 2 will help gauge the community's preference and perceptions about the proposed route options for the current DASH circulator system. The following questions were asked:

- Do you currently use DASH services?
- How likely are you to use the proposed route option?
- Please rank the proposed route option from your most to least preferred.
- Do you have any comments about the proposed options?
- We are proposing to extend DASH service hours until 11 p.m. for the Downtown Loop portion of the route. Are you in favor of this change?
- We are proposing DASH service on weekends (Saturday and Sunday) for the Downtown Loop portion of the route. Are you in favor of this change?

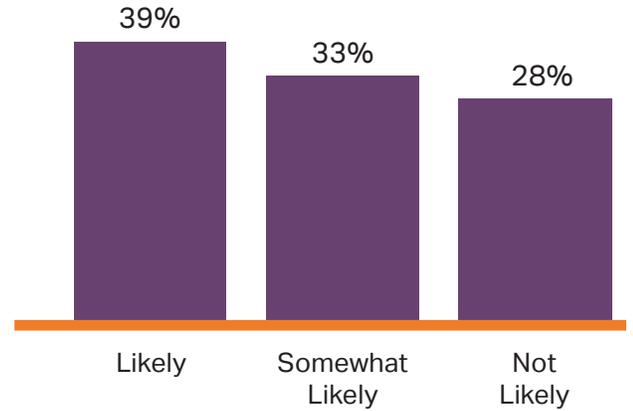
The results shown in this summary will be used to produce the preferred route option for the DASH services. Phase 3 of the project will continue to incorporate community engagement and education efforts to implement the preferred DASH route.



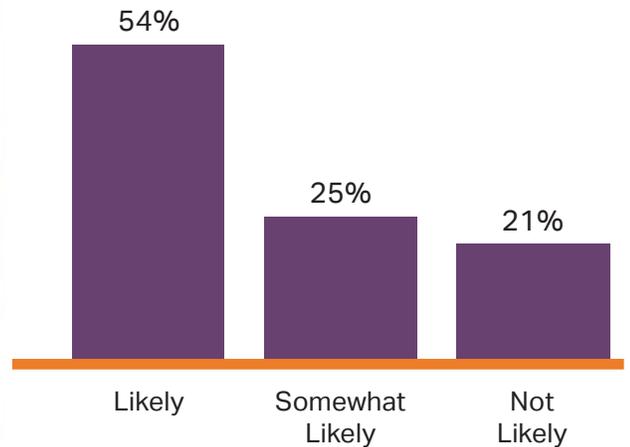
2.1 Survey Results: DASH Proposed Route Options



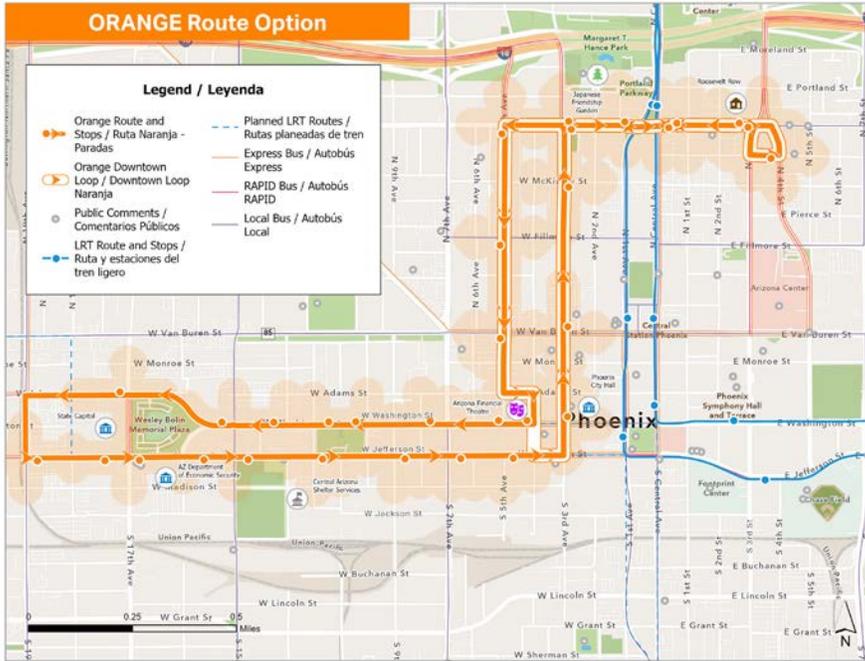
How likely are you to use the proposed RED Route Option?



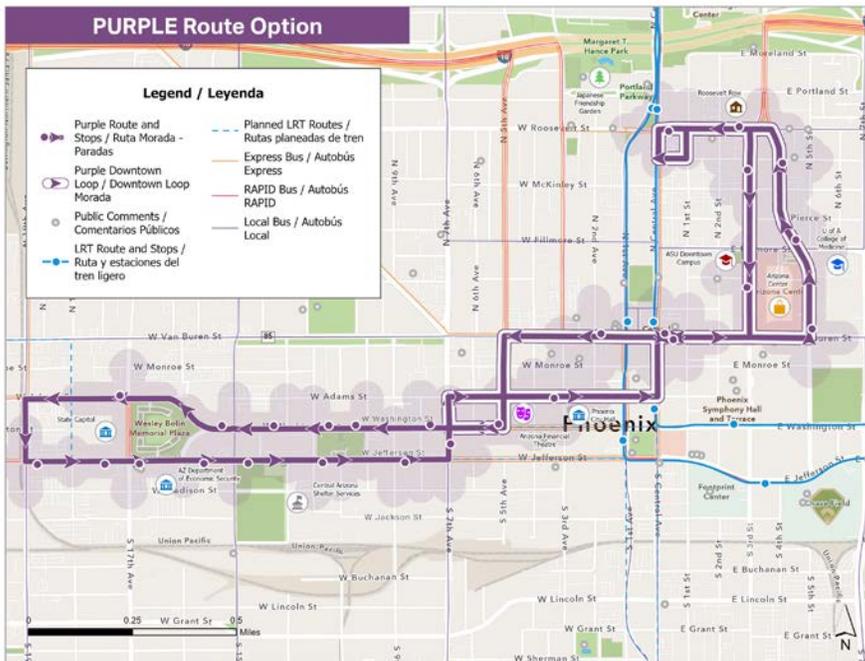
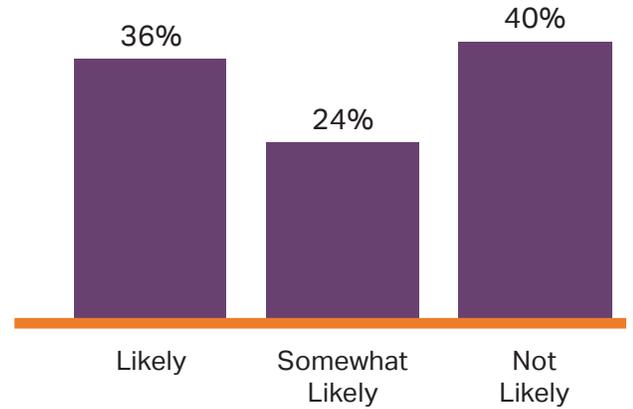
How likely are you to use the proposed GREEN Route Option?



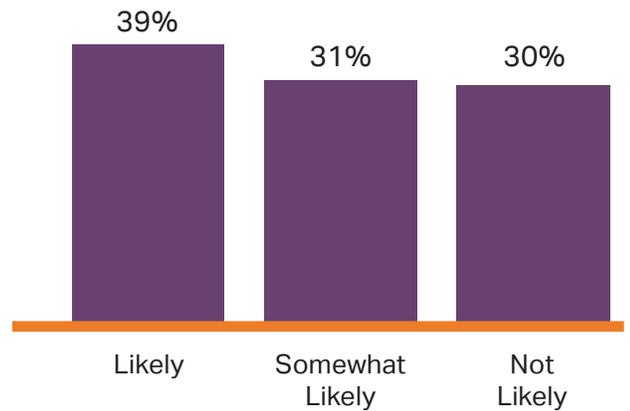
2.1 Survey Results: DASH Proposed Route Options



How likely are you to use the proposed ORANGE Route Option?

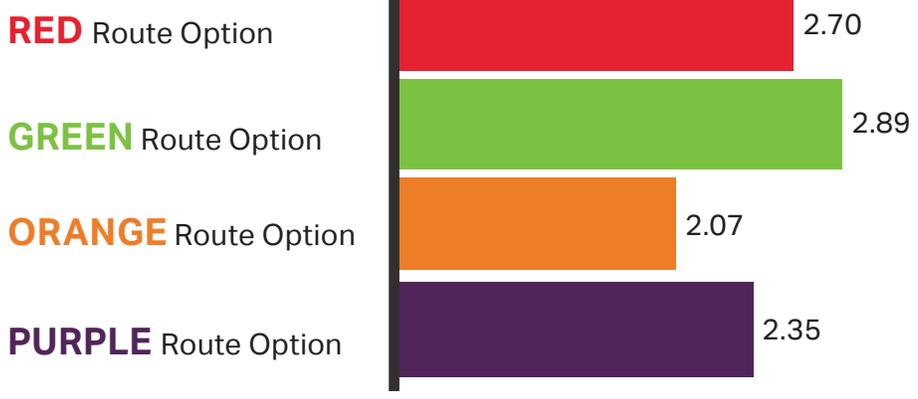


How likely are you to use the proposed PURPLE Route Option?



2.1 Survey Results: DASH Proposed Route Options

Please rank the proposed route options from your most to least preferred.
 Rating Scale: 4 - Most Preferred to 1 - Least Preferred



Calculating Survey Results

Responses were calculated based on the average ranking for each option to determine the most preferred route overall.

The route option with the largest average ranking is the most preferred route.

Proposed Route Option Comment Themes



Supportive of connection to Roosevelt Row and sporting venues.



Supportive of connections to grocery stores.



Expand services to longer hours and weekend service.



Rider Suggestions

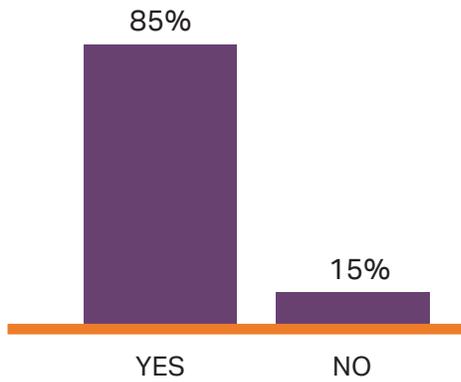
Comments from the respondents were in support of the proposed routes in general with a few noting they did not use DASH services or live in the area.

Of the 77 comments received, 22 comments from respondents were related to service recommendations had the following themes:

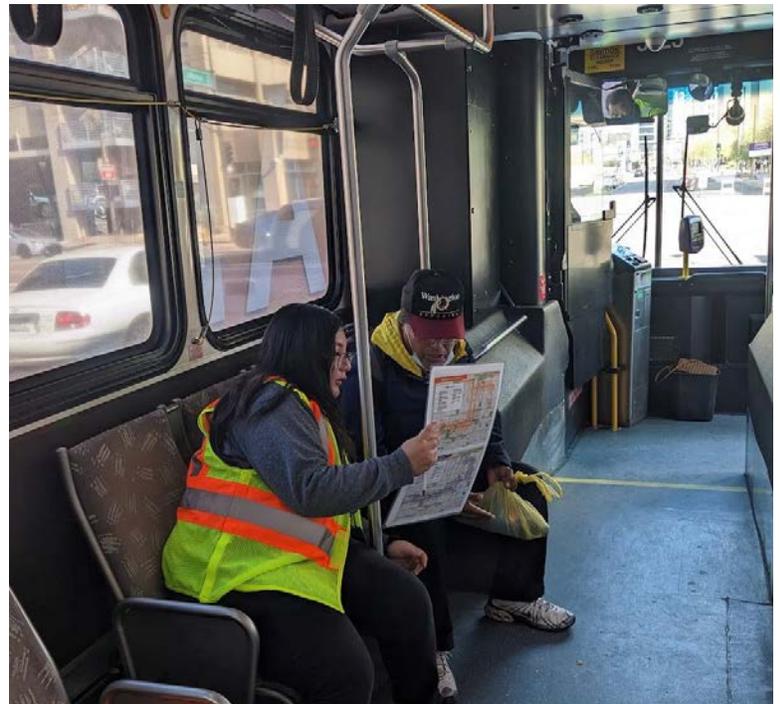
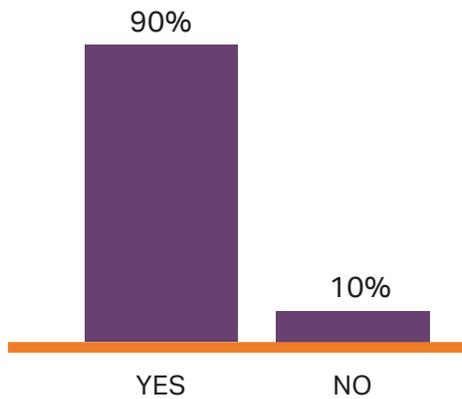
- **Expand services** to Grand Avenue, 7th Street, west to 35th Avenue, and to South Mountain. **(12)**
- **Connect services** to Burton Barr Central Library, Phoenix Convention Center East Garage, McDowell Road, and Central Station. **(6)**
- **Expand hours** to earlier hours, late hours, and weekend services. **(4)**

2.2 Survey Results: DASH Proposed Service Changes

We are proposing to extend DASH service hours until 11 p.m. for the Downtown Loop portion of the route. Are you in favor of this change?



We are proposing DASH service on weekends (Saturday and Sunday) for the Downtown Loop portion of the route. Are you in favor of this change?



Transit Rider Engagement

Phase 2 survey and outreach activities were promoted with flyers placed at DASH bus stops to engage with transit riders.

To increase awareness and survey participation, PTD staff conducted in-person surveys and collected 68 on-board responses from transit riders who use the service.

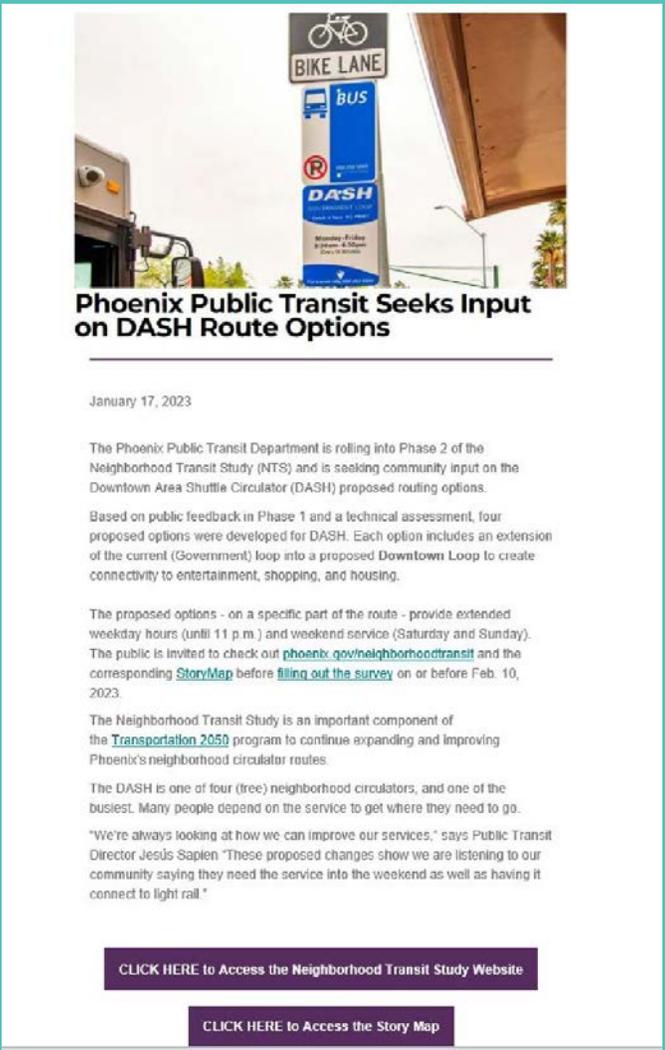
Stakeholder Notifications

A dedicated email, neighborhoodtransit@phoenix.gov, was established to connect with Downtown stakeholders and allow community members to submit comments and questions.

Email communications were sent out to the NTS stakeholder contact database. Communications were sent on the following days during the Phase 2 outreach window:

- Thursday, January 19th
- Monday, February 6th

Stakeholders were notified about the survey launch and received a copy of the press release.



Phoenix Public Transit Seeks Input on DASH Route Options

January 17, 2023

The Phoenix Public Transit Department is rolling into Phase 2 of the Neighborhood Transit Study (NTS) and is seeking community input on the Downtown Area Shuttle Circulator (DASH) proposed routing options.

Based on public feedback in Phase 1 and a technical assessment, four proposed options were developed for DASH. Each option includes an extension of the current (Government) loop into a proposed Downtown Loop to create connectivity to entertainment, shopping, and housing.

The proposed options - on a specific part of the route - provide extended weekday hours (until 11 p.m.) and weekend service (Saturday and Sunday). The public is invited to check out phoenix.gov/neighborhoodtransit and the corresponding [StoryMap](#) before [filling out the survey](#) on or before Feb. 10, 2023.

The Neighborhood Transit Study is an important component of the [Transportation 2050](#) program to continue expanding and improving Phoenix's neighborhood circulator routes.

The DASH is one of four (free) neighborhood circulators, and one of the busiest. Many people depend on the service to get where they need to go.

"We're always looking at how we can improve our services," says Public Transit Director Jesus Sapien. "These proposed changes show we are listening to our community saying they need the service into the weekend as well as having it connect to light rail."

[CLICK HERE to Access the Neighborhood Transit Study Website](#)

[CLICK HERE to Access the Story Map](#)

Email sent to the community and stakeholders promoting DASH Phase 2 survey.

INCORPORATING PUBLIC FEEDBACK

The information gathered in Phase 2 was designed to better understand the community's preferences and feedback on the proposed route options and service changes. Survey results provide the project team with insights into how the community envisions transit services in the downtown area. The outcomes and feedback generated throughout the community engagement and outreach efforts have been instrumental in the development and evaluation of the proposed route options. The responses and comments collected from Phase 2 will be used to identify the preferred route option for DASH services.

Phase 2 utilized the community engagement and education techniques from Phase 1 to develop the preferred route option. Phase 3 will include a presentation of the preferred service option to the community and stakeholders as a final recommendation.