



Phoenix *BRT*



Phoenix Bus Rapid Transit (BRT) Update

Transportation, Infrastructure and Innovation Subcommittee
November 6, 2019

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)



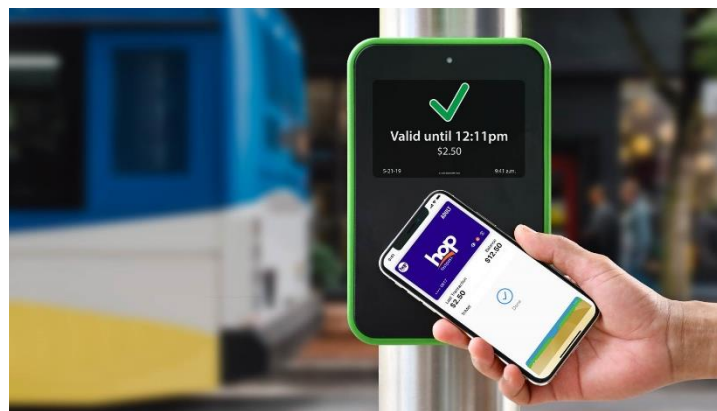
Transit Spot Improvements



Enhanced Stations



Custom Buses



Advanced Fare Collection



Unique Branding



Dedicated Lanes



Levels of BRT and Costs

Level	Capital Cost per mile (\$2019)	Transit Spot Improvements, Stations, Buses, Fares, Branding	Dedicated Lanes		
			Minimal	Partial	Entire
1	\$5m - \$7m / mile	●			
2	\$7m - \$25m / mile	●	●		
3	\$25m - \$45m / mile	●		●	
4	\$45m - \$55m / mile	●			●

Existing Transit Conditions





Phoenix Bus Service 101

Phoenix carries approximately
2/3 of all transit passengers

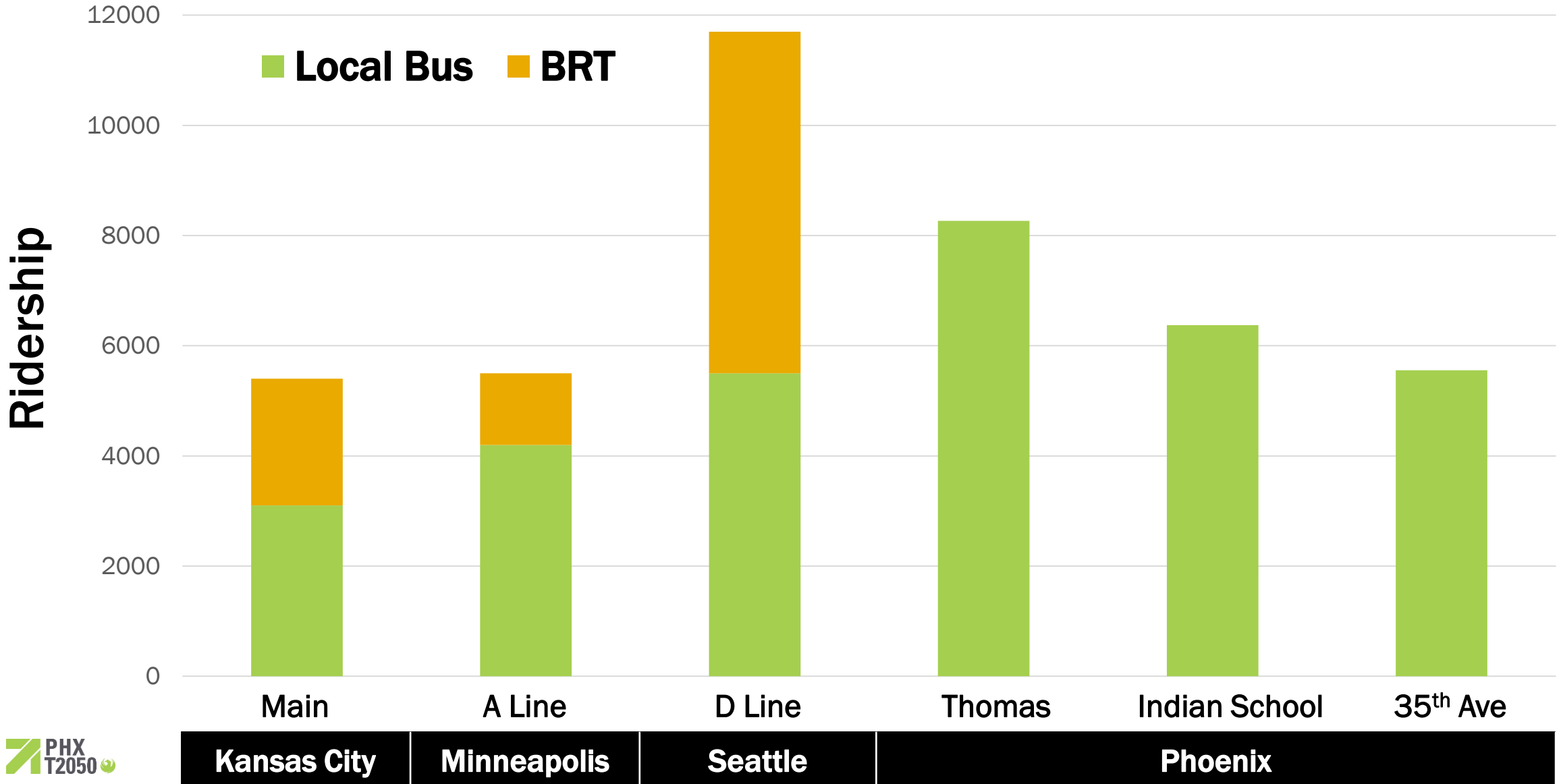
Traveling “**across the grid**”
could be improved

Current **bus network** has
plateaued in some corridors

Challenge is to **improve transit**
speed and reliability



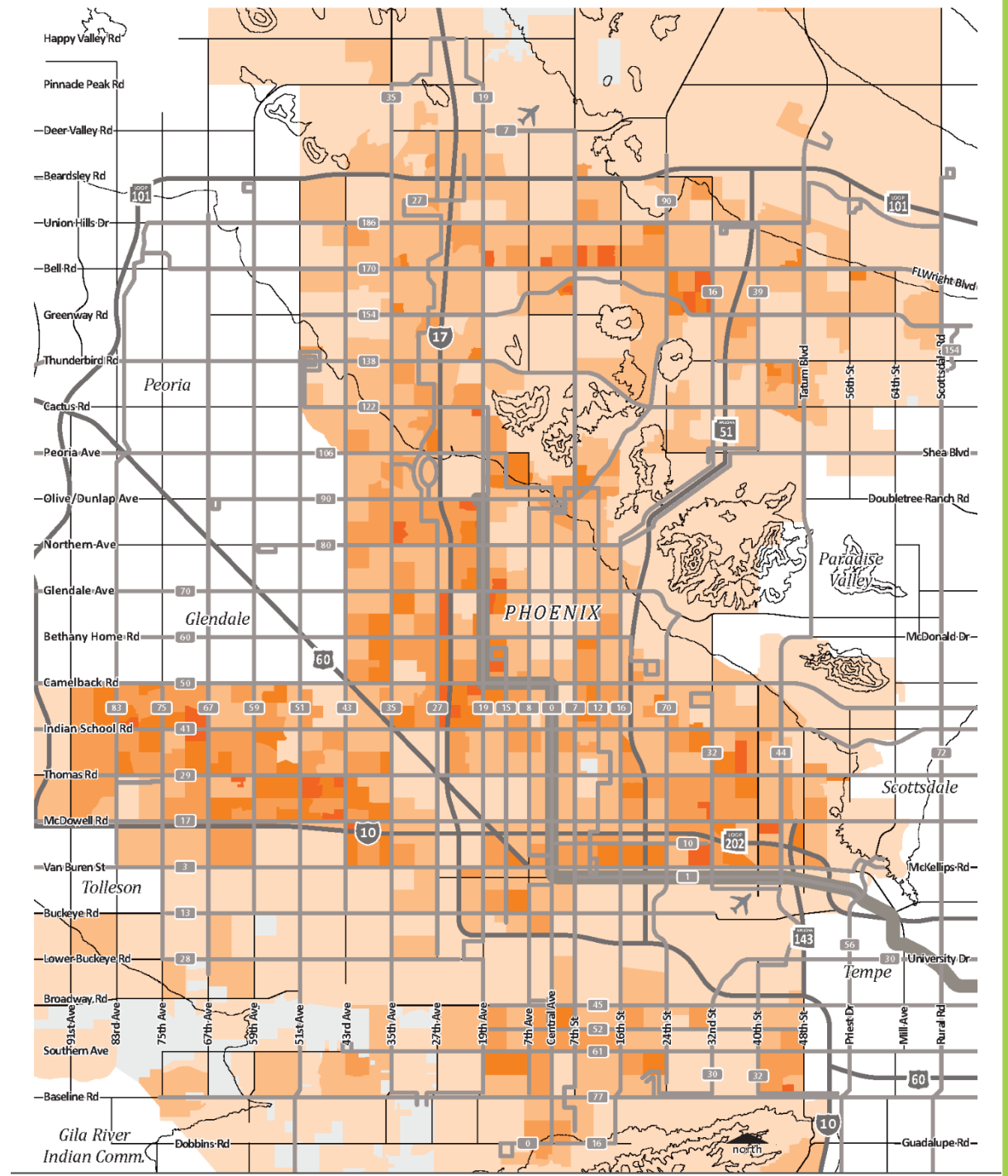
How do Phoenix corridors compare?





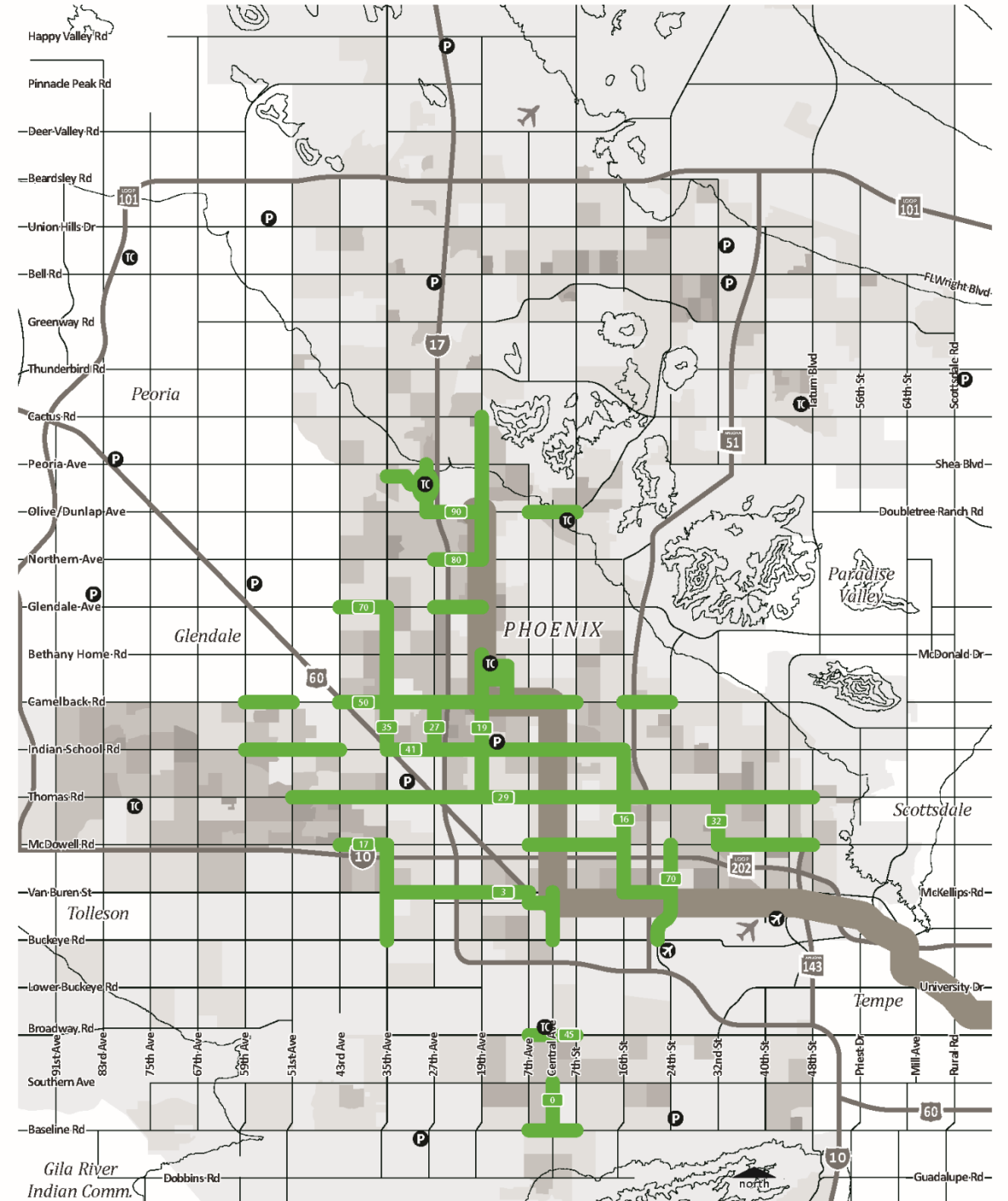
Composite Transit Propensity

- Population
- Employment
- Low income households
- Minority persons
- Persons with disabilities
- Zero automobile households
- Persons under 18 years
- Persons over 64 years



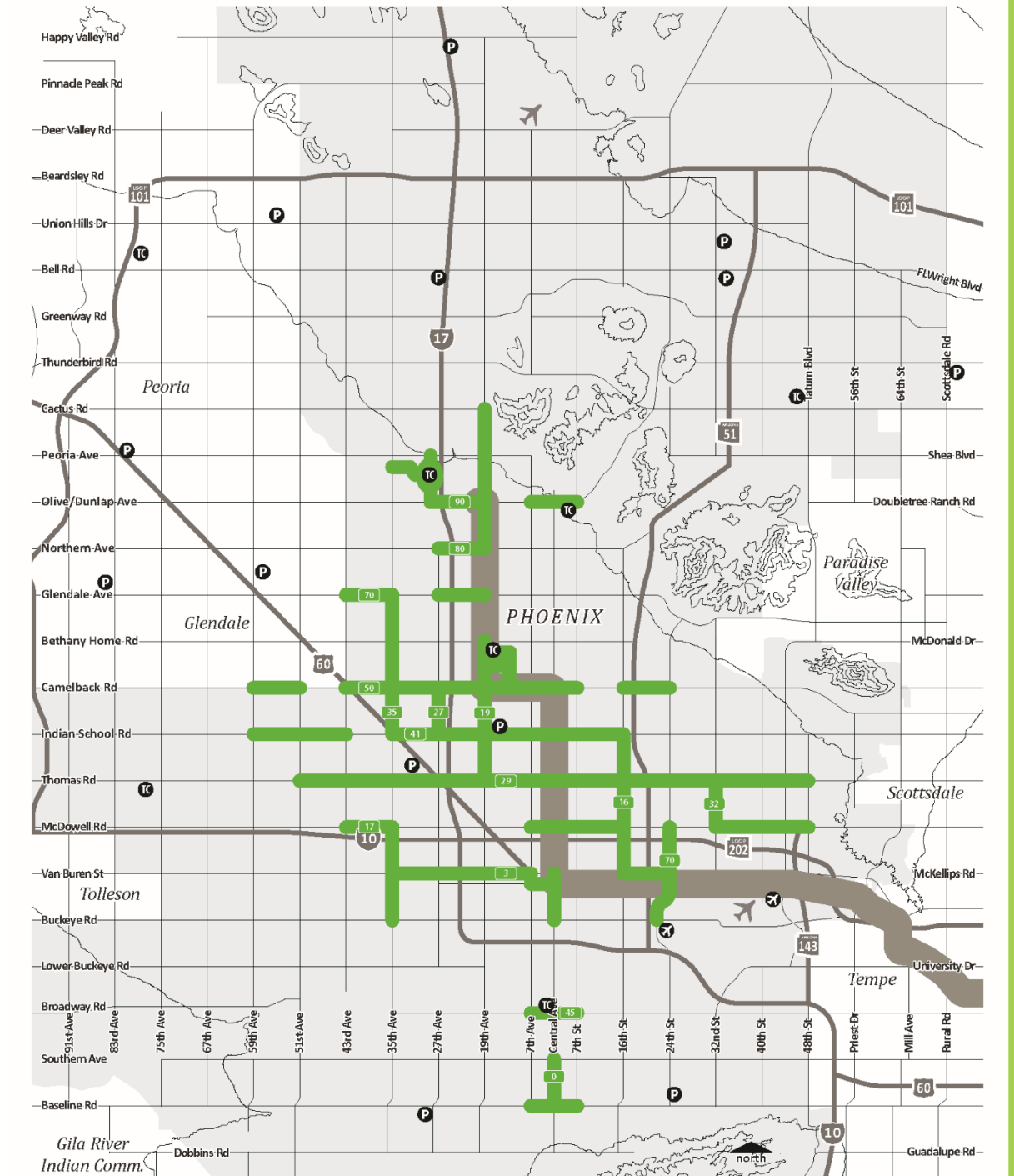


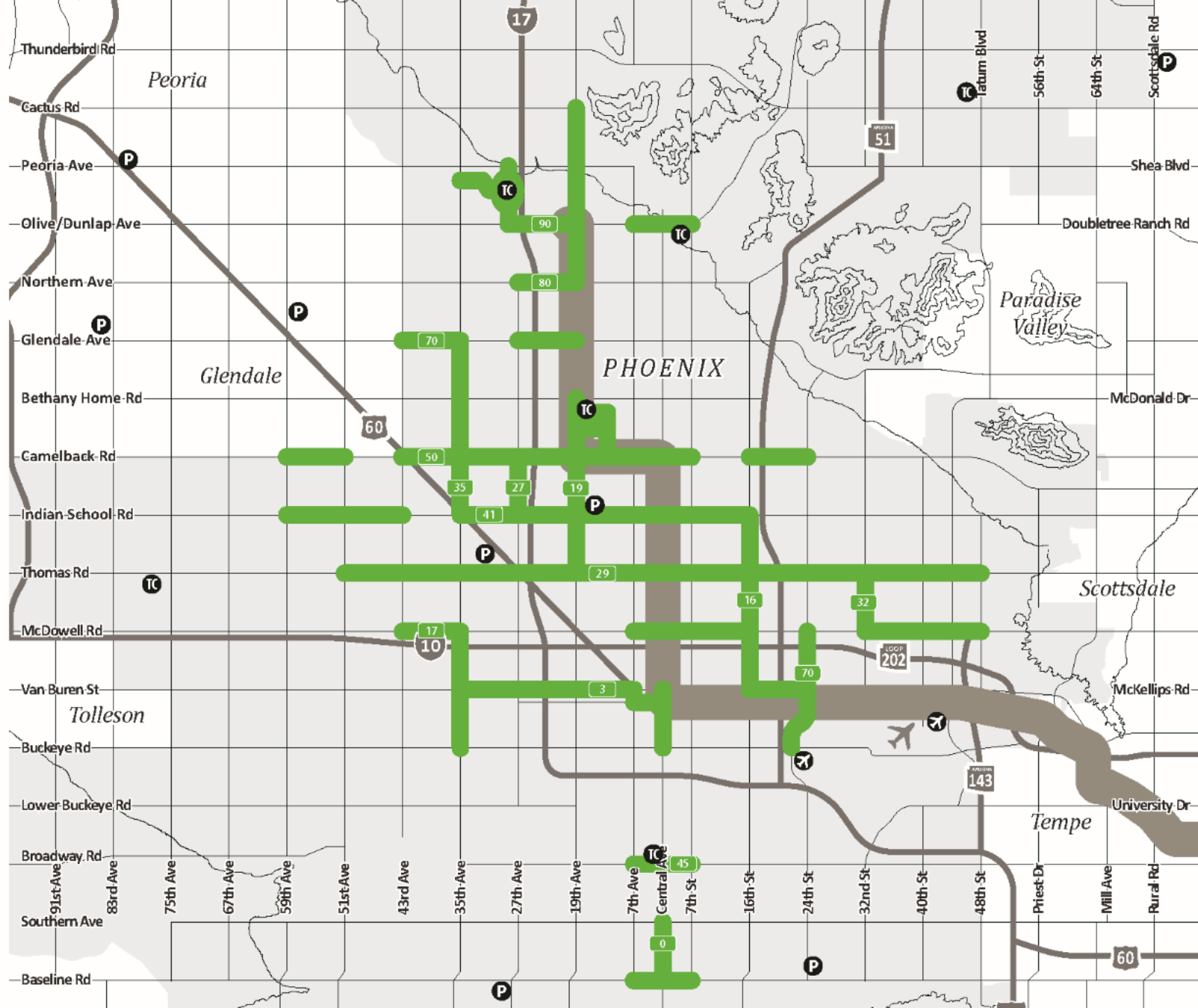
Ridership by Segment and Transit Propensity





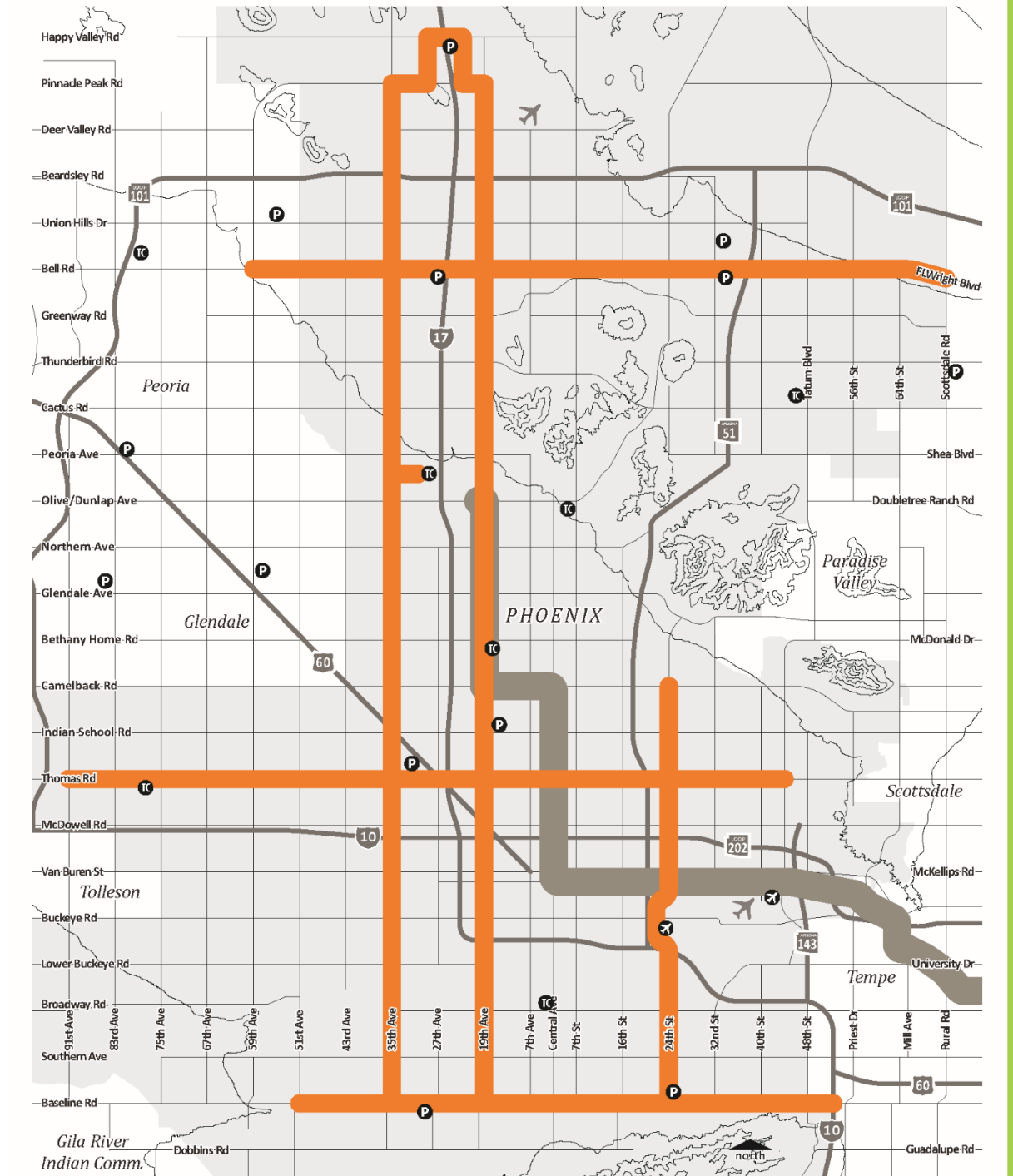
Ridership by Segment





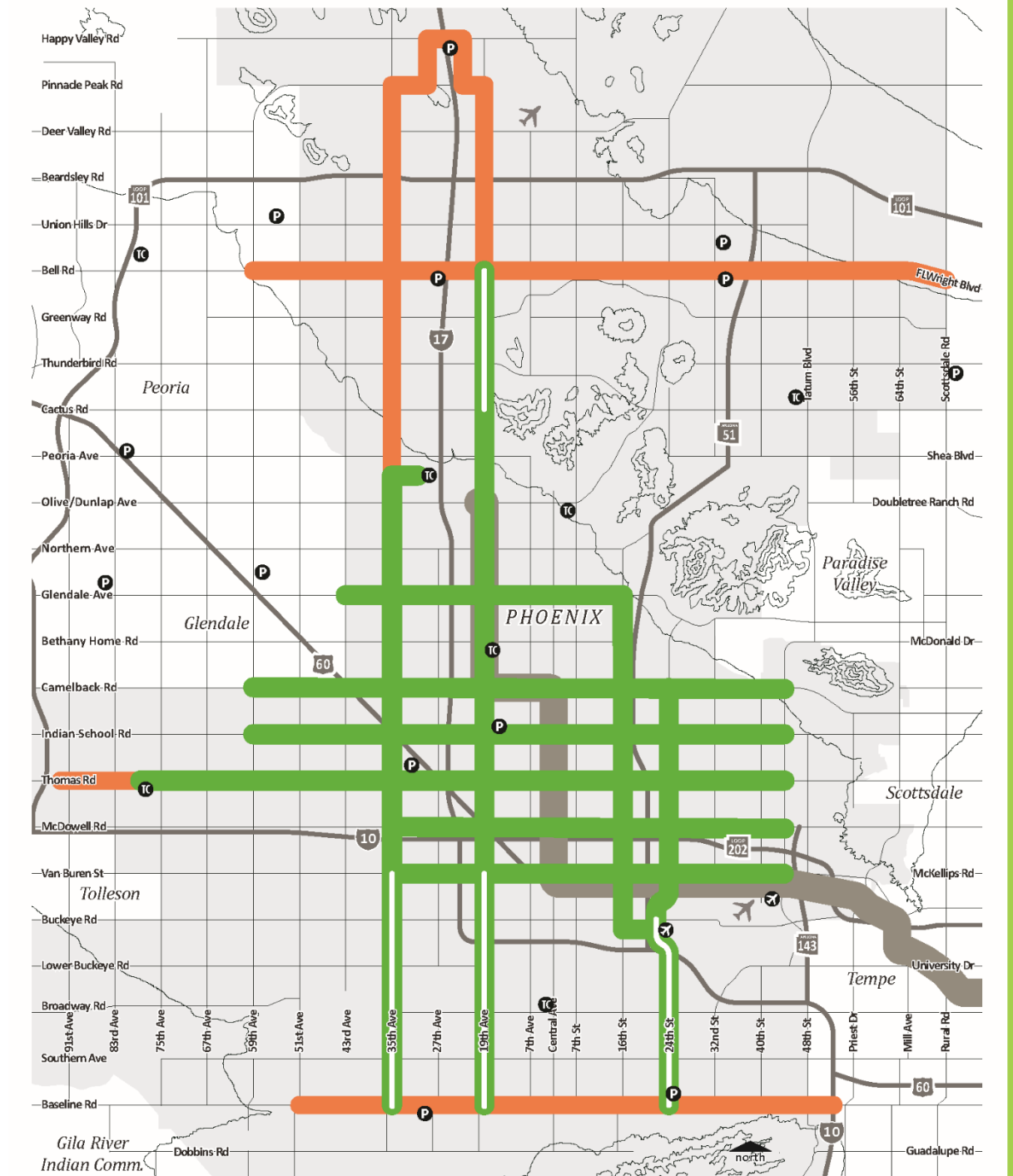


Originally Proposed T2050 BRT Corridors (2015 Proposition 104 ballot)





Potential BRT Corridors (2019 Analysis)



Community Education and Engagement



realty.com
4-7521
alty.com

A photograph of a diverse group of people, including men and women of various ages, engaged in a conversation in what appears to be a community center or meeting room. The room has wooden floors, modern lighting, and display cases in the background.

Purpose of 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

EARLY 2020

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



CITYWIDE OUTREACH

MID 2020

- Program/technology education
- Corridors and preferences



CORRIDOR OUTREACH

LATE 2020

- Corridor details, routes and stations

Current/Upcoming Activities

A screenshot of the City of Phoenix website's Transportation 2050 page. The header includes the City of Phoenix logo, a search bar, and navigation links: PHX At Your Service, PHX Pay Online, Map It, Find Public Records, PHXTV, and Translate. The main content area features a large image of a worker installing a street sign that reads "McDowell 1600". To the right is a vertical menu with expandable sections: OVERVIEW, PLAN ELEMENTS, FUNDING, PROGRESS, CITIZENS COMMISSION, NEWS & RESOURCES, and CONTACT US. Below the menu is a section titled "New Street Name Signs" with a brief description and a "More >" link.

City of Phoenix

Search...

PHX At Your Service PHX Pay Online Map It Find Public Records PHXTV Translate

City of Phoenix > Transportation 2050

Transportation 2050

A Plan to Advance PHX's Transportation Future

- OVERVIEW +
- PLAN ELEMENTS +
- FUNDING +
- PROGRESS +
- CITIZENS COMMISSION +
- NEWS & RESOURCES +
- CONTACT US +

New Street Name Signs

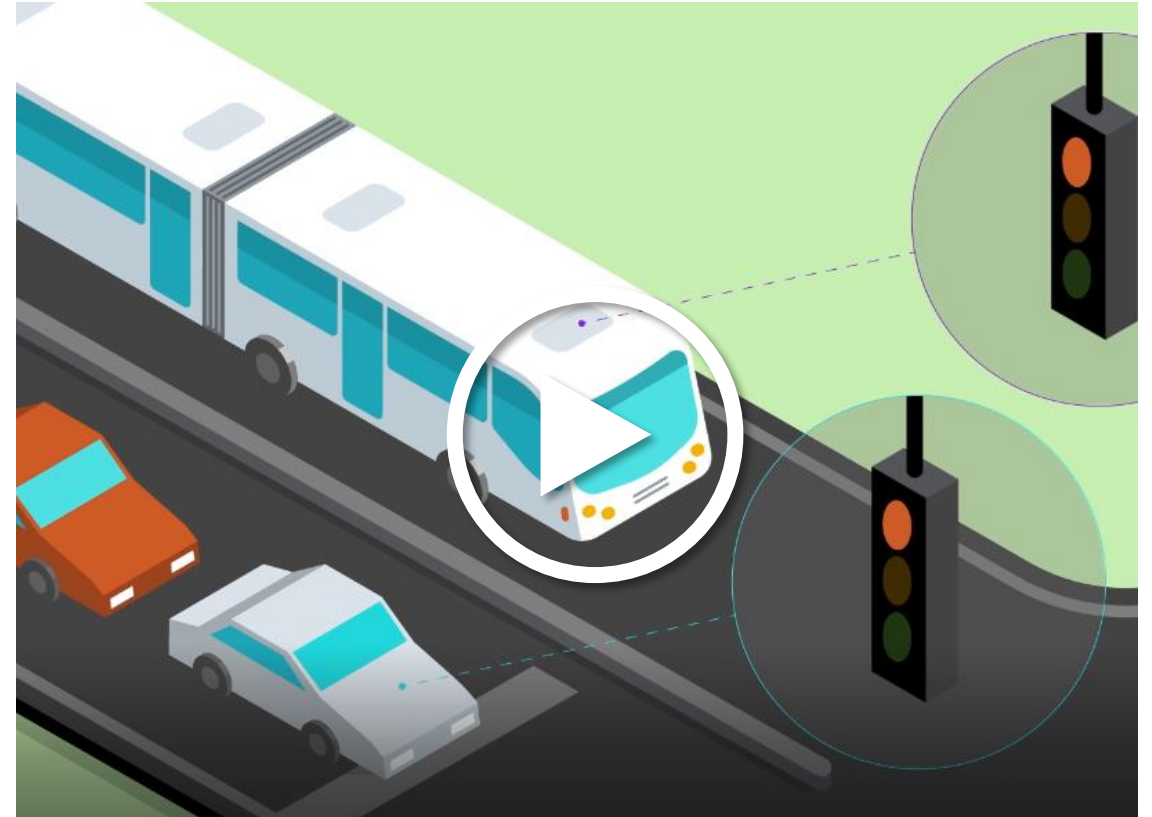
As part of the Transportation 2050 plan, existing deteriorated street name signs at major intersections are being replaced with new signs.

[More >](#)

Launch the Interactive Pavement Maintenance Dashboard to view completed and planned pavement maintenance projects.

The planned projects were identified and prioritized based on street condition assessment data, field evaluations and public input.

Website



BRT 101 Video



**PHOENIX
TRANSPORTATION
2050**



MOVING PHOENIX
FORWARD