

Community Engagement Summary

Phase III Alternatives Analysis - BRT Lane Options for 35th Avenue



2025
February - April

Phoenix Bus Rapid Transit Program
35th Avenue Corridor

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Introduction

In Spring 2025, the Phoenix Bus Rapid Transit (BRT) team launched the third phase of community outreach to educate and engage the public on the BRT Program. Outreach was targeted to surrounding communities, residents, and private business owners along the 35th Avenue Corridor. Outreach focused on providing the latest program information and collecting community and stakeholder input on the proposed BRT lane options—side-running or center-running—to help guide the next phase of the program, which is design. Between February and April 2025, the BRT Program team successfully connected with nearly **9,000** people including community leaders, elected officials, business owners, residents, and transit riders. We used **12** different methods of communication to reach stakeholders along the corridor and the community at large. More than **550** people took our survey. Read on to learn about our outreach strategies, metrics, and the results of the Lane Option Survey.



Notifications and Metrics

To reach multiple audiences, the BRT team used a variety of communication tools and notifications to share project information, invite the public to attend workshops, and encourage input and survey participation. **All notifications were created in English and Spanish.** A summary of the notifications and metrics can be found on the following pages.





Water Bill Inserts

In February, we utilized the PHX atYour Service newsletter, included with water bill inserts, to share notifications with all Phoenix city services customers. The insert included a link to MeetPhoenixBRT.com directing residents to additional information regarding the workshops, online open house, and survey.

Direct Mailers

4 direct mailers were sent to residents, businesses, and property owners within a 1/2 mile of the BRT corridor.

2 mailers were sent to residents and businesses and **2** mailers were sent to offsite property owners.

Business Door Hangers

5,500 businesses along the corridor received a hand-delivered door hanger.

Poster Distribution



Buses

44 posters were displayed at bus shelters along the 35th Avenue corridor

517 buses displayed posters:

- » South Facility – **218** posters
- » North Facility – **129** posters
- » West Facility – **170** posters



8 Light Rail Station Ad Kiosks

- » 19th Avenue/Montebello Avenue
- » Central Avenue/Camelback Road
- » McDowell Road/Central Avenue
- » Van Buren Street/Central Avenue
- » Van Buren Street/1st Avenue
- » 3rd Street/Washington Street
- » 12th Street/Washington Street
- » 38th Street/Washington Street



4 Transit Centers

- » Ed Pastor
- » Greg Stanton Central Station
- » Thelda Williams
- » Sunnyslope

Online Metrics

The MeetPhoenixBRT.com website is designed to create transparent communication, foster community collaboration and build connections. We updated the website on February 5, 2025, to include project information, blog posts, workshop details, the survey, and more!

Access by device:



Website

Total Views:
10,965



Mobile:
4,044



Desktop:
2,492



Tablet:
214



Smart TV:
3



New Users:
6,326

Total Users:
6,765



Returning Users:
439

Top Trends:

» **4,300** users accessed the site through paid digital and email ads

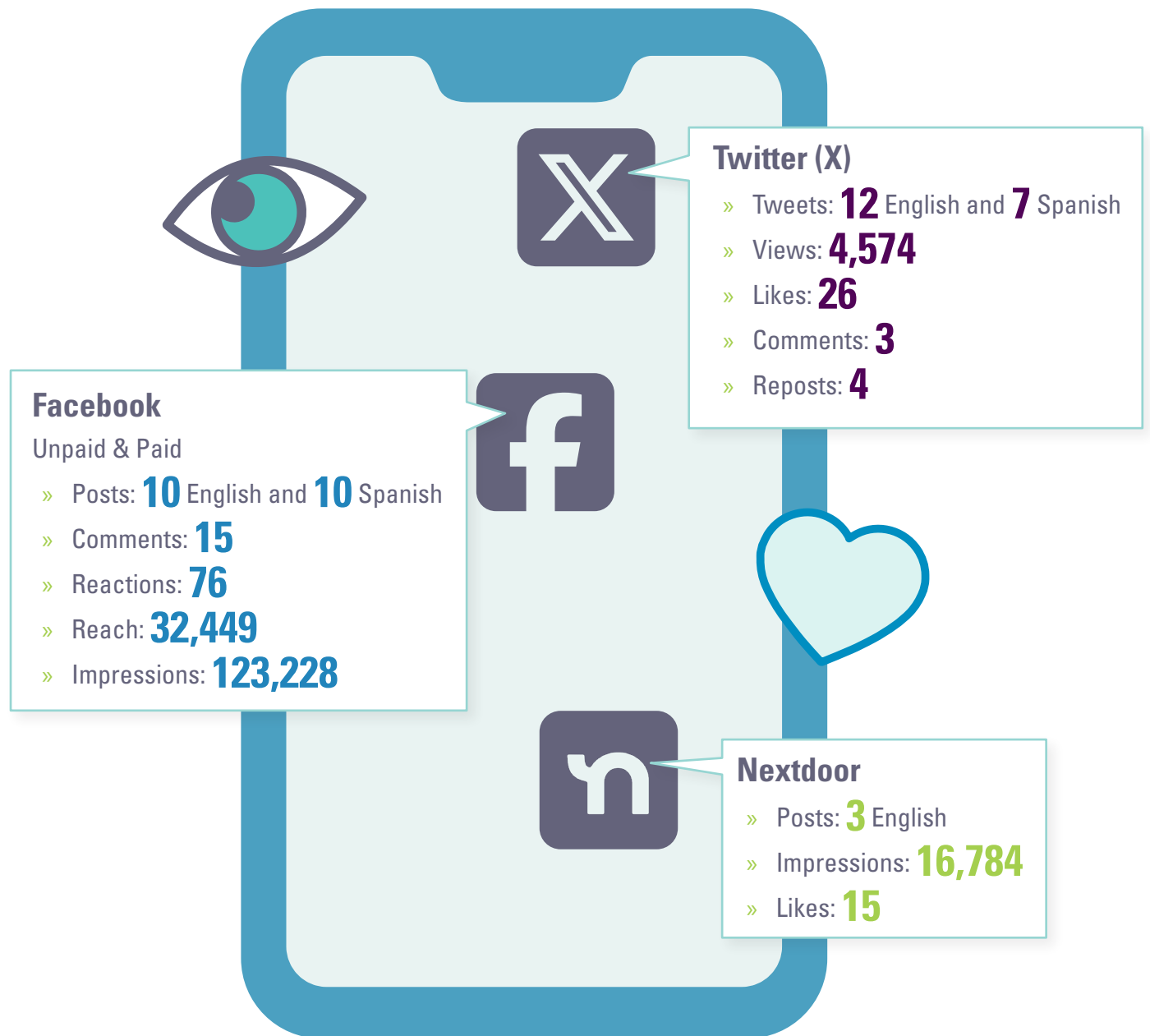
» The most accessed blog was *"Upcoming Community & Business Events"*



» **3,200** users were located in Phoenix

» **390** users utilized the Spanish Language tool on the site

Social Media



Email Blasts

Email blasts were sent through the project email to our stakeholder list and several paid email blasts were geofenced to specifically garner feedback from residents and businesses along the corridor.

Stakeholder Email Blasts:

PHX BRT: Business Workshops Announcement

📧 Sent on February 6, 2025

📧 Opens: **112**

👉 Clicks: **4**

↩ Replies: **0**

PHX BRT: Community Workshops Announcement

📧 Sent on February 6, 2025

📧 Opens: **640**

👉 Clicks: **38**

↩ Replies: **3**

REMINDER: Phoenix BRT is Seeking Feedback on Proposed BRT Lane Options

📧 Sent on February 26, 2025

📧 Opens: **328**

👉 Clicks: **1**

↩ Replies: **2**

REMINDER: Phoenix BRT is Seeking Feedback on Proposed BRT Lane Options

📧 Sent on March 6, 2025

📧 Opens: **341**

👉 Clicks: **122**

↩ Replies: **3**

There's Still Time: Take The PHX BRT 2025 Survey

📧 Sent on March 25, 2025

📧 Opens: **428**

👉 Clicks: **1**

↩ Replies: **3**

Paid Email Blasts:

BRT Spring 2025 Eblast (Workshops) – English Hey there! It's Phoenix BRT!

📧 Sent on February 11, 2025

👤 Audience: **57,000**

👁 Views: **8,661**

👉 Clicks: **1,584**

BRT Spring 2025 Eblast (Workshops) – Spanish ¡Hola! ¡Es Phoenix BRT!

📧 Sent on February 12, 2025

👤 Audience: **22,000**

👁 Views: **3,381**

👉 Clicks: **644**

BRT Spring 2025 Reminder Eblast - English Hey there! It's Phoenix BRT!

📧 Sent on February 18, 2025

👤 Audience: **57,000**

👁 Views: **10,083**

👉 Clicks: **1,184**

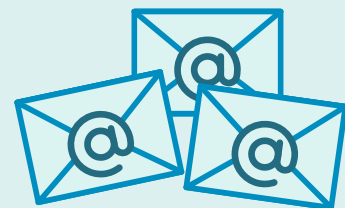
BRT Spring 2025 Reminder Eblast – Spanish ¡Hola! ¡Es Phoenix BRT!

📧 Sent on February 19, 2025

👤 Audience: **22,000**

👁 Views: **3,442**

👉 Clicks: **626**



Press Releases



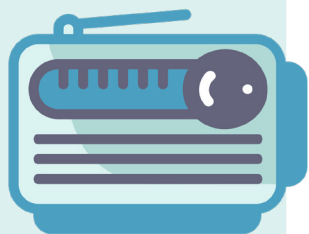
We distributed a press release to over **320** media outlets and contacts on February 11, 2025, informing the public about our outreach events and survey.

The press release was viewed **39** times as of April 13, 2025.

Key Media

- » ABC 15
- » KTAR
- » Arizona Republic
- » Signals AZ
- » Telemundo
- » The Associated Press
- » City Sun Times
- » FOX 10
- » KJZZ
- » Arizona Informant
- » La Voz Arizona
- » Prensa Hispana
- » Axios
- » Phoenix Business Journal
- » AZ Family
- » 12 News
- » Cronkite News
- » Univision
- » Phoenix New Times
- » Arizona Mirror
- » Downtown Devil

Spanish Radio Ads



Radio advertisements were a great way to reach the Spanish speaking communities.

La Campesina 101.9 FM (February 10 – March 23, 2025)

- » KNAI-AM
- » **72** spots
- » Coverage: Phoenix and the greater Phoenix area, Tucson, and Prescott
- » Listeners: **500,000** daily

Contacto Total (February 5 – March 21, 2025)

- » KNUV-AM
- » **90** spots
- » Coverage: Phoenix and the greater Phoenix area

Digital and Print Ads



Digital and print advertisements were published to announce the community engagement activities. Most of the advertisements were geofenced and/or targeted specifically to the corridor and reached both English and Spanish speakers in the area.

English Digital Ads

- » Campaign dates: February 4 – March 6, 2025
- » Impressions: **60,235**
- » Clicks: **107**

Spanish Digital Ads

- » Campaign dates: February 4 – March 6, 2025
- » Impressions: **19,482**
- » Clicks: **43**

Print Ads

One Spanish print advertisement ran in the Contacto Total Magazine beginning February 5, 2025. This magazine distributes over **30,000** copies per month to more than **300** locations across the valley.



Community & Business Meetings and Events

Providing an opportunity for in-person interaction with the BRT Program team was an important component to our outreach.



Community Workshops

- » #1 – Tuesday, February 18, 2025, at 6 p.m. – Alta Vista Elementary School – **16** people attended
- » #2 – Saturday, March 8, 2025, at 11 a.m. – Carl Hayden High School – **19** people attended

Business Workshops

- » #1 – Wednesday, February 19, 2025, at 6 p.m. – Alta Vista Elementary School – **5** people attended
- » #2 – Saturday, March 1, 2025, at 9:30 a.m. – Carl Hayden High School – **5** people attended
- » #3 – Wednesday, March 12, 2025, at 6 p.m. – Bret Tarver Learning Center – **7** people attended

Pop-Up Events

Seven informal pop-up events were set up at various locations along the corridor. Pop-up events are temporary, unexpected events hosted for a few hours in high traffic/activity areas.

- » #1 – Thursday, February 20 – Thelda Williams Transit Center
- » #2 – Monday, February 24 – Helen Drake Senior Center
- » #3 – Friday, February 28 – DoubleTree by Hilton Phoenix North
- » #4 – Tuesday, March 4 – Thelda Williams Transit Center
- » #5 – Tuesday, March 25 – Grand Canyon University
- » #6 – Saturday, March 29 – Grand Canalscape
- » #7 – Wednesday, April 2 – Taco Tote

Online Open House Analytics

As part of the engagement process, the Phoenix BRT team developed an online open house and launched it on February 17, 2025. The site was easy to navigate and provided BRT 101 information, lane option information, the survey, and more.



BRT Lane Option Survey Results

We asked, you answered...

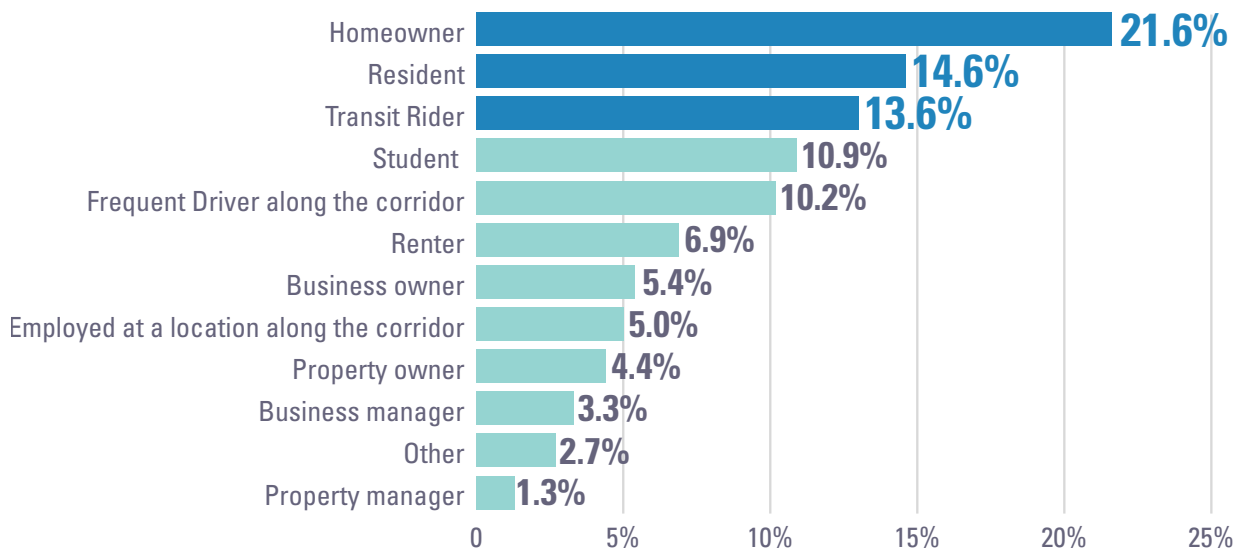
The survey was available on the www.MeetPhoenixBRT.com website and printed within the activity book used at the workshops. In all, **552** Phoenix community members, residents, and business owners participated in the survey. Here's what we heard!



Results

You are a:

Homeowner (**21.6%**), resident (**14.6%**), and transit rider (**13.6%**) were the top three types of participants who submitted surveys.

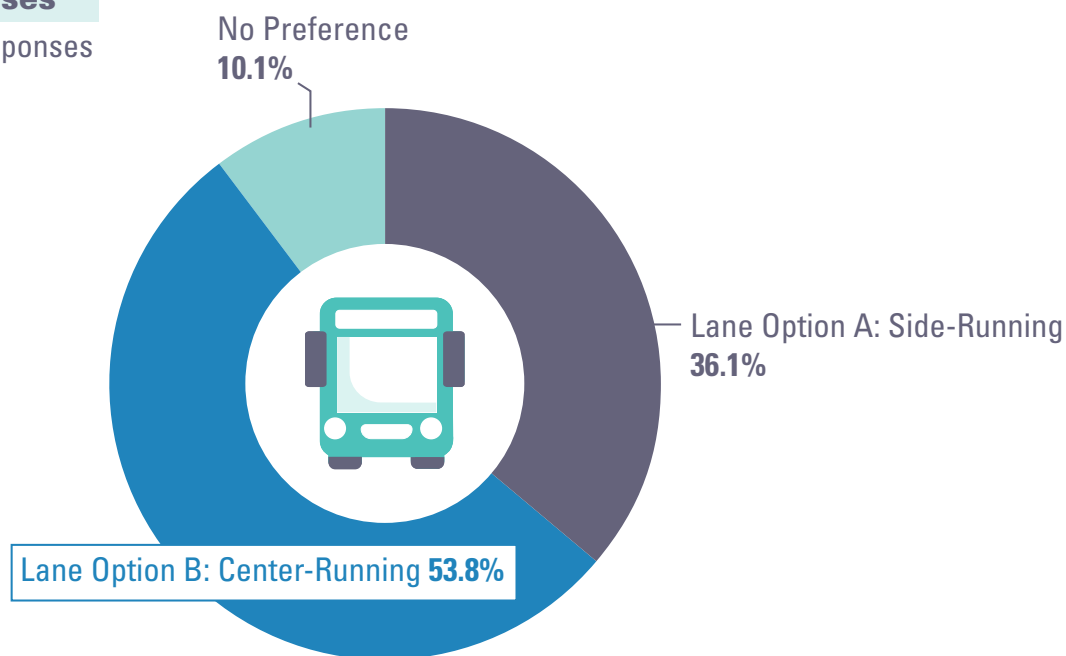


After learning about the impacts of center-running versus side-running dedicated BRT lane options, which lane option do you prefer?

Center-running BRT was the most popular choice among overall respondents with **54%** of the responses.

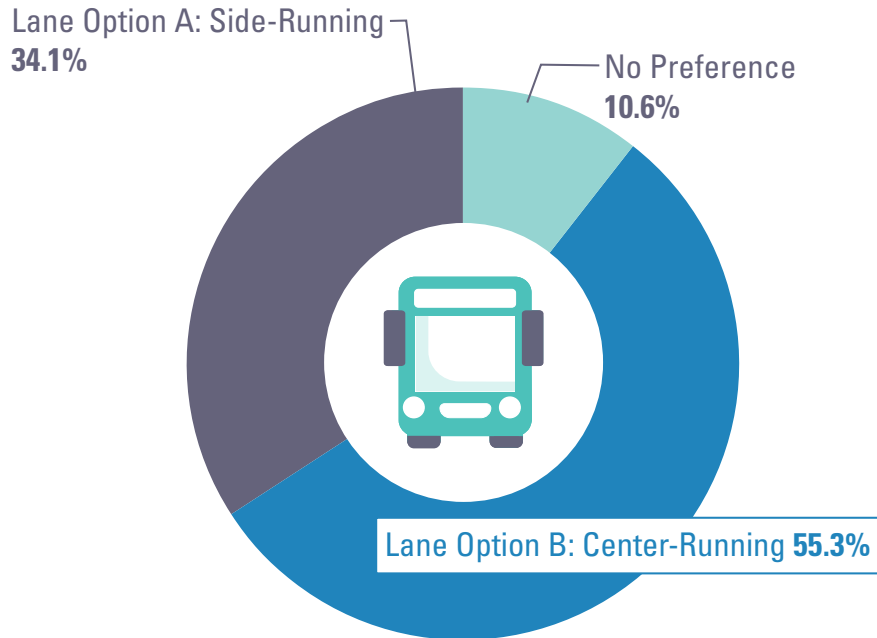
All Responses

545 survey responses



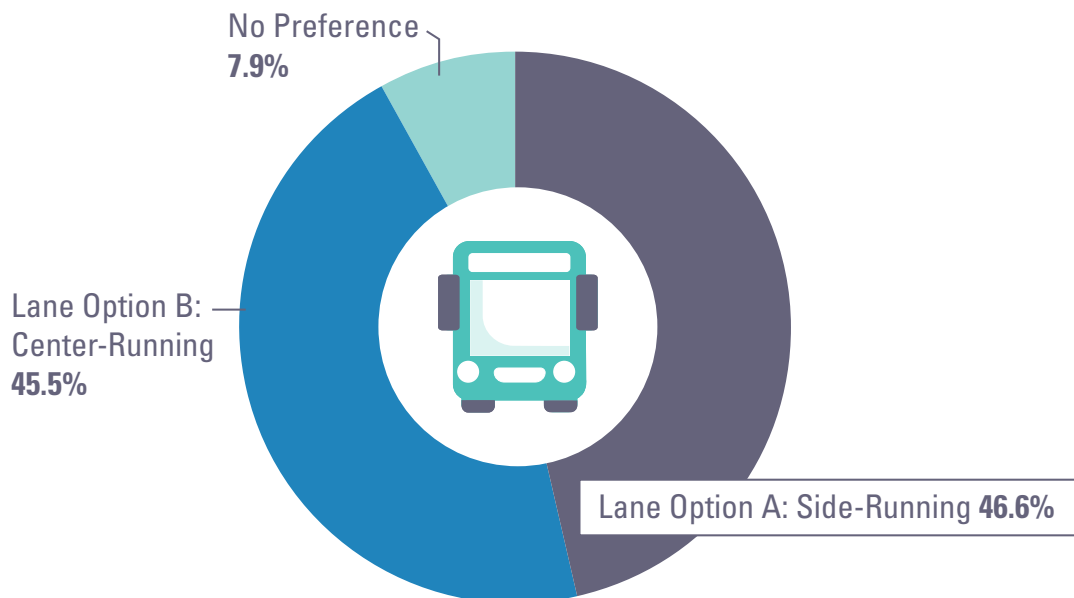
Community-Specific

454 survey responses

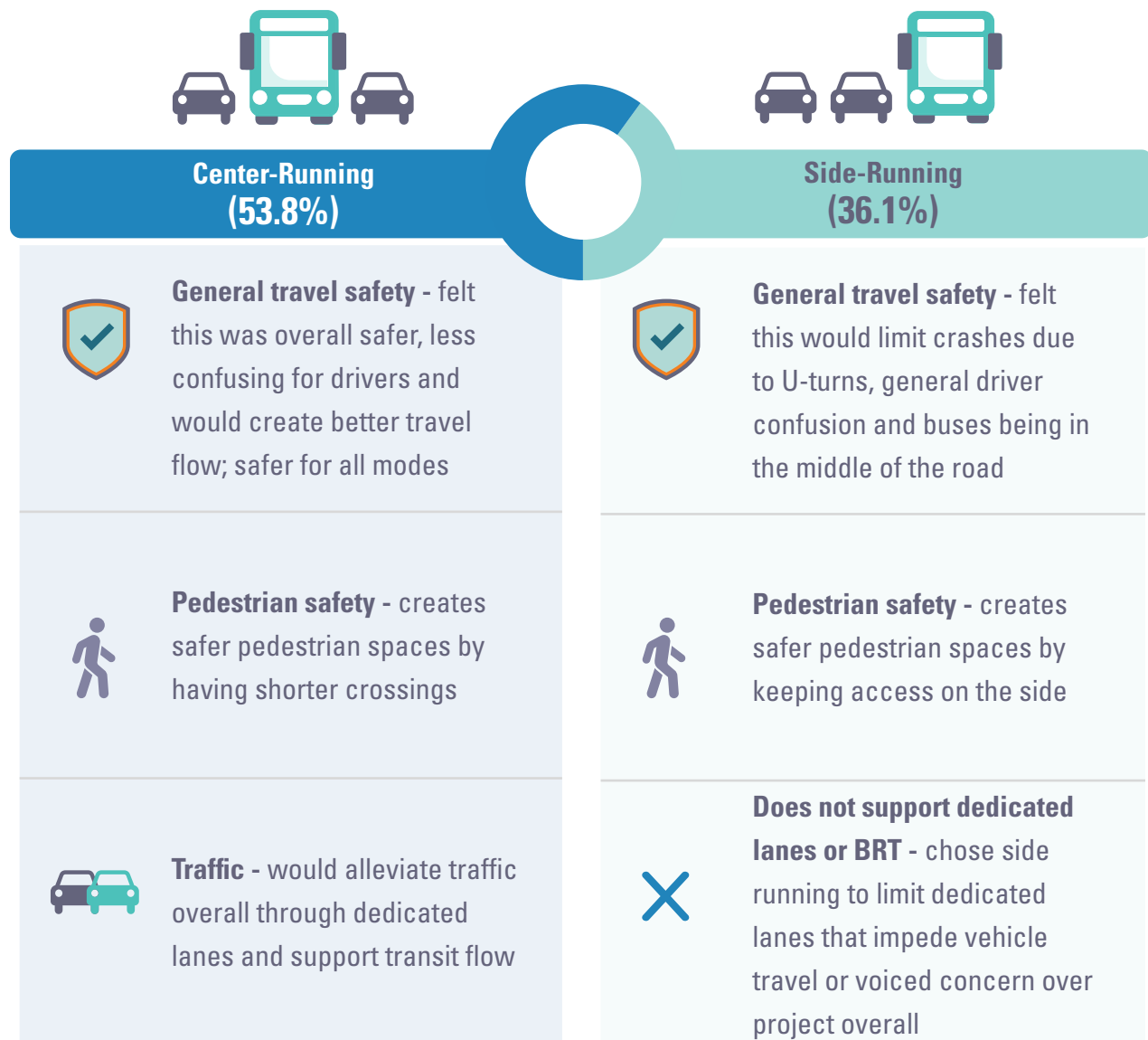


Business-Specific

88 survey responses



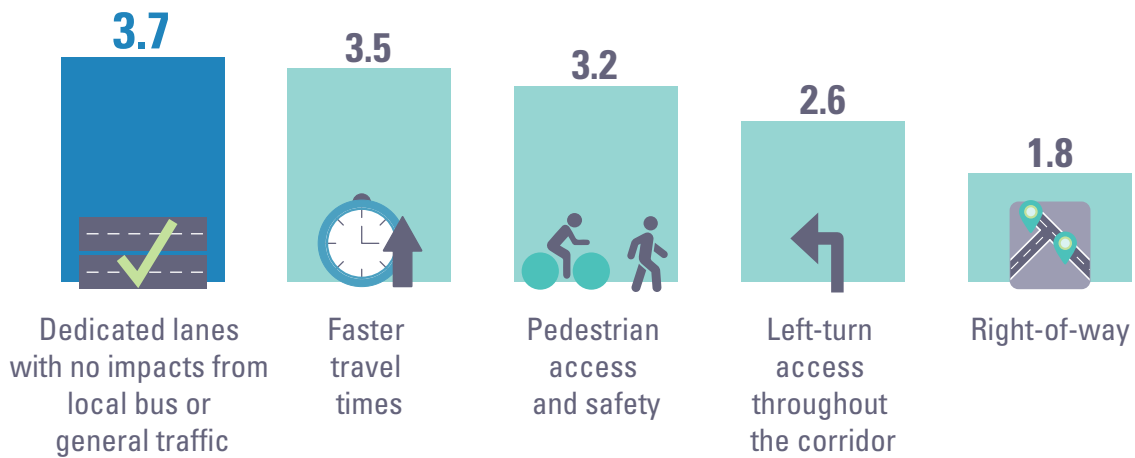
Why do you prefer this option?



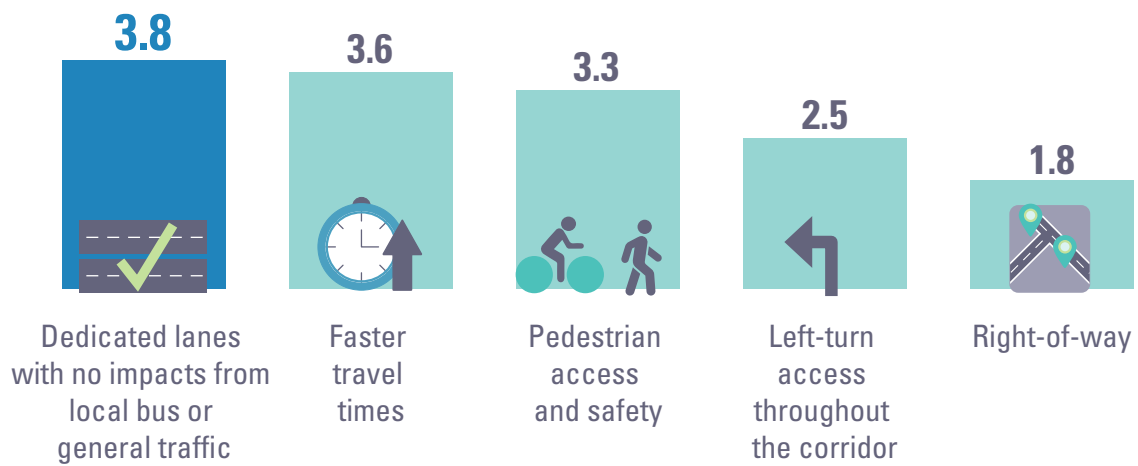
Please rank the following design considerations in order of importance with 1 being the most important factor to you and 5 being the least important.

The following response rates highlight the average rank score per category.

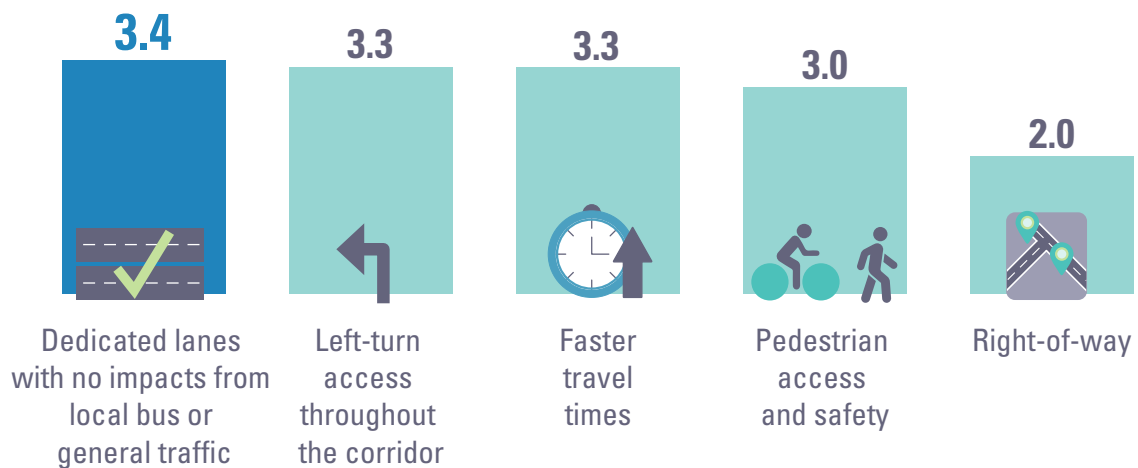
All Responses



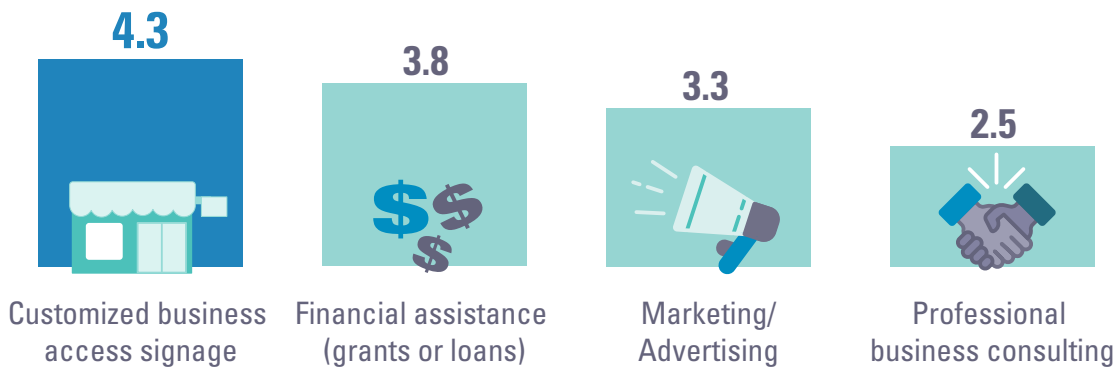
Community-Specific



Business-Specific

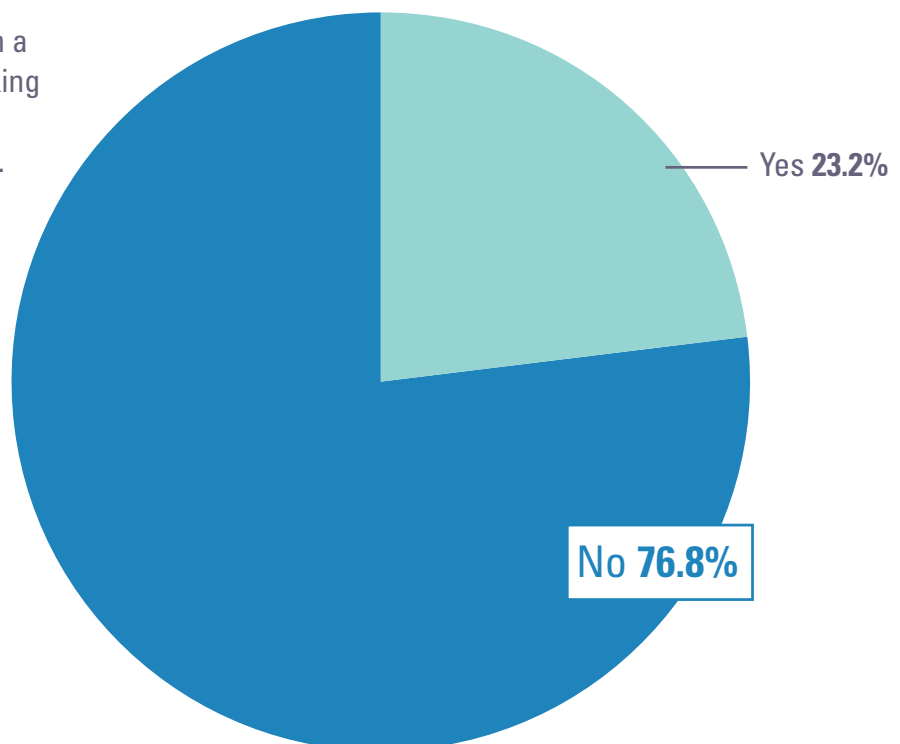


If a business assistance program is offered as part of this BRT project, what type of assistance would be most helpful to your business?



Are you interested in participating in a BRT business focused working group or committee?

76.8% of business owners indicated they were not interested in participating in a BRT business focused working group or committee despite **23.2%** expressing interest.

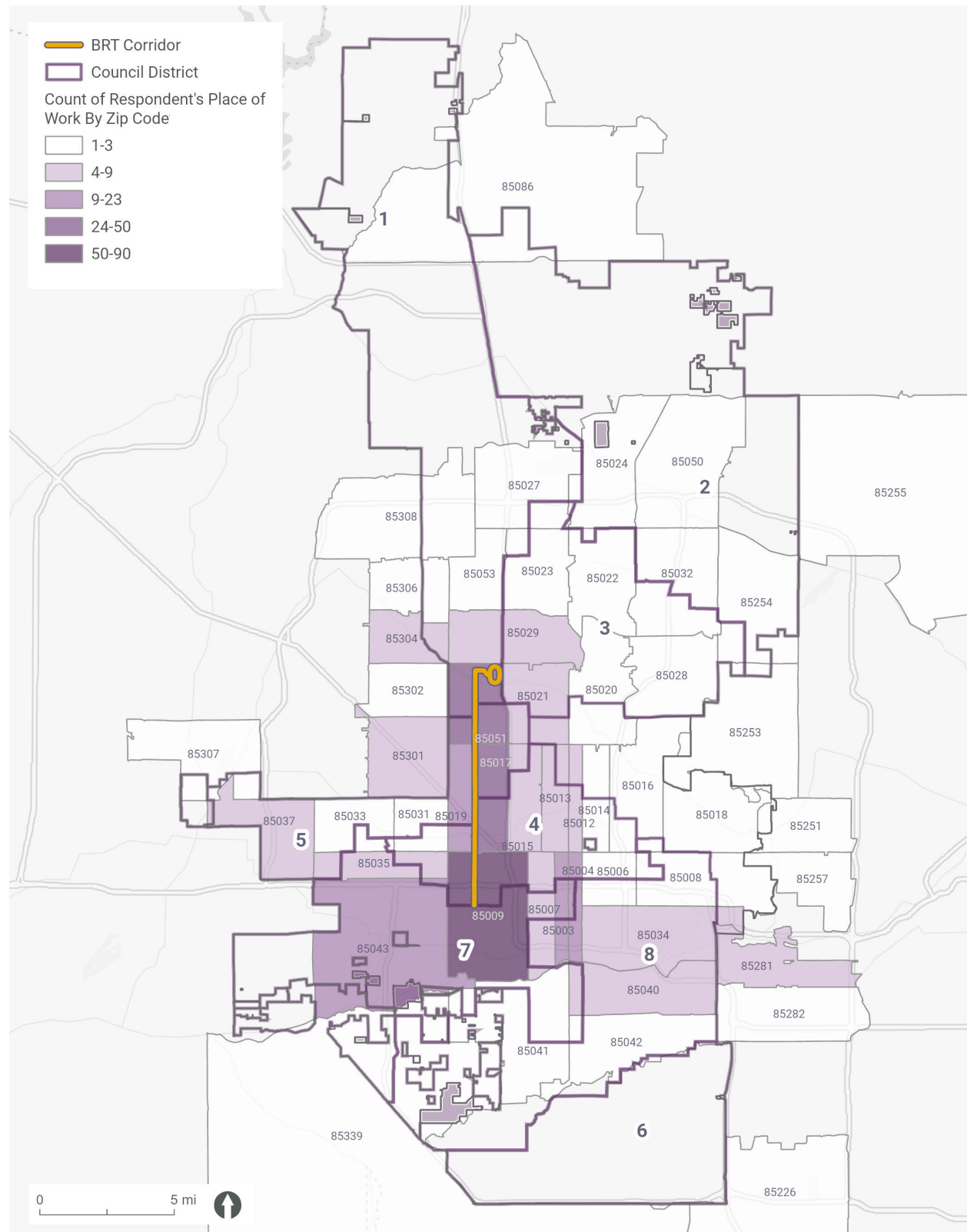


85009 (**13%**), 85051 (**12.6%**), and 85017 (**7%**) were the top three zip codes where survey participants live.



Where do you work?

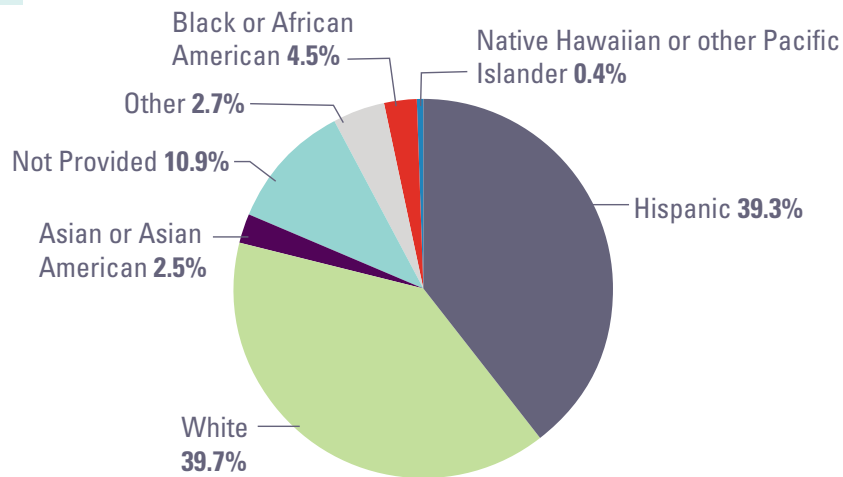
85009 (**22%**), 85051 (**13%**), and 85017 (**10%**) were the top three zip codes where survey participants work.



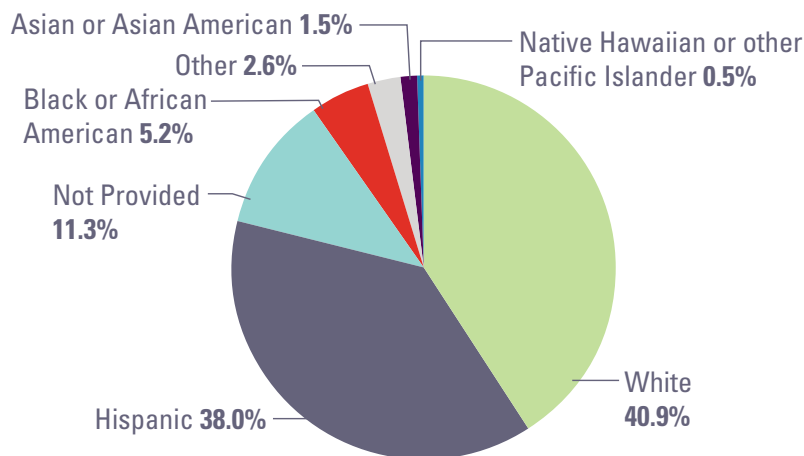
Who Participated

What is your ethnicity?

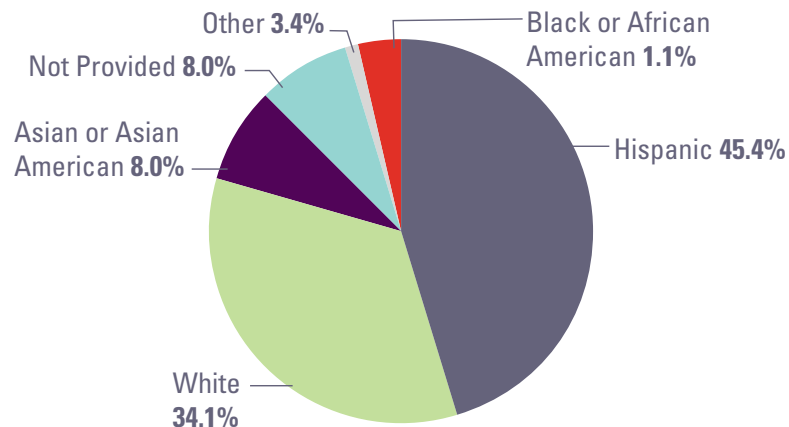
All Responses



Community-Specific

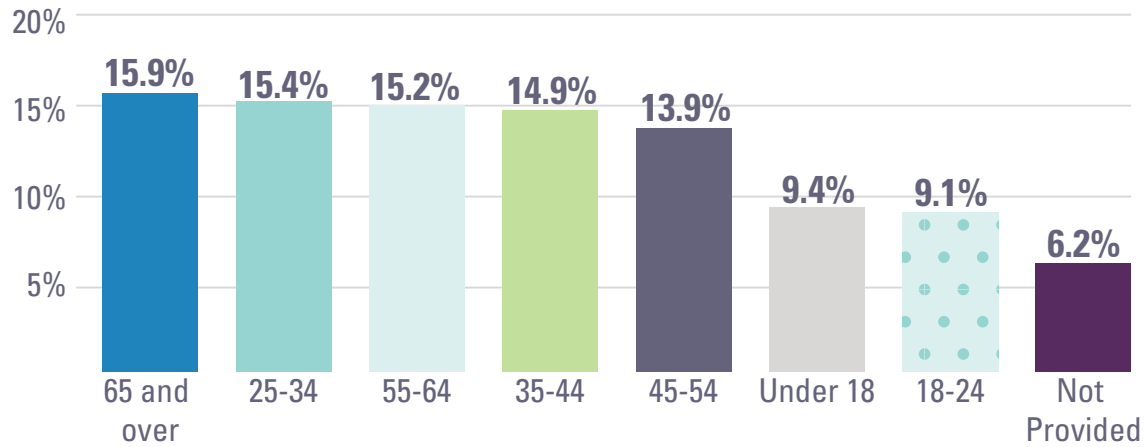


Business-Specific

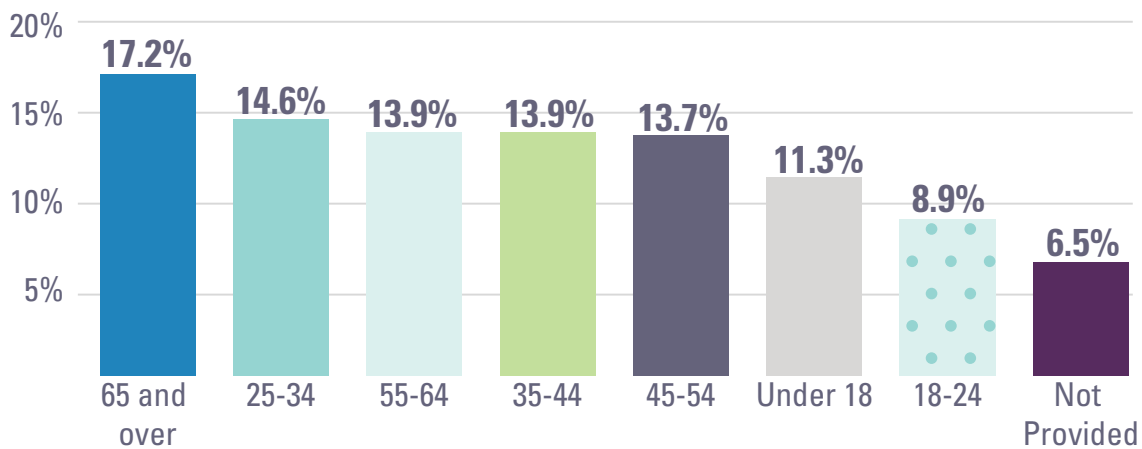


What is your age?

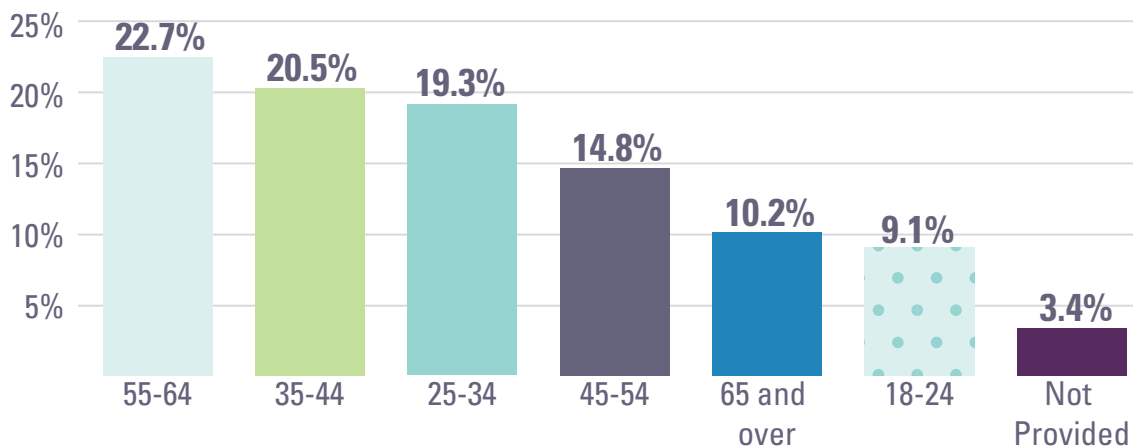
All Responses



Community-Specific



Business-Specific



What is your gender?

All Responses



Female
46.7%



Male
45.1%

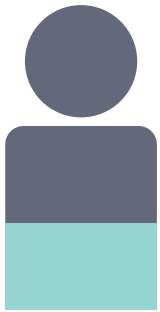


Not
Provided
6.9%



Non-binary
or other
1.3%

Community-Specific



Female
47.8%



Male
43.5%



Not
Provided
7.6%



Non-binary
or other
1.1%

Business-Specific



Male
53.4%



Female
40.9%



Not
Provided
3.4%



Non-binary
or other
2.3%



MeetPhoenixBRT.com