

Phoenix **BRT**

City of Phoenix Bus Rapid Transit Program

# Phoenix Bus Rapid Transit Program

**35th Avenue/Van Buren Street Corridor**

**Community Engagement Summary –  
Phase I Alternatives Analysis**

**October - December 2022**

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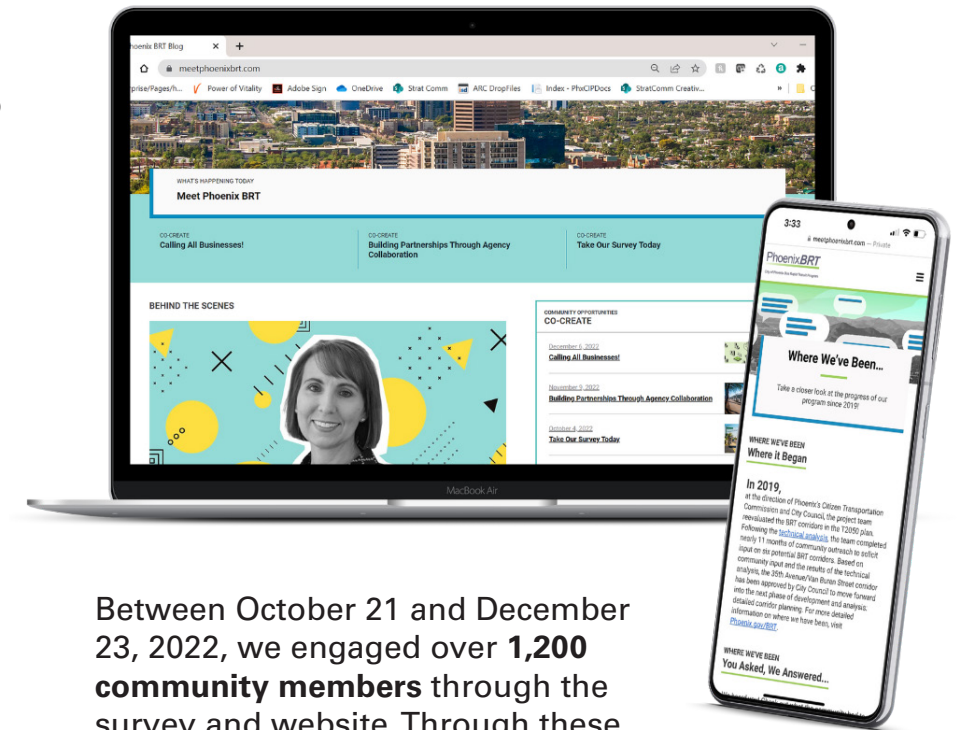
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# Introduction

## 35th Avenue and Van Buren Street Corridor Bus Rapid Transit

In fall 2022, the Phoenix BRT team launched the 35th Avenue and Van Buren Street Corridor Community Outreach - Phase I Alternatives Analysis to seek input on preferences for BRT along the approved corridor, as well as continue to educate the community on BRT. These efforts focused on two key pieces, a survey – called the **BRT Corridor Survey** – and the **MeetPhoenixBRT.com** website. To best reach our community, the team employed both print and digital outreach methods and developed all materials (printed and digital) in both English and Spanish.



Between October 21 and December 23, 2022, we engaged over **1,200 community members** through the survey and website. Through these efforts, we received **340 survey responses**. The responses will help guide the development of BRT along the 35th Avenue and Van Buren Street Corridor. The following pages highlight our outreach efforts and key feedback we received from the community.



# Community Notifications

## Website Updates



- [MeetPhoenixBRT.com](http://MeetPhoenixBRT.com)
- [Phoenix.gov/BRT](http://Phoenix.gov/BRT)

## Social Media



- Facebook
- Twitter
- Nextdoor

## Community Newsletters



- News Release
- Library Newsletter
- Valley Metro Commute Solutions – October Update
- Council District Newsletters

## Email Notifications



- 15** Village Planning Committees
- 8** Council Districts and Mayor's Office
- 50** Technical Advisory and Executive Leadership Committee Members
- 55** Neighborhood and Business Organizations
- 9** Neighborhood Services Specialists

## Poster Distribution

### Bus Shelter Posters



- 17** BRT Intersections
- 136** English and Spanish Posters
- 68** Bus Shelters

### On Bus Posters



- 518** Buses
- 1,036** English and Spanish Posters

### Light Rail Station Ad Kiosks



- 8** Stations with English and Spanish Posters

### Transit Centers



- 4** Transit Centers with English and Spanish Posters: Ed Pastor, Central Station, Metrocenter, Sunnyslope

# MeetPhoenixBRT.com

On October 3, 2022, the Phoenix BRT team launched the [MeetPhoenixBRT.com](https://www.meetphoenixbrt.com) website. Designed to create transparent communication, foster community collaboration and build connections, the website provides key program education and real-time information through blogs written by our project team!

## Access by device



Page views  
**2006**



3%  
tablet



36%  
desktop



61%  
mobile

## New vs. Returning

New ..... **90%**



10% ..... Returning



## Top trends

**76%** of all users were located within the Phoenix area

**900** new users visited the site during the first three weeks of the launch

**32%** of users viewed blogs on the site

**30%** of users viewed the homepage

**9%** of users viewed the corridor map

# BRT Corridor Survey Results - Fall 2022

## We asked, you answered...

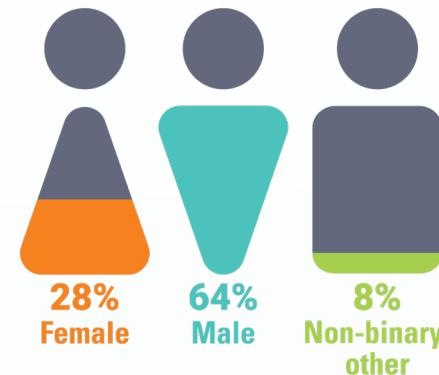
In fall 2022, the Phoenix BRT team launched the 35th Avenue and Van Buren Street Corridor Community Outreach Phase I. Critical to this outreach was the first corridor-specific survey focused on BRT preferences along the corridor. Here's what we heard!

## Who Participated...

### Respondents



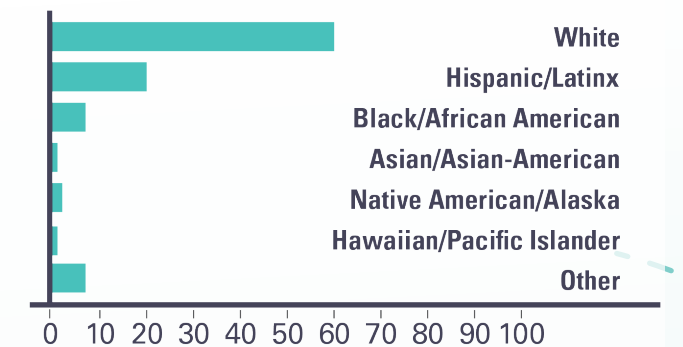
### Gender



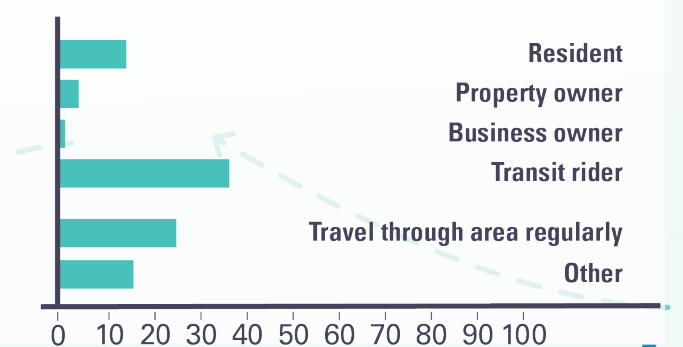
### Age



### Ethnicity

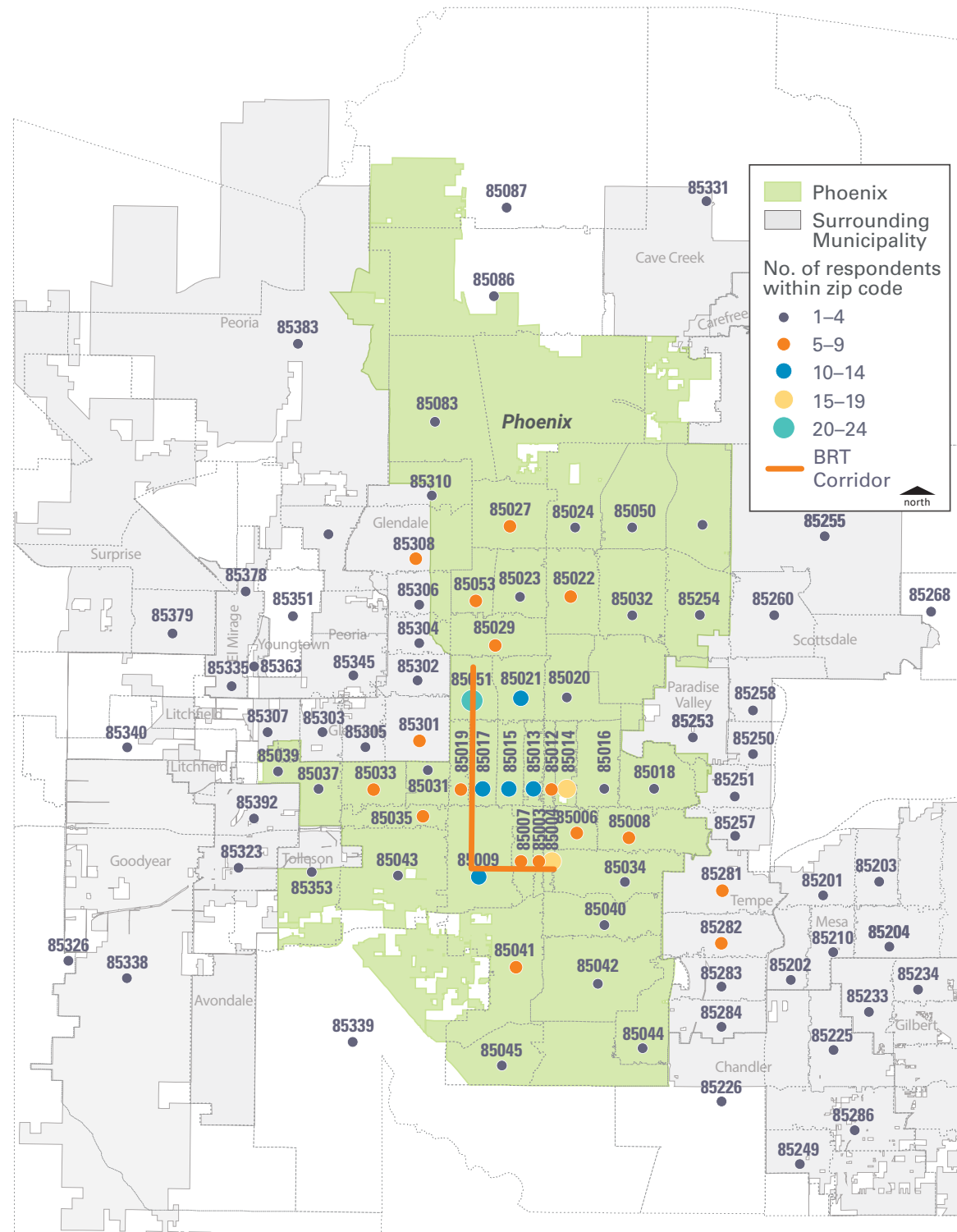


### Connection to the Corridor

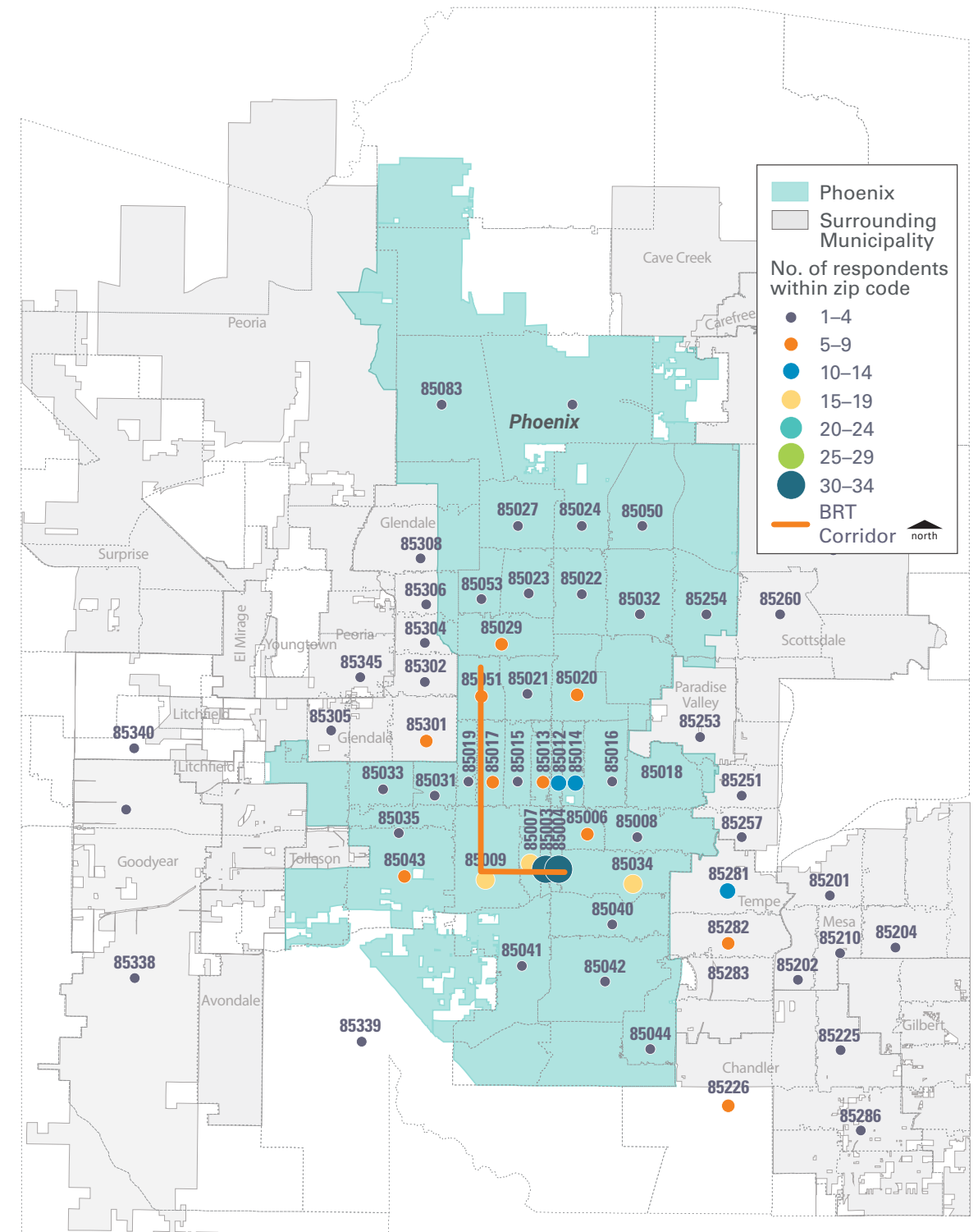


# BRT Corridor Survey Results – Fall 2022

## Where they live



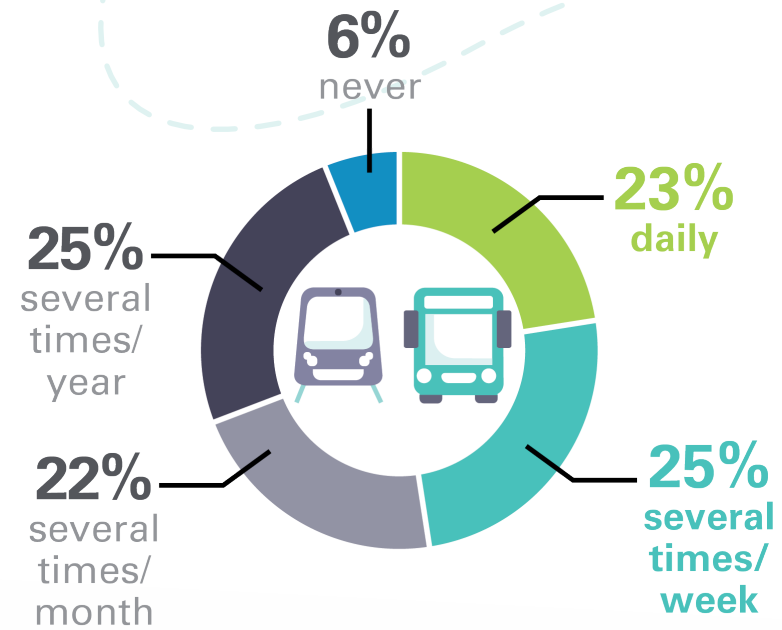
## Where they work



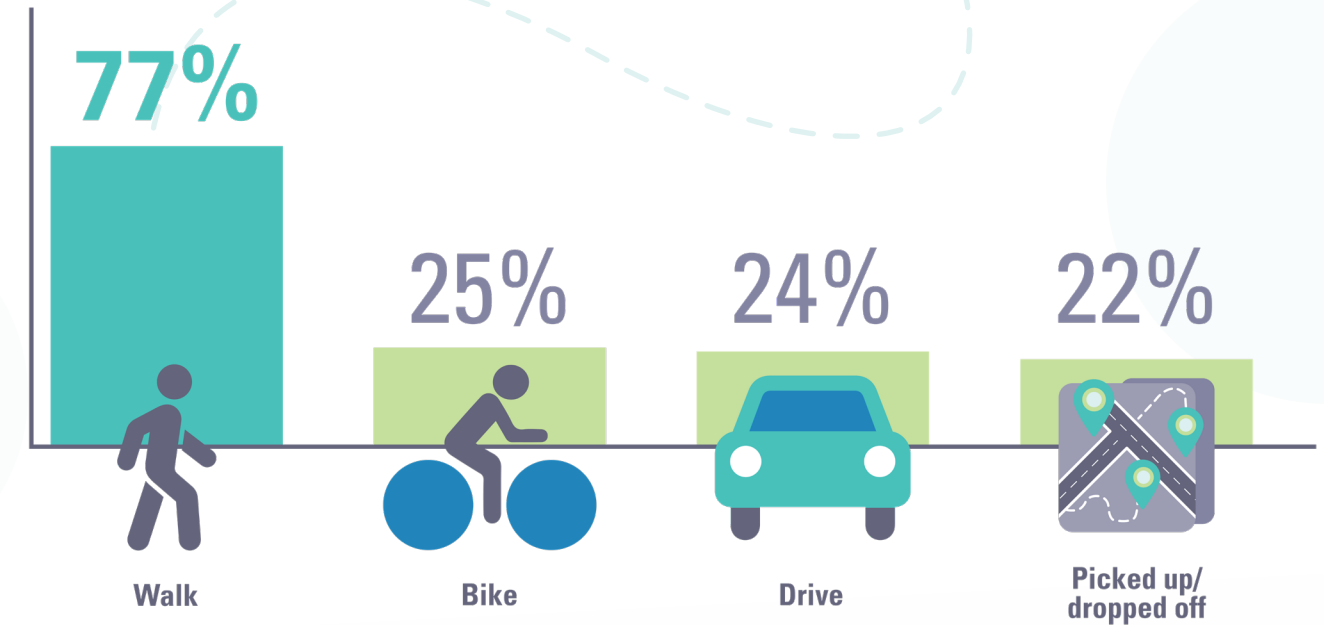
# BRT Corridor Survey Results – Fall 2022

## How does the community use transit?

Nearly **50%** of respondents **use transit daily or several times a week.**

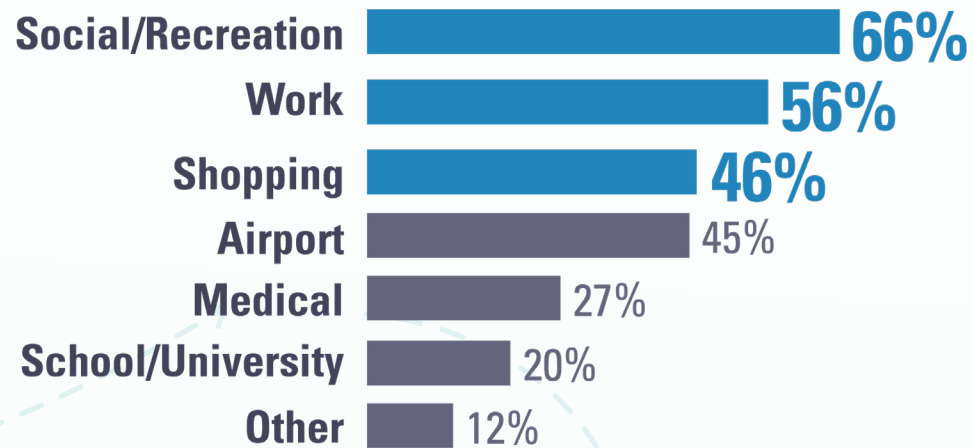


**77%** of respondents access transit stations and bus stops **by walking.**



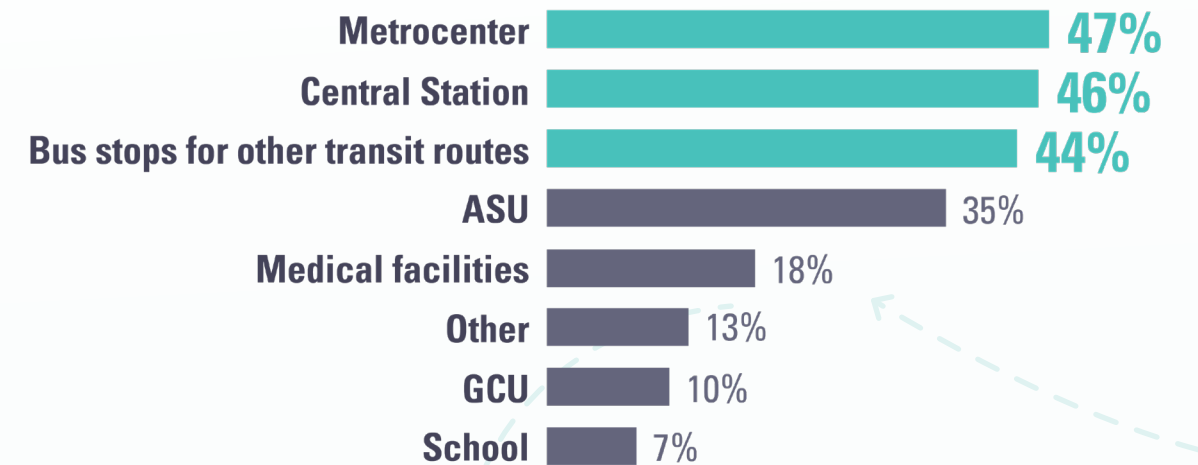
*Respondents had the option to select all that applied.*

The top three uses of transit are for **social/recreation, work and shopping.**



*Respondents had the option to select all that applied.*

The top three destinations along the BRT corridor are **Metrocenter, Central Station, and bus stops for other transit routes.**



*Respondents had the option to select all that applied.*

# BRT Corridor Survey Results – Fall 2022

## What's important to the community?

**Transit frequency** was ranked **most important** when improving transit service along the corridor.



**2.97**

**Transit frequency: bus comes more often**



**2.72**

**Transit speed: faster travel times**



**2.58**

**Transit reliability: bus comes on time**

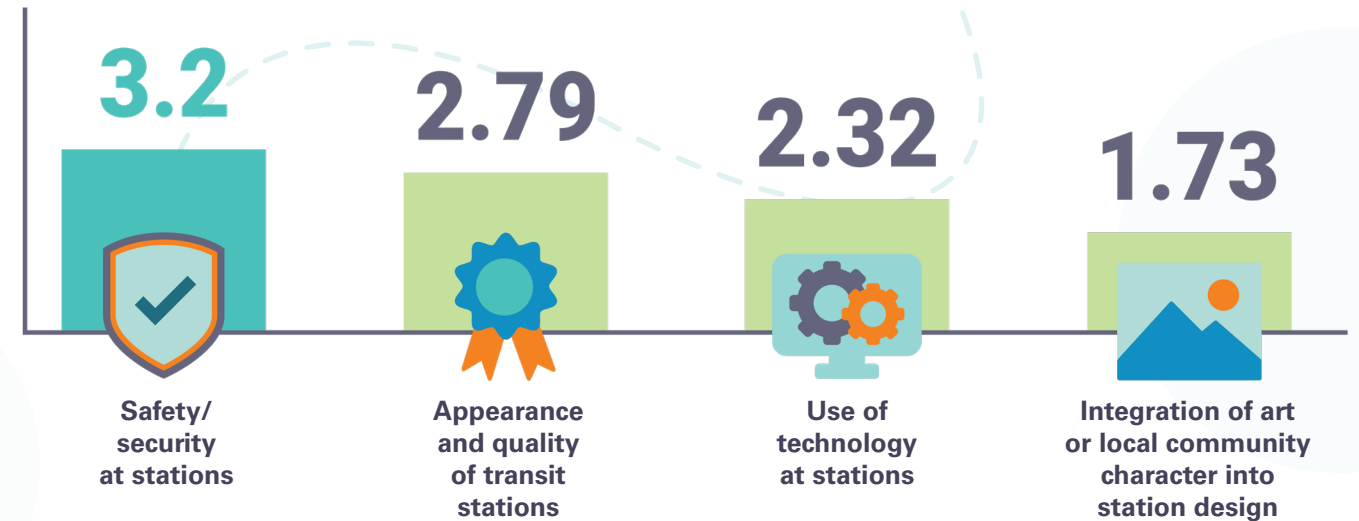


**1.79**

**Improved stations: benches, shelter, real-time transit information**

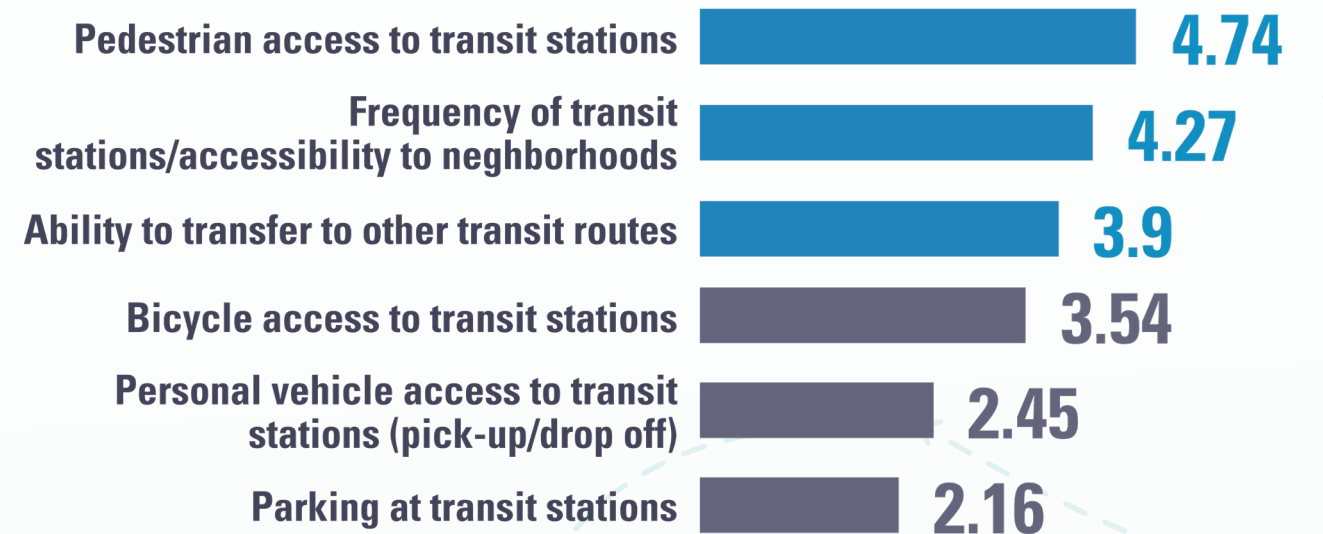
Respondents ranked each transit aspect between 1 and 4; with 1 being the most important and 4 being the least important. Above are the average scores for each.

**Safety and security** is the **most important** aspect of transit stations.



Respondents ranked each transit aspect between 1 and 4; with 1 being the most important and 4 being the least important. Above are the average scores for each.

**Pedestrian access to transit stations, frequency of transit stations/accessibility to neighborhoods, and ability to transfer to other transit routes** were the **most important** to transit use for the community.



Respondents ranked aspects of transit use between 1 and 6; with 1 being the most important and 6 being the least important. Above are the average scores for each.

# BRT Corridor Survey Results – Fall 2022

## Top Considerations

The **three most important considerations** for BRT along the corridor were **bus frequency, pedestrian/sidewalk design and improvement, and safety/security** in areas along the corridor.



- Bus frequency – **26%**
- Pedestrian/sidewalk design and improvement – **20%**
- Safety/security in areas along the corridor – **19%**
- Station location and design – **14%**
- Traffic congestion – **8%**
- Improvement to landscaping – **3%**
- Minimizing impacts to private or public property owners – **3%**
- Access/parking lot impacts – **2%**
- Construction – **2%**
- Project cost – **2%**
- Minimizing impacts to businesses – **1%**

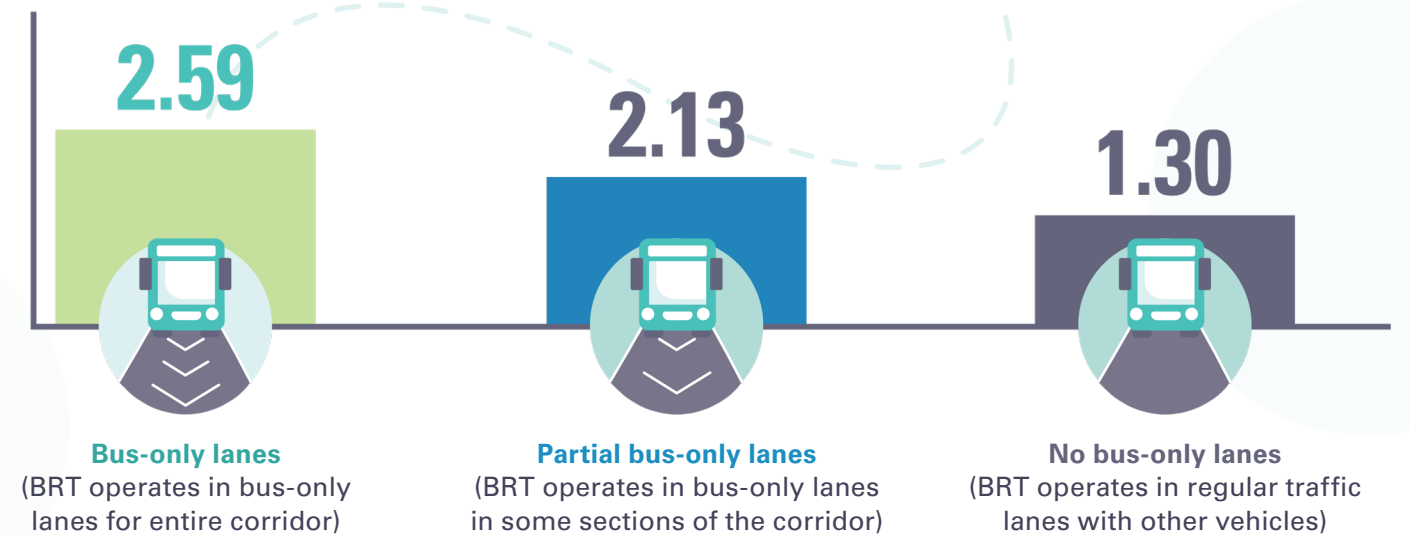
### Why were these considerations most important?



Top themes from open-ended responses.

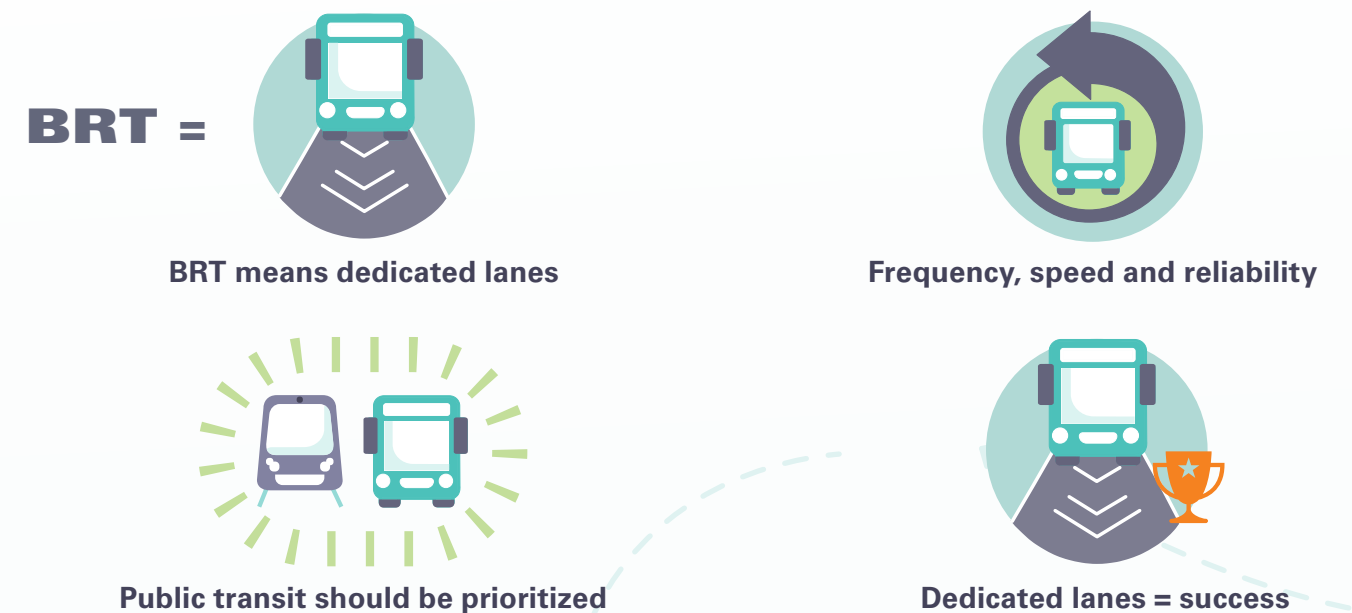
## 35th Avenue and Van Buren Street Corridor Lane Preferences

Out of the three options, the most preferred lane configuration was **bus-only lanes**



Respondents ranked the lane configuration options between 1 and 3; with 1 being the most preferred and 3 being the least preferred. Above are the average scores for each scenario.

### Why were these options preferred?



Top themes from open-ended responses.



# BRT Corridor Survey Results - Fall 2022

## Final Key Comment Themes on the 35th Avenue and Van Buren Street Corridor



Implement dedicated lanes



Support for BRT

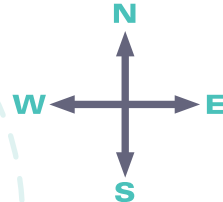


Safety and security are essential

*Open-ended question on survey.*



Prioritize public transit



Expand BRT throughout Phoenix

## BRT Business Survey Questions

As a component of our initial survey, the team included a series of business-specific questions for anyone who identified themselves as a business owner along the corridor. In the initial distribution we received three responses on the business-specific questions that focused on their business type, employees, business access and future business assistance needs.

Following the initial launch, the team launched a supplemental business-only survey with similar questions. The survey was advertised through direct poster canvassing to businesses within 500 feet of the corridor, reaching over 1,100 businesses. Through this effort we received two responses. Due to the limited response, a summary of these results will be available upon request. Please contact [pubtrans@phoenix.gov](mailto:pubtrans@phoenix.gov) for more information.



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