

# Community Engagement SUMMARY

Phase IV Alternatives Analysis  
BRT Lane Options for Van Buren Street



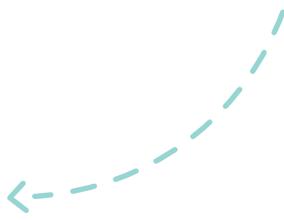
October 1–November 8, 2025  
Phoenix Bus Rapid Transit Program  
Van Buren Street Corridor





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# Introduction

In the fall of 2025, the Phoenix Bus Rapid Transit (BRT) team launched the fourth 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 Van Buren Street Corridor. This phase focused on providing the latest program information and collecting community and stakeholder input on the proposed BRT lane options on Van Buren Street – side-running or center-running – to help guide the next phase of the program, which focuses on design.

Between October and November 2025, the BRT Program team successfully connected with over **5,500** people including community leaders, elected officials, business owners, residents and transit riders. We employed **14** communication methods to reach stakeholders along the corridor and the broader community, and received over **250** survey responses. 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.**



## BRT is coming to your community! ¡BRT llega a su comunidad!

The City of Phoenix Bus Rapid Transit (BRT) Program is seeking input for the Van Buren Street Corridor. We want to know your preference on the side-running vs. center-running BRT lane options from October 1 – 31, 2025!

La Ciudad de Phoenix quiere conocer su opinión sobre el proyecto de Autobús de Transporte Rápido (BRT) en Van Buren Street. ¡Queremos saber si prefiere que los carriles BRT estén en el centro o a un lado de la calle! Puede compartir su opinión del 1 al 31 de octubre de 2025.

MeetPhoenixBRT.com



SCAN ME!  
¡ESCANÉAME!



### Community Workshop/Taller Comunitario

Tuesday, October 21, 2025/Martes, 21 de octubre de 2025  
Capitol Elementary School | 330 N. 16th Ave., Phoenix, AZ 85007  
6:00 PM



MeetPhoenixBRT.com | 602.262.7242 | connect@meetphoenixbrt.com



## BRT is coming to your community!

The City of Phoenix Bus Rapid Transit (BRT) Program is seeking input for the Van Buren Street Corridor. We want to know your preference on the side-running vs. center-running BRT lane options.

Take the survey before it closes on October 31, 2025!

WIN A PRIZE!

As an incentive for fully completing and submitting the survey along with a valid email address before October 31, 2025 – participants will be entered to win prizes. Winners will be notified via email on November 14 after the comment period ends.

SCAN ME!



Or visit MeetPhoenixBRT.com/online-meeting/

MeetPhoenixBRT.com | 602.262.7242 | connect@meetphoenixbrt.com



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## Water Bill Inserts

In September, we utilized the PHX at Your Service newsletter—distributed to **300,000** households monthly and shared with an additional **6,700** people by email—to notify all Phoenix city services customers.

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## Direct Mailers

**2** direct mailers were sent to businesses and property owners within a ½ mile of the BRT corridor.

**1** mailer was sent to businesses, and **1** mailer was sent to offsite property owners.

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## Door Hangers

**3,000** businesses and residents along the corridor received a hand-delivered door hanger.

# Poster Distribution



## Buses

**24** posters were displayed at bus shelters along the Van Buren Street Corridor

- » Van Buren St and 35th Ave
- » Van Buren St and 15th Ave
- » Van Buren St and 27th Ave
- » Van Buren St and 7th Ave
- » Van Buren St and 19th Ave
- » Greg Stanton Central Station

**517** buses displayed posters

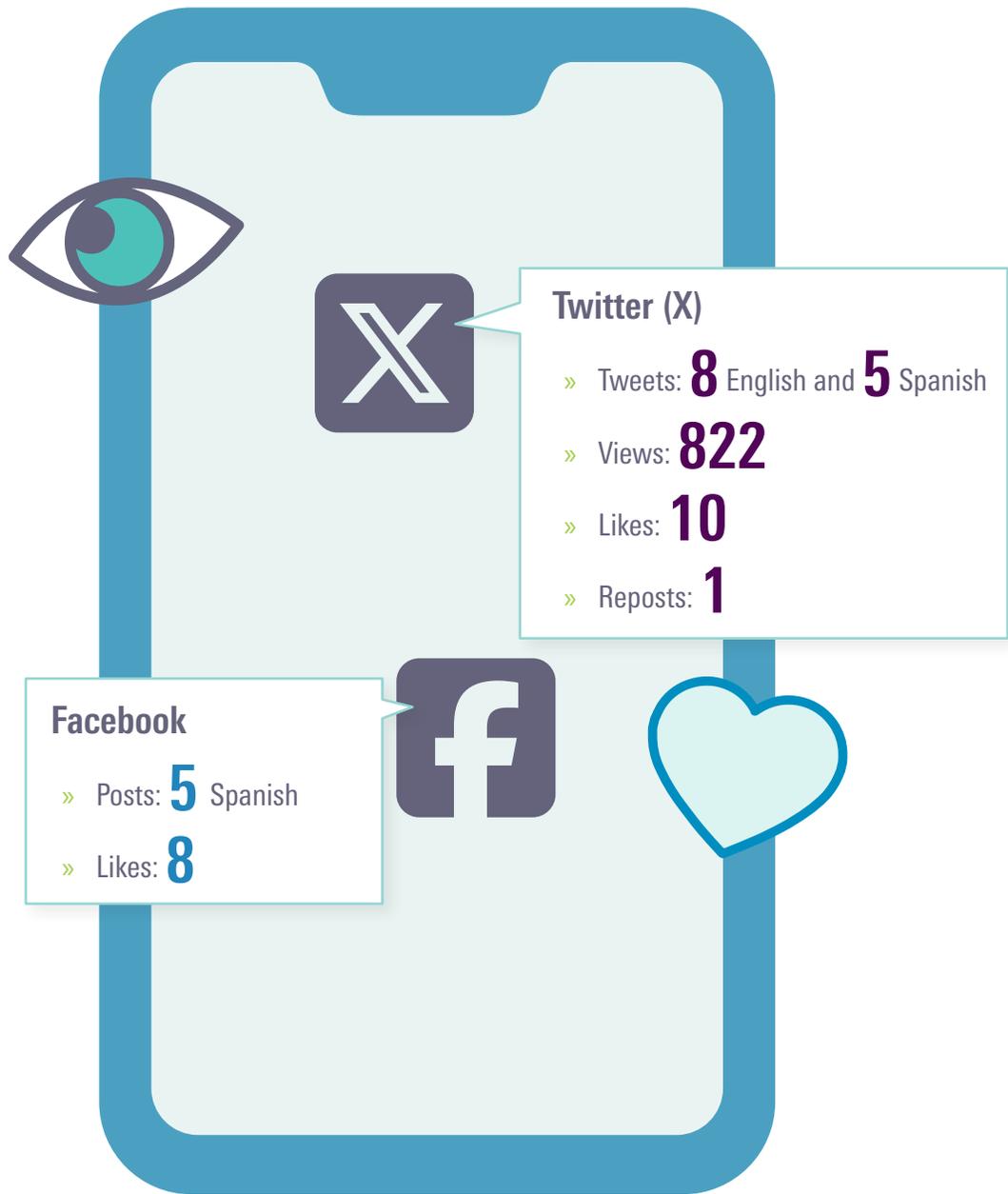
- » South Facility – **218** posters
- » North Facility – **129** posters
- » West Facility – **170** posters



## 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

# Social Media



## Email Blasts

Email blasts were sent through the project email to our stakeholder list.



**Hi Van Buren Street! Let's meet!**  
**Attend the upcoming business workshop, take the survey, and enter to win a prize!**

📧 Sent: October 2, 2025

📧 Opens: **25%**

👉 Clicks: **1%**

**Greetings, Van Buren Street!**  
**Attend the upcoming community workshop, take the survey, and enter to win a prize!**

📧 Sent: October 2, 2025

📧 Opens: **27%**

👉 Clicks: **2%**

**Hi Van Buren Street! Let's meet!**  
**Reminder! Attend the upcoming business workshop, take the survey, and enter to win a prize!**

📧 Sent: October 20, 2025

📧 Opens: **23%**

👉 Clicks: **0.5%**

**Greetings, Van Buren Street!**  
**Reminder! Attend the upcoming community workshop, take the survey, and enter to win a prize!**

📧 Sent: October 20, 2025

📧 Opens: **31%**

👉 Clicks: **2%**

## Text Campaigns

Text campaigns were sent to our stakeholder list.



**Van Buren Street Survey**

📧 Sent: October 2, 2025

✓ Delivered: **60%**

👉 Clicks: **0%**

**Van Buren Street Community Workshop**

📧 Sent: October 20, 2025

✓ Delivered: **61%**

👉 Clicks: **12%**

**Van Buren Street Business Workshop**

📧 Sent: October 22, 2025

✓ Delivered: **59%**

👉 Clicks: **11%**

**Van Buren Street Survey**

📧 Sent: October 29, 2025

✓ Delivered: **59%**

👉 Clicks: **0%**

## Press Releases



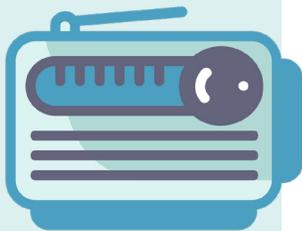
We distributed a press release to over **320** media outlets and contacts on October 1, 2025.

The press release was viewed **175** times.

### 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 community!

### La Campesina 101.9 FM

October 1 – October 22, 2025

- » KNAI-AM
- » **70** spots
- » Coverage: Phoenix and the greater Phoenix area, Tucson, and Prescott
- » Listeners: **334,000** daily

### Contacto Total 1190 AM/99.5 FM and digital platform

October 1 – October 22, 2025

- » KNUV-AM/KRPH 99.5 FM
- » **100** spots (Radio ads) and **140** spots (PSA ads)
- » Coverage: Phoenix and the greater Phoenix area
- » Listeners: **340,000** listener-hours

## Digital Ads



We had a total of **327,561** impressions and **309** clicks. Digital ads were geofenced and/or targeted specifically and reached both English and Spanish speakers in the area.

### English Digital Ads

- » Campaign dates: October 1 – November 8, 2025
- » Impressions: **196,655**
- » Clicks: **166**

### Spanish Digital Ads

- » Campaign dates: October 1 – November 8, 2025
- » Impressions: **84,051**
- » Clicks: **46**

## Spotify Ads



A Spotify ad campaign was launched from October 1 to November 8, 2025 and was geofenced to the Phoenix area.

- » Impressions: **46,855**
- » Clicks: **97**

# Online Metrics

The **MeetPhoenixBRT.com** website is 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:



Website  
Total Views:  
**4,920**



Desktop:  
**78.2%**



Mobile:  
**21.2%**



Tablet:  
**0.6%**



New Users:  
**2,838**

Total Users:  
**2,899**



Returning Users:  
**198**



Top Trends:

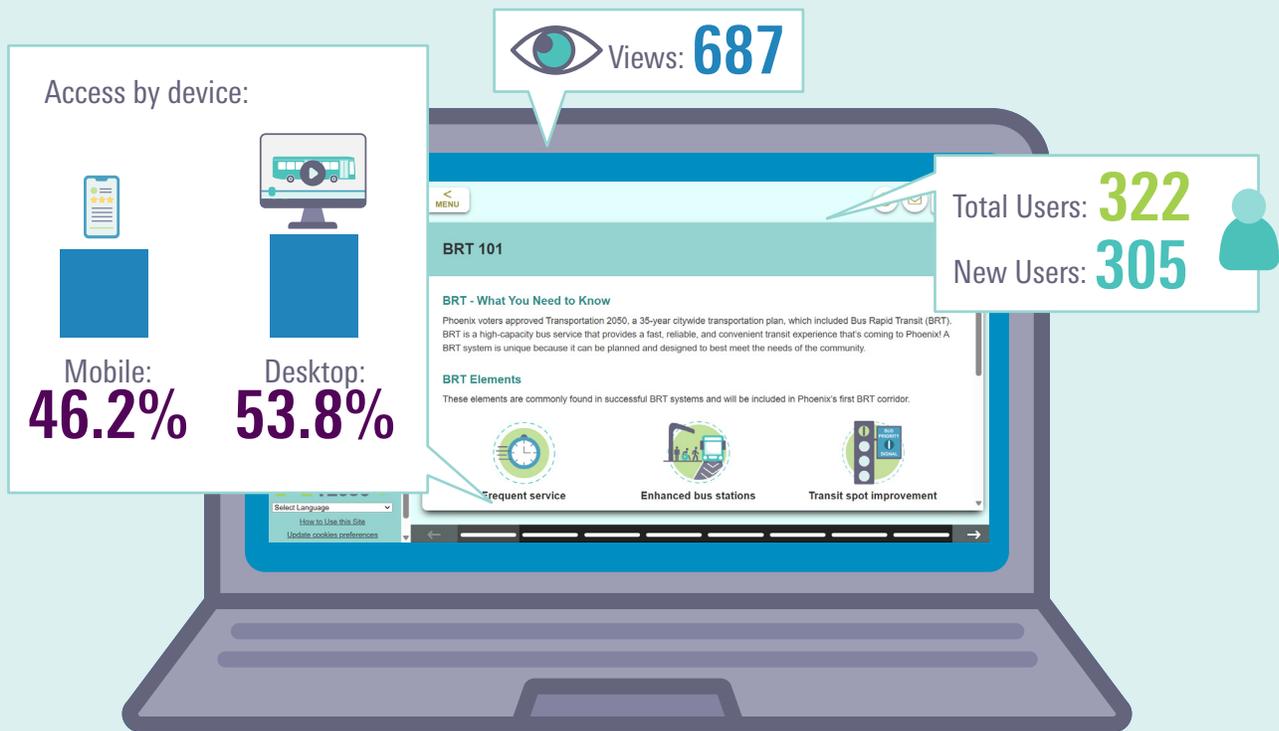
» The most accessed blog was *"Public Events are Planned, We Just Need You!"*

» **1,156** users were located in Phoenix

» **72** users utilized the Spanish language tool on the site

## Online Open House

As a part of the engagement process, the Phoenix BRT team developed an online meeting website to supplement the community events.



# 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 Workshop

- » #1 – Tuesday, October 21, 2025, at 6 p.m. – Capitol Elementary School – **11** people attended

## Business Workshop

- » #1 – Wednesday, October 22, 2025, at 6 p.m. – Moya Elementary School – **8** people attended

## Pop-Up Events

Five 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-activity areas. We had an average of **25** interactions at each pop-up event.

- » Pop-Up Event #1  
Tuesday, October 7, 2025 at 11 a.m.  
La Canasta Capitolio
- » Pop-Up Event #2  
Wednesday, October 15, 2025 at 11 a.m.  
Greg Stanton Central Station
- » Pop-Up Event #3  
Tuesday, October 28, 2025 at 11 a.m.  
Taqueria El Fundado
- » Pop-Up Event #4  
Saturday, November 8, 2025 at 10 a.m.  
Grand Avenue Festival
- » Pop-Up Event #5  
Saturday, November 15, 2025 at 9 a.m.  
Plaza 19

## Other Meetings

- » Grand Avenue Members Association Board Meeting: Monday, November 17, 2025



# BRT Lane Option Survey Results

## We asked, you answered...

The survey was available on the [MeetPhoenixBRT.com](https://www.meetphoenixbort.com) website and printed within the activity book used at the workshops. In all, **261** unique members, residents, and business owners participated in the survey. Here's what we heard!



# Who Participated

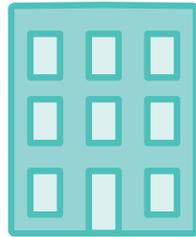
261 Unique Respondents

## Connection to the Corridor:

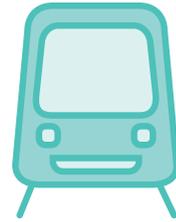
Homeowner (21.2%), renter (18.9%), and transit rider (17.9%) were the top three types of participants who submitted surveys.



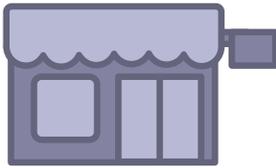
Homeowner **21.2%**



Renter **18.9%**



Transit Rider **17.9%**



Business owner/manager  
on the corridor  
**16.2%**



Frequent driver  
along the corridor  
**11.4%**



Work along  
the corridor  
**7.8%**

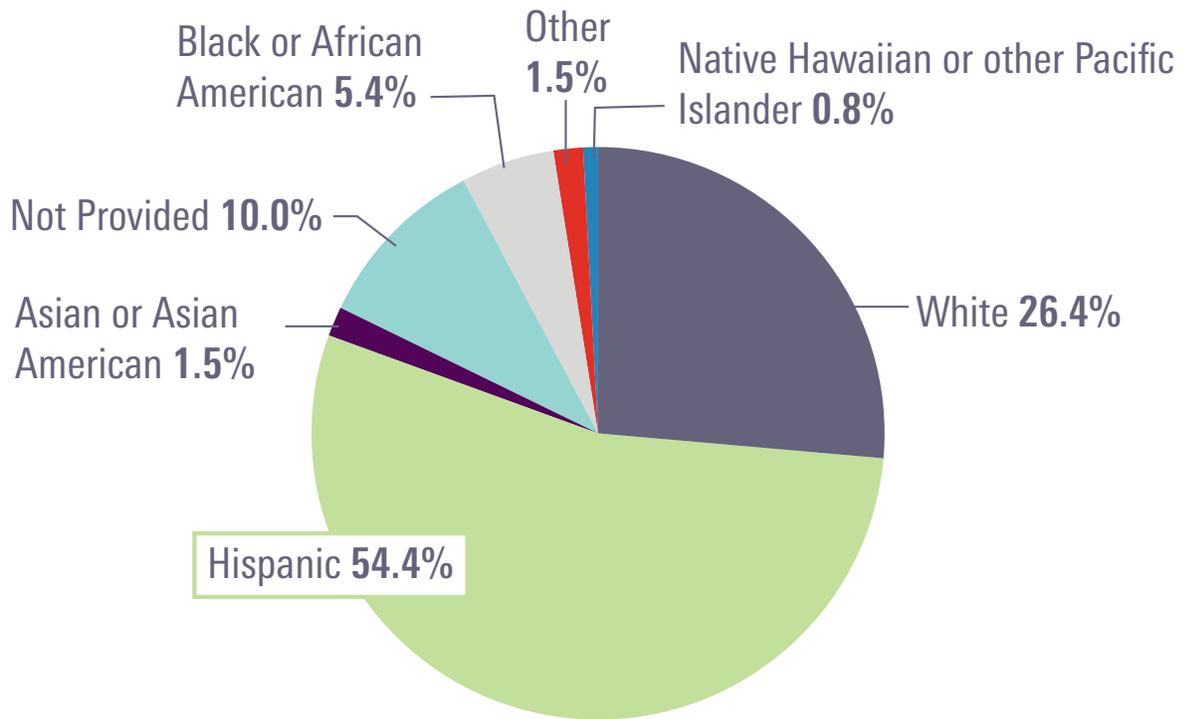


Student  
**4.5%**

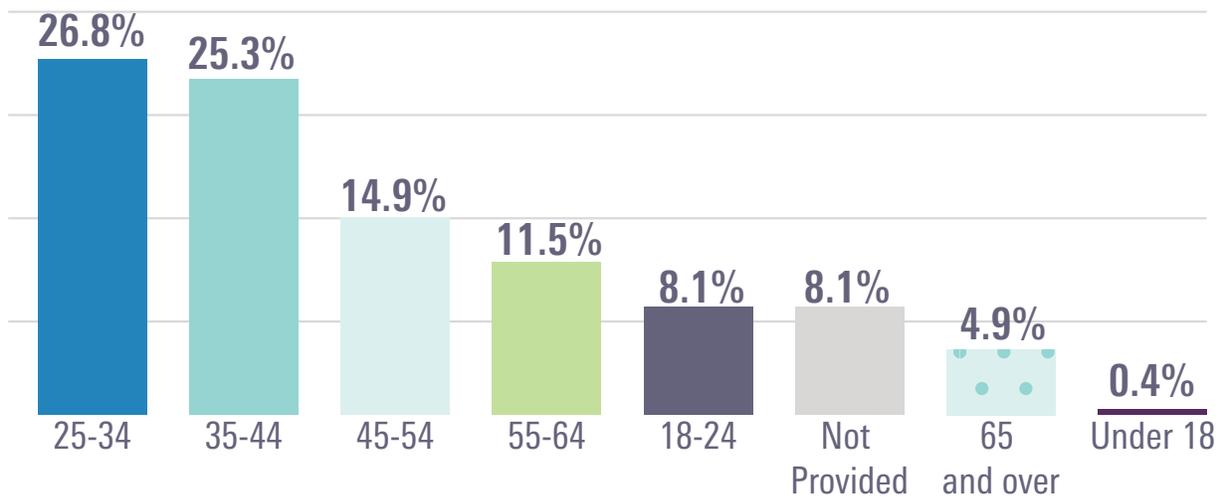


Other  
**2.1%**

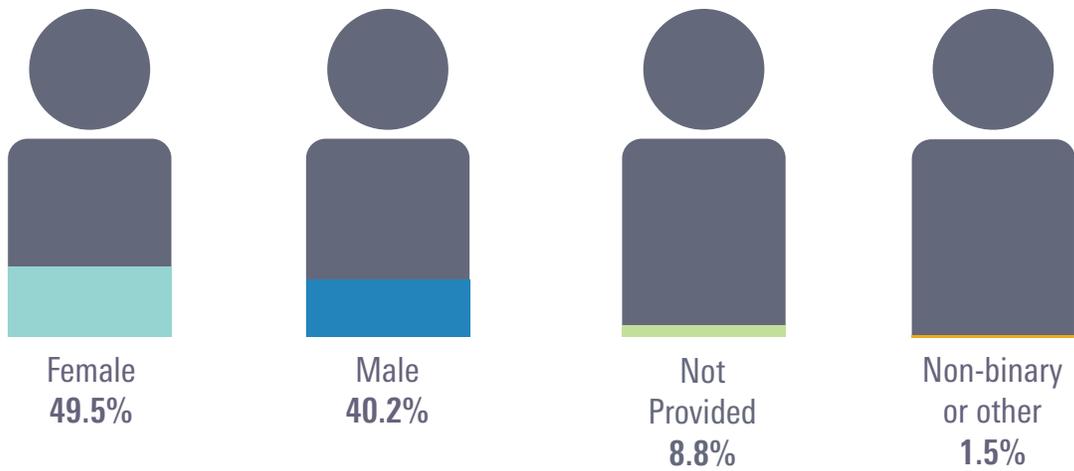
## Ethnicity



## Age

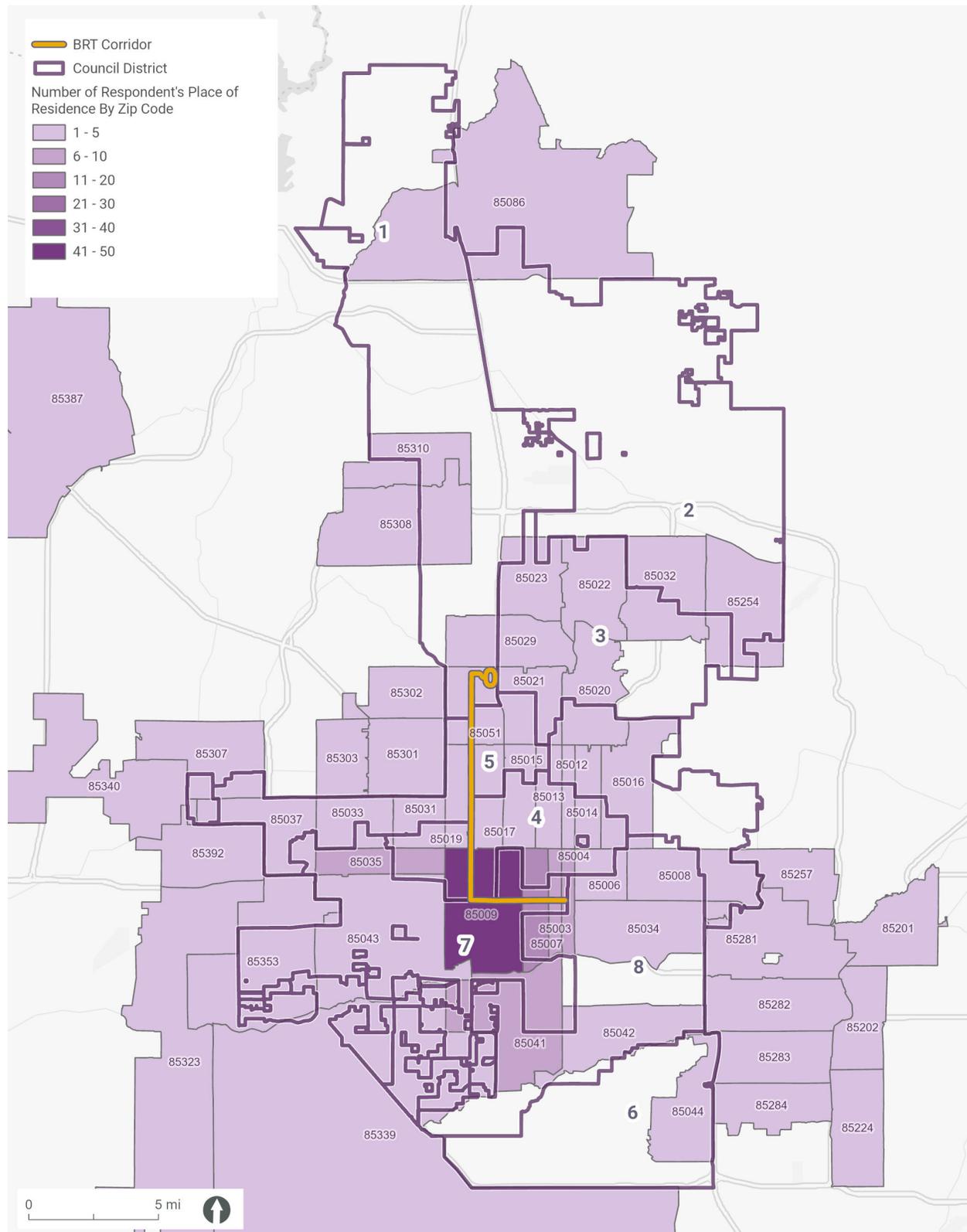


## Gender



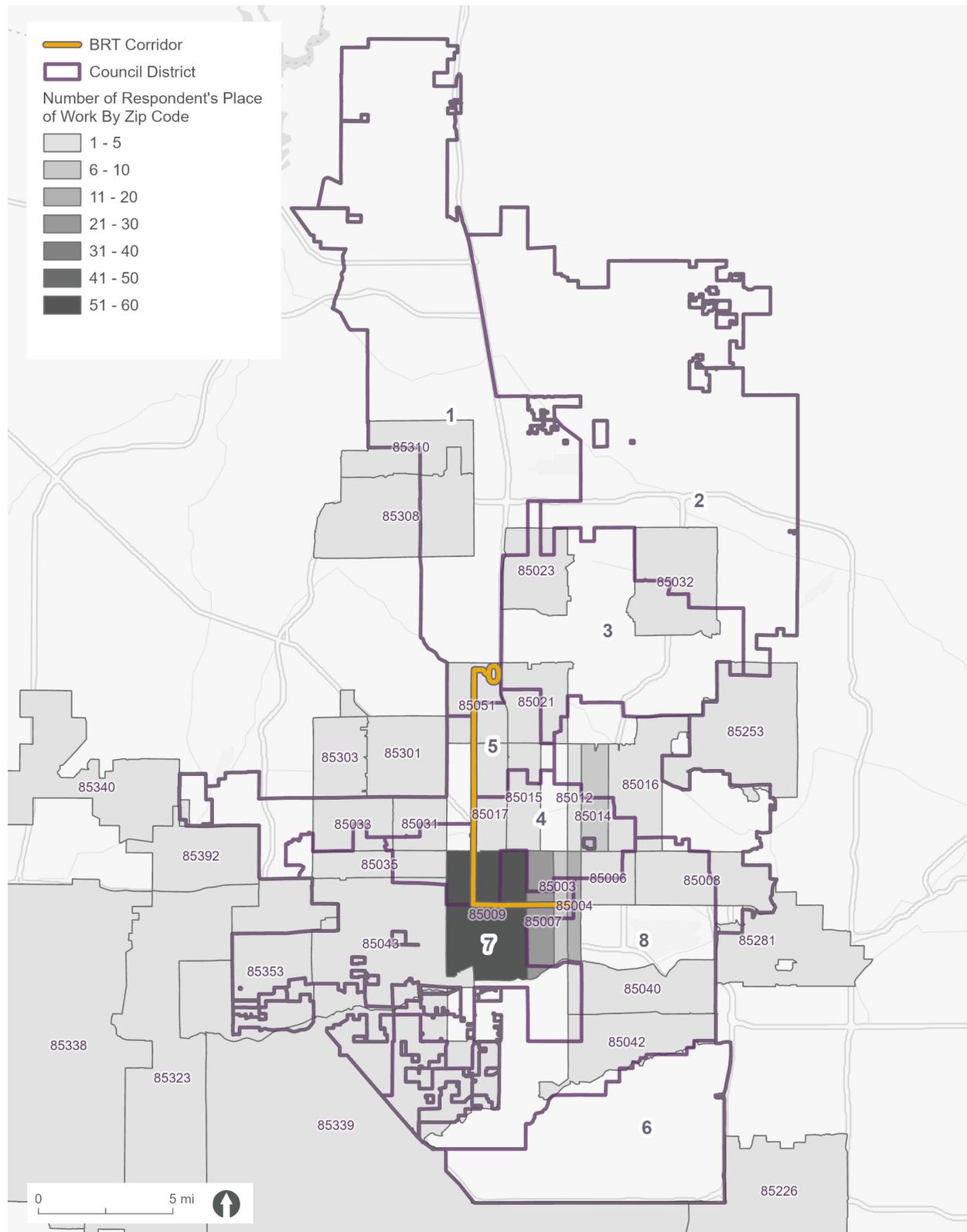
# Where They Live

The top three zip codes were **85009**, **85007**, **85003**.



# Where They Work

The top three zip codes were **85009**, **85007**, and **85004**.

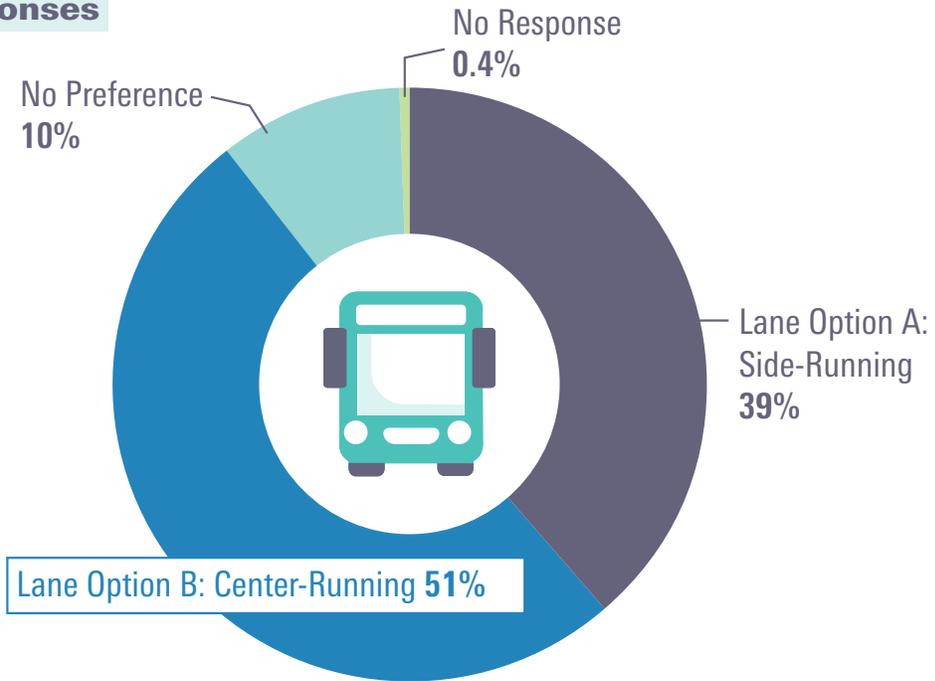


# The Results

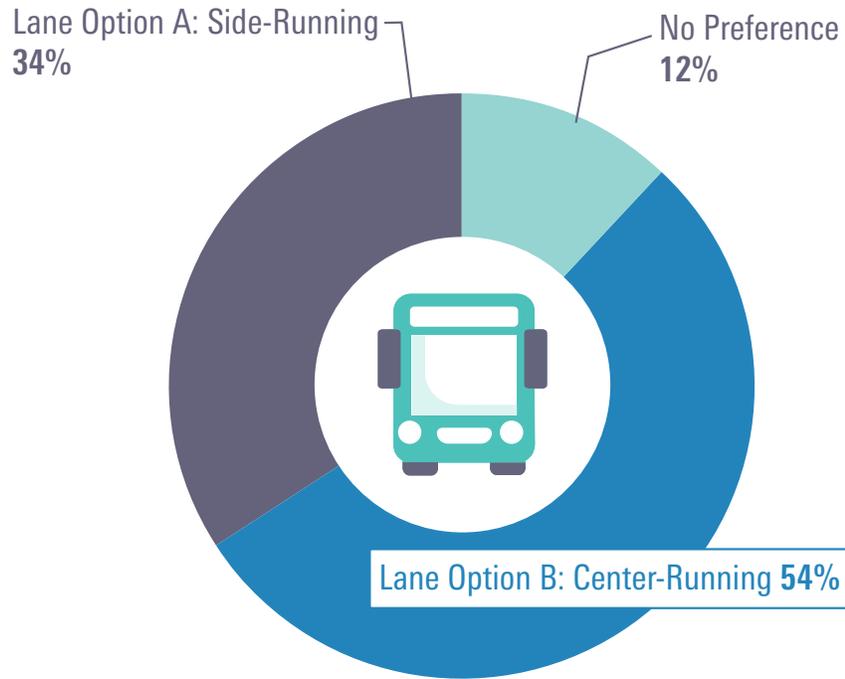
## Preferred Lane Options

Center-running BRT was the most popular choice among overall unique respondents with **51%** of the responses.

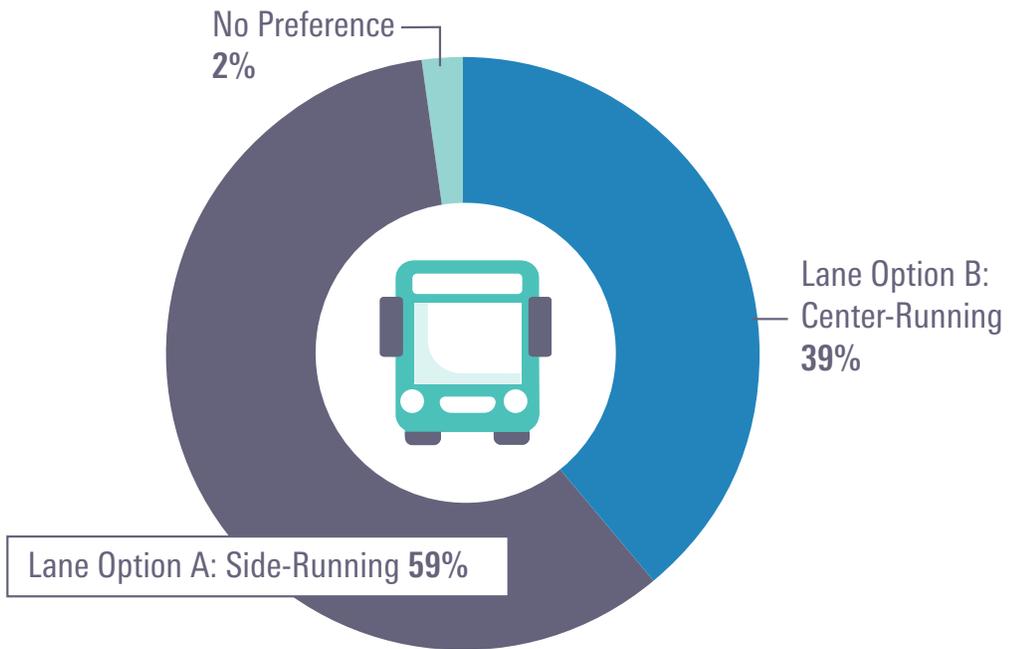
### Unique Responses



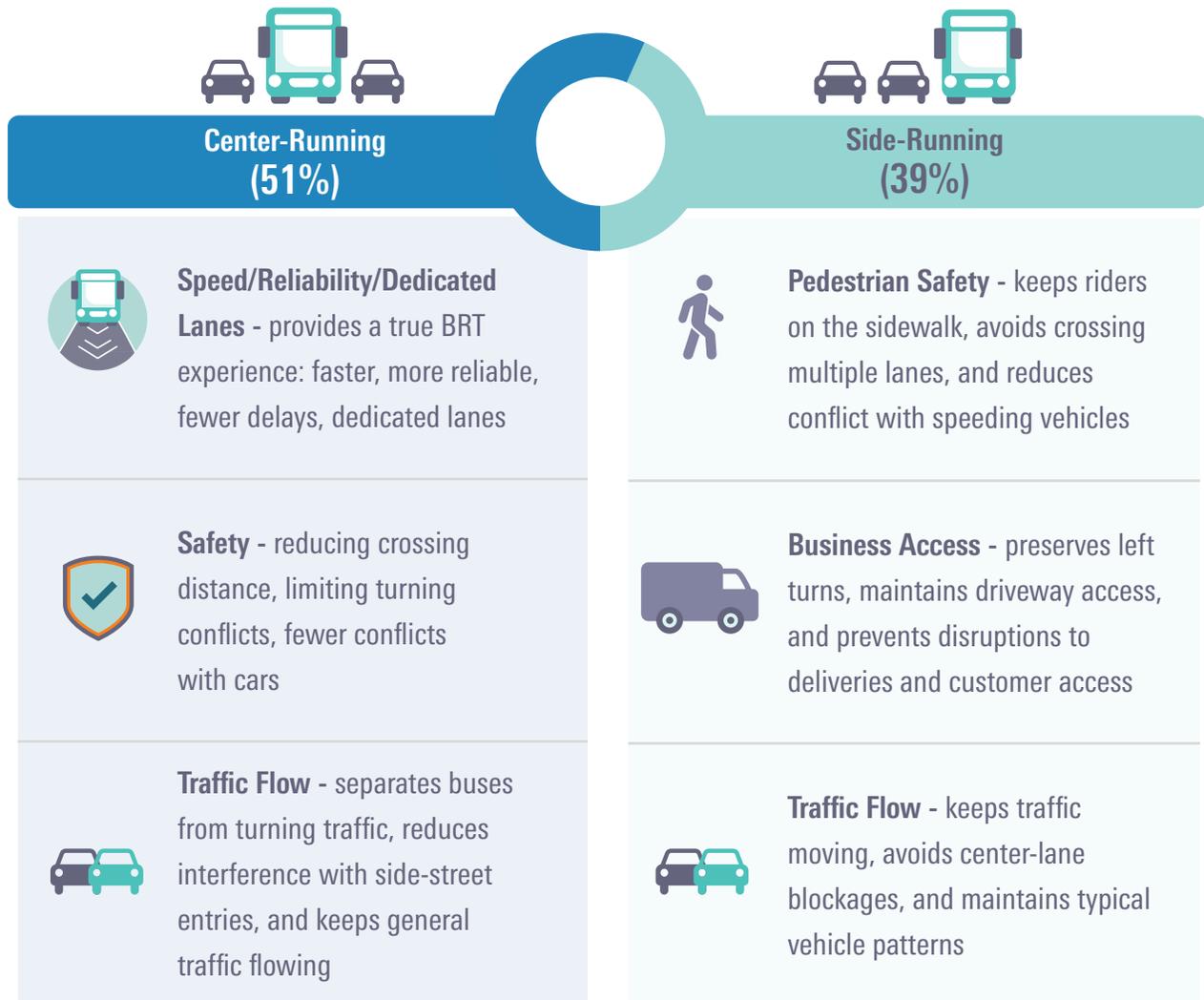
## Community-Specific



## Business-Specific

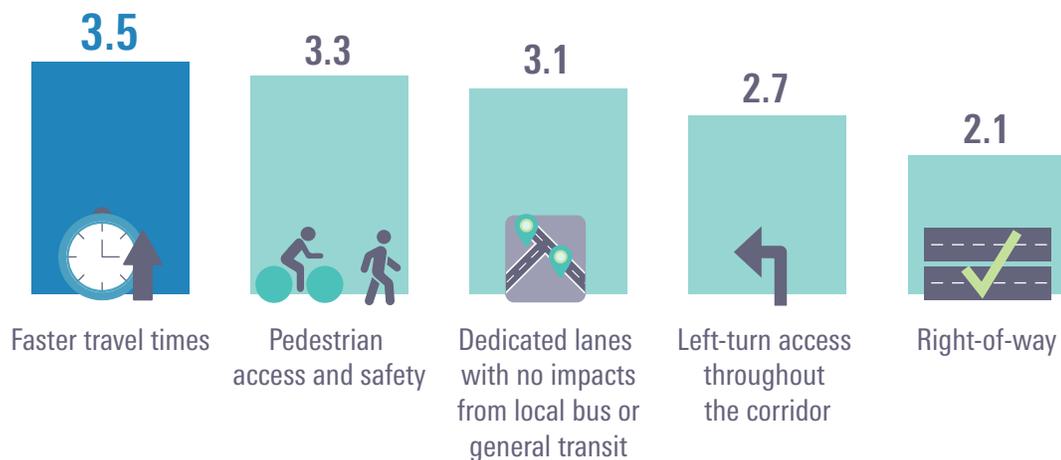


## Why do you prefer this option?

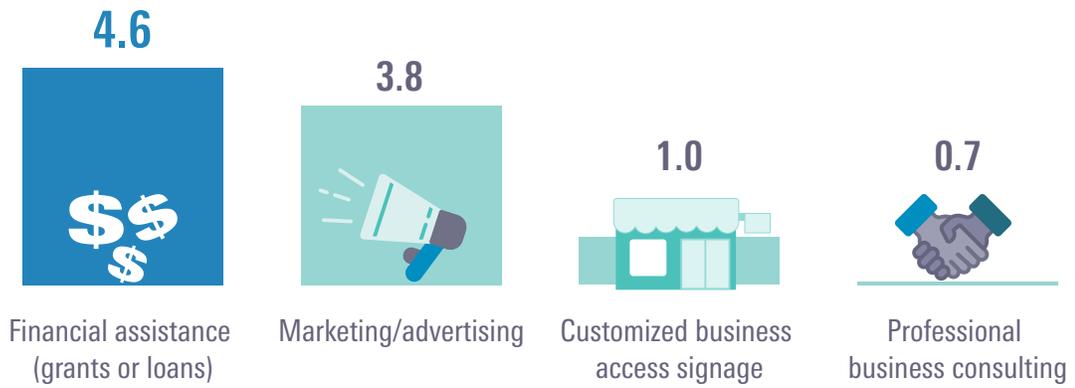


## What's Most Important?

The most important design consideration for overall respondents is faster travel times.

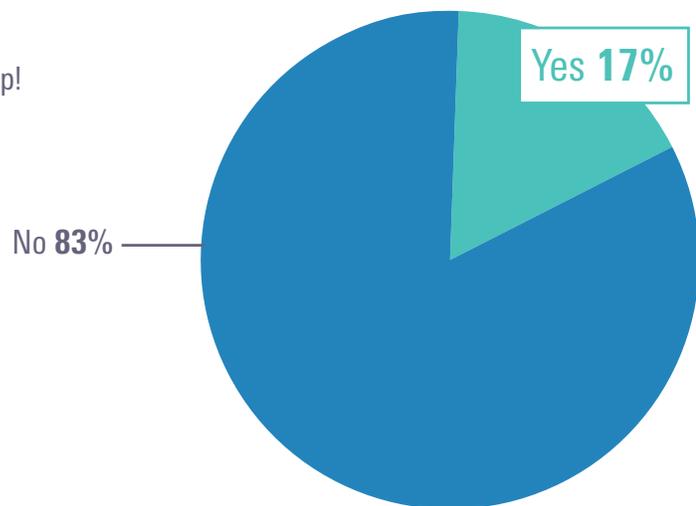


## What's Your Preferred Business Assistance?



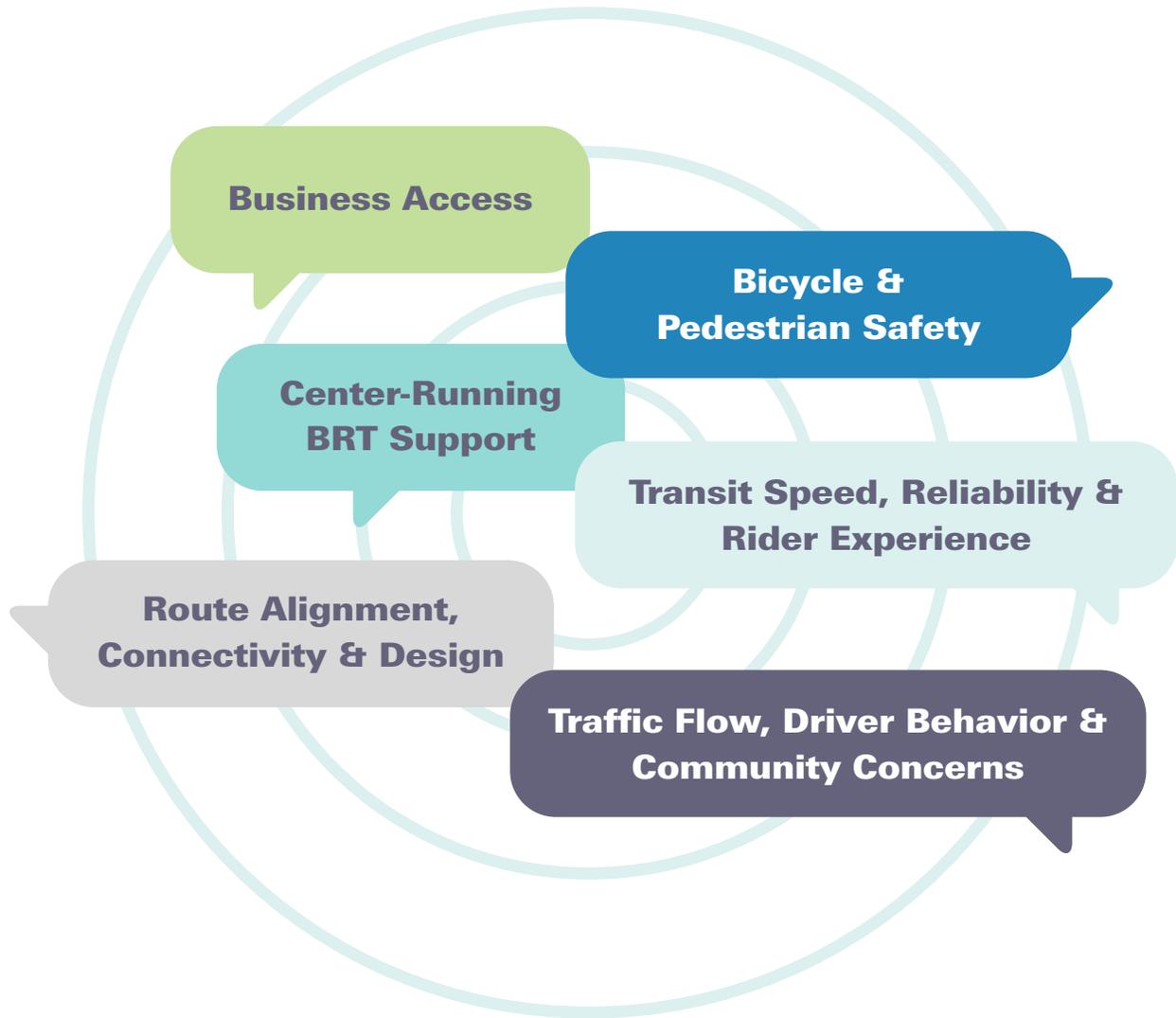
## Interest in a Business Working Group

Over **17%** of businesses owners are interested in participating in a working group!

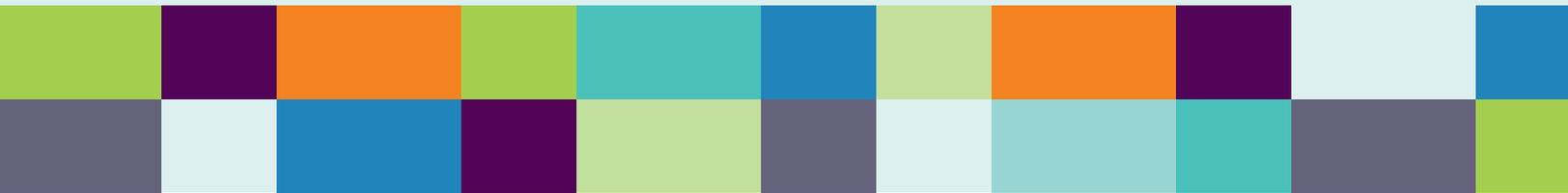


## All Other Comment Themes

**15** open-ended comments were received through the online comment form, online comment map, and email. Top themes from these additional comments are listed below.







Phoenix ***BRT*** |  PHX  
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