Community Engagement Summary Phase II Alternatives Analysis February - June 2023

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Phoenix Bus Rapid Transit Program 35th Avenue and Van Buren Street Corridor



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Community Engagement Summary – Phase II Alternatives Analysis

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Introduction

In Spring 2023, the Phoenix Bus Rapid Transit (BRT) team launched the second phase of community outreach to educate and engage the public on the BRT Program. Outreach focused on educating the public on the elements and characteristics of BRT, the preliminary alternative concepts, and the evaluation criteria for the alternatives analysis process for the 35th Avenue and Van Buren Street corridor.



To best reach our community and its stakeholders, the team used both traditional and virtual outreach methods and developed all materials in English and Spanish. The BRT team used **14 different communication tools**, distributed over **35 different notifications** across various channels and **connected with over 6,000 community members** through our meetings, events, surveys, canvassing, and online websites/tools. The following pages highlight our efforts and key feedback we received from the public. TRE TRE TRE TRE TRE TRE TRE TRE T BRT BRT BRT BRT BRT BRT BRT BRT BRT

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To extend our engagement reach across multiple audiences, the BRT team used **14 different communication tools** and distributed **over 35 different notifications** across these channels to share information on the community events, the online meeting tool, and the BRT corridor survey. A summary of those tools and notifications can be found in the following pages.





English Billboards



35th Ave. south of Indian School Rd. ● 146,237 impressions



Van Buren St. east of 35th Ave. • 91,643 impressions

Spanish Billboards



Van Buren St. east of 35th Ave. • 108,980 impressions



Grand Ave. northwest of 35th Ave. 223,327 impressions

The impressions noted above are the number of views each billboard received weekly for four weeks.

Digital and Print Advertisements

The team distributed both digital and print advertisements 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.

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Direct Emails

🛗 January 28 – March 21



Sent emails to **106** stakeholders 2 direct emails to offer Speaker's Bureau presentations **2** direct emails to announce community engagement opportunities

3 direct emails sent to Council Districts 1, 4, 5, and 7

Stakeholder Groups

Below are the stakeholder groups that were included in all direct emails.

- 19North Community
- 27th Avenue/VIP Coalition
- ADOT Community Relations (I-17 Drainage)
- Alhambra Elementary School District
- Alhambra High School
- Alhambra Neighborhood Association
- Alta Vista Neighborhood
 Block Watch
- Amigos Block Watch
- Arizona Chamber of Commerce
- Arizona Hispanic Chamber
 of Commerce
- AZ House Representative District 20
- Beatitudes Campus
- Black Chamber of Arizona
- Black Mountain Community
 Alliance
- Cactus Park Community
 Alliance
- Cactus Park Phoenix
- Neighborhood Patrol
 Cactus Park West
- Neighborhood AssociationCactus Wren Block Watch
- Capitol Elementary School
- Carl Hayden High School
- Chicanos Por La Causa
- City of Phoenix CED
- City of Phoenix Transit Field
 Operations
- Cortez High School
- Desert Horizon
- Precinct Block Watch
- Council District Office 1
- Council District Office 4

- Council District Office 5
- Council District Office 7
- Dog Park Advocate
- Downtown Phoenix Inc.
- Downtown Voices Coalition
- Evans Churchill Community Association
- Granada West Elementary
 School
- Grand Avenue Arts and Preservation
- Grand Avenue Members
 Association
- Greater Phoenix Chamber
- Homestead Block Watch
- Kuban Neighborhood Association
- Manzanita Elementary School
- Mayor Kate Gallego's Office
- Mckinley Block Watch
- Meshico
- Metro Block Watch
- Metro District Community
 Collaboration
- Montessori Center School
- Murphy Elementary School
 District
- National Foundation for the Blind - Arizona West
- Neighborhood Leaders
- North Glen Square
- Neighborhood Association
 North Mountain Business Alliance
- North Phoenix Chamber of Commerce
- North Phoenix Kiwanis
- Oakland Neighborhood Association
- Ocotillo Elementary School

- Ocotillo Glen
- Neighborhood AssociationPDI Construction
- Phoenix Association of Realtors
- Phoenix Community
 Alliance
- Phoenix Fire Department
- Phoenix Metro Chamber
- Phoenix Police Department
- Phoenix Revitalization
 Corp.
- Phoenix West Rotary Club
- Representative
- Royal Palm Block Watch
- Royal Palm Park
 Association
- Sage Academy
- Sunnyslope High School
- Transdev
- Urban Phoenix Project
- Vecinos Unidos
- Vecinos Vigilantes
- Village Planning Committees
- Violence Impact Project Coalition
- Washington Elementary School District
- Washington High School
- Washington Park
- Neighborhood AssociationWest Plaza Neighborhood
- Association
- West View Block Watch
- Westwood Community
 Association
- Westwood Village and Estates Neighborhood Association



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Poster Distribution

🛗 March 6 – June 16

Bus Shelter Posters



- **17** BRT Intersections**26** English and Spanish
- **136** English and Spa Posters
 - 68 Bus Shelters

Light Rail Station Ad Kiosks



8 Stations with English and Spanish Posters

On-Bus Posters



518 Buses 1,036 English and Spanish Posters

Transit Centers



4 Transit Centers with English and Spanish Posters: Ed Pastor, Central Station, Thelda Williams, Sunnyslope



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residents

businesses



Press Release March 7

Earned Media Results

AZFamily interview and article

1190 AM La Onda interview

• The Daily Independent article

Phoenix Business Journal

interview and article

KJZZ article

The City of Phoenix distributed a press release to nearly 200 media outlets and contacts (key media highlighted below).



Key Contacts

12News ABC15



- AZFamily
- Arizona Informant
- Arizona Mirror
- Arizona Republic
- Axios
- BC15
- City Sun Times
- Cronkite News
- Downtown Devil
- FOX 10
- KJZZ
- KTAR
- La Voz Arizona
- NPR
- North Central News
- Phoenix Business Journal
- Phoenix New Times
- Prensa Hispana
- SignalsAZ
- Telemundo
- The Associated Press
- Univision





Spanish Radio Advertisements March 13 – April 9

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Social Media

🛗 March 6 – June 15

A bilingual social media plan was developed which focused on the in-person and virtual public meetings, pop-up events, online meeting, and the public survey. These posts were published on Facebook, Twitter, and Nextdoor.



Variable Message Boards

Two variable message boards were placed on-location at each in-person public meeting venue to advertise the meeting date and location for the meeting. These were placed one week prior to each meeting and remained there until the morning after the meeting.

- Variable Message Board #1
 - Corner of Fillmore St. and 35th Ave.
- Variable Message Board #2
 - Dirt lot within church driveway facing Glendale Ave.

| | | | / |
|---|------------------------------|-------------------|--------------------------|
| Board (Dates & Location) | Frame 1 | Frame 2 | Frame 3 |
| Board for 3/14-3/21 Carl Hayden High School 3333 W Roosevelt St, Phoenix, AZ 85009 | PHX BRT Public Meeting | 3/21 @ 5:30 PM | Carl Hayden High |
| Board for 3/21-3/28 Trinity United Methodist Church 3104 W Glendale Ave, Phoenix, AZ 85051 | PHX BRT Public Meeting | 3/28 @ 5:30 PM | Trinity United Church |

Additional Business Outreach

Canvassing

Our business outreach team canvassed corridor-adjacent businesses (those within 500 feet of the corridor) to introduce the BRT project, share details on upcoming outreach opportunities, share a BRT information card (in English and Spanish), and walk them through a brief business questionnaire (more details can be found in the Business Outreach Results section).

It's Coming.. City of Phoenix F pubtran Ill us: 602-262-7242 connected with over 600 businesses,

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February through June of 2023, to share this information and collected over 400 email addresses to add to our contact list.

Business Property Owner Letters

As a part of this effort, the team

In March 2023, we developed and distributed a property owner letter, signed by the BRT Administrator, that was sent to offsite property owners within 500 feet of the corridor. This included over 800 business property owners. This mailer had an introduction to the project, a link to the business guestionnaire, information on upcoming community engagement events (with a link to the project website so they could check back for more information) and contact information.



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Online Meeting March 21 – June 16

As a part of the engagement process, the Phoenix BRT team developed an online meeting website to supplement the community events. This site shared the same information offered at the in-person meetings and inlcuded an online survey and interactive comment map.



MeetPhoenixBRT.com Website

觉 March 6 – June 16

The Meet Phoenix BRT 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! Below are highlights of the site from March 6 through June 16, 2023.



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Meetings

Three public meetings were held throughout March and April to engage with the community and provide opportunity for questions and discussions. Below is a brief summary of these meetings:

Community Meetings



Pop-Up Events

Two pop-up events were held at the two major transit centers along the corridor to share information about BRT and gather survey responses from transit riders and general public.



Engaged with over 120 community members through these pop-up events.

Speaker's Bureau

The Phoenix BRT team held a Speaker's Bureau throughout March and April and also June, offering to present to existing community groups, neighborhood associations, business-related organizations and more!



We offered presentations to 106 stakeholders



We presented at 12 community groups/ organizations



We connected with over 200 community members at these events

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We asked, you answered...

In spring 2023, the Phoenix BRT team launched the 35th Avenue and Van Buren-Street Corridor Community Engagement Phase II. Critical to this outreach was the second corridor-specific survey focused on BRT cross-section preferences along the corridor. Here's what we heard!

Who Participated

Respondents

502

| Etl | hn | İCİ | ty |
|-----|----|-----|----|
| | | | |



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Gender



Age





Where They Work

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How does the community want us to evaluate BRT alternatives?

Travel time (25%), pedestrian/bike connections (18%), and transit network compatibility (15%) were selected as the three most important evaluation criteria when designing BRT.



Other criteria identified by the community:

Safety and Security



Business

Impacts



Traffic Impacts



Regional Connectivity

35th Avenue and Van Buren Street Corridor Cross-Section Preferences



¹ This question inlcuded sub-questions based on each selection. For example, those who chose center-running, only answered additional questions regarding center-running BRT.



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What center-running features were most liked?

Respondents who chose center-running, like that only BRT buses use the center dedicated lane (32%) and that it provides a safe place for pedestrians to stop when crossing the street (31%).





Faster Travel Times Bike/Pedestrian Safety



Traffic Impacts

What side-running features were most liked?

Respondents who chose side-running, like that the BRT bus and local buses could use side stations and local buses could use existing stops as well (33%) and that it allows boarding directly from the sidewalk (25%).



Longer distance for pedestrians crossing the street at intersections but allows boarding directly from the sidewalk.

Below are comment themes from respondents who selected the "other option" as a preferred feature:



Landscaping/ Station Improvements



Safety



Traffic Impacts



Cost

What amenities would the community give up?

The community is more willing to give up general-purpose lanes (33%), landscaping (23%), and widened sidewalks (20%) to help reduce ROW takes along the corridor.



Below are key comment themes from those who selected the other option:



Prioritize Bike/ Pedestrian Safety



Support Removal of Traffic Lanes



Prioritize Bike/Pedestrian Improvements



Don't Give Up Any Amenities

Other Comment Themes

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



Results

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Along with the Phase II community outreach efforts, a critical component of the Phoenix BRT program's community education and engagement efforts is targeted outreach to directly impacted businesses (identified as businesses within 500 feet) along the corridor. The Phoenix BRT team canvassed businesses to introduce the project, share details on upcoming outreach opportunities, share a BRT information card (in English and Spanish), and walk them through a brief business survey. Below is what we heard!

Respondents

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Who participated...

45%



Types of businesses along the corridor:





How long have they been open along

How many employees regularly work from these businesses?



How many employees use transit for work?

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How are these businesses accessed?





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