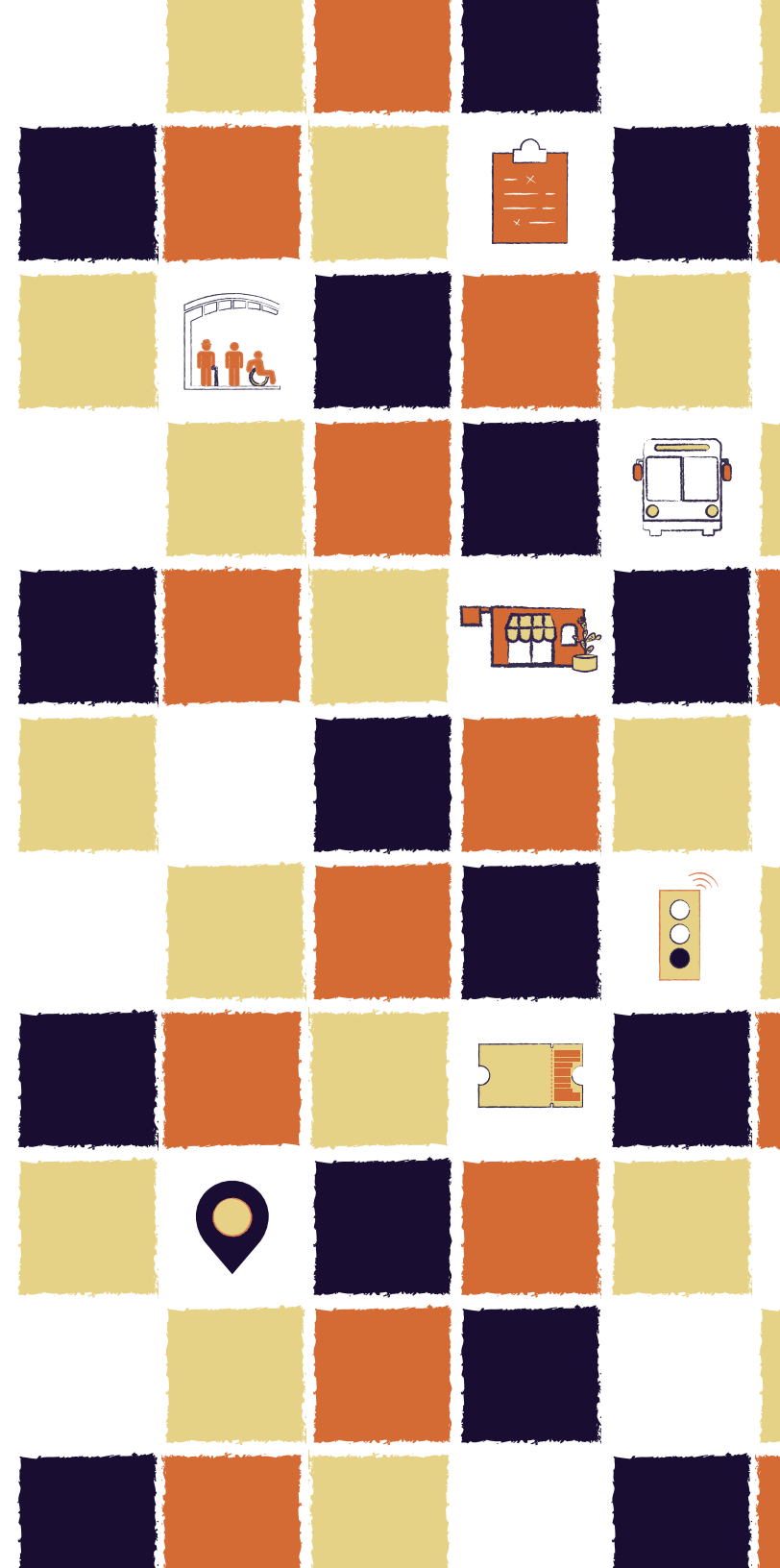




Tucson Bus Rapid Transit (BRT)

North Segment

EXECUTIVE SUMMARY - COMMUNITY OUTREACH PHASE I
OCTOBER - DECEMBER 2023



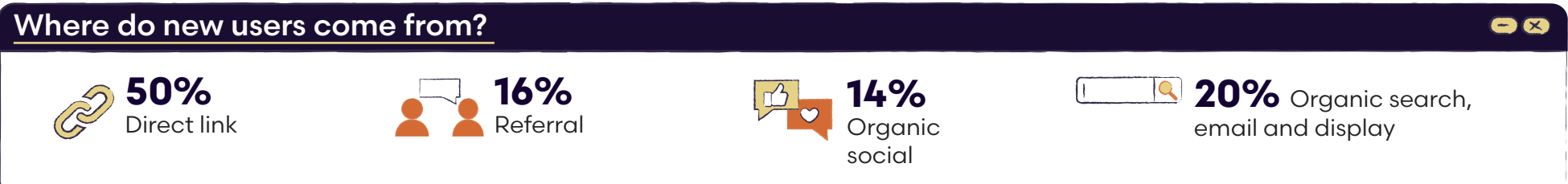
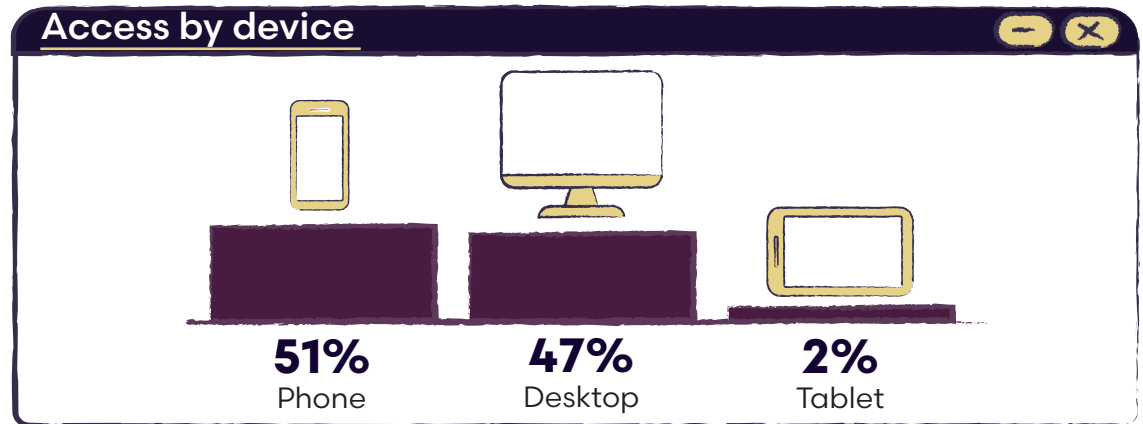
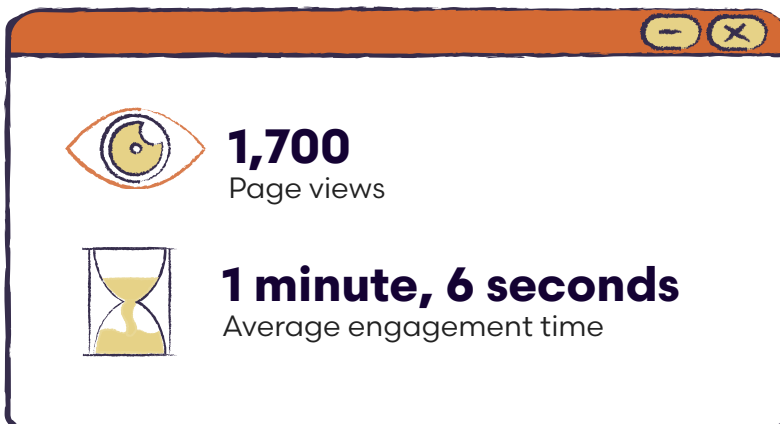
INTRODUCTION

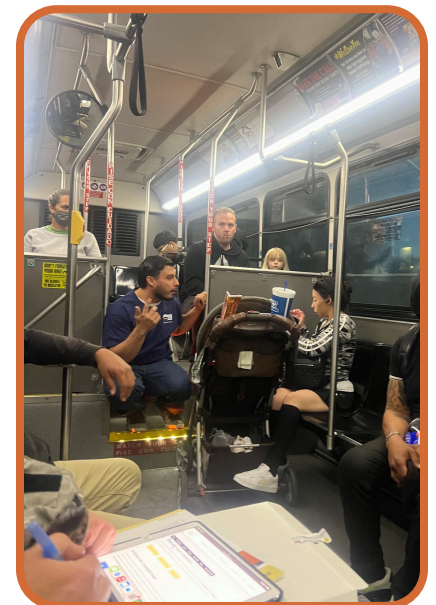
Connecting Tohono T'adai Transit Center to Downtown Tucson

In fall 2023, the City of Tucson launched community outreach for Tucson Bus Rapid Transit (BRT) North Segment, a 5-mile corridor on Tucson's north side between the Tohono T'adai Transit Center/Tucson Mall and the downtown Ronstadt Transit Center. These efforts focused on educating the community about Tucson BRT through a series of events and collecting community preferences on the corridor through a survey – called the Tucson BRT Survey – and through the tucsonrapidtransit.com website. These efforts were also guided by outreach from Tucson Norte Sur, the federally-funded study looking at land use policies and reinvestment potential to support a high-capacity transit system. 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.

Website

Designed to create transparent communication, foster community collaboration and build connections, the website provides key program education materials and resources for community members to reference when providing input.





Notices

To create a more inclusive process, notices were developed and distributed in English and Spanish.



Posters

52 posters delivered to businesses

540 posters shared on buses

Delivered posters at **2** transit centers



Direct Email

2 rounds of direct emails sent

to **18** key stakeholders



Press Release

2 press releases distributed to a combined **20,695** recipients



Yard Signs

20 yard signs posted along the corridors



Email Blast

4 email blasts sent

1,507 combined email recipients

96% delivered



Community Newsletters

Shared in **7** community newsletters



Digital Advertisements

5 digital ads

91,389 impressions

88 clicks



Social Media

12 Facebook posts

7,662 accounts reached

12 Instagram posts

2,504 accounts reached



Strip Card

1 strip card was developed and distributed at pop-up events and while canvassing

400 strip cards distributed

Events

Community Meetings

7 community neighborhood association meetings, committee meetings, and business forums were held, engaging with **140** community members in total.

Pop-Up/Tabling Events

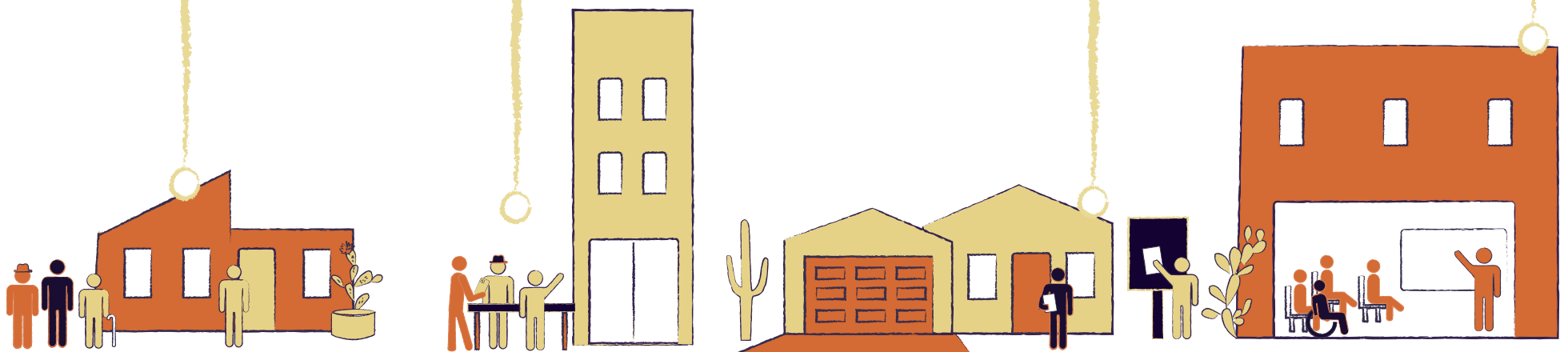
7 pop-up/tabling events were held, engaging with **25-150** community members per event.

Community Canvassing/One-on-Ones

Community Connectors held **3** one-on-one meetings and **3** canvassing events, connecting with over **100** community members.

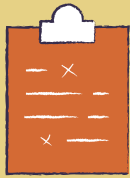
Public Meetings

2 in-person public meetings and **1** virtual public meeting were held, engaging with **37** community members in total.



Survey Results

We asked and you answered. Here's what you told us!



746
survey responses

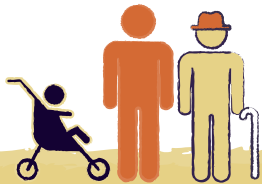
78% of respondents use transit



52% of respondents work in or near the corridors



45% of respondents live in or near the corridors



The majority of respondents were between the ages **25** and **34** and **65+**.



59% of respondents were white and **19%** of respondents were Hispanic or Latino.



Two online public meeting videos were posted at **www.tucsonrapidtransit.com**.

English Video: **193** Total Plays
Spanish Video: **20** total plays

61% of respondents chose Stone Ave. as the preferred corridor.

Transit and Speed Reliability was the most important to potential BRT riders.

45% of respondents preferred bus only lanes for the entire corridor

You chose your preferred corridor because...

- Takes me to key destinations
- ★ Provides a new transit option/travel opportunity
- Close to my home/work/school

Top Three Evaluation Criteria:



BRT travel time/operations



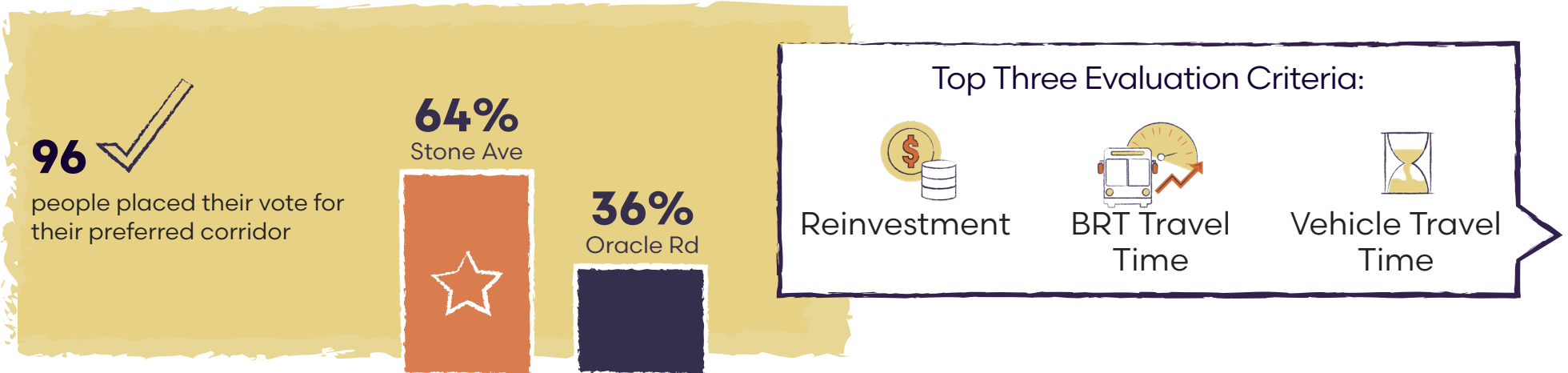
Bike and pedestrian facilities



Ridership

Banner Results

Banners, in both English and Spanish, allowing people to select their preferred corridor and rate evaluation criteria were available at nearly every event.



Additional Comments and Questions





Overall, the community preferred Stone Ave.

