



Tucson Bus Rapid Transit (BRT)

Spring Outreach

APRIL 23, 2024 - MAY 14, 2024





Tucson Rapid Transit - Spring Outreach

Tucson Rapid Transit's Spring Outreach occurred from April 23, 2024, to May 14, 2024. The purpose of this round of outreach was to educate and grow awareness of Tucson Rapid Transit's north segment. As we did not seek specific community input, this was a smaller outreach effort that included pop-up and tabling events targeted to the Stone Avenue corridor. Events were scheduled in coordination with outreach efforts for other ongoing City projects.





Events

Our project team attended six events during this round of outreach. The dates, times, locations, and estimated number of people who engaged with our project team are listed below.





Plan Tucson

-  April 23, 2024
-  1 – 4 p.m.
-  Tucson Convention Center
-  25 engaged with project team





Rillito Farmers Market

-  May 5, 2024
-  8 a.m. – 12 p.m.
-  Rillito Park
-  60 engaged with project team





P-CHIP Kickoff

-  May 2, 2024
-  5 – 7 p.m.
-  El Pueblo Neighborhood Center
-  20 engaged with project team





Thrive in the 05 Business Forum

-  May 7, 2024
-  5 – 7 p.m.
-  Pima Community College Downtown Campus
-  20 engaged with project team

Thrive in the 05 Spring Fair

-  May 4, 2024
-  10 a.m. – 12 p.m.
-  Francisco Elias Esquer Park
-  20 engaged with project team

South Tucson Business Forum

-  May 14, 2024
-  11 a.m. – 1 p.m.
-  Sam Lena South Tucson Library
-  10 engaged with project team



Information Shared

Our project team shared information about the project using the following methods:



Info Cards: LPA map, QR code directing users to the website, contact information, and social media information.



Banners: LPA map, benefits of BRT, Side-Running BRT configuration options.

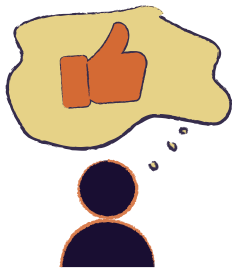


Feedback Themes

The project team collected the following feedback themes at these events:



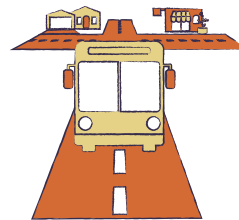
General excitement and interest in BRT.



Interest in how they could support the project.



Questions about the types of funding needed for the project and whether there would be enough funding.



Concern over BRT's impact to vehicle travel lanes on Stone Avenue.



Support for a dedicated bike lane to keep cyclists safe.

Analytics

The Tucson Rapid Transit website also had more visitors during this round of outreach. The website analytics for April 23, 2024 through May 14, 2024 are listed below.

