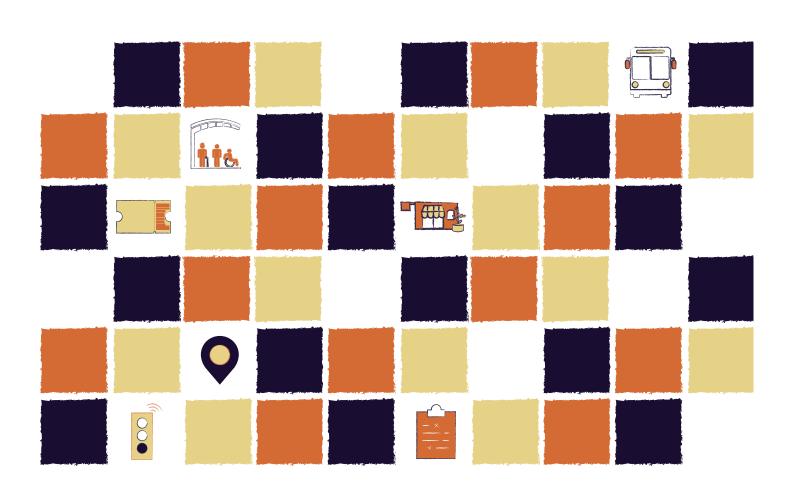




# Community Outreach Phase III Summary Memo

Stone Avenue Bus Rapid Transit (BRT)

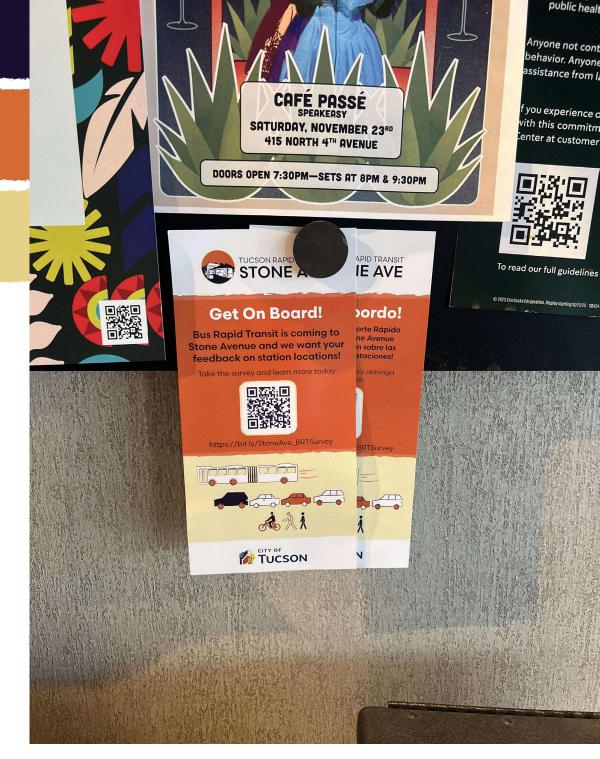
Outreach Period: October 9 - December 8, 2024



Prepared by: HDR Engineering, Inc. 1 S. Church Ave, Ste. 1400 Tucson, AZ

# **Contents**

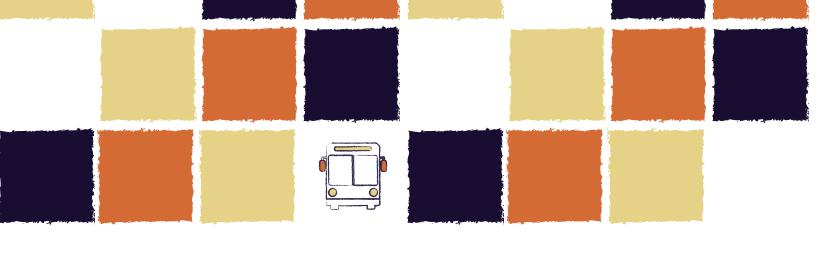
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# 1 Introduction

The City of Tucson is studying a 15-mile high-capacity transit corridor that will ultimately stretch from the Tohono Tadai Transit Center/Tucson Mall to the Tucson International Airport. The first segment of this corridor to be completed will be Bus Rapid Transit (BRT) along Stone Avenue.

In fall 2024, Community Outreach Phase III began and included a survey that sought community input on station locations, elements, and amenities. Community input was collected from October 9, 2024, through December 8, 2024.



# 2 Notifications

Notifications were distributed prior to and during the survey launch and included details on the survey and directed the community to the website for more information. Details on each notice are below. These notices were distributed in both English and Spanish and can be found in **Appendix A**, **Notifications.** 



#### 2.1 Posters

Posters advertising the survey were delivered to several businesses and other interested stakeholders along the corridor and placed on all Sun Tran buses. The full list of poster locations includes:

- Tucson Museum of Art
- Joel Valdez Library
- Woods Memorial Library
- Popcycle
- · Time Market
- Hotel Congress
- Amphitheater High School
- Brother John's Beer, Bourbon & BBQ
- · Rosa's Mexican Food
- Nash Elementary School
- Donna Liggins Recreation Center

Posters were also placed on 270 Sun Tran buses.

- The Tucson House
- Richey Elementary
- Pima Community College Downtown Campus



#### 2.2 Bookmarks

Bookmarks advertising the survey were available at several community events and delivered to Woods Memorial Library and Literacy Connects.



#### 2.3 Doorhangers

Between October 11 and October 13, 2024, doorhangers were hand-delivered to 15,000 residents and businesses within a ¼-mile radius of the corridor.



#### 2.4 Digital Advertisements

Five digital advertisements promoting the survey ran on the Arizona Daily Star's website from October 15 through November 18, 2024, on both desktop and mobile platforms. The results of online interactions with the ads are as follows:

#### Facebook/Instagram ads:

- English
  - ° 26,402 impressions
  - ° 928 clicks
- Spanish
  - ° 22,396 impressions
  - ° 626 clicks

#### Tucson.com desktops ads:

- English
  - ° 19,987 impressions
  - ° 16 clicks
- Spanish
  - ° 19,981 impressions
  - ° 12 clicks

#### Tucson.com Run of Site (ROS) ads:

- English
  - ° 17,503 impressions
  - ° 14 clicks
- Spanish
  - ° 17,498 impressions
  - ° 14 clicks

#### 2.5 Direct Email

A direct email sharing information about the survey was sent out to several stakeholders on November 21, 2024. The full list of recipients includes:

- Limberlost Neighborhood Association
- Amphi Neighborhood Association
- Coronado Heights Neighborhood Association
- Balboa Heights Neighborhood Association
- Bronx Park Neighborhood Association
- Sugar Hill Neighborhood Association
- West University Neighborhood Association
- El Presidio Neighborhood Association
- Downtown Neighborhood Association

- Dunbar Springs Neighborhood Association
- Feldman's Neighborhood Association
- Keeling Neighborhood Association
- Thrive in the 05 Committee
- Tucson-Pima County Historical Commission
- Complete Streets Coordinating Council
- Tucson-Pima County Bicycle Advisory Committee
- Tucson Transit Advisory Committee
- Plans Review Subcommittee
- Pima Community College

- Tucson Mall Management
- Ward 3 Office
- Ward 6 Office
- · Mayor's Office
- Amphi Unified School District
- Living Streets Alliance
- Downtown Tucson Partnership
- Tucson Unified School District



#### 2.6 Email Blast

On October 10, 2024, an email blast was sent to people who signed up for the project mailing list. The statistics for this email blast are as follows:

- 443 emails sent
- 422 (95%) delivered
- 21 (5%) bounces
- 159 (38%) opened



#### 2.7 Social Media

A social media campaign was developed with content and graphics in both English and Spanish. Content was posted between October 9 and October 14, 2024, using the City of Tucson Department of Transportation and Mobility's social media accounts on Facebook, X, and Instagram. The social media posts are listed below in Table 1.

**Table 1. Social Media Dates and Statistics** 

	October 9, 2024	
X	Instagram	Facebook
• 6 likes	• 52 likes	• 7 likes
• 1 repost	• 1 comment	
• 12 comments		
	October 14, 2024	
	Instagram	
	• 25 likes	



#### 2.8 Press Release

On October 9, 2024, the City of Tucson distributed a press release informing the public about the survey. Analytics for this press release are included below:

- 11,395 recipients
- 93.5% delivered
- 26% opened
- 7% bounced

#### 2.9 Community Newsletters



Survey and project information was included in the following community newsletters:

- October 25, 2024: Downtown Tucson Partnership
- November 18, 2024: NewsNet for City Employees



All materials for in-person events were produced in both English and Spanish. Copies are included in *Appendix B, Event Materials*.



#### 3.1 Handout

A handout was developed by the team and distributed during the in-person events. The handout included information on Stone Avenue BRT, proposed station locations, and contact information.



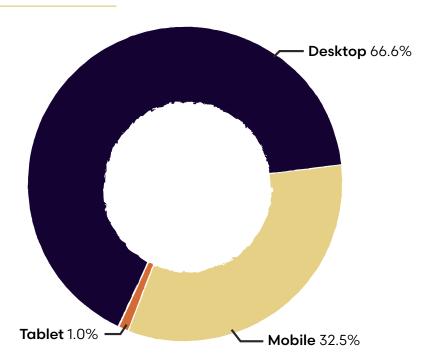
#### 3.2 Banner

Banners allowing people to identify the proposed station location they would use the most were available in both English and Spanish at each in-person event. A total of 12 people took part in this activity. The Grant Road station location received the most votes (4).

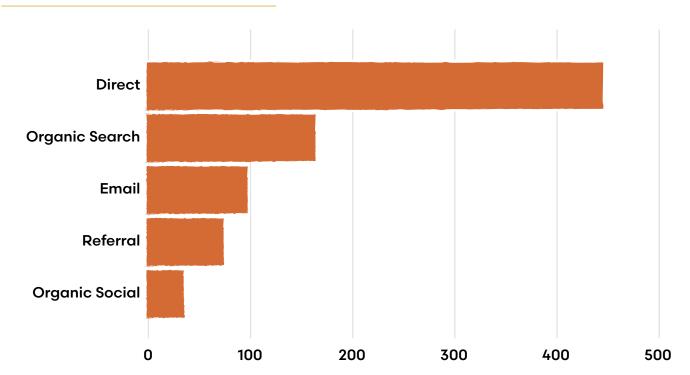
# **4** Website

An updated version of the **tucsonrapidtransit.com** website was launched on October 9, 2024. The updates included a new interactive comment map, new events, and a link to the survey. Below are analytics from the website.

#### How Do Users Access the Website?



#### Where Do New Users Come From?



# **5** Community Events

#### **5.1 Community Meetings**

Information about the project and the survey was presented in-person at the neighborhood association meetings, committee meetings, and business forums listed in Table 2.

#### **Table 2. Community Meetings**

Date	Organization	Number of attendees
Sept. 23, 2024	Keeling Neighborhood Association	10
Oct. 7, 2024	Thrive in the 05	10
Nov. 12, 2024 Tanque Verde Valley Association (TVVA)		30
Nov. 15, 2024	Southern Arizona Institute of Transportation Engineers/ University of Arizona Institute of Transportation Engineers (SAITE/UAITE)	20

#### **5.2 Pop-Up/Tabling Events**

Pop-up/tabling events were held throughout October, November, and December 2024. The project team and Community Connectors were present at each location to pass out information and surveys, and answer questions from community members. Locations and dates for the events are provided in Table 3.

Table 3. Pop-Up/Tabling Events Dates, Event Types, and Locations

Date	Event	Location
Oct. 9, 2024	1st Avenue Project Open House	Donna Liggins Rec. Center
Oct. 16, 2024	ct. 16, 2024 Transit Pop-Up Ronstadt Transit Center	
Oct. 20, 2024	Heirloom Farmers Market Rillito River Park	
Oct. 23, 2024	24 Library Pop-Up Woods Memorial Library	
Oct. 27, 2024	2024 Cyclovia Armory Park	
Nov. 13, 2024	Nov. 13, 2024 Pima Community College Pop-Up PCC Downtown Campu	
Dec. 7, 2024	Cyclovita	Woods Memorial Library



Community Connector Patricia Sanchez meets with the owner of The Little One, Marcela Davila-Barley, during Business Canvassing on November 12, 2024.

# **6** Business Canvassing

On November 12, 2024, project team members and Community Connectors visited several businesses along the Stone Avenue corridor to share information about the project and the survey. Businesses visited include:

- Joel D. Valdez Library
- The Little One
- Mestizo Studio
- Lohse Family YMCA
- Southern Arizona Heritage and Visitor Center
- Make Way for Books
- La Indita Restaurant
- Hem and Her Bridal
- · Captain Coffee Company
- Pima Federal Credit Union
- Amphitheater High School
- Mezo Smoke Shop
- Amy's Donuts
- Coronado Grocery & Market

- Grant and Stone Supermarket
- Donut King
- ACE Charter High School
- Tucson Youth Development
- Stone Ave. Standard
- Kidzco Early Learning Center

# **7** Survey and Results

#### 7.1 Survey

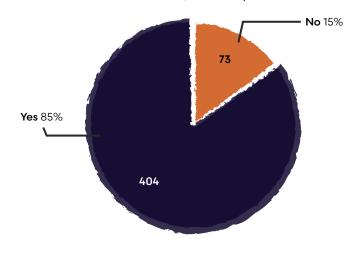
The survey was officially launched on October 9, 2024. It remained live on the project website through December 8, 2024. The survey focused on Stone Avenue BRT and consisted of 16 questions – six questions specific to public transit and 10 demographic questions. A copy of this survey can be found in **Appendix C, Survey.** 

#### 7.2 Survey Results

In total, there were 494 survey responses. Responses are summarized below, and full results can be found in *Appendix D, Survey Results*.

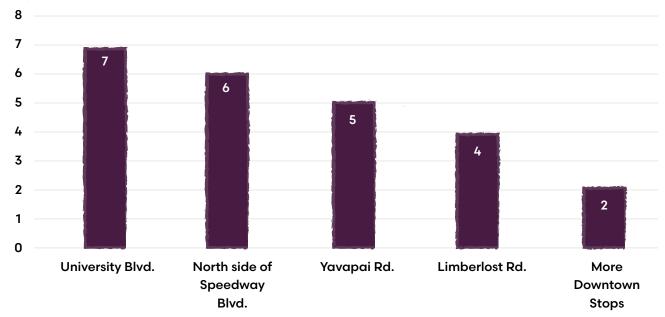
#### 7.2.1 Question #1

Do you agree with the draft station locations? | 477 Responses



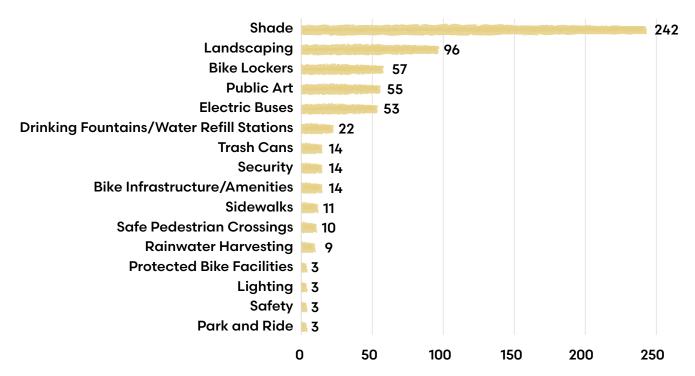
#### 7.2.2 Question #2

If you could choose your own station location, where would it be?



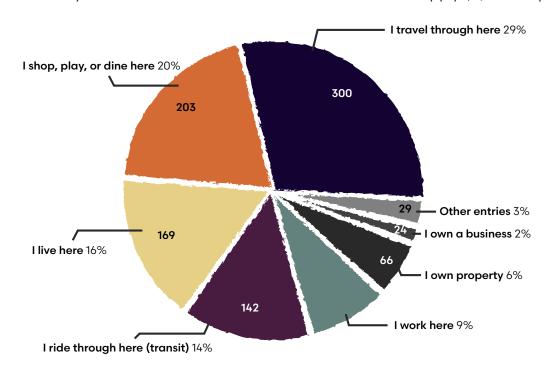
#### 7.2.3 Question #3

What are some other elements that you like and would like to see included with the Stone Avenue BRT?



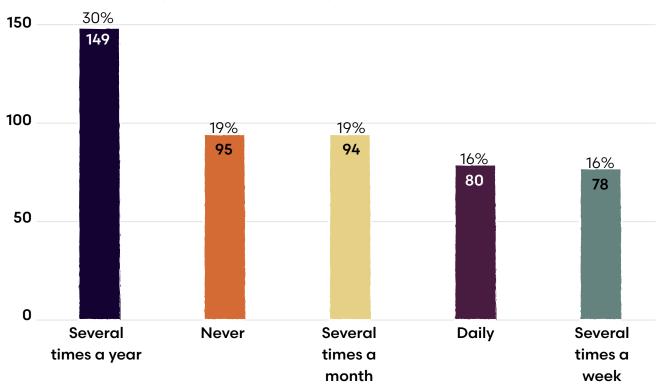
#### 7.2.4 General: Question #1

What is your connection to Stone Avenue? Select all that apply. | 1,029 Responses



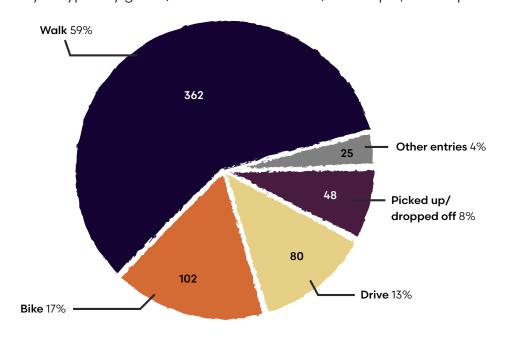
#### 7.2.4 General: Question #2

How often do you use public transit? | 496 Responses



#### 7.2.6 General Question #3

How do you typically get to/from a transit station/bus stop? | 617 Responses



#### 7.2.7 Demographics

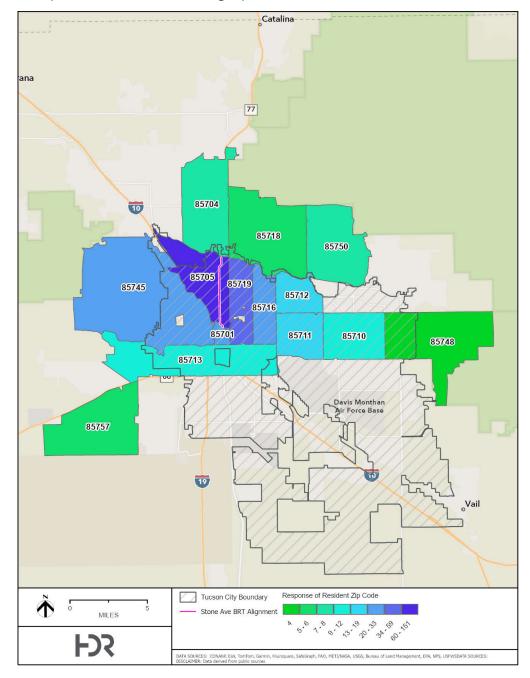
A majority of responses to the survey were from residents living in the 85705 zip code, which is right along the Stone Avenue BRT route. **Thirty-five percent (35%) of respondents (151)** live in this zip code. The survey also received a large number of responses from the following zip codes:



- **9** 85719: 59 respondents (14%)
- **9** 85701: 33 respondents (7%)
- **9** 85745: 25 respondents (6%)
- **9** 85716: 24 respondents (6%)

A heat map and a further breakdown of respondents by zip code can be found in **Appendix D, Survey Results.** 

To highlight potential gaps or alignments in survey responses, survey response demographics were compared to corridor demographics and are outlined in Table 4.

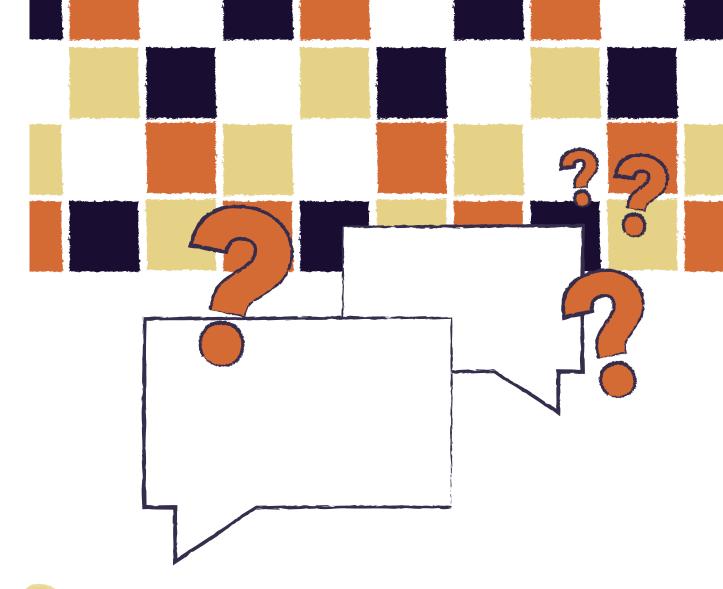


The table below shows 39% of corridor residents are Hispanic, but only 26% of survey respondents are Hispanic. It also shows 24% of corridor residents have an annual income under \$15,000, but only 16% of respondents fit into this category. In the next round of outreach, reaching these demographics will be prioritized through grassroots outreach, targeted digital, and traditional media.

All demographic information captured in the survey can be found in **Appendix D, Survey Results.** 

**Table 4. Survey Response Demographics and Corridor Demographics** 

	Survey Response Demographics	Corridor Demographics	
Race/Ethnicity	26% of respondents are Hispanic.	39% of corridor residents are Hispanic.	
Age	40% of respondents 30% of the corridor are 25-44 years old. population is 25-44.		
	23% of respondents have an annual income of \$100,000 or more.	12% of corridor residents have an annual income of \$100,000 or more.	
Income	20% of respondents have an annual income between \$50,000-\$74,999.	15% of corridor residents have an annual income between \$50,000-\$74,999.	
	16% of respondents have an annual income under \$15,000.	24% of corridor residents have an annual income under \$15,000.	



# 8 Additional Comments and Questions

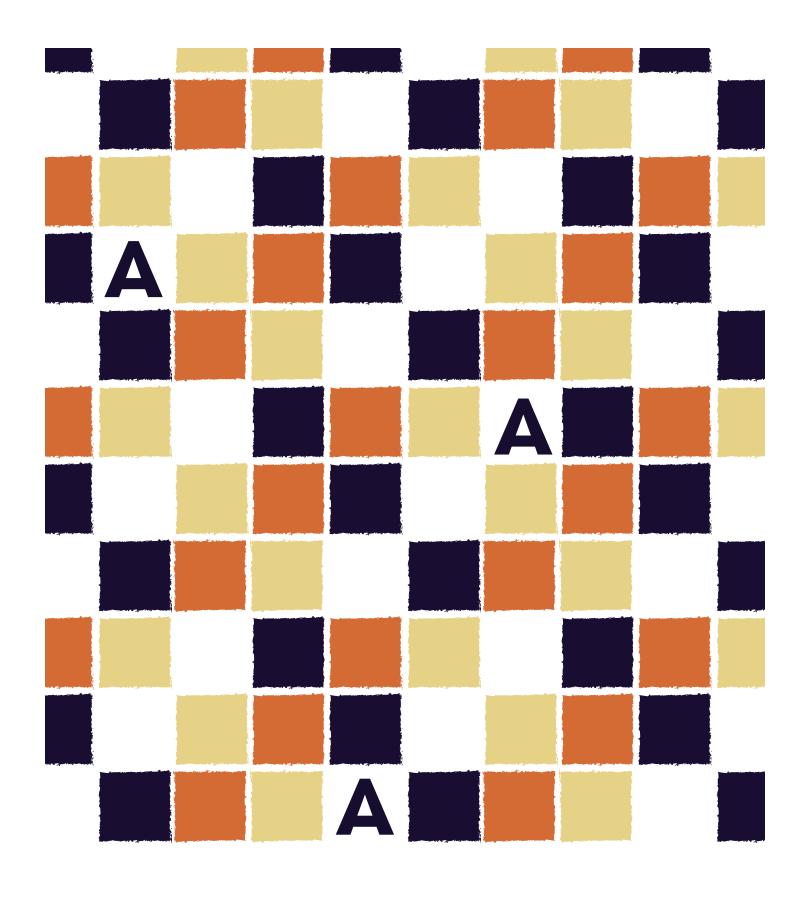
A total of 18 comments were received between October 9 and November 28, 2024, through the following methods:

- Fourteen (14) comments were submitted through the project website comment form.
- Four (4) map comments were received.

#### General themes from these comment options are listed below:

- Support for the Tucson Rapid Transit project.
- Concerns about gentrification.
- Requests to consider expanding BRT to other parts of the City, including the east side and Marana.

All comments can be found in Appendix E, General Comments.



# **Appendix A: Notifications**





### **Get On Board!**

Learn more about Stone Avenue Bus Rapid Transit station locations and provide your feedback today!

# ¡Suban a bordo!

¡Obtenga más información sobre las ubicaciones de las estaciones de **Stone Avenue Bus Rapid Transit** y proporcione sus comentarios hoy mismo!



Connect With Us! / ¡Conéctese con nosotros!

▶ tucsonrapidtransit.com | ◀ connect@tucsonrapidtransit.com | ६ 520.442.0302

















#### **Get On Board!**

Bus Rapid Transit is coming to Stone Avenue and we want your feedback on station locations!

Take the survey and learn more today:



https://bit.ly/StoneAve\_BRTSurvey





tucsonrapidtransit.com

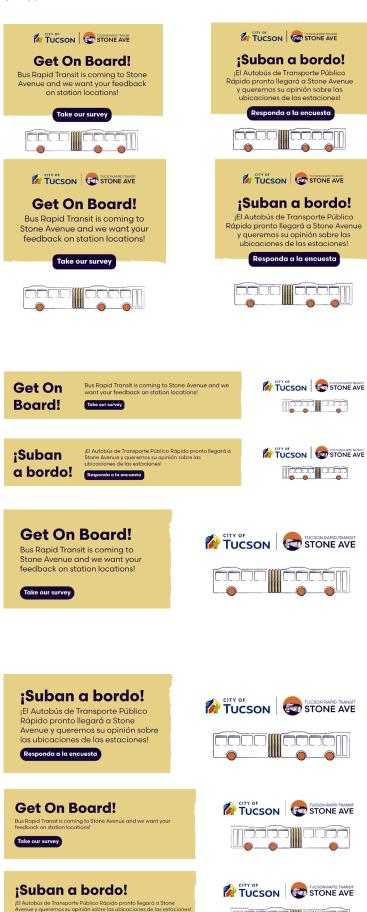






tucsonrapidtransit.com

#### **Digital Advertisements**



Responda a la encuesta

#### **Direct Email**

From: <u>Ian Sansom</u>

Subject: Stone Ave Bus Rapid Transit survey

Date: Thursday, November 21, 2024 2:05:41 PM

Attachments: <u>image001.png</u>

Dear neighborhoods leaders,

The City of Tucson is asking for community feedback on proposed station locations for Bus Rapid Transit (BRT) along Stone Avenue through a <u>brief survey</u>. We would be grateful if you are able to distribute widely. **The survey closes December 1**<sup>st</sup>.

Earlier this year, Tucson's Mayor and Council approved Stone Avenue as the preferred corridor for the first segment of the Tucson Rapid Transit program. The decision comes after extensive community outreach and technical analysis of two potential corridors, Stone Avenue and Oracle Road. The Stone Avenue corridor will connect people and places from the Tohono Tadai Transit Center/Tucson Mall to the Ronstadt Transit Center in Downtown Tucson. BRT will provide riders with enhanced stations, dedicated lanes, transit signal priority, and high-capacity buses.

Please don't hesitate to reach out with any questions. We'd also be happy to attend one of your NA meetings if you would like a more in-depth presentation in the coming months.

Thank you,

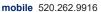


#### Ian Sansom

Project Manager, FTA Grant for equitable Transit Oriented Development (he/him/his)

Transportation & Mobility | City of Tucson

ian.sansom@tucsonaz.gov









#### Give us your feedback on proposed station locations along Stone Avenue

Tucson's first Bus Rapid Transit (BRT) is coming to Stone Avenue, and we want to know what you think. Stone Avenue BRT will connect the Tohono Tadai Transit Center/Tucson Mall to the Ronstadt Transit Center in Downtown Tucson.

Click here to take our new survey on station locations:

#### https://bit.ly/StoneAve\_BRTSurvey

You can also visit our <u>website</u> for more information about this project, or to leave a comment on our interactive map.

About Tucson Rapid Transit

Tucson Rapid Transit is a study identifying a 15-mile high-capacity transit corridor, ultimately connecting the Tohono Tadai Transit Center/Tucson Moll, the downtown Tucson Ronstadt Transit Center, the Roy Laos Transit Center/El Pueblo Center, and the Tucson International Airport.

The first phase of the project is a five-mile bus rapid transit (BRT) system, a new high-capacity transit option that will connect people and places between the Tohono Tadai Transit Center/Tucson Mall and the Ronstadt Transit Center/downtown Tucson. BRT will provide riders with enhanced stations, dedicated lanes, transit signal priority, and high-capacity buses. Learn more about BRT on our website.



#### Comparta su opinión sobre la ubicación de las estaciones propuestas a lo largo de Stone Avenue

El primer autobús de transporte público rápido (BRT) de Tucson llegará a Stone Avenue, y queremos saber lo que piensa. El BRT de Stone Avenue conectará el Centro de Tránsito Tohono Tadai/Tucson Mall con el Centro de Tránsito Ronstadt en el centro de Tucson.

Haga clic aquí para responder a nuestra nueva encuesta sobre la ubicación de las estaciones:

#### https://bit.ly/StoneAve\_BRTSurvey

 $También \ puede \ visitar \ nuestro \ sitio \ web \ para \ obtener \ más \ información \ sobre \ este \ proyecto, o \ para \ dejar \ un \ comentario \ en \ nuestro \ mapa \ interactivo.$ 

Acerca de Tucson Rapid Transit

Tucson Rapid Transit es un estudio que identifica un corredor de transporte público de alta capacidad de 15 millas, conectando en última instancia el Centro de Tránsito Tohono T'adai/Tucson Mall, el Centro de Tránsito Ronstadt, el Centro de Tránsito Roy Laos/El Pueblo Center y el Aeropuerto Internacional de Tucson.

La primera fase del proyecto es un sistema de autobuses de transporte público rápido (BRT) de cinco millas, una nueva opción de transporte público de alta capacidad que conectará personas y lugares entre el Centro de Tránsito Ronstadt/centro de Tucson. El BRT ofrecerá estaciones mejoradas, carriles exclusivos, prioridad en las señales de tránsito y autobuses de gran capacidad. Para más información sobre el BRT, visite www.tucsonrapidtransit.com.

#### Social Media









#### **News Release**

**TRANSPORTATION & MOBILITY** 

Contact: Erica Frazelle Public Information Officer Department of Transportation & Mobility Erica.Frazelle@tucsonaz.gov (520) 429-9646

Date: October 9, 2024 TDD: 520-791-2639

For internal review

#### City Seeking Feedback on Tucson Rapid Transit Station Locations

The City of Tucson is asking for community feedback on proposed station locations for Bus Rapid Transit (BRT) along Stone Avenue.

Earlier this year, the Tucson Mayor and Council approved Stone Avenue as the preferred corridor for the first segment of the Tucson Rapid Transit program. The decision comes after extensive community outreach and technical analysis of two potential corridors, Stone Avenue and Oracle Road. The Stone Avenue corridor will connect people and places from the Tohono Tadai Transit Center/Tucson Mall to the Ronstadt Transit Center in Downtown Tucson.

A brief survey and interactive map will allow the project team to collect feedback on the proposed station locations for Stone Avenue BRT. Both are available on the Tucson Rapid Transit website. The survey will close on December 1, 2024.

Tucson Rapid Transit is a study identifying a 15-mile high-capacity transit corridor, ultimately connecting the Tohono Tadai Transit Center/Tucson Mall, the downtown Tucson Ronstadt Transit Center, the Roy Laos Transit Center/El Pueblo Center, and the Tucson International Airport

LEGEN The first phase of the project is a five-mile bus rapid transit (BRT) system, a new high-capacity transit option that will connect people and places between the Tohono Tadai Transit Center/Tucson Mall and the Ronstadt Transit Center/downtown Tucson. BRT will provide riders with enhanced stations, dedicated lanes, transit signal priority, and high-capacity buses. Learn more about BRT at <a href="www.tucsonrapidtransit.com">www.tucsonrapidtransit.com</a>.



Contacto: Erica Frazelle Oficial de Información Pública Transporte y movilidad Erica.Frazelle@tucsonaz.gov (520) 429-9646

Fecha: October 9, 2024 TDD: 520-791-2639

**TRANSPORTATION & MOBILITY** 

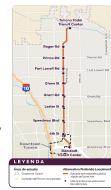
For internal review

#### La ciudad busca opiniones sobre la ubicación de las estaciones de Tucson Rapid Transit

La ciudad de Tucson está solicitando la opinión de la comunidad sobre la ubicación de las estaciones propuestas para el autobús de transporte público rápido (BRT) a lo largo de Stone Avenue.

A principios de este año, la Alcaldesa y el Consejo de Tucson aprobaron Stone Avenue como el corredor preferido para el primer segmento del programa Tucson Rapid Transit. La decisión se tomó tras una amplia campaña de información a la comunidad y un análisis técnico de dos posibles corredores: Stone Avenue y Oracle Road. El corredor de Stone Avenue conectará personas y lugares desde el Centro de Tránsito Tohono Tadai/Tucson Mall hasta el Centro de Tránsito Ronstadt en el centro de Tucson.

Una breve encuesta y un mapa interactivo permitirán al equipo del proyecto obtener comentarios sobre las ubicaciones de las estaciones propuestas para el BRT de Stone Avenue, Ambos están disponibles en el sitio web de Tucson Rapid Transit, La encuesta se cerrará el 1 de diciembre de 2024.



Tucson Rapid Transit es un estudio que identifica un corredor de transporte público de alta capacidad de 15 millas, conectando en última instancia el Centro de Tránsito Tohono T'adai/ Tucson Mall, el Centro de Tránsito Roy Laos/El Pueblo Center y el Aeropuerto Internacional de Tucson.

La primera fase del proyecto es un sistema de autobuses de transporte público rápido (BRT) de cinco millas, una La primera lase de proyecto es un isseriar de autobuses de mainspure publico (art) de fairo l'imias, dina nueva opción de transporte público de alta capacidad que conectará personas y lugares entre el Centro de Tránsito Tohono Tadai/Tucson Mall y el Centro de Tránsito Ronstadt/centro de Tucson. El BRT ofrecerá estaciones mejoradas, carriles exclusivos, prioridad en las señales de tránsito y autobuses de gran capacidad. Para más información sobre el BRT, visite www.tucsonrapidtransit.com.



# NewsNet

Date: Nov. 18, 2024

**NewsNet Daily Digest - A Communication for City Employees** 

**MAYOR AND COUNCIL MEETINGS TOMORROW -** Tucson's Mayor and Council will meet tomorrow, Nov. 19, at 1:30 p.m., for its Study Session, and reconvene at 5:30 p.m. for the Regular Meeting. You can watch the meetings live (and recordings of previous meetings) on the City of Tucson's YouTube channel, and you can also read the agendas by following the links below.

City of Tucson YouTube channel Mayor and Council agendas

CITY SEEKING FEEDBACK ON TUCSON RAPID TRANSIT STATION LOCATIONS - The City of Tucson is asking for community feedback on proposed station locations for Bus Rapid Transit (BRT) along Stone Avenue. Earlier this year, Tucson's Mayor and Council approved Stone Avenue as the preferred corridor for the first segment of the Tucson Rapid Transit program. The decision comes after extensive community outreach and technical analysis of two potential corridors, Stone Avenue and Oracle Road. The Stone Avenue corridor will connect people and places from the Tohono Tadai Transit Center/Tucson Mall to the Ronstadt Transit Center in Downtown Tucson. BRT will provide riders with enhanced stations, dedicated lanes, transit signal priority, and high-capacity buses. A brief survey and interactive map will allow the project team to collect feedback (link below) on the proposed station locations for Stone Avenue BRT. The survey closes Sunday, Dec. 1. Tucson Rapid Transit BRT information and survey

Read the news release

**SOME DOWNTOWN TUCSON UTILITY BOXES RECEIVE VIBRANT MAKEOVERS** - Ten utility boxes in Downtown Tucson, along Congress Street and Broadway Boulevard,





### Downtown Update





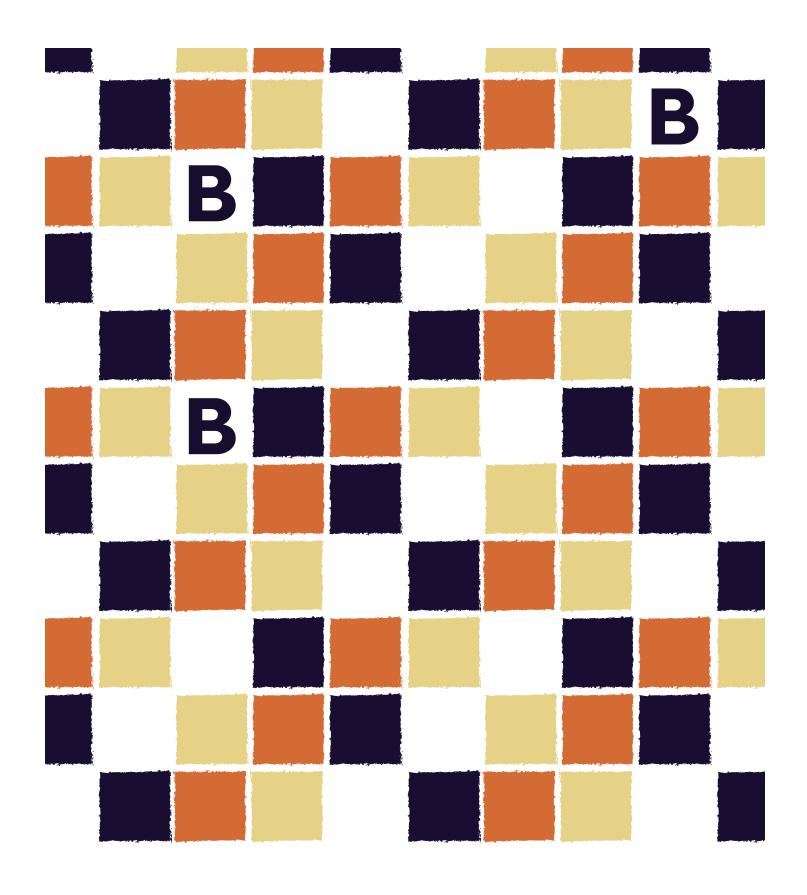
# **Get on Board!**





#### Bus Rapid Transit in the Works for Tucson

The City of Tucson is launching its first <u>Bus Rapid Transit (BRT) system</u>, which will connect the Tohono Tadai Transit Center/Tucson Mall to the Ronstadt Transit Center in Downtown Tucson via Stone Avenue. They want your input! Click here to take the survey on station locations, open through December 1, 2024. You can also visit the <u>project website</u> for more information and to leave comments on the interactive map.



# **Appendix B: Event Materials**



#### **Benefits of BRT**



**Tucson Rapid Transit** 





#### ¡Suban a bordo!

El Autobús de Transporte Público Rápido (BRT) en Stone Avenue ofrecerá un nuevo servicio de autobús con mayor velocidad de viaje, estaciones de autobuses, más capacidad de pasajeros y una mejor experiencia. El nuevo servicio de BRT conectará el Centro de Tránsito Tohono Tadai/ Tucson Mall con el Centro de Tránsito Ronstadt en el centro de Tucson



#### **Beneficios del BRT**

















Prioridad de señal de tránsito

▶ tucsonrapidtransit.com | ◀ connect@tucsonrapidtransit.com | € 520.442.0302

### **Share Your Input!**





What do you think about these proposed Bus Rapid Transit station locations on Stone Avenue?





## ;Comparta su opinión!

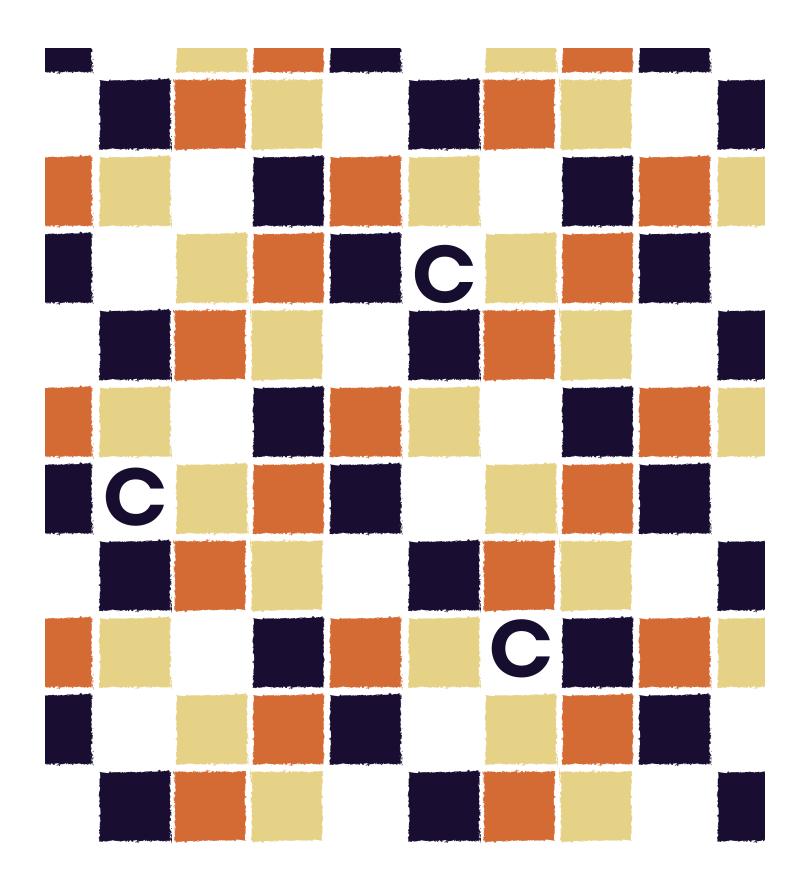




¿Qué opina de las ubicaciones de las estaciones de BRT en







# **Appendix C: Survey**



### **Tucson Rapid Transit - Stone Avenue**

#### Your Feedback Matters.

Share your vision for Stone Avenue bus rapid transit (BRT) in five minutes or less! We want to get your feedback on BRT station locations, how you ride, and your vision for Stone Avenue. This survey will close on December 1, 2024.

BRT will provide a new bus service with improved travel speed, more passenger capacity, and an

enhanced rider experience. This new transit system will connect the Tohono Tadai Transit Center/Tucson Mall to the Ronstadt Transit Center in Downtown Tucson.

#### **BRT Station Locations**

What went into identifying draft BRT station locations? When deciding potential locations, we looked at:

- Transit ridership by stop
- · Connections to other transit routes
- · Populations served
  - · High-population areas
  - · Households without cars
  - Low-income households
  - Minority populations
  - Persons with disabilities
  - Persons under 18 or over 64 years old
- Key destinations:
  - Activity centers
  - Employment centers
  - Schools
- · Pedestrian and bike connections

A key part of deciding station locations is balancing spacing of stations and bus speed. Placing stations closer together reduces the travel speed benefit of BRT.

Do y	ou ag	ree with	the dra	ft station	locatio	ns?
	∃ Yes					

☐ Yes ☐ No	C.m.co.potated . m.a county	Proposed station Eccutions
If no, please explain:		
If you could choose your own station location, where w  I like the stations where they are  I would like a station here:	ould it be?	



corridor, bike lockers with the Stone Avenue	∍ BRT?
General	
	ection to Stone Avenue? Select all that apply.
☐ I live here	
<ul><li>□ I own property</li><li>□ I own a busines</li></ul>	
☐ I work here	55
☐ I ride through h	nere (transit)
☐ I travel through	
I shop, play, or	
Other:	
2. How often do you i	use public transit?
☐ Daily	
Several times of	a week
☐ Several times of	* * * * * * * * * * * * * * * * * * * *
Several times of Several times of Never  3. How do you typica Walk	* * * * * * * * * * * * * * * * * * * *
Several times of Several times of Several times of Never  3. How do you typica Walk Bike Drive Picked up/drop	lly get to/from a transit station/bus stop? Select all that apply.  Oped off
Several times of Several times of Several times of Never  3. How do you typica Walk Bike Drive Picked up/drop	lly get to/from a transit station/bus stop? Select all that apply.
Several times of Several times of Several times of Never  3. How do you typica Walk Bike Drive Picked up/drop Other:  Tell us about yours	lly get to/from a transit station/bus stop? Select all that apply.  apped off  celf!
Several times of Several times of Several times of Never  3. How do you typica Walk Bike Drive Picked up/drop Other:  Tell us about yours The following question	lly get to/from a transit station/bus stop? Select all that apply.  pped off
Several times of Several times of Several times of Never  3. How do you typica Walk Bike Drive Picked up/drop Other:  Tell us about yours The following question community or need to	Ily get to/from a transit station/bus stop? Select all that apply.  Speed off  Self!  In sare optional but will help us understand if we are reaching the whole
Several times of Several times of Several times of Never  3. How do you typica Walk Bike Drive Picked up/drop Other:  Tell us about yours The following question community or need to	Ily get to/from a transit station/bus stop? Select all that apply.  Self!  Ins are optional but will help us understand if we are reaching the whole or improve our outreach efforts.
Several times of Several times of Several times of Never  3. How do you typica Walk Bike Drive Picked up/drop Other:  Tell us about yours The following question community or need to 1. Email:	Ily get to/from a transit station/bus stop? Select all that apply.  Oped off  Self! Ins are optional but will help us understand if we are reaching the whole or improve our outreach efforts.  (Zip Code)?:
Several times of Several times of Several times of Never  3. How do you typica Walk Bike Drive Picked up/drop Other:  Tell us about yours The following question community or need to 1. Email:  2. Where do you live of 3. Where do you work 4. What is your age?	Ily get to/from a transit station/bus stop? Select all that apply.  Oped off  Self! Ins are optional but will help us understand if we are reaching the whole or improve our outreach efforts.  (Zip Code)?:
Several times of Several times of Several times of Never  3. How do you typica Walk Bike Picked up/drop Other:  Tell us about yours The following question community or need to 1. Email:  2. Where do you live of 3. Where do you work Under 18 years	Ily get to/from a transit station/bus stop? Select all that apply.  Oped off  Self! Ins are optional but will help us understand if we are reaching the whole or improve our outreach efforts.  (Zip Code)?:
Several times of Several times of Several times of Never  3. How do you typica Walk Bike Drive Picked up/drop Other:  Tell us about yours The following question community or need to 1. Email:  2. Where do you live of 1. What is your age? Under 18 years 18-24 years	Ily get to/from a transit station/bus stop? Select all that apply.  Oped off  Self! Ins are optional but will help us understand if we are reaching the whole or improve our outreach efforts.  (Zip Code)?:
Several times of Several times of Several times of Never  3. How do you typica Walk Bike Drive Picked up/drop Other:  Tell us about yours The following question community or need to  1. Email: 2. Where do you live of What is your age? Under 18 years 18-24 years 25-34 years	Ily get to/from a transit station/bus stop? Select all that apply.  Oped off  Self! Ins are optional but will help us understand if we are reaching the whole or improve our outreach efforts.  (Zip Code)?:
Several times of Several times of Several times of Never  3. How do you typical Walk Bike Drive Picked up/drop Other:  Tell us about yours The following question community or need to  1. Email: 2. Where do you live of What is your age? Under 18 years 18-24 years 25-34 years 35-44 years	Ily get to/from a transit station/bus stop? Select all that apply.  Oped off  Self! Ins are optional but will help us understand if we are reaching the whole or improve our outreach efforts.  (Zip Code)?:
Several times of Several times of Several times of Never  3. How do you typical Walk Bike Drive Picked up/drop Other:  Tell us about yours The following question community or need to  1. Email: 2. Where do you live of What is your age? Under 18 years 18-24 years 25-34 years	Ily get to/from a transit station/bus stop? Select all that apply.  Oped off  Self! Ins are optional but will help us understand if we are reaching the whole or improve our outreach efforts.  (Zip Code)?:

<ul><li>5. Which of the following or identify yourself? Select</li><li>African American or</li><li>American Indian/Ala</li></ul>	<b>all that apply.</b> Black	i <mark>bes the ethnic or rac</mark>	ial group(s) <mark>with which</mark> you
☐ Asian			
<ul><li>☐ Hispanic or Latino</li><li>☐ Middle Eastern or No</li></ul>	orth African		
☐ Native Hawaiian/Pa			
☐ White			
<ul><li>Other:</li><li>Prefer not to answer</li></ul>			
6. Would you say your total Under \$10,000 \$10,000-\$14,999 \$15,000-\$24,999 \$25,000-\$34,999 \$35,000-\$49,000 \$50,000-\$74,999 \$75,000-\$99,999 \$100,000 or more	annual household ii	ncome is:	
7. Do you identify with havi	ng a disability?		
8. Do you have regular acc  Yes No Prefer not to say	ess to a vehicle?		
9. How did you hear about  Website Press release Email Digital ads Posters Social media Bookmark Word of mouth Other:	our events? Select a	ll that apply.	
10. How would you like to re  Website Email Direct mail Newspaper (print)	ceive information? 9	Select all that apply.	
<ul><li>□ Digital ads</li><li>□ Posters</li><li>□ Social media</li><li>□ Bookmark</li></ul>			
☐ Word of mouth ☐ Other:			Ars



### **Tucson Rapid Transit - Stone Avenue**

#### Su opinión es importante.

Comparta su visión del autobús de transporte público rápido (BRT) de Stone Avenue en cinco minutos o menos. Queremos obtener su opinión sobre las ubicaciones de las estaciones de BRT, cómo se traslada de un lugar a otro y su visión de Stone Avenue. Esta encuesta cierra el 1 de diciembre de 2024.

El BRT proporcionará un nuevo servicio de autobús con mayor velocidad de viaje, más capacidad de

pasajeros y una mejor experiencia. Este nuevo transporte público conectará el Centro de Tránsito Tohono Tadai/ Tucson Mall al Centro de Tránsito Ronstadt en el centro de Tucson.

#### Ubicaciones de las estaciones de BRT

¿Qué se ha hecho para determinar las ubicaciones de las estaciones de BRT? A la hora de decidir las posibles ubicaciones, nos fijamos en:

- · Pasajeros del transporte público por parada
- · Conexiones con otras rutas de transporte público
- Poblaciones atendidas
  - · Zonas muy pobladas
  - · Hogares sin carro
  - · Hogares con bajos ingresos
  - Poblaciones minoritarias
  - Personas con discapacidad
  - Personas menores de 18 años o mayores de 64
- Destinos clave:
  - · Centros de actividad
  - Centros de empleo
  - Escuelas
- · Conexiones peatonales y ciclistas

Una parte clave de la decisión sobre la ubicación de las estaciones es equilibrar la distancia de las estaciones y la velocidad de los autobuses. Colocar las estaciones más cerca reduce el beneficio de la velocidad de desplazamiento del BRT.

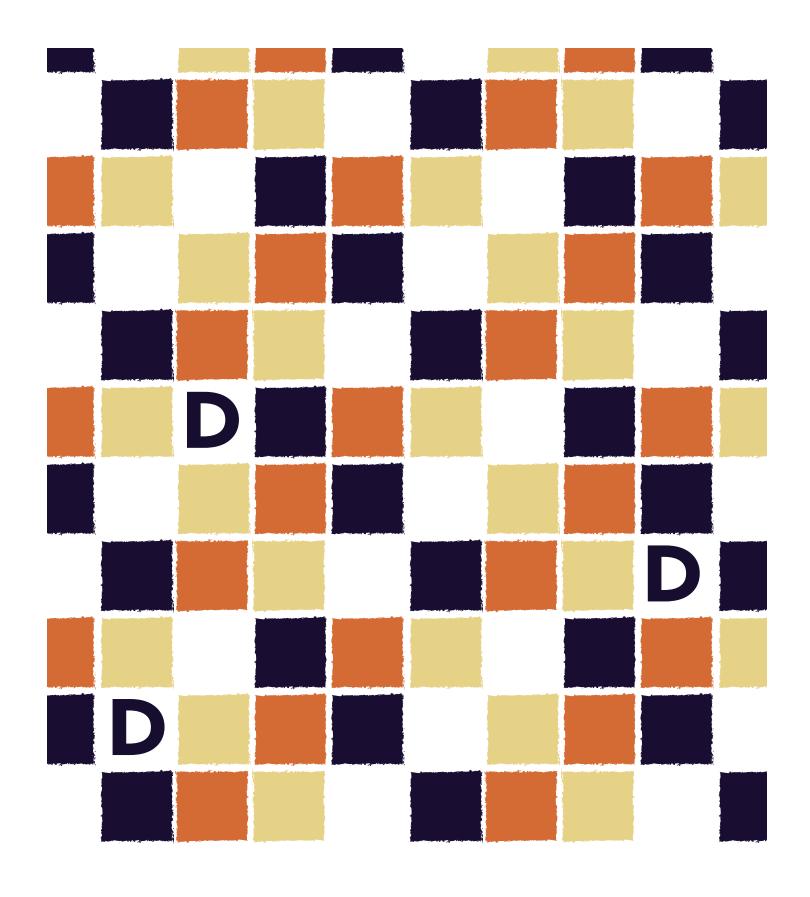


¿Está de acuero □ Sí □ No	do con las ubicacion	es propuestas para	las estaciones?	
Si eligió no, por	favor explique:			

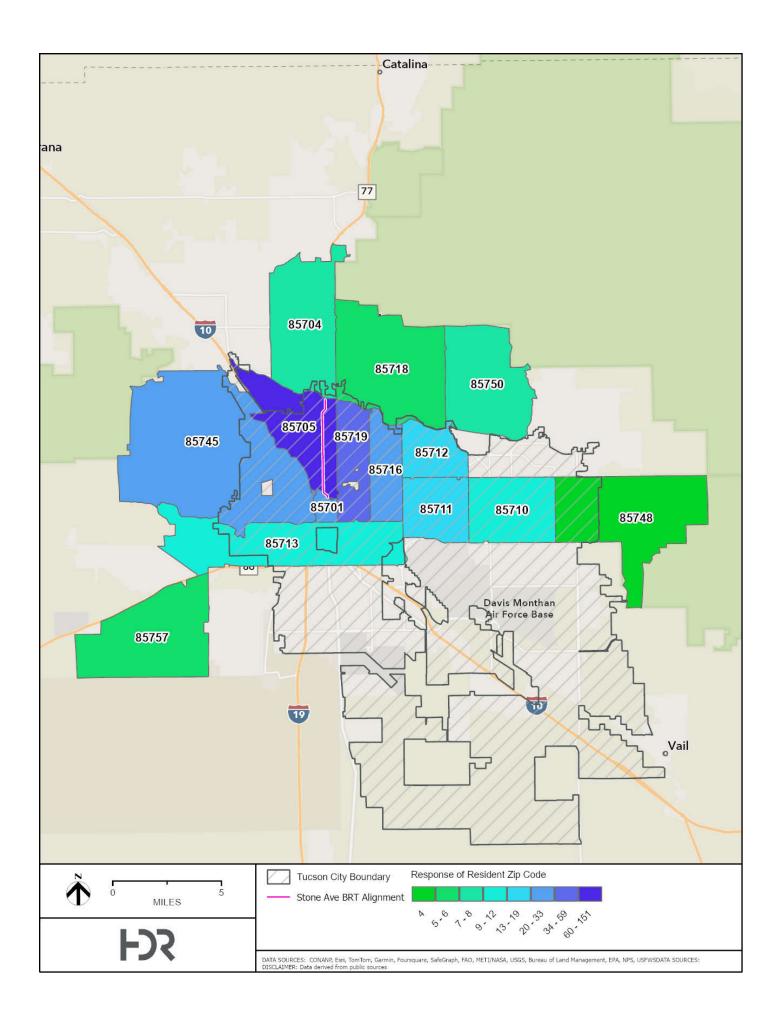
Visión de Stone Avenue ¿Cuáles son algunos otros elementos (es decir, elementos artísticos en las estaciones, autobuse eléctricos, más jardinería en el corredor, armarios para bicicletas en las estaciones, grandes estructuras de sombra) que le gustan y le gustaría ver incluido con el BRT Stone Ave?
General
<ul> <li>¿Cuál es su conexión con Stone Avenue? Seleccione todas las que correspondan.</li> <li>Vivo aquí</li> <li>Tengo una propiedad aquí</li> <li>Tengo un negocio aquí</li> <li>Trabajo aquí</li> <li>Paso por aquí (tránsito)</li> <li>Viajo por aquí</li> <li>Compro, juego o ceno aquí</li> <li>Otro:</li> </ul>
2. ¿Con qué frecuencia utiliza el transporte público?  A diario Varias veces por semana Varias veces al mes Varias veces al año Nunca
3. ¿Cómo se suele llegar a/desde una estación de tránsito/parada de autobús? Seleccione tod que correspondan.  A pie  En bicicleta  En coche  Recogido/dejado  Otro:
Datos demográficos La información de las siguientes preguntas es opcional, pero nos ayuda a saber si estamos llego toda la comunidad o si tenemos que mejorar.
1. Correo electrónico:
2. ¿Dónde vive (código postal)?:
3. ¿Dónde trabaja (código postal)?:

4.	Cuántos años tiene?         □ Menor de 18 años         □ 18-24 años         □ 25-34 años         □ 35-44 años         □ 45-54 años         □ 55-64 años         □ 65+ años
	Cuál de las siguientes categorías describe mejor los grupos étnicos o raciales con los que se dentifica? Seleccione todos las que correspondan.  Afroamericano o negro  Indio Americano/Nativo de Alaska  Asiático  Hispano o latino  Medio oriental o Norteafricano  Nativo de Hawái/Isleño del Pacífico  Blanco  Otro:  Prefiero no contestar
6.	pirías que el ingreso total anual de su hogar es:  ☐ Menos de \$10,000  ☐ \$10,000-\$14,999  ☐ \$15,000-\$24,999  ☐ \$25,000-\$34,999  ☐ \$35,000-\$49,000  ☐ \$50,000-\$74,999  ☐ \$75,000-\$99,999  ☐ \$100,000 or más
7.	Se identifica con tener una discapacidad? □ Sí □ No
8.	Tiene acceso regular a un vehículo? □ Sí □ No □ Prefiero no decir
9.	Cómo se entero de nuestros eventos? Seleccione todas las que correspondan.    Sitio web   Comunicado de prensa   Correo electrónico   Anuncios digitales   Carteles   Redes sociales   Marcador de libro   Boca a boca   Otro:

10. ¿Cómo le gustaría recibir informa	oión? Sologgiano to	das las que correspo	ondan	
☐ Sitio web	cion: seleccione to	dus lus que correspo	oridari.	
☐ Correo electrónico				
☐ Correo directo				
☐ Periódico (letra de imprenta)				
☐ Anuncios digitales				
Carteles				
☐ Redes sociales				
☐ Marcador de libro				
☐ Boca a boca				
Otro:				
□ Otio				



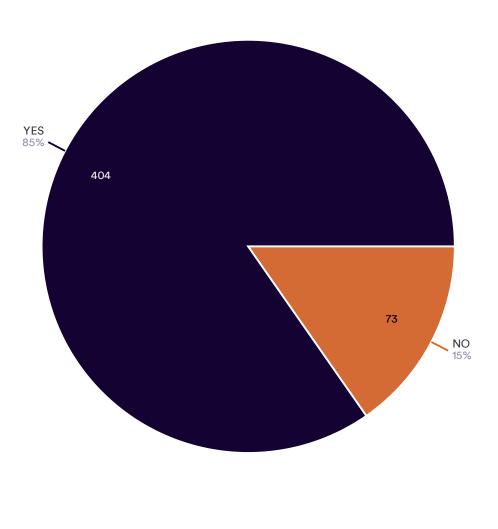
## **Appendix D: Survey Results**



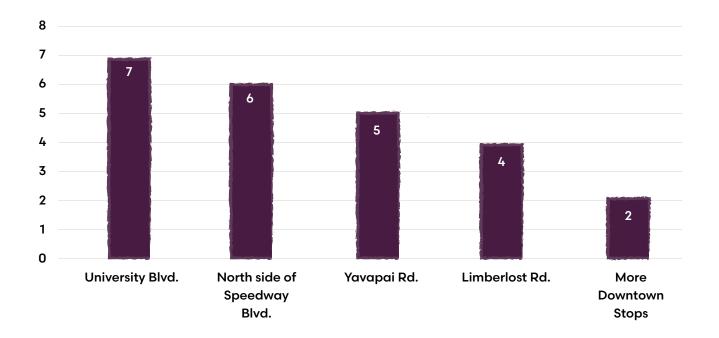


### Do you agree with the draft station locations?

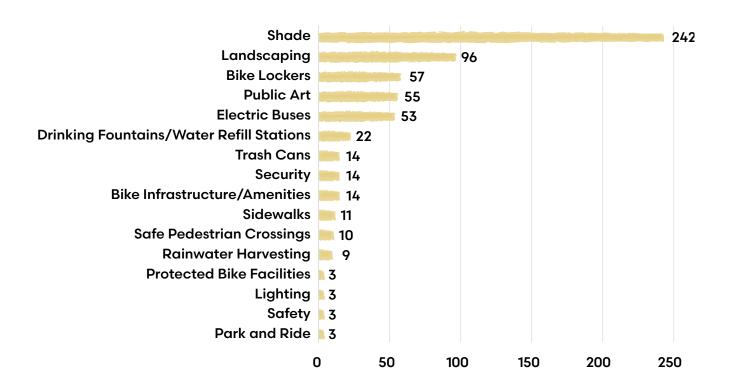
477 Responses- 17 Empty



If you could choose your own station location, where would it be?

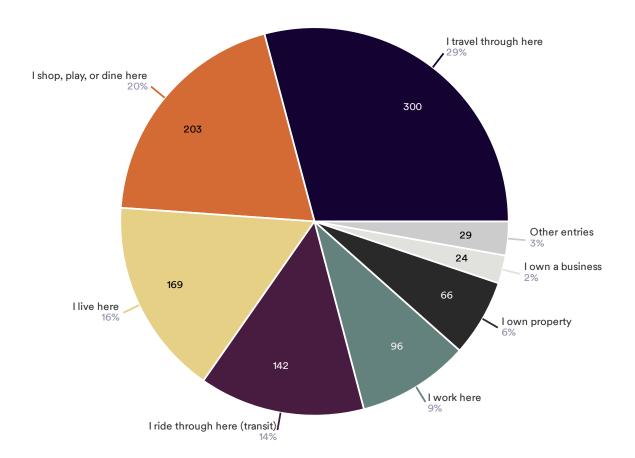


What are some other elements that you like and would like to see included with the Stone Avenue BRT?



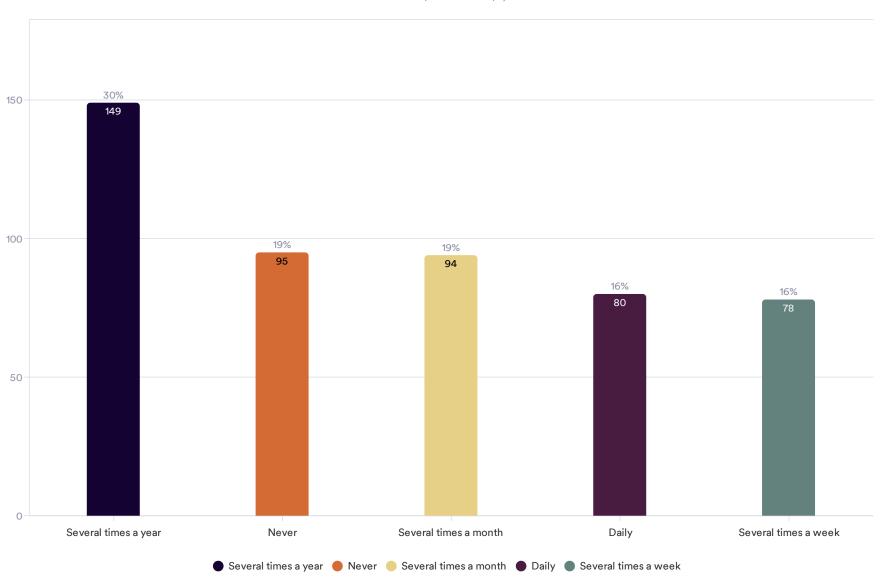
### What is your connection to Stone Avenue? Select all that apply.

1029 Responses- 34 Empty



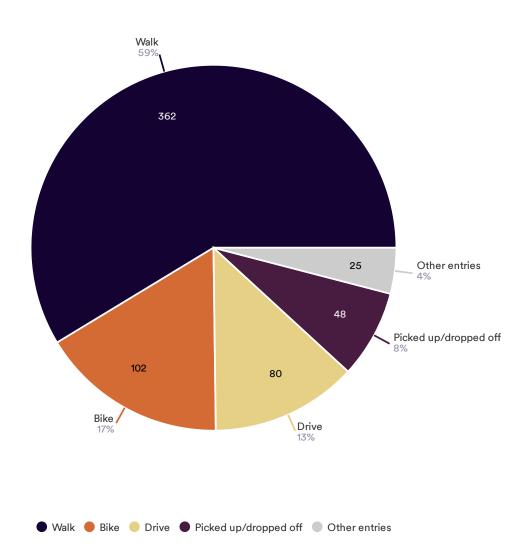
### How often do you use public transit?

496 Responses- 18 Empty



### How do you typically get to/from a transit station/bus stop? Select all that apply.

617 Responses- 43 Empty



### Where do you live?

435 Responses- 59 Empty

Data	Responses
85705	151
85719	59
85701	33
85745	25
85716	24
85712	19
85711	19
85710	12
85713	11
85704	8
85750	8
85718	6
85757	5
85748	4

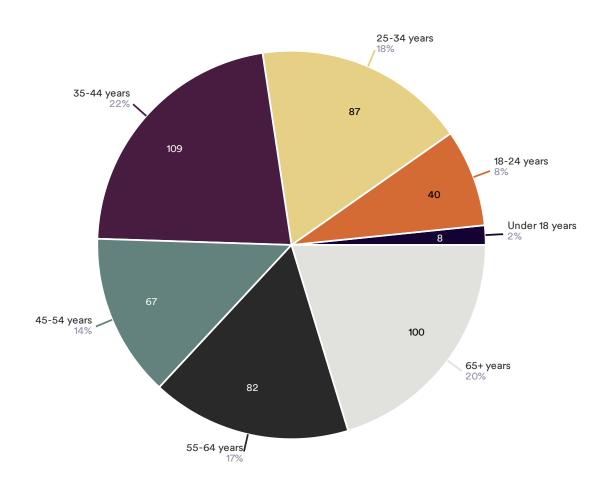
### Where do you work?

386 Responses- 108 Empty

Data	Responses
85705	95
85719	52
85701	47
85721	22
85709	21
85745	14
85712	13
85716	11
85711	9
Retired	8
retired	6
85713	6
85718	5
85714	4

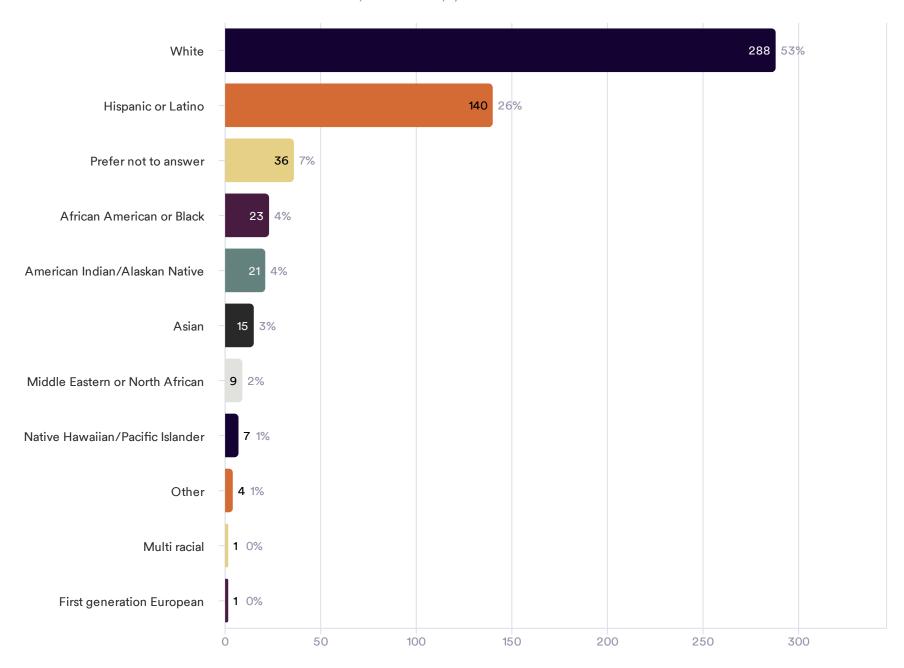
### What is your age?

493 Responses- 31 Empty



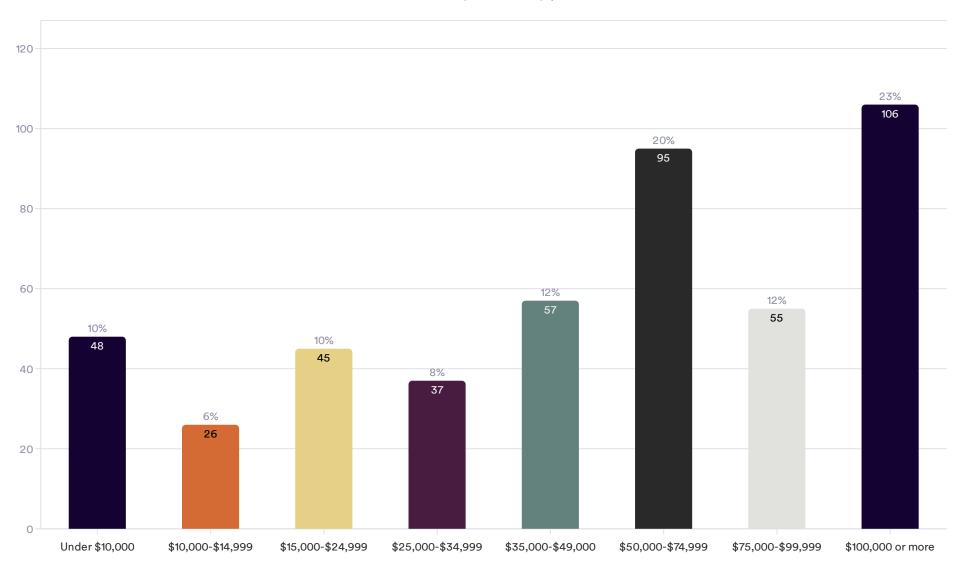
Which of the following categories best describes the ethnic or racial group(s) with which you identify yourself? Select all that apply.

545 Responses- 34 Empty



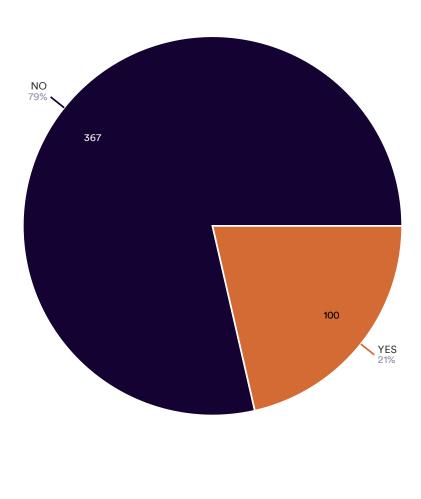
### Would you say your total annual household income is:

469 Responses- 60 Empty



### Do you identify with having a disability?

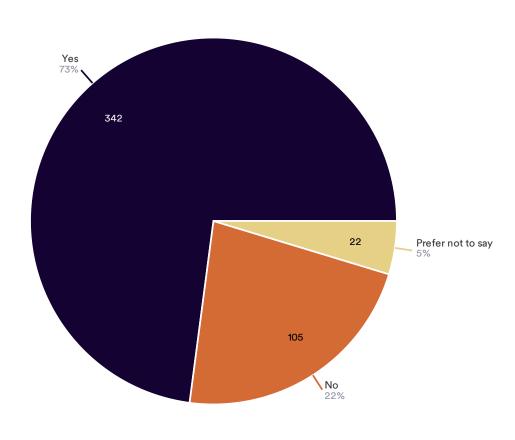
467 Responses- 27 Empty



● NO ● YES

### Do you have regular access to a vehicle?

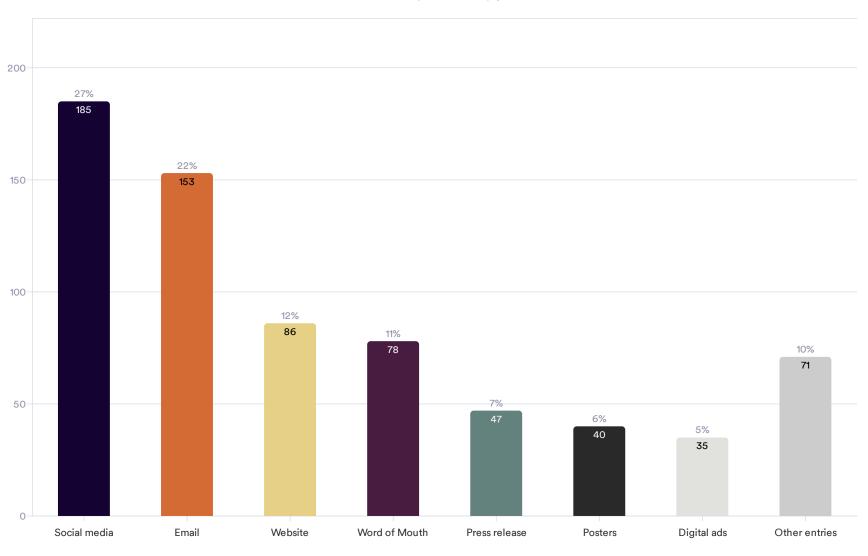
469 Responses- 35 Empty





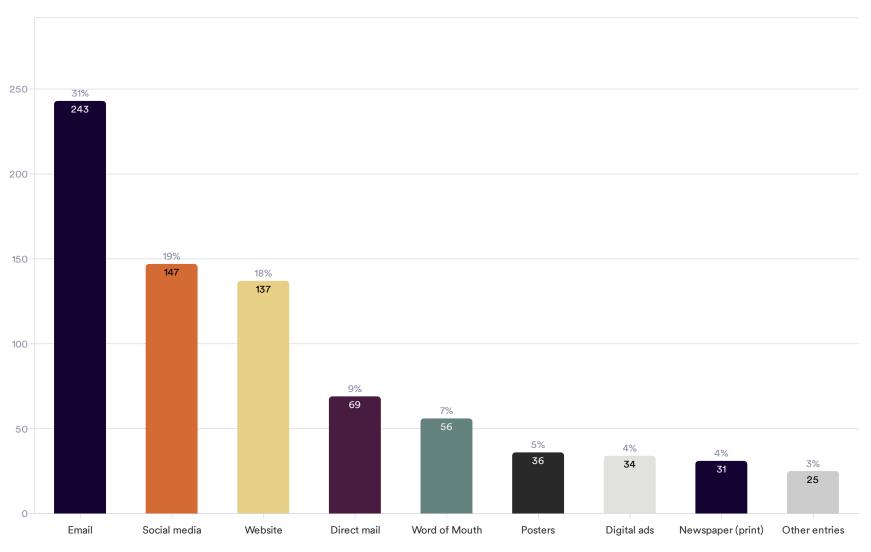
### How did you hear about our events? Select all that apply.

695 Responses- 39 Empty

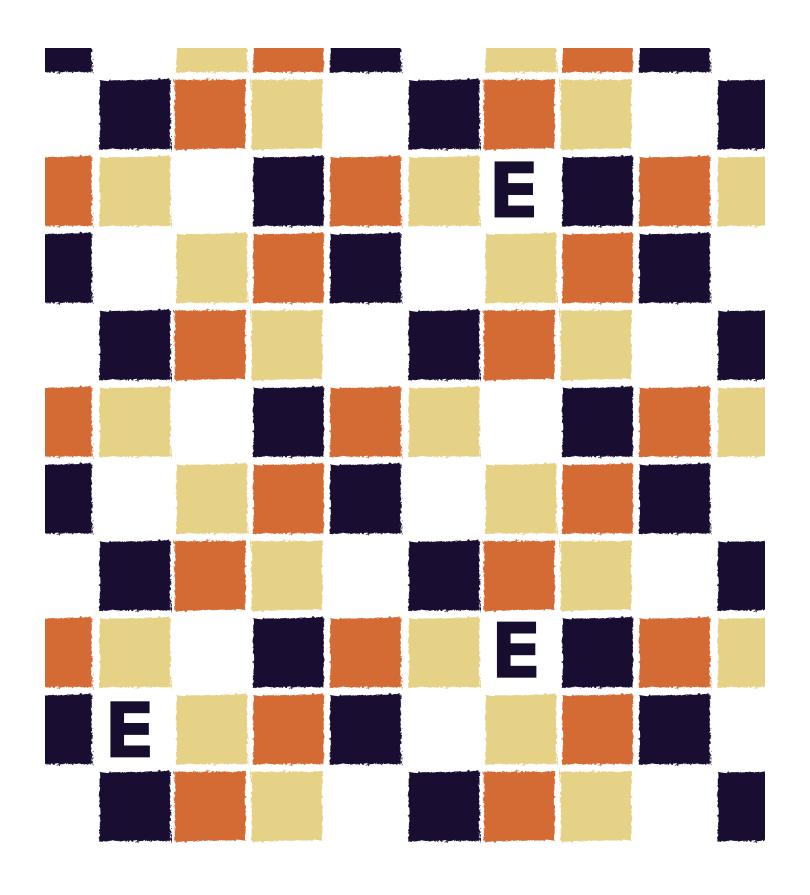


### How would you like to receive information? Select all that apply.

778 Responses- 91 Empty



# **Thank You!** Tucson Rapid Transit - Stone Survey



### Appendix E: General Comments

Comment	Response (if applicable)
I like the route and station locations picked so far. I have worries about the bus service. Plenty of cities choose BRT over lightrail and then just market a normal bus line as a BRT system. I really hope we don't do that, and instead actually build a true BRT line. It needs to have frequent buses (every 10 minutes or less), a dedicated right of way (with concrete or actually ticketing people in the bus lane), nice stations (with shade and shelter from the busy road; indoor stations would be awesome), and level boarding. Additionally, if we want to avoid harmful emissions from this, the buses should be powered by overhead lines; not really a way around that if we want to be carbon free (which we should be aiming for as fast as we possibly can).	Thank you for your interest in Tucson Rapid Transit. Your comment has been received and shared with the project team. If you are requesting more information, a project team member will get back to
Very concerned with gentrification that could drive out local, small business owners as a result of re-designating Stone as a Bus Rapid Transit route. Also do not want to see high-rise development along the corridor except at a few strategic locations. If high-rise development takes place it MUST include affordable units. City needs to provide a fund whereby small, local businesses can obtain funds and low-finance loans for improvements to their properties. Out-of-state developers should be discouraged from buying up lots. All residential properties and neighborhood associations within 1/4 mile of the transit route need to be notified of changes to zoning or other development issues.	Thank you for your interest in Tucson Rapid Transit. Your comment has been received and shared with the project team. If you are requesting more information, a project team member will get back to you shortly.
I am in favor of the transit system running down Broadway and going along kino to the airport. This direction would potentially run close to the university. It would go down Broadway, a very busy street which was recently remodeled to potentially have a transit system added. Kino is one of Tucson's most driven roads, connecting the south to midtown. It is a north-south road close to the middle of town. It there was a transit system installed, there are potential businesses that I believe would build buildings and open up a long Kino as well.	Thank you for your interest in Tucson Rapid Transit. Your comment has been received and shared with the project team. If you are requesting more information, a project team member will get back to you shortly.
My husband rides the transit daily to work at the airport. We are very interested to learn if this could benefit him. We will be watching.	Thank you for your interest in Tucson Rapid Transit. Your comment has been received and shared with the project team. If you are requesting more information, a project team member will get back to you shortly.
I've been a TPD officer for the past 29 years (mostly a patrol officer in all our 5 patrol divisions), I live in ward 2, all four of my grown sons and their families live in the city, all went to TUSD schools, all work and shop in the city limits. *** riding the Suntran bus is too dangerous ****, 1.) For decades when calling Suntran to track down a bus with a suspect on it, it always takes them 20 minutes or more to respond - bad guy gets away. SOLUTION - rapidly respond to TPD requests, don't blow us off. 2.) Suntran bus benches are more dangerous than on the bus. SOLUTION - the mayor and council needs to make new city codes to arrest (civil infractions and criminal misd.) to stop the insanity levels of crimes on buses and around their benches. 3.) Our local criminal justice system is broken and are too soft on homeless drug user crimes when it comes to Suntran property crimes. SOLUTION - city court, the county jail and TPD need a special prosecution program reference crimes at Suntran properties (on buses and around bus benches). THIS NEEDS TO DONE AND PERFECTED FIRST BEFORE SPENDING ANYMORE MONIES ON SUNTRAN. Everyone knows "The Free Crime Bus" is how our small sub culture group of Homeless-Drug-Users overload our local criminal justice system. I believe there are approx. 600-700 hard core Homeless Drug Users who over load our system: We need to target them and detox them in our jail with harsher sentences (6 days here, 10 days there, 20 days then, back to 10 days, up to 30 days etc.). Only then will this 600-700 chronic trouble makers will self heal, sober up and reduce their crime sprees. From experience they will walk up to their arresting officers in the future and thank them for saving them. By doing what the Mayor and Council has been doing for the past 7 - 8 years (hand cuffing our Police Chief and their city court with their anti-incarceration social experiment), they have created a "Crime-Tax" on our local businesses and they in return raise prices on us locally and reduce their quality of products	Thank you for your interest in Tucson Rapid Transit. Your comment has been received and shared with the project team. If you are requesting more information, a project team member will get back to you shortly.
Go for it. The more public transport the better	Thank you for your interest in Tucson Rapid Transit. Your comment has been received and shared with the project team. If you are requesting more information, a project team member will get back to you shortly.

Comment	Response (if applicable)
Assuming the decision has been made, will the BRT system be center running or curb running? And may I please be given an explanation as to the benefits of each of them in this project and why the decision was made to go with one over the other, also assuming that it will not be a mixed running route?	Hello, and thank you for reaching out about Tucson Rapid Transit.
	Below is a table comparing center- vs. side-running BRT.
	It is a primary objective of Tucson Rapid Transit to have as minimal of an impact as possible on businesses and property owners in the corridor in order to help preserve community and legacy establishments. This was a driving factor for selecting side-running BRT.
	Tucson Rapid Transit Project Team
This helps no one on the Eastside of town. Let's fix what needs repair. Like 29th St and 22nd St and 5th St and all the other crappy roads. We don't need new, we need renovation	Thank you for your interest in Tucson Rapid Transit. Your comment has been received and shared with the project team. If you are requesting more information, a project team member will get back to you shortly.
What seems to make sense would be to have a new North South Modern St. Car, serving the highest density of facilities down Campbell Avenue from the university to Wetmore, then west to the tohono tadai terminal. This would serve in eliminating the extremely dangerous road gardens that now congest Campbell Avenue that could be made more secure and beautiful by the street car stops and addition of pedestrian crosswalks associated with stops to make Campbell Avenue much safer than it currently is. this can help mitigate the personal vehicle flow of traffic taken up by the street car, with additional traffic, perhaps overflowing into first Avenue, which could better the businesses on that corridor. There is got to be at least four times the business and bigger business down Campbell Avenue, then first Avenue we'll see in the next 20 or 30 years. The current plan to build down first Avenue seems to be abandoning the population of students, seniors, unhoused, and smart public travelers it would better serve.	Thank you for your interest in Tucson Rapid Transit. Your comment has been received and shared with the project team. If you are requesting more information, a project team member will get back to you shortly.
I would suggest giving study to closing the Ronstadt Transfer hub which contributes congestion and other issues downtown. The hub to hub concept is outdated and there are more efficient mass transport options than what is being offered in this plan. The Sunlink system was designed without a hub concept but rather with a point of interest consideration; TCC, downtown, 4th Avenue, University Avenue, Main Campus and Banner. There are no designated hubs and it has been successful.	Thank you for your interest in Tucson Rapid Transit. Your comment has been received and shared with the project team. If you are requesting more information, a project team member will get back to you shortly.
The route is so 1980. All the way to the Tucson Mall, oh boy. Why not have it go somewhere where people actually go?	Thank you for your interest in Tucson Rapid Transit. Your comment has been received and shared with the project team. If you are requesting more information, a project team member will get back to you shortly.
Fast public transport will benefit all residents of the Tucson area. Fears about gentrification in the South should be mitigated with regulation, rather than denying all residents the opportunity of rapid transit. It will bring further connection to the north and south, and will make the south side less reliant on cars. Economic opportunities will increase for all residents as they will have more accessible transportation, and anti-gentrification regulations can be put in place. A train may also be a better choice, as in our city, they are usually consider a safer and faster choice. They will also bring about less pollution and make for a more sustainable city with less heat. As a mexican resident of Tucson, I understand the importance and impact that this system can have.	Thank you for your interest in Tucson Rapid Transit. Your comment has been received and shared with the project team. If you are requesting more information, a project team member will get back to you shortly.

Comment	Response (if applicable)
I was hoping that the light rail system would run through first avenue from downtown to possible the Tucson Mall. I currently do not use the transit system but I may have to stop driving at some point as a senior citizen and will need easy and efficient ways to get around the city for errands and to see my many friends. I moved from Seattle 24 years ago and they had a wonderful transit system and have even improved upon since then. Their transit system may have some good ideas for Tucson.	Thank you for your interest in Tucson Rapid Transit. Your comment has been received and shared with the project team. If you are requesting more information, a project team member will get back to you shortly.
I think this is a good idea. Our city lacks a good public transportation system and new routes are needed.	Thank you for your interest in Tucson Rapid Transit. Your comment has been received and shared with the project team. If you are requesting more information, a project team member will get back to you shortly.
<b>Downtown Marana:</b> the bus line should go all the way to downtown marana with stops in-between would ease traffic, encourage shopping and travel for business and a sense of community for the city of Tucson and outlying suburb's	
Stone & Limberlost: Would love to see a stop at this intersection	
Tohono Tadai Transit Center: The Transit Center is poorly connected to its surroundings and lacks shade and amenities. The Tucson Mall could be a big anchor point drawing trips in, but it is separated by an unpleasant and infrequent pedestrian crossing over Stone and a hostile parking lot. The connection between the transit center and the Loop also feels like an afterthought. This should be emphasized. This transit center should be a hub for bike transportation in the entire North Tucson area.  Tohono Tadai Transit Center: Good location. I was wondering if the light-rail system is projected for 1st Avenue project as well.	
I want to take a moment to thank you and your team for the important work you're doing. It was great meeting with you at the Farmers Market on Sunday to learn about the Rapid Transit route. The rapid bus initiative has the potential to reshape our city in a truly positive way. With policies like Complete Streets, the Bicycle Boulevard Master Plan, Thrive in the 05, and the City Plan coming together, we could create a vibrant ecosystem of low-carbon, affordable, and high-quality infrastructure. I truly believe this can lead to a more equitable city. As someone who chooses not to own a car, I rely on rentals from Enterprise on Stone, cycle year-round, and take my bike on buses and streetcars during extreme heat. My work involves traversing the city by bicycle to photograph affordable housing, architectural homes, restaurants, non-profits, community engagement, and more. While I find that travel by bike and bus is often less direct than by car, it's feasible. However, decades of prioritizing cars have left us with infrastructure that's challenging for alternative modes of transport. I feel relatively safe navigating the city, except for the area around our main arterials like 22nd,- Grant, Speedway, Euclid, Country Club, Stone, and Oracle. During my volunteering with vaccinations at Flowing Wells Elementary during COVID-19, biking to the volunteer iste felt risky. Trips to big box stores on Oracle or Stone often force me onto the shoulder of a busy road, where one distracted or reckless driver could change everything in an instant. These routes are in areas with lower vehicle access, lower incomes, and unfortunately, higher rates of vehicular homicides. When discussing dedicating a lane to the Rapid Bus System along Stone, I recognize that having the bus merge with traffic under the Stone Underpass may seem minor. However, delays during rush hour can impact service, and even more, how we dedicate our public space symbolically represents our priorities. It's crucial that we consider how continually prioritizing sin	Hi Logan, great to talk to you and thank you for your comments on the proposed BRT. I've copied the project team folks so we have your feedback documented, and will reach out with project updates and if we have any questions.