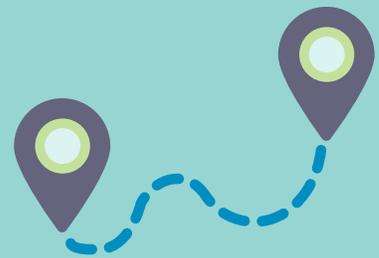


Business Outreach

Summary Report



2025



Overview

In 2025, the Bus Rapid Transit (BRT) team initiated an extensive outreach campaign to businesses along the city’s first BRT corridor – 35th Avenue/Van Buren Street. Continuing previous efforts, Phase III began Spring 2025 focusing on organizations along 35th Avenue up to and including Metro Parkway. Phase IV in Fall 2025 concentrated on businesses along Van Buren Street from Central Avenue to 35th Avenue.

To engage the business community in developing this corridor, the Phoenix BRT team focused on direct contact with each business. This canvassing reestablished relationships, provided information and reintroduced the program.

Between March and November, the BRT team **visited nearly 1,200 businesses and directly connected with business owners, managers and staff members more than 900 times.** The team provided up-to-date information, noted questions and comments, and requested contact data so that the business would remain well informed.

“
The BRT team visited nearly 1,200 businesses and directly connected with business owners, managers and staff members more than 900 times.”

In August, the team encouraged businesses to strengthen their connections to the community by meeting their neighbors at a hosted Cafecito.

Many people we spoke with were excited about increased travel options for their staff and clients, while expressing concern about as-yet-unknown details of construction impacts. The BRT team explained the construction timeline and reassured them that any impacts would be communicated in advance.

Outreach also included tailored business workshops and information sessions, community workshops, pop-up events, event tabling, an online open house and timely blog posts at [MeetPhoenixBRT.com](https://www.meetphoenixbort.com), providing numerous opportunities to learn more about the two BRT lane options, side-running and center-running, engage with the team and give feedback. Here are more details on our outreach and findings.



Canvassing

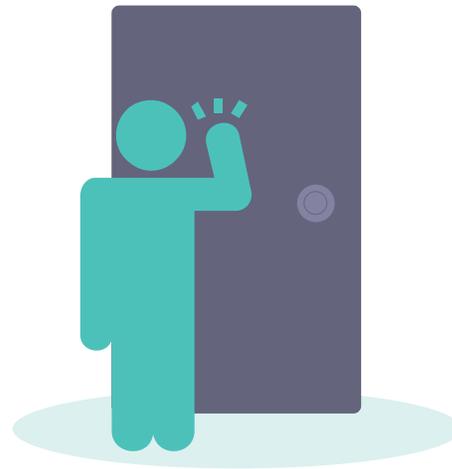
The goal of the business canvassing maintenance program is to establish trust, so business owners feel comfortable participating in discussions about the project.

The team approached outreach methodically--making multiple attempts at different times of day, prioritizing relationship-building over transactional interactions, and ensuring our communication is culturally relevant and language-accessible. The canvassing team provided timely flyers, surveys, fact sheets, and project information. They also updated business contact information so that stakeholders would receive updates.

We first focused on businesses on 35th Avenue in Spring of 2025, reconnecting with businesses, seeking their input on corridor lane options, maintaining relationships, and encouraging participation at events and in surveys.

In Fall of 2025, we followed up with the 35th Avenue businesses and began connecting with businesses along Van Buren Street to collect contact information, provide information about BRT, and obtain their preferences for the corridor. We also provided program information to businesses along Cheryl Drive and Metro Parkway.

We completed these rounds of canvassing in November 2025, having connected with businesses multiple times and encouraged participation in events and surveys.



Summary

Our business canvassing maintenance program is designed to provide project updates without fatiguing businesses with numerous contacts. The statistics below reflect counts for businesses visited by the Phoenix BRT Team and include multiple touchpoints where necessary. We will reengage with businesses in 2026 to provide updates as the program progresses.

Total Businesses Visited:

1,179 businesses within 500 feet of the corridor

- » **861** on 35th Ave. & Metro Pkwy.
- » **318** on Van Buren St.

Direct contacts:

908 businesses (owners, managers, or staff)

- » **665** on 35th Ave. & Metro Pkwy.
- » **243** on Van Buren St.

Indirect/no contact:

271 businesses were closed during our visit or permanently shut down

- » **196** on 35th Ave. & Metro Pkwy.
- » **75** on Van Buren St.

What We're Hearing...



Business Workshops & Information Sessions

Four in-person and interactive business workshops were held as guided discussions to review the two BRT lane options, present updated project information, gather business owner preferences, and input on project concerns. The Cafecito information session provided an opportunity for businesses to network together and meet team members.

At the workshops, business representatives were presented with booklets that included several facilitated activity sections with project information and the preferred lane-option survey. The format of the business workshops fostered small group discussions where business owners had one-on-one opportunities to learn more about BRT and ask the team members direct questions.

More than **1,450** individual business contacts were achieved through canvassing, meetings and surveys.

Council District 1: **208** Council District 5: **375**
 Council District 4: **566** Council District 7: **302**



Workshop Name	Date	Time	Location	Attendance
Business Workshop #1	Wednesday, February 19, 2025	6 p.m.	Alta Vista Elementary School	5
Business Workshop #2	Saturday, March 1, 2025	9:30 a.m.	Carl Hayden High School	5
Business Workshop #3	Wednesday, March 12, 2025	6 p.m.	Bret Tarver Learning Center	7
Cafecito Information Session	Wednesday, August 27, 2025	7 p.m.	Las Islitas de San Blas	20+
Business Workshop #4	Wednesday, October 22, 2025	6 p.m.	Moya Elementary	8

Informing Businesses

The BRT Team used multiple communication tools to reach businesses about workshops, surveys, the Cafecito in August, and other opportunities to provide feedback. **All notifications were created in English and Spanish.**



WATER BILL INSERTS

Two water bill inserts were created and distributed to all city of Phoenix water customers directing them to MeetPhoenixBRT.com for information regarding the workshops and survey.



BUSINESS DOOR HANGER

Two door hangers were hand-delivered to **5,500** businesses within a ¼ mile of the corridor. The door hangers included information about the in-person business workshops and surveys, and provided a link to MeetPhoenixBRT.com.



DIRECT MAILER

Three direct mailers were sent to residents and businesses generally within a 1/2 mile of the BRT corridor as well as offsite property owners who own businesses within 500 feet of the corridor. The mailers included workshop and survey information and a link to MeetPhoenixBRT.com.



SOCIAL MEDIA

Two social media campaigns were developed with content and graphics and posted using the City of Phoenix, Phoenix Public Transit, and Valley Metro social media accounts on Facebook, Twitter (X), and Nextdoor. The social media campaign promoted the workshops, pop-up events, online open house, and surveys through paid and organic (unpaid) posts totaling **38** posts.



WEBSITE AND BLOG POST UPDATES

The MeetPhoenixBRT.com website was updated regularly to include details for the workshops, make the preferred lane option survey available, and provide updated information about Phoenix BRT. Ten blogs were added with a total of **1,728** views.



EMAIL AND TEXT BLASTS

Nine email and four text blasts with information on the workshops, online open house and surveys were sent to BRT program stakeholders and subscribers. Four additional email blasts were sent through a digitally targeted campaign to reach a larger audience.



SURVEY

Business stakeholders along 35th Avenue and Van Buren Street were each given the opportunity to participate in a BRT survey, indicating their preferences for BRT lane options along each of these roadways. Of the total responses for both surveys, **17%** were from businesses. Breaking it down further, **16%** of responses for 35th Avenue and **21%** of responses for Van Buren Street were from business stakeholders.

Phoenix **BRT** |  PHX
T2050 