

### Project Update Event

To mark the transition of the Bailey Ave BRT from Phase I -Planning into Phase II - Engineering of the project, NFTA held a series of Project Update events to keep the community informed on the project. The materials presented focused on the project elements as they are currently defined: Stations and Mobility Hubs, Intersection Improvements, Transit Priority Improvements, and Sidewalk and Streetscape Improvements.

### Advertisement

The Project Update events were advertised using several methods:

- Press releases (June 4th and June 10th, 2025)
- Ambassadors did door-to-door outreach to businesses and community members, with tri-folds, community meeting flyers, and website QR codes
- Paid social media posts (Reached 17,766 accounts, 37,653 total views)
- Emails to stakeholders
- Tabling at various events and locations throughout the region and corridor

### Layout and Format

#### In person

The event was held in a parking lot located at a central point in the Bailey Avenue corridor at the intersection of Bailey Avenue and E. Delavan Avenue. It featured tables from the project team, partner agencies, and the NFTA community bus hosting a job fair. Attendees reviewed project boards on BRT elements and spoke directly with team members. Participants were encouraged to complete a demographic survey and engage in raffles.

#### Virtual

The virtual meeting covered the same material as the in person event, including existing conditions and engagement results. The presentation concluded with information on the project schedule, ways to stay informed, and the deadline to submit feedback (July 7th, 2025). The project team answered attendees' questions throughout the meeting. A full recording of the meeting was made available on the project website.

#### Tabling

At four tabling events, the project team displayed two key boards from the Project Update meeting: one on BRT Stations and Intersections and another on Sidewalk and Streetscape elements. Visitors received a project tri-fold, QR code for the website, and small giveaways like pens and stickers. Team members and Ambassadors engaged attendees, answered questions, and encouraged them to submit additional feedback online.



Figure 1: The boards included images of projects elements and maps showing where those improvements are to be made

Event	Date	Attendance
Project Update Event (E. Delavan Avenue)	6/11/2025	50
Project Update Virtual Meeting	6/16/2025	33
Project Update Tabling (Tops Supermarket – Main)	7/1/2025	20
Project Update Tabling (Tops Supermarket – South Park)	7/2/2025	13
Project Update Tabling (University Station)	7/3/2025	10
Project Update Tabling (Clinton Bailey Farmer's Market)	7/12/2025	30

Figure 2: List of engagement events

## Public Engagement Metrics

The project team compared attendee zip codes with population data from the study area and found that most attendees lived in the same zip codes represented within the corridor, with residents from 14215 and 14211 showing the highest turnout which matches the area's largest residential concentrations.

## Summary of Feedback Received at the Project Update Events

### Common Themes

- General support for the project
- Excitement for the stations and improved areas from transit and non-transit riders
- Community interest in future BRT corridors/connections to high capacity transit options
- Interest in safety improvements for the BRT corridor

### Common Concerns

- Coordination of off-peak and weekend frequency and daily operating hours with the existing 19 route and new BRT route
- Maintenance and security
- Impact of the construction of BRT stations
- The prioritization of accessibility with BRT, specifically for pedestrians and cyclists at stations
- General unawareness of the project

### Common Questions

- How much time will BRT save riders
- What is the status of the overall project due to funding concerns
- Will there be a difference in price between the regular and BRT buses

### Additional Engagement Opportunities

- Coordination with local companies about workforce involvement
- Potential employment opportunities for BRT

### Design Suggestions for BRT

- More interactive elements at stations and intersections
- Push-button totems with audio instructions/information at stations
- Real-time displays about “next bus” times
- Interconnecting routes

These comments were collected at the start of the project update events from June 16th, 2025 until July 7th, 2025. The comments received will be used to help inform the consultant team as they continue project development.



Figure 3: The Project Update tabling events were strategically located in places with lots of foot traffic like Tops supermarkets



Figure 4: The main in-person Project Update was held near the intersection of Bailey Avenue and E. Delavan Avenue

**For more information on the Project Update summary, view the Open House boards:**  
<https://baileyavebrt.com/project-documents>