
CITIZENS TRANSPORTATION COMMISSION REPORT

TO: Chair Moody and members of the Commission

FROM: Jesús Sapien
Public Transit Director

SUBJECT: Monthly Ridership Update

This report provides a monthly ridership update for bus and light rail regionally, and for bus, light rail and Dial-a-Ride in Phoenix.

REGIONAL RIDERSHIP

Total Monthly Boardings	May-25	May-24	% Change Year over Year
Bus and Rail	3,232,788	3,184,763	1.5%
Bus	2,450,074	2,280,749	7.4%
Light Rail	737,294	866,183	-14.9%

PHOENIX RIDERSHIP

Total Monthly Boardings	May-25	May-24	% Change Year over Year
Bus and Rail	2,075,786	2,099,053	-1.1%
Bus	1,610,472	1,548,413	4.01%
Light Rail	465,314	550,640	-15.50%
Dial-a-Ride	27,671	27,166*	1.8%*

Recommendation

This report is for information only.

*Revised 09/01/2025

CITIZENS TRANSPORTATION COMMISSION REPORT

TO: Chair Moody and members of the Commission

FROM: Jesús Sapien
Public Transit Director

SUBJECT: Monthly Ridership Update

This report provides a monthly ridership update for bus and light rail regionally, and for bus, light rail and Dial-a-Ride in Phoenix.

REGIONAL RIDERSHIP

Total Monthly Boardings	June-25	June-24	% Change Year over Year
Bus and Rail	2,914,406	2,683,272	8.6%
Bus	2,025,718	1,890,678	7.1%
Light Rail	858,038	763,461	12.4%

PHOENIX RIDERSHIP

Total Monthly Boardings	June-25	June-24	% Change Year over Year
Bus and Rail	1,941,292	1,775,348	9.3%
Bus	1,337,317	1,275,401	4.85%
Light Rail	603,975	499,947	20.81%
Dial-a-Ride	26,527	24,903	6.1%

Recommendation

This report is for information only.

CITIZENS TRANSPORTATION COMMISSION REPORT

TO: Chair Moody and members of the Commission

FROM: Jesús Sapien
Public Transit Director

SUBJECT: Monthly Ridership Update

This report provides a monthly ridership update for bus and light rail regionally, and for bus, light rail and Dial-a-Ride in Phoenix.

REGIONAL RIDERSHIP

Total Monthly Boardings	July-25	July-24	% Change Year over Year
Bus and Rail	2,886,865	2,446,228	18.0%
Bus	2,024,798	1,629,522	24.3%
Light Rail	827,752	780,735	6.0%

PHOENIX RIDERSHIP

Total Monthly Boardings	July-25	July-24	% Change Year over Year
Bus and Rail	1,908,778	1,560,603	22.3%
Bus	1,342,690	1,059,426	26.74%
Light Rail	566,088	501,177	12.95%
Dial-a-Ride	27,364	26,878	1.8%

Recommendation

This report is for information only.

CITIZENS TRANSPORTATION COMMISSION REPORT

TO: Chair Moody and members of the Commission

FROM: Jesús Sapien
Public Transit Director

Briiana Velez
Street Transportation Director

SUBJECT: TRANSPORTATION 2050 FINANCIAL UPDATE

This report provides a financial update on Transportation 2050 (T2050), passed by voters on August 25, 2015. Included in this report is a summary of the sales tax revenue collections and the use of those revenues for projects within the plan.

THE ISSUE

T2050 is a 35-year multi-modal transportation plan that includes street improvements, bus and paratransit service enhancements, and light rail expansion. These broad categories are broken down into specific plan elements, and within these elements are specific projects planned to be implemented over the course of the 35-year plan.

OTHER INFORMATION

The sales tax revenues are being used in the Public Transit and Street Transportation Departments' budgets to implement projects in the T2050 plan. The T2050 sales tax became effective January 1, 2016, and with the one-month lag in sales tax reporting and collections, there have been nine years and five months of revenue collected by the City through June 2025.

Figure 1 below provides estimated and actual sales tax from the inception of the sales tax through June 30, 2025. Estimates are based on a consistent annual growth rate. Some months and years will see a higher or lower return; however, the differences are anticipated to balance over time.

Figure 2 shows a year-over-year monthly comparison of T2050 sales tax revenues, and the percentage change compared to the same month of the prior year. With preliminary June 2025 sales tax figures, revenues were 7.5% lower than June 2024.

Figure 3 compares fiscal year-to-date T2050 sales tax revenues for the past three fiscal years and the current fiscal year. With the preliminary June amount, fiscal year-to-date sales tax revenues through June 2025 were 1.6% lower than the previous fiscal year.

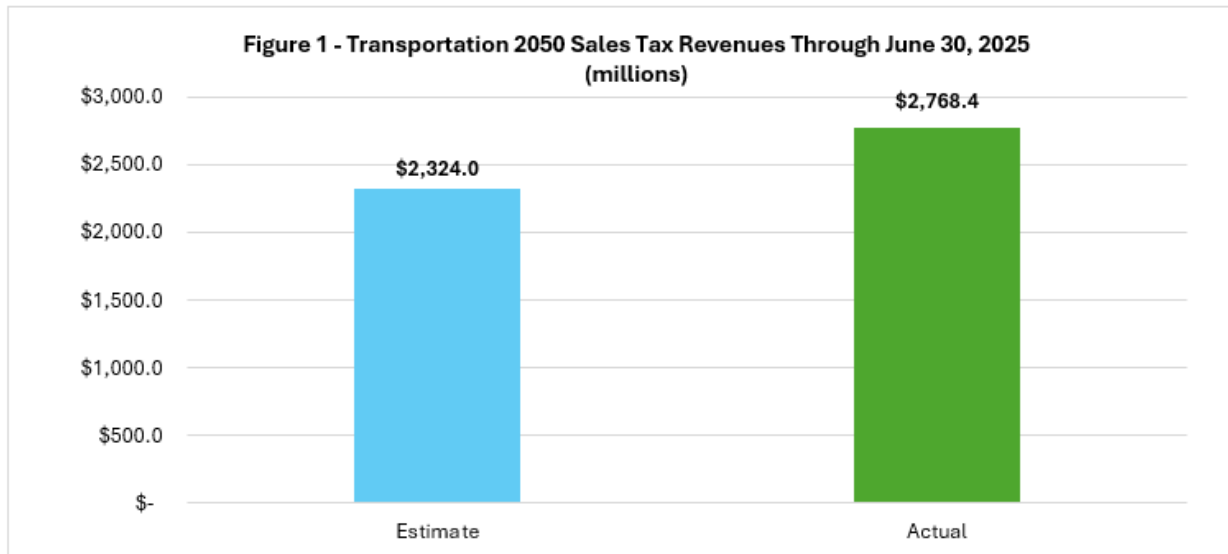
Figure 4 shows a year-over-year monthly comparison of the past year's total Public Transit fare revenues. Preliminary June 2025 fare revenues were 151.4% higher than June 2024 fare revenue due to several months of fare revenue withheld by Valley Metro

as staff worked through data reporting challenges with the VIX platform. The spike represents several months of revenue received from Valley Metro in June.

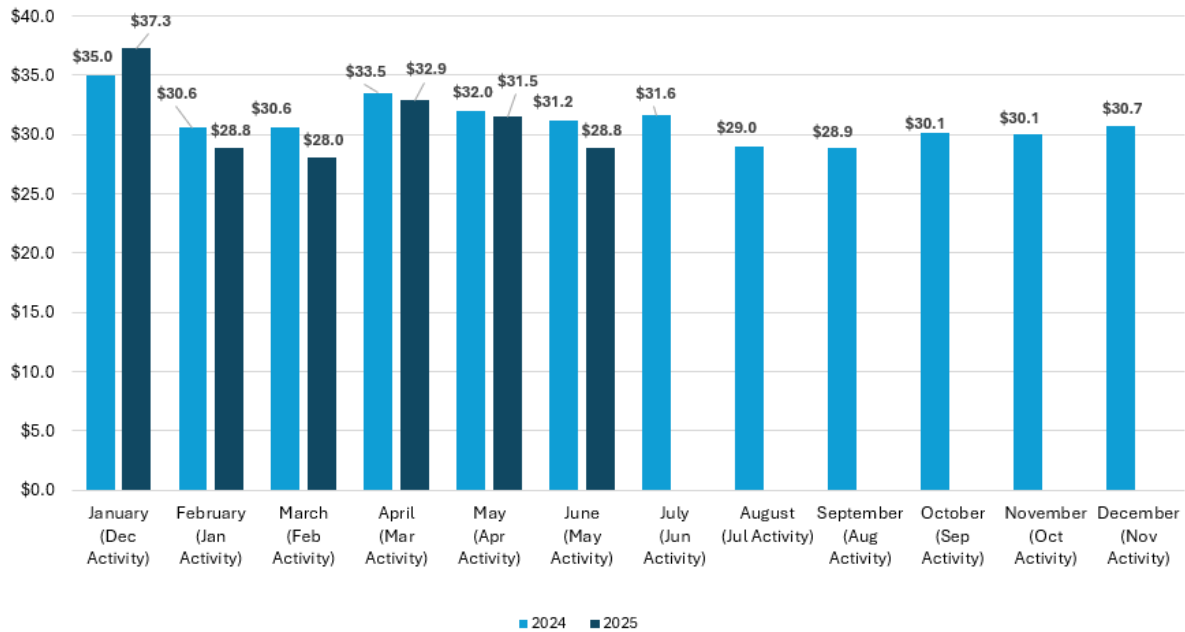
Figure 5 is a fiscal year-to-date comparison of total Public Transit fare revenues with the prior three fiscal years. Through June 2025, fiscal year-to-date preliminary fare revenues were 11.3% lower than last fiscal year.

Figure 6 shows a year-over-year monthly comparison of combined T2050 sales tax and total Public Transit fare revenues for the past year. With the preliminary June 2025 sales tax amount, the combined T2050 sales tax and preliminary fare revenues for the month are 2.5% lower than June 2024.

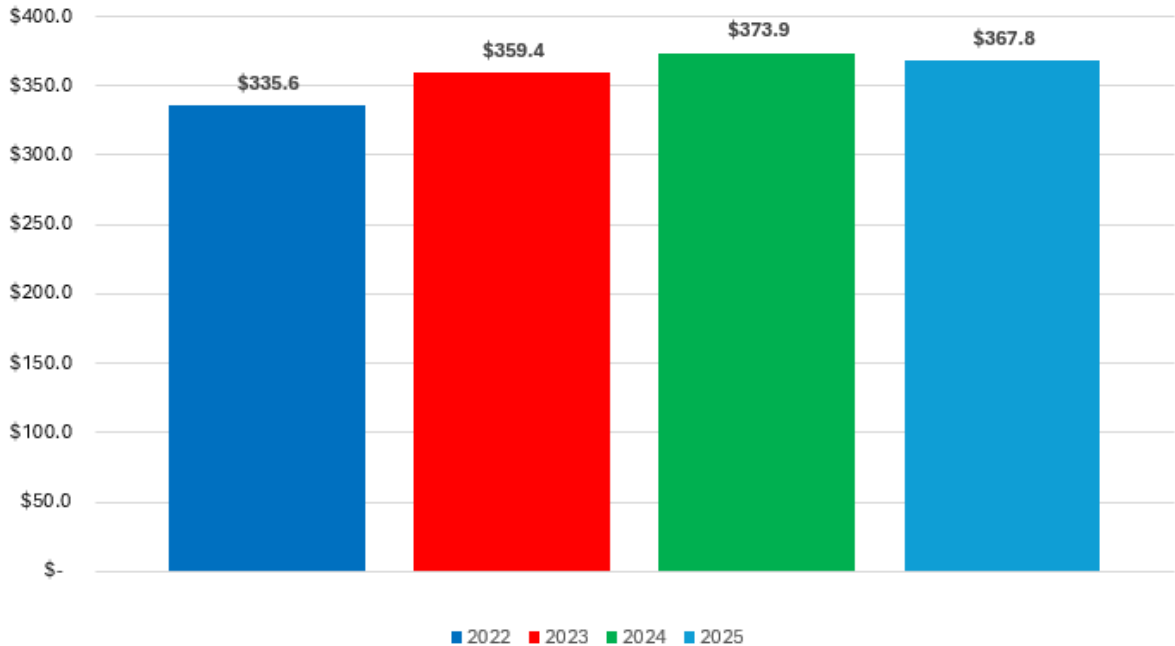
Figure 7 is a fiscal year-to-date comparison of combined T2050 sales tax and total Public Transit fare revenues with the prior three fiscal years. With the preliminary June 2025 sales tax amount, combined sales tax and total fare revenues through June 2024 were 2.1% lower than the last fiscal year.



**Figure 2 - Monthly Transportation 2050 Sales Tax Revenues Comparison
(millions)**



**Figure 3 - Fiscal Year-to-Date Transportation 2050 Sales Tax
Revenues Comparison through June
(millions)**



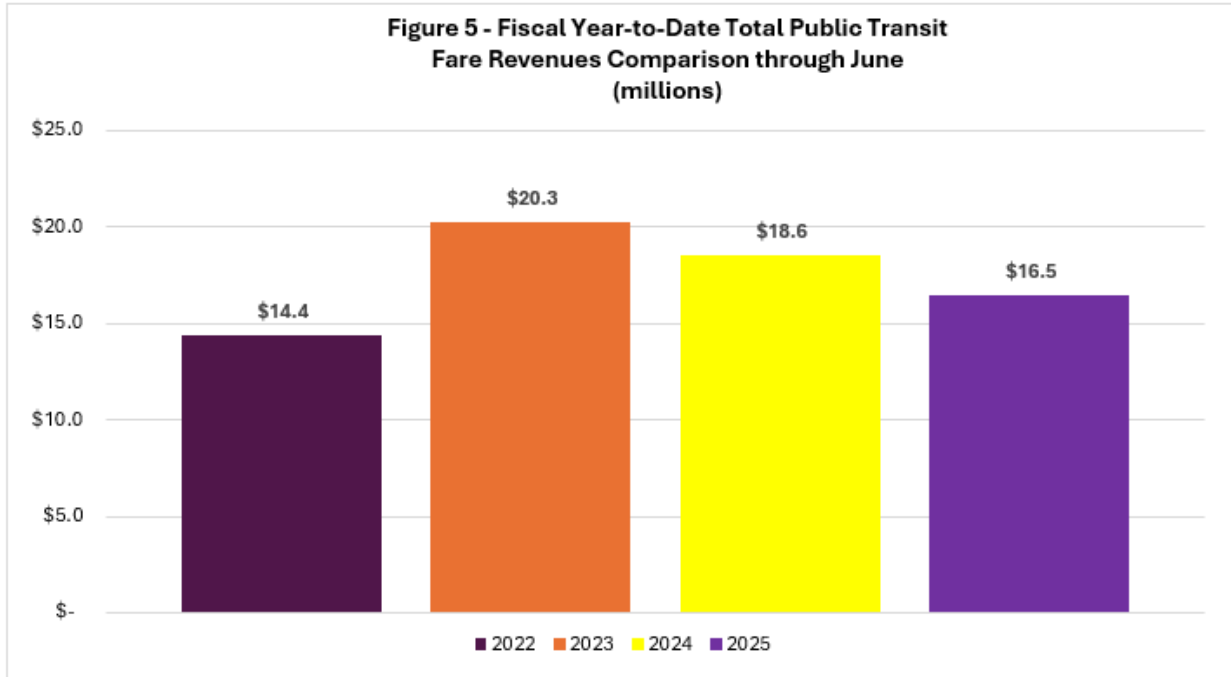
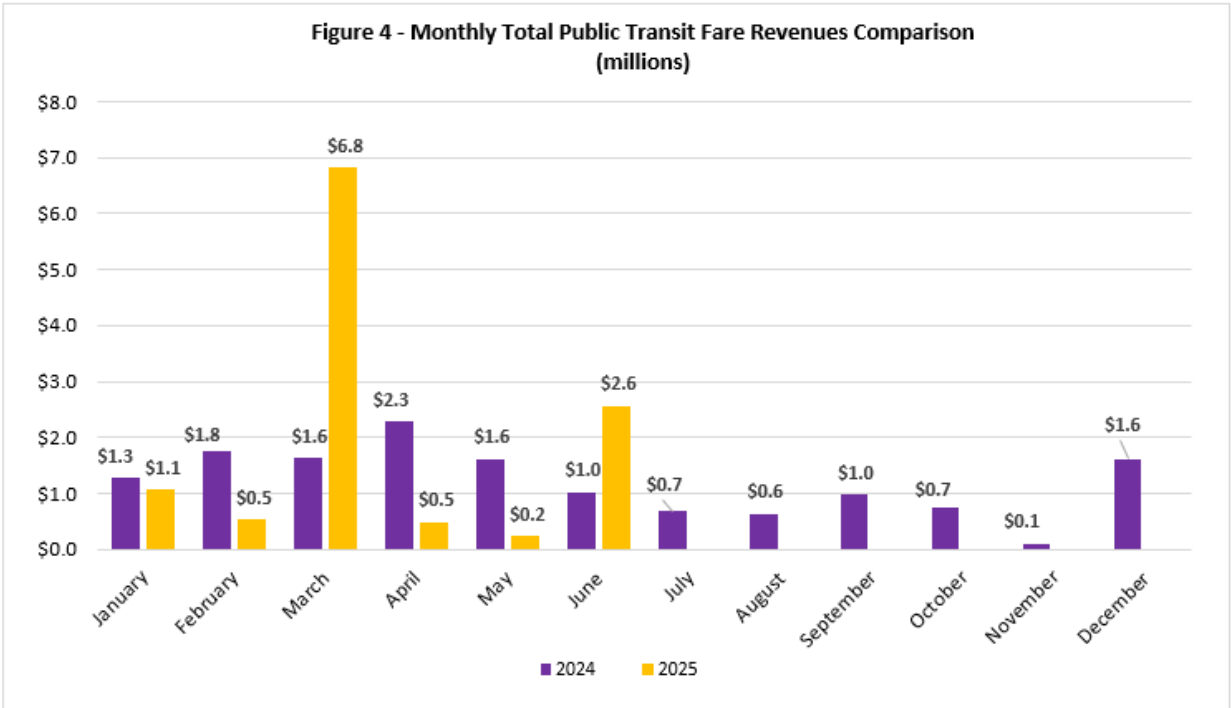


Figure 6 - Combined Monthly T2050 Sales Tax and Total Public Transit Fare Revenues Comparison (millions)

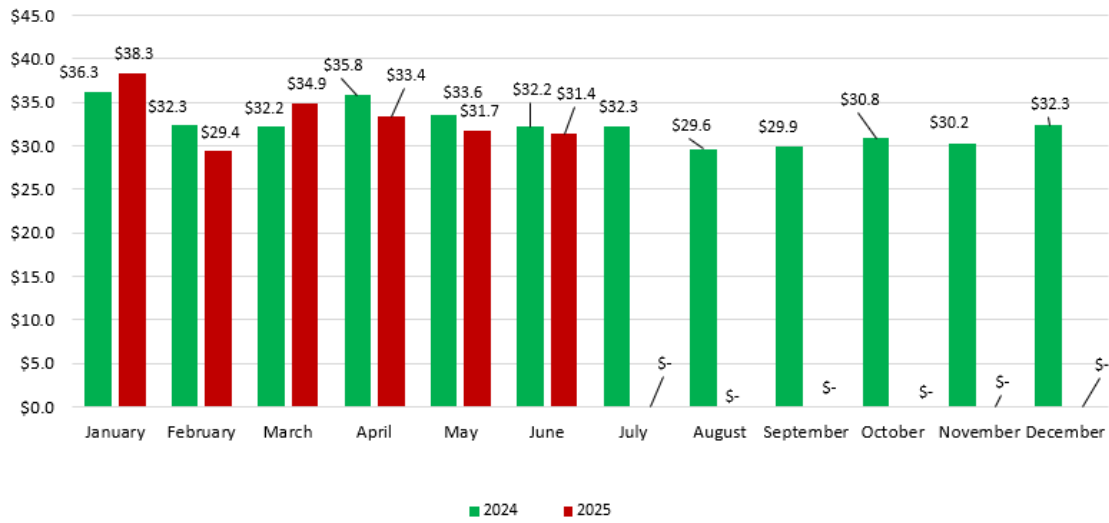
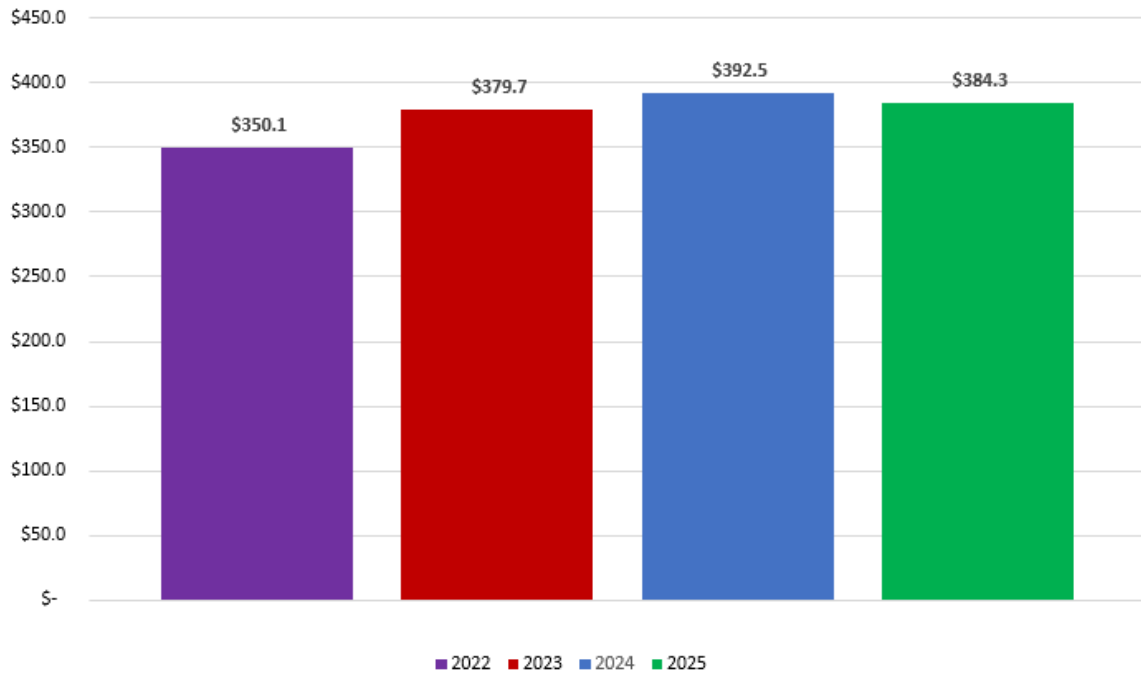


Figure 7 - Combined Fiscal Year-to-Date T2050 Sales Tax and Total Public Transit Fare Revenues Comparison through June (millions)



The attached table (Attachment A) shows fiscal year 2024-25 T2050 sales tax revenue collections and T2050 expenditures through June 30, 2025.

RECOMMENDATION

This report is for information and discussion only.

Attachment A

T2050 SALES TAX REVENUES:

Actuals Through FY 2023-24	\$ 2,400,038,148
July 2024 - June 2025	367,815,000
TOTAL	<u>2,767,853,148</u>

EXPENDITURES:

Project	FY 2024-25 Total Expenditures	FY 2024-25 T2050 Expenditures	FY 2024-25 Other (1) Expenditures	FY 2024-25 Total Commit	FY 2024-25 T2050 Commit	FY 2024-25 Other (1) Commit	FY 2024-25 Total Actual + Commit	FY 2024-25 T2050 Actual+ Commit	FY 2024-25 Current Year Other (1) Actual + Commit
Transit Ops and Administration	252,384,276	236,336,134	16,048,142	29,198,305	29,079,624	118,681	281,582,581	265,415,758	16,166,823
Bus Purchases	128,781	128,781	0	133,123	133,123	0	261,904	261,904	0
DAR Vehicle Purchases	0	0	0	0	0	0	0	0	0
Bus Stop Improvements	4,012,717	4,012,717	0	415,001	415,001	0	4,427,718	4,427,718	0
South Facility Upgrades	0	0	0	0	0	0	0	0	0
Bus Pullouts	18,930	18,930	0	150,377	150,377	0	169,306	169,306	0
Transit Technology	6,338,512	793,714	5,544,798	1,048,488	1,048,488	0	7,387,000	1,842,202	5,544,798
South Central LRT	9,601,670	9,597,137	4,533	354,618	354,618	0	9,956,287	9,951,755	4,533
Capital/I-10 West LRT	7,318,514	7,318,514	0	8,597,886	8,597,886	0	15,916,401	15,916,401	0
Northwest Extension LRT Phase II	9,203,681	9,203,681	0	6,346,252	6,346,252	0	15,549,933	15,549,933	0
Bus Rapid Transit	0	0	0	0	0	0	0	0	0
Other Transit Capital	34,847,373	34,825,869	21,504	1,930,606	1,797,543	133,062	36,777,978	36,623,412	154,566
Project/Construction Mgmt	1,668,363	1,668,363	0	541,115	541,115	0	2,209,478	2,209,478	0
T2050 Cement Repair	0	0	0	0	0	0	0	0	0
T2050 Crack Seal	2,373,318	2,373,318	0	125,286	125,286	0	2,498,604	2,498,604	0
T2050 Major Street Overlay	26,437,686	26,437,686	0	21,338,536	21,338,536	0	47,776,222	47,776,222	0
T2050 Arterial TRMSS	0	0	0	0	0	0	0	0	0
T2050 Arterial Micro Surfacing	1,381,460	1,381,460	0	0	0	0	1,381,460	1,381,460	0
T2050 Arterial Microseal	241,586	241,586	0	0	0	0	241,586	241,586	0
Major Streets Project Assessments	0	0	0	0	0	0	0	0	0
Major Street Transportation Projects	1,416,699	1,416,699	0	4,399,002	4,399,002	0	5,815,701	5,815,701	0
Traffic Signal Pole Painting	236,888	236,888	0	0	0	0	236,888	236,888	0
Left Turn Arrows & HAWK	3,165,124	3,165,124	0	6,325,639	6,325,639	0	9,490,762	9,490,762	0
Illuminated Street Name Signs	0	0	0	0	0	0	0	0	0
Pedestrian and Bicycle	7,628,412	7,628,412	0	2,541,103	2,541,103	0	10,169,515	10,169,515	0
TOTAL	368,403,988	346,785,012	21,618,977	83,445,336	83,193,593	251,743	451,849,324	429,978,604	21,870,720

(1) Other (non-T2050) sources include transit fares, federal, regional, AZ Lottery, and 302 building revenues.

CITIZENS TRANSPORTATION COMMISSION REPORT

TO: Amber Williamson
Interim Deputy City Manager

FROM: Jesús Sapien
Public Transit Director

SUBJECT: Phoenix Bus Rapid Transit Program Update
35th Avenue – Preferred Corridor Alignment

This report provides the Citizens Transportation Commission with information on the Bus Rapid Transit Program's Phase III Community and Business Engagement results, and the community's preferred corridor alignment option (center-running BRT) on 35th Avenue.

Summary

In 2015, Phoenix voters approved Proposition 104, creating the 35-year street and transit plan known as Transportation 2050 (T2050). This plan identified Bus Rapid Transit (BRT) as a key component to continue expanding the City's high-capacity transit network. BRT is a high-capacity bus service that focuses on improved speed, reliability, convenience, and the overall transit experience. There are common recurring elements found in successful BRT systems, such as: advanced fare collection, enhanced stations, dedicated lanes, custom buses, transit spot improvements to improve traffic flow, and unique branding.

Based on a robust technical analysis and community education and engagement efforts, the initial BRT corridor of 35th Avenue / Van Buren Street was approved in October 2021.

Before designing the corridor, determining how it will operate in the roadway needs to first be established. To help answer this question, in Spring 2025, the Phoenix BRT Program conducted Phase III Community and Business Engagement along 35th Avenue. Engagement efforts focused on two alignment options (Attachment A): a fully dedicated side-running corridor and a fully dedicated center-running corridor on 35th Avenue. From February 17 to April 10, 2025, the BRT Program hosted in-person community workshops, in-person business-focused workshops, pop-up events; and launched an [online meeting tool](#) and survey on MeetPhoenixBRT.com. All outreach materials were provided in English and Spanish. Meetings were also offered to residents, community organizations, and business owners to discuss the corridor's elements relative to the two options provided.

In addition, to promote public outreach activities and events, the team utilized multiple notification tools including:

- Direct mail to residents and businesses within 1/4-mile of the BRT corridor, including off-site property owners

- Transit bus posters, bus stop posters, LRT kiosk posters
- Email notifications to stakeholders
- Blog posts and web updates
- Social media
- News releases
- Targeted digital ads
- Phoenix water bill inserts
- Door hangers
- Ads on English and Spanish radio stations
- Spanish print ads

To supplement the outreach efforts, a team of community activators (Novle) canvassed businesses along 35th Avenue throughout the Phase III Community and Business Engagement to garner business feedback on the BRT lane options.

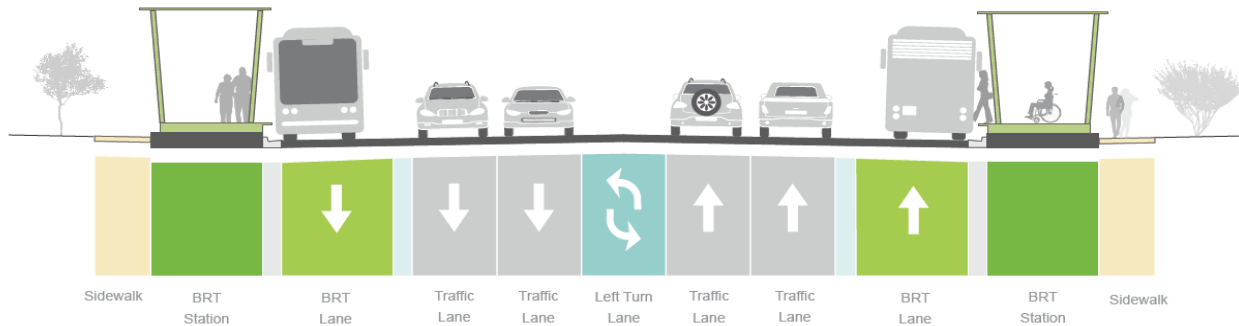
The BRT Program launched an intensive survey effort to gather public input on the two fully dedicated lane options. The survey received a total of 552 responses, including from 88 business owners and 464 community members. Center-running BRT was the most preferred choice among overall respondents. Survey results and detailed engagement efforts can be found in the BRT Phase III Alternatives Analysis Community Engagement Summary (Attachment B).

BRT Program Next Steps

- Work on 15% design plans for center-running BRT on 35th Avenue
- Prepare efforts for the next round of Phase IV Community and Business Engagement for Van Buren Street in Fall 2025
- Continue coordination and design efforts with ongoing and correlating projects along the corridor
- Continue business canvassing, with Novle, along 35th Avenue and Van Buren Street to provide BRT education and continue checking in with businesses and property owners along the corridor

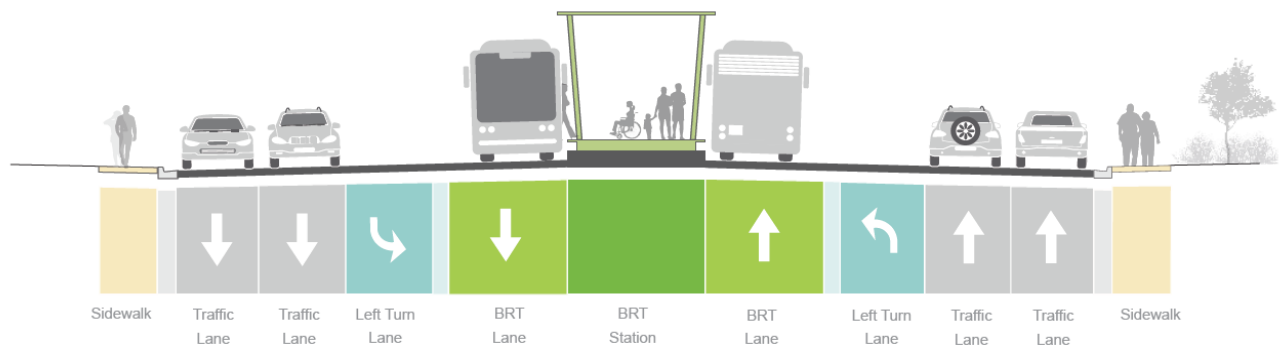
Bus Rapid Transit Program – 35th Avenue Lane Options

Lane Option A: Side-Running BRT



Lane configuration for side-running BRT along 35th Avenue at a signalized intersection where BRT stations are proposed.

Lane Option B: Center-Running BRT



Lane configuration for center-running BRT along 35th Avenue at a signalized intersection where BRT stations are proposed.

Community Engagement Summary

Phase III Alternatives Analysis - BRT Lane Options for 35th Avenue



2025
February - April

Phoenix Bus Rapid Transit Program
35th Avenue Corridor

Table of Contents

Introduction	1
Notifications and Metrics	2
Water Bill Inserts	3
Direct Mailers.....	3
Business Door Hangers.....	3
Poster Distribution	4
Online Metrics	5
Social Media.....	6
Email Blasts	7
Press Releases.....	8
Spanish Radio Ads.....	8
Digital and Print Ads	9
Community & Business Meetings and Events	10
Community Workshops	11
Business Workshops	11
Pop-Up Events	11
BRT Lane Option Survey Results	12



Introduction

In Spring 2025, the Phoenix Bus Rapid Transit (BRT) team launched the third phase of community outreach to educate and engage the public on the BRT Program. Outreach was targeted to surrounding communities, residents, and private business owners along the 35th Avenue Corridor. Outreach focused on providing the latest program information and collecting community and stakeholder input on the proposed BRT lane options—side-running or center-running—to help guide the next phase of the program, which is design. Between February and April 2025, the BRT Program team successfully connected with nearly **9,000** people including community leaders, elected officials, business owners, residents, and transit riders. We used **12** different methods of communication to reach stakeholders along the corridor and the community at large. More than **550** people took our survey. Read on to learn about our outreach strategies, metrics, and the results of the Lane Option Survey.



Notifications and Metrics

To reach multiple audiences, the BRT team used a variety of communication tools and notifications to share project information, invite the public to attend workshops, and encourage input and survey participation. **All notifications were created in English and Spanish.** A summary of the notifications and metrics can be found on the following pages.





Water Bill Inserts

In February, we utilized the PHX atYour Service newsletter, included with water bill inserts, to share notifications with all Phoenix city services customers. The insert included a link to MeetPhoenixBRT.com directing residents to additional information regarding the workshops, online open house, and survey.

Direct Mailers

4 direct mailers were sent to residents, businesses, and property owners within a 1/2 mile of the BRT corridor.

2 mailers were sent to residents and businesses and **2** mailers were sent to offsite property owners.

Business Door Hangers

5,500 businesses along the corridor received a hand-delivered door hanger.

Poster Distribution



Buses

44 posters were displayed at bus shelters along the 35th Avenue corridor

517 buses displayed posters:

- » South Facility – **218** posters
- » North Facility – **129** posters
- » West Facility – **170** posters



8 Light Rail Station Ad Kiosks

- » 19th Avenue/Montebello Avenue
- » Central Avenue/Camelback Road
- » McDowell Road/Central Avenue
- » Van Buren Street/Central Avenue
- » Van Buren Street/1st Avenue
- » 3rd Street/Washington Street
- » 12th Street/Washington Street
- » 38th Street/Washington Street

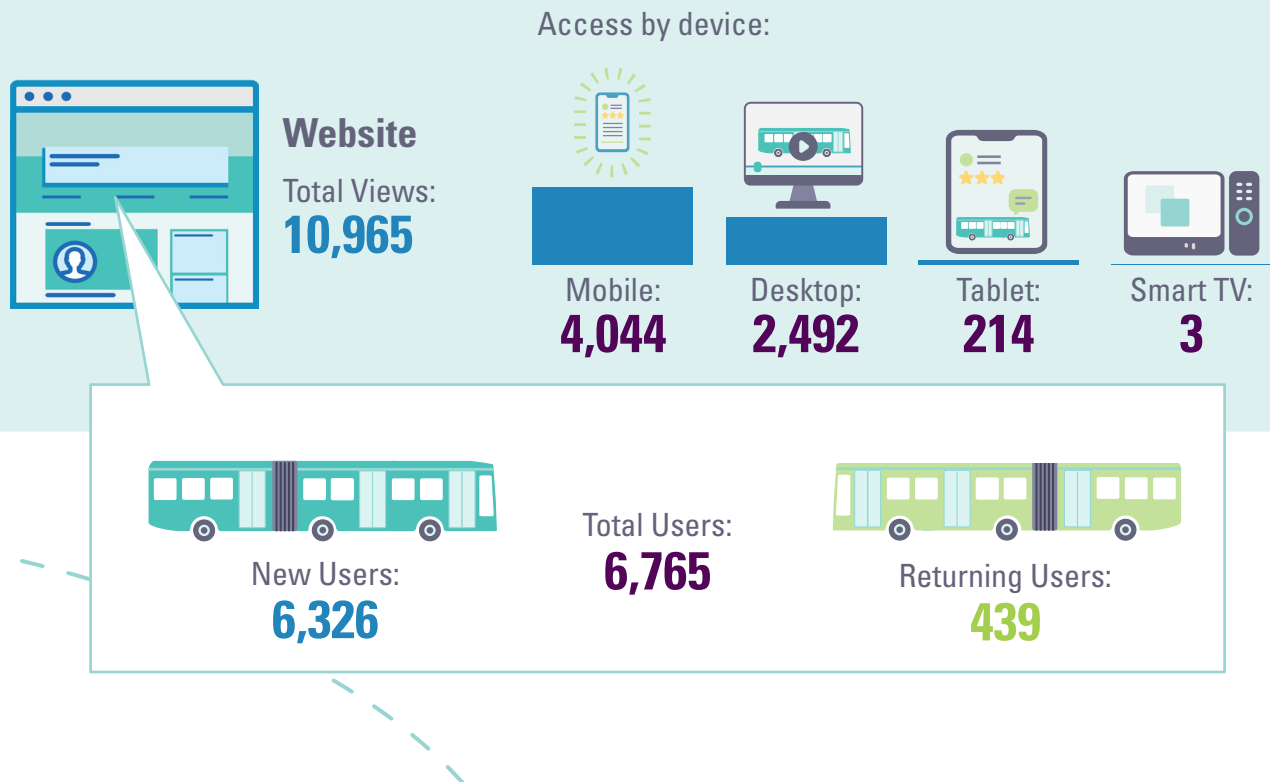


4 Transit Centers

- » Ed Pastor
- » Greg Stanton Central Station
- » Thelda Williams
- » Sunnyslope

Online Metrics

The MeetPhoenixBRT.com website is designed to create transparent communication, foster community collaboration and build connections. We updated the website on February 5, 2025, to include project information, blog posts, workshop details, the survey, and more!



Top Trends:

» **4,300** users accessed the site through paid digital and email ads

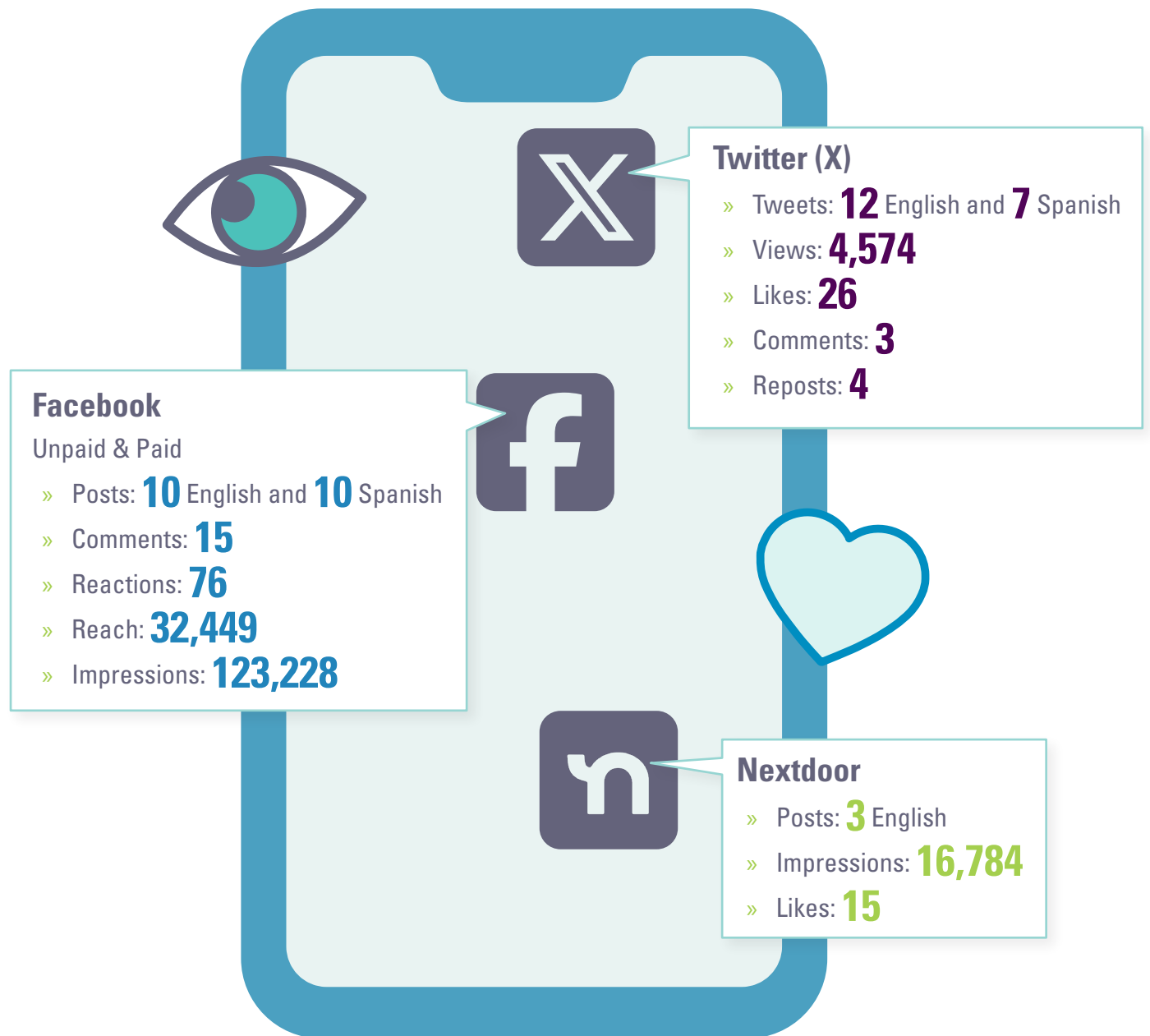
» The most accessed blog was *"Upcoming Community & Business Events"*



» **3,200** users were located in Phoenix

» **390** users utilized the Spanish Language tool on the site

Social Media



Email Blasts

Email blasts were sent through the project email to our stakeholder list and several paid email blasts were geofenced to specifically garner feedback from residents and businesses along the corridor.

Stakeholder Email Blasts:

PHX BRT: Business Workshops Announcement

📧 Sent on February 6, 2025

📧 Opens: **112**

👉 Clicks: **4**

↩ Replies: **0**

PHX BRT: Community Workshops Announcement

📧 Sent on February 6, 2025

📧 Opens: **640**

👉 Clicks: **38**

↩ Replies: **3**

REMINDER: Phoenix BRT is Seeking Feedback on Proposed BRT Lane Options

📧 Sent on February 26, 2025

📧 Opens: **328**

👉 Clicks: **1**

↩ Replies: **2**

REMINDER: Phoenix BRT is Seeking Feedback on Proposed BRT Lane Options

📧 Sent on March 6, 2025

📧 Opens: **341**

👉 Clicks: **122**

↩ Replies: **3**

There's Still Time: Take The PHX BRT 2025 Survey

📧 Sent on March 25, 2025

📧 Opens: **428**

👉 Clicks: **1**

↩ Replies: **3**

Paid Email Blasts:

BRT Spring 2025 Eblast (Workshops) – English Hey there! It's Phoenix BRT!

📧 Sent on February 11, 2025

👤 Audience: **57,000**

👁 Views: **8,661**

👉 Clicks: **1,584**

BRT Spring 2025 Eblast (Workshops) – Spanish ¡Hola! ¡Es Phoenix BRT!

📧 Sent on February 12, 2025

👤 Audience: **22,000**

👁 Views: **3,381**

👉 Clicks: **644**

BRT Spring 2025 Reminder Eblast - English Hey there! It's Phoenix BRT!

📧 Sent on February 18, 2025

👤 Audience: **57,000**

👁 Views: **10,083**

👉 Clicks: **1,184**

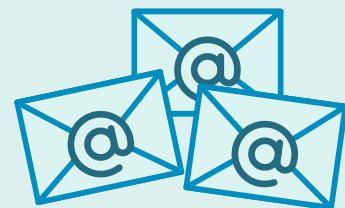
BRT Spring 2025 Reminder Eblast – Spanish ¡Hola! ¡Es Phoenix BRT!

📧 Sent on February 19, 2025

👤 Audience: **22,000**

👁 Views: **3,442**

👉 Clicks: **626**



Press Releases



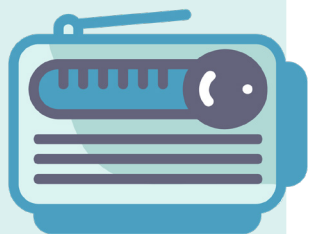
We distributed a press release to over **320** media outlets and contacts on February 11, 2025, informing the public about our outreach events and survey.

The press release was viewed **39** times as of April 13, 2025.

Key Media

- » ABC 15
- » KTAR
- » Arizona Republic
- » Signals AZ
- » Telemundo
- » The Associated Press
- » City Sun Times
- » FOX 10
- » KJZZ
- » Arizona Informant
- » La Voz Arizona
- » Prensa Hispana
- » Axios
- » Phoenix Business Journal
- » AZ Family
- » 12 News
- » Cronkite News
- » Univision
- » Phoenix New Times
- » Arizona Mirror
- » Downtown Devil

Spanish Radio Ads



Radio advertisements were a great way to reach the Spanish speaking communities.

La Campesina 101.9 FM (February 10 – March 23, 2025)

- » KNAI-AM
- » **72** spots
- » Coverage: Phoenix and the greater Phoenix area, Tucson, and Prescott
- » Listeners: **500,000** daily

Contacto Total (February 5 – March 21, 2025)

- » KNUV-AM
- » **90** spots
- » Coverage: Phoenix and the greater Phoenix area

Digital and Print Ads



Digital and print advertisements were published to announce the community engagement activities. Most of the advertisements were geofenced and/or targeted specifically to the corridor and reached both English and Spanish speakers in the area.

English Digital Ads

- » Campaign dates: February 4 – March 6, 2025
- » Impressions: **60,235**
- » Clicks: **107**

Spanish Digital Ads

- » Campaign dates: February 4 – March 6, 2025
- » Impressions: **19,482**
- » Clicks: **43**

Print Ads

One Spanish print advertisement ran in the Contacto Total Magazine beginning February 5, 2025. This magazine distributes over **30,000** copies per month to more than **300** locations across the valley.



Community & Business Meetings and Events

Providing an opportunity for in-person interaction with the BRT Program team was an important component to our outreach.



Community Workshops

- » #1 – Tuesday, February 18, 2025, at 6 p.m. – Alta Vista Elementary School – **16** people attended
- » #2 – Saturday, March 8, 2025, at 11 a.m. – Carl Hayden High School – **19** people attended

Business Workshops

- » #1 – Wednesday, February 19, 2025, at 6 p.m. – Alta Vista Elementary School – **5** people attended
- » #2 – Saturday, March 1, 2025, at 9:30 a.m. – Carl Hayden High School – **5** people attended
- » #3 – Wednesday, March 12, 2025, at 6 p.m. – Bret Tarver Learning Center – **7** people attended

Pop-Up Events

Seven informal pop-up events were set up at various locations along the corridor. Pop-up events are temporary, unexpected events hosted for a few hours in high traffic/activity areas.

- » #1 – Thursday, February 20 – Thelda Williams Transit Center
- » #2 – Monday, February 24 – Helen Drake Senior Center
- » #3 – Friday, February 28 – DoubleTree by Hilton Phoenix North
- » #4 – Tuesday, March 4 – Thelda Williams Transit Center
- » #5 – Tuesday, March 25 – Grand Canyon University
- » #6 – Saturday, March 29 – Grand Canalscape
- » #7 – Wednesday, April 2 – Taco Tote

Online Open House Analytics

As part of the engagement process, the Phoenix BRT team developed an online open house and launched it on February 17, 2025. The site was easy to navigate and provided BRT 101 information, lane option information, the survey, and more.



BRT Lane Option Survey Results

We asked, you answered...

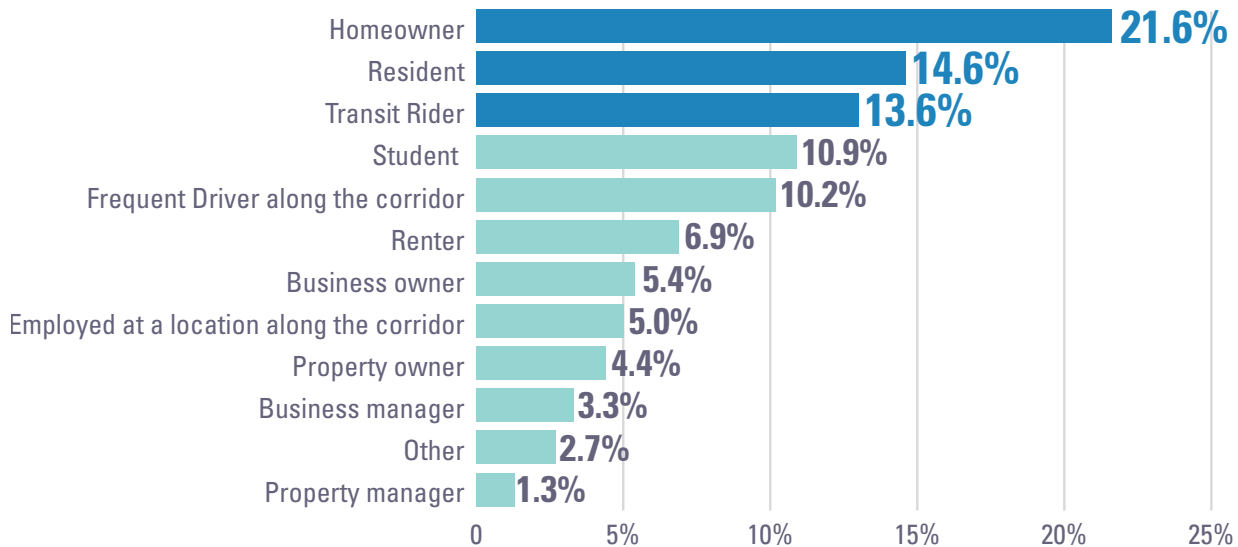
The survey was available on the www.MeetPhoenixBRT.com website and printed within the activity book used at the workshops. In all, **552** Phoenix community members, residents, and business owners participated in the survey. Here's what we heard!



Results

You are a:

Homeowner (**21.6%**), resident (**14.6%**), and transit rider (**13.6%**) were the top three types of participants who submitted surveys.

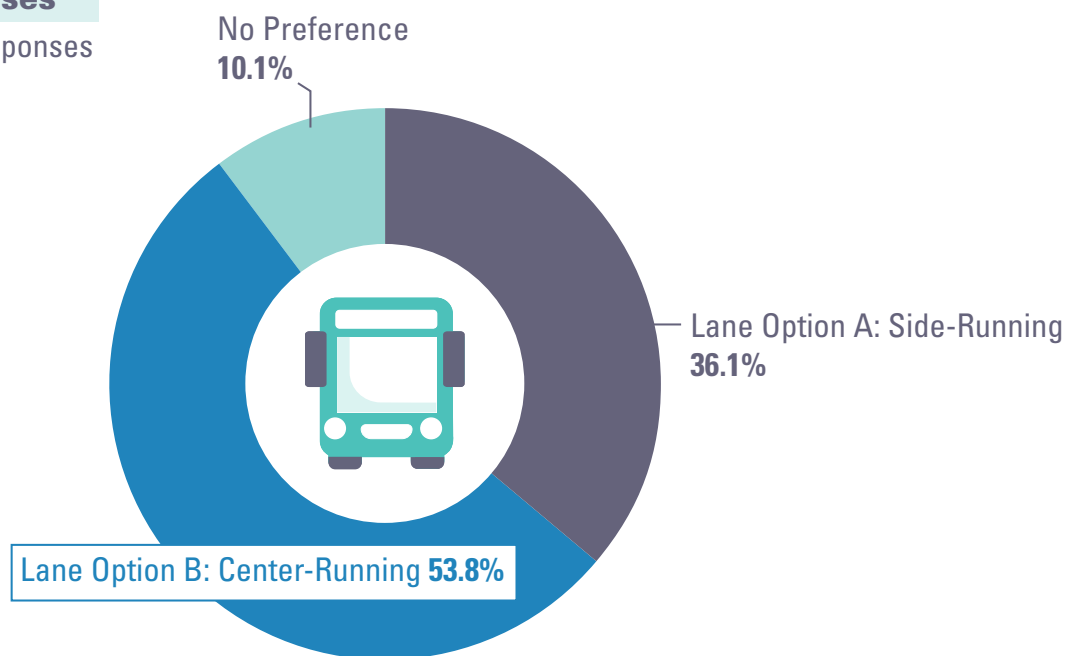


After learning about the impacts of center-running versus side-running dedicated BRT lane options, which lane option do you prefer?

Center-running BRT was the most popular choice among overall respondents with **54%** of the responses.

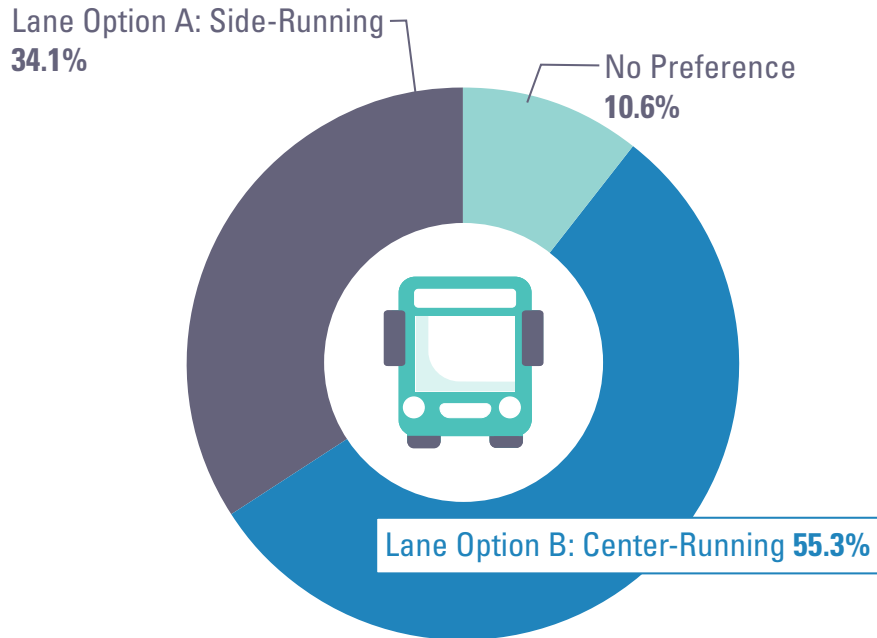
All Responses

545 survey responses



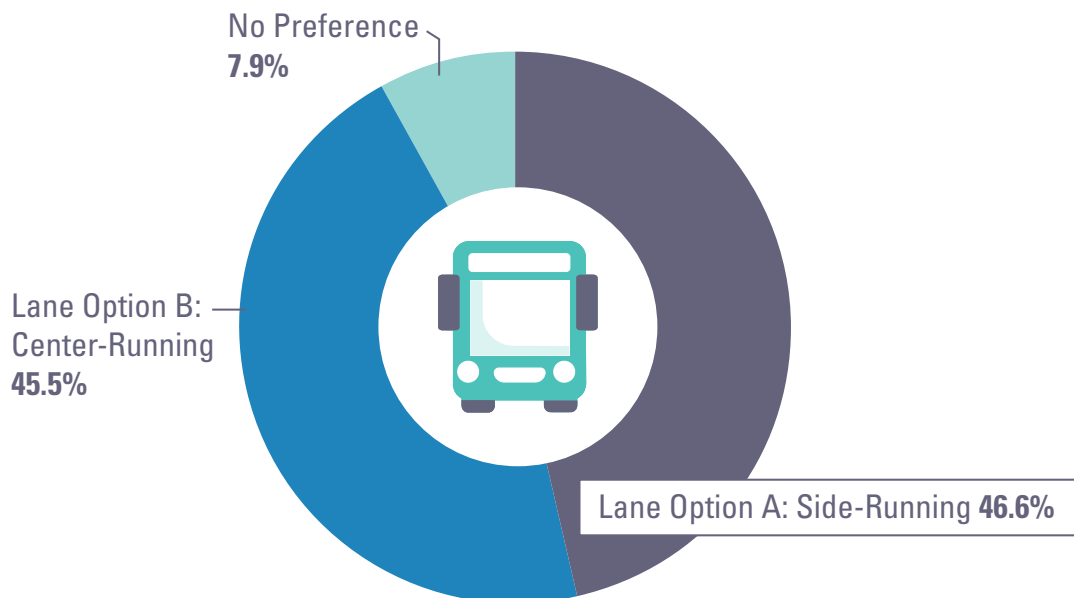
Community-Specific

454 survey responses

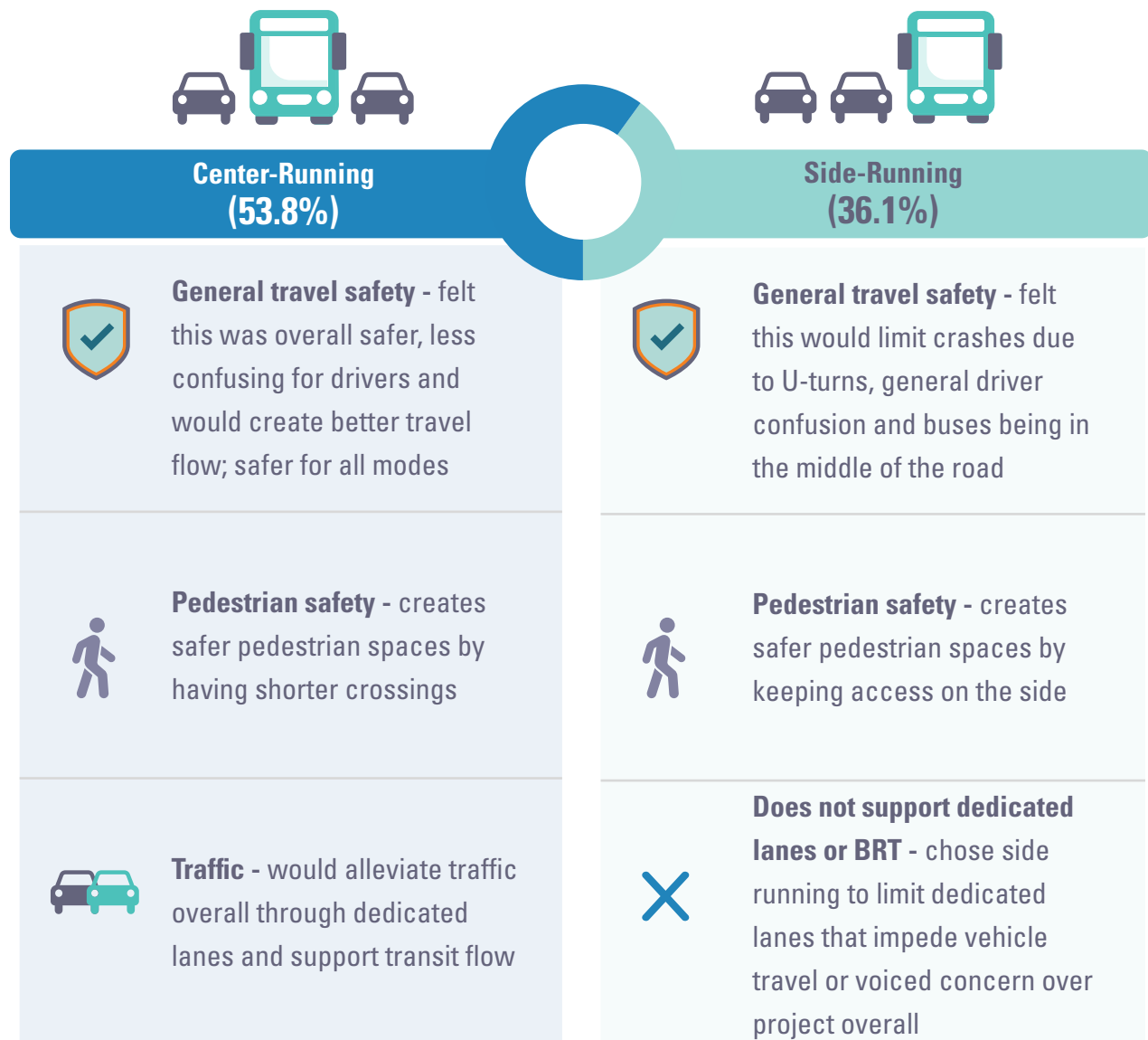


Business-Specific

88 survey responses



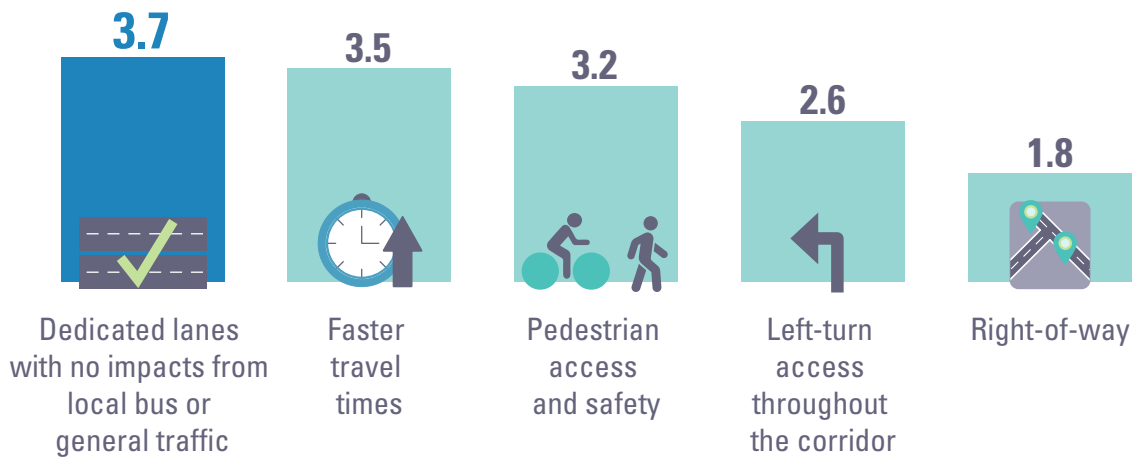
Why do you prefer this option?



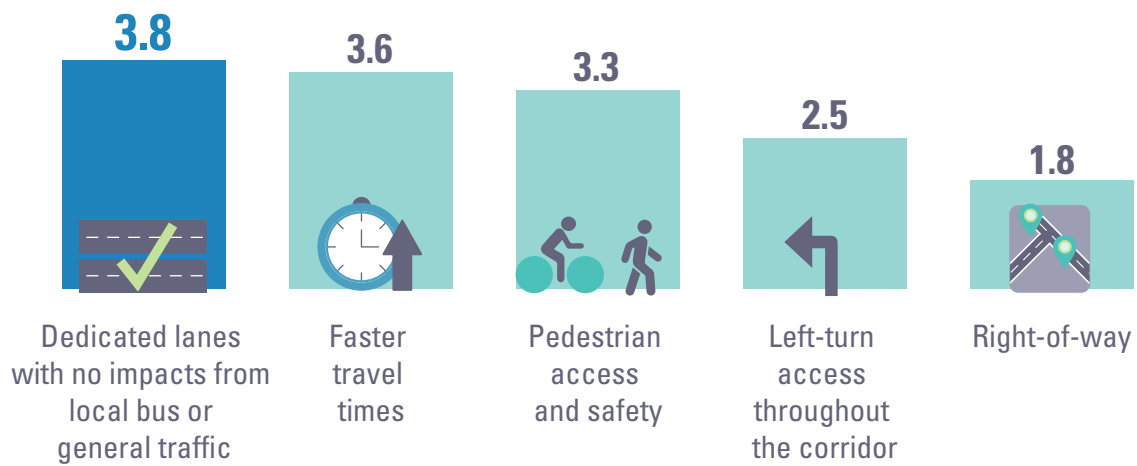
Please rank the following design considerations in order of importance with 1 being the most important factor to you and 5 being the least important.

The following response rates highlight the average rank score per category.

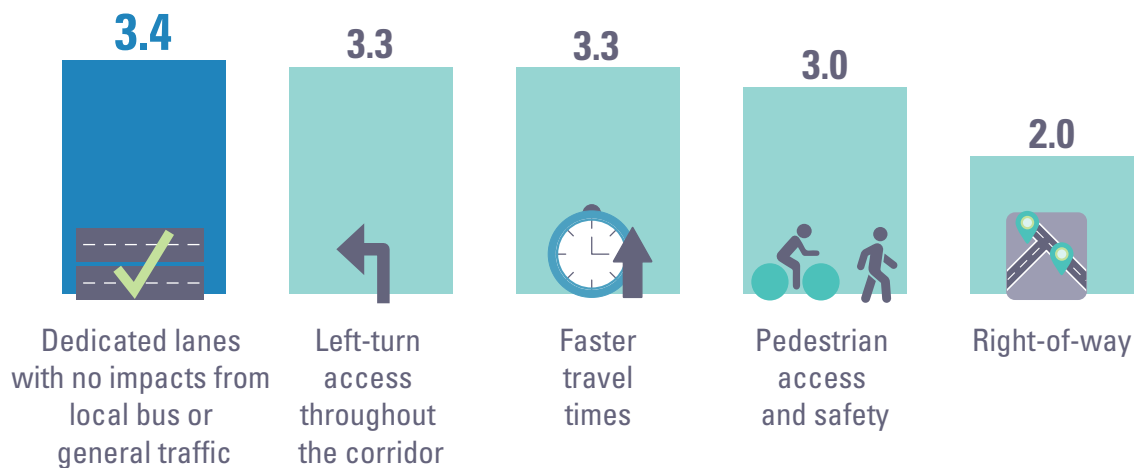
All Responses



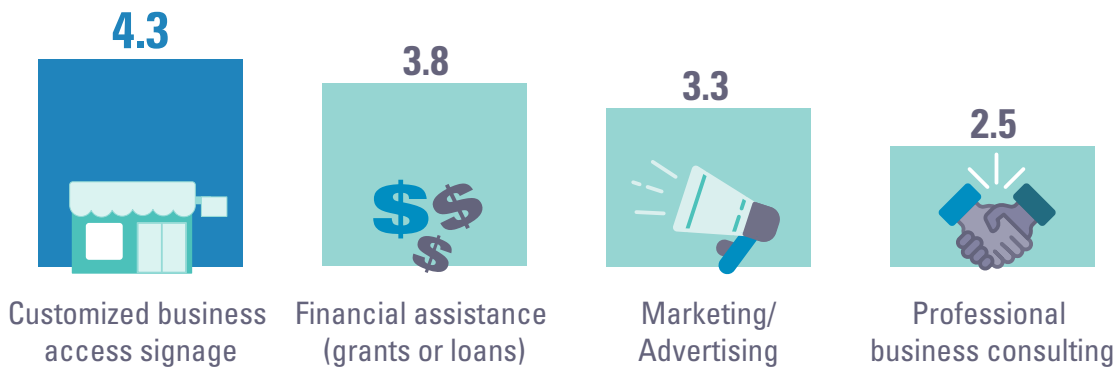
Community-Specific



Business-Specific

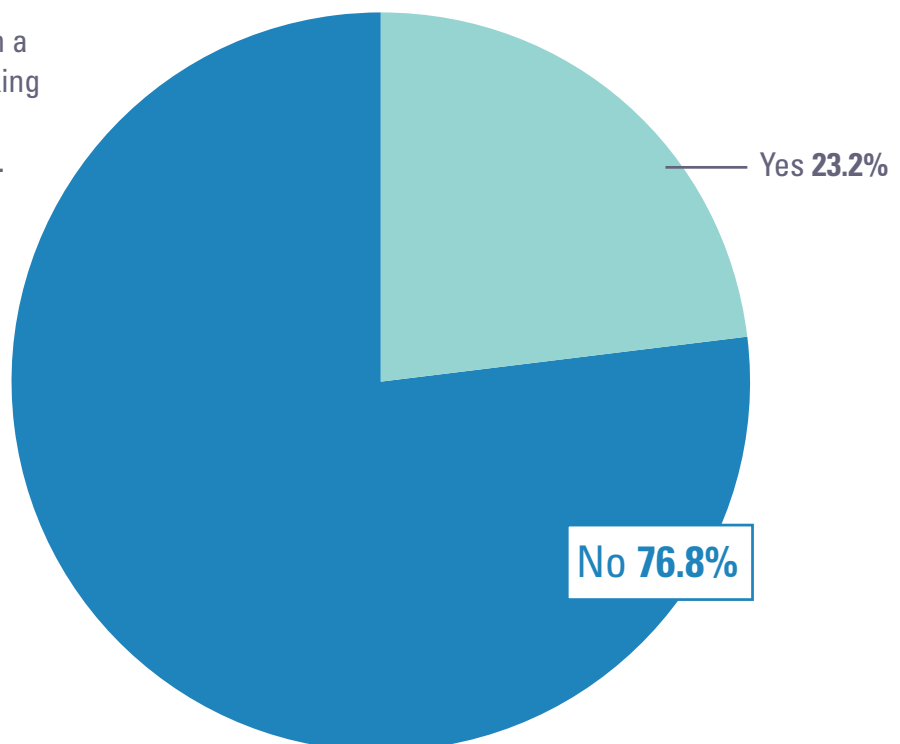


If a business assistance program is offered as part of this BRT project, what type of assistance would be most helpful to your business?

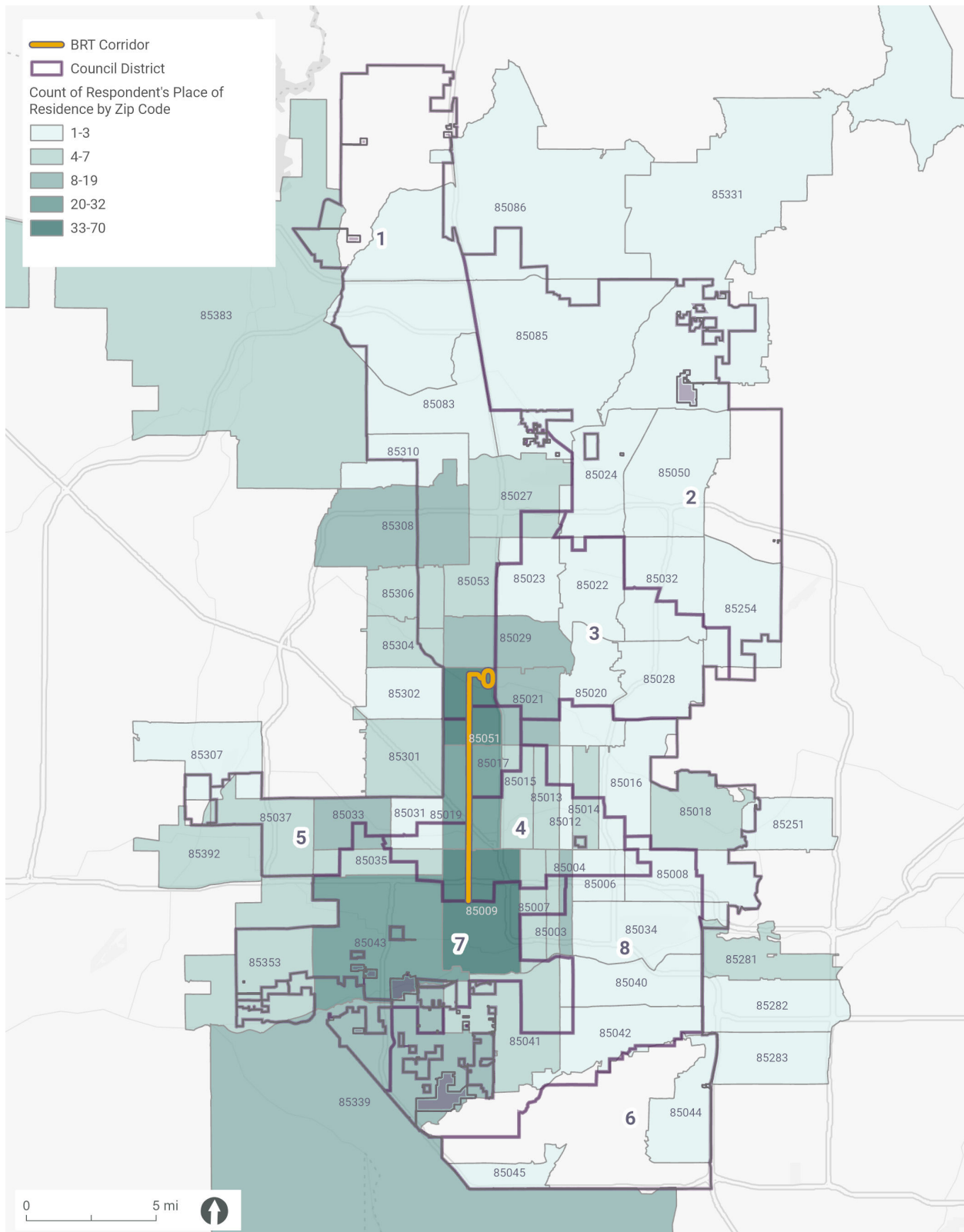


Are you interested in participating in a BRT business focused working group or committee?

76.8% of business owners indicated they were not interested in participating in a BRT business focused working group or committee despite **23.2%** expressing interest.

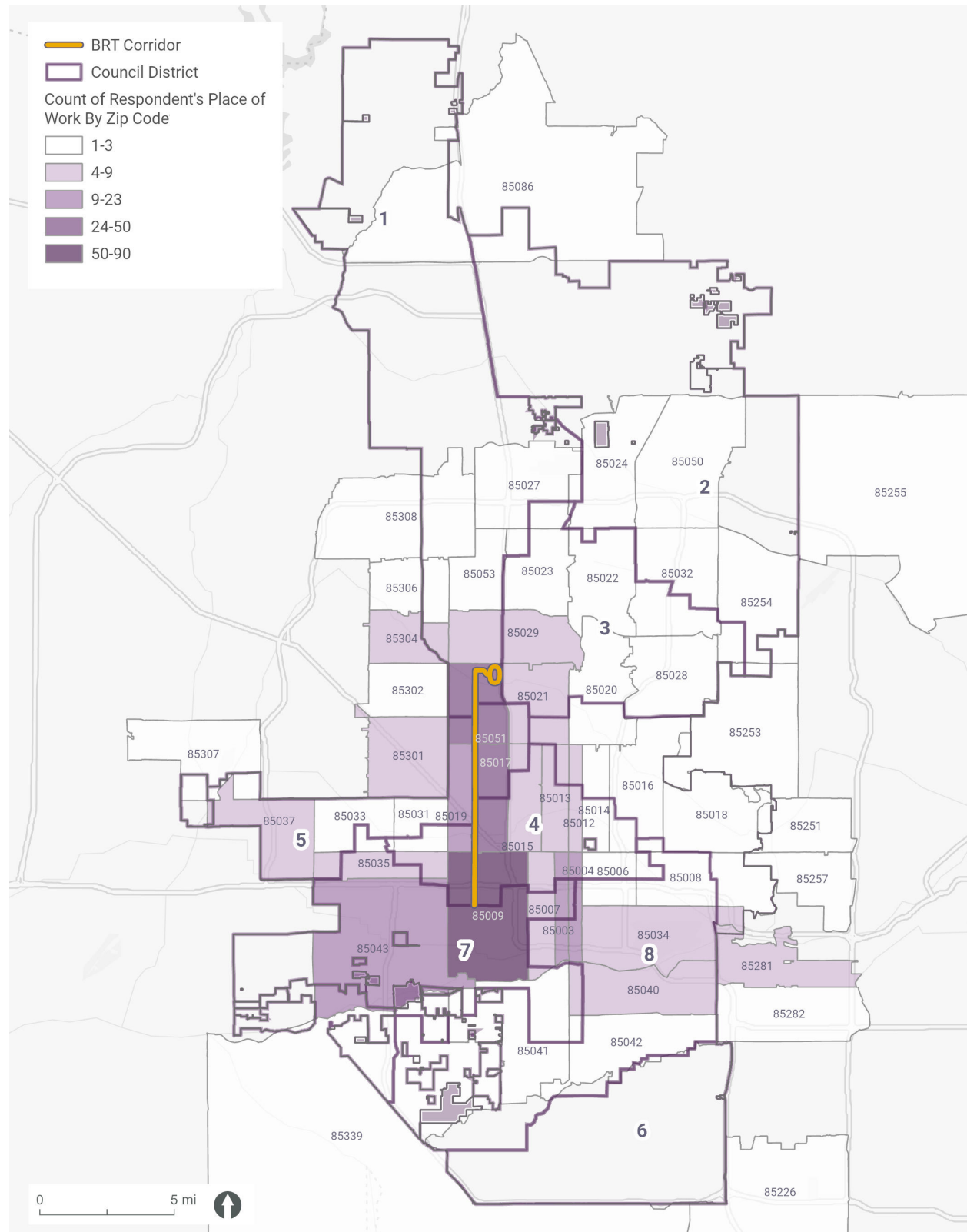


85009 **(13%)**, 85051 **(12.6%)**, and 85017 **(7%)** were the top three zip codes where survey participants live.



Where do you work?

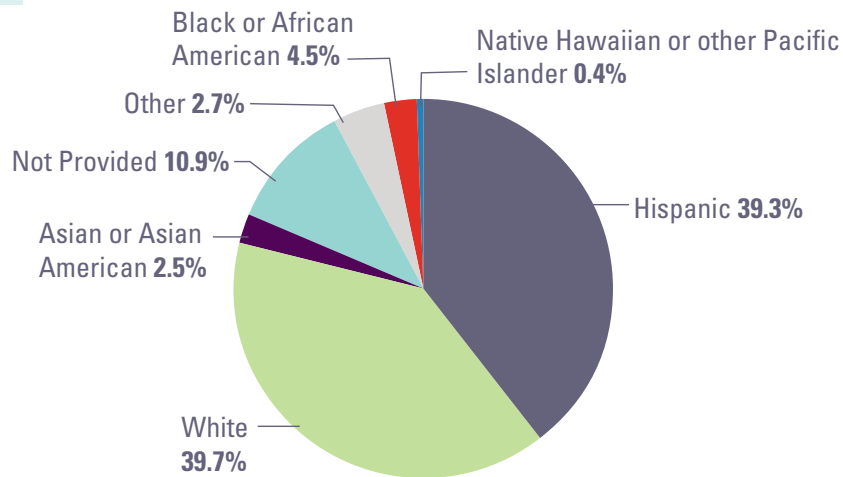
85009 (**22%**), 85051 (**13%**), and 85017 (**10%**) were the top three zip codes where survey participants work.



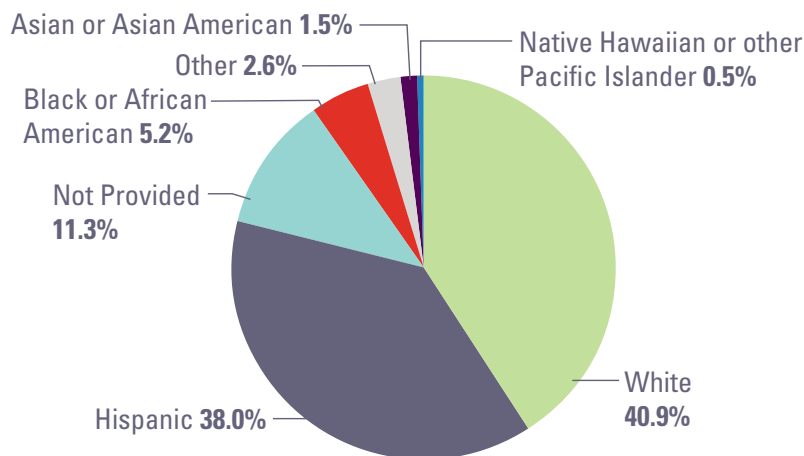
Who Participated

What is your ethnicity?

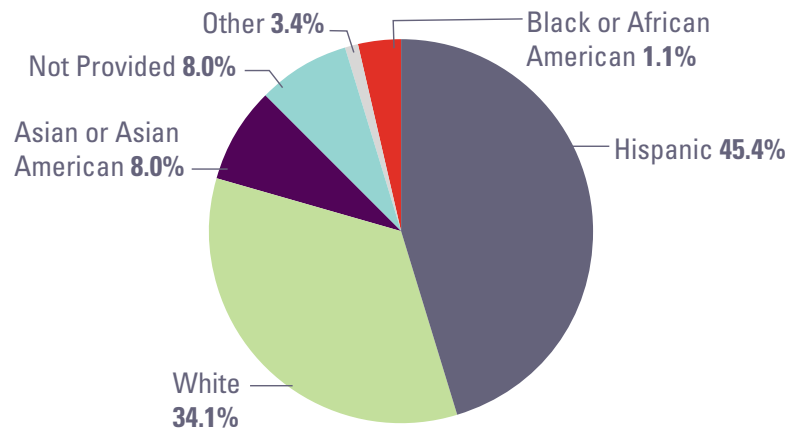
All Responses



Community-Specific

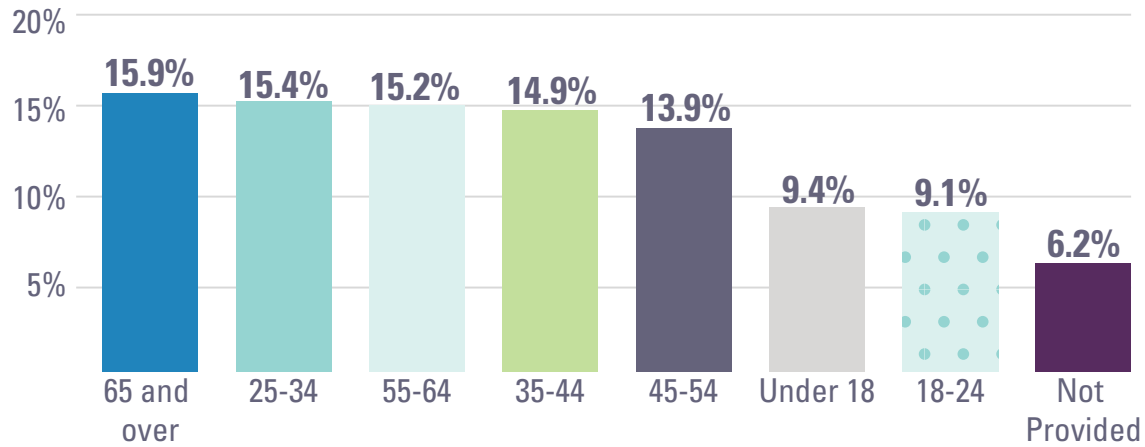


Business-Specific

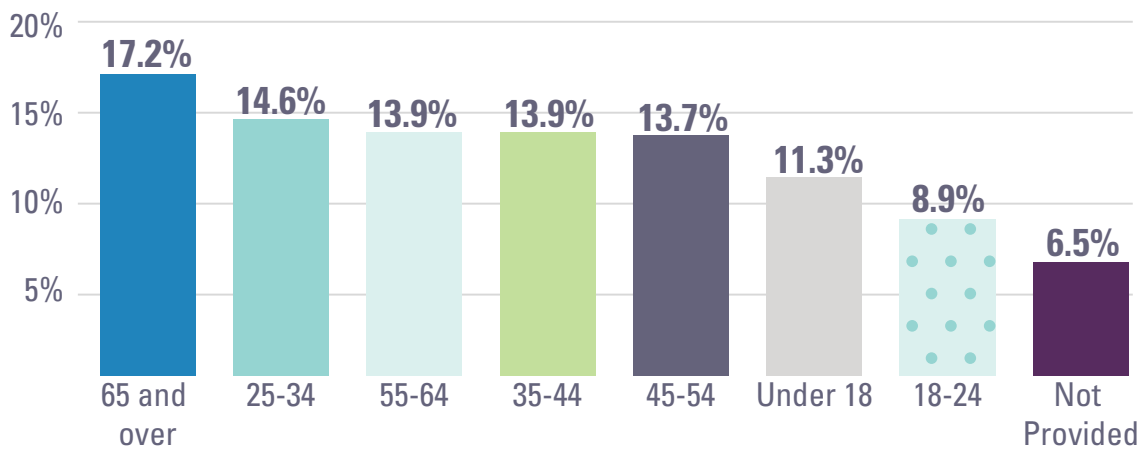


What is your age?

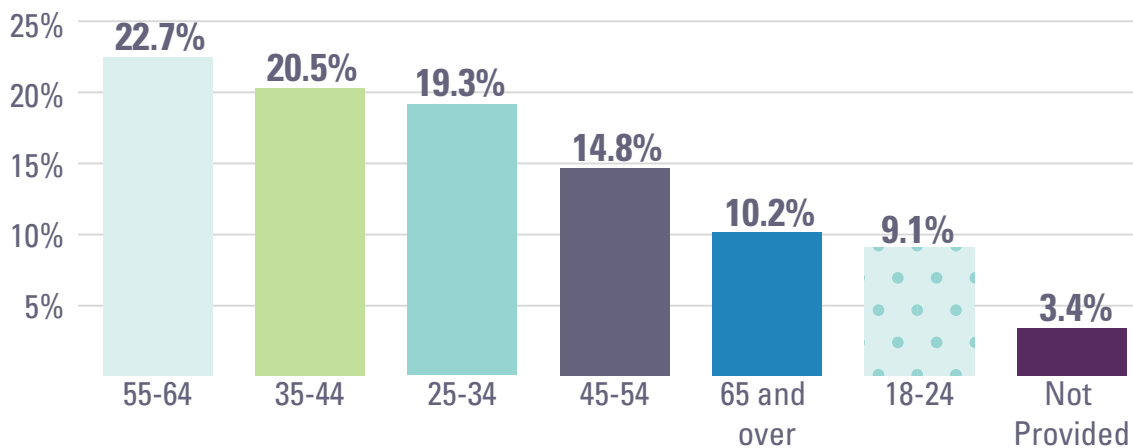
All Responses



Community-Specific



Business-Specific



What is your gender?

All Responses



Female
46.7%



Male
45.1%

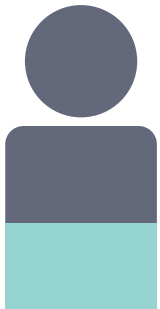


Not
Provided
6.9%



Non-binary
or other
1.3%

Community-Specific



Female
47.8%



Male
43.5%

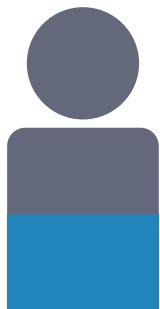


Not
Provided
7.6%



Non-binary
or other
1.1%

Business-Specific



Male
53.4%



Female
40.9%



Not
Provided
3.4%



Non-binary
or other
2.3%



MeetPhoenixBRT.com