

TRANSIT CONNECTIONS FOCUS GROUP
5/17/18 Project Team Assessment: What do we need?

Analysis	Built Environment	Digital Improvements	Operations	Recommendation Focus	Transit System Categories												
					Ease of Connection Across Modes	Efficiency of Network, Scheduling & Routing	Physical Environment	Safety	Planning	Technology	Consumer-Focused	Marketing, Awareness, & Education	Political Will & Funding	New Mobility	Future Network	Public Health	
				Planning tools, technologies, transit system, routes, facility design, marketing, and payment options all need to reflect and be oriented to the riders entire decision-making process: every connection and every decision point. Make it easy to say yes to taking transit.	X	X						X	X				
				Establish a model "station" design standard. One already exists, and can be updated to include options from webinar.			X		X								
				Identify funding for infrastructure improvements and maintenance			X		X								
				Perception of safety is very important to ridership. Research and identify important features that impact perceptions of safety. Analyze the system to understand where perceptions are lower and consider countermeasures that may improve perceptions.				X	X								
				Conduct an access shed analysis of the FTN and overall network					X								
				Investigate FTA funding that supports access shed analysis results					X								
				Conduct an analysis of urban trails and bus stops locations to determine amount of connectivity and any gaps					X								
				Develop data and map the region's pedestrian network					X								
				Conduct a network connectivity analysis					X								
				Analyze the ADA transition plan layers and data as they connect to the FTN and overall transit system					X								
				Identify access points to the FTN and transit system that are not ADA compliant and prioritize them for improvements					X								
				Organize existing studies in support of this effort					X								
				Look for opportunities to encourage more active transportation choices and reward choices to be active (such as infrastructure engaging with wearables like FitBits)						X	X						X
				"Trip Chaining," for instance stopping at the grocery store on the way home from work, then by the cleaners, isn't as relevant as it used to be. People are using more internet shopping and delivery services. This can make it easier for people to opt to take transit.					X		X						X
				Make it easier for people to choose to ride transit. Consider the access points and what will make it easier for people to choose to ride. In the denser core, people will most likely have more bicycles and be walking. In suburban areas, there will be more Park-N-Rides that people most likely drive to or get dropped off at. Analyze these access points and make it easy to say "yes" to taking transit.								X					X
				Develop strategies to address those that are aging in outlying areas where transit service is not operating with high frequencies								X					
				Investigate funding sources for transportation available through the Health Department and its funding agencies					X								X
				Marketing challenge: Is there a counter to the privacy people have in their car that cannot be found on a bus?									X				
				Marketing challenge: It isn't as hard to drive in Tucson as it is in other places where transit use is higher. Tucson has less congestion. In large city you can see the bus go by you and you can often walk pass cars stuck in traffic.									X				
				Adopt a pedestrian hierarchy for our transportation system based on the fact that walking is a foundation to it					X					X			
				Define low stress bicycle networks and add data layers to Google maps							X						
				Add Bike Share stations on Google maps							X						
				Market the health benefits of opting to use transit and Bike Share									X				
				Create a more pedestrian-friendly community, on par with our bicycle friendly community.													
				Review PAG's walkability rating system and Tucson's ADA Transition Plan data for opportunity areas to prioritize for improvements					X								
				Pedestrian-scale lighting is different than street lighting and can enhance perceived sense of safety; analyze where gaps exist for pedestrian-scale lighting to transit stops, and prioritize funding to fill them					X								
				Prioritize projects where population greatly needing transit exist. The challenges of getting people out of their cars is still great.								X					
				Density encourages and supports more options for transportation - look for key areas in the region, not just downtown, to encourage density	X		X		X								
				Fix/complete the connections for pedestrians to transit stops in the corridors	X				X								
				Complete a connected sidewalk network for the region			X										
				Design wayfinding signage so that it is pedestrian-oriented, such as ground stickers			X										
				Shade is a very important combination with pathways, part of the streetscape					X								
				Encourage businesses / land uses that cater to transit riders around the stations					X								
				People walk where there are interesting things to look at along the way; development standards and uses should support this in FTN transit corridors					X								
				Along transit corridors, and/or in areas of city, build to the lot lines and screen parking lots from view					X								
				Suburban style of development is different than the city center, however can still be made to be more transit supportive and connected to encourage walking, bicycling, and transit use					X								
				Prioritize ADA compliance projects, which require improvements to sidewalks, lighting and drainage					X								

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				Create strategic plans and designs so that when financing/funding is available, projects are easily selected and implemented						X							
				Consider partnerships with the Health Department to access funding for pedestrian and bicycle connections						X				X			X
				Prioritize retro-fitting streets that are not main corridors under construction with improved pedestrian, bicycle, and transit amenities instead of widening them for cars										X			
				Identify, prioritize, and fund more incremental little projects rather than so many big road construction projects to be able to make more improvements to pedestrian, bicycle, and transit infrastructure and services										X			
				Prioritize pedestrian and bicycle connections to transit in projects and funding						X				X			
				Invest money where people are using transit										X			
				Wayfinding and signage improvements are needed				X									
				Investigate using pylons at transit stops, which can be seen a few blocks away and can blink when bus is nearing so pedestrians know when to hurry				X									
				Investigate whether the app and approach to ridehail services being developed through the Federal "Mobility on Demand" grant can support a Mobility as a Service (MaaS) system in the region											X		
				Use every tool we can to negotiate better convenience fees and advertising subsidies with apps that may be able to solve payment, wayfinding, schedule, location issues with current apps							X				X		
				Improve payment system to streamline how payments can be made								X					
				Expand FTN service to 7 days a week			X										
				Improve cleanliness at transit centers				X									
				Messaging about improving FTN needs to address safety. Safety is the trump card over quality of life.					X					X			
				Transit Centers experience fights and drug dealing. Need to improve safety, and perceptions of safety: - More Tucson Police presence, 24 hours - Mixed Use development patterns so there are more people around and there is more activity around the centers					X	X							
				Consider ways to partner with services like Lyft, such as for scheduling medical rides in lieu of Sun Van								X					
				Work with major employers to encourage and incentivize employees to try FTN and transit system including Bike Share									X				
				Encourage collaborative marketing (and not competitive marketing) across modes. Establish who is doing the marketing, how it will be paid for, etc.									X				
				Utilize the Ward Offices in helping market the system									X				
				Consider options for enhancing the brand of the Tucson transit system, which may make it more accessible and understandable. For example, other cities use colors to identify routes.									X				
				Planning demands a mental shift. Branding and marketing can help make it easier for someone to make that mental shift.									X				
				Market the convenience and ability to use bus/transit time to do other things, like read or work, or other									X				
				When you go to some large cities, using transit is a given that people plan on using. Tucson's transit system is not a "given". Fund and market transit, particularly the FTN, to make it a "given" and alternative to being dependent on having a car.										X			