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GOAL 1. A DIVERSITY OF FREQUENT, FAST-MOVING, INTER-CONNECTED TRANSIT ROUTES AND MOBILITY OPTIONS

RECOMMENDATION 1.
Invest in the system where people need and/or use transit the most

Potential Strategies and Tactics

1a. Analyze where and who needs transportation options

1b. Work to integrate priorities and consistency across modes by engaging with regularly with system users, advocates, and Boards, Committees, and Commissions members

RECOMMENDATION 2.
Decrease the amount of time it takes to operate FTN routes so it meets or exceeds industry standards (i.e. travel by bus is no more than 1.5 times that of travel by car)

Potential Strategies and Tactics

2a. Increase FTN service hours from Monday-Friday to include nights and weekends

2b. Increase the frequency of buses running (headways)

2c. Reduce dwell times for buses
   - All door boarding
   - Off board payments
   - Create a policy to 'let the bus back in'
   - Create PSAs to broadcast informing drivers on why this is good

2d. Give priority to buses on FTN roadways
   - Traffic lights
   - Dedicated right-of-way
   - Express service at peak periods
   - Traffic engineering and design solutions to help buses get out of Ronstadt Transit Center during rush hour traffic downtown

RECOMMENDATION 3.
Plan for the changing future of transportation

Potential Strategies and Tactics

3a. Include on-demand ridehails in mobility options for riders

3b. Update/institute Transportation Demand Management policies and guidelines
   - Travel Reduction Ordinance revisions
   - Trip Generation requirements for new development

3c. Connect the FTN routes to popular destinations

3d. Work with major employers to encourage and incentivize employees to try FTN and transit system including Bike Share

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RECOMMENDATION 4.
Create more "eyes on the street" and thereby higher degrees of – and perceptions of – safety

Potential Strategies and Tactics

4a. Encourage density in key areas in the region

4b. Provide continuous pedestrian-scale lighting along FTN corridors

RECOMMENDATION 5.
Reduce injuries to all road users

Potential Strategies and Tactics

5a. Fix / complete the connections for pedestrians and cyclists

5b. Provide dedicated Right-of-Way for buses

5c. Define low-stress bicycle routes

RECOMMENDATION 6.
Improve system users' perceptions of safety

Potential Strategies and Tactics

6a. Analyze the system to understand where perceptions are lower and consider countermeasures that may improve or offset perceptions.

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GOAL 2. HIGH QUALITY AND WELL-LOCATED CONNECTIONS FOR ALL USERS THAT ARE "SEAMLESS", EASY TO USE, AND SAFE

RECOMMENDATION 7.
Provide users access to information that will help them make more-informed decisions about how and when to travel

Potential Strategies and Tactics

7a. Add 'Next Arrival' information through a variety of technologies, such as:
- at stops/stations
- on transit vehicles
- apps on mobile devices
- text messages, emails, or other
- online / web-based
- Google maps

7b. Combine key data layers together and provide in GoTucson, CycleFinder, Sun Tran apps and in Google maps, such as:
- Streetcar stations
- TuGo Bike Share stations
- Low stress bicycle routes
- All bus stops (and which shelters serve which routes) and centers

7c. Complete a connected sidewalk network for the region, prioritizing first access to FTN stops and TuGo stations. Use data layers available, such as:
- the Regional Pedestrian Plan
- City of Tucson ADA Transition Plan
- City of Tucson street lights network
- drainage conditions, and
- green infrastructure

RECOMMENDATION 8.
Planning, design, and operational decisions are focused to achieve a "seamless," easy to use, and safe interconnected system

Potential Strategies and Tactics

8a. Improve payment system to streamline how payments can be made, and simplify the fees structure across the system (e.g. bundling transit and bike share fees)

8b. Use creative methods to help raise awareness, educate, and increase ridership:
- Create fun, competitive campaigns with rewards that support using active transportation and transit
- Develop an 'Ambassador' program utilizing existing seasoned bus riders as guides to new riders
- Target existing bus riders for marketing and focus group activities for feedback on changes to the system
- Trainings with SAAVI
- Target areas with high rates of bicycle ridership and walking for campaigns to try transit

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8c. Change City policy to require that transit information be included in City communications, including City public meetings notices and Park Tucson about parking

8d. Cultivate public-private partnerships:
- Work with major employers and new companies locating to Tucson region on developing transit connections for their employees, helping market the transit system to employees, helping support system through ad revenues, and with potential investments in the system
- Identify potential partners on expansions to the system, such as rail, BRT, or other components
- Work with businesses to increase ridership by incentivizing use of transit system, providing pass subsidies instead of parking subsidies, or competitive rewards for choosing active transportation and transit

8e. Utilize the Ward Offices to help market the system

8f. Raise awareness about the lower carbon-based fuels and low emissions technologies being utilized for the buses

RECOMMENDATION 9.
Raise awareness of existing services that may enhance users' comfort using the system and can support new riders learning to use the FTN

Potential Strategies and Tactics

9a. Identify key support services and incorporate into marketing, outreach, and educational materials and activities, such as:
- 24/7 Customer Service hotline
- Smart phone applications
- Google Maps data layers and real time information
- Ride Guide
- "Ambassador" program
- 'Loading your bike on the front of the bus' demo stations at a few locations around town (transit centers, etc.)

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GOAL 3. SERVICES THAT ARE CONSUMER-FOCUSED AND EQUITABLE TO - AND ACCESSIBLE BY - ALL PEOPLE, REGARDLESS OF RACE, AGE, AND PHYSICAL ABILITY

RECOMMENDATION 10.
Expand/add new services that may enhance users' comfort using the system

Potential Strategies and Tactics

10a. Expanded FTN service on nights and weekends

10b. Easy, simple, coordinated payment systems and fees

10c. Access to real-time bus arrival information through a variety of methods

10d. Provide visible safety and security features, such as guards or support staff, lighting, video cameras

RECOMMENDATION 11.
Create/update design standards for model public transit system stops and stations that make it easy to recognize the system, has information that is easy to understood, and enhances the user's experience

Potential Strategies and Tactics

11a. Create a 'model' station design, to include more streetcar station amenities and new or enhanced features:
- Large signs that identify the stops and can be seen from far away
- Pylons or other system that can display 'next arrival' information that can also be seen from far away
- Clear maps identifying where the stop/station is, what routes serve the stop/station, and where those routes go
- Clear maps with streetcar, bus, and TuGo stations identified
- Offboard payment options
- Features that allow the stops/stations to be used universally: braille, wheelchair bays and seating, shade, screening, lighting

11b. Ensure complete and consistent sidewalk, bicycle, vehicle connections to the transit stops and stations

11c. Install wayfinding signage that is pedestrian-oriented (such as ground stickers)

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RECOMMENDATION 12.
Identify 'transit priority' corridors and develop roadway design standards that will support the prioritized operations of transit

Potential Strategies and Tactics

12a. Require new and infill development near transit stops and improvements to the transit system to incorporate better pedestrian access and pedestrian-oriented design in the site and building design

12b. Identify and prioritize first / last mile options for transit riders in public planning and TOD/urban infill development
- Sidewalks
- Bike lanes / amenities in areas where Bike Share and transit stops are located
- Crossings (e.g. HAWKs)
- Site and building designs incorporate access for all travelers to site
- Ride-hailing
- Car Share
- Parking

12c. Eliminate parking minimums/replace with parking maximums

12d. Establish protocols requiring City staff to work regularly as part of interdisciplinary teams to review infill and revitalization initiatives and projects, and on developing development standards and Code amendments

RECOMMENDATION 13.
Perform analyses and develop plans for the FTN and transit system

Potential Strategies and Tactics

13a. Evaluate ways for more comprehensive and integrated transportation advice from the City's Boards, Committees, and Commissions

13b. Organize existing transportation and related studies in support of this effort

13c. Conduct various analyses, such as:
- ADA transition plan layers and data as they connect to the FTN and overall transit system
- Network connectivity analysis
- Access Shed analysis
- Urban trails and bus stops
- Evaluate routes to dedicate lanes to transit
- Locations where pedestrian and bicycling rates are high
- Park-N-Ride lots
- Parking Study, public and private parking spaces in downtown and surrounding area

13d. Develop an Equity Plan and Assessment Tool

13e. Create strategic plans and designs so that when financing/funding is available, projects are easily selected and implemented

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GOAL 4. PROMINENCE AND RECOGNITION AS A MODE OF TRANSPORTATION EQUALLY AS IMPORTANT AS CARS

RECOMMENDATION 14.
Maximize/Build on existing political support and momentum to invest in transit and prioritize faster operations

Potential Strategies and Tactics

14a. Develop a strategic vision for transit improvements that expand the success of the streetcar investments downtown into other areas of the region

RECOMMENDATION 15.
Prioritize investment in pedestrian, bicycle, and transit infrastructure and projects

Potential Strategies and Tactics

15a. Prioritize pedestrian and bicycle connections to transit in projects and funding

15b. Prioritize retro-fitting streets that are not main corridors under construction with improved pedestrian, bicycle, and transit amenities instead of widening them for cars

15c. Invest in improvements to bus stops, shelters, and centers

RECOMMENDATION 16.
Identify opportunities to increase revenue sources for improvements to the system, maintenance, and marketing

Potential Strategies and Tactics

16a. Investigate partnerships with the Health Department to access funding for pedestrian and bicycle connections

16b. Investigate FTA funding

16c. Access air quality mitigation funding through PAG

16d. Cultivate public-private partnerships:
   - Work with major employers and new companies locating to Tucson region on developing transit connections for their employees, helping market the transit system to employees, helping support system through ad revenues, and with potential investments in the system
   - Identify potential partners on expansions to the system, such as rail, BRT, or other components
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16e. Review existing contracts to identify potential cost-savings:
- apps for various services
- shelter maintenance through ad revenues
- marketing efforts between Sun Tran, Sun Link, TuGp, and Park Tucson

RECOMMENDATION 17.
Enhance/Increase transportation options that contribute to better health, environment, and quality of life for the community

Potential Strategies and Tactics

17a. Develop strategies to identify and address the needs of vulnerable groups, to include:
- aging populations
- individuals/groups requiring medical transport
- differently abled individuals not able to drive
- other individuals not able to drive, and with low or no access to a vehicle

17b. Develop strategies to address those that are aging in suburban and rural areas where transit service is not operating with high frequencies

17c. Create fun, competitive campaigns with rewards that support using active transportation and transit

RECOMMENDATION 18.
Invest in technology that will enhance the user experience

Potential Strategies and Tactics

18a. 'Next Arrival' information at bus stops, stations, and centers

18b. Apps for Sun Van and/or on-demand paratransit

18c. Streamline payment process and allow payments through apps (including existing and Google Maps)

18d. Ability to charge mobile devices on transit vehicles, at stops, stations, and centers

18e. Provide free public wi-fi on transit and at shelters and stations

18f. Investigate whether information can be the save across the different apps and mapping apps

18g. 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

18h. Consider ways to integrate with wearable technologies

18i. Collect information about where people are getting on and off transit