



Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Mayor and Council Transit Task Force and to the general public that the Mayor and Council Transit Task Force will hold the following meeting which will be open to the public on:

MEETING NOTICE

**MAYOR AND COUNCIL TRANSIT TASK FORCE
MONDAY, MAY 6, 2019 AT 3:00 P.M.
4TH FLOOR LARGE CONFERENCE ROOM
201 N. STONE AVE., TUCSON, AZ 85701**

AGENDA

TOPICS	ESTIMATED DURATION
1. Call to Order/Roll Call.....	5 min.
2. Approval of Minutes – April 1, 2019.....	3 min.
3. Call to the Audience (First)..... <i>This is the time for the public to comment. Please note: Members may not discuss items that are not specifically identified on the agenda.</i>	5 min.
4. Update on Transit/Announcements/Chair’s Report.....	10 min.
5. Sun Tran Quarterly Performance Report Presentation	20 min.
6. Ronstadt Transit Center Redevelopment Update.....	20 min.
7. Impact of College Student Ridership Discussion	20 min.
8. Coordinated Efforts to Increase Ridership Discussion	20 min.
9. Call to the Audience (Second)	5 min.
<i>This is the time for the public to comment. Please note: Members may not discuss items that are not specifically identified on the agenda.</i>	
10. Next Meeting Date – June 3, 2019.....	2 min.
11. Future Agenda Items.....	5 min.
<i>City Clerk’s Office Open Meeting Law Presentation (for June 3, 2019 TTF meeting)</i>	
12. Adjournment	

Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the Transit Services Division at (520) 791-5409. Requests should be made as early as possible to allow time to arrange the accommodation.



Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Mayor and Council Transit Task Force and to the general public that the Mayor and Council Transit Task Force will hold the following meeting which will be open to the public:

**MAYOR AND COUNCIL TRANSIT TASK FORCE
MONDAY, APRIL 1, 2019 AT 3:00 P.M.
4TH FLOOR LARGE CONFERENCE ROOM
201 N. STONE AVE., TUCSON, AZ 85701**

MINUTES

1. Call to Order

The meeting was called to order at 3:05 p.m.

2. Introductions/Roll Call

A quorum was established.

Members

Alex Jimenez, Ward 1 – Present
B.J. Cordova, City Manager’s Office – Absent
Brian Flagg, Ward 2 – Present
Colby Henley, Ward 3 – Present
Dale R. Calvert, City Manager’s Office – Absent
Eric Hahn, Ward 5 – Present
Lisa Shipek, Mayor’s Office – Absent
Margot Garcia, Ward 6 – Present
Nicole Feldt, City Manager’s Office – Present
Robert Medler, Ward 4 – Present
Vacant, CTAC or City Manager

3. Approval of March 4, 2019 Minutes

Motion to approve the minutes of March 4, 2019, as submitted, was passed by a voice vote of 7-0.

4. First Call to the Audience

5. Update on Transit/Announcements/Chair’s Report

Sam Credio gave an update on the transit management RFP. The City recently issued its intent to award to RATP Dev, the incumbent management company. The contract should be executed Monday, April 8. The existing contract was set to expire on March 31 and a short extension was issued to cover the time gap.

Brian Flagg asked if this was the same as TransDev. Mr. Credio explained that they are separate companies/contracts. Steve Spade, GM of Sun Tran/Sun Van/Sun Link and a RATP Dev employee, will introduce his RATP Dev team at the next TTF meeting. Mr. Flagg asked if there were many applicants; Mr. Credio responded that there were two.

Mr. Credio gave an overview of staffing changes in the City's Department of Transportation (TDOT). He will be moving out of his role as Transit Administrator and will be actively recruiting for this position. Also, the Transit Services Division will now be reporting to Deputy Director Robin Raine. Colby Henley asked how long the transition would take; Mr. Credio responded that TDOT will move quickly to fill the vacancy.

Mr. Spade provided an update on the Title VI Plan update. Community Surveys were recently completed and eight public input sessions have been scheduled over the next month and a half. Mr. Spade provided a schedule of the input sessions to the group. Once the plan is updated, it will be brought to Mayor and Council for approval.

Mr. Spade reported that last weekend there was a Connect the Community event sponsored by Bombas, a sock manufacturer, and Banner Hospital (South). This event was for people who are homeless or low income to take advantage of various services, including: haircuts, immunizations, free socks, and more. Sun Tran operated two buses from the Ronstadt Transit Center to the event. Margot Garcia asked how many people were shuttled; Mr. Spade responded approximately 50. The event lasted approx. two hours.

Mr. Spade said he would be introducing the new operations supervisor, Louis Pittman, at the May TTF meeting.

James McGinnis with PAG/RTA reported that there were minor updates to the Long-Range Regional Transit Plan effort. Documents from the core design workshop were sent over by the consultant, Jarret Walker and Associates, edited, and sent back. Once the edits are incorporated, the plan will be taken back out to the public for comment, likely in September. They are aiming for PAG Regional Council approval by the end of the calendar year.

Mr. McGinnis also reported that the Transit Working Group met in March where they began a processing of looking at Sun Shuttle and Sun Express system reviews.

Ms. Garcia, speaking on behalf of the Broadway Coalition, gave an update of construction activities.

Mr. Henley, speaking on behalf of Living Streets Alliance, reported that Cyclovia is coming April 7.

6. Fiscal Year 2020 Mass Transit Budget Update

Sam Credio gave an overview of the budget, including a recap of the previous meeting where the budget was discussed, and ways to make up for the deficit were proposed. The budget and changes were also discussed at the most recent Mayor and Council meeting. It will be discussed again April 9.

Since the previous meeting, staff has made adjustments to the expenditures. The revised request shows that staff was able to make up for the deficit in a number of ways. Mr. Credio proceeded to give a detailed explanation of the revisions that went into making up the deficit.

He made note that the revised budget does not have any fare or service cuts. It does indicate the increased labor costs per the labor agreement.

Brian Flagg asked if salaries were cut. Mr. Credio explained that they would be managing vacancies, which reduces the costs of salaries and benefits. Steve Spade provided further explanation of managing vacancies.

Eric Hahn asked if raises for City employees affect this budget. Mr. Credio explained that the wage increases were passed along to Sun Tran/Sun Van/Sun Link employees as well. The City will be moving to merit-based wage increases in the future, but this topic is ongoing.

Colby Henley asked about the jump in farebox revenue for Sun Link. Mr. Credio explained that his is partly due to the use of the mobile app and the difficulty in capturing this data. Previously, the revenue split was determined by the number of riders “tapping” their card. Moving forward, automatic passenger counters will be used to determine the revenue allocation.

Mr. Flagg asked about the decrease in farebox recovery percentage on Sun Tran and commented that he believes the Express routes bring down the system’s overall farebox recovery rate. He asked why they weren’t evaluated separately. A discussion ensued about the differences in performance expectations between express and local service, ridership between local and express routes, and the Express routes funding mechanism. James McGinnis informed the group that the Express routes performance data is included in the monthly operations reports.

Mr. Hahn asked about the number of staff needed to prepare the monthly operations reports. Mr. Credio and Mr. Spade responded with the employees involved at the respective agencies and their roles in the process.

Mr. Henley asked about the specific questions Mayor and Council asked at their March 23 study session. Mr. Credio provided that asked the questions asked were in regard to the General Fund contribution to replace vehicles and transit services for the University of Arizona; more specifically, a flat fee or free fee structure for students. Discussion ensued.

7. Bus Stop Program Presentation

Tom Fisher, a project manager with TDOT, gave a presentation on the City’s Bus Stop Program.

Colby Henley asked if wrecked bus stops are covered through insurance claims. Mr. Fisher said it depends, but there is a 50 % recapture rate.

Eric Hahn asked how soon project requests are answered. Mr. Fisher responded that there is a backlog, but immediate safety issues will be addressed sooner. If someone is disabled (ADA request) it is considered a higher priority.

Brian Flagg asked if having all the shelters covered would increase ridership. He gave the example of John Cromko's cheap bus stop pilot. Mr. Fisher explained that the price of steel has driven up prices considerably.

Mr. Flagg asked how Advision Outdoor is monitored. Mr. Fisher said they give monthly reports and are regularly annually audited and scrutinized by the City's Independent Audit and Performance Commission.

Mr. Fisher said they are looking at revising the Advision contract. There have been discussions with City leadership and Advision executives. The contract is valid for four more years.

Mr. Henley asked about the contract, unresolved maintenance issues, and what maintenance standards they're currently held to. Mr. Fisher replied that the initial contract was ten years and it was extended another 10; there are 4 remaining. He added that they (Advision) have been struggling since the recession. The fundamental problem is that they have 8 workers doing the maintenance for 2k bus stops. There are staffing challenges and the City would like them to hire an additional two workers. Sam Credio added that Advision is in compliance with their contract, but there are some stops that are problematic and there is room for improvement.

Mr. Credio gave an update on the revised contract. He explained that the Bus Stop Program management is transitioning over to Sun Tran.

Mr. Flagg asked about what similar cities do. Mr. Credio explained that Phoenix uses two different companies—one for advertising, and one for maintenance—and it appears to work well.

James McGinnis asked about the assets and what would happen if Advision was not the winning bidder or went out of business. The contract stipulates that the Advision assets would transfer to the City.

Gene Caywood said he would object to adding shelters to all bus stops. Margot Garcia mentioned that many of the buses are in narrow places and there simply isn't room.

Robert Medler asked if there's a plan to evaluate how many shelters are needed. Mr. Credio said that there is a priority list that's generated from the data base.

8. Draft Five-Year Strategic Transit Plan Update

Sam Credio provided some context/background on the draft five-year strategic transit plan. He explained that original plan that was not adopted by Mayor and Council and stayed in draft format. The effort was revitalized several years ago with the formation of a subcommittee, and a great deal of work was done developing goals and objectives. He added that TDOT's Director, Diana Alarcon, is looking at all modes and removing silos, and how all transportation pieces fit together. Ms. Alarcon was impressed with the work that has been done and would like to somehow incorporate it into the Department's Five-Year Strategic

Plan and Mobility Master Plan, particularly the work on transit goals and objectives. The City is also developing a long-range mobility master plan. Ms. Alarcon would like to see the goals and objectives from the strategic plan rolled into the mobility master plan. The goal for the plan is to be adopted by Mayor and Council. There will also be a public outreach component. The work will be given directly to the consultants for incorporation.

Colby Henley asked about the timeline for the Mobility Master Plan. Robin Raine, TDOT Deputy Director, responded that is 18 months, and there is currently a Request for Qualifications advertised.

9. Second Call to the Audience

10. Next Meeting Date – May 6, 2019

11. Future Agenda Items

12. Adjourn – The meeting adjourned at 5:08 p.m.



TRANSIT TASK FORCE MEMORANDUM

May 6, 2019

Item 4: Update on Transit/Announcements/Chair's Report

Issue – This is a standing agenda item to inform committee members of relevant transit information within the City of Tucson and around the region.

Staff Recommendation – None at this time; this is an information item.

Background – There are several city departments, interest groups, and committees that are discussing various aspects of public transportation. Committee members as well as staff will have the opportunity to share information with the group and give updates on relevant projects.

Present Consideration – A list of projects, committees and stakeholders is provided below for a possible update to task force members.

City of Tucson Updates:

May 7, 2019 Mayor and Council Study Session Item: Transit Enhancements and Transit Oriented Development.
Changes to Agenda, Legal Action Report, and Minutes Formats

Sun Tran, Sun Link and Sun Van Updates:

Electric Bus Grant Application
Staff Changes at Sun Tran/Sun Van/Sun Link

Regional Updates:

None at this time.

Committee Updates:

None at this time.

Stakeholder Group Updates:

Broadway Coalition
Bus Riders Union
Bus Friends Forever
Friends of the Streetcar
Living Streets Alliance
Old Pueblo Trolley

Southern Arizona Transit Advocates
Boards, Committees, and Commissions
Stakeholders
Transit Connections Focus Group
PAG/RTA Citizens Advisory Committee

Financial Considerations – None at this time.

Attachments – None at this time.



TRANSIT TASK FORCE MEMORANDUM

May 6, 2019

Item 5: Sun Tran Quarterly Performance Report Presentation

Issue – Sun Tran staff will present the most recent Quarterly Performance Report.

Staff Recommendation – None at this time; this is an information item.

Background – As part of Sun Tran's service monitoring process, staff has prepared a quarterly performance report. This report summarizes operation performance for the third quarter of FY 2018–19 from January 1, 2019 through March 31, 2019.

The report provides route-level statistics and various performance metrics with an analysis of trends. The report also discusses any relevant external factors such as service changes.

Present Consideration – None at this time.

Financial Considerations – None at this time.

Attachments – Sun Tran Quarterly Performance Report

FTN ROUTE REVIEW - 1st Quarter 2019

FTN Routes - 15 Minutes or Greater

Route	Passengers	Passenger Revenue	Revenue Miles	Revenue Hours	Total Cost	Performance Indicators									
						Pass/Mile	Grade	Pass/Hour	Grade	Cost/Pass	Grade	Recovery	Grade	Sub/Pass	Grade
4	95,439	\$ 74,569	47,876	4,013	\$ 288,151	1.99	A	23.78	A	\$ 3.02	A	25.88%	A	\$ 2.24	A
6	48,338	\$ 35,507	19,560	2,152	\$ 149,283	2.47	A	22.46	M	\$ 3.09	A	23.79%	M	\$ 2.35	A
7	58,981	\$ 50,649	45,061	3,151	\$ 232,721	1.31	U	18.72	M	\$ 3.95	M	21.76%	M	\$ 3.09	M
8	107,634	\$ 86,501	48,012	3,880	\$ 280,123	2.24	A	27.74	A	\$ 2.60	A	30.88%	A	\$ 1.80	A
9	50,164	\$ 38,657	38,493	3,083	\$ 222,843	1.30	U	16.27	U	\$ 4.44	U	17.35%	U	\$ 3.67	U
11	85,218	\$ 65,997	46,557	3,660	\$ 265,288	1.83	M	23.28	A	\$ 3.11	A	24.88%	A	\$ 2.34	A
12	36,057	\$ 24,784	19,344	1,620	\$ 116,327	1.86	M	22.26	M	\$ 3.23	M	21.31%	M	\$ 2.54	M
15	30,423	\$ 21,502	27,011	2,373	\$ 169,296	1.13	U	12.82	U	\$ 5.56	U	12.70%	U	\$ 4.86	U
16	96,155	\$ 72,094	40,516	3,633	\$ 258,426	2.37	A	26.47	A	\$ 2.69	A	27.90%	A	\$ 1.94	A
18	82,391	\$ 51,165	22,477	2,286	\$ 160,051	3.67	A	36.04	A	\$ 1.94	A	31.97%	A	\$ 1.32	A
34	57,864	\$ 44,322	35,890	2,976	\$ 214,029	1.61	M	19.44	M	\$ 3.70	M	20.71%	M	\$ 2.93	M
Totals	748,664	\$ 565,747	390,797	32,827	\$ 2,356,538	1.92		22.81		\$ 3.15		24.01%		\$ 2.39	

Days

Potential FTN Routes - Currently **Not** 15 Minutes or Greater

Route	Passengers	Passenger Revenue	Revenue Miles	Revenue Hours	Total Cost	Performance Indicators									
						Pass/Mile	Grade	Pass/Hour	Grade	Cost/Pass	Grade	Recovery	Grade	Sub/Pass	Grade
1	40,779	\$ 33,223	20,584	1,781	\$ 127,342	1.98	A	22.90	A	\$ 3.12	A	26.09%	A	\$ 2.31	A
10	25,308	\$ 19,089	14,609	1,179	\$ 85,136	1.73	M	21.47	M	\$ 3.36	M	22.42%	M	\$ 2.61	M
25	34,169	\$ 27,120	22,486	1,831	\$ 132,011	1.52	M	18.66	M	\$ 3.86	M	20.54%	M	\$ 3.07	M
Totals	100,256	\$ 79,432	2,971	4,791	\$ 344,489	33.74		20.93		\$ 3.44		23.06%		\$ 2.64	

Not For Consideration for FTN

Route	Passengers	Passenger Revenue	Revenue Miles	Revenue Hours	Total Cost	Performance Indicators									
						Pass/Mile	Grade	Pass/Hour	Grade	Cost/Pass	Grade	Recovery	Grade	Sub/Pass	Grade
19	20,834	\$ 15,445	9,034	994	\$ 68,915	2.31	A	20.96	M	\$ 3.31	M	22.41%	M	\$ 2.57	M
24	12,791	\$ 9,553	7,423	599	\$ 43,261	1.72	M	21.35	M	\$ 3.38	M	22.08%	M	\$ 2.64	M
Totals	33,625	\$ 24,998	16,457	1,593	\$ 112,176	2.04		21.11		\$ 3.34		22.28%		\$ 2.59	

Grades

Passengers per Mile/Passenger per Hour/Farebox Recovery
A = At or above the High Frequency average
M = 75% of the High Frequency average up to the average
U = Falls below 75% of the High Frequency average for regular routes
Cost per Passenger/Subsidy per Passenger
A = At or below the High Frequency average
M = 1.33% of the High Frequency average down to the average
U = Above 1.33% of the High Frequency average for regular routes

Rules

- High Frequency routes are to be reviewed annually.
- Routes grading out with "M" or better in 3 categories is deemed to be meeting expectations.
- Routes not meeting expectations will be considered, "under review" and will be given 3 years to meet expectations.
* - After 3 years of not meeting expectations, routes will either be augmented to improve the route or extended 1 more year.
* - If still failing to meet High Frequency expectations after 4 years, the route may be reduced in frequency to better meet demand.
- Routes not currently in the FTN can transition to the FTN after the annual review if they meet the required criteria (and resources are available).

FTN ROUTE REVIEW - 1st Quarter 2019

Route	Passengers	Passenger Revenue	Revenue Miles	Revenue Hours	Total Cost	Performance Indicators										Overall Grade	Overall Rank	Route
						Pass/Mile	Grade	Pass/Hour	Grade	Cost/Pass	Grade	Recovery	Grade	Sub/Pass	Grade			
18	82,391	\$51,165	22,477	2,286	\$ 160,051	3.67	1	36.04	1	\$ 1.94	1	31.97%	1	\$ 1.32	1	1	1	18
8	107,634	\$86,501	48,012	3,880	\$ 280,123	2.24	5	27.74	2	\$ 2.60	2	30.88%	2	\$ 1.80	2	2.6	2	8
16	96,155	\$72,094	40,516	3,633	\$ 258,426	2.37	3	26.47	3	\$ 2.69	3	27.90%	3	\$ 1.94	3	3	3	16
4	95,439	\$74,569	47,876	4,013	\$ 288,151	1.99	6	23.78	4	\$ 3.02	4	25.88%	5	\$ 2.24	4	4.6	4	4
6	48,338	\$35,507	19,560	2,152	\$ 149,283	2.47	2	22.46	7	\$ 3.09	5	23.79%	7	\$ 2.35	7	5.6	5	6
1	40,779	\$33,223	20,584	1,781	\$ 127,342	1.98	7	22.90	6	\$ 3.12	7	26.09%	4	\$ 2.31	5	5.8	6	1
11	85,218	\$65,997	46,557	3,660	\$ 265,288	1.83	9	23.28	5	\$ 3.11	6	24.88%	6	\$ 2.34	6	6.4	7	11
19	20,834	\$15,445	9,034	994	\$ 68,915	2.31	4	20.96	11	\$ 3.31	9	22.41%	9	\$ 2.57	9	8.4	8	19
12	36,057	\$24,784	19,344	1,620	\$ 116,327	1.86	8	22.26	8	\$ 3.23	8	21.31%	12	\$ 2.54	8	8.8	9	12
10	25,308	\$19,089	14,609	1,179	\$ 85,136	1.73	10	21.47	9	\$ 3.36	10	22.42%	8	\$ 2.61	10	9.4	10	10
24	12,791	\$9,553	7,423	599	\$ 43,261	1.72	11	21.35	10	\$ 3.38	11	22.08%	10	\$ 2.64	11	10.6	11	24
34	57,864	\$44,322	35,890	2,976	\$ 214,029	1.61	12	19.44	12	\$ 3.70	12	20.71%	13	\$ 2.93	12	12.2	12	34
25	34,169	\$27,120	22,486	1,831	\$ 132,011	1.52	14	18.66	14	\$ 3.86	13	20.54%	14	\$ 3.07	13	13.6	13	25
7	58,981	\$50,649	45,061	3,151	\$ 232,721	1.31	17	18.72	13	\$ 3.95	14	21.76%	11	\$ 3.09	14	13.8	14	7
29	27,294	\$22,123	20,510	1,575	\$ 114,587	1.33	16	17.33	15	\$ 4.20	15	19.31%	17	\$ 3.39	15	15.6	15	29
17	51,422	\$44,247	42,211	2,971	\$ 219,155	1.22	20	17.31	16	\$ 4.26	16	20.19%	15	\$ 3.40	16	16.6	16	17
3	56,397	\$48,507	46,174	3,330	\$ 244,666	1.22	19	16.94	18	\$ 4.34	17	19.83%	16	\$ 3.48	17	17.4	17	3
23	26,931	\$21,438	19,726	1,661	\$ 119,195	1.37	15	16.21	20	\$ 4.43	19	17.99%	18	\$ 3.63	18	18	18	23
26	17,681	\$13,723	17,009	1,032	\$ 78,152	1.04	23	17.13	17	\$ 4.42	18	17.56%	19	\$ 3.64	19	19.2	19	26
9	50,164	\$38,657	38,493	3,083	\$ 222,843	1.30	18	16.27	19	\$ 4.44	20	17.35%	20	\$ 3.67	20	19.4	20	9
50	9,371	\$7,174	6,010	658	\$ 45,644	1.56	13	14.24	21	\$ 4.87	21	15.72%	21	\$ 4.11	21	19.4	21	50
21	12,616	\$8,255	10,558	918	\$ 65,551	1.19	21	13.74	23	\$ 5.20	22	12.59%	28	\$ 4.54	23	23.4	22	21
27	19,159	\$15,392	21,287	1,348	\$ 101,275	0.90	28	14.21	22	\$ 5.29	23	15.20%	22	\$ 4.48	22	23.4	23	27
61	11,240	\$8,979	11,810	829	\$ 61,208	0.95	26	13.56	24	\$ 5.45	24	14.67%	23	\$ 4.65	24	24.2	24	61
15	30,423	\$21,502	27,011	2,373	\$ 169,296	1.13	22	12.82	25	\$ 5.56	25	12.70%	27	\$ 4.86	25	24.8	25	15
22	10,175	\$7,817	10,160	808	\$ 58,493	1.00	24	12.59	26	\$ 5.75	26	13.36%	26	\$ 4.98	26	25.6	26	22
5	17,783	\$13,773	17,951	1,418	\$ 102,721	0.99	25	12.54	27	\$ 5.78	27	13.41%	25	\$ 5.00	27	26.2	27	5
37	13,524	\$11,917	14,989	1,137	\$ 82,883	0.90	27	11.89	28	\$ 6.13	28	14.38%	24	\$ 5.25	28	27	28	37
2	18,161	\$13,892	20,288	1,642	\$ 118,494	0.90	29	11.06	29	\$ 6.52	29	11.72%	29	\$ 5.76	29	29	29	2
Totals	705,403	\$ 528,370	321,483	28,384	\$ 2,023,394	2.19		24.85		\$ 2.87		26.11%		\$ 2.12	11			

Current FTN Route
 Potential FTN Route
 Not For Consideration



TRANSIT TASK FORCE MEMORANDUM

May 6, 2019

Item 6: Ronstadt Transit Center Redevelopment Update

Issue – Staff from the City Manager’s Office (CMO) will provide an update on the Ronstadt Transit Center (RTC) redevelopment project.

Staff Recommendation – None at this time.

Background – In 2013, at the request of Mayor and Council, City staff issued a Request for Proposals for redevelopment of the RTC, a 4.7 acre site located at Congress St. and 6th Ave. that currently houses the transit center and two parking lots.

In November 2015, after a competitive review process, local developer Peach Properties was selected to lead the redevelopment effort. This selection by Mayor and Council was the culmination of a two-year process that included meetings with stakeholders to develop project goals, the issuance of a Phase I and a Phase II Request for Proposals (RFP), public presentations of proposed concepts, and the formation of an Evaluation Committee to review and make recommendations to Mayor and Council on the Phase I and Phase II RFP submittals. One requirement is to keep the RTC as a full functioning transit center.

The submitted conceptual plan includes development of mixed use retail, office space, live/work lofts, public spaces, a public market alongside the new transit mall, and a parking garage. The streetscape on both Congress St. and 6th Ave. will be activated with retail uses.

Present Consideration – Staff from the CMO will present information on the RTC redevelopment project for comment and discussion by members.

Financial Considerations – None at this time.

Attachments – None at this time.



TRANSIT TASK FORCE MEMORANDUM

May 6, 2019

Item 7: Impact of College Student Ridership Discussion

Issue – The TTF has requested ridership information of Pima Community College and University of Arizona students in order to facilitate a discussion on their impact to the transit system with regard to ridership and revenue.

Staff Recommendation – None at this time.

Background – At the April 1, 2019 TTF meeting, a member proposed discussing the impact of Pima Community College and University of Arizona students on the transit system.

Present Consideration – Staff will present information on college student ridership for review, comment, and discussion by members.

Financial Considerations – None at this time.

Attachments – College student ridership information sheet.

University of Arizona Revenue and Ridership Statistics

Revenue

The University of Arizona (UA) generates transit revenue from several sources, including U-Pass cards and the U-Pass fare option within the GoTucson Mobile Transit App. A U-Pass provides unlimited rides on the Sun Tran Bus System and Sun Link Streetcar. Additional revenue is generated from cash fares, day passes and 30-day passes purchased at various locations. The UA generated the equivalent of \$1,097,000 in revenue in FY 2018.

To understand the revenue generated by the UA, all fare types need to be analyzed.

U-Pass

- UA students, staff, and faculty purchase U-Pass cards or the U-Pass fare option within the GoTucson Mobile Transit App.
- The UA pays 50% of the total cost and the other 50% is passed on to the user.
- The UA subsidy program is available for UA students, staff, and faculty.
- U-Pass and the U-Pass mobile app generated \$762,000 in revenue in FY 2018.

Other Fare Types

UA students, staff, and faculty also pay cash fares and buy shorter term passes from public outlets. There is no specific method to track passes and cash fares as they are purchased. However, an analysis of ridership in the area of the university can provide an indication.

Ridership

Automatic Passenger Counter (APC) data indicates that 714,000 rides taken in 2018 were attributable to the UA. This is determined by identifying the rides that begin or end at the UA and assuming that there is another ride generated to complete the trips for the day. The U-Pass generated 272,000 rides in 2018. The additional 442,000 rides that are not accounted for in the U-Pass revenue generate an estimated \$335,000 in revenue based on the system wide average fare of \$.76 per trip (based on data from the Monthly Operations Report).



TRANSIT TASK FORCE MEMORANDUM

May 6, 2019

Item 8: Coordinated Efforts to Increase Ridership Discussion

Issue – TTF Chair Colby Henley will lead a discussion on efforts to increase ridership.

Staff Recommendation – None at this time.

Background – At the April 1, 2019 TTF meeting, Chair Colby Henley requested this topic be agendaized for discussion by the group at the May 6, 2019 meeting. Mr. Henley would like to discuss ways to coordinate incentives and messaging amongst downtown employers, economic development entities, and others, in an effort to increase transit ridership. With a prevalence of subsidized parking in the downtown area, he would like to highlight why offering incentives for transit is critical to keeping our downtown core walkable, vibrant, and sustainable.

Present Consideration – Chair Colby Henley will lead a discussion of efforts to increase ridership.

Financial Considerations – None at this time.

Attachments – None at this time.