



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, JUNE 3, 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 – May 6, 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. Arizona Open Meeting Law Presentation by City Clerk’s Office.....	30 min.
6. Sun Tran Marketing Plan Presentation.....	20 min.
7. Coordinated Efforts to Increase Ridership Discussion.....	30 min.
8. Call to the Audience (Second)..... <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.
9. Next Meeting Date – July 1, 2019.....	2 min.
10. Future Agenda Items.....	5 min.
11. 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, MAY 6, 2019 AT 3:00 P.M.
4TH FLOOR LARGE CONFERENCE ROOM
201 N. STONE AVE., TUCSON, AZ 85701**

MEETING MINUTES

1. Call to Order/Roll Call

The meeting was called to order at 3:04 p.m. A quorum was established.

Members

Alex Jimenez, Ward 1 – Arrived at 3:20 p.m.
B.J. Cordova, City Manager’s Office – Present
Brian Flagg, Ward 2 – Arrived at 3:25 p.m.
Colby Henley, Ward 3 – Present
Dale R. Calvert, City Manager’s Office – Present
Eric Hahn, Ward 5 – Present
Lisa Shipek, Mayor’s Office – Present
Margot Garcia, Ward 6 – Present
Nicole Feldt, City Manager’s Office – Present
Robert Medler, Ward 4 – Absent
Vacant, CTAC or City Manager

Staff and Others

Davita Mueller, Sun Tran
Shawn Mangan, Sun Van
Allen Benz, Tucson Bus Riders Union
Lois Pittman, Sun Link
Dan Nascarella, Sun Link
Pat Richter, Sun Tran
Laura Bond, TDOT
Bob McGee, Sun Tran
John Zukas, TDOT
Sam Credio, TDOT
Steve Spade, Sun Tran
Ann Chanecka, City Manager’s Office
Sabrina Herrera, Sun Tran
Gene Caywood, Advisory Member
James McGinnis, PAG/RTA

2. Approval of Minutes – April 1, 2019

Motion to approve the minutes of April 1, 2019, with corrections, was passed by a voice vote of 7-0.

Transit Task Force

Meeting Minutes – May 6, 2019

Approved on June 3, 2019

3. Call to the Audience (First)

None.

4. Update on Transit/Announcements/Chair's Report

Sam Credio introduced the new Transit Services Administrative Assistant, Laura Bond. Mr. Credio also mentioned the upcoming Mayor and Council Study Session, which will discuss Transit-Oriented Development, the Universal Access Program, transit's role in economic development, a Plan Tucson update, and economic investment corridors.

Chris Blue explained to the group that the Clerk's Office is requiring specific formatting for BCC record keeping. There were some questions regarding the changes; specifically, will calls to the audience still be recorded? Mr. Blue will seek clarification from the Clerk's Office and report back at next month's meeting.

Steve Spade gave an update on an FTA grant application for the purchase of five electric buses. The City will partner with GILLIG Corporation and Tucson Electric Power on this project. The project budget is approximately \$3.7M. Discussion ensued.

Colby Henley asked if the match was calculated into the FY 2020 budget that was previously reviewed by the TTF. Mr. Spade explained that these funds would be expended in FY 2021. Mr. Henley asked about the timeline for the electric bus demo. Mr. Spade said the City would take possession of its electric bus sometime in the first quarter of 2020.

B.J. Cordova asked how GILLIG was selected. Mr. Spade responded that part of the goal of the grant is to improve and expand the electric bus market. In selecting GILLIG, a relatively new entrant in the electric bus market, the City would have a more competitive application. Also, by working with an established partner (GILLIG), the procurement process is typically much shorter.

Gene Caywood asked how long the pilot will go on before it's considered a failure or a success. Mr. Credio explained that the lease is 12 months with an option to buy.

Lisa Shipek asked if the sources of electricity would be green. Mr. Spade said they're working with TEP on this and gave an example of a different transit agency using solar to charge buses. Mr. Credio explained that there's a grant for a new CNG facility that is currently on hold. The City will need to decide whether to invest in CNG or other vehicle types.

Margot Garcia gave the example of Total Ride and the possibility of rebuilding batteries cell-by-cell, as needed.

Mr. Spade introduced new RATP Dev staff members to the group: Lois Pittman (Assistant General Manager, Sun Link), Shawn Mangan (Assistant General Manager, Sun Van), Sabrina Herrera (Assistant General Manager, Sun Tran), and Dan Nascarella (Director of Safety and Security).

Transit Task Force

Meeting Minutes – May 6, 2019

Approved on June 3, 2019

Ms. Garcia asked about the status of the Transit Connections Focus Group. Mr. Blue said he will look into it and give an update at the next TTF meeting.

Dale Calvert gave an update on the Regional Transportation Authority (RTA) Citizens Advisory Committee (CAC) activities. Mr. Calvert sits on the Committee.

5. Sun Tran Quarterly Performance Report Presentation

Steve Spade explained that there are five criteria used to evaluate performance: passengers per mile, passengers per hour, cost per passenger, recovery ratio, and subsidy per passenger. He went on to provide an overview of how various routes are performing using the aforementioned metrics.

Colby Henley asked if there have been routes under review from the beginning. Discussion ensued.

Alex Jimenez asked about the ridership and future of Route 15 and if ridership would increase as development along the route continues. Route 15 currently falls below 75% of the High Frequency average for regular routes. Bob McGee from Sun Tran explained that Route 15 is not going anywhere.

Lisa Shipek asked about the purpose of the agenda item. Mr. Spade explained that it's an update given quarterly to the TTF. Ms. Shipek suggested a simpler report that summarizes the information. Dale Calvert countered that the information is valuable to understanding how the system is performing.

6. Ronstadt Transit Center Redevelopment Update

Ann Chanecka from the City Manager's Office provided an update on the project, including passenger amenities, bus accommodation, facilities, and parking/transit incentives. She noted that Peach Properties is the developer for the project.

Margot Garcia asked about the additional space for security and whether they would have offices. Ms. Chanecka said they would have their own separate, air-conditioned space.

Ms. Garcia asked if the bathrooms would be available beyond hours of operation from 12am – 4 am. A group discussion ensued. Mr. Spade said there would need to be personnel to ensure the facilities are safe and clean.

Ms. Garcia asked about the security monitoring equipment room. Mr. Spade explained that it is needed to house the equipment and needs to be climate-controlled.

Ms. Garcia also asked about beautification and making it look attractive. Ms. Chanecka explained that there would be greenspace, shade trees, and that the proposal has more specificity.

Lisa Shipek remarked that the development should enhance transit and be synergistic. Ms. Shipek asked about the timeline of the project and how to make it a friendly destination.

Ms. Chanecka explained that if it's approved in June by Mayor and Council, the development agreement will be sent to the FTA. They hope to be under construction one year from when it's approved. She added that moving some or all of the Transit Services Division to the property is a possibility.

B.J. Cordova explained that any design, based on what he's seen elsewhere, would likely make better use of that ground level space for both transit needs plus other public and rental amenities, plug small ground level portals to private commercial or residential areas above, and likely will address concerns mentioned by the TTF.

Dale Calvert explained that he is concerned that there are obligations paid for in the Sun Tran budget, such as security and restrooms, which should fall into the City's general budget. Mr. Calvert asked if there was still a hotel being considered for the development. Ms. Chanecka responded that yes, it is still being considered.

Alex Jimenez asked if Peach Properties contracts out for design work. Ms. Chanecka explained that they partnered with the engineering firm HDR on this project.

Lisa Shipek asked about future technologies and enhancements, specifically bus rapid transit, and if that's a scenario that is being considered in the development? Mr. Spade responded that the technology at RTC would be equivalent to that at BRT stops, such as real-time bus information.

Brian Flagg suggested Mayor and Council should push the developer to include the cost of transit passes for employees or residents in rents. Ms. Chanecka explained that this is an item that the developer is seeking clarification on and Mayor and Council will likely discuss in the near future.

Mr. Spade suggested that if the developer is making an investment in parking, they should have similar transit-focused initiatives.

Lisa Shipek suggested having the RTC development on the agenda in the future and on a regular basis.

7. Impact of College Student Ridership Discussion

Steve Spade provided an overview of ridership at Pima CC and the University of Arizona. A group discussion ensued.

Colby Henley clarification about U-Pass ridership and revenue amounts. Mr. Spade explained that the numbers are estimated using the system average fare, because there are no counts for riders that used the app.

Eric Hahn asked if there could be a new pass offered in future years that would charge a fee to students and City employees with a fee structure similar to gym passes in order to add money into the system. Mr. Spade responded that based on his experience, these efforts can take years to implement. He added that it would entail working in concert with the University.

Nicole Feldt, who works for the University's Parking and Transportation Department, provided a thorough explanation of how the subsidy is paid for by her department, not the University. She added that her new Executive Director would like to increase ridership since they no longer want to add parking due to its exorbitant cost.

Mr. Henley suggested adding it to a future agenda for further discussion.

8. Coordinated Efforts to Increase Ridership Discussion

This item was tabled until the next meeting by Chair Colby Henley.

9. Call to the Audience (Second)

None.

10. Next Meeting Date – June 3, 2019

11. Future Agenda Items

12. Adjournment – 4:59 p.m.



TRANSIT TASK FORCE MEMORANDUM

June 3, 2019

Items 3 and 8: Calls to the Audience

Issue – This is a standing agenda item allowing for the public to comment. Please note: Members may not discuss items that are not specifically identified on the agenda.

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

Background – The memo accompanying these agenda items is intended to provide follow up information to the TTF regarding the public inquiries during the call to the audience agenda items from the previous meeting.

Present Consideration – Staff responses from the questions during the previous meeting’s Call to the Audience agenda items are provided below:

1st Call to the Audience – None.

2nd Call to the Audience – None.

Financial Considerations – None at this time.

Attachment(s) – None at this time.



TRANSIT TASK FORCE MEMORANDUM

June 3, 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:

Complete Streets – Patrick Hartley, Complete Streets Program Coordinator
Transit Administrator Position Recruitment

Sun Tran, Sun Link and Sun Van Updates:

Universal Access Program
Human Trafficking Grant Application

Regional Updates:

None at this time.

Committee Updates:

None at this time.

Stakeholder Group Updates:

Broadway Coalition	Southern Arizona Transit Advocates
Bus Riders Union	Boards, Committees, and Commissions
Bus Friends Forever	Stakeholders
Friends of the Streetcar	Transit Connections Focus Group
Living Streets Alliance	PAG/RTA Citizens Advisory Committee
Old Pueblo Trolley	

Financial Considerations – None at this time.

Attachments – None at this time.



TRANSIT TASK FORCE MEMORANDUM

June 3, 2019

Item 5: Arizona Open Meeting Law Presentation by City Clerk's Office

Issue – Staff from the City Clerk's Office will be presenting on Arizona Open Meeting Law (OML).

Staff Recommendation – None at this time.

Background – It is the policy of the City of Tucson to uphold, promote and demand the highest standards of ethics from all of its employees and officials, whether elected, appointed, or otherwise hired. Accordingly, all members of City BCCs must comply with all of the provisions of OML.

In order to be consistent and ensure compliance with the OML, staff from the City Clerk's Office regularly provide periodic review of OML materials to BCCs.

Present Consideration – None at this time.

Financial Considerations – None at this time.

Attachments – None at this time.



TRANSIT TASK FORCE MEMORANDUM

June 3, 2019

Item 6: Sun Tran Marketing Plan Presentation

Issue – It is the goal of both the TTF and staff to increase transit ridership in our community. In order to support this goal, staff develops and implements a marketing plan on an annual basis. Staff from Sun Tran will present an overview of the FY 2020–2021 Marketing Plan for review.

Staff Recommendation – None at this time.

Background – The FY 2020–2021 Marketing Plan provides a marketing and communications strategy for transit services — Sun Tran, Sun Van, Sun Shuttle, and Sun Link — in the Tucson area.

The marketing goals for the system are to:

1. Improve rider experience on all systems
2. Increase ridership on Sun Tran, Sun Shuttle, and Sun Link
3. Improve public image of Sun Tran and transit in Tucson

Present Consideration – Staff from the Sun Tran will present on the FY 2020–2021 Marketing Plan, including key marketing strategies that will be used to implement the aforementioned goals. Staff would like input from TTF members on the proposed goals and strategies.

Financial Considerations – None at this time.

Attachments – None at this time.



TRANSIT TASK FORCE MEMORANDUM

June 3, 2019

Item 7: 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. Due to time constraints, it was tabled until the June 3, 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.