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**  
**AGENDA**  
**Monday, April 2, 2018 at 3:00 p.m.**  
**Location: 201 N. Stone, 4th Floor**  
**Tucson, AZ 85701**

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>SUGGESTED TIME ALLOCATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Call to Order</td>
<td>2 Minutes</td>
</tr>
<tr>
<td>2. Introductions / Roll Call</td>
<td></td>
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<tr>
<td>3. Approval of February 5, 2018 Minutes</td>
<td>3 Minutes</td>
</tr>
<tr>
<td>4. Call to the Audience</td>
<td>5 Minutes</td>
</tr>
<tr>
<td>5. Update on Transit/ Announcements/ Chair’s Report</td>
<td>20 Minutes</td>
</tr>
<tr>
<td>6. Sun Tran No Smoking Policy TTF Endorsement</td>
<td>10 Minutes</td>
</tr>
<tr>
<td>7. Five-Year Strategic Transit Plan: Subcommittee Update</td>
<td>20 Minutes</td>
</tr>
<tr>
<td>8. Sun Shuttle Marketing Plan</td>
<td>20 Minutes</td>
</tr>
<tr>
<td>9. Promotional Fares Review</td>
<td>30 Minutes</td>
</tr>
<tr>
<td>10. Call to the Audience</td>
<td>5 Minutes</td>
</tr>
<tr>
<td>11. Next meeting Date</td>
<td>3 Minutes</td>
</tr>
<tr>
<td>• Monday, May 7, 2018</td>
<td></td>
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<tr>
<td>12. Future Meeting Agenda Items</td>
<td>2 Minutes</td>
</tr>
<tr>
<td>13. Adjourn</td>
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</tr>
</tbody>
</table>

*Action may be taken on any item.*  
(Material, if available, can be provided by contacting Karen Rahn at 520-837-6584)
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
MINUTES
Monday, February 5, 2018, 3:00 p.m.
Location: 201 N. Stone, 4th Floor
Tucson, AZ 85701

1. Call to Order

Meeting was called to order at 3:10 p.m. with six (6) of the eleven (11) members present which established a quorum.

2. Introductions / Roll Call

Members Present:  Margot Garcia, Chair (Ward 6)
Suzanne Schafer, Vice Chair (Ward 3)
Robin Steinberg (City Manager)
Lisa Shipek, (Mayor)
Dale R. Calvert (City Manager)
David Lee Middleton (Ward 5)
Gene Caywood, (Advisory Member)

Members Absent:  David Heineking (City Manager)
Robert Medler (Ward 4)
Brian Flagg (Ward 2)
Vacant (CTAC or City Manager)
Vacant (Ward 1)
James McGinnis, (RTA Advisory Member)

Staff Present:  Sam Credio, Transit Administrator
Steve Spade, Interim General Manager of Sun Tran/Sun Van
Bob McGee, Sun Tran Scheduling Manager
Pat Richter, Director of Marketing and Communication
Davita Mueller, Sun Tran Planning Analyst
Dan Nascarella, Safety & Security Officer of Sun Link Streetcar

3. Approval of January 8, 2018 Minutes

Dale Calvert moved to approve the Minutes as submitted. The motion was seconded and passed unanimously.
4. **Call to the Audience**

   Allen Benz – Mr. Benz passed out flyers announcing Transit Equity Day, a community gathering about public transportation to be held today, February 5, 2018 at 6 p.m. at the El Pueblo Activity Center, 101 W. Irvington Road.

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

   Sam Credio announced some personnel changes in the Transportation Department. Nicholas Scherer is no longer with the City of Tucson. Darryl Cole retired; the Interim Director of Transportation is Robin Raine.

   Mr. Credio gave an update on the FY 19 Budget. The Budget Retreat can be viewed online. The Budget will be presented to Mayor and Council on April 17. Final adoption is scheduled for June 15. Transit is maintaining its present budget. We are in the second year of a two-year fare change.

   Mr. Credio stated that the 25 for 20 promotion will not be presented to Mayor and Council at this time. Staff would like to present it to Council Member Cunningham first. Both the 25 for 20 and the 3-day pass will be included in future Agenda items.

   Steve Spade announced that John Wilson will be joining Sun Tran as the Assistant General Manager.

6. **Transit Connections Focus Group Representative**

   Margot Garcia presented a letter from the Transit Connections Focus Group inviting a member of the Transit Task Force to participate in the group. Ms. Garcia asked the Task Force to nominate a representative to the Focus Group. Suzanne Schafer nominated Robin Steinberg, Dale Calvert seconded, and the nomination passed unanimously.

7. **Sun Tran No Smoking Policy – Cont’d Discussion**

   Sam Credio gave an update on the feasibility of making the transit centers “No Smoking” areas. There are two statutes that could be used to prohibit smoking. Mr. Credio and staff from Sun Tran explored the possibility of setting aside an area at each of the transit centers as designated smoking areas. This would require placing signs informing citizens that smoking is not permitted within 20 ft. of the buses and indicating where designated smoking areas are. Enforcement could be done by G4S or Tucson Police. Discussion followed.

8. **Bicycles on Buses Update**

   Steve Space stated that last October, Sun Tran drivers were asked to track how many times they had to refuse a customer with a bike because the bike rack was full. The
drivers recorded 222 incidents. The feedback was further broken down by Route, time of day, and day of the week. Mr. Spade explained that three-position bike racks cost twice as much as the two-position racks. Presently, when a bike rack must be replaced, it is being replaced with a three-position rack. Discussion took place.

9. Five-Year Strategic Transit Plan: Subcommittee Update

Sam Credio gave an update on the Five Year Strategic Transit Plan. At their last meeting on January 25, the subcommittee finalized the Vision and Mission and Goals and Objectives. It is now up to staff to fill in the missing pieces. Task Force Members can also provide comments to subcommittee members February 12 – 23.

10. Call to the Audience

Allen Benz – Mr. Benz referred the Task Force back to comments he made at the last meeting regarding three years ago when the City was having discussions on security at the Ronstadt Center. Michael Keith said that TPD reports indicated incidents of crime were ten times greater at the Ronstadt Center than the rest of downtown. Mr. Benz suggested that enforcing a No Smoking policy could probably be handled by the downtown Tucson Police.

Barbara Brookhart – Ms. Brookhart stated that she worked for a midtown Manhattan Park that implemented a “No Smoking” Policy. She indicated that the company didn’t handle the publicity very well and the New York Post published a picture of the park with the “No Smoking” sign next to a man smoking his cigar. Ms. Brookhart stressed the importance of massaging the press to avoid bad publicity.

Ms. Brookhart also was on the evaluation committee for the Ronstadt Center and wanted to find out what was happening.

Misty Ingram – Ms. Ingram stated that her understanding was that the Ronstadt Center was going to be totally redone, and questioned making these changes at the present time to implement the “No Smoking” policy. Ms. Ingram also stated that the Laos Center does not provide anywhere for smokers. The Tohono Center does not allow people in the area under consideration for the smoking area since a security guard was killed there.

11. Next Meeting Date

The next meeting of the Transit Task Force is scheduled for March 5, 2018.

12. Future Meeting Agenda Items

Some future meeting agenda items include:

- Ronstadt Center
- Promotional Fares
- High Capacity Transit
- Giving Buses Priority in Traffic
- No Smoking Policy
- Letter from TTF to Ward Office to Request Appointment of Member

13. Adjourn

The meeting adjourned at 5:04 p.m.
**Item 4: Call to the Audience**

**Issue** – This is a standing agenda item to all members of the audience to make comment to committee members regarding transit.

**Staff Recommendation** – None. This is an information item.

**Background** – The memo accompanying this agenda item is intended to provide follow up information to the Transit Task Force regarding the public inquiries, during the call to the audience agenda items, from the previous meeting.

**Present Consideration** – Staff responses from the questions or comments during the previous Task Force meeting’s Call to the Audience agenda items is provided below:

None

**Financial Considerations** – None

**Attachments** – None
April 2, 2018

Item 5: 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. 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:
More TDOT Staff Changes

Sun Link, Sun Tran, and Sun Van Updates:
March for Our Lives Summary

Regional Updates:
PAG – Long Range Transit Plan

Committees Updates:
RTA - Transit Working Group (TWG)

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

Financial Considerations – None

Attachments – None
Item 6: Sun Tran No Smoking Policy TTF Endorsement

Issue – The Transit Task Force (TTF) has requested this agenda item to take action on endorsing a No Smoking Policy at the transit centers.

Staff Recommendation – Staff recommends that the TTF members endorse a No Smoking Policy at all three transit centers: Tohono Tadai, Ronstadt and Laos. Smoking would only be allowed in designated smoking areas.

Background – During the January 8, 2018 TTF meeting, Sun Tran staff provided information regarding a No Smoking Policy at the transit centers. On February 5, 2018, Sun Tran staff provided a memorandum with detailed information on how the No Smoking Policy would be implemented.

Present Consideration – Sun Tran staff has provided a general timeline for implementing a No Smoking Policy at the transit centers.

Financial Considerations – The cost to purchase and install transit center signage would either be funded with federal grants or absorbed by Sun Tran’s budget. The cost for bus shelters and pads for the designated smoking areas is pending funding availability.

Attachments –

A. Implementation Timeline
# Timeline for implementing smoke-free transit centers

<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>WEEK 2</th>
<th>WEEK 3</th>
<th>WEEK 4</th>
<th>WEEK 5</th>
<th>WEEK 6</th>
<th>WEEK 7</th>
<th>WEEK 8</th>
<th>WEEK 9</th>
<th>WEEK 10</th>
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<tbody>
<tr>
<td><strong>PADS/SHELTERS</strong></td>
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<td></td>
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<td></td>
<td>Kick off</td>
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<tr>
<td>Finalize plans</td>
<td>Design concrete pads</td>
<td>Pour pads</td>
<td>Aquire shelters</td>
<td>Install shelters</td>
<td></td>
<td>Complete shelter installation</td>
<td></td>
<td></td>
<td>Kick off</td>
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<tr>
<td><strong>SIGNAGE</strong></td>
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<td></td>
<td>Kick off</td>
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<tr>
<td>Purchase signage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Receive signs</td>
<td>Install signs</td>
<td>Complete installation</td>
<td></td>
<td>Kick off</td>
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<tr>
<td><strong>MARKETING &amp; COMMUNICATIONS</strong></td>
<td></td>
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<td></td>
<td>Marketing materials complete</td>
<td>Distribute marketing materials</td>
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<td>Kick off</td>
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<tr>
<td>Develop marketing materials</td>
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<td></td>
<td>Marketing materials complete</td>
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<td></td>
<td>Kick off</td>
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</table>

* Pending funding availability
Item 7: Five Year Strategic Transit Plan: Subcommittee Update

Issue – Staff will update the Transit Task Force (TTF) on the Five Year Strategic Transit Plan.

Staff Recommendation – None. This is an information item.

Background – Staff was tasked with developing a Five Year Strategic Transit Plan. The plan was developed to provide a roadmap for Mayor and Council, while City Staff were provided the means to evaluate the performance of the transit system, determine the direction the community wants to move in the future, and outline a process to achieve set objectives.

The Five Year Strategic Transit Plan was drafted by Sun Tran/Sun Van staff and presented, reviewed and revised by the TTF. It was presented to the City Council in November of 2012. Council suggestions were included in the revised plan, released January 28, 2013.

February 6, 2017
Sun Tran presented a review of the Five Year Strategic Transit Plan. It was decided that a few TTF members would meet with staff before the next TTF meeting and discuss the process and timeline for updating the strategic plan.

February 28, 2017
The TTF Chair and staff met to create an outline on how to proceed with updating the strategic plan.

March 6, 2017
Planning for the first steps of the SWOT (strengths, weakness, opportunities and threats) analysis took place. The Task Force also discussed future plans on when to set the goals and objectives of the strategic plan.

April 3, 2017
Suggestions were taken from TTF, staff, and members of the public for each of the four SWOT categories. After this information was compiled each participant selected the top suggestions in each SWOT category. The final selections were tallied and ranked against each other.

June 5, 2017
The TTF, staff, and members of the public participated in an exercise to analyze the present Goals and Objectives contained in the Strategic Plan. Each goal was examined and voted on to keep the goal, modify the goal, or eliminate it altogether.

June 23, 2017
The TTF Chair and staff met to create an outline on how to proceed with the Mission and Vision.
July 10, 2017
A vision statement exercise was conducted with task force members, staff, and audience members. Each person provided a vision statement for the City of Tucson transit system.

August 7, 2017
Wrap-up the vision statement and review submitted mission statements.

August 25, 2017
Subcommittee Meeting #1: Members drafted a vision statement, and decided on key words to help frame the mission statement.

September 1, 2017
Subcommittee Meeting #2: Members drafted mission statements, and began to discuss goals.

September 15, 2017
Subcommittee Meeting #3: Members updated the draft vision and mission statements, and continued to discuss goals.

October 6, 2017
Subcommittee Meeting #4: Members continued to discuss goals.

October 9, 2017
Review subcommittee draft vision, mission, and goals.

October 18, 2017
Subcommittee Meeting #5: Members continued to discuss goals.

November 13, 2017
Review goals matrix.

November 15, 2017
Subcommittee Meeting #6: Members continued to discuss goals.

December 4, 2017
Review updated Mission language and Goals matrix.

January 25, 2018
Finalized Vision and Mission. Finalized Goals and Objectives Matrix. Staff will complete S.M.A.R.T. Section of Matrix. Staff has begun updating the body for the plan.

February 14, 2018
Staff completed S.M.A.R.T. objectives for Goals 1 and 2. The subcommittee provided input on the completed material. Staff will continue to complete the S.M.A.R.T. objectives for Goals 3-5 and continue working on the draft Strategic Plan.
Present Consideration – Discussion on the next steps the TTF would like to take regarding strategic plan.

Financial Considerations – None

Attachments –
   A. SMART Goals Matrix Updated
<table>
<thead>
<tr>
<th>Mission Statement</th>
<th>Draft Goals</th>
<th>Draft Objectives</th>
<th>SMART Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve service delivery to enhance customer experience so they choose transit.</td>
<td>Maintain, improve, and add to high frequency network.</td>
<td>Each quarter Sun Tran will complete a route performance evaluation using key performance indicators of passengers per hour, passengers per mile, total ridership and farebox recovery. Routes that average less than 80% of the average will be reviewed for efficiencies and routes that perform 20% above the average will be considered for service improvements.</td>
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<td>Reduce travel time on route for transit rider.</td>
<td>Each quarter Sun Tran will evaluate route performance. The performance analysis will include an assessment of opportunities to reduce route travel time. Two routes will be identified annually for travel time improvement and an assessment of strategies will be completed and reviewed for possible implementation.</td>
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<td>Keep vehicle, transit centers, bus stops and shelters safe, attractive, and clean.</td>
<td>Sun Tran will increase the regular cleanings of the Transit Centers over the previous fiscal year. Sun Tran will complete a safety and security review of the transit centers, selected bus stop locations and on-board issues by September 2018. The study will recommend improvements to system safety and security to be considered for implementation Sun Tran will implement policies programs to decrease or prohibit smoking at transit centers by October 1, 2018.</td>
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<td>Improve communication at station stops and transit centers</td>
<td>Sun Tran will undertake a study of communication materials at stops and Transit Centers and will determine what types of changes need to be made in order to improve communications. Sun Tran will report on the findings of the study and the changes made to the Transit Task Force, as confirmed by the meeting minutes.</td>
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<td>Accommodate bicycles on vehicles so as to have seamless travel between modes</td>
<td>Sun Tran will increase the number of 3-position bike racks on Sun Tran vehicles by at least 7 each fiscal year. Three-position bike racks will be considered for inclusion in 2018/19 bus purchases. Sun Tran will report these numbers to the Transit Task Force, and the increases can be confirmed by review of the meeting minutes.</td>
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<td>Improve connections to other networks such as bikeways, rideshare, parking, etc.</td>
<td>Beginning in February 2018, TDOT will facilitate a discussion with the Transit Connections Focus Group regarding improved connections to other modes of transportation. The results of those discussions will be presented to Mayor and Council in Summer 2018.</td>
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<td>Improved integration of mobile application technology for all modes of transportation</td>
<td>Sun Tran will investigate current mobile application technology available for all modes of transportation, and where appropriate, will purchase mobile application technology for transit users if funding is available.</td>
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<td>Present Annual Regional Transit Marketing Plan to TTF</td>
<td>Sun Tran will develop an annual marketing plan each calendar year. Following completion, the marketing plan will be presented before or during the November TTF meeting, as evidenced by Transit Task Force minutes.</td>
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<td>Include increasing ridership incentives in future management contracts</td>
<td>TDOT will include performance incentives/disincentives in the upcoming Transit Management Request for Proposal (RFP). The RFP is expected to be published in March 2018 and a selection will be made in September 2018.</td>
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<td>Keep fares affordable and maintain economy fare.</td>
<td>Sun Tran will do a study each year comparing the fares for Sun Tran versus the fares of comparable peer transit systems. Sun Tran will report on the results of the study to the Transit Task Force, as evidenced by TTF minutes.</td>
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<td>Report on riders per revenue hour.</td>
<td>Sun Tran will produce a monthly performance report and provide information at monthly Transit Task Force meetings. The report will include the following measures: Ridership, passengers per revenue hour, on time performance, operating costs, vehicle maintenance, preventable accidents and farebox recovery.</td>
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</table>
### 2.1.4 Report on vehicle maintenance

Sun Tran staff will complete a study of transit technology including web site, mobile apps and social media by October 1, 2018. The study will identify key issues, state of the art applications and provide recommendations for improvement.

### 2.1.5 Report on safety record.

### 2.1.6 Report on farebox recovery.

### 2.2.1 Develop mobile application with real time data

Sun Tran will update the website, www.suntran.com, become more user friendly and include Sun Link and Sun Van for consistency. This project is included in the FY19 budget and will take approximately 10 months to complete after adoption of recommendations.

### 2.2.2 Update website to be more user friendly

Sun Tran will develop an annual marketing plan each year. The marketing plan will focus on building ridership through targeted marketing, promotional activities, improved use of technology and social media and strategic partnerships.

### 2.2.3 Expand Social Media reach

Sun Tran will undertake targeted marketing focused on employers and apartment complexes on the FTN. Letter from the Mayor will be distributed in spring 2018 and Sun Tran staff will develop follow-up activities to be completed throughout 2018. Updates will be provided to the TTF on a quarterly basis.

### 3.1.1 Target businesses along the Frequent Transit Network routes

Sun Tran will identify strategic partners to expand Pass Providers Program.

### 3.1.2 Identify and engage ambassadors to champion pass provider program

### 3.1.3 Expand the Get on Board Program

### 3.1.4 Work together with PAG Travel Reduction Program to promote pass providers program

### 4.1.1 Maintain a region-wide fare policy

### 4.1.2 Establish integrated scheduling

### 4.2.1 Continue to advocate for regional transit funding in extension of RTA

### 4.2.2 Search for and apply for grants

### 4.2.3 Establish at least 2 public private partnerships in 2 years

### 4.2.4 Identify all revenue streams and project for 5 years

### 4.2.5 Continue work on concept of regional governance model

### 4.3.1 Develop creative ways to promote transit use

### 4.3.2 Continue to invest in alternative fuel vehicles

### 4.3.3 Create and promote a "Bus to work" Day

### 4.3.4 Identify strategic partnerships to promote the use of transit

### 5.1.1 Establish Transit Advisory Committee by City Code

### 5.2.1 Identify champions to promote transit

### 5.2.2 Engage Office of Economic Development to identify transit benefits

### 5.2.3 Include benefits of economic development in Regional Transit Marketing Plan
| 5.2.3 | Collaborate with University of Arizona researchers to quantify transit benefits |
Item 8: Sun Express and Sun Shuttle Marketing

Issue – Sun Tran Staff will update the Transit Task Force (TTF) on the marketing efforts for Sun Express and Sun Shuttle

Staff Recommendation – None. This is an information item.

Background – The TTF Chair requested that Sun Tran staff provide an update on the marketing efforts for Sun Express and Sun Shuttle.

Present Consideration – None

Financial Considerations – None

Attachments –
A. Marketing Sun Express and Sun Shuttle
Marketing Sun Express & Sun Shuttle

Transit Task Force
April 2018
Sun Express – Print Ads

• **Foothills** - Rts. 105, 109

• **The Explorer** - Rts. 102, 103, 107, 203

• **Marana** - Rts. 104, 204

• **Vail Voice** - Rt. 110

• **Tanque Verde Voice** - Rts. 101, 108, 109, 201
Sun Express – Bus Wraps

- Plan to wrap over 50% of the Express buses with either
  - Ads on tail of bus
  - Ads on street side of bus
Send Sun Express video to all Get on Board and TRP employers along Express routes
Targeted Marketing for Sun Express

• Targeted Marketing to Employers & Apartments
  – Rt. 101 Golf Links – productive route
  – Rt. 104 Marana – semi-productive route
  – Rt. 109 Catalina Highway – low productivity
  – Rt. 201 Golf Links- Aero Park – low productivity
• Determine the major trip generators on routes
• Outreach to Apartments, Condos, Neighborhood Associations, HOA’s & Employers along routes
  – To reach potential riders
Sun Shuttle - Print Ads

- **Sahuarita Sun** - Rt. 421, GV DAR
- **Green Valley News** - Rt. 421, GV DAR
- **Inside Green Valley** - Rt. 421, GV DAR
- **Journey** - Rt. 421, GV DAR
- **Community Quarterly** - Rt. 421, GV DAR
- **Home & Life** – Rt. 421, GV DAR
- **The Explorer** – Rt. 401, 412, OV DAR
- **Marana** – Rt. 410, 412, 413
- **Vail Voice** - 450

**SUN SHUTTLE IS FOR EVERYONE!**

Sun Shuttle is YOUR neighborhood transit service in Green Valley and Sahuarita.

For more information visit suntran.com/sunshuttle or call (520) 792-9222
Sun Shuttle Decals on Vehicles

- Will put decals on back of all Sun Shuttle vehicles
- Currently in design phase
- 3 different body types
Mobile Unit to Events

• Travel to events with mobile qualification unit to print out SunGO ID & Cards for qualified seniors

• Events at locations along Sun Shuttle routes such as
  • La Posada - Rt. 421, Green Valley Dial-a-Ride
  • Arroyo Gardens - Rt. 421, Green Valley Dial-a-Ride
  • The Villas - Rt. 421, Green Valley Dial-a-Ride
  • Silver Springs - Rt. 421, Green Valley Dial-a-Ride
  • Prestige - Rt. 421, Green Valley Dial-a-Ride
  • San Xavier Elders Group - Rt. 440
  • Public Relations event at Tucson Estates - Rt. 430
Summary

- Express Route survey
- Targeted Marketing
- S.T.A.R.T trainings
- Sun Express vehicle wraps
- Sun Shuttle stops at Tucson Premium Outlets
- New Sun Shuttle Brochures
Feedback or input?

Pat Richter
Director of Marketing & Communications
Sun Tran
(520) 206-8810
pat.richter@tucsonaz.gov
Item 9: Promotional Fares Review

Issue – In 2017 the City of Tucson and Sun Tran introduced two promotional fares: $25 for $20 and the 3-Day Transit Pass. The promotional period has ended for both fares and a decision needs to be made as to whether or not to continue these fares permanently.

Staff Recommendation – Staff recommends that the Transit Task Force (TTF) take action on whether or not to continue the promotional fares permanently. Staff would like two separate recommendations:

1. $25 for $20
2. 3-day Transit Pass

The following information provides background and data related to the two promotional fares.

Background –

1. $25 for 20: The $25 for $20 promotional fare program was developed to encourage infrequent riders to use the bus system more often. The program allows a rider to load $25 of value on their SunGO card for only $20. The promotion was available to riders at retail outlets, Sun Tran Special Services Office, Sun Tran Administration and at all three transit centers via the ticket vending machines. The most recent promotional period began in June 2017 and is currently in effect. It should be noted a Title VI Fare Equity Analysis was already completed for this fare.

2. 3-Day Transit Pass: The 3-day Transit pass was introduced in August 2017 as a promotional fare. The transit pass provides riders with 72 hours of unlimited rides after activating the pass. The pass was available at retail outlets, Sun Tran Special Services Office, Sun Tran Administration, GoTucson Mobile Application and at all three transit centers via the ticket vending machines. It was anticipated that this fare would be utilized by visitors and guest especially during major events such as University of Arizona orientation and the Gem and Mineral Show. A Title VI Fare Equity Analysis would be required to make this a permanent fare.

Present Consideration – The attachments provide more information about the performance of the promotional fares. If both promotional fares move forward with permanent implementation they will require a public hearing and Mayor & Council action. As previously stated, a Title VI Fare Equity Analysis will also be required for the 3-Day Transit Pass.
Financial Considerations –
  1. $25 for $20: This program will cost approximately $100,000 annually. This cost could increase depending on how many people participate.

  2. 3-Day Transit Pass: This fare will require a Title VI Fare Equity Analysis which will require staff time. There are no annual costs associated with implementing this fare permanently.

Attachments –
  A. $25 for $20 Summary
  B. 3-Day Transit Pass Summary
$25 for $20 Program Summary

The current version of the $25 for $20 promotion began in June 1, 2017. The promotion allowed persons loading value on SunGo Cards to purchase $25 of value for $20. Below is a summary of findings:

**Purpose:**
- Increase the number of people using prepaid fares
- Stimulate ridership among occasional users

**About $25 for $20:**
The $25 for $20 program was introduced as an incentive for passengers to use prepaid fares and to encourage the infrequent rider to use Sun Tran more often. Additional SunGo incentives include:
- Transfers that are automatically loaded on to the SunGo card, avoiding transfer costs
- The single ride being discounted from $1.75 to $1.60
- Stored value that can be used to ride Sun Link at a discounted rate

**Staff Analysis:**
Did the $25 for $20 program increase ridership and/or did it cause more people to move to the SunGo product?
- Between June 1 and December 31, 2017, 8,729 purchases of the $25 for $20 promotion were made. (145,483 potential rides).
- Full Fare stored value ridership increased 99,794 from June to December continuing a trend consistent since the elimination of paper transfers in July, 2016.
- Full fare cash ridership dropped by 416,007 during the same period.
- Growth in stored value ridership that growth did not offset the loss in total cash rides.

**Conclusions:**
The $25 for $20 program provides an incentive in the form of a discount to move from cash to prepaid fares.

There is no definitive evidence connecting the decrease in full fare cash revenues and the increase in full fare stored value.

Data suggests that customers moved to prepaid fares when paper transfers were eliminated.

The program has resulted in a loss of revenue ($100,000 annually) due to discounts but did not result in ridership growth.

Data suggest that continued investment is the $25 for $20 program is not likely to generate new ridership or additional rides from existing users.
3-day Transit Pass Summary

Purpose:

The purpose of this summary is to share information related to the Sun Tran 3-Day Transit Pass, its use and potential benefit.

About 3-day Transit Pass:

The 3-Day Transit Pass was introduced as a promotional fare in August of 2017. The pass is sold at a cost of $10 and is good for unlimited rides for three (3) consecutive days after its first use. The purpose of the pass was to offer:

- An incentive for occasional riders to use transit at a discounted rate
- An economical way for visitors to use transit in Tucson

To evaluate the success of the 3-day pass staff has analyzed the number of passes sold and ridership attributed to 3-day passes for each month during the promotional fare period. The table below shows the ridership and sales information for each month.

<table>
<thead>
<tr>
<th></th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>Jan</th>
<th>FEB</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUN TRAN</td>
<td>620</td>
<td>1,198</td>
<td>962</td>
<td>962</td>
<td>858</td>
<td>1,260</td>
<td>1,124</td>
<td>6,984</td>
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<tr>
<td>SUNLINK</td>
<td>6</td>
<td>11</td>
<td>20</td>
<td>7</td>
<td>26</td>
<td>49</td>
<td></td>
<td>119</td>
</tr>
<tr>
<td>SUN SHUTTLE</td>
<td>2</td>
<td>6</td>
<td>22</td>
<td>9</td>
<td>6</td>
<td>19</td>
<td>4</td>
<td>68</td>
</tr>
<tr>
<td>TOTAL</td>
<td>628</td>
<td>1,204</td>
<td>995</td>
<td>991</td>
<td>871</td>
<td>1,305</td>
<td>1,177</td>
<td>7,171</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>SUNGO</th>
<th>MOBILE APP</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIT SALES</td>
<td>35</td>
<td>54</td>
<td>757</td>
</tr>
<tr>
<td></td>
<td>104</td>
<td>141</td>
<td>726</td>
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<td></td>
<td>130</td>
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<td></td>
</tr>
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<td></td>
<td>106</td>
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<td></td>
<td>174</td>
<td>114</td>
<td></td>
</tr>
<tr>
<td></td>
<td>757</td>
<td>726</td>
<td>1,483</td>
</tr>
</tbody>
</table>

| USAGE PER PASS | 7.1 | 5.8 | 3.7 | 5.0 | 4.3 | 5.7 | 4.1 | 4.8 |

During the seven months of the program pass sales have grown from 89 in August 2017 to 288 in February 2018. Ridership has shown growth from 628 – 1,177 in the same period. It is interesting to note that while the ridership has grown the actual rides per pass has declined. This may indicate that even though the passes are being purchased they are not being utilized as much by each pass holder or could indicate that not all passes are being used at all. This could be consistent with one of the primary uses of the 3-day pass...to provide access to the transit...
system for visitors to the city. One use for the 3-day pass has been the distribution to groups of visitors. The 3-day passes are purchased in volume by various host groups and distributed to the participants. Organizations like Visit Tucson and the University of Arizona have purchased 3-day passes to share with visitors or conventioneers. The fluctuation in usage is likely consistent with the type of group and proximity to transit routes.

There are benefits to the 3-day pass as its use for visitors:

- It is a value added service that hosts can provide to visitors to the community
- The use can stimulate additional economic activity as it provides access to parts of the city
- Sales generates new revenue

Conclusions:

Sun Tran concludes that the 3-day pass should be considered as a permanent fare option. It is also recommended additional marketing be undertaken to make potential users aware of the 3-day pass. Additional promotion could yield new revenue and create a value for the transit system with the entertainment and convention industry in Tucson.

Under the current "City of Tucson Policy and Procedure for Solicitation and Consideration of Public Comment on Fare Changes and Major Service Changes on Public Transportation”,

**Fare Changes:** a Public Hearing must be held if there is any fare change to any of the public transportation modes (e.g. Sun Tran, Sun Van, or Sun Link). For changes to existing transit fares, the FTA requires all City of Tucson transit providers (e.g., Sun Tran, Sun Van, and Sun Link) to conduct a Fare Equity Analysis for all proposed fare changes (Resolution No. 22127, August 6, 2013).

The Federal Transit Administration (FTA) also includes fare media; as such, a Public Hearing and a Fare Equity Analysis will be required to consider the 3-day pass as permanent.

The process could take up to 8 weeks to complete. Sun Tran also recommends that the 3-day pass continue as a promotional fare during the public hearing process.