

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, June 4, 2018 at 3:00 p.m.

Location: 201 N. Stone, 4th Floor
Tucson, AZ 85701

TOPICS	SUGGESTED TIME ALLOTTED
1. Call to Order	
2. Introductions / Roll Call	2 Minutes
3. Approval of May 7, 2018 Minutes	3 Minutes
4. Call to the Audience	5 Minutes
5. Update on Transit/ Announcements/ Chair's Report	45 Minutes
6. August Minor Service Changes	15 Minutes
7. Ride Guide Changes	15 Minutes
8. 5-year Strategic Transit Plan Update	15 Minutes
9. Call to the Audience	5 Minutes
10. Next meeting Date	3 Minutes
• Monday, July 2, 2018 (Tentative)	
11. Future Meeting Agenda Items	2 Minutes
12. Adjourn	

Action may be taken on any item.

(Material, if available, can be provided by contacting Karen Rahn at 520-837-6584)

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Mayor and Council Transit Task Force

MINUTES

Monday, May 7, 2018, 3:00 p.m.

Location: 201 N. Stone, 4th Floor
Tucson, AZ 85701

1. Call to Order

Meeting was called to order at 3:05 p.m. with eight (8) 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)
Brian Flagg (Ward 2)
David Lee Middleton (Ward 5)
David Heineking (City Manager)
Lisa Shipek, (Mayor)
Dale R. Calvert (City Manager)
James McGinnis, (RTA Advisory Member)
Gene Caywood (Advisory Member)

Members Absent: Robert Medler (Ward 4)
Vacant (CTAC or City Manager)
Vacant (Ward 1)

Staff Present: Sam Credio, Interim Deputy Director
John Zukas, Transit Services Coordinator
Steve Spade, Interim General Manager of Sun Tran/Sun Van
John Wilson, Assistant 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
Eric Sitiko, Operations Manager of Sun Link

3. Approval of April 2, 2018 Minutes

Richard Mayers pointed out that on page 2; paragraph 2, Mark Berman owns Benjamin Supply, not Miller Supply. The correction has been made to the Minutes.

4. Call to the Audience

Richard Mayers – At the last meeting Mr. Mayers talked about broken passes and how that relates to the \$25 for \$20 promotion. Mr. Mayers continued, “The issue was that the card that has the \$25 for \$20 on it is still in the system. It says \$42. If you’re looking at that and trying to figure out if I’m using my \$25 for \$20 how do you know because you don’t know what my second card is that I’m using and burning the value off of that I filled up another time. You have no idea except for the second time I did it.”

Mr. Mayers also discussed the Streetcar and his recent experience. He was waiting for the streetcar behind Maynard’s. At the stop it said 20 minutes until the next Streetcar arrives. It dropped to 19 minutes and he decided to walk home. He didn’t get all the way home and a streetcar passed him. Mr. Mayers said that it doesn’t indicate a very reliable system to someone who may be from out of town. Mr. Mayers indicated that the App is more accurate. He is wondering if there is any way to make the information at the stop more accurate. He also said that wayfinding signs would help.

Allen Benz – Mr. Benz stated that there was an article in the Arizona Daily Star on May 4 about different transit systems throughout the country switching from diesel to electric or hydrogen fuel cells. Mr. Benz suggested that hydrogen fuel cells should also be considered.

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

Margot Garcia mentioned an article in the City Lab which indicated a decline in bicycle ridership. Ms. Garcia also mentioned that oil is up to \$70 a barrel and might help with transit.

Sam Credio – Mr. Credio stated that there will be a public hearing on the budget tomorrow, May 8. The budget will be adopted on May 22. More information is available online.

The Transit Management RFP will close on June 11 and the evaluation process will begin. An announcement will be made by October 1.

Eric Sitiko announced that the Summer Schedule for Sun Link will begin on May 17th and end on August 16.

July 30 will kick off the smoking restrictions at the transit centers. There will be designated smoking areas with shade at each of the centers. There will be a public information campaign to inform the public.

There are two promotional fares that will become permanent fare: The three-day pass and the \$25 for \$20. These will be presented to the Mayor and Council at the June 19 meeting.

James McGinnis reported that PAG now has a Long Range Transit Plan with a contract with Jarrett Walker & Associates. The kickoff is scheduled for later this month.

Mr. McGinnis also reported that the last Transit Working Group meeting focused on the Dial-a-ride program and new software for the fixed route program.

Robin Stein reported on the Transit Connections Focus Group. Ms. Stein said the group had an April 19 Field Trip where groups of people used transit, streetcar or Tugo to get to a destination and return. Some attendees expressed concern about the App on the phones.

6. Mayor & Council Oral Report

Margot Garcia will be reporting on the Transit Task Force to the Mayor & Council on May 22 and asked for suggestions on topics. Some of the suggestions were: appointment of members to the Task Force from Ward Offices, providing some clarity of the mission of the Task Force, the 5-Year Plan, and making transit centers more user friendly.

7. Sun Tran Marketing Plan Update

Pat Richter gave a presentation on the different types of marketing used by Sun Tran. Some tools used for advertising are bus shelters, bus benches, bus wraps, print ads, transit center monitors and the Sun Tran web site.

8. 5-Year Strategic Transit Plan Update

Sam Credio stated that the goals and objectives matrix was finalized at the last meeting. Once the Plan is finalized, it will be brought back to the Task Force.

9. Call to the Audience

Camille Kershner – Ms. Kershner stated that she disagreed with Task Force members and thought that it still takes too long to get across town on Sun Tran.

10. Next Meeting Date

The next meeting of the Transit Task Force is scheduled for June 4, 2018.

11. Future Meeting Agenda Items

Some future agenda items:

- *5-Year Strategic Transit Plan*
- *Monthly Operating Reports – Sun Tran and Sun Link*
- *Ronstadt Center*

12. Adjourn

The meeting adjourned at 4:34 p.m.



TRANSIT TASK FORCE MEMORANDUM

June 4, 2018

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 – None

Financial Considerations – None

Attachments – None



TRANSIT TASK FORCE MEMORANDUM

June 4, 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:

Permanant Fares Mayor and Council Dates

- June 19, 2018: Approval of Title VI Fare Equity Analysis, Consent Agenda
- July 10, 2018: Public Hearing for Permanent Fares, Regular Meeting
- August 8, 2018: Approval of Fare Ordinance Change, Consent Agenda

RTC Project Update

Sun Link, Sun Tran, and Sun Van Updates:

No Smoking at Transit Centers Update (*Sun Tran*)

Regional Updates:

Long Range Transit Plan (*PAG*)

Committees Updates:

Transit Working Group (*RTA*)

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



TRANSIT TASK FORCE MEMORANDUM

June 4, 2018

Item 6: August Minor Service Changes

Issue – A Transit Task Force member requested time during the June 4, 2018 meeting to discuss the attached Mayor & Council Memorandum regarding Sun Tran service changes.

Staff Recommendation – None. This is an information item.

Background – On May 29, 2018, a memorandum (see Attachment 1) was sent to Mayor & Council summarizing minor service changes that will be made by Sun Tran in August 2018. These service changes represent a citywide effort to develop operational savings as part of the Fiscal Year (FY) 2018/2019 budget process.

Present Consideration – None

Financial Considerations – The minor service changes represent over \$1M in operational savings in the FY 18/19 budget based on implementation in August 2018.

Attachments –

1. Sun Tran Minor Service Changes - Memorandum to Mayor & Council
Dated May 29, 2018



MEMORANDUM

DATE: May 29, 2018

TO: Honorable Mayor and
City Council Members

FROM: Robin L. Raine, Interim Director
Department of Transportation

SUBJECT: Sun Tran Minor Service Changes

As you know, City Manager Ortega has asked staff to ensure that operations and revenues are sustainable in the long term. To ensure that resources are being used in ways that provide the best value to taxpayers, we are conducting a critical review of our mass transit programs to identify efficiencies.

During the Fiscal Year (FY) 2019 budget development process, Sun Tran evaluated minor service changes to reduce annual operating costs. The information below outlines in more detail minor service changes to four routes beginning in August 2018. This set of frequency adjustments will have minimal impact on ridership and provides an estimated annual operational savings of \$1,027,000 in FY18/19 based on implementation in August, 2018. As long as these frequency adjustments remain in place, Sun Tran will also be able to reduce the fleet size by five buses thereby reducing long range capital funding for replacement vehicles.

The specific frequency adjustments change the frequency of Routes 4 Speedway and 8 Broadway from 10 to 15 minutes and Routes 16 Oracle and 18 S. 6th Ave from 7.5 to 10 minutes. Currently, these routes do not have overcrowding and can accommodate the change without a loss of ridership or revenue. All four routes are currently included in the Frequent Transit Network (FTN) and will continue to meet the requirements of the Mayor & Council approved FTN policy. Additionally, per Federal Transit Administration (FTA) guidelines these are considered a Minor Service Change and do not require a Title VI Analysis or Public Hearing.

Sun Tran will continue to evaluate the performance of the transit system and look for opportunities to optimize service delivery for its customers.

RR/SC/rw

cc: Michael J. Ortega, P.E., City Manager
Albert Elias, Assistant City Manager
Joyce Garland, Assistant City Manager/CFO
Robin Raine, Interim Director of Transportation
Samuel Credio, P.E., Interim Deputy Director of Transportation
Steve Spade, Sun Tran/Sun Van General Manager
Mayor and Council Aides
Executive Leadership Team



TRANSIT TASK FORCE MEMORANDUM

June 4, 2018

Item 7: Ride Guide Changes

Issue – Sun Tran Staff will update the Transit Task Force (TTF) on the efforts to change from semi-annual Ride Guides to individual schedules.

Staff Recommendation – None. This is an information item.

Background – In recent years Sun Tran has published service information in a Ride Guide. The Ride Guide includes all bus schedules, and maps as well as complete information on how to use transit in Tucson. The Ride Guide is published twice annually. Using the Ride Guide creates challenges and limitations for Sun Tran staff:

1. The Ride Guide can only be printed twice a year because of the size of the document. Two annual printings limits the ability of staff to make changes in routes, schedules or fare information.
2. The Ride Guide must be printed in sufficient quantities to last up to 6 months causing challenges ordering proper quantities. It is not unusual to find it necessary to print additional Ride Guides to extend the inventory until the next planned service change or to have excess guides requiring disposal. Both results are costly.
3. Staff must order the same quantity of schedules for each route regardless of ridership level or demand. This is inefficient and costly.

Effective with the August 2018 service changes Sun Tran will introduce individual schedules and separate transit information. Rather than one document several pieces will be produced

1. Individual schedules for each regular route.
2. A booklet containing express route information.
3. System Route map.
4. A comprehensive how to use transit booklet.

There are several advantages to individual schedules.

1. Printing cost will be lower because quantities can be adjusted based on ridership demand for various routes.
2. Reprinting will be more cost effective.
3. It will be possible to change schedules more frequently providing more flexibility for staff to respond to the need for service changes or to make corrections.

Present Consideration – Sun Tran will be able to redirect savings from the printing costs to support other marketing activities.

Financial Considerations – None

Attachments – None. Draft materials will be distributed at the meeting for Task Force review.



TRANSIT TASK FORCE MEMORANDUM

June 4, 2018

Item 8: 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.

April 30, 2018

Staff completed S.M.A.R.T. objectives for all Goals and Objectives. The subcommittee provided input on the completed material and revisions were made. Staff will continue working on the draft Strategic Plan.

May 29, 2018

Subcommittee members reviewed the final version of the Goal and Objectives Matrix as depicted in Attachment 1. Staff also presented a draft version of the 5-year Strategic Plan. Attachment 2 illustrates the updated table of contents for the document. Staff will present a draft 5-Year Strategic Plan, depicting the inclusion of the goals and objectives matrix, to the subcommittee in July 2018.

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
- B. Draft Table of Contents

**City of Tucson Five-Year Strategic Transit Plan
Fiscal Years 2019 - 2023**

Mission Statement	Goals	Objectives		SMART Objectives
1 Develop a comfortable, attractive, and convenient transit network that serves all customers, maintaining current and adding new ridership.	1.1 Improve service delivery to enhance customer experience so they choose transit.	1.1.1	Maintain, improve, and add to high frequency network.	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.
		1.1.2	Reduce travel time on route for transit rider.	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.
		1.1.3	Keep vehicle, transit centers, bus stops and shelters safe, attractive and clean.	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 to decrease or prohibit smoking at transit centers by August 1, 2018.
		1.1.4	Improve communication at station stops and transit centers	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.
		1.1.5	Update website to be more user friendly	Sun Tran will update the website, www.suntran.com, to become more user friendly and include Sun Link, Sun Van and Sun Shuttle for consistency. Sun Tran will conduct research to identify potential improvements and use the findings to develop budget recommendations for fiscal year 2020 funding.
	1.2 Achieve a seamless transportation network	1.2.1	Accommodate bicycles on vehicles so as to have seamless travel between modes	Sun Tran will increase the number of three-position bike racks on Sun Tran vehicles by at least seven (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.
		1.2.2	Improve connections to other networks such as bikeways, rideshare, parking, etc.	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.
		1.2.3	Improved integration of mobile application technology for all modes of transportation	Sun Tran staff will complete a study of transit technology including web site, mobile apps and social media by December 1, 2018. The study will identify key issues, state of the art applications and provide recommendations for improvement.
	1.3 Retain current customers and attract new riders	1.3.1	Develop creative ways to promote transit use	Sun Tran will develop a Marketing Strategic Plan each fiscal year to include multiple avenues for promoting transit. Following completion, the marketing plan will be presented to the Transit Task Force. Sun Tran will also provide quarterly progress updates on marketing, communications and outreach activities as spelled out in the Marketing Strategic Plan including activities spelled out in Objectives 1.3, 3.1 and 5.2.3. In 2019, Sun Tran will conduct a Transit Fare Policy and Structure Review (i.e. a fare study) for Sun Tran and Sun Link to conduct a peer review, assess current revenue streams, and opportunities related to fare structure and policies. Results will be shared with the Transit Task Force and City Leadership.
		1.3.2	Present Annual Regional Transit Marketing Plan to TTF	
		1.3.3	Identify champions to promote transit	
		1.3.4	Create and promote a "Bus to work" Day	
		1.3.5	Keep fares affordable and maintain economy fare.	

Mission Statement	Goals	Objectives	SMART Objectives
2 Build, operate, and maintain a safe and efficient transit system that incorporates best practices and technologies.	2.1 Share & review monthly public distribution of transit system performance standards	2.1.1 Report on riders per revenue hour.	Sun Tran will produce a monthly performance report and provide the information quarterly at 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. TDOT will include performance incentives/disincentives in the upcoming Transit Management Request for Proposal (RFP). The RFP is expected to be published in May 2018 and a selection will be made in September 2018. Results of the performance metrics will be reported annually.
		2.1.2 Report on-time performance.	
		2.1.3 Report costs.	
		2.1.4 Report on vehicle maintenance	
		2.1.5 Report on safety record.	
		2.1.6 Report on farebox recovery.	
		2.1.7 Include increasing ridership incentives in future management contracts	
2.2 Provide useful Real-time information.	2.2.1 Develop ways to provide real time data on the website and within mobile applications	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. This will be included in future fiscal year budget requests.	
	2.2.2 Expand Social Media reach	Sun Tran will develop an annual marketing plan each year. The marketing plan will focus on building ridership on Sun Tran, Sun Link, Sun Express and Sun Shuttle through targeted marketing, promotional activities, improved use of technology & social media, and strategic partnerships.	
3 Create innovative public and private partnerships to promote and support a robust transit system.	3.1 Identify strategic partners to increase ridership through the expansion of the Pass Providers Program	3.1.1 Target businesses along the Frequent Transit Network routes	Sun Tran will undertake targeted marketing focused on employers and apartment complexes on the FTN. Updates will be provided to the TTF on a quarterly basis.
		3.1.2 Identify and engage ambassadors to champion pass provider program	Recruit and maintain a group of at least five (5) ambassadors willing to speak to other businesses to recruit organizations to join the Pass Provider Program.
		3.1.3 Expand the Get on Board Program	Add a minimum of four (4) employers per year to the list of employers supporting their staff commuting by transit.
		3.1.4 Work together with PAG Travel Reduction Program to promote pass providers program	Promote travel by transit to regional travel reduction program (TRP) organizations a minimum of eight (8) times per year.
		3.1.5 Identify strategic partnerships to promote the use of transit	Establish at least two (2) public private partnerships in two (2) years such as major businesses, educational entities and government organizations.
4 Have an affordable, environmentally and economically sustainable transit system.	4.1 Maintain cooperation between transit agencies in the region	4.1.1 Maintain a region-wide fare policy	In 2018 Sun Tran will conduct a Transit Fare Policy and Structure Review for Sun Tran and Sun Link to conduct a peer review, assess current revenue streams, and opportunities related to fare structure and policies. Results will be shared with the Transit Task Force and PAG/RTA
		4.1.2 Establish integrated scheduling	Each quarter Sun Tran scheduling department will work with Sun Link and Sun Shuttle to identify opportunities to coordinate schedules to improve connectivity and mobility.
	4.2 Identify and adopt a sustainable funding strategy	4.2.1 Support regional transit funding in the continuation of the RTA	Actively participate and provide support during development of RTA continuation.
		4.2.2 Search for and apply for grants	Each quarter Sun Tran staff will research FTA and other applicable grant sites for potential funding opportunities and apply when appropriate.
		4.2.3 Identify all revenue streams and project for 5 years	Sun Tran will update five-year financial projections for Sun Tran, Sun Link and Sun Van to include revenue and expense projections annually.
		4.2.4 Continue work on concept of regional governance model	Actively participate and provide support during development of regional governance model.
		4.2.5 Continue to invest in alternative fuel vehicles	Sun Tran will undertake an Electric Bus Pilot Project t in Fiscal Year 2019 in which an electric bus will be placed into operation to test the feasibility of electric bus technology for a duration of 12 months.
5 Promote an understanding of the value of transit to the economic vitality of the region.	5.1 Create a public advisory board.	5.1.1 Establish Transit Advisory Committee by City Code	Pending results of the Transit Connections Focus Group recommendations, TDOT staff may recommend Transit Task Force become Transit Advisory Committee.
	5.2 Stimulate economic development with transit	5.2.1 Engage Office of Economic Development to identify transit benefits	Sun Tran staff will engage local economic development officials in a discussion of transit value and inclusion in business recruiting efforts in late 2018/early 2019
		5.2.2 Include benefits of economic development in Regional Transit Marketing Plan	Develop and implement strategy to communicate to key decision-makers the importance of transit to economic development of the region. Include this strategy in the Marketing Strategic Plan.
		5.2.3 Collaborate with University of Arizona researchers to quantify transit benefits	Sun Tran staff will have discussions with U of A staff to identify possible opportunities to conduct an economic impact analysis of transit in Tucson. Costs will be obtained for budget consideration in FY2020

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