City of Tucson
Transit Connections Focus Group

Strengthening Tucson’s Frequent Transit Network

May 17, 2018 Focus Group Meeting
9am-11am   TDOT, 201 N Stone, 4th Floor Conf. Room
Agenda

• Welcome and Introductions
• Agenda Review
• Feb. 22, 2018 Meeting Notes Review
• Report: April 19, 2018 Field Observations Tour
• Presentation: Initial Project Team Assessments
• Focus Group Discussion
April 19, 2018 Field Observations Tour

Summary of Observations Notes with Pictures
FIELD OBSERVATIONS TOUR PURPOSE

• To use, observe, and document experiences with Tucson’s Frequent Transit Network (FTN) and multi-modal transit system
• To incorporate these experiences and observations into deliberations on actionable items aimed to help grow and strengthen the FTN

AGENDA

9am  Welcome and Orientation
10am Field Observations Tour

START FROM:  TDOT @ 201 N Stone Ave, 4th Floor Conf Room
TOUR DESTINATION ASSIGNMENTS:
1. Albertson’s Grocery Store, 2854 N. Campbell
2. Banner UMC North Tucson Campus, 1501 N. Campbell
3. Himmel Park/Library, 1035 N. Treat Avenue
4. Sam Lena Library-South Tucson Municipal Complex, 1601 S. 6th Avenue
5. Pima Community College, West Campus Library, 2202 W. Anklam Rd.

RETURN TO:  TDOT @ 201 N Stone Ave, 4th Floor Conf Room
11:30am Lunch; Complete Observations Sheets; Transfer Images; Debrief
Tour Instructions

• Plan your tour
• Use a different technology or route returning from your destination
• Take notes and pictures
• **SELFIE / GROUP PICTURE at the destination**
• When you return, use your notes and thoughts to complete your Participant Observation sheets
• **Turn in your Participant Observation sheets and images before you leave!**
Note Books Overview

- Title Page / Contents / Name / Destination
- Instructions
- Resources & Emergency Numbers
- Blank Note Pages
- Observations Sheets
- Pictures
Destination 1: Albertson’s (Glenn/Campbell)

Left to Right: Pat Richter, Rebecca Ruopp, Tina Marie Wilken, Matt Kopec, Jan Waukon (not pictured)

Going
Bus Route 19 to 34

Returning
Bus Route 1
Destination 2: UMC Banner (Campbell/Speedway)

From Left to Right: Colby Henley, Davita Mueller, Ned Beman, Glenn Moyer

Going: TuGo, SunLink Bus Route

Returning: Bus Route 15 to 8
Bus Route 4
Destination 3: Himmel Library

Going: Bus Route 4, Sun Link, Sun Link to Bus Route 5, and walking

Returning TuGo to Sun Link Bus Route 4

From Left to Right: Tom Fisher, Amanda Valenzuela, Andy Bemis (pictured left); Gene Caywood (center); Jane McCollum, David Heineking (pictured right)
Destination 4: Sam Lena Library / S. Tucson Municipal Complex

Going: TuGo Bicycling, Walking, and Bus Route 7

Bus Route 18

Returning: TuGo Bus Route 18 and Walking

From Left to Right: Alison Miller, Fred Ronstadt (pictured far left); Christina Rock (pictured left center); Robin Steinberg (pictured right center); Donovan Durband (pictured far right)
Destination 5: Pima Community College, West Campus

Going
Bus Route 3

Returning
Bus Route 5 to 4
Walking & TuGo

From Left to Right: (Back Row) Christy, Chris Ortiz y Pino; (Front Row) Kylie Walzak, Pauline Garcia, James McGinnis
<table>
<thead>
<tr>
<th>Trip Planning</th>
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<tbody>
<tr>
<td><strong>Positives</strong></td>
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<tr>
<td>• Google Maps easy to use and provided time of arrival and several mode options and routes</td>
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<tr>
<td>• Used Sun Tran app for planning</td>
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<tr>
<td>• Able to choose route based on my priority: least amount of wait</td>
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<td>• Ride Guide made me feel secure</td>
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<td>• Seasoned riders provided help</td>
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<td>• Campbell Rider alert feature was helpful</td>
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<tr>
<td>• Would have planned departure earlier to avoid a 15 min. wait</td>
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<td>• Having the SunGo card made it easier to plan; think it would have been overwhelming without having that</td>
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<td><strong>Issues</strong></td>
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<tr>
<td>• Google Maps did not refresh</td>
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<td>• Differences in route information between apps</td>
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<td>• Apple Maps not intuitive</td>
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<tr>
<td>• Sun Tran app couldn’t find Albertson’s</td>
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<td>• GoTucson app doesn’t get me a map</td>
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<td>• Can’t add fare from the app</td>
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<td>• Confusing and overwhelming for new riders</td>
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<td>• Google Maps ran down the battery on my phone</td>
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<tr>
<td>• Hard to know which corner bus stop to use – not intuitive</td>
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<tr>
<td>• Hard to use cell phones/apps in the sun</td>
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<tr>
<td>• Google Maps is different on phone than on the computer</td>
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<td>• CycleFinder for TuGo didn’t accept a fare</td>
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Comments on Time & Waiting

• Tried using FTN – just show up and wait; handy until you miss a bus
• Planned a couple of routes and chose one with the least amount of wait
• Had to wait 30 mins. at the next stop
• Decided to walk 20 mins to Tumamoc Hill and take a TuGo rather than wait for the bus
• Planning and traveling by bus takes a lot of time
• Worry about missing a bus is stressful; waiting as a result of missing a bus frustrating – particularly if you aren’t sure when next one is coming
• A LOT of comments in favor of having more signs at bus stops like at Sun Links stations showing next arrival time
Facilities / Waiting Areas
Wayfinding and Signage

Bus

• Tailor maps to each stop so it is clear to someone where the stop is on the map, what buses serve the stop, and what the route will be

• Make stop signage bigger and easier to see

• Consider “branding” the lines, using a color scheme or cardinal direction of the route, or...

• Include TuGo stations on maps
Walkability
Walkability – Site Design / Land Use / Transit
Facilities / Waiting Areas
Facilities / Waiting Areas
Facilities / Waiting Areas
Facilities / Waiting Areas
On Service
On Service
On Service – Open Door Policy
On Service
Other - Infrastructure
Other - Infrastructure
Other - Infrastructure
TuGo

Choose a bike and enter the code to release the bike from its docking station.

31312
Expires in 4:56 seconds

This code does not guarantee that a bike will be available. This code can be used for up to 1 bike.
Other - Infrastructure
Other - Infrastructure
Other - Infrastructure
Other – Art and Cultural
Access to Services
Access to Services
Other – Social Interaction
SUGGESTIONS

• "Next bus arrives" at bus stops similar to streetcar
• Overly complex pass/card system - would be nice to simplify to only a few options (but I also understand need for low-income and cash options)
• Going to UMC, how do you find the entrance to the hospital?
• Too little shade
• Get TuGo on Google Maps and Sun Tran app
• Want to see intermediary bus stops on Google
• Real-time bus arrival info would be great
• It would be helpful to see individual stops along a bus/streetcar route so that I could see if there's a nearby TuGo station to ride a bike, instead of walking.