

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
Subcommittee
AGENDA**

Tuesday, May 29 2018 at 11:00 am

**Location: 149 N. Stone, 2nd Floor
Tucson, AZ 85701**

TOPICS	SUGGESTED TIME ALLOTTED
1. Call to Order / Introductions / Roll Call	1 Minute
2. Approval of April 30, 2018 Minutes	1 Minute
3. Finalize 5-Year Strategic Plan Goals and Objectives Matrix	45 Minutes
4. Review and Discuss Draft 5-Year Strategic Plan	45 Minutes
5. Set Next Meeting	1 Minute
6. Adjourn	

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Mayor and Council Transit Task Force Subcommittee MINUTES

Monday, April 30, 2018 at 10:00 a.m.

**Location: 149 N. Stone Ave, 2nd Floor
Tucson, AZ 85701**

1. Call to Order / Introductions / Roll Call

The meeting was called to order at 2:02 p.m. with four of the five members present which established a quorum.

*Members Present: Margot Garcia, Chair (Ward 6)
David Heineking (City Manager)
James McGinnis, (RTA Advisory Member)
Robin Steinberg (City Manager)*

Members Absent: Lisa Shipek, (Mayor)

*Staff Present: Davita Mueller, Planning Analyst, Sun Tran
John Zukas, Transit Services Coordinator, TDOT
Steve Spade, General Manager, Sun Tran
Sam Credio, Interim Deputy Director, TDOT
Eric Sitiko, Operations Manager, Sun Link
Pat Richter, Director of Marketing and Communications, Sun Tran*

2. Approval of February 14, 2018 Minutes

The minutes were approved

3. Review 5-Year Strategic Plan Goals and Objectives Matrix

The draft goals and objectives matrix was reviewed and updates to the text was made.

4. Review Draft Sections of 5-Year Strategic Plan

Discussion took place on the draft sections of the plan

5. Set Next Meeting

Scheduled for May 23 at 9:00 a.m.

6. Adjourn

The meeting adjourned at 3:30 p.m.

Mission Statement	Draft Goals	Draft Objectives		SMART Objectives
<p>1</p> <p>Develop a comfortable, attractive, and convenient transit network that serves all customers, maintaining current and adding new ridership.</p>	<p>1.1</p> <p>Improve service delivery to enhance customer experience so they choose transit.</p>	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.	<p>Sun Tran will increase the regular cleanings of the Transit Centers over the previous fiscal year.</p> <p>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</p> <p>Sun Tran will implement policies to decrease or prohibit smoking at transit centers by August 1, 2018.</p>
		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.
	<p>1.2</p> <p>Achieve a seamless transportation network</p>	1.2.1	Accommodate bicycles on vehicles so as to have seamless travel between modes	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.
		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.
	<p>1.3</p> <p>Retain current customers and attract new riders</p>	1.3.1	Develop creative ways to promote transit use	<p>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.</p> <p>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</p>
		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.	

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 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.
				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. 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.
				3.1.2	Identify and engage ambassadors to champion pass provider program	Recruit and maintain a group of at least 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 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 TRP organizations a minimum of 8 times per year
				3.1.5	Identify strategic partnerships to promote the use of transit	Establish at least 2 public private partnerships in 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 extension of RTA	Actively participate and provide support during development of RTA extension.
				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	Annually Sun Tran will update 5 year financial projections for Sun Tran, Sun Link and Sun Van to include revenue and expense projections
				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 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.
				5.2.1	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	Stimulate economic development with transit	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 FY20