

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, December 3, 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 November 5, 2018 Minutes	3 Minutes
4. Call to the Audience	5 Minutes
5. Update on Transit/Announcements/Chair's Report	15 Minutes
<ul style="list-style-type: none">• Transit Management RFP Update• Transit Services Coordinator Update• Holiday Transit Events: Stuff the Bus/Streetcar, Parade of Lights Free Rides• PAG/RTA: Long Range Regional Transit Plan; Transit Working Group	
6. October 9 Mayor & Council Study Session Debrief	30 Minutes
7. Special Services Office Hours	15 Minutes
8. Non-Rider Survey Results	30 Minutes
9. Call to the Audience	5 Minutes
10. Next meeting Date	3 Minutes
<ul style="list-style-type: none">• Monday, January 7, 2018	
11. Future Meeting Agenda Items	7 Minutes
12. Adjourn	

Action may be taken on any item.

(Material, if available, can be provided by contacting Amy Sherwood, 520-837-6106)

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, November 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 3:05 p.m. with seven (7) of the eleven (11) members present which established a quorum.

2. Introductions / Roll Call

Members Present: Suzanne Schafer, Chair (Ward 3)
B.J. Cordova, (City Manager)
Margot Garcia, (Ward 6)
Nicole Feldt (City Manager)
Eric Hahn (Ward 5)
Dale R. Calvert (City Manager)
Robert Medler (Ward 4)
Lisa Shipek (Mayor)
James McGinnis (PAG Advisory Member)
Gene Caywood (Advisory Member)

Members Absent: Vacant (CTAC or City Manager)
Vacant (Ward 1)
Brian Flagg (Ward 2)

Staff Present: John Zukas, Transit Services Coordinator
Steve Spade, General Manager of Sun
Tran/Sun Van
Davita Mueller, Sun Tran
Steve Bethel, Sun Link General Manager
John Wilson, Sun Tran Assistant General Manager
Pat Richter, Sun Tran Director of Marketing and
Communication,
Bob McGee, Sun Tran Scheduling Manager

3. Approval of October 1, 2018 Minutes

Dale Calvert moved to approve the Minutes. The motion was seconded by Margot Garcia and approved unanimously.

4. Call to the Audience

A member of the public, Richard Mayers stood up to comment that as a bicycle rider, he was impressed with and wanted to commend the bus driver on the Route 15 bus # 2718 at approximately 11:10 am...the driver was complimented for the skill they used operating safely with a bicyclist.

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

John Zukas reported that the Mayor and Council held a discussion about transit system enhancements and that the LAR for this was available online. Suzanne requested this to be emailed to the task force members. Steve Spade went on to detail that "universal access" was recommended to the Mayor and Council along with employer subsidized deep discounts for employers whose staff would be making use of the transit system. Pilot projects were also recommended: 1) 50% discounted 3 day passes for conventions and events, 2) specific school, business, or housing complex targeted for group discounted rates. Pricing matrix and strategies are being developed and can be discussed at December or January meeting.

James McGinnis of PAG reported there was a good turnout at the open house in October. Survey is being released to the public. Core design workshop is being held in early January. Transit Working Group will be meeting next week (Tuesday, 11 a.m. @ PAG) and will discuss 5307 allocation and potential service expansion. There will be a Transit Connections Focus Group update for the next TTF meeting.

6. Tucson Department of Transportation Director, Diana Alarcon

Diana Alarcon introduced herself and offered an overview of her vision for the department of Transportation. In addressing questions from the audience, she said that she will be doing some reorganizing within the department and will be instituting performance measures after a SWOT analysis. She included citizen engagement as a priority and mentioned that some of the established committees have similar goals and might benefit from joining forces.

7. Security Analysis Review

Steve Spade discussed the specifics of security challenges. Most disputes are fare related. In response to that, there is a mechanism being developed for response that maintains the safety of the drivers and the passengers. Additionally, drivers are being trained to deal with confrontations and in how to de-escalate situations. Our mass transit system is one of the few in the country that allows excessive cargo and this is a policy that may need to be revisited for safety reasons. People need to be able to safely exit the vehicles and there are sometimes strollers and other items cluttering the isles and causing problems. Steve said that deploying supervisors to known problem areas is a possible solution for addressing rider dispute problems as well. Replacing 5 ft. benches with 2 ft. benches to discourage "camping out" is also being discussed. Currently there are 10 buses with CCTV and if this proves to be a deterrent to bad behavior, more could be ordered.

Lisa Shipek suggested that businesses “adopt” a bus stop or shelter might be helpful to increase the cleanliness and positive visibility of bus stops and shelters. The transit centers also have security challenges, specifically, criminal activity and loitering in those areas. Physical improvements re: lighting and overall maintenance of the sites is part of the planned adjustments that will be happening. Current private security staff members don’t have the authority to remove or act on any of the behaviors or situations that arise at the transit centers and there is a possibility of hiring a few transit specific officers from TPD to police those locations .

Claudia Cornell (driver for Sun Tran) commented there is a lack of available supervisors, particularly on the weekends and security is not available at night or on weekends. She also maintains that dispatch needs training and that GPS might need to be put in supervisor and shop vehicles, as often supervisors go MIA. She also mentioned that a rider had suggested a volunteer community watch for transit and that might help alleviate concerns. Misty Ingraham, also a driver and union representative, agrees that the security staff is no longer effective and changes need to be made. Steve said there will need to be public input and a robust public education campaign for the above efforts to be successful.

8. Call to the Audience

Claudia Cornell (driver for Sun Tran) commented there is a lack of available supervisors, particularly on the weekends and security is not available at night or on weekends. She also maintains that dispatch needs training and that GPS might need to be put in supervisor and shop vehicles, as often supervisors go MIA. She also mentioned that a rider had suggested a volunteer community watch for transit and that might help alleviate concerns. Misty Ingraham, also a driver and union representative, agrees that the security staff is no longer effective and changes need to be made. Steve said there will need to be public input and a robust public education campaign for the above efforts to be successful.

Allen Benz agreed, as a frequent bus rider, that sometimes people set up camp at the bus stops and suggested removing the signs that prohibit strollers etc., as an alternative to enforcing prohibited items on the bus.

9. Next Meeting Date

Monday, December 3, 2018

10. Future Meeting Agenda Items

*Diana Alarcon - to return with updates and follow up from this meeting
Update on Study Session
Frequent Transit Network discussion
Non Rider Survey Data*

11. Adjourn

Meeting was adjourned at 4:57 p.m.

DRAFT



TRANSIT TASK FORCE MEMORANDUM

December 3, 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

December 3, 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:

Transit Management RFP Update
Transit Services Coordinator Update

Sun Tran, Sun Link and Sun Van Updates:

Holiday Transit Events: Stuff the Bus/Streetcar, Parade of Lights Free Rides

Regional Updates:

Long Range Regional 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
- PAG/RTA Citizens Advisory Committee

Financial Considerations – None

Attachments – None



TRANSIT TASK FORCE MEMORANDUM

December 3, 2018

Item 6: October 9 Mayor & Council Study Session Debrief

Issue – This agenda item has been scheduled to discuss the action that was taken by Mayor and Council during the October 9 Study Session regarding Transit Enhancements

Staff Recommendation – None. This is an informational item only

Background – On October 9, 2018, staff presented Mayor & Council with four pilot projects to enhance the transit system and encourage increased ridership. Sun Tran recommended pilots projects that would be conducted over a 12-month period and that would demonstrate reduced fare concepts in Tucson. Mayor & Council directed staff to proceed with the pilot projects as outlined in the meeting material.

Below is a summary of the four potential pilot projects:

1. Employer based – Identify one employer willing to participate in an universal access pilot for 12 months.
 - The employer would agree to pay a set annual price based on current ridership in exchange for annual passes for all employees.
 - Sun Tran and the employer would establish base line ridership, identify the potential market and establish goals.
 - Sun Tran would provide annual passes to all employees and track usage
2. Residential based - Identify one apartment complex willing to participate in universal access
3. School based – Identify one school willing to participate in universal access
 - School would agree to a set cost for students for one semester of school year.
 - Each student would be provided with a pass equivalent for the period determined.
 - Sun Tran would track usage monthly.
4. Three Day Pass – Offer a 50% promotion to visiting conventions and conferences
 - Sun Tran would offer 3 Day passes at a cost of \$5.00 each if a conference purchases passes for all participants
 - Visit Tucson would assist in promotion of the discount

Additionally, Mayor & Council also directed Transportation staff to work with Planning and Development Services staff to develop language that would encourage Universal Access for future residential and commercial developments.

Present Consideration – Sun Tran staff has begun pursuing the four pilot projects that include Universal Access and deep discounts. The following is an update on their progress:

1. Employer based Universal Access – Sun Tran has developed a draft pricing matrix based on the number of employees an organization has and the number of rides its employees may take. Additionally, Sun Tran is very close to finalizing an agreement with a national engineering company located in the downtown Tucson area as the first company to participate in the program. Staff has also prepared an employee survey that will be used to identify employee interest in the program. The survey will be distributed to all employees of businesses as they begin participation in the Universal Access pilot.
2. Residential based Universal Access – Sun Tran staff has met with several residential developers in and around the downtown area to discuss the residential based Universal Access program. Upon completion of the final pricing matrix, Sun Tran will make formal proposals to the potential pilot program partners.
3. School based Universal Access – Sun Tran continues to have ongoing discussions with Tucson Unified School District (TUSD) about pilot high school to participate in the program. Any final decisions would likely need to be approved by the TUSD School Board. Sun Tran is also developing a draft matrix that would be applied to the University and Community College.
4. Discounted Three Day Pass – Sun Tran has met with Visit Tucson to promote the 50% discounted three day pass pilot. Additionally, they have designed an advertisement for distribution to prospective conferences and seminars. This program is being actively promoted by both Sun Tran and Visit Tucson.

Financial Considerations – None at this time.

Attachments –

- A. Mayor & Council Memorandum Dated October 9, 2018
- B. Letter from Councilmembers Romero, Durham and Cunningham Dated August 20, 2018
- C. October 9, 2018 Mayor & Council Study Session - Legal Action Report (Summaries)



MAYOR & COUNCIL MEMORANDUM

October 9, 2018

Subject: **Transit System Enhancements (City Wide and Outside City)**

Page: 1 of 4

Issue – Council Members Romero, Cunningham, and Durham have requested this time be set aside to discuss how to enhance our transit system and increase ridership by utilizing transit fare discounts and strategic partnerships to increase transit usage.

City Manager's Office Recommendation – It is recommended that Mayor and Council direct staff to pursue the four pilot projects discussed in this memorandum. Additionally it is recommended that staff identify and pursue opportunities to discuss transit fare discounts with facilities located in proximity to the Frequent Transit Network and other areas served by Sun Tran.

Background – Plan Tucson contains robust support for increasing transit ridership through investments in transportation as well as land use practices. These policies have provided support for city initiatives that have spurred transit-oriented development that promotes transit ridership and decrease auto usage.

Plan Tucson guides our City to “support development opportunities where there is close proximity to transit; multi-modal transportation choices exist or can be accommodated; parking management and pricing can encourage the use of transit, bicycling and walking” (LT3) and to “locate housing, employment, retail, and services in proximity to each other to allow easy access between uses and reduce dependence on the car” (LT9). City regulations that support these policies include the Downtown Area Infill Incentive District, Main Gate Urban Overlay District, and new Grant Road Urban Overlay District, as well as the Individual Parking Plan option.

Reductions in required parking for projects within the Downtown Area Infill Incentive District and Main Gate Urban Overlay District were designed to promote transit usage and encourage infill in areas in close proximity to the Sun Link streetcar. These districts have successfully spurred transit-oriented development through new development and adaptive reuse projects. The City continues to identify areas where transit-oriented development should be encouraged and craft appropriate policies towards this goal, as evidenced most recently by the adoption of the Grant Road Urban Overlay District. Beyond these districts, an individual parking plan can be used to reduce the amount of parking provided for any project within a quarter-mile of a transit stop. By reducing on-site parking in areas where travel needs can be met by the transit system, this program promotes increased demand for transit.

It is worth noting that transit ridership is not trending upward both nationally and locally due in part to factors the City of Tucson may not fully control (such as low fuel prices). This trend can be reversed by addressing options the City of Tucson can control such as innovative transit fare products and being opportunistic by offering these products where ridership can be increased.

Innovative pricing strategies such as bulk rate discounts and “Universal Access” combined with strategic partnerships have been shown to have a positive effect on transit ridership. Successful programs have been implemented in communities such as Santa Clara CA, Berkeley CA, Chapel Hill NC, Denver CO and Des Moines IA. While the users in these programs differ they all include a deeply discounted fare to provide access for all employees or students. All these programs have recorded increases in transit usage.

- Universal Access consists of an employer or other entity paying a predetermined annual contribution in exchange for all participants to ride transit at no fare. This concept has been successful with universities and employers. The lack of cost to the rider and ease of access results in a far greater percent of the participant group using transit.
- Purchasing deeply discounted passes is traditionally used by employers to encourage transit usage by offering a monthly pass to voluntary participants at a lower cost often 50% or more.

Sun Tran has existing partnerships with local business and educational institutions. Many of the partnerships include a transit fare discount for participants but do not rise to the level of bulk rate discounts or universal access. As a result, the cost benefit to the employee or student is limited and therefore the growth in transit usage is slower.

Below is a summary of key partnerships:

- Get on Board program - A program in which employers cover a portion of the cost of employee bus passes. Examples include:
 - The University of Arizona provides subsidized (50%) passes to its students, faculty, and staff
 - Tucson Electric Power (TEP) subsidizes 100% of the cost of bus passes for their employees.
- Raytheon – Pays the operating cost of Route 201X to encourage transit usage to their facility
- Tucson Unified School District (TUSD) purchases over \$800,000 of passes annually to distribute to students who reside outside of school busing boundaries.

Present Considerations – Universal Access and bulk rate discounts can stimulate ridership, build partnerships and encourage transit related policies. The City Manager has the authority to implement pilot programs within the transit system.

Specifically, City Code, Sec. 2-21(2) states the following:

“The city manager shall have the authority to establish and implement reasonable discount fare projects under the program and shall promulgate reasonable rules and regulations, in writing and on file with the city clerk, for each project implemented. The rules and regulations shall be consistent with state and local law, federal law and specifically the statutes and regulations of the Federal Transit Administration, and the goal of increasing Sun Tran and Sun Link ridership.”

Sun Tran recommends four potential pilots projects that would each be conducted over a 12-month period that will demonstrate reduced fare concepts in Tucson. The pilot projects will provide data for Mayor and Council to consider as part of the discussion of future transit supportive policies or strategies.

Below is a summary of the four potential pilot projects:

1. Employer based – Identify one employer willing to participate in an universal access pilot for 12 months.
 - The employer would agree to pay a set annual price based on current ridership in exchange for annual passes for all employees.
 - Sun Tran and the employer would establish base line ridership, identify the potential market and establish goals.
 - Sun Tran would provide annual passes to all employees and track usage
2. Residential based - Identify one apartment complex willing to participate in universal access
 - The apartment complex would purchase an annual pass for each tenant, the cost of which could be passed on through monthly rent or fees.
 - Sun Tran would provide one annual pass for each rental unit.
 - Sun Tran would track usage each month.
3. School based – Identify one school willing to participate in universal access
 - School would agree to a set cost for students for one semester of school year.
 - Each student would be provided with a pass equivalent for the period determined.
 - Sun Tran would track usage monthly.
4. Three Day Pass – Offer a 50% promotion to visiting conventions and conferences
 - Sun Tran would offer 3 Day passes at a cost of \$5.00 each if a conference purchases passes for all participants
 - Visit Tucson would assist in promotion of the discount

In recent months Sun Tran has introduced the concept of universal access and bulk discounts to organizations in the community including TUSD, Pima Community College, Raytheon, Banner University Medical Center, Union on Sixth, West End Station, the University of Arizona and Visit Tucson. Discussions have focused on the benefits of these fare concepts for the participants. The goal of these discussions has been to gauge interest in a pilot project to test and demonstrate the effectiveness of the fare strategies. While there has been interest to date in these concepts, there has been no firm commitment to implement a pilot.

Plan Tucson Considerations – This item relates to the Element of Land Use, Transportation, & Urban Design and is supported by policies:

- LT 3 – Support development opportunities where: there is close proximity to transit; multi-modal transportation choices exist or can be accommodated; parking management and pricing can encourage the use of transit, bicycling and walking

MAYOR AND COUNCIL MEMORANDUM
Transit System Enhancements (City Wide and Outside City)

Page: 4 of 4

- LT 9 - Locate housing, employment, retail, and services in proximity to each other to allow easy access between uses and reduce dependence on the car.
- LT 13 - Continue to explore and monitor opportunities to increase the use of transit, walking, and bicycles as choices for transportation on a regular basis.
- LT 17 Implement transportation demand management strategies, such as flexible work hours, vanpools, and other strategies.
- LT22 – Participate in efforts to develop a coordinated regional, multi-modal transportation system that improves the efficiency, safety, and reliability of transporting people and goods within the region and to destinations outside of the region.

This item also relates to Chapter Four, Plan Implementation & Administration, and the City's ability to implement Plan Tucson by having the right foundational elements in place, such as resources, partnerships, procedures, agreements, and other administrative elements.

Financial Considerations – None at this time.

Legal Considerations – None at this time.

Respectfully submitted,



Albert Elias
Assistant City Manager

Transportation

Attachment: Memorandum from Council Members Romero, Cunningham, and Durham, dated August 20, 2018



MEMORANDUM

DATE: August 20, 2018

TO: Roger Randolph, City Clerk

FROM: Council Member Regina Romero

Council Member Paul Cunningham

Council Member Paul Durham

SUBJECT: Transit System Enhancements

We are requesting a study session discussion on how to enhance our transit system and increase ridership.

Plan Tucson states that transportation is the largest contributor to greenhouse gas emissions in the City of Tucson, contributing to global warming and increasing our already hot temperatures. The prevailing discussions from Mayor, Council and City staff have been primarily on how to cut costs and find "efficiencies" within our transit system. We are confident that everyone involved in these discussions agrees that we should both find efficiencies and reduce greenhouse gas emissions.

We would like to explore the concepts of bulk rate transit pass program for existing commercial and residential developments, especially those located on existing bus and street car lines and potential transit-focused partnerships with large employers and colleges like Raytheon, Pima Community College and the University of Arizona.

As part of this goal we would like to have a discussion about including transit-related requirements as a part of the various development processes like Planned Area Developments (PADs), Rezoning's and Individual Parking Plans (IPPs). This would specifically include transit pass purchase as a part of any parking relief scheme. These requirements could serve to enhance the City of Tucson's transit system while reducing parking requirements and reducing greenhouse gasses associated with private vehicles. We would like to schedule a 40 minute study session item on these topics for the October 10th study session.

cc Mayor and Council
Michael Ortega, City Manager
Robin Raine, Interim Director of Transportation
Sam Credio, Interim Deputy Director of Transportation

MAYOR AND COUNCIL – STUDY SESSION

LEGAL ACTION REPORT AND MINUTES FOR THE MEETING OF

TUESDAY, OCTOBER 9, 2018

MAYOR AND COUNCIL CHAMBERS

CITY HALL, 255 W. ALAMEDA, TUCSON, AZ

Mayor Rothschild called the Study Session to order at 3:02 P.M. in the Mayor and Council Chambers, City Hall Tower, Tucson, Arizona.

OFFICIAL MEMBERS

PRESENT: Mayor Jonathan Rothschild
Council Member Regina Romero (Ward 1)
Council Member Paul Cunningham (Ward 2) (arrived at 3:04 p.m.)
Council Member Paul Durham (Ward 3)
Council Member Shirley C. Scott (Ward 4)
Vice Mayor Richard G. Fimbres (Ward 5)
Council Member Steve Kozachik (Ward 6)

OFFICIAL MEMBERS

ABSENT/EXCUSED: None

STAFF: Michael J. Ortega, City Manager
Michael Rankin, City Attorney
Roger W. Randolph, City Clerk

AGENDA ITEM / MAYOR AND COUNCIL ACTION

1. [Executive Session – Potential Sale of City-Owned Property Located at the Northeast Corner of Silverbell Road and Goret Road \(Ward 3\) SS/OCT09-18-151](#)
3. [Executive Session – Potential Sale of City-Owned Property Located at 408 S. 6th Avenue \(Former Tucson Performing Arts Building\) \(Ward 6\) SS/OCT09-18-153](#)

Item 3 was taken out of order.

It was moved by Council Member Romero, duly seconded, and CARRIED by a voice vote of 7 to 0, to enter into Executive Session for Items 1 and 3 as noticed in the agenda.

RECESS: 3:03 p.m.

RECONVENE: 3:49 p.m.

MAYOR & COUNCIL: All present

STAFF: All present

AGENDA ITEM / MAYOR AND COUNCIL ACTION

Executive Session was held from 3:05 p.m. to 3:43 p.m.

It was moved by Council Member Fimbres, duly seconded, and CARRIED by a voice vote of 7 to 0, to return to open session.

2. [Mayor and Council Direction Regarding Executive Session – Potential Sale of City-Owned Property Located at the Northeast Corner of Silverbell Road and Goret Road \(Ward 3\) SS/OCT09-18-152](#)

It was moved by Council Member Durham, duly seconded, and CARRIED by a voice vote of 7 to 0, to direct the City Manager to proceed as discussed in Executive Session, and issue a solicitation for proposals to purchase the subject property, requiring a minimum purchase price at appraised value.

3. [Executive Session – Potential Sale of City-Owned Property Located at 408 S. 6th Avenue \(Former Tucson Performing Arts Building\) \(Ward 6\) SS/OCT09-18-153](#)

This item was taken out of order and considered after item 1.

4. [Mayor and Council Direction Following Executive Session – Potential Sale of 408 S. 6th Avenue \(Former Tucson Performing Arts Building\) \(Ward 6\) SS/OCT09-18-154](#)

It was moved by Council Member Kozachik, duly seconded, and CARRIED by a voice vote of 7 to 0, to direct the City Manager to proceed as discussed in Executive Session and prepare a solicitation for the subject property.

5. [Transit System Enhancements \(City Wide and Outside City\) SS/OCT09-18-155](#)

Introductory comments were provided by Council Members Romero and Cunningham.

Council Member Romero explained how important she thought the City's transit system was. She expressed concerns about decreasing ridership and what the City was doing to increase ridership.

Council Member Cunningham said he wanted to allow opportunities for community groups to buy passes in bulk at a discounted rate. The issue would be how to develop a formula to determine the rate so that the discount increases as more passes are purchased. He also said he wanted to allow non-profits to buy low-income passes and qualify for a bulk discount rate. He said he was pleased with staff's efforts, but he wanted to be more aggressive in pursuing options.

Mayor Rothschild said the City did not need to reinvent the wheel; staff should look at models in other jurisdictions and present their findings to Mayor and Council.

Information was presented by Sam Credio, Interim Deputy Director, Transportation Department. He explained innovative transit fare products and pricing strategies as presented

AGENDA ITEM / MAYOR AND COUNCIL ACTION

in the agenda material.

Mayor Rothschild said the success of a program depends on internal efforts. He asked if there was a person available to market the programs for implementation.

Steve Spade, SunTran General Manager, said the first step was to find an entity to participate, such as an employer. Then, employees would be surveyed to determine how they perceived the system and identify any barriers to their use of the system. If the employer was willing, they would use geo-coding to determine how many employees lived near a bus route, and decide on a target participation rate. Marketing staff would then be committed to explain and market the program on-site. Employee participation would be tracked to evaluate the program's success.

Council Member Cunningham said the deal had to be worthwhile for the employer. He cautioned that the system also needed to be able to accommodate the increased ridership. Adding too many riders at once may have unintended consequences. He asked if there was a method of determining how the numbers would work.

Mr. Spade said a matrix would need to be developed to determine how much the employer would pay per employee. He said a matrix could be completed in a couple of weeks.

Council Member Kozachik said the matrix could be modeled after other jurisdictions. He suggested focusing on employers, schools, and apartment complexes near the frequent transit network. He said to start with entities that would be most agreeable to participating, and then build on those successes.

Mayor Rothschild said if one entity participated, there would be competition among other similar entities to also join in.

Council Member Romero said she did not want staff to identify just one employer; they needed to look at multiple options. She said she wanted staff to measure ridership within the Infill Incentive District, where one of the incentives was to require fewer parking spaces for a project. She asked about finding a way to commit developers to provide transit passes in lieu of providing parking.

Michael J. Ortega, City Manager, said staff had been looking at how to address incentives for infill across the entire community. However, incentives were focused on the monetary benefit to the City, and had not been focused on ridership. The City could increase ridership, but there could be a cost if revenue did not increase as well. He said there was now an opportunity to look at trading the dollar amount of the incentives for an increased investment in the use of transit.

Discussion ensued.

Mr. Spade explained that the proposals in the agenda material suggested identifying only one employer, apartment complex, or school to participate, because they wanted a manageable

AGENDA ITEM / MAYOR AND COUNCIL ACTION

starting point to bring to Mayor and Council. If they could start a pilot program, and it was successful, it would generate competition among other entities and lead to more participation.

Council Member Durham said he did not want to limit participation in a pilot program to just one entity at a time; he wanted all interested entities to be able to participate. He suggested allowing the 3-day pass to be extended for conferences that last longer, and prorating the purchase price accordingly. He also said he would like the Transportation Department (TDOT) to work with the Planning and Development Services Department (PDSB) to create language to allow for incorporation of universal access, bulk discount purchases, or both, in development proposals that are submitted for approval.

Vice Mayor Fimbres said they should look at recently released inmates and their use of the SunGO ID card to help increase ridership and reduce recidivism. He suggested reaching out to new employers and housing developments in Ward 5 for participation, and creating a transit foundation to help provide funds when the economy falters. He said the City could do more internally, such as looking at how well the system works, making it safer and more hospitable, and allowing businesses to wrap buses with their advertisements in exchange for providing WiFi service on buses.

It was MOVED by Council Member Durham, duly seconded, to direct PDSB staff to create language for universal access and/or bulk discount transit programs that could be used as a condition for future transit-oriented development proposals, including director decisions and those approved by Mayor and Council.

Council Member Romero offered an AMENDMENT to the motion, ACCEPTED by the motion-maker, to include staff from both TDOT and PDSB, and include the pilot programs presented in the agenda material.

Mr. Ortega suggested an AMENDMENT to the motion so that direction would be given to the City Manager, instead of individual departments. The amendment was ACCEPTED by the motion-maker.

Discussion ensued regarding including a timeline of 60 days or less for staff to proceed as directed in the motion.

Council Member Cunningham suggested upcoming opportunities to begin the 3-day pass promotion. He said he wanted to pursue different discount levels for different bulk quantities, and a low-income bulk rate or low-income annual pass.

Council Member Scott asked about the shuttle service for sports events, and if it could bring people in from other areas.

Council Member Romero offered an AMENDMENT to the motion, ACCEPTED by the motion-maker, to add the low-income pilot program.

Mr. Ortega said staff would pursue transit-oriented development, from a planning and land

AGENDA ITEM / MAYOR AND COUNCIL ACTION

use standpoint; and would pursue the four pilot programs presented in the agenda material, including the low-income pilot.

Mr. Credio said universal access would yield better results than the bulk discount. The bulk discount would rely on a certain percentage of employees choosing to use transit. Staff would prefer to work with the employer to provide access to all employees. A flat fee would be charged to the employer so that all of their employees could use transit. Their participation would be tracked, and improvements would be explored if needed.

Discussion ensued regarding how to determine the fees.

Mr. Spade said they looked at fees in other jurisdictions. Denver and Santa Clara were different, but they would try to apply those models to Tucson, and come up with something that works for Tucson's ridership and fare structure. He said discounts were larger for employers with more employees. The challenge would be to maintain some equity between small and large employers.

Council Member Kozachik said the University of Arizona no longer subsidized shuttles because that was considered to be competing with the private sector. He said they needed to keep in mind federal rules that may apply. He also said they could make participation in one of the pilot programs a condition of a requested rezoning, but he did not want to compel a blanket solution to all developers. That could result in overspill parking in nearby neighborhoods.

Michael Rankin, City Attorney, said there were certain restrictions on what types of zoning exactions could be imposed, and they had to be determined on a case-by-case basis. The motion was well-taken in looking at administrative and legislative procedures, in which the requirement could be built in, in connection with an incentive. For example, the parking requirement could be reduced if a certain number of passes was purchased.

Council Member Scott said ridership increased with availability and accessibility, but that did not exist across all areas of the City. She suggested a retail store owner could pay for a bus route that would bring shoppers to them.

Council Member Durham CLARIFIED that the motion was to direct the City Manager to work with staff to create language for universal access and/or bulk discount transit programs that could be used as a condition for future transit-oriented development proposals, including director decisions and those approved by Mayor and Council, and would include a low-income alternative.

The motion, as clarified, was CARRIED by a voice vote of 7 to 0.

9. [Consideration of Economic Development Incentive Proposal for Main Gate Partners, LLC \(Ward 6\) SS/OCT09-18-156](#)

This item was taken out of order.

AGENDA ITEM / MAYOR AND COUNCIL ACTION

Introductory comments were provided by Michael J. Ortega, City Manager.

Information was provided by Mike Czechowski, Economic Initiatives. He said the current agreement provided an incentive of up to \$2 Million over eight years. The revision would provide up to \$3.5 Million over ten years, due to a significant change in the scope of the project.

Michael Rankin, City Attorney, said any changes to what Mayor and Council approved in 2016 would require amendments to the Development Agreement as described, subject to Mayor and Council approval.

It was moved by Council Member Kozachik, duly seconded and CARRIED by a voice vote of 7 to 0, to approve the City Manager's Recommendation as presented in the agenda material.

6. [Updates on State and National Legislation and Regional Committees \(City Wide\) SS/OCT09-18-148](#)

Andrew Greenhill, Intergovernmental Relations Manager, provided an update on the Federal budget, the local Veteran's Administration hospital rating, postal reform legislation, the United States Mexico Canada Agreement, legislation regarding automated (or autonomous) vehicles, and the Waters of the United States (WOTUS) rule.

No formal action was taken.

7. [Mayor and Council Discussion of Regular Agenda \(City Wide\) SS/OCT09-18-149](#)

No items were discussed.

8. [Mayor and Council Discussion of Future Agendas \(City Wide\) SS/OCT09-18-150](#)

Discussion ensued regarding amending the Mayor and Council meeting schedule for November. No formal action was taken.

9. **Consideration of Economic Development Incentive Proposal for Main Gate Partners, LLC (Ward 6) SS/OCT09-18-156**

This item was taken out of order and considered after item 5.

ADJOURNMENT: 5:04 p.m.

AUDIO RECORDING AVAILABLE UPON REQUEST FROM THE CITY CLERK'S OFFICE FOR TEN YEARS FROM THE DATE OF THIS MEETING.



TRANSIT TASK FORCE MEMORANDUM

December 3, 2018

Item 7: Special Services Office Hours

Issue – The Special Service Office hours were extended during a trial period in August 2017 through present day. This item is to discuss the results of the Special Service Office hours extension.

Staff Recommendation – Staff recommends the Special Service hours return to the original hours of 8 a.m. to 4 p.m. Monday through Friday.

Background – The Special Service Office hours were extended during a trial period that began on August 14, 2017 and was initially set for a 3 month trial period. In November 2017, the Transit Task Force recommended to continue offering extended hours of service on Mondays in order to collect more data on whether these hours were being utilized by customers.

Present Consideration – Since December 2017, the Special Services Office opened one hour earlier and stayed open two hours later on Mondays every week. The attached memorandum from Sun Tran provides more information regarding the utilization of the extended hours.

Financial Considerations – In order to continue the extended service hours, Sun Tran would need to hire one part-time employee at a cost of approximately \$25,000/year which is not included in the FY19 budget.

Attachments –

- A. Special Services Office Hours Memorandum dated 11/24/18

MEMORANDUM



To: Sam Credio
From: Steve Spade
Date: 11/24/18
Re: Special Services Office hours

For more than one year Sun Tran has conducted a temporary expansion of the operating hours of the Special Services Office. The Special Services hours were extended in an attempt to serve a greater number of customers who might need service at non-traditional times. The typical office hours at Special Services Office Monday through Friday are from 8 a.m. to 4 p.m., but Special Services temporarily extended on Mondays to determine if expanded hours could serve more customers.

Since December 1, 2017, the Special Services Office implemented the following temporary schedule:

- Mondays: 7 a.m. to 6 p.m.
- Tuesdays to Fridays: 8 a.m. to 4 p.m.

It was originally anticipated that the schedule would be tested for 90 days; however, Sun Tran extended the test period to see if customer usage in the early hour and late hours significantly increased over time.

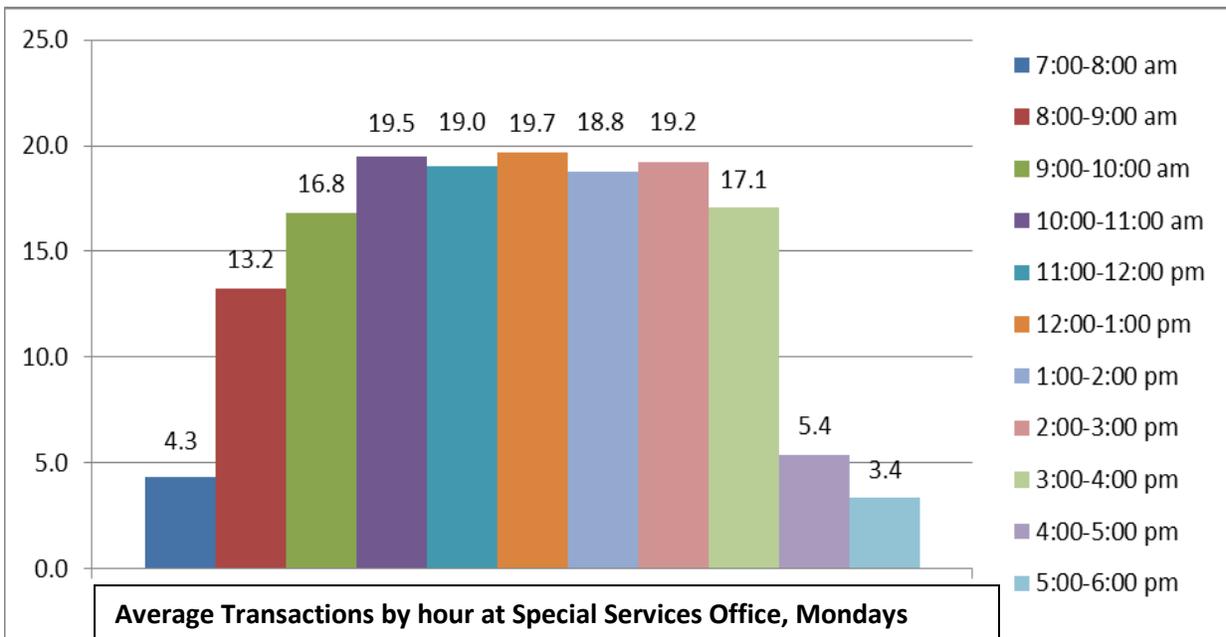
Efforts to promote the extended hours

Sun Tran communicated the expanded hours to the public throughout much of this time period through the following venues:

- Posters installed on all buses
- Posters installed at Special Services Office, including the front door
- Flyers posted at all public libraries, twice over this time period
- Media Releases, this information was included in at least three media releases
- Twitter and Facebook posts went out regularly
- NewsNet e-Blasts – sent twice
- Front-End Message for the first month
- E-Blast sent to organizations in Pass Provider Program including all Non-Profits, Schools and miscellaneous organizations

- Slides on Monitors at Transit Centers
- Slider, webpage on Sun Tran website
- Hot Topics on Sun Tran website

To measure the effectiveness of the extended hours, staff maintained performance data related to visits by the day of the week and by the hour. The chart below shows the number of customers served on Mondays by hour since these temporary hours were instated in December 2017.



Observations based on performance data:

- The comparison between customers served during regular hours and the extra hours is extreme. The average number of customers served during any time block between 8 a.m. and 4 p.m. is 17.9 customers per hour. By comparison, the average during the extended hours was 4.4 customers per hour.
- Special Services Office is busiest from 10 a.m. to 3 p.m., averaging 19.2 visits per hour.
- From 7 – 8 a.m., the average was 4.3 visits per hour.
- From 4 – 5 p.m. weekdays, there was an average of 5.4 visits per hour.
- From 5 - 6 p.m. weekdays, there was an average of 3.4 visits per hour.

All customers who enter the office before official close time are served.

Conclusions

An examination of the performance data indicates that:

- The number of customers visiting during the extended hours is minimal during early mornings and in the evenings. The greater majority of customers are served between 10 a.m. and 3 p.m.
- The current hours of 8 a.m. to 4 p.m. provides the needed services to the majority of our customers.

In addition the experiment has also impacted Special Services staff. It is necessary to staff at least one Customer Service Representative SR and one Supervisor for all extended hours. This effort has been difficult and costly. Even though overtime was paid each week, staff regard the additional hours as more of a burden rather than an opportunity for more money since the demand is so low. Moving forward if Sun Tran were to continue the extended hours it would be necessary to hire additional staff to relieve the burden on the current employees. Understanding the low demand for service during the extended hours Sun Tran does not recommend the investment in additional staff.

Sun Tran recommends that Special Service hours return to the original hours of 8 a.m. to 4 p.m. Monday through Friday.



TRANSIT TASK FORCE MEMORANDUM

December 3, 2018

Item 8: Non-Rider Survey

Issue – Earlier this year, Sun Tran conducted a non-rider survey in the Greater Tucson area. This item is to present the results of the survey.

Staff Recommendation – None. This is an informational item.

Background – Sun Tran retained ETC Institute of Kansas City Mo. to conduct a non-rider survey in the Greater Tucson area. ETC Institute specializes in community surveys working with both cities and transit agencies nationwide. ETC has conducted surveys in over 1,000 cities and counties thorough out the country. A non-rider survey is important to understand public perception of the transit system. The data gathered will:

- Identify public perception of transit in the community
- Identify public understanding of transit service in Tucson
- Provide benchmarking with other transit systems in the region
- Aid in the development of service and communication strategies to better serve the community

Present Consideration – The statistically valid survey was administered to 530 residents of the Tucson area over a one month period in August 2018. ETC staff then tabulated the survey results and has provided Sun Tran with a draft report.

ETC Institute compared responses from the 2018 Sun Tran Non Rider Survey to responses from other similar surveys conducted for transit organizations in the Southwest and Midwest regions of the United States. Attachment A provides a summary of these benchmarks with the question, response type, Sun Tran's 2018 rating, the Southwest/Midwest Average, and the difference.

Sun Tran staff will provide an overview of the survey results to the Transit Task Force and allow time for discussion. A copy of the full report will be posted to the Transit Task Force website.

Financial Considerations – None.

Attachments –

- A. 2018 Sun Tran Non-Rider Survey Benchmarks

2018 Sun Tran Non-Rider Survey Benchmarks

Question	Sun Tran 2018	Southwest/ Midwest Average	Difference
Q1 Did you know that public transportation services were available in the Tucson area? <i>by percentage of respondents who answered "yes,"</i>	99%	98%	1%
Q2 Have you ever considered using public transportation services in the Tucson area? <i>by percentage of respondents who answered "yes,"</i>	58%	63%	-5%
Q5 Based on your knowledge of Sun Tran, how would you rate the Sun Tran Service? <i>by percentage of respondents who answered "excellent," "good," or "average"</i>	54%	52%	2%
Q10 a Comparing that mass transit service to your knowledge of the Sun Tran system, would you say our local Sun Tran service here is better, about the same, or not as good as elsewhere? <i>by percentage of respondents who answered "about the same" or "better"</i>	30%	41%	-11%
Q11-1 Serving low-income, disabled, students, non-English speaking or senior populations who have limited transportation options <i>by percetnage of respondents who answered "very likely" or "likely"</i>	98%	97%	1%
Q11-2 Helping to create an environmentally-friendly, sustainable city not dependent on car travel <i>by percetnage of respondents who answered "very likely" or "likely"</i>	92%	88%	4%
Q11-3 Supporting economic development and job growth <i>by percetnage of respondents who answered "very likely" or "likely"</i>	95%	92%	3%
Q11-4 Creating access to jobs <i>by percetnage of respondents who answered "very likely" or "likely"</i>	97%	98%	-1%
Q12 Overall, how important do you think it is for the Tucson community to support and fund public transportation? <i>by percetnage of respondents who answered "very important" or "somewhat important"</i>	86%	85%	1%
Q13 How do you think the current level of funding for public transportation (e.g. buses) in the Tucson area should change over the next five years? <i>by percentage of respondents who answered "should be somewhat greater than it is now" or "should be much greather than it is now"</i>	52%	63%	-11%
Q14-1 Public transportation takes too long compared to travel by other modes <i>by percentage of respondents who answered "stronlgy agree" or "agree"</i>	71%	58%	14%
Q14-2 Transit service is not available when I need to use it <i>by percentage of respondents who answered "stronlgy agree" or "agree"</i>	33%	34%	-1%
Q14-3 Transit service does not take me to where I need to go <i>by percentage of respondents who answered "stronlgy agree" or "agree"</i>	36%	36%	0%
Q14-4 Buses are not on-time <i>by percentage of respondents who answered "stronlgy agree" or "agree"</i>	14%	10%	4%

Question	Sun Tran 2018	Southwest/Midwest Average	Difference
Q14-6 I have too many places I need to go during the day to use public transportation <i>by percentage of respondents who answered "strongly agree" or "agree"</i>	62%	59%	4%
Q14-7 I do not feel safe on the bus <i>by percentage of respondents who answered "strongly agree" or "agree"</i>	28%	18%	11%
Q14-8 I do not feel safe waiting at bus stops <i>by percentage of respondents who answered "strongly agree" or "agree"</i>	35%	24%	12%
Q14-9 Riding the bus is too expensive <i>by percentage of respondents who answered "strongly agree" or "agree"</i>	14%	10%	4%
Q16-1 Buses are scheduled to arrive at stops more frequently <i>by percentage of respondents who answered "very likely" or "likely"</i>	41%	46%	-5%
Q16-2 The time it takes to get to work by car increases due to traffic congestion <i>by percentage of respondents who answered "very likely" or "likely"</i>	39%	41%	-2%
Q16-3 Transit stops are located closer to your home <i>by percentage of respondents who answered "very likely" or "likely"</i>	44%	50%	-6%
Q16-4 Transit stops are located closer to the place you work or visit frequently <i>by percentage of respondents who answered "very likely" or "likely"</i>	50%	53%	-3%
Q16-5 The cost of parking increases at the place you work or at places you visit frequently <i>by percentage of respondents who answered "very likely" or "likely"</i>	34%	32%	2%
Q16-7 Your employer provided incentives to use public transportation services <i>by percentage of respondents who answered "very likely" or "likely"</i>	36%	41%	-5%
Q16-8 If travel time by public transit were the same or less than travel by automobile <i>by percentage of respondents who answered "very likely" or "likely"</i>	60%	62%	-2%
Q16-10 If your car was not available due to repairs <i>by percentage of respondents who answered "very likely" or "likely"</i>	58%	59%	-1%
Q16-11 If the price of gas were to increase <i>by percentage of respondents who answered "very likely" or "likely"</i>	35%	38%	-3%