

SUN TRAN

2014 RIDER SERVICE CHANGE AND FARE SURVEY

REPORT

APRIL 2014



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Section 1

Executive Summary

In Spring 2014, Sun Tran and the City of Tucson sought to collect responses regarding proposed service changes and fare increase options. The goal of the survey was to evaluate the impact the proposed service changes would have and to determine which of three fare increase options respondents preferred most. The proposed service changes included the following routes:

Sun Tran:

- Route 1 – Glenn/Swan,
- Route 2 – Pueblo Gardens,
- Route 3 – 6th St./Wilmot,
- Route 4 – Speedway,
- Route 6 – S. Park Ave./ N 1st Ave.,
- Route 7 – 22nd St.,
- Route 8 – Broadway/S. 6th Ave.,
- Route 9 – Grant,
- Route 11 – Alvernon,
- Route 15 – Campbell,
- Route 16 – 12th Ave./ Oracle,
- Route 20 – W. Grant/ Ironwood Hills,
- Route 21 – W. Congress/ Silverbell,
- Route 22 – Grande,
- Route 26 – Benson Hwy,
- Route 27 – Midvale Park,
- Route 34 – Craycroft/Ft. Lowell,
- Route 37 – Pantano, and
- Route 50 – Ajo Way.

Sun Express:

- Route 102X – Northwest UA Express,
- Route 103X – Northwest Downtown Express,
- Route 105X – Foothills Downtown Express,
- Route 107X – Oro Valley Downtown Express,
- Route 108X – Broadway Downtown Express,
- Route 109X – Catalina Hwy Downtown Express,
- Route 110X – Rita Ranch Downtown Express,
- Route 202X – Northwest Aero Park Express,



- Route 203X – Oro Valley Aero Park Express, and
- Route 312X – Oro Valley Tohono Express.

Downtown Loop:

- Downtown Loop.

The survey was conducted in mid-March 2014 onboard transit vehicles and at the three transit centers. A formal sampling plan was developed to achieve statistical validity of the service area based on daily ridership. The following chapters summarize the project. Following the Executive Summary is the project methodology, key findings with exhibits, and an Appendix which includes the survey instrument.

Survey Development

Our project team worked with Sun Tran and the City of Tucson to edit the survey instrument used for this project. The instrument went through multiple rounds of revisions so as to gather input from all parties and produce a survey to achieve optimal results.

We utilized a stratified random-sampling methodology to provide data that accurately represents all rider types on all route services for which the Sun Tran proposed changes. Formal sampling targets were calculated for each route and service using actual average daily ridership data provided by Sun Tran. Our sampling plan was weighted such that individual route sampling targets ensured a confidence level of 95 percent and a ± 5 percent margin of error (based on daily average ridership by route). All sampling targets were met and exceeded.

Survey Administration

We contracted with a local temporary staffing firm to recruit surveyors. All surveyors were screened and trained by our project team. Using the same firm that supplied personnel for the City's 2013 onboard survey, we requested our top candidates return for this project. Training included an overview of the project, discussion of surveyor expectations, familiarization with the transit system and survey instrument, onboard etiquette, protocol for conducting the survey, education on the proposed changes, and a review of individual assignments. Recruitment and training of data collection staff was completed on March 18, 2013. Sampling began that day.

The majority of data collection was accomplished using an intercept methodology. Surveys were distributed onboard buses and at the three transit centers. English and Spanish versions of the survey were available. Bilingual surveyors and supervisors conducted intercept surveys for those who had difficulty filling out the forms themselves.

Surveyors were easily identified by an identification badge worn on a lanyard around the neck and reflective vest. They also carried route maps, surveys, and pencils to distribute during the collection process.

Surveying took place March 18 through March 22, 2014. The data collection covered the 27 Sun Tran fixed routes and 13 Express routes as well as the three transit centers. A total of 1,325 surveys were collected.

Data Analysis

All data was entered into an Excel spreadsheet using dedicated data entry personnel. Moore & Associates' staff monitored the entire data entry process, reviewing data entry work daily and conducting spot-checks of the process.

Following data cleaning, simple frequencies were developed for each service and posted to Basecamp for review by Sun Tran and the city. Cross-tabulations for comments by route and fare increase option were also posted to Basecamp separate from the simple frequencies.

We created a custom SPSS database for this project. This allowed us to compile simple frequencies as well as data cross-tabulations. Cross-tabulations allow comparisons between major concerns for the route changes and the fare increase indicated by the respondent.

Proposed Route Changes

The following presents a snapshot of respondents' feedback to the proposed route changes for the Sun Tran, Sun Express, and Downtown Loop services.

Sun Tran

The responses for the fixed-route service changes resulted in a fairly uniform pattern wherein most respondents indicating the changes would have "No Impact" or make travel "Less Convenient," followed by fewer respondents who said travel would be "More Convenient" and a small portion indicating they "Would not be able to make trips." There are some variations to these results. For example, Route 50 represents the common distribution of the responses "Less Convenient" (37.5 percent), "No Impact" (32.9 percent), "More Convenient" (16.9 percent), and "Would not be able to make trips" (12.7 percent). However, Route 37 had some significant deviations from the pattern of responses with "Less Convenient" (45.2 percent), "No Impact" (33.6 percent), "More Convenient" (10.0 percent), and "Would not be able to make trips" (11.2 percent). Route 1's proposed changes garnered the most "Would not be able to make trips" responses with 17.6 percent. Route 16 yielded the highest frequency of "More Convenient" responses with 32.8 percent.



Sun Tran Express

The Sun Tran Express routes produced results radically different from the regular fixed routes. A majority of respondents (ranging from 58.5 percent to 65.7 percent per route) indicated the service changes to the Express route would have "No Impact." The remaining response choices accounted for a mostly even spread ranging from 10.2 percent to 20.2 percent. The contrast in responses from the Sun Tran fixed-route results can be explained by the use of service. Respondent numbers were lower for the Express routes as they are used less in comparison. Therefore, service changes on Express routes would have a higher rate of "No Impact" responses from those who primarily ride fixed-route.

Downtown Loop

The Downtown Loop collection resulted in the greatest "Would not be able to make trips" responses (35.8 percent). This is consistent with the proposed service change for those who use the Downtown Loop the most as the proposed change is to discontinue the service. However, 32.6 percent of respondents indicated this would have "No Impact" and 9.6 percent indicated the service change would be "More convenient."

Transit Fare

The first question below the proposed fare increase table asked the respondent what type of fare they used. The majority use Full Fare Cash (38.8 percent) and Economy Fare Cash (34.2 percent). The U-Pass Annual (0.1 percent) and U-Pass Express Semester (0.1 percent) yielded the lowest responses.

Second, each respondent was asked which fare increase option (see Exhibit 3.59) they would choose. The response by 90.7 percent selecting "Option A" clearly indicates the preferred fare increase. Only 1.8 percent marked "Option C." Included in the key findings are cross-tabulations for proposed route changes by fare increase option.

Finally, each respondent was asked what affect the fare change would have on his/her travel on Sun Tran or Sun Van. Nearly half (47.8 percent) indicated "I'll ride the same." The other responses were "I'll ride less" (26.8 percent), "I'll ride more" (20.1 percent), and "I will no longer ride" (5.3 percent).



Section 2

Methodology

This section discusses the methodologies by which the survey was developed and administered and the data processed and cleaned. Discussion of the responses specific to individual routes and services is provided in the Key Findings section.

Project Management

A key component of our project management was the use of Basecamp, an online platform which allowed us to share documents and results with Sun Tran and City of Tucson staff as well as document discussions with the project team. This was essential to gain the input of multiple parties on the survey instrument. In addition to Basecamp, telephone conferences between Sun Tran, City staff and our project team were held during the project initiation, survey development, and data collection portions of the engagement. All Moore & Associates' field supervisor contact information was provided to Sun Tran to coordinate communication during the data collection process.

Quality Control

We incorporated multiple quality control measures into our survey methodology. These measures focused on staffing, data collection, and data entry. Outlined in a memo to Sun Tran, they were described as follows:

- **Staffing.** Moore & Associates' staff will be onsite throughout all data collection. These staffers will all have data collection and field supervision experience as employees of our firm. Our supervisory staff will conduct all surveyor staff training and will remove from consideration any surveyor deemed incapable of meeting the necessary project performance standards. Every reasonable effort will be made (including incentive compensation) to retain bilingual (English/Spanish) surveyors for the entire data collection process.
- **Data Collection.** Every surveyor will report to a Moore & Associates' supervisor prior to boarding any revenue vehicle. All materials will be distributed by our supervisors and collected at the conclusion of each day's efforts. A Survey Control Sheet will be filled out by our staff to keep track of surveyor times, data collection targets, and routes. The fielding schedule will be provided to Sun Tran prior to data collection. Our supervisors will review each surveyor packet for completeness, and their time/route tracking paperwork for accuracy and completeness. In addition to pre- and post-shift inspections, our supervisors will conduct unscheduled inspections of surveyors onboard vehicles and at transit centers. This will allow our field supervisory team to either correct inconsistencies in data collection or to remove a surveyor staffer not fulfilling the job requirements. In order to minimize potential disruption to data collection, we will schedule multiple back-up surveyors who will be prepared to cover any shifts where a surveyor may need to be replaced.

- **Data Entry.** Data entry that is undertaken concurrent with data collection helps ensure timely processing and analysis. Each survey will be uniquely coded in advance of data entry to further protect against data error.
- **Data Cleaning.** All survey data entered is cleaned by a Moore & Associates' supervisor utilizing SPSS. SPSS allows for easy identification of response outliers, invalid responses, and other possible errors in the data. All such inconsistencies will be removed prior to commencement of analysis. Upon completion of all data collection, data entry, and data cleaning, initial response frequencies will be generated and uploaded to Basecamp for review by Sun Tran and City staff.

Survey Development

The development of the survey instrument required input from all project personnel at all levels. Feedback from our project team as well as Sun Tran and City staff resulted in the development of an instrument that would obtain the desired input on the proposed service changes. The Instrument (included in the Appendix) underwent multiple revisions prior to its approval. The survey was subsequently translated into Spanish. Each survey was serialized with a unique identification number to keep track of all surveys.

Given our project team conducted an onboard customer survey for Sun Tran in Fall 2013, we drew on that experience in the development of our survey plan. Our field team discussed the "Lessons Learned" from that engagement to assist in creating the sampling and fielding plans for this project.

The survey instrument for this effort acted as both outreach and collection mechanism. Each proposed service change and fare option was described in the survey. The service changes associated for each route were followed by a rating system for the changes based on convenience. A chart displaying three detailed fare increase options was located on the back of the survey along with several questions related to fare. All field supervisors were trained on the proposed service and fare changes so that they could answer questions about the survey during the collection process.

Sampling Plan

We utilized a stratified random-sampling methodology to provide data that accurately represented all rider types on all fixed-route and Express services for which Sun Tran requested surveying. Since a sample target of 400 would obtain a 95 percent confidence level with a ± 5 percent margin of error, but not necessarily be representative a system with 25,000 unique daily riders, weighted sampling targets were calculated for each route and service using actual average daily ridership data provided by Sun Tran.

Data collection resulted in an overall sample significantly larger than the sampling target of 1,000. Although 1,325 unique surveys were collected, respondents indicated all routes they rode that day. Thus, a rider might indicate they were on Route 8, but also put Route 6 as he/she rode both routes that day. Therefore, that survey was counted as representing both Route 6 and Route 8. Sampling targets,



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as well as the actual sample collected, are represented in Exhibits 2.1 and 2.2. Survey results by route are provided in the Key Findings section. A discussion of the rating of convenience by route is also included in the Key Findings section.

Exhibit 2.1 Sampling by Route for Fixed Routes

Route	Sampling Goal	Sample Achieved
1	25	97
2	16	129
3	36	125
4	63	118
5	15	80
6	50	198
7	30	96
8	124	284
9	31	106
10	19	98
11	52	116
15	23	86
16	75	215
17	37	70
19	20	101
20	5	60
21	8	94
22	8	80
23	20	119
24	10	85
26	15	107
27	17	115
29	19	86
34	27	73
37	9	76
50	5	85
61	7	81
Total	766	2,980

Exhibit 2.2 Sampling by Route for Express Routes

Route	Sampling Goal	Sample Achieved
101X	20	64
102X	21	69
103X	13	68
104X	22	71
105X	13	67
107X	18	78
108X	18	68
109X	14	23
110X	22	67
201X	15	65
202X	28	65
203X	18	65
312X	12	67
Total	234	837

Survey Administration

Staffing/Recruitment

We contracted with a local temporary staffing firm to recruit surveyor candidates. Having developed a relationship with a staffing firm during the City’s 2013 system-wide survey project, we sought to recruit the best performing candidates from the last project. Since there was much more defined scope and collection process with specific route targets, recruiting candidates with experience was essential to ensure a quality collection sample. While the staffing firm conducted a background check and ensured each recruit was legally able to work in the United States, our criteria for selection included the following:

- Fluency in English and Spanish (written and oral),
- Ability to read and understand a bus schedule,
- “Common sense” problem solving capabilities,
- Ability to conform with appearance standards (“business casual” dress code – black or khaki pants, polo or collared shirt, and comfortable shoes),
- No facial tattoos or extensive visible piercings,
- The physical ability to board and ride the bus unassisted,
- Punctuality (ability to arrive 15 minutes before the start of the shift),
- Availability of reliable transportation (including public transit, bicycle, or getting dropped off), and
- Possession of a cell phone for communication from the field supervisor only.



All surveyors were screened and trained by our project team. Training included an overview of the project, discussion of surveyor expectations, familiarization with the survey instrument, onboard and transit center etiquette, protocol for conducting the survey, and a review of individual assignments. Since many of the surveyors were returning from the Fall survey, focus during the training was on educating the team on the proposed changes and questions that might arise from respondents. Although many of the surveyors were returning, our project team reemphasized the following standards that apply to our data collection process.

Unacceptable behavior – which included making or receiving calls from persons other than the Moore & Associates’ field supervisor, listening to music on an iPod or phone, causing any type of disruption onboard the vehicle or at the transit centers, use of profanity, failure to comply with appearance standards, and tardiness – was communicated to all recruits as cause for immediate dismissal.

Recruitment and training of data collection staff was completed on March 18, 2014. Ten surveyors were trained as part of this engagement.

Data Collection

The majority of data collection was accomplished using an onboard intercept methodology. Other methods – including conducting in-person intercept surveys at transit centers – were used to supplement onboard data collection.

All survey questionnaires were printed on 100-pound stock to eliminate the need for clipboards. All survey instruments were printed double-sided. English and Spanish versions were printed on different colored paper so as to make distribution easier for those requesting the survey in Spanish.

Surveyors were easily identified by an identification badge worn on a lanyard around the neck and reflective vest. Prior to boarding the assigned vehicle or conducting intercept surveys at transit centers, each surveyor was provided with a bag containing survey forms, sharpened pencils, a system map, a route-specific map and schedule, and an individual surveyor goal for the route they were assigned. All surveyors were also provided with the cell phone contact information for a field supervisor, who conducted spot-checks of surveyor performance and maintaining a presence in the service area throughout the entire data collection period as a quality control measure.

Surveyors offered the bilingual survey to all customers boarding the vehicle while also making themselves available to answer questions regarding the survey. Respondents were instructed to return the completed instrument to the surveyor or leave it on their seat for later retrieval. At the conclusion of the day’s surveying, all collected surveys, identification badge, and reflective vest were returned to the field supervisor.



Our project team successfully managed the fielding of a transit rider survey using an onboard intercept methodology during March 18 through March 22, 2014. The data collection covered the Sun Tran and Sun Express fixed routes.

Our field supervisors also participated in the data collection process, specifically with respect to the Express routes. Our experience on the Express routes as part of the 2013 system-wide survey led our project team to be concerned that data collection might be problematic. To mitigate this issue, our supervisor team conducted this data collection personally. Their prior experience with this service was instrumental in achieving and exceeding the sampling targets.

Data Entry

All data was entered into an Excel spreadsheet using dedicated data entry personnel. Moore & Associates' staff monitored the entire data entry process, reviewing data entry work daily, and conducted spot-checks of the process. If questions regarding survey route or times arose, our staff referred to the Survey Control Sheet for the day.

Data Cleaning

Data cleaning was undertaken by trained personnel upon completion of data entry. This addressed differing data formatting and the "Comments" section at the end of the survey. Responses were cleaned to unify identical responses for many of the comments (i.e., Do not want changes and No changes). The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) database for further analysis.

Following data cleaning, simple frequencies were developed for each service and posted to Basecamp for review by Sun Tran and the City. Cross-tabulations for comments by route and fare increase option were also posted to Basecamp separate from the simple frequencies.

Analytical Methods

We created a custom SPSS database for this project. This allowed us to compile simple frequencies as well as data cross-tabulations. Cross-tabulations allow comparisons between major concerns for the route changes and the fare increase indicated by the respondent.



Section 3

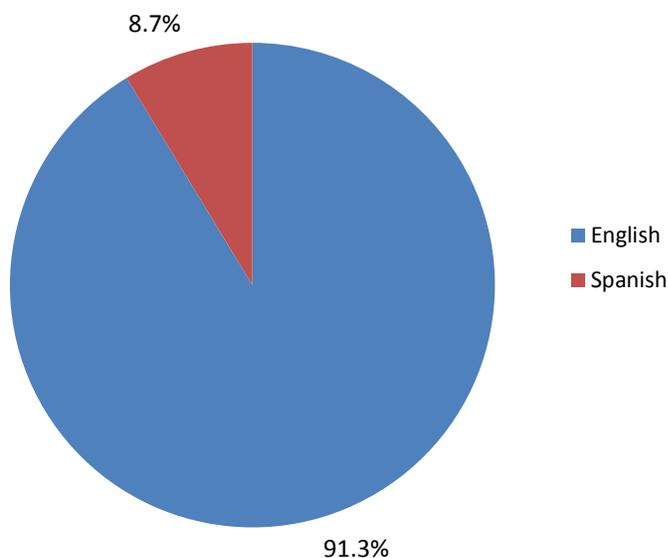
Key Findings

This section includes the responses to each route surveyed and the answers to the three questions regarding fare increase and the effects on ridership for Sun Tran and Sun Express routes. The first portion of this section displays a customer’s rating of the proposed changes for each route. Customers were asked whether a proposed change was “more convenient,” would have “no impact,” was “less convenient,” or if because of the change the respondent “would not be able to make the trip.” The next portion of this section combines data from the type of fare used by a respondent and the preferred fare increase option (Options A, B, and C as detailed in Exhibit 3.59).

Language Surveyed in

We asked respondents to choose which language in which they preferred to take the survey (English or Spanish). Bilingual surveyors and survey supervisors were available to verbally translate the survey to those who stated difficulty in reading or understanding the survey. Fewer than nine percent (115 respondents) elected to take the survey in Spanish.

Exhibit 3.1 Survey Language



Customer responses by route

Preferred Service Enhancement

Route 1 Proposed Service Changes – All trips would operate between the Ronstadt Transit Center and 29th St./Swan. Service would no longer be provided between Country Club Rd./22nd St. and 29th St./Swan.

Exhibit 3.2 Route 1 – Glenn/Swan: Impact to Riders

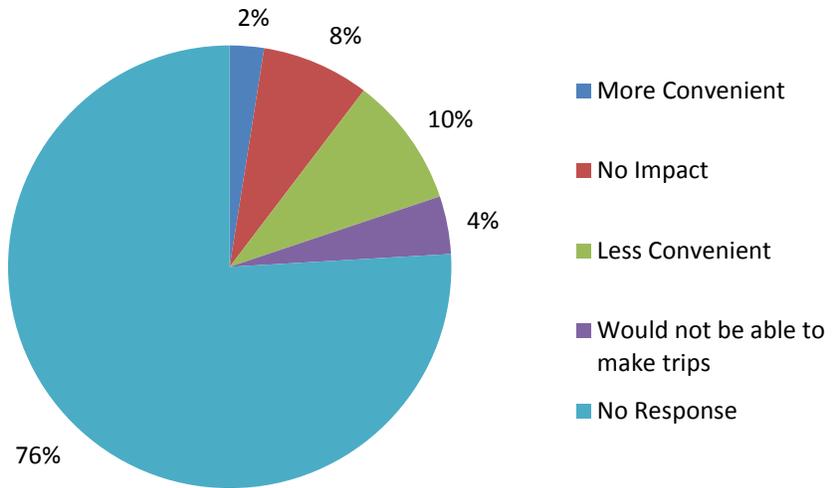
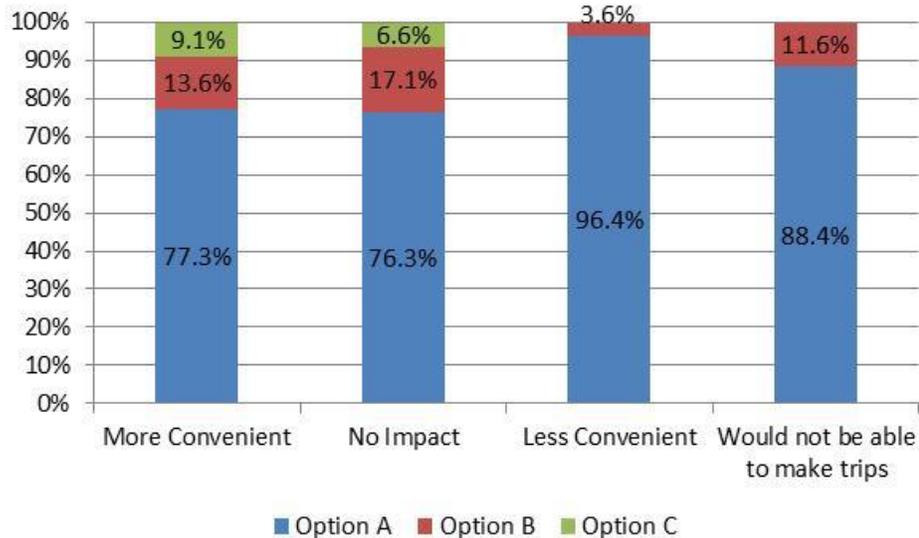


Exhibit 3.3 Route 1 – Glenn/Swan: Impact to Riders vs. Fare Option



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Route 2 Proposed Service Changes – Add travel on South 6th Avenue between the Ronstadt Transit Center to 36th St. and between South 6th Ave. and Kino Blvd. Simplified routing through Pueblo Gardens.

Exhibit 3.4 Route 2 – Pueblo Gardens: Impact to Riders

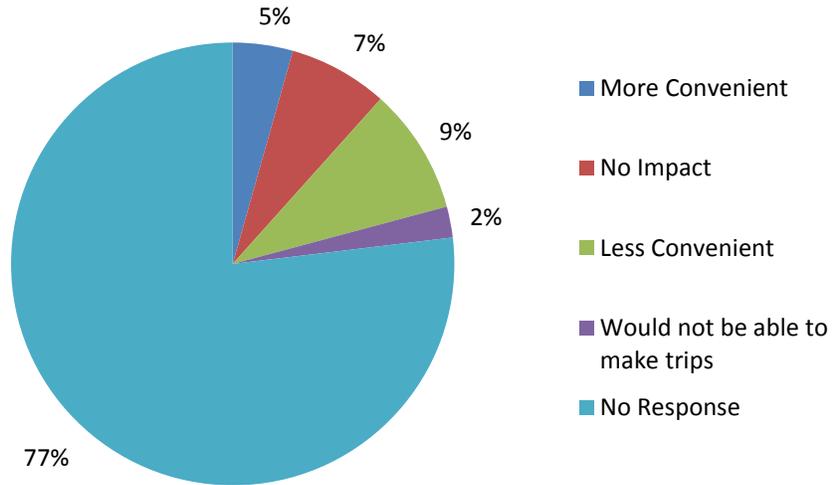
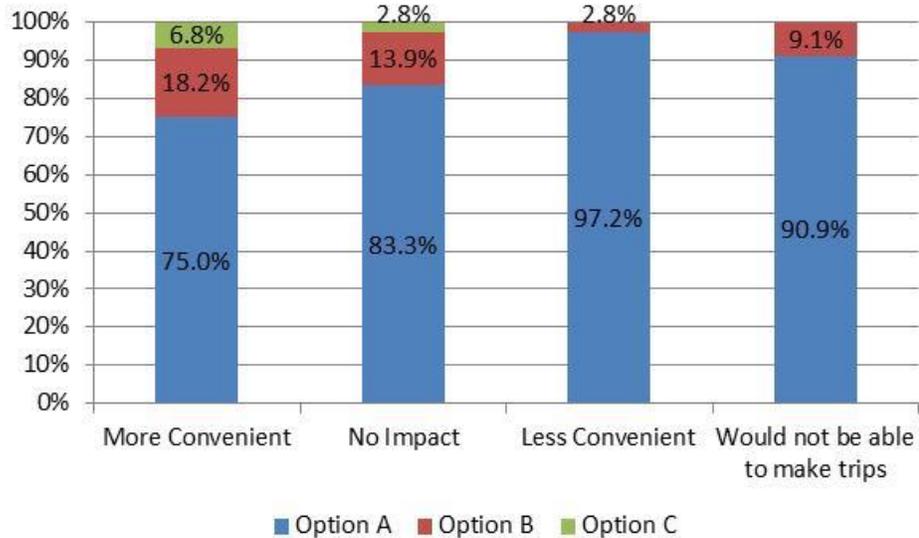


Exhibit 3.5 Route 2 – Pueblo Gardens: Impact to Riders vs. Fare Option



Route 3 Proposed Service Changes – Split into two routes at Ronstadt Transit Center (RTC): **Route 3** would operate every 20 min. on all trips between RTC and Pima College East. **New Route 28** would operate every 30 min. between RTC and Pima College West.



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Exhibit 3.6 Route 3 – 6th Street/Wilmot: Impact to Riders

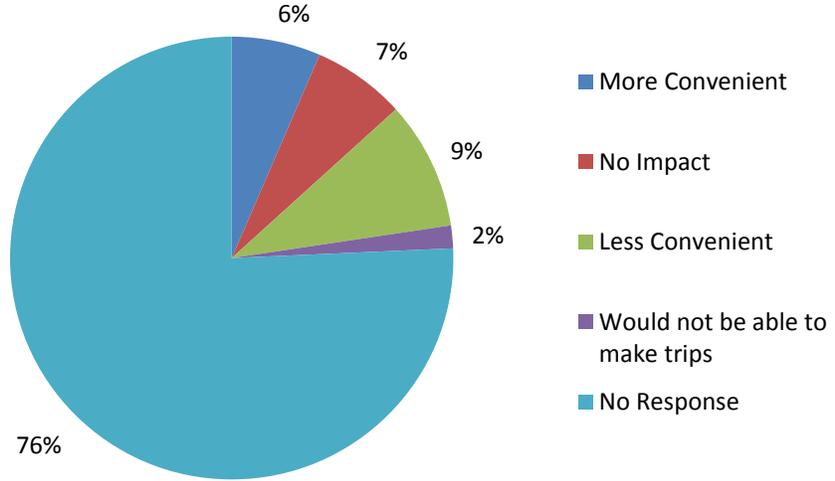
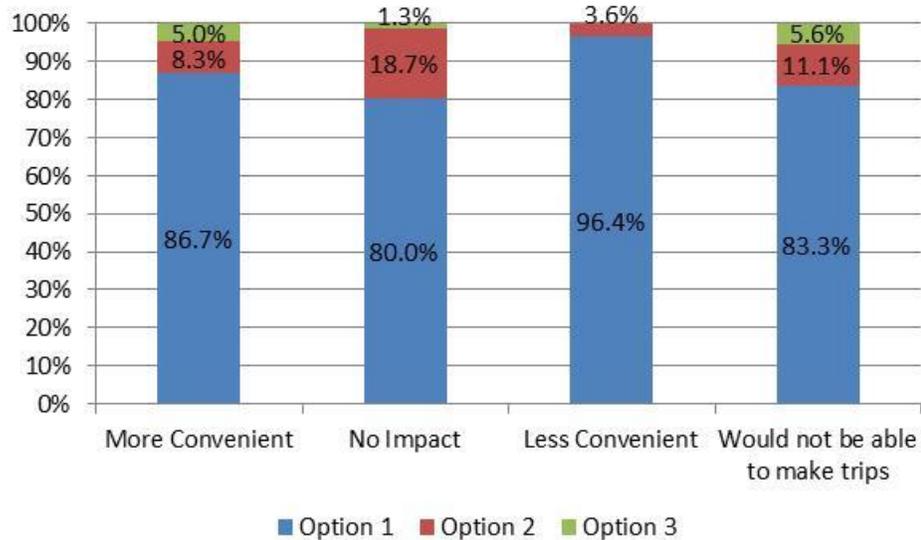


Exhibit 3.7 Route 3 – 6th Street/Wilmot: Impact to Riders vs. Fare Option



Route 4 Proposed Service Changes – Route would operate every 15 min. in the morning and afternoon between Ronstadt Transit Center & Kolb, (every 30 min. east and south of Kolb). During mid-day would operate every 10 min. (every 20 min. east and south of Kolb). No change to weekend service.



Exhibit 3.8 Route 4 – Speedway: Impact to Riders

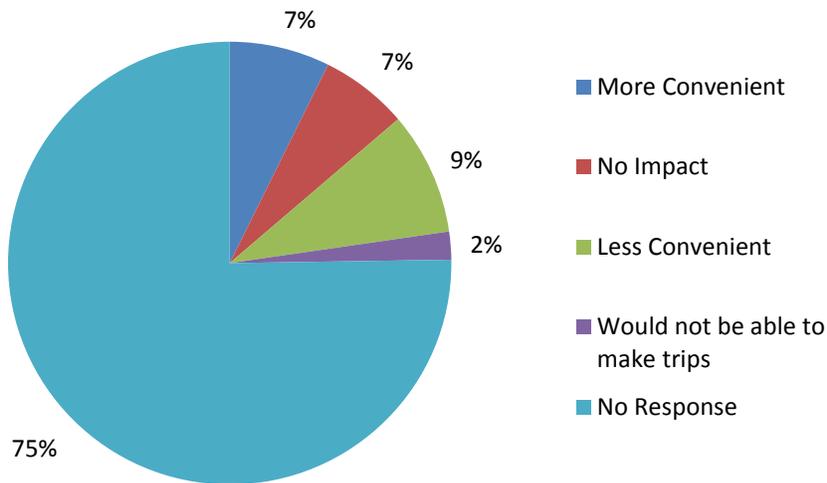
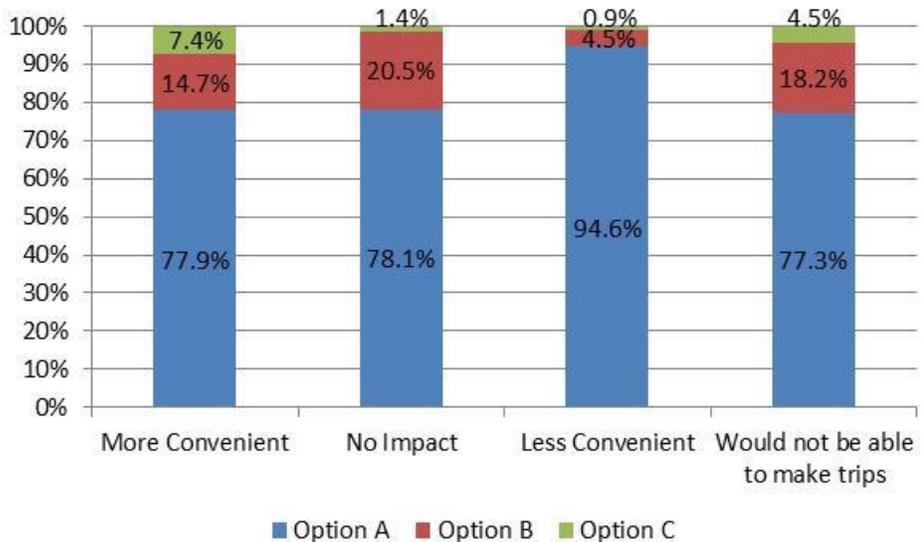


Exhibit 3.9 Route 4 – Speedway: Impact to Riders vs. Fare Option



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Route 6 Proposed Service Changes – Split into two routes at Ronstadt Transit Center (RTC): **Route 6** would operate between RTC and Tohono Transit Center with no change in frequency. **New Route 25** would operate from RTC south to Laos Transit Center and Tucson Airport every 30 min. weekdays, with alternating trips on weekends.

Exhibit 3.10 Route 6 – South Park Ave./North 1st Ave. : Impact to Riders

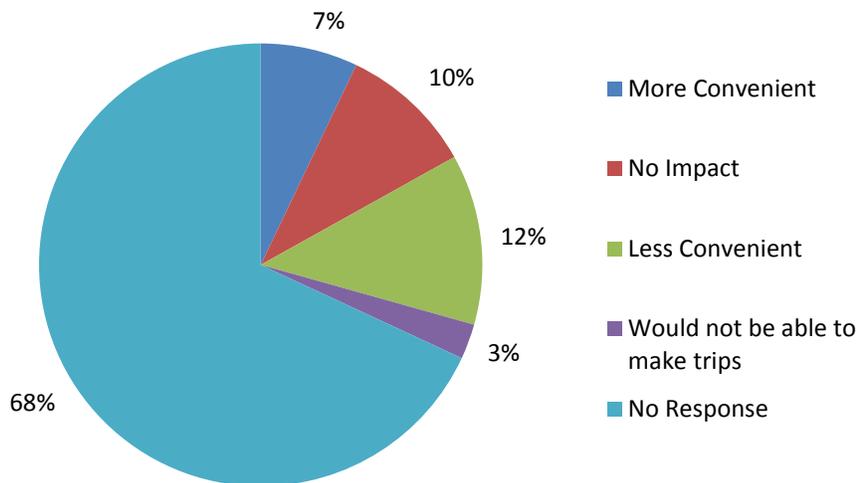
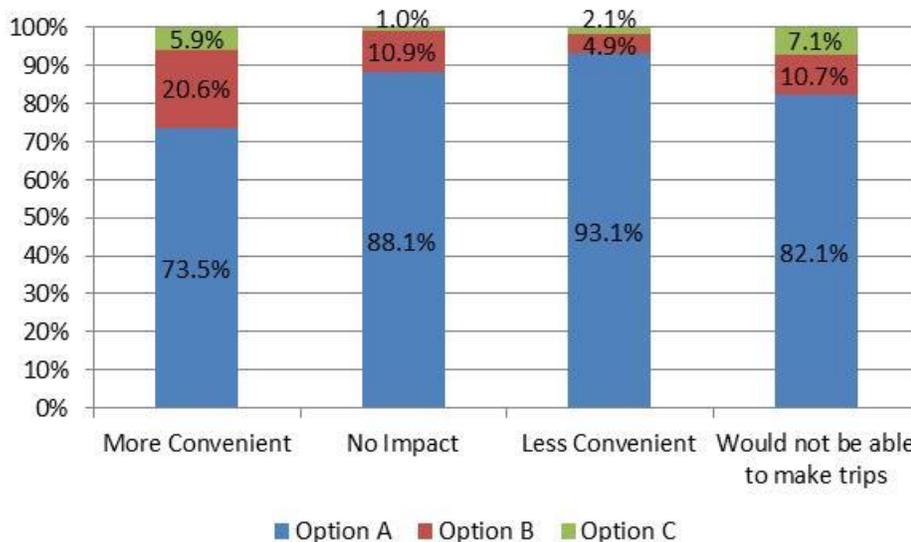


Exhibit 3.11 Route 6 – South Park Ave./North 1st Ave. : Impact to Riders vs. Fare Option



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Route 7 Proposed Service Changes – Route would operate every 20 min. until 1 p.m. and from 3-6 p.m., and continue to operate every 15 min. from 1-3 p.m. weekdays. No change to weekend service.

Exhibit 3.12 Route 7 – 22nd Street: Impact to Riders

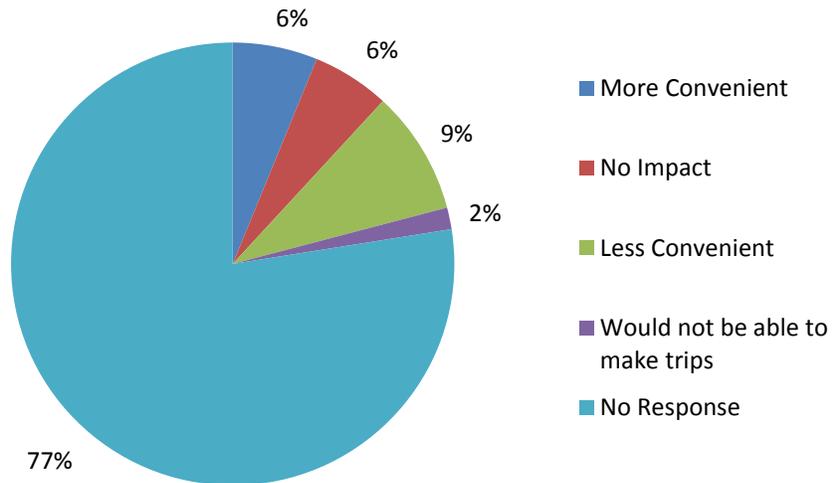
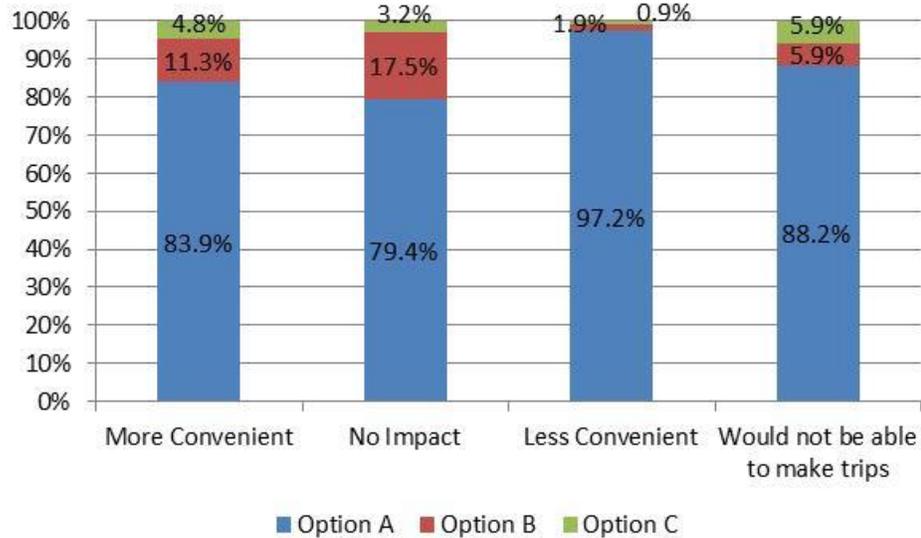


Exhibit 3.13 Route 7 – 22nd Street: Impact to Riders vs. Fare Option



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Route 8 Proposed Service Changes – Split into two routes at Ronstadt Transit Center (RTC): **Route 8** would operate from RTC and alternate between Wilmot/Lee and Speedway/Harrison. Service would operate every 15 min. in the morning and afternoon (every 30 min. east and north of Wilmot), and from 11:30 a.m.-4:30 p.m. would operate every 10 min. (every 20 min. east and north at Wilmot). **New Route 18** would operate between RTC and Laos Transit Center. On weekdays, route would operate every 15 min. until 8 a.m. and from 6 to 7 p.m. From 8 a.m. -6 p.m., route would operate every 7-10 min.

Exhibit 3.14 Route 8 – Broadway/South 6th Ave. : Impact to Riders

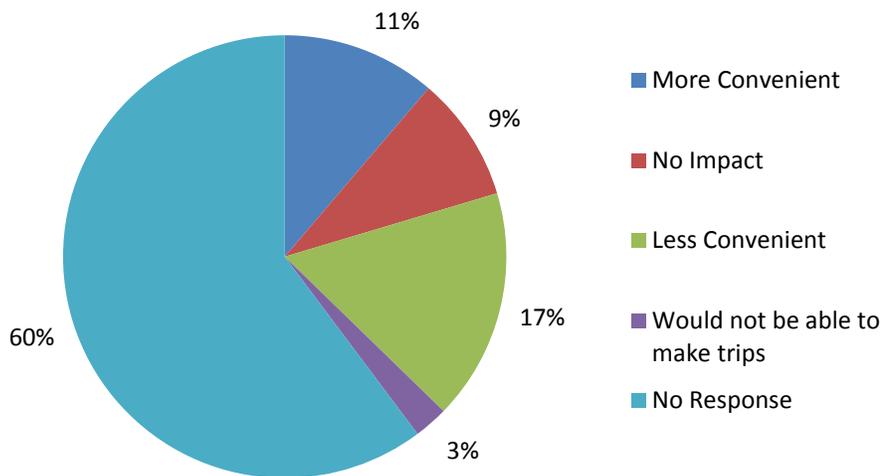
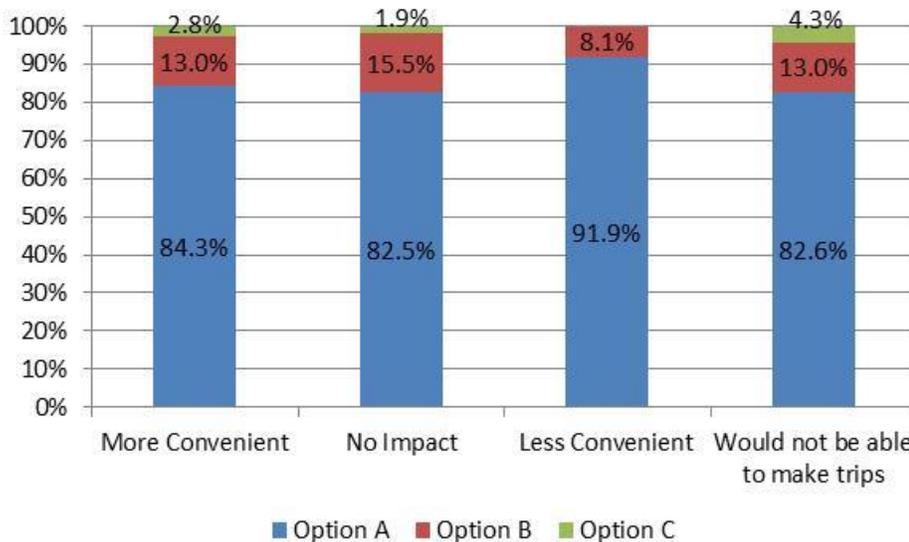


Exhibit 3.15 Route 8 – Broadway/South 6th Ave. : Impact to Riders vs. Fare Option



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Route 9 Proposed Service Changes – Merge with Route 20. Service would operate on Grant from Tanque Verde/Sabino Canyon to Ironwood Hills every 30 min. on weekdays and hourly on weekends. Route would no longer serve UA Mall and Ronstadt Transit Center, which would be provided by the proposed Route 109X.

Exhibit 3.16 Route 9 – Grant: Impact to Riders

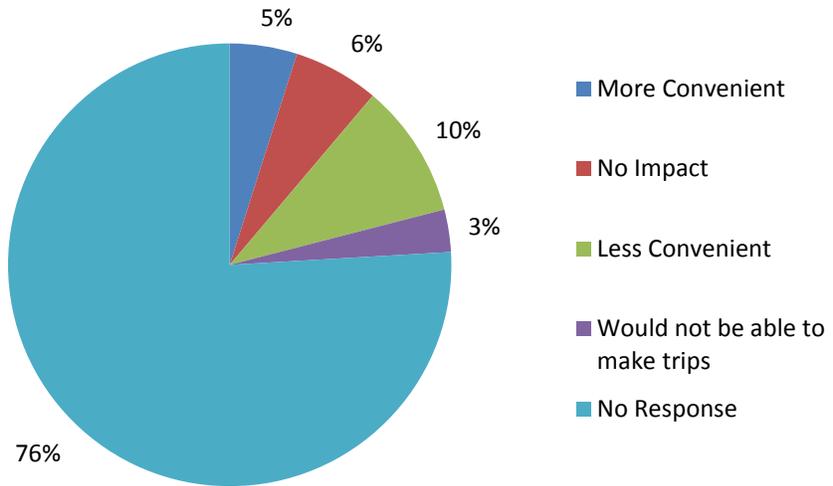
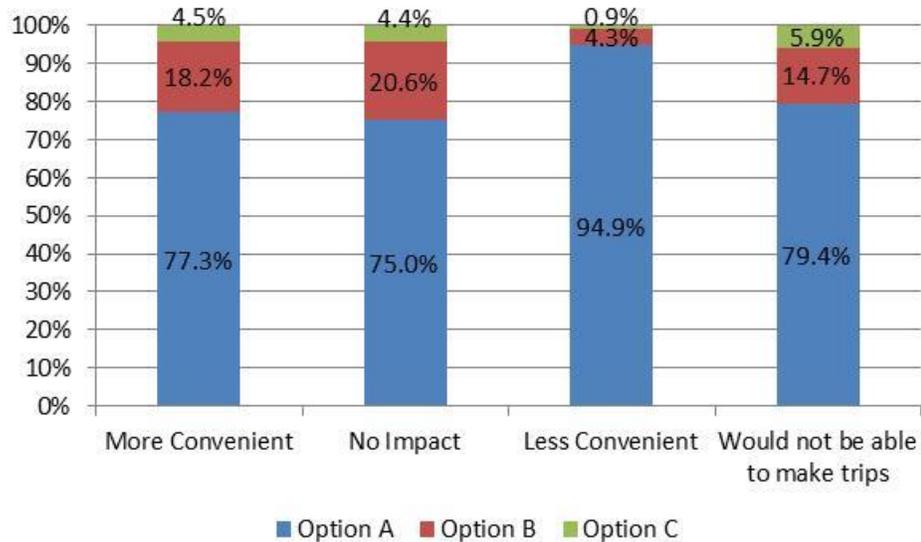


Exhibit 3.17 Route 9 – Grant: Impact to Riders vs. Fare Option



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Route 11 Proposed Service Changes – Merge with Rte. 50 (Ajo Way). Service would operate every 15 min. between Dodge/River and Ajo Way/Palo Verde with alternating trips to Tucson Airport and Ajo/Mission until noon and from 4-7 p.m. (every 30 min. west and south of Ajo/Palo Verde). From 12-4 p.m., service would operate every 10 min. (20 min. west and south of Ajo/Palo Verde). No longer serving Laos Transit Center.

Exhibit 3.18 Route 11 – Alvernon: Impact to Riders

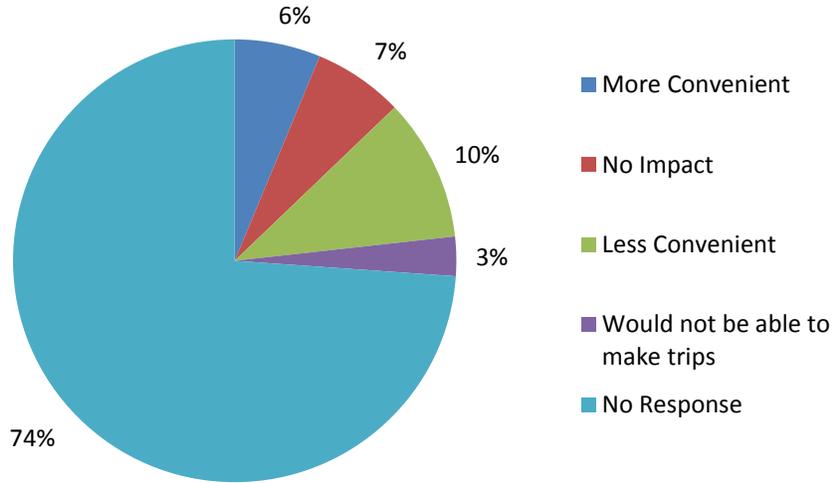
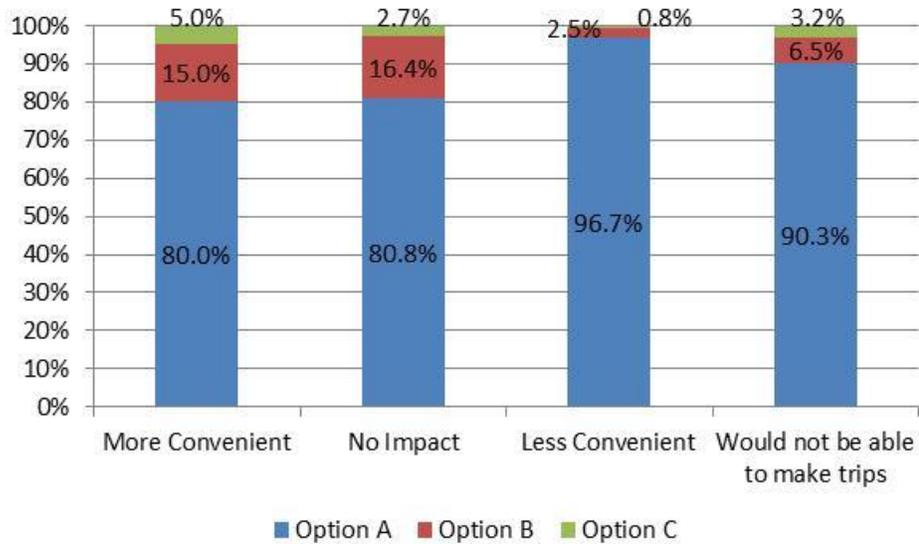


Exhibit 3.19 Route 11 – Alvernon: Impact to Riders vs. Fare Option



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Route 15 Proposed Service Changes – All trips would operate from Tohono Transit Center to 22nd Street/Country Club. Service will operate every 20 min. weekdays. No change to weekend service.

Exhibit 3.20 Route 15 – Campbell: Impact to Riders

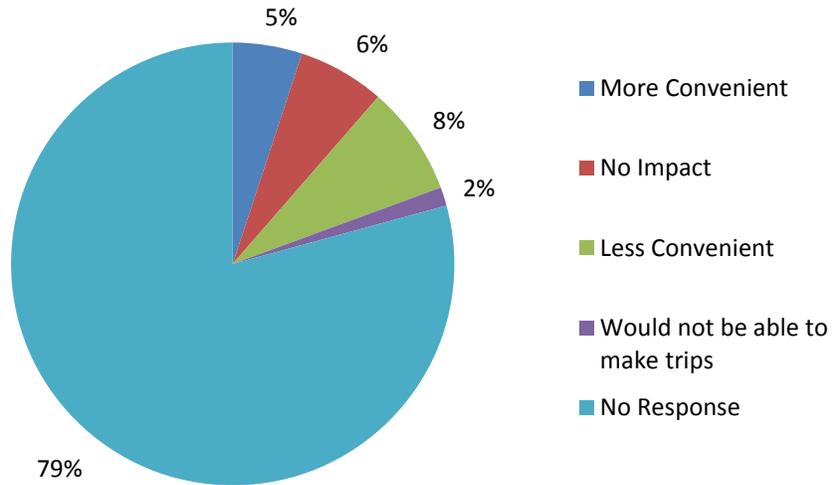
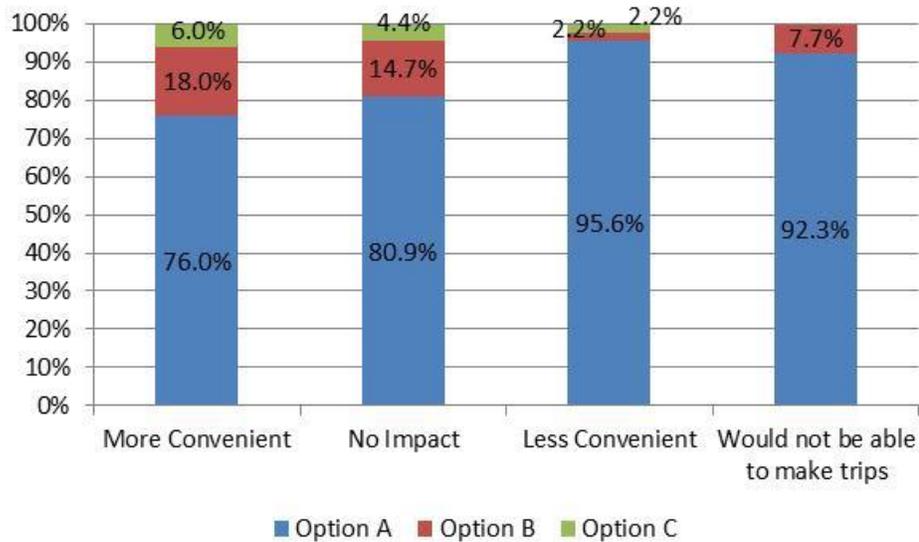


Exhibit 3.21 Route 15 – Campbell: Impact to Riders vs. Fare Option



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Route 16 Proposed Service Changes – Split into two routes at Ronstadt Transit Center (RTC): **Route 16** would operate from RTC and Tohono Transit Center weekdays every 15 min. in the morning and afternoon, 7.5 – 10 minutes midday; extending route to Ina/Thorndale every 30 min. weekdays. Saturday service would operate every 20 min. from 10 a.m.-4 p.m., 30 min. rest of day, no changes to Sunday service. **New Route 12** would operate between RTC and Laos Transit Center. Service would operate every 15 min. weekdays and every 30 min. on weekends.

Exhibit 3.22 Route 16 – 12th Ave./Oracle: Impact to Riders

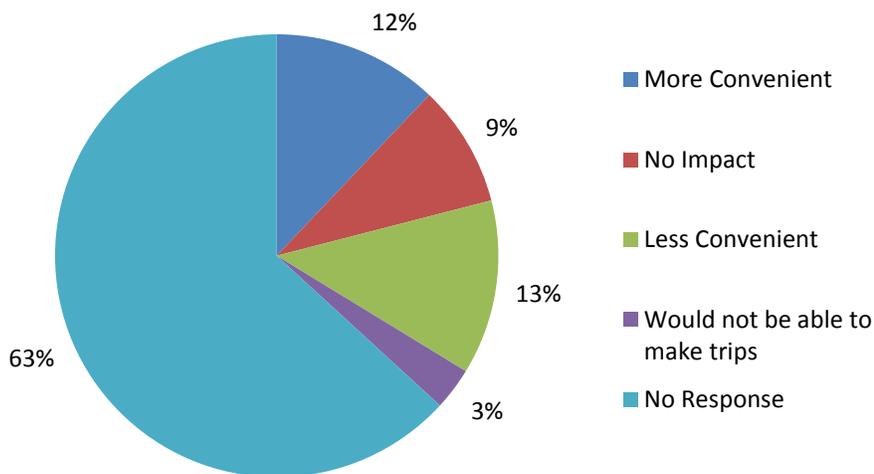
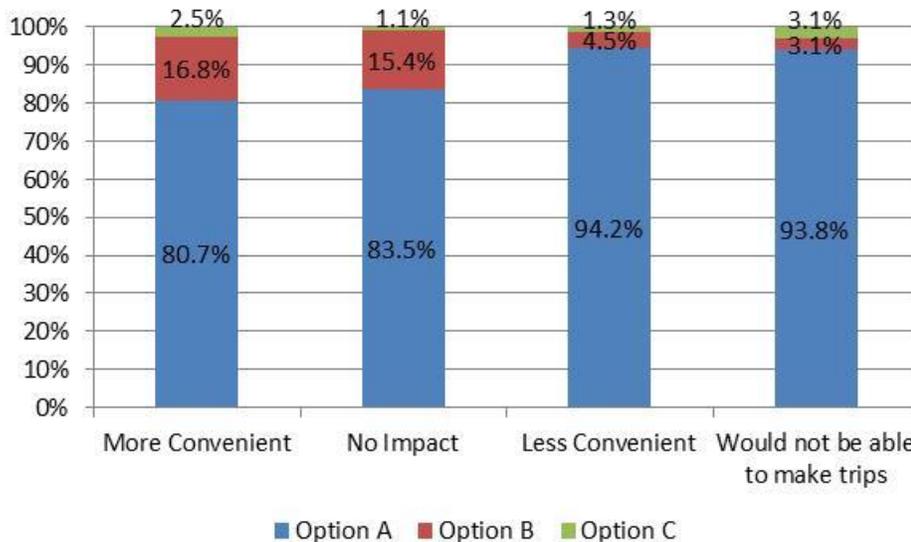


Exhibit 3.23 Route 16 – 12th Ave./Oracle: Impact to Riders vs. Fare Option



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Route 20 Proposed Service Changes – Route would merge with Route 9 and travel on Grant from Tanque Verde/Sabino Canyon to Ironwood Hills every 30 min. weekdays and hourly weekends. No longer serving UA Mall and Ronstadt Transit Center, which would be provided by recommended Route 109X.

Exhibit 3.24 Route 20 – W. Grant/Ironwood Hills: Impact to Riders

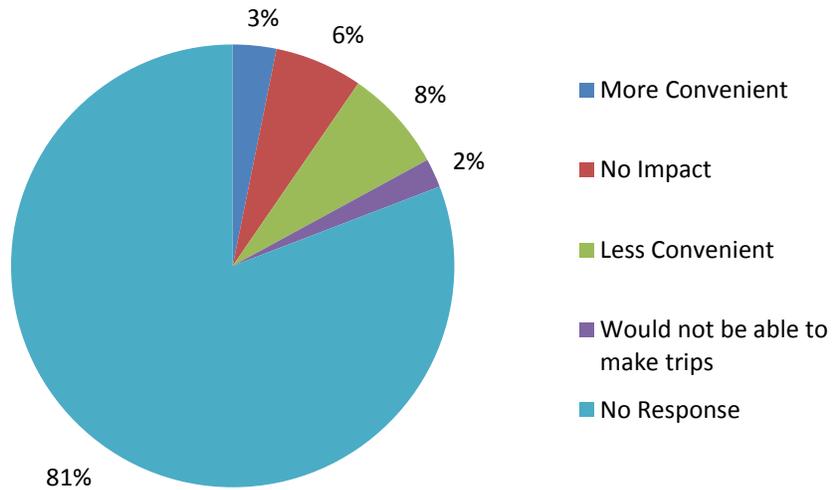
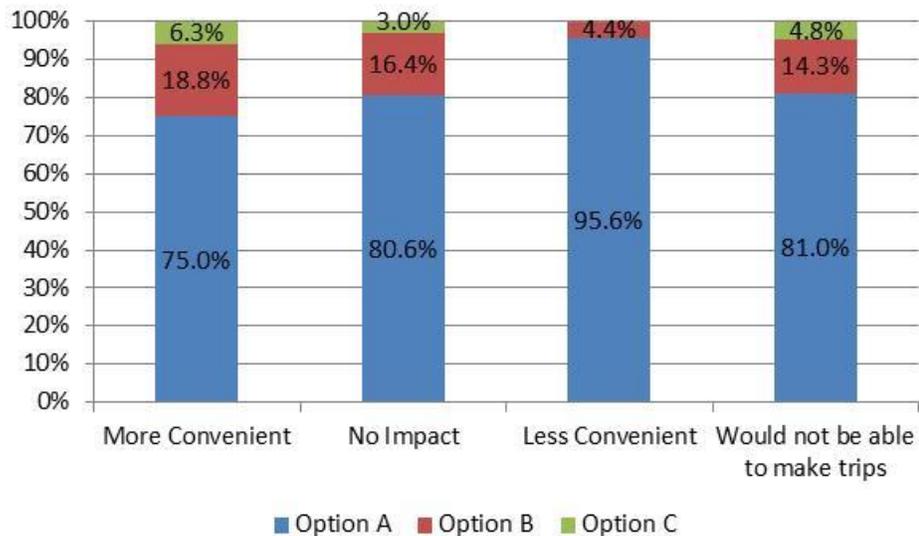


Exhibit 3.25 Route 20 – W. Grant/Ironwood Hills: Impact to Riders vs. Fare Option



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Route 21/22 Proposed Service Changes – Route 21 would merge with Route 22, adding service to Pima College Community Campus and the City of Tucson, Community Resource Center on Bonita. The service would operate weekdays every 30 min. and hourly every evening and weekend.

Exhibit 3.26 Route 21 – W. Congress/Silverbell and Route 22 – Grande: Impact to Riders

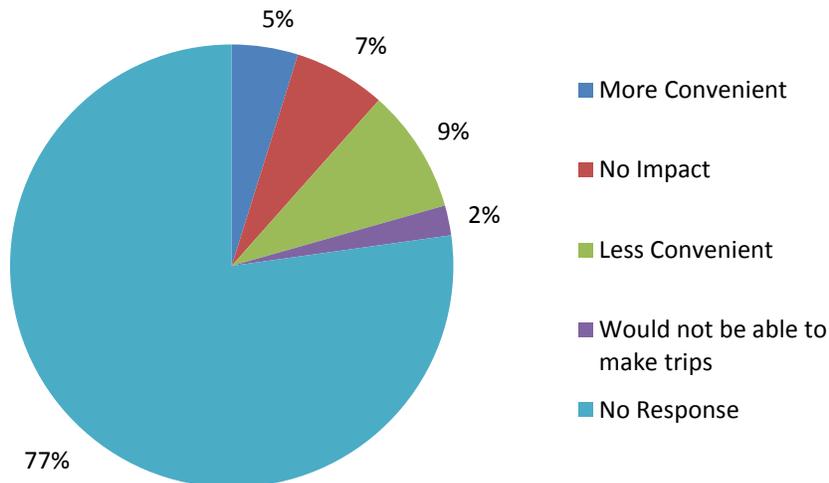
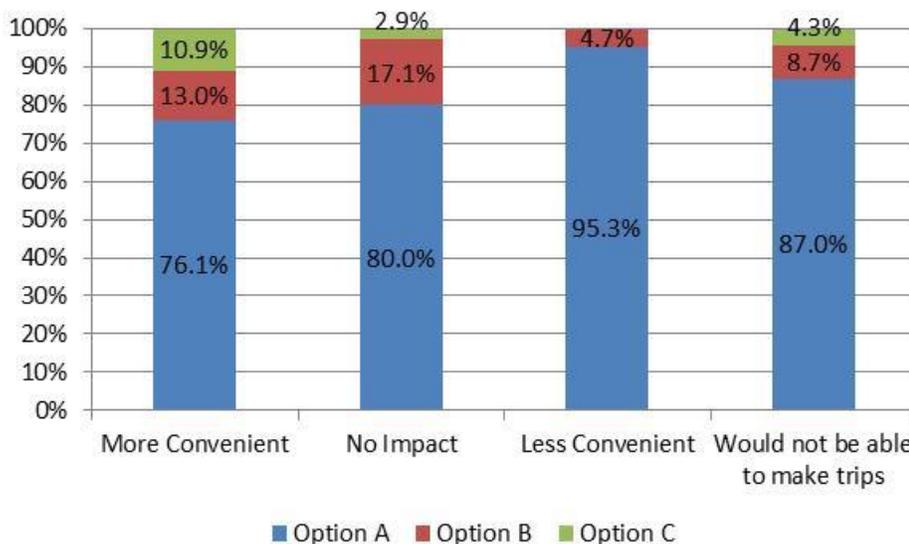


Exhibit 3.27 Route 21 – W. Congress/Silverbell and Route 22 – Grande: Impact to Riders vs. Fare Option



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Route 26 Proposed Service Changes – Route 26 would travel on Country Club between Drexel and Benson Hwy. Discontinue service along Masterson Ave.

Exhibit 3.28 Route 26 – Benson Hwy: Impact to Riders

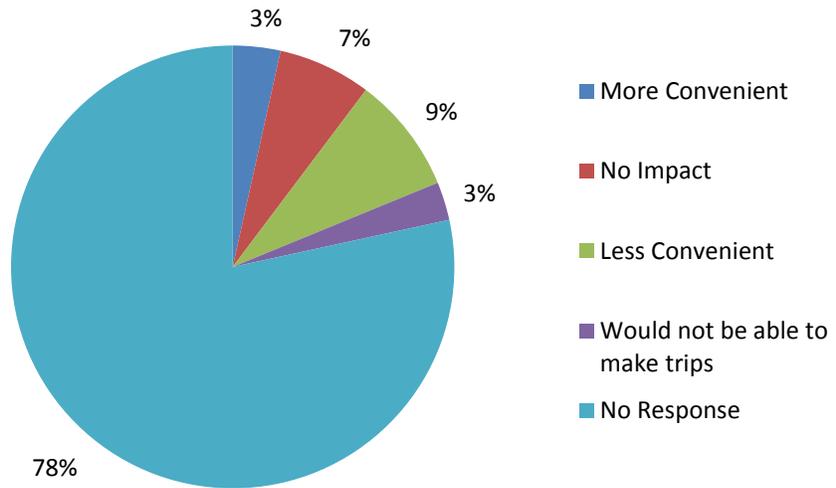
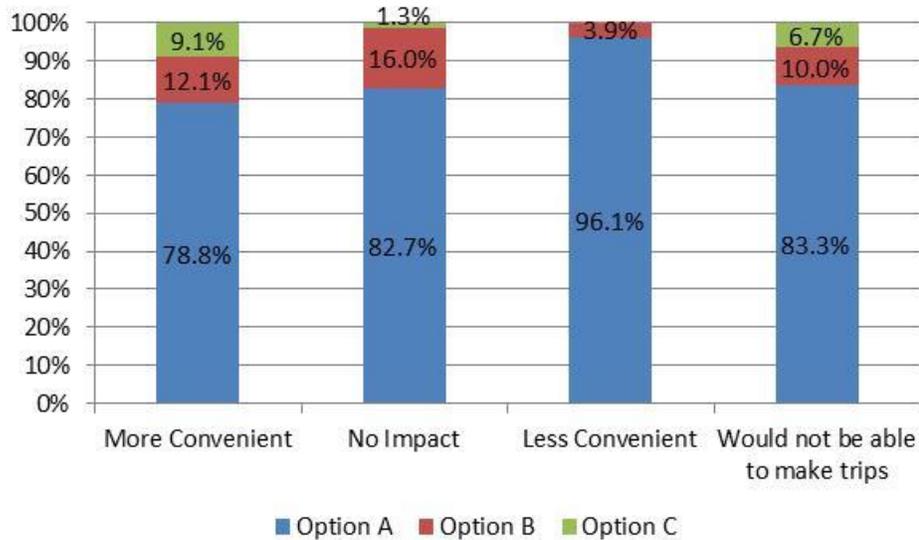


Exhibit 3.29 Route 26 – Benson Hwy: Impact to Riders vs. Fare Option



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Route 27 Proposed Service Changes – Weekday service would operate every 30 min. No changes to weekend service.

Exhibit 3.30 Route 27 – Midvale Park: Impact to Riders

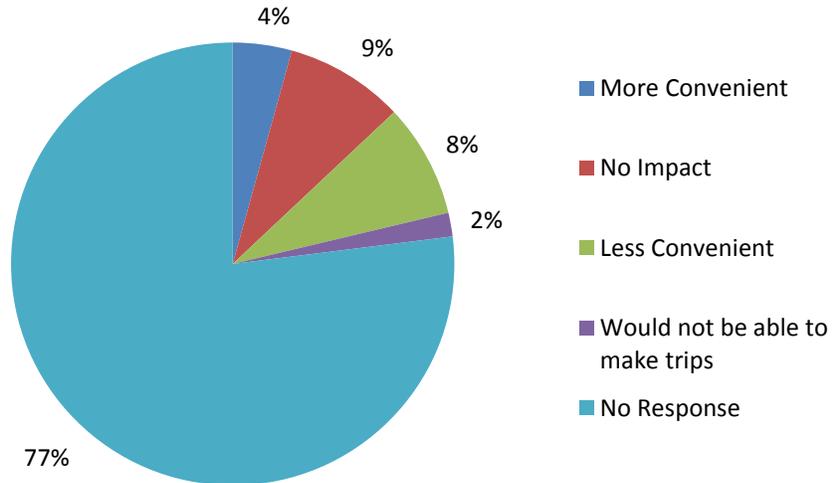
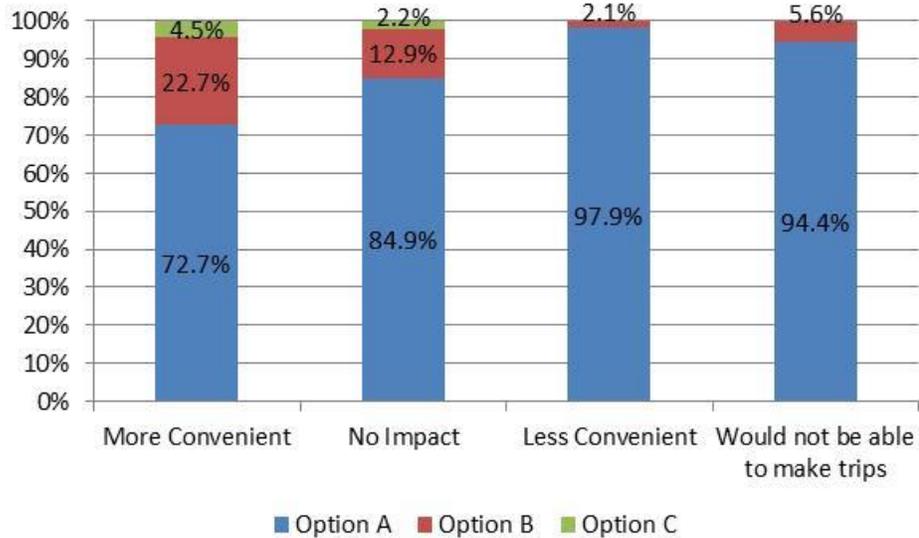


Exhibit 3.31 Route 27 – Midvale Park: Impact to Riders vs. Fare Option



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Route 34 Proposed Service Changes – Weekdays from 1-4 p.m., route would operate every 20 min. Buses would no longer serve the stop on 30th St./Craycroft, requiring passengers to board on Craycroft/29th St.

Exhibit 3.32 Route 34 – Craycroft/Ft. Lowell: Impact to Riders

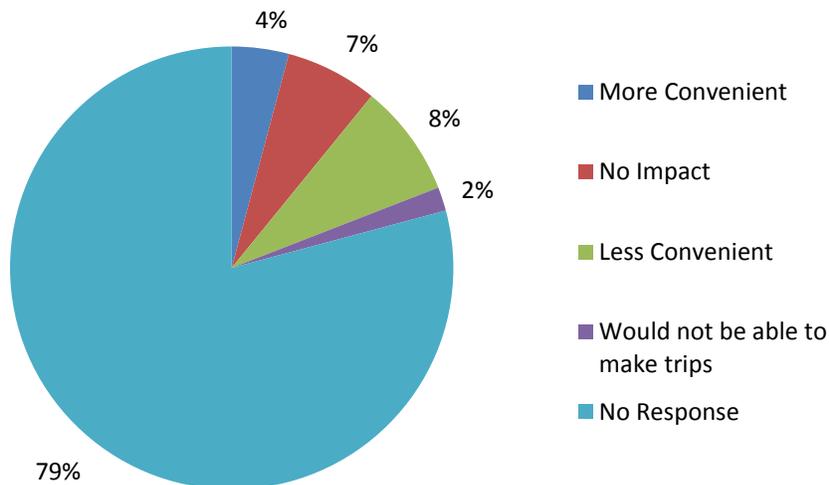
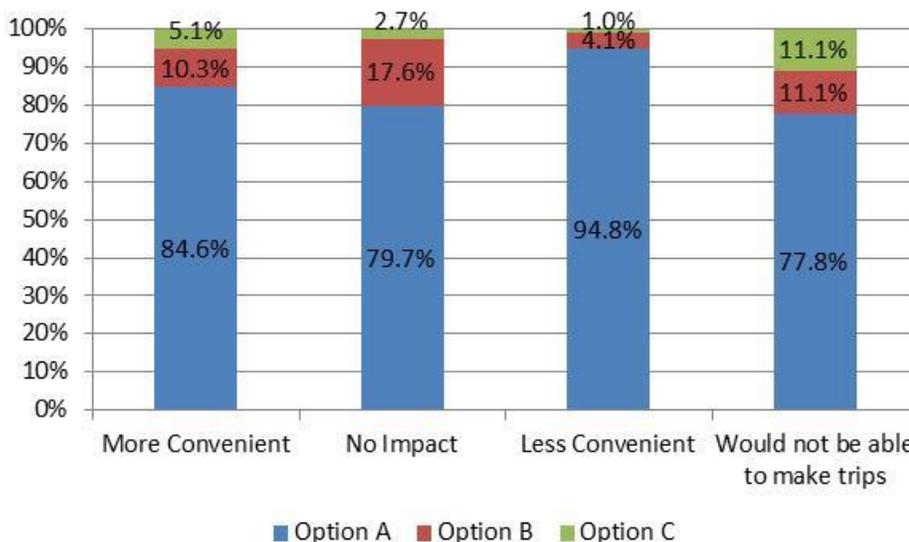


Exhibit 3.33 Route 34 – Craycroft/Ft. Lowell: Impact to Riders vs. Fare Option



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Route 37 Proposed Service Changes – Route 37 would travel between Pima College East and Tanque Verde/Sabino Canyon, no longer serving Sabino Canyon and Cloud roads.

Exhibit 3.34 Route 37 – Pantano: Impact to Riders

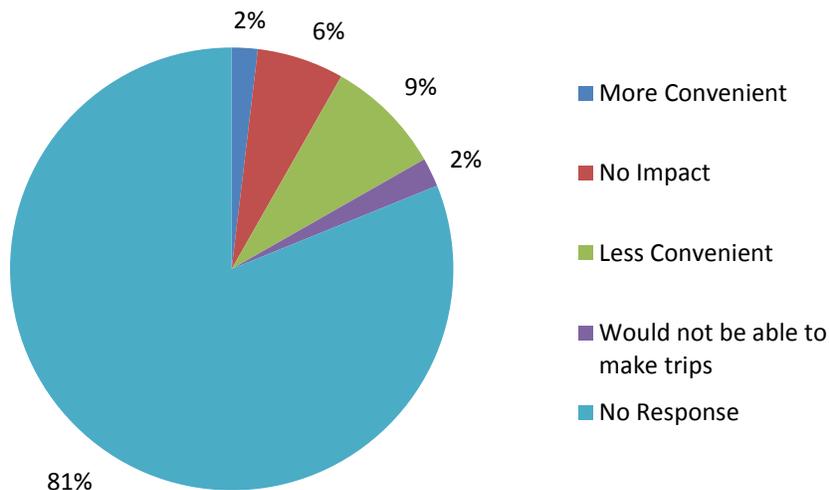
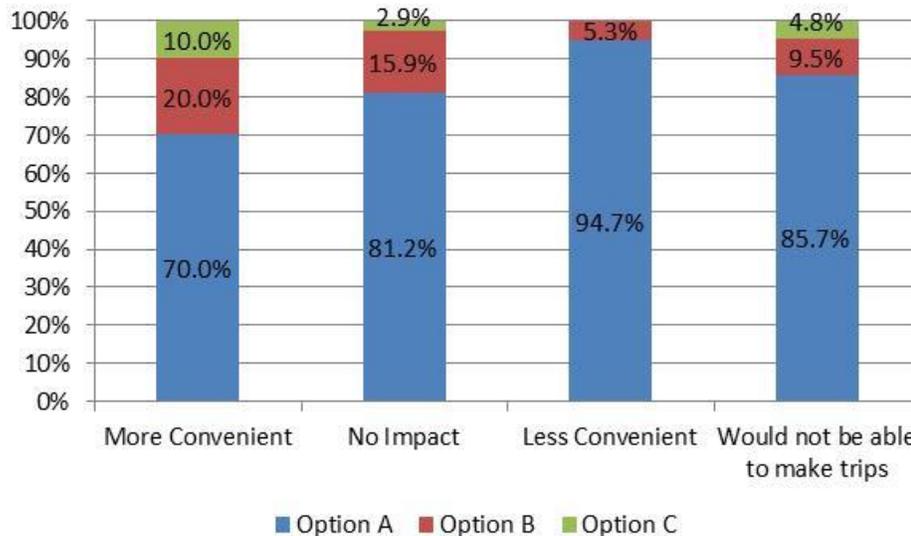


Exhibit 3.35 Route 37 – Pantano: Impact to Riders vs. Fare Option



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Route 50 Proposed Service Changes – Merge with Route 11 (Alvernon). Service would operate every 15 min. between Dodge/River and Ajo Way/Palo Verde alternating trips to Tucson Airport and Ajo/Mission until noon and 4-7 p.m. (every 30 min. west and south of Ajo/Palo Verde). From 12-4 p.m., service would operate every 10 min. (20 min. west and south of Ajo/Palo Verde). Would no longer serve Laos Transit Center.

Exhibit 3.36 Route 50 – Ajo Way: Impact to Riders

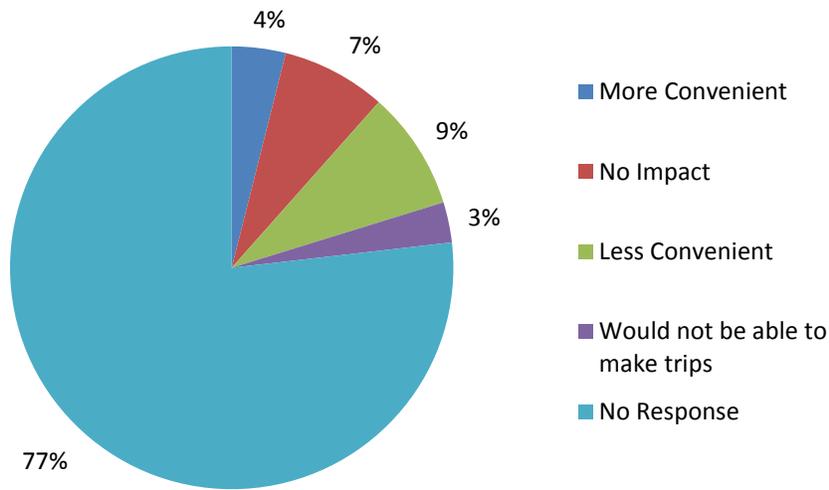
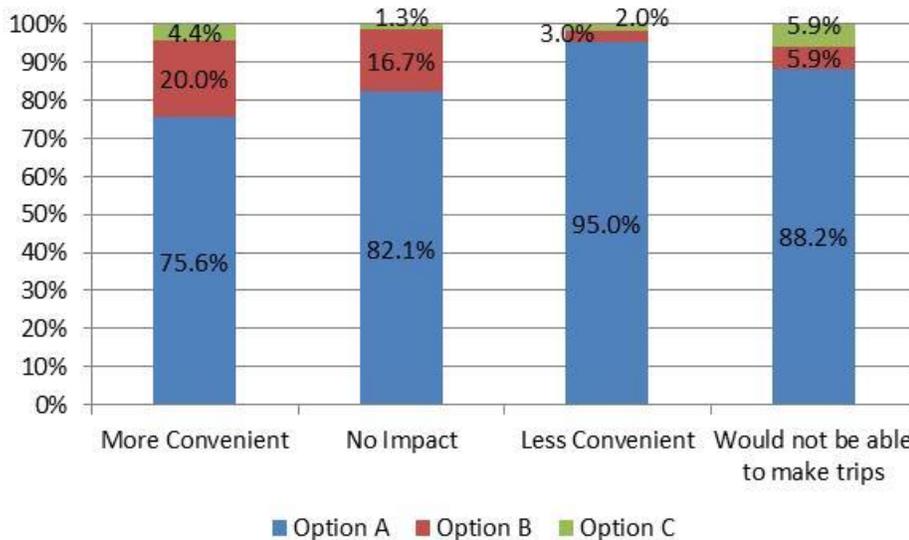


Exhibit 3.37 Route 50 – Ajo Way: Impact to Riders vs. Fare Option



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Route 102X Proposed Service Changes – Route 102X would only operate between the Foothills Mall and UMC via Downtown Tucson. Route 103X would serve the discontinued portion along Magee Rd. from Oracle to La Cholla.

Exhibit 3.38 Route 102X – Northwest UA Express: Impact to Riders

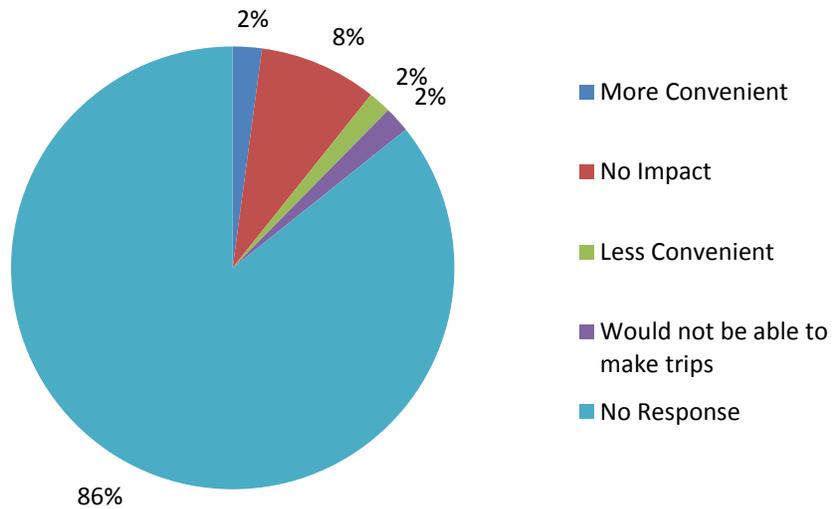
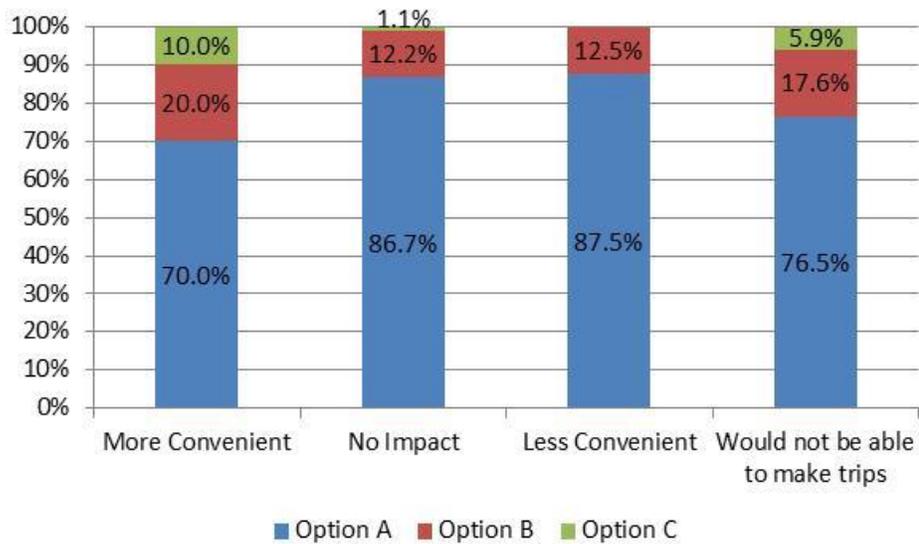


Exhibit 3.39 Route 102X – Northwest UA Express: Impact to Riders vs. Fare Option



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Route 103X Proposed Service Changes – Expand route to Rancho Vistoso Park & Ride, but discontinue service between UA Mall and Ronstadt Transit Center. Provide three trips in morning and afternoon.

Exhibit 3.40 Route 103X – Northwest Downtown Express: Impact to Riders

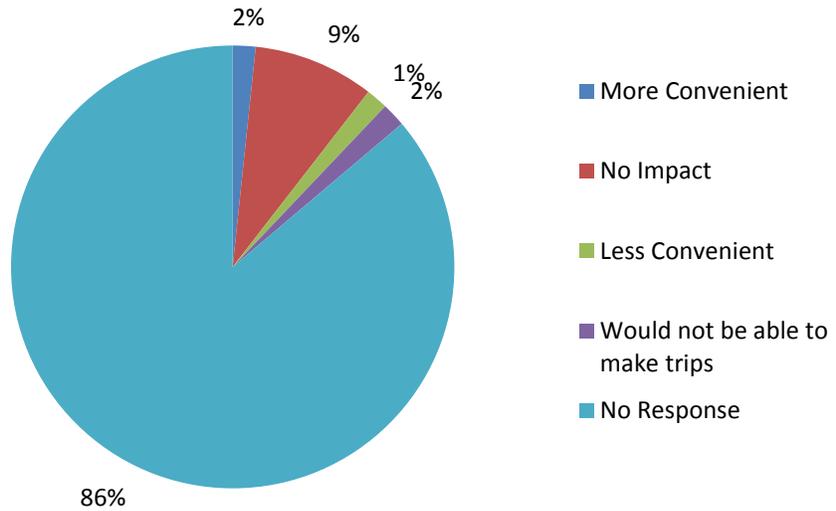
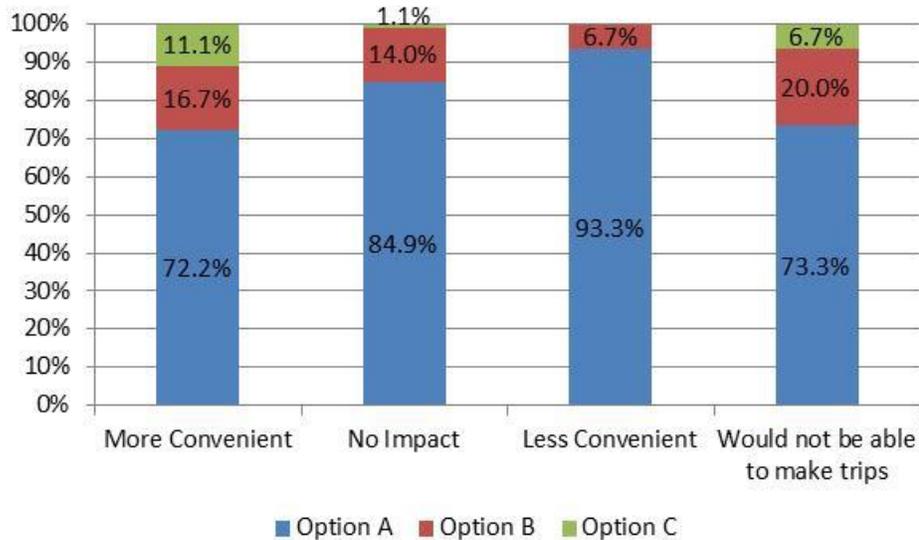


Exhibit 3.41 Route 103X – Northwest Downtown Express: Impact to Riders vs. Fare Option



Route 105X Proposed Service Changes – No longer serve stops on Kolb/Sunrise.

Exhibit 3.42 Route 105X – Foothills Downtown Express: Impact to Riders

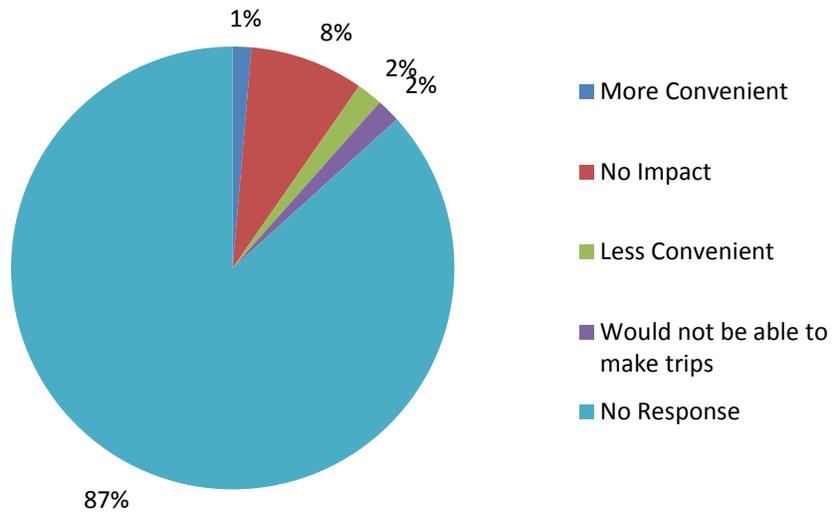
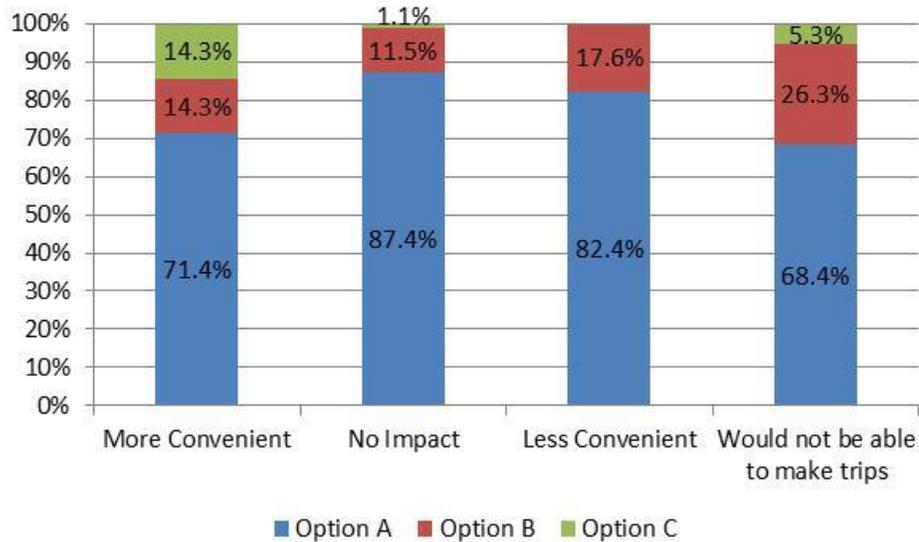


Exhibit 3.43 Route 105X – Foothills Downtown Express: Impact to Riders vs. Fare Option



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Route 107X Proposed Service Changes – Discontinue service along Lambert and La Canada, which would be provided by Route 103X.

Exhibit 3.44 Route 107X – Oro Valley Downtown Express: Impact to Riders

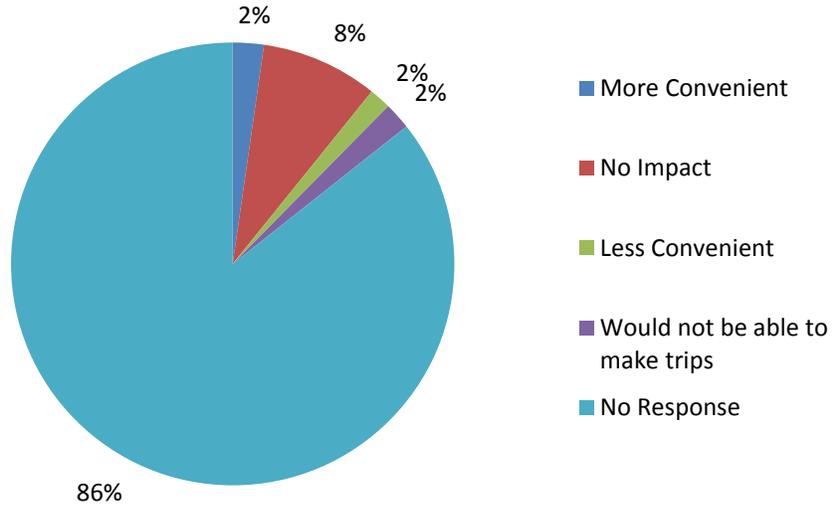
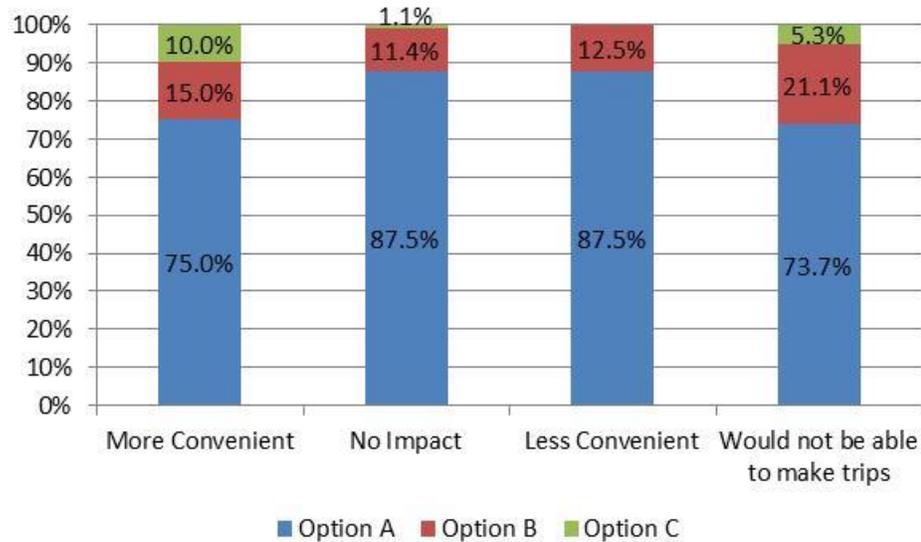


Exhibit 3.45 Route 107X – Oro Valley Downtown Express: Impact to Riders vs. Fare Option



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Route 108X Proposed Service Changes – Introduce additional stops. No routing changes.

Exhibit 3.46 Route 108X – Broadway Downtown Express: Impact to Riders

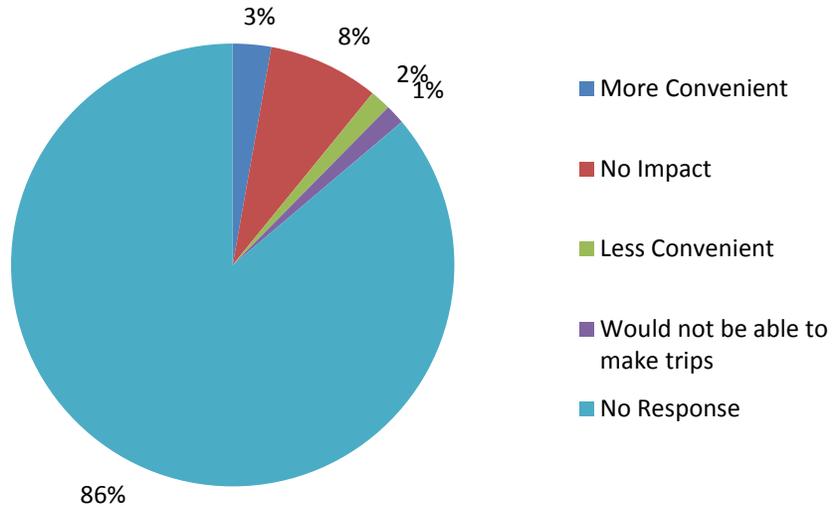
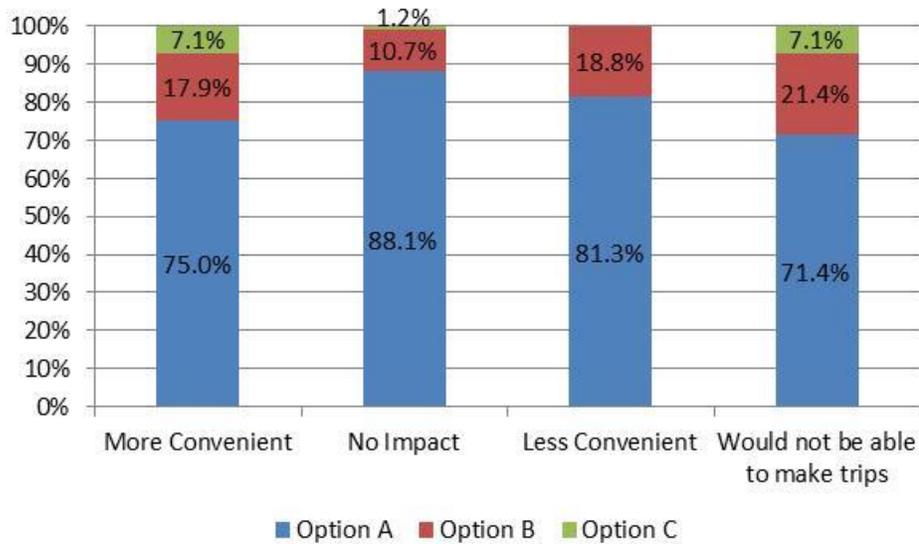


Exhibit 3.47 Route 108X – Broadway Downtown Express: Impact to Riders vs. Fare Option



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Route 109X Proposed Service Changes – Added ability to travel from downtown to Wrightstown/Pantano in the morning and return in the afternoon. There would be four morning and six afternoon trips in each direction. Route no longer serving Wrightstown to Catalina Hwy. Additional stops added to Grant and 6th St. Routing would adjust to better serve UA and no longer serve Swan, Columbus, and Speedway.

Exhibit 3.48 Route 109X – Catalina Hwy Downtown Express: Impact to Riders

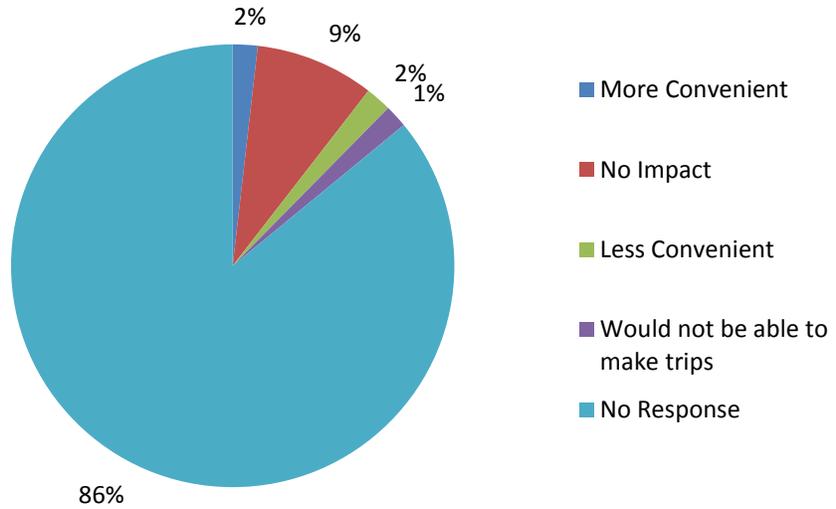
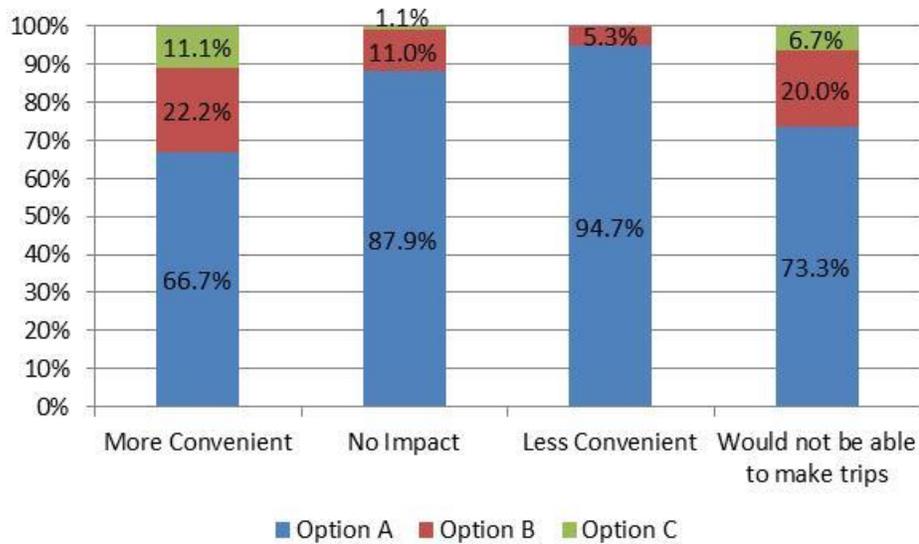


Exhibit 3.49 Route 109X – Catalina Hwy Downtown Express: Impact to Riders vs. Fare Option



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Route 110X Proposed Service Changes – Adjust schedule for better connections to/from other downtown express routes.

Exhibit 3.50 Route 110X – Rita Ranch Downtown Express: Impact to Riders

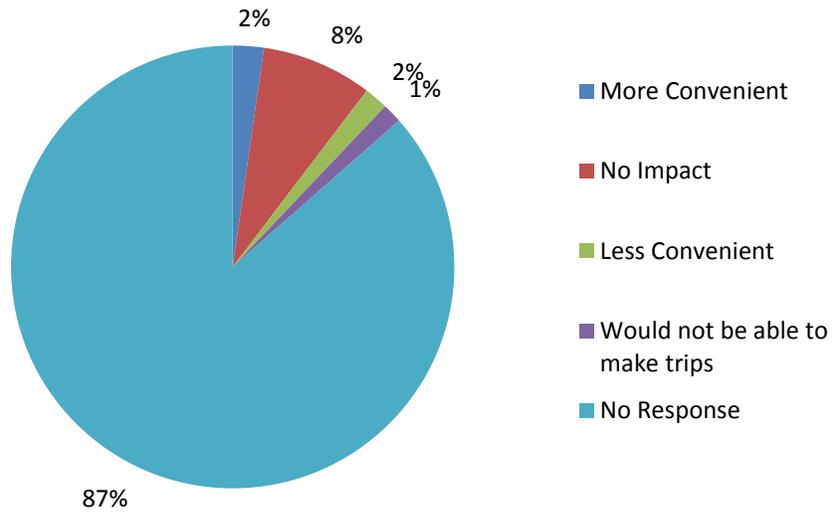
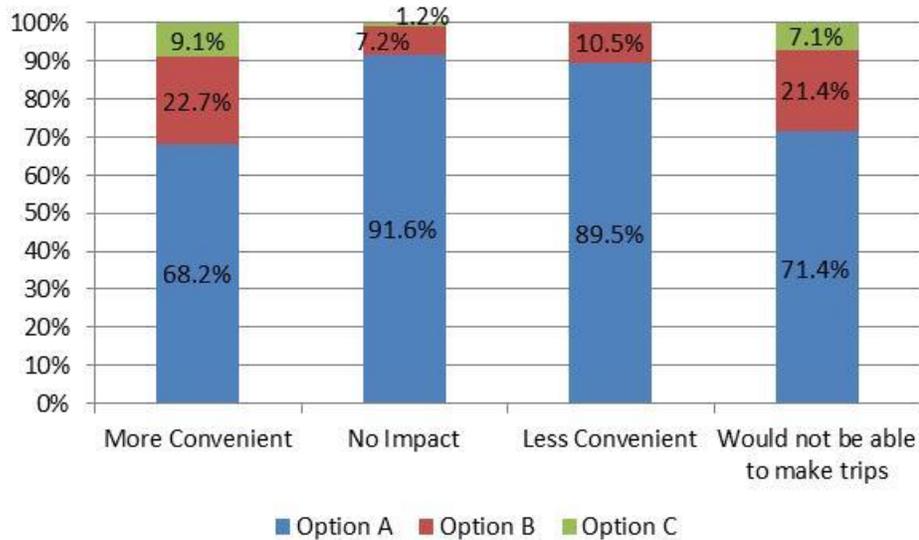


Exhibit 3.51 Route 110X – Rita Ranch Downtown Express: Impact to Riders vs. Fare Option



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Route 202X/203X Proposed Service Changes – Route 202X would not change south of Ina. North of Ina, Route 202X would merge with Route 203X and travel to Rancho Vistoso Park & Ride.

Exhibit 3.52 Route 202X – Northwest Aero Park Express/203 X – Oro Valley Aero Park Express: Impact to Riders

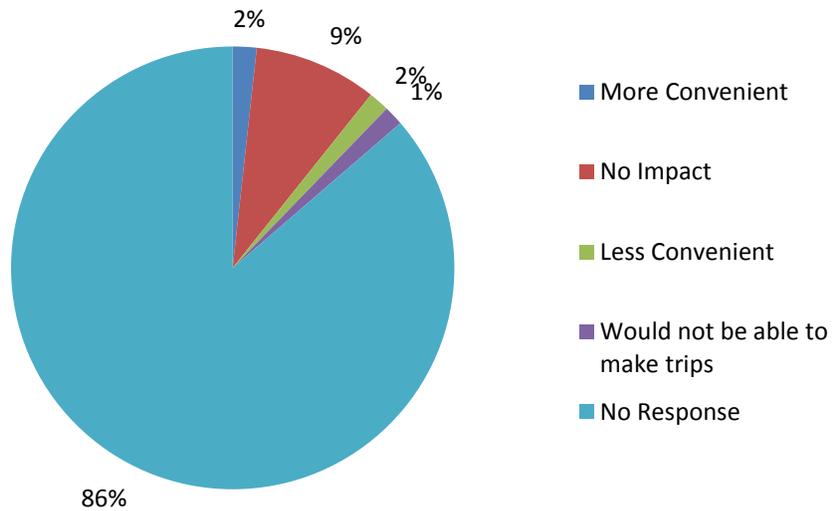
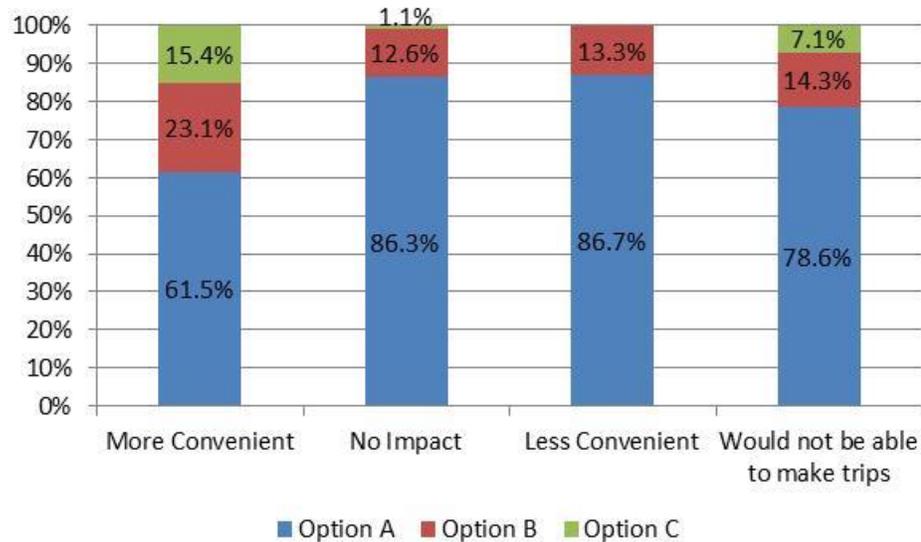


Exhibit 3.53 Route 202X – Northwest Aero Park Express/203 X – Oro Valley Aero Park Express: Impact to Riders vs. Fare Option



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Route 312X Proposed Service Changes – Route would travel northbound in the AM and southbound in the PM only, beginning at Ronstadt Transit Center and traveling north on Oracle to Rancho Vistoso Park & Ride. Southbound AM and northbound PM passengers would be encouraged to ride Route 107X or Sun Shuttle Route 401. Additional stops would be added on Euclid.

Exhibit 3.54 Route 312X – Oro Valley Tohono Express: Impact to Riders

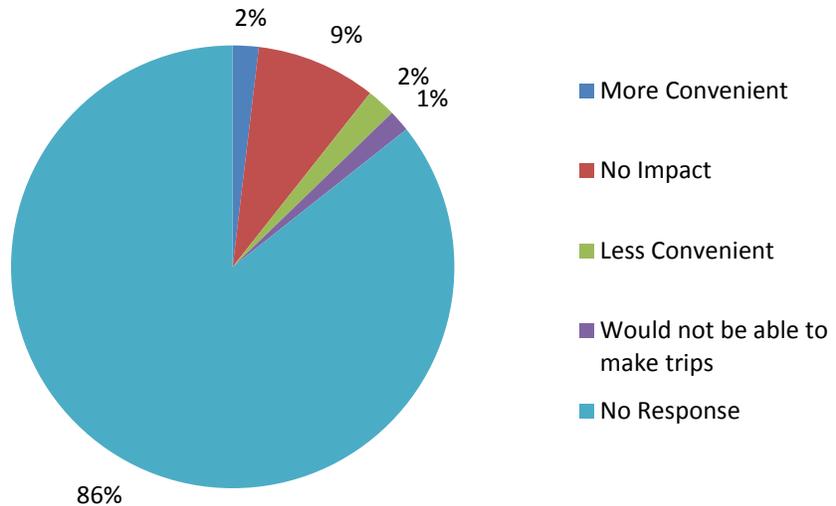
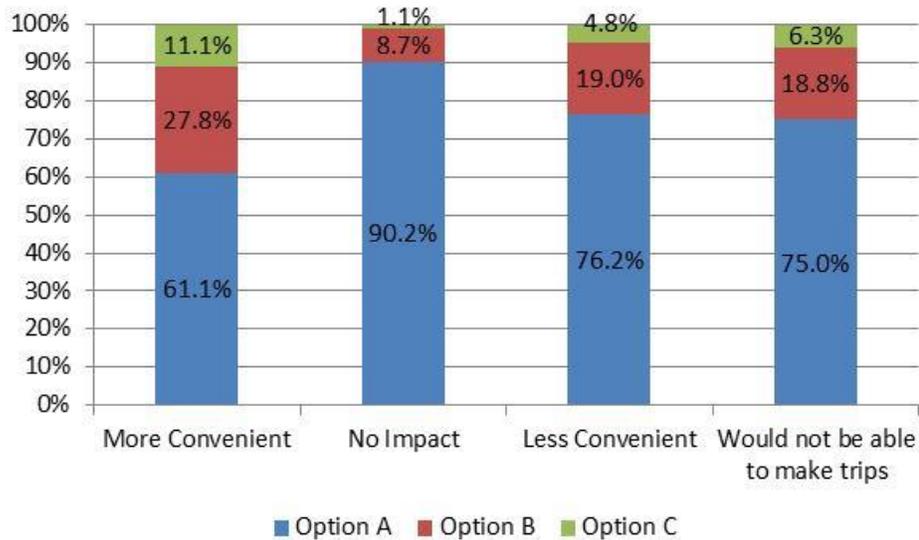


Exhibit 3.55 Route 312X – Oro Valley Tohono Express: Impact to Riders vs. Fare Option



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Downtown Loop Proposed Service Changes – Discontinue service. The recommended Route 21 would serve stops on Bonita.

Exhibit 3.56 Downtown Loop – Downtown Loop: Impact to Riders

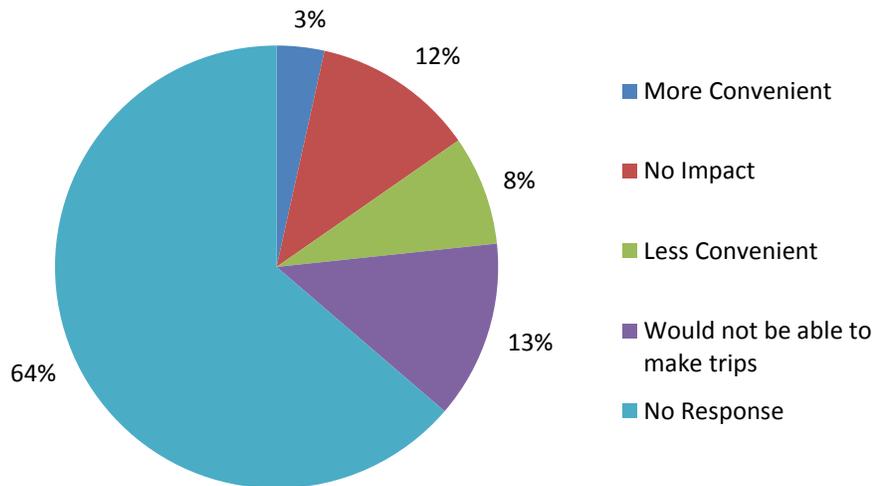
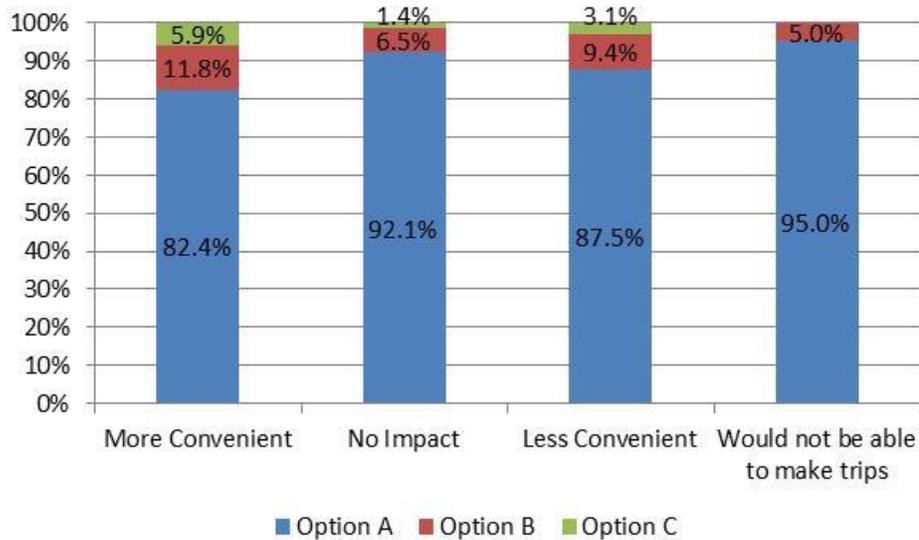


Exhibit 3.57 Downtown Loop – Downtown Loop: Impact to Riders vs. Fare Option



Customer responses to fare questions

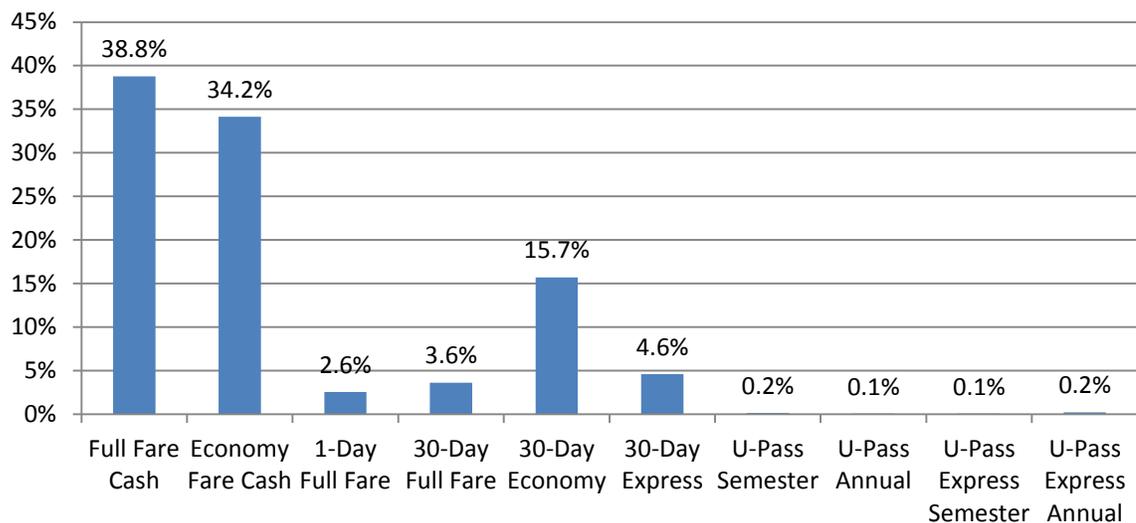
Typical transit fare

Respondents were asked what kind of fare they used when paying for transit. Response options were as follows:

- Full Fare Cash,
- Economy Fare Cash,
- Express Fare Cash,
- 1-Day Pass,
- 30-Day Full Fare,
- 30-Day Economy,
- 30-Day Express,
- U-Pass Semester,
- U-Pass Annual,
- U-Pass Express Semester, and
- U-Pass Express Annual.

Seventy-three percent of respondents cited use either Full Fare Cash or Economy Fare Cash. The least frequent fare types used were U-Pass Annual and U-Pass Semester.

Exhibit 3.58 Typical Transit Fare



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Preferred Fare Increase Option

The back of the survey displayed a chart (Exhibit 3.59) of the proposed fare increase options. Question 2 asked the respondent which fare increase option they would prefer if the Mayor and Council approved an increase.

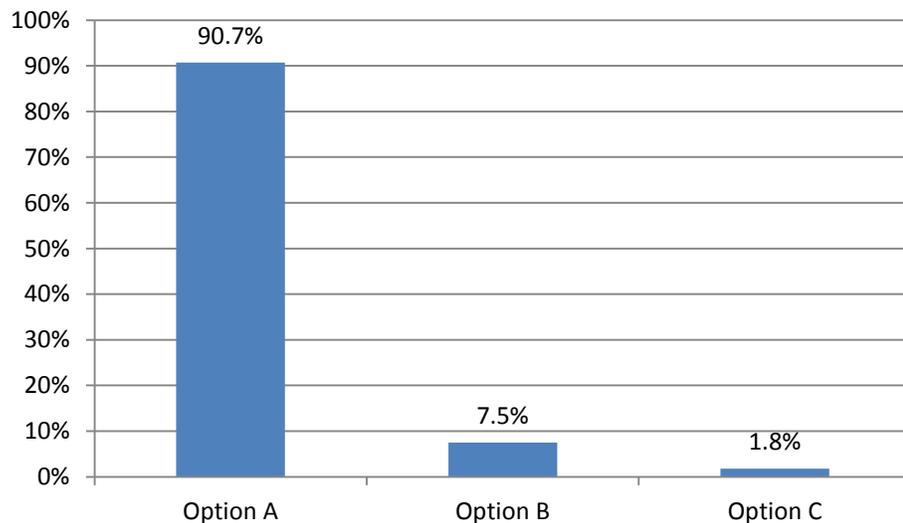
Exhibit 3.59 Fare Increase Options

		Current Fare	Option A	Option B	Option C
Sun Tran & Sun Link	Full Fare - Cash	\$1.50	\$1.50	\$1.75	\$1.75
	Economy - Cash	\$0.50	\$0.50	\$0.65	\$0.60
	Express - Cash	\$2.00	\$2.25	\$2.65	\$2.65
	Day Pass	\$3.50	\$5.00	\$6.00	\$6.00
	30-Day	\$42.00	\$54.00	\$63.00	\$63.00
	30-Day Economy	\$15.00	\$18.00	\$23.50	\$21.00
	30-Day Express	\$56.00	\$81.00	\$96.00	\$96.00
	UA Semester *	\$173.00	\$230.00	\$268.00	\$268.00
	UA Semester Express *	\$230.00	\$345.00	\$405.00	\$408.00
	UA Annual *	\$413.00	\$518.00	\$605.00	\$605.00
UA Annual Express *	\$550.00	\$778.00	\$915.00	\$916.00	
Sun Van	Full Fare	\$3.00 one-way	\$3.00	\$3.50	\$3.50
	Economy	\$1.00 one-way	\$1.00	\$1.30	\$1.15

* Prices listed do not reflect the cost for students, faculty and staff as UA subsidizes these passes.

Survey respondents demonstrated a clear preference for Option A (gradual fare increase). However, many respondents also indicated via the comments section that they did not want any fare increase.

Exhibit 3.60 Preferred Fare Increase



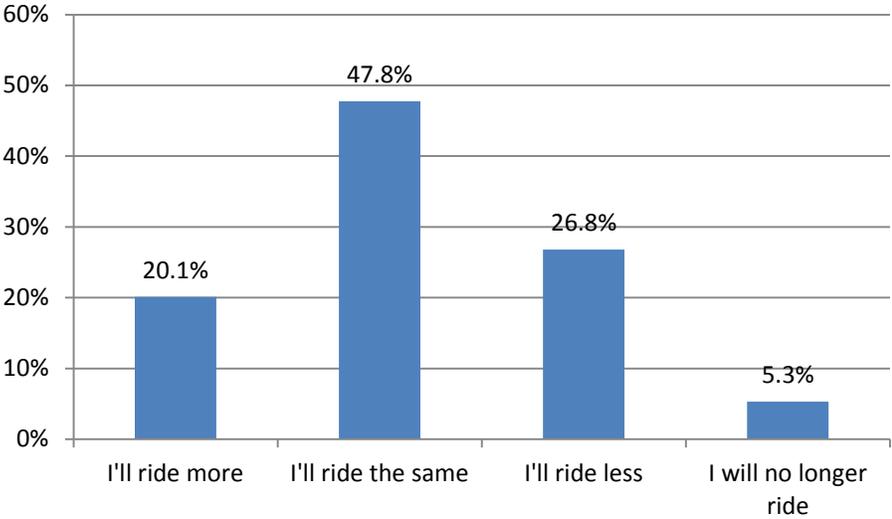
Fare Increase Impact

Respondents were asked how a fare increase would affect their travel on Sun Tran or Sun Van. The four response options were:

- I'll ride more,
- I'll ride the same,
- I'll ride less, and
- I will no longer ride.

The greatest number of respondents (47.8 percent) said they would ride the same. Nearly 27 percent said they would ride less, though 20.1 percent said they would ride more. Only 5.3 percent of respondents said they would no longer ride.

Exhibit 3.61 Fare Increase Impact



Appendix

Survey Instruments



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2014 Rider Service Change and Fare Survey

Sun Tran

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Exhibit A.1 English Survey Instrument



Rider Service Change and Fare Survey

A series of potential bus service and fare changes are being proposed to better meet customer demand and to help address budget challenges. **Your input is needed** to determine how these changes would affect your travel.

Service Change Survey

Below is a list of proposed Sun Tran service changes recommended in two recent operational studies which, if adopted, would begin as early as July 2014.

What route are you riding today? _____

Please check the box that best describes the impact each route adjustment would have on you.

Sun Tran Route	Proposed Service Changes	More convenient	No Impact	Less convenient	Would not be able to make trips
1 – Glenn/Swan	All trips would operate between the Ronstadt Transit Center and 29 th St. /Swan. Service would no longer be provided between Country Club Rd. /22 nd St. and 29 th St. /Swan.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
2 – Pueblo Gardens	Add travel on South 6 th Avenue between the Ronstadt Transit Center to 36 th St. and between South 6 th Ave. and Kino Blvd. Simplified routing through Pueblo Gardens.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
3 – 6 th St./Wilmot	Split into two routes at Ronstadt Transit Center (RTC): Route 3 would operate every 20 min. on all trips between RTC and Pima College East. New Route 28 would operate every 30 min. between RTC and Pima College West.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
4 – Speedway	Route would operate every 15 min. in the morning and afternoon between Ronstadt Transit Center & Kolb, (every 30 min. east and south of Kolb). During mid-day would operate every 10 min. (every 20 min. east and south of Kolb). No change to weekend service.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
6 – S. Park Ave./ N 1 st Ave.	Split into two routes at Ronstadt Transit Center (RTC): Route 6 would operate between RTC and Tohono Transit Center with no change in frequency. New Route 25 would operate from RTC south to Laos Transit Center and Tucson Airport every 30 min. weekdays, with alternating trips on weekends.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
7 – 22 nd St.	Route would operate every 20 min. until 1 p.m. and from 3-6 p.m., and continue to operate every 15 min. from 1-3 p.m. weekdays. No change to weekend service.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
8 – Broadway/ S. 6 th Ave.	Split into two routes at Ronstadt Transit Center (RTC): Route 8 would operate from RTC and alternate between Wilmot/Lee and Speedway/Harrison. Service would operate every 15 min. in the morning and afternoon (every 30 min. east and north of Wilmot), and from 11:30 a.m.-4:30 p.m. would operate every 10 min. (every 20 min. east and north at Wilmot). New Route 18 would operate between RTC and Laos Transit Center. On weekdays, route would operate every 15 min. until 8 a.m. and from 6 to 7 p.m. From 8 a.m. -6 p.m., route would operate every 7-10 min.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
9 – Grant	Merge with Route 20. Service would operate on Grant from Tanque Verde/ Sabino Canyon to Ironwood Hills every 30 min. on weekdays and hourly on weekends. Route would no longer serve UA Mall and Ronstadt Transit Center, which would be provided by the proposed Route 109X.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
11 – Alvernon	Merge with Rte. 50 (Ajo Way). Service would operate every 15 min. between Dodge/River and Ajo Way/Palo Verde with alternating trips to Tucson Airport and Ajo/Mission until noon and from 4-7 p.m. (every 30 min. west and south of Ajo/Palo Verde). From 12-4 p.m., service would operate every 10 min. (20 min. west and south of Ajo/Palo Verde). No longer serving Laos Transit Center.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
15 – Campbell	All trips would operate from Tohono Transit Center to 22 nd Street/Country Club. Service will operate every 20 min. weekdays. No change to weekend service.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
16 – 12 th Ave./ Oracle	Split into two routes at Ronstadt Transit Center (RTC): Route 16 would operate from RTC and Tohono Transit Center weekdays every 15 min. in the morning and afternoon, 7.5 – 10 minutes midday; extending route to Ina/Thornycroft every 30 min. weekdays. Saturday service would operate every 20 min. from 10 a.m.-4 p.m., 30 min. rest of day, no changes to Sunday service. New Route 12 would operate between RTC and Laos Transit Center. Service would operate every 15 min. weekdays and every 30 min. on weekends.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
20 – W. Grant/ Ironwood Hills	Route would merge with Route 9 and travel on Grant from Tanque Verde/ Sabino Canyon to Ironwood Hills every 30 min. weekdays and hourly weekends. No longer serving UA Mall and Ronstadt Transit Center, which would be provided by recommended Route 109X.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
21 – W. Congress/ Silverbell	Route 21 would merge with Route 22, adding service to Pima College Community Campus and the City of Tucson, Community Resource Center on Bonita. The service would operate weekdays every 30 min. and hourly every evening and weekend.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
22 – Grande	Route 22 would travel on Country Club between Drexel and Benson Hwy. Discontinue service along Masterson Ave.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
26 – Benson Hwy	Weekday service would operate every 30 min. No change to weekend service.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
27 – Midvale Park	Weekdays from 1-4 p.m., route would operate every 20 min. Buses would no longer serve the stop on 30 th St. /Craycroft, requiring passengers to board on Craycroft/29 th St.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
34 – Craycroft/ Ft. Lowell	Route 37 would travel between Pima College East and Tanque Verde/Sabino Canyon, no longer serving Sabino Canyon and Cloud roads.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
37 – Pantano	Merge with Route 11 (Alvernon). Service would operate every 15 min. between Dodge/River and Ajo Way/Palo Verde alternating trips to Tucson Airport and Ajo/Mission until noon and 4-7 p.m. (every 30 min. west and south of Ajo/Palo Verde). From 12-4 p.m., service would operate every 10 min. (20 min. west and south of Ajo/Palo Verde). Would no longer serve Laos Transit Center.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄

CONTINUED ON REVERSE →

A-3

2014 Rider Service Change and Fare Survey

Sun Tran

April 2014

Sun Express Route	Proposed Service Changes	More convenient	No Impact	Less convenient	Would not be able to make trips
102X – Northwest – UA Express	Route 102X would only operate between the Foothills Mall and UMC via Downtown Tucson. Route 103X would serve the discontinued portion along Magee Rd. from Oracle to La Cholla.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
103X – Northwest – Downtown Express	Expand route to Rancho Vistoso Park & Ride, but discontinue service between UA Mall and Ronstadt Transit Center. Provide three trips in morning and afternoon.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
105X – Foothills – Downtown Express	No longer serve stops on Kolb/Sunrise.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
107X – Oro Valley – Downtown Express	Discontinue service along Lambert and La Canada, which would be provided by Route 103X.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
108X – Broadway – Downtown Express	Introduce additional stops. No routing changes.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
109X – Catalina Hwy – Downtown Express	Added ability to travel from downtown to Wrightstown/Pantano in the morning and return in the afternoon. There would be 4 morning and 6 afternoon trips in each direction. Route no longer serving Wrightstown to Catalina Hwy. Additional stops added to Grant and 6 th St. Routing would adjust to better serve UA and no longer serve Swan, Columbus, and Speedway.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
110X – Rita Ranch – Downtown Express	Adjust schedule for better connections to/from other downtown express routes.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
202X – Northwest – Aero Park Express	Route 202X would not change south of Ina. North of Ina, Route 202X would merge with Route 203X and travel to Rancho Vistoso Park & Ride.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
203X – Oro Valley – Aero Park Express	Route would travel northbound in the AM and southbound in the PM only, beginning at Ronstadt Transit Center and traveling north on Oracle to Rancho Vistoso Park & Ride. Southbound AM and northbound PM passengers would be encouraged to ride Route 107X or Sun Shuttle Route 401. Additional stops would be added on Euclid.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

Downtown Loop	Proposed Service Changes	More convenient	No Impact	Less convenient	Would not be able to make trips
Downtown Loop	Discontinue service. The recommended Route 21 would serve stops on Bonita.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

Fare Survey

The City of Tucson General Fund is the single largest funding source for transit service. The Fund is projected to have a funding gap of about \$33 million. An increase in fares would help reduce the City's funding gap while preserving transit services. If approved by Tucson Mayor and Council, fare changes could begin as early as July 2014. Below are three options for fares.

	Current Fare	Option A	Option B	Option C
Sun Tran & Sun Link				
Full Fare - Cash	\$1.50	\$1.50	\$1.75	\$1.75
Economy - Cash	\$0.50	\$0.50	\$0.65	\$0.60
Express - Cash	\$2.00	\$2.25	\$2.65	\$2.65
Day Pass	\$3.50	\$5.00	\$6.00	\$6.00
30-Day	\$42.00	\$54.00	\$63.00	\$63.00
30-Day Economy	\$15.00	\$18.00	\$23.50	\$21.00
30-Day Express	\$56.00	\$81.00	\$96.00	\$96.00
UA Semester *	\$173.00	\$230.00	\$268.00	\$268.00
UA Semester Express *	\$230.00	\$345.00	\$405.00	\$408.00
UA Annual *	\$413.00	\$518.00	\$605.00	\$605.00
UA Annual Express *	\$550.00	\$778.00	\$915.00	\$916.00
Sun Van				
Full Fare	\$3.00 one-way	\$3.00	\$3.50	\$3.50
Economy	\$1.00 one-way	\$1.00	\$1.30	\$1.15

* Prices listed do not reflect the cost for students, faculty and staff as UA subsidizes these passes.

How do you typically pay your transit fare?

- 1 Full Fare Cash
 2 Economy Fare Cash
 3 Express Fare Cash
 4 1-Day Pass
 5 30-Day Full Fare
 6 30-Day Economy
 7 30-Day Express
 8 U-Pass Semester
 9 U-Pass Annual
 10 U-Pass Express Semester
 11 U-Pass Express Annual

If Mayor and Council approves a fare increase, which fare option do you prefer?

- 1 Option A
 2 Option B
 3 Option C

If a fare increase is approved, how would this change affect your travel on Sun Tran or Sun Van?

- 1 I'll ride more
 2 I'll ride the same
 3 I'll ride less
 4 I will no longer ride

Comments: _____

Please tell us about you:

Name: _____

Address: _____ City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

Thank you for your opinion! Additional details on the proposed changes and this survey are also available at www.suntran.com.



Encuesta de Cambios de Servicio de Pasajeros y Tarifa

Se están proponiendo una serie de cambios posibles a servicios de autobús y de tarifas para satisfacer mejor las necesidades de los clientes y para ayudar a los problemas de presupuesto. **Se necesita su opinión** para determinar cómo estos cambios podrían afectar su viaje.

Encuesta de Cambio de Servicio

A continuación se muestra una lista de cambios propuestos al servicio Sun Tran recomendados en dos estudios recientes operativos que, de aprobarse, comenzarán a partir de julio 2014.

¿En Qué ruta estás viajando hoy? _____

Por favor marque el cuadro que mejor describe el impacto de cada ajuste de ruta tendría en ti.

Ruta Sun Tran	Cambios de Servicio Propuestos	Más conveniente	No impacto	Menos conveniente	No sería capaz de hacer viajes
1 – Glenn/Swan	Todos los viajes circularían entre el Centro de Tránsito Ronstadt y la Calle 29/Swan. No habría servicio entre Country Club Rd./Calle 22 y Calle 29/Swan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 – Pueblo Gardens	Agregar servicio en la Sur 6ta Avenida entre el Centro de Tránsito a la Calle 36 y entre la Sur 6ta Avenida y Kino Blvd. Rutas abreviadas que transitan por Pueblo Gardens.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 – 6 th St./Wilmot	Separar en dos rutas en el Centro de Tránsito Ronstadt (RTC): Rta. 3 circularía cada 20 min. en todos los viajes entre el RTC y Colegio Pima Este. Rta. Nueva 28 circularía cada 30 min. entre el RTC y Colegio Pima Oeste.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 – Speedway	Ruta circularía cada 15 min. por la mañana y la tarde entre el Centro de Tránsito Ronstadt y Kolb, (cada 30 min. al este y sur de Kolb) y durante medio día circularía cada 10 min. (cada 20 min. al este y sur de Kolb). No habrá cambios en servicio los fines de semana.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 – S. Park Ave./ N 1 st Ave.	Separar en dos rutas en el Centro de Tránsito Ronstadt (RTC): Rta. 6 circularía entre el RTC y Centro de Tránsito Tohono sin ningún cambio en frecuencia. Rta. Nueva 25 circularía desde el RTC sur al Centro de Tránsito Laos y el Aeropuerto de Tucson cada 30 min. entre semana, con viajes alternantes los fines de semana.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 – 22 nd St.	Ruta circularía cada 20 min. hasta la 1 pm y desde las 3-6 p.m., y continuaría a circular cada 15 min. entre la 1 y 3 p.m. entre semana. No habrá cambio en servicio los fines de semana.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 – Broadway/ S. 6 th Ave.	Separar en dos rutas en el Centro de Tránsito Ronstadt (RTC): Rta. 8 circularía desde el RTC y alternaría entre Wilmot/Lee y Speedway/Harrison. Servicio circularía cada 15 min. por la mañana y la tarde (cada 30 min. al este and norte de Wilmot), y de las 11:30 a.m.-4:30 p.m. circularía cada 10 min. (cada 20 min. al este y al norte en Wilmot). Rta. Nueva 18 circularía entre el RTC y Centro de Tránsito Laos. Entre semana, la ruta circularía cada 15 min. hasta las 8 a.m. y de las 6 a 7 p.m. De las 8 a.m. a 6 p.m., la ruta circularía cada 7-10 min.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 – Grant	Unir con la Rta. 20. Servicio circularía por Grant desde Tanque Verde/Sabino Canyon a Ironwood Hills cada 30 min. entre semana y cada hora los fines de semana. La ruta no ofrecerá servicio a la UA Mall y al Centro de Tránsito Ronstadt, la cual será reemplazada por la recomendada Rta. 109X.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 – Alvernon	Unir con la Rta. 50 (Ajo Way). Servicio circularía cada 15 min. entre Dodge/River y Ajo Way/Palo Verde, alternando viajes al Aeropuerto de Tucson y Ajo/Mission hasta medio día y desde las 4 a 7 p.m. (cada 30 min. al oeste y sur de Ajo/Palo Verde). Entre medio día y 4 p.m., servicio circularía cada 10 min. (20 min. al oeste y sur de Ajo/Palo Verde). Esta ruta no ofrecerá servicio al Centro de Tránsito Laos.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15 – Campbell	Todos los viajes circularían desde el Centro de Tránsito Tohono a la Calle 22/Country Club. Servicio circularía cada 20 min. entre semana. No habrá cambio en servicio los fines de semana.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16 – 12 th Ave./ Oracle	Separar en dos rutas en el Centro de Tránsito Ronstadt (RTC): Rta. 16 circularía desde el RTC y Centro de Tránsito Tohono entre semana cada 15 min. por la mañana y por la tarde, 7.5 – 10 minutos en medio día; extender ruta hasta Ina/Thornydale cada 30 min. entre semana. Servicio los sábados circularía cada 20 min. desde las 10 a.m.-4 p.m. 30 min. el resto del día; no habrá cambio en servicio los domingos. Rta. Nueva 12 circularía entre RTC y el Centro de Tránsito. Servicio circularía cada 15 min. entre semana y cada 30 min. los fines de semana.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20 – W. Grant/ Ironwood Hills	Ruta se uniría con la Rta. 9 y transitará por Grant desde Tanque Verde/Sabino Canyon a Ironwood Hills cada 30 min. entre semana y cada hora los fines de semana. Esta ruta no ofrecerá servicio a la UA Mall y Centro de Tránsito Ronstadt, la cual será reemplazada por la recomendada Rta. 109X.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21 – W. Congress/ Silverbell	Rta. 21 se uniría con la Rta. 22, aumentando servicio al Community Campus del Colegio Comunitario Pima y el Centro de Recursos Comunitarios para la Ciudad de Tucson, en Bonita. El servicio circularía entre semana cada 30 min. y cada hora, todas las noches y fines de semana.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22 – Grande	Rta. 26 transitaría por Country Club entre Drexel y Benson Hwy; ya no ofrecerá servicio a la Ave. Masterson.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26 – Benson Hwy	Servicio entre semana circularía cada 30 min.. No habrá cambios en servicio los fines de semana.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27 – Midvale Park	Entre semana de la 1 a 4 p.m. la ruta circularía cada 20 min.. Los autobuses ya no ofrecerán servicio a la parada en la Calle 30ta/Craycroft, que obligará a pasajeros subir a bordo en Craycroft/Calle 29.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34 – Craycroft/ Ft. Lowell	Rta. 37 circularía entre el Colegio Pima Este y Tanque Verde/Sabino Canyon, y no ofrecerá servicio a las Calzadas Sabino Canyon y Cloud.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37 – Pantano	Unir con Rta. 11 (Alvernon). Servicio circularía cada 15 min. entre Dodge/River y Ajo Way/Palo Verde, alternando viajes al Aeropuerto de Tucson y Ajo/Mission hasta medio día y de las 4 a 7 p.m. (cada 30 min. al oeste y sur de Ajo/Palo Verde). Entre medio día y 4 p.m., servicio circularía cada 10 min. (20 min. al oeste y sur de Ajo/Palo Verde). Esta ruta ya no ofrecerá servicio al Centro de Tránsito Laos.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50 – Ajo Way		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CONTINÚA AL REVÉS →

A-5

2014 Rider Service Change and Fare Survey

Sun Tran

Abril 2014

Ruta Sun Express	Cambios de Servicio Propuestos	Más conveniente	No impacto	Menos conveniente	No sería capaz de hacer viajes
102X – Northwest – UA Express	Rte. 102X solamente circularía entre Foothills Mall y UMC por vía del Centro de Tucson. Rta. 103X ofrecerá servicio a una parte de la ruta que se suspendió, a lo largo de Magee Rd. desde Oracle a La Cholla.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
103X – Northwest – Downtown Express	Extender la ruta a Rancho Vistoso Park & Ride, pero discontinuar servicio entre el UA Mall y Centro de Tránsito Ronstadt. Hará tres viajes en la mañana y la tarde.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
105X – Foothills – Downtown Express	No ofrecerá servicio las paradas en Kolb/Sunrise.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
107X – Oro Valley – Downtown Express	Descontinuar servicio a lo largo de Lambert y La Cañada, el cual será reemplazado por la Rta. 103X.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
108X – Broadway – Downtown Express	Se han agregado paradas. No habrá cambios en las rutas.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
109X – Catalina Hwy – Downtown Express	Ofrecerá a pasajeros oportunidad para viajar desde el Centro de Tucson a Wrightstown/Pantano en la mañana y regresar en la tarde. Habrá 4 viajes por la mañana en ambas direcciones y 6 viajes por la tarde en ambas direcciones. Ruta no ofrecerá servicio de Wrightstown a Catalina Hwy. Se han agregado paradas a Grant y Calle 6ta. Tránsito se ajustaría para ofrecer mejor servicio a la UA y no ofrecerá servicio a Swan, Columbus, y Speedway.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
110X – Rita Ranch – Downtown Express	Ajustar horario para optimizar transbordos a/de otras rutas exprés.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
202X – Northwest – Aero Park Express 203X – Oro Valley – Aero Park Express	Ruta 202X no cambiaría al sur de Ina. Al norte de Ina, Rta. 202X se uniría con Rta. 203X y seguiría a Rancho Vistoso Park & Ride (Estacionar & Viajar).	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
312X – Oro Valley – Tohono Express	Ruta circularía solamente rumbo al norte por la mañana y rumbo al sur por la tarde, empezando en el Centro de Tránsito Ronstadt y viajando al norte por Oracle a Rancho Vistoso Park & Ride. Recomendamos a pasajeros viajando al sur por la mañana y pasajeros viajando al norte por la tarde que tomen Rtas. 107X o Sun Shuttle Rta. 401. Se agregarían paradas adicionales en Euclid.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

Downtown Loop	Cambios de Servicio Propuestos	Más conveniente	No impacto	Menos conveniente	No sería capaz de hacer viajes
Downtown Loop	Descontinuar servicio. La recomendada Rta. 21 ofrecerá servicio a paradas en Bonita.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

Encuesta de Tarifa

El Fondo General de la Ciudad de Tucson es la fuente de financiación más grande para el servicio de tránsito. El Fondo está proyectado para tener un déficit de alrededor de \$33 millones. Un aumento en las tarifas ayudaría a reducir el déficit de financiación de la Ciudad, mientras preservando los servicios de transporte. Si es aprobado por el Alcalde y el Concejo de Tucson, los cambios de tarifas podrían comenzar en julio de 2014. A continuación se presentan tres opciones para las tarifas.

	Tarifa actual	Opción A	Opción B	Opción C
Sun Tran y Sun Link				
Tarifa plena - efectivo	\$1.50	\$1.50	\$1.75	\$1.75
Economía - efectivo	\$0.50	\$0.50	\$0.65	\$0.60
Exprés - efectivo	\$2.00	\$2.25	\$2.65	\$2.65
Pase de un día	\$3.50	\$5.00	\$6.00	\$6.00
30-día	\$42.00	\$54.00	\$63.00	\$63.00
30-día economía	\$15.00	\$18.00	\$23.50	\$21.00
30-día exprés	\$56.00	\$81.00	\$96.00	\$96.00
UA semestre *	\$173.00	\$230.00	\$268.00	\$268.00
UA semestre exprés *	\$230.00	\$345.00	\$405.00	\$408.00
UA anual *	\$413.00	\$518.00	\$605.00	\$605.00
UA anual exprés *	\$550.00	\$778.00	\$915.00	\$916.00
Sun Van				
Tarifa plena	\$3.00 de un dirección	\$3.00	\$3.50	\$3.50
Economía	\$1.00 de un dirección	\$1.00	\$1.30	\$1.15

* Los precios indicados no reflejan el costo para los estudiantes, profesores y personal como UA subsidia estos pases.

Tipicamente, ¿cómo paga su tarifa de tránsito?

- 1 Tarifa plena - efectivo
 2 Economía - efectivo
 3 Exprés - efectivo
 4 Pase de un día
 5 30-día tarifa plena
 6 30-día economía
 7 30-día exprés
 8 U-Pass semestre
 9 U-Pass anual
 10 U-Pass semestre exprés
 11 U-Pass anual exprés

Si el Alcalde y el Consejo aprueba un aumento de tarifas, ¿cuál opción de tarifa te gusta más?

- 1 Opción A
 2 Opción B
 3 Opción C

Si se aprueba un aumento de tarifas, ¿cómo afectará este cambio a tus viajes en Sun Tran o Sun Van?

- 1 Voy a viajar más
 2 Voy a viajar lo mismo
 3 Voy a viajar menos
 4 Ya no voy a viajar

Comentarios: _____

Por favor háblenos de usted:

Nombre: _____

Dirección: _____ Ciudad: _____ Estado: _____ Código postal: _____

Teléfono: _____ Correo electrónico: _____

¡Gracias por su opinión! Detalles adicionales sobre los cambios propuestos y de esta encuesta también están disponibles en www.suntran.com.

A-6