

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, May 7, 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 April 2, 2018 Minutes	3 Minutes
4. Call to the Audience	5 Minutes
5. Update on Transit/ Announcements/ Chair's Report	45 Minutes
6. Mayor & Council Oral Report	15 Minutes
7. Sun Tran Marketing Plan Update	15 Minutes
8. 5-year Strategic Transit Plan Update	15 Minutes
9. Call to the Audience	5 Minutes
10. Next meeting Date	3 Minutes
• Monday, June 4, 2018	
11. Future Meeting Agenda Items	2 Minutes
12. Adjourn	

Action may be taken on any item.

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

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Mayor and Council Transit Task Force

MINUTES

Monday, April 2, 2018, 3:00 p.m.

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

1. Call to Order

Meeting was called to order at 3:11 p.m. with six (6) of the eleven (11) members present which established a quorum.

2. Introductions / Roll Call

Members Present: Margot Garcia, Chair (Ward 6)
Suzanne Schafer, Vice Chair (Ward 3)
Robin Steinberg (City Manager)
Brian Flagg (Ward 2)
Robert Medler (Ward 4)
David Lee Middleton (Ward 5)

Members Absent: David Heineking (City Manager)
Lisa Shipek, (Mayor)
Dale R. Calvert (City Manager)
Vacant (CTAC or City Manager)
Vacant (Ward 1)
James McGinnis, (RTA Advisory Member)
Gene Caywood (Advisory Member)

Staff Present: Sam Credio, Transit Administrator
John Zukas, Transit Services Coordinator
Bob McGee, Sun Tran Scheduling Manager
Pat Richter, Director of Marketing and Communication
Davita Mueller, Sun Tran Planning Analyst
Eric Sitiko, Operations Manager of Sun Link

3. Approval of February 5, 2018 Minutes

Robert Medler moved to approve the Minutes as submitted. The motion was seconded by Suzanne Schafer and passed unanimously.

4. Call to the Audience

Richard Mayers – Mr. Mayers stated that he is on his fifth Sun Go card. He said he takes good care of his card but they just wear out. His main concern was that if he gets a \$25 for \$20 Pass there is no way to know that the money on his Sun Go Pass is moved over to the new card. Mr. Mayers stated that he has taken more trips since he has had the \$25 for \$20 card.

Mr. Mayers also explained that a friend of his who is an attorney takes fewer trips than he would like to take because he is buying the Day Passes at \$4.50. He was astonished to learn that he could save money on the Sun Go card. Mark Berman who owns Miller Supply doesn't want to drive downtown so he takes the Street Car. He was also buying the Day Pass. They would take more trips if they knew they could get the Sun Go Pass and save money.

Felicia Chew – Ms. Chew stated that some bus drivers smoke on their break to relieve stress. Ms. Chew said she would like to know what the City is doing to help the bus drivers with a Health and Wellness Program if they want to break that habit.

Ms. Chew encouraged Sun Tran to continue the \$25 for \$20 Pass.

Ms. Chew also talked about Transit Buddies which is a program that pairs volunteers with potential bus riders to explain how to use the Transit System and accompany them on a few trips.

Allen Benz – Mr. Benz agreed with Mr. Mayers that getting a monthly pass would be the best way to get around and not have to worry about getting a Day Pass from a TVM.

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

Margot Garcia mentioned that Gene Caywood is undergoing treatment for a tumor in his throat and asked Task Force members to keep him in their thoughts.

Sam Credio announced that the Transportation Director, Mr. Cole, has resigned and Robin Raine will be acting as Interim Director. Mr. Carlos de Leon also retired, leaving two Deputy Director positions open. Sam is acting as Interim Deputy Director in one of those positions and Shellie Ginn is acting as Interim Deputy Director in the other position.

Eric Sitiko reported that the March for Our Lives went well considering the route was changed at the last minute. Sun Link carried 3,200 participants to and from the event.

Sam Credio stated that a memo had been sent out earlier in the day to Transit Task Force members introducing a pilot program to lease an electric bus. Councilmember Durham has been an advocate for the electric bus in the past. Anchorage is presently leasing an electric bus and will be testing it in their cold climate. Tucson will be

leasing an electric bus for a 12 month trial period to see how it performs in the heat. Discussion took place.

James McGinnis will give a more comprehensive update on the PAG Long Range Transit Plan at the next meeting. Sam Credio noted that the RTA Board agreed to enter into negotiations with Jarrett Walker and Associates as the prime consultant for the Long Range Transit Plan.

Sam Credio stated that the Transit Working Group discussed the rollout of the Voucher List System for Oro Valley. The next meeting will be April 17.

Margot Garcia announced that the last day to comment on the Broadway bus pullouts will be April 5.

6. Sun Tran No Smoking Policy TTF Endorsement

Sam Credio reported on implementation and enforcement of the No Smoking Policy. Mr. Credio said he was looking for an endorsement from the Transit Task Force. Smoking will only be allowed in designated smoking areas. Sun Tran Management is working on a program to help bus drivers who would like to stop smoking. Enforcement will start out passively; by using signage and the security that is on site.

Suzanne Schafer moved to endorse the Sun Tran No Smoking Policy as presented. Brian Flagg seconded the motion. Robert Medler requested that the motion include Sun Tran conducting a 12-month review that will be presented to the TTF. Suzanne Schafer amended her motion to include this. The motion passed unanimously.

7. Five-Year Strategic Transit Plan: Subcommittee Update

Sam Credio reported that progress has been made in filling in the goals and objectives. The Subcommittee is presently working on SMART Objectives.

8. Sun Shuttle Marketing Plan

Pat Richter gave a PowerPoint presentation on different types of marketing. This included print ads, bus wraps, and videos. Mr. Richter stated that the purpose of targeted marketing is to provide information for potential riders. Discussion followed.

9. Promotional Fares Review

Sam Credio shared some information related to the Sun Tran 3-Day Transit Pass. The Pass was introduced as a promotional fare in August of 2017 at a cost of \$10. During the seven months of the program ridership grew from 628 to 1,177. In order to make this a permanent fare option, a Title VI Fare Equity Analysis and public hearing would be needed.

Robert Medler moved to recommend that the Three Day Transit Pass go through the process to become a permanent pass. Suzanne Schafer seconded the motion. The motion passed unanimously.

Sam Credio reported that the \$25 for \$20 Fare resulted in a loss of revenue due to discounts but did not seem to result in ridership growth. Discussion followed with several members saying they thought the \$25 for \$20 Fare should be given a longer trial.

Suzanne Schafer moved to recommend that the Mayor and Council consider the \$25 for \$20 Pass as a permanent fare. Brian Flagg seconded the motion. The motion passed with five yes votes and one no vote from Robert Medler.

10. Call to the Audience

Allen Benz – Mr. Benz commented on the presentation given on Sun Tran Marketing, saying that the Express Bus has fewer stops, more time to do things, etc. is soft sell marketing. Mr. Benz stated that a better way of marketing might be to show the cost differential between driving to work and taking the Express bus.

Felicia Chew – Ms. Chew stated that some companies offer perks to their employees and could offer bus fare at a reduced rate. Ms. Chew also suggested that large companies such as TEP or Raytheon might be willing to pay for Wraps on the buses. Ms. Chew asked why there are different rates for different customers such as low income rates. She also expressed concern that evening rides are cut off for disabled riders.

11. Next Meeting Date

The next meeting of the Transit Task Force is scheduled for May 7, 2018.

12. Future Meeting Agenda Items

Some future meeting agenda items include:

- *Marketing for Sun Tran*
- *Budget Report*

13. Adjourn

The meeting adjourned at 5:09 p.m.



TRANSIT TASK FORCE MEMORANDUM

May 7, 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 – Staff responses from the questions or comments during the previous Task Force meeting's Call to the Audience agenda items is provided below:

2nd Call to the Audience

Felicia Chew:

1. *Ms. Chew asked why there are different rates for different customers such as low income rate?*
 - a) *The federal government mandates that fixed route providers provide half fare for seniors, persons with disabilities and Medicare cardholders during "off peak" hours. The City of Tucson has decided to allow half fare for those individuals during all hours of service. Other fare programs, such as "\$25 for 20" and SummerGo Youth Pass are promotional fare/pass programs geared toward increasing ridership on Sun Tran.*
 - b) *The City of Tucson has implemented a low income fare to assist persons with low income with their transportation needs as a way to hopefully transition those individuals from a point of not having a sustainable income to becoming gainfully employed.*

2. *Ms. Chew expressed concern that evening rides are cut off for disabled rider*
 - a) *For persons with disabilities who's disability prevents them from riding the fixed route bus system (i.e. Sun Tran), the City of Tucson offers ADA paratransit service (i.e. Sun Van). Sun Van provides service on all days and times as Sun Tran, excluding commuter/express routes.*

Financial Considerations – None

Attachments – None



TRANSIT TASK FORCE MEMORANDUM

May 7, 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:

Budget Update

Transit Management RFP

Sun Link, Sun Tran, and Sun Van Updates:

Summer Schedule (*Sun Link*)

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

Permanent Fares Update (*Sun Tran*)

Regional Updates:

Long Range Transit Plan (*PAG*)

Committees Updates:

Transit Working Group (*RTA*)

Stakeholder Group Updates:

- Broadway Coalition
- Bus Riders Union
- Bus Friends Forever
- Friends of the Streetcar
- Living Streets Alliance
- Old Pueblo Trolley
- Southern Arizona Transit Advocates
- Boards, Committees, and Commissions Stakeholders
- Transit Connections Focus Group

Financial Considerations – None

Attachments – None



TRANSIT TASK FORCE MEMORANDUM

May 7, 2018

Item 6: Mayor & Council Oral Report

Issue – Mayor & Council has requested an oral report from the Transit Task Force Chair.

Staff Recommendation – None. This is an information item.

Background – On May 22, 2018, the Transit Task Force Chair will give an oral update to Mayor & Council. This item is an opportunity for the Transit Task Force members to provide input to the Chair regarding the information that will be presented to Mayor & Council. The Transit Task Force Chair will only have 5 minutes to give the oral update.

Present Consideration – None

Financial Considerations – None

Attachments – N/A



TRANSIT TASK FORCE MEMORANDUM

May 7, 2018

Item 7: Sun Tran Marketing Update

Issue – Sun Tran Staff will update the Transit Task Force (TTF) on the marketing efforts for Sun Tran and the Frequent Transit Network

Staff Recommendation – None. This is an information item.

Background – The TTF Chair requested that Sun Tran staff provide an update on the marketing efforts for Sun Tran and the Frequent Transit Network

Present Consideration – None

Financial Considerations – None

Attachments –

- A. Marketing Frequent Transit Network

Marketing the Frequent Transit Network

in 2018



Bus Shelters along FTN

- 5 shelters ads
- Rotating locations
- Major destinations along Frequent Transit Network
- Jan. – May, 2018



Bus Benches along FTN



Bus Wraps for FTN

- 27 buses
- Installed April 2018
- Will drive throughout Tucson



Digital Ad Campaign

- People on TucsonNewsNow (KOLD)
- People on cellphones or tablets at 28 major employers along FTN



GET THERE FAST & EASY!
 Sun Tran's Frequent Transit Network!

- Get to Work
- Get Home
- Get to Appointments

Print Ads in Publications

IN A HURRY?
 Sun Tran now has 11 routes that run every
15 MINUTES
 → OR LESS ←
between 6:00 a.m. & 6:00 p.m. on weekdays!

We got here fast on Sun Tran's Frequent Transit Network!

Let us get you there!

- Parks and Recreation Classes
- Sports Activities
- Senior Programs
- Fitness Centers
- Special Events

Learn more about how our Frequent Transit Network can get you there faster.

Transit Center Monitors

IN A HURRY?

There are now 12 routes that run every **15 MINUTES OR LESS** between 6:00 a.m. & 6:00 p.m. on weekdays!



GET THERE FAST & EASY!
Sun Tran's Frequent Transit Network!



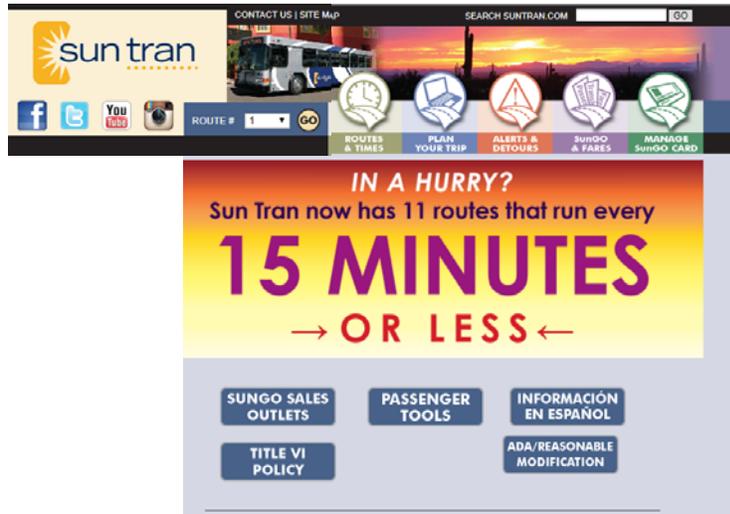
Social Media Posts

Sun Tran & Sun Link

- Facebook
- Twitter
- Instagram

A screenshot of a Facebook post from Sun Tran. The post is dated September 24, 2017, and was published by Hootsuite. The text of the post reads: "11 Sun Tran routes & the Sun Link streetcar run every 15 MINUTES or less, 6:00 am - 6:00 pm, on weekdays! Get there on the Frequent Transit Network >> <http://ow.ly/W1VX30fmKSS>". Below the text is a map of the Frequent Transit Network, identical to the one shown in the top section of the document.

Sun Tran Website



Letters from Mayor

- **49 Major Employers on FTN routes**
 - Promote FTN to their employees
 - Promote their employees' use of transit by becoming part of Get on Board program
- **59 Apartment communities on FTN routes**
 - Promote FTN to their residents and potential residents
- **16 Property Management companies**
 - **Own or manage Tucson's major apartment communities**
 - Promote the FTN to their apartment managers
 - Promote their employees' use of transit by becoming part of Get on Board program

Follow Up to Mayor's Letter

- **Employers**
- **Apartment Communities**
- **Property Management Companies**

Other Community Outreach

- **65 Non-profits, Hospitals & Schools along FTN**
- **39 Hotels along FTN**
- **Community events**
- **Resource fairs**
- **Presentations**
- **START trainings**



Preliminary Results

- Positive impact on ridership
- Follow-up meetings with 8 employers
- Managers at apartment communities promoting Frequent Transit Network

Questions? Comments?





TRANSIT TASK FORCE MEMORANDUM

May 7, 2018

Item 8: Five Year Strategic Transit Plan: Subcommittee Update

Issue – Staff will update the Transit Task Force (TTF) on the Five Year Strategic Transit Plan.

Staff Recommendation – None. This is an information item.

Background – Staff was tasked with developing a Five Year Strategic Transit Plan. The plan was developed to provide a roadmap for Mayor and Council, while City Staff were provided the means to evaluate the performance of the transit system, determine the direction the community wants to move in the future, and outline a process to achieve set objectives.

The Five Year Strategic Transit Plan was drafted by Sun Tran/Sun Van staff and presented, reviewed and revised by the TTF. It was presented to the City Council in November of 2012. Council suggestions were included in the revised plan, released January 28, 2013.

February 6, 2017

Sun Tran presented a review of the Five Year Strategic Transit Plan. It was decided that a few TTF members would meet with staff before the next TTF meeting and discuss the process and timeline for updating the strategic plan.

February 28, 2017

The TTF Chair and staff met to create an outline on how to proceed with updating the strategic plan.

March 6, 2017

Planning for the first steps of the SWOT (strengths, weakness, opportunities and threats) analysis took place. The Task Force also discussed future plans on when to set the goals and objectives of the strategic plan.

April 3, 2017

Suggestions were taken from TTF, staff, and members of the public for each of the four SWOT categories. After this information was compiled each participant selected the top suggestions in each SWOT category. The final selections were tallied and ranked against each other.

June 5, 2017

The TTF, staff, and members of the public participated in an exercise to analyze the present Goals and Objectives contained in the Strategic Plan. Each goal was examined and voted on to keep the goal, modify the goal, or eliminate it altogether.

June 23, 2017

The TTF Chair and staff met to create an outline on how to proceed with the Mission and Vision.

July 10, 2017

A vision statement exercise was conducted with task force members, staff, and audience members. Each person provided a vision statement for the City of Tucson transit system.

August 7, 2017

Wrap-up the vision statement and review submitted mission statements.

August 25, 2017

Subcommittee Meeting #1: Members drafted a vision statement, and decided on key words to help frame the mission statement.

September 1, 2017

Subcommittee Meeting #2: Members drafted mission statements, and began to discuss goals.

September 15, 2017

Subcommittee Meeting #3: Members updated the draft vision and mission statements, and continued to discuss goals.

October 6, 2017

Subcommittee Meeting #4: Members continued to discuss goals.

October 9, 2017

Review subcommittee draft vision, mission, and goals.

October 18, 2017

Subcommittee Meeting #5: Members continued to discuss goals.

November 13, 2017

Review goals matrix.

November 15, 2017

Subcommittee Meeting #6: Members continued to discuss goals.

December 4, 2017

Review updated Mission language and Goals matrix.

January 25, 2018

Finalized Vision and Mission. Finalized Goals and Objectives Matrix. Staff will complete S.M.A.R.T. Section of Matrix. Staff has begun updating the body for the plan.

February 14, 2018

Staff completed S.M.A.R.T. objectives for Goals 1 and 2. The subcommittee provided input on the completed material. Staff will continue to complete the S.M.A.R.T. objectives for Goals 3-5 and continue working on the draft Strategic Plan.

April 30, 2018

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

Present Consideration – Discussion on the next steps the TTF would like to take regarding strategic plan.

Financial Considerations – None

Attachments –

- A. SMART Goals Matrix Updated

Mission Statement	Draft Goals	Draft Objectives	SMART Objectives	
<p>1</p> <p>Develop a comfortable, attractive, and convenient transit network that serves all customers, maintaining current and adding new ridership.</p>	<p>1.1</p> <p>Improve service delivery to enhance customer experience so they choose transit.</p>	<p>1.1.1</p> <p>Maintain, improve, and add to high frequency network.</p>	<p>Each quarter Sun Tran will complete a route performance evaluation using key performance indicators of passengers per hour, passengers per mile, total rideship and farebox recovery. Routes that average less than 80% of the average will be reviewed for efficiencies and routes that perform 20% above the average will be considered for service improvements.</p>	
		<p>1.1.2</p> <p>Reduce travel time on route for transit rider.</p>	<p>Each quarter Sun Tran will evaluate route performance. The performance analysis will include an assessment of opportunities to reduce route travel time. Two routes will be identified annually for travel time improvement and an assessment of strategies will be completed and reviewed for possible implementation.</p>	
		<p>1.1.3</p> <p>Keep vehicle, transit centers, bus stops and shelters safe, attractive and clean.</p>	<p>Sun Tran will increase the regular cleanings of the Transit Centers over the previous fiscal year.</p> <p>Sun Tran will complete a safety and security review of the transit centers, selected bus stop locations and on-board issues by September 2018. The study will recommend improvements to system safety and security to be considered for implementation</p> <p>Sun Tran will implement policies to decrease or prohibit smoking at transit centers by August 1, 2018.</p>	
		<p>1.1.4</p> <p>Improve communication at station stops and transit centers</p>	<p>Sun Tran will undertake a study of communication materials at stops and Transit Centers and will determine what types of changes need to be made in order to improve communications. Sun Tran will report on the findings of the study and the changes made to the Transit Task Force, as confirmed by the meeting minutes.</p>	
	<p>1.2</p> <p>Achieve a seamless transportation network</p>	<p>1.2.1</p> <p>Accommodate bicycles on vehicles so as to have seamless travel between modes</p>	<p>Sun Tran will increase the number of 3-position bike racks on Sun Tran vehicles by at least 7 each fiscal year. Three-position bike racks will be considered for inclusion in 2018/19 bus purchases. Sun Tran will report these numbers to the Transit Task Force, and the increases can be confirmed by review of the meeting minutes.</p>	
		<p>1.2.2</p> <p>Improve connections to other networks such as bikeways, rideshare, parking, etc.</p>	<p>Beginning in February 2018, TDOT will facilitate a discussion with the Transit Connections Focus Group regarding improved connections to other modes of transportation. The results of those discussions will be presented to Mayor and Council in Summer 2018.</p>	
		<p>1.2.3</p> <p>Improved integration of mobile application technology for all modes of transportation</p>	<p>Sun Tran staff will complete a study of transit technology including web site, mobile apps and social media by December 1, 2018. The study will identify key issues, state of the art applications and provide recommendations for improvement.</p>	
	<p>1.3</p> <p>Retain current customers and attract new riders</p>	<p>was 4.3.1</p> <p>Develop creative ways to promote transit use</p>	<p>Sun Tran will develop a Marketing Strategic Plan each fiscal year to include multiple avenues for promoting transit. Following completion, the marketing plan will be presented to the Transit Task Force. Sun Tran will also provide quarterly progress updates on marketing, communications and outreach activities as spelled out in the Marketing Strategic Plan including activities spelled out in Objectives 1.3, 3.1 and 5.2.3.</p> <p>TDOT will include performance incentives/disincentives in the upcoming Transit Management Request for Proposal (RFP). The RFP is expected to be published in March 2018 and a selection will be made in September 2018.</p> <p>In 2018 SunTran will conduct a Transit Fare Policy and Structure Review for Sun Tran and Sun Link to conduct a peer review, assess current revenue streams, and opportunities related to fare structure and policies. Results will be shared with the Transit Task Force</p>	
		<p>1.3.1</p> <p>Present Annual Regional Transit Marketing Plan to TTF</p>		
		<p>was 5.2.1</p> <p>Identify champions to promote transit</p>		
		<p>was 4.3.3</p> <p>Create and promote a "Bus to work" Day</p>		
		<p>moved to 2.1 4.3.2</p> <p>Include increasing ridership incentives in future management contracts</p>		
	<p>2</p> <p>Build, operate, and maintain a safe and efficient transit system that</p>	<p>2.1</p> <p>Share & review monthly public distribution of transit system performance standards</p>	<p>2.1.1</p> <p>Report on riders per revenue hour.</p>	<p>Sun Tran will produce a monthly performance report and provide information at monthly Transit Task Force meetings. The report will include the following measures: Ridership, passengers per revenue hour, on time performance, operating costs, vehicle maintenance, preventable accidents and farebox recovery.</p>
			<p>2.1.2</p> <p>Report on-time performance.</p>	
<p>2.1.3</p> <p>Report costs.</p>				
<p>2.1.4</p> <p>Report on vehicle maintenance</p>				
<p>2.1.5</p> <p>Report on safety record.</p>				
<p>2.1.6</p> <p>Report on farebox recovery.</p>				

	incorporates best practices and technologies.			was 1.3.2	Include increasing ridership incentives in future management contracts	TDOT will include performance incentives/disincentives in the upcoming Transit Management Request for Proposal (RFP). The RFP is expected to be published in March 2018 and a selection will be made in September 2018.
				2.2.1	Develop mobile application with real time data	Sun Tran will investigate current mobile application technology available for all modes of transportation, and where appropriate, will purchase mobile application technology for transit users if funding is available
				2.2.2	Update website to be more user friendly	Sun Tran will update the website, www.suntran.com, to become more user friendly and include Sun Link and Sun Van for consistency. Sun Tran will conduct research to identify potential improvements and use the findings to develop budget recommendations for 2018 or 2019 funding
				2.2.3	Expand Social Media reach	Sun Tran will develop an annual marketing plan each year. The marketing plan will focus on building ridership on Sun Tran, Sun Link and Sun Shuttle through targeted marketing, promotional activities, improved use of technology & social media, and strategic partnerships.
3	Create innovative public and private partnerships to promote and support a robust transit system.	3.1	Identify strategic partners to increase ridership through the expansion of the Pass Providers Program	3.1.1	Target businesses along the Frequent Transit Network routes	SunTran will undertake targeted marketing focused on employers and apartment complexes on the FTN. Letter from the Mayor will be distributed in spring 2018 and SunTran staff will develop follow-up activities to be completed throughout 2018. Updates will be provided to the TTF on a quarterly basis.
				3.1.2	Identify and engage ambassadors to champion pass provider program	Recruit and maintain a group of at least 5 ambassadors willing to speak to other businesses to recruit organizations to join the Pass Provider Program.
				3.1.3	Expand the Get on Board Program	Add a minimum of 4 employers per year to the list of employers supporting their staff commuting by transit.
				3.1.4	Work together with PAG Travel Reduction Program to promote pass providers program	Promote travel by transit to TRP organizations a minimum of 8 times per year
				was 4.2.3	Establish at least 2 public private partnerships in 2 years	Establish at least 2 public-private partnerships in 2 years. Who? City of Tucson? PAG? Pima County? AZ Department of Corrections? AZ Department of Economic Security? TUSD?
				was 4.3.4	Identify strategic partnerships to promote the use of transit	Identify at least 2 strategic partnerships every 2 years to promote the use of transit. Who? Downtown Tucson Partnership? Rio Nuevo?
4	Have an affordable, environmentally and economically sustainable transit system.	4.1	Maintain cooperation between transit agencies in the region	4.1.1	Maintain a region-wide fare policy	In 2018 SunTran will conduct a Transit Fare Policy and Structure Review for Sun TRan and Sun Link to conduct a peer review, assess current revenue streams, and opportunities related to fare structure and policies. Results will be shared with the Transit Task Force and PAG
				4.1.2	Establish integrated scheduling	Each quarter Sun Tran scheduling department will work with Sun Link and Sun Shuttle to identify opportunities to coordinate schedules to improve connectivity and mobility.
		4	Identify and adopt a sustainable funding strategy	4.2.1	Continue to advocate for regional transit funding in extension of RTA	
				4.2.2	Search for and apply for grants	Each quarter Sun Tran staff will research FTA and other applicable grant sites for potential opportunities.
				moved to 3.1 4.2.3	Establish at least 2 public-private partnerships in 2 years	Establish at least 2 public-private partnerships in 2 years. Who? City of Tucson? PAG? Pima County? AZ Department of Corrections? AZ Department of Economic Security? TUSD?
				4.2.4	Identify all revenue streams and project for 5 years	Annually Sun Tran will update 5 year financial projections for Sun Tran, Sun Link and Sun Van to include revenue and expense projections
				4.2.5	Continue work on concept of regional governance model	
		4	Positive impact on environmental sustainability of region	moved to 1.3 4.3.1	Develop creative ways to promote transit use	Develop Marketing Strategic Plan each year to include multiple avenues for promoting transit?????
				4.3.2	Continue to invest in alternative fuel vehicles	SunTran will undertake an Electric Bus Pilot in 2018/19 in which an electric bus will be placed into operation to test the feasibility of electric bus technology
				moved to 3.1 4.3.3	Create and promote a "Bus-to-work" Day	Create and promote "Bus-to-Work" Day once each year
				moved to 3.1 4.3.4	Identify strategic partnerships to promote the use of transit	Identify at least 2 strategic partnerships every 2 years to promote the use of transit. Who? Downtown Tucson Partnership? Rio Nuevo?
5	Promote an understanding of the value of transit to the economic vitality of the region.	5	Create a public advisory board.	5.1.1	Establish Transit Advisory Committee by City Code	
				moved to 1.35.2.1	Identify champions to promote transit	Recruit at least three riders per year to serve in Bus Buddy program.
		5	Stimulate economic development with transit	5.2.2	Engage Office of Economic Development to identify transit benefits	Sun Tran staff will engage local economic development officials in a discussion of transit value and inclusion in business recruiting efforts during the 3rd quarter of 2018
				5.2.3	Include benefits of economic development in Regional Transit Marketing Plan	Develop and implement strategy to communicate to key decision-makers the importance of transit to economic development of the region. Include this strategy in the Marketing Strategic Plan.
				5.2.3	Collaborate with University of Arizona researchers to quantify transit benefits	Sun Tran staff will have discussions with U of A staff to identify possible opportunities to conduct an economic impact analysis of transit in Tucson. Costs will be obtained for budget consideration.