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, February 8, 2016 at 4:00 p.m.

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

TOPICS	SUGGESTED TIME ALLOTTED
1. Call to Order	
2. Introductions / Roll Call	2 Minutes
3. Approval of January 11, 2016 Minutes	3 Minutes
4. Call to the Audience	10 Minutes
5. Update on Transit/Announcements	10 Minutes
6. Next Steps: JWA Transit Workshop Report Policy Ideas	35 Minutes
7. Transit Management Contract Performance Incentives	15 Minutes
8. SummerGO Youth Pass: Year Two Staff Recommendations	15 Minutes
9. Annual Pass Pilot Program Analysis	15 Minutes
10. Call to the Audience	10 Minutes
11. Next meeting date and time/Meeting schedule	3 Minutes
12. Agenda items upcoming meeting	2 Minutes
13. Adjourn	

Action may be taken on any item.

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

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Mayor and Council Transit Task Force and to the general public that the Mayor and Council Transit Task Force will hold the following meeting which will be open to the public.

Mayor and Council Transit Task Force
MINUTES

Monday, January 11, 2016, 4:00 p.m.

Location: 201 N. Stone, 6th Floor
Tucson, AZ 85701

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1. **Call to Order**

   Meeting was called to order at 4:05 p.m. with six (6) of the eleven (11) members present which established a quorum.

2. **Introductions / Roll Call**

Members Present:	*Eugene Caywood, Chair (Ward 5)* *Suzanne Schafer, Vice Chair (Ward 3)* *Brian Flagg (Ward 2)* *Margot Garcia, (Ward 6)* *Sami Hamed (CTAC)* *Peggy Hutchison (Ward 1)* *David Heineking, U of A Advisory Member*
Members Absent:	*Linda Dobbyn (CTAC)* *Michael Wall (Mayor)* *Vacant (Ward 4)* *Vacant (CTAC)* *Vacant (CTAC)*
Staff Present:	*Jeremy Papuga, Transit Administrator* *Nicholas Scherer, Transit Services Coordinator* *Kate Riley, General Manager of Sun Tran/Sun Van* *Jared Forte, Assistant General Manager of Sun Tran/Sun Van* *Kandi Young, Marketing & Communications Director for Sun Tran/Sun Van* *Bob McGee, Scheduling Manager* *Davita Mueller, Sun Tran Planning Analyst*

3. **Approval of November 9, 2015 Minutes**

   Motion: *Margot Garcia made a motion to approve the minutes as amended.*

   Seconded

   Motion Passed: *Unanimously*

4. Call to the Audience

Richard Mayers – Mr. Mayers stated that while he was recovering from knee surgery and using a walker, he encountered some obstacles at the bus stop on Country Club and 6th Street. Mr. Mayers asked whether staff considers these things when looking at bus stop placement. He also thanked staff for following up on the questions that are asked during the Call to the Audience.

5. Update on Transit/Announcements

Jeremy Papuga gave an update on the Ronstadt Transit Center Redevelopment. The Mayor and Council selected Peach Properties as the contractor at its November 17 meeting. Final approval will come from Mayor and Council and the Federal Transit Administration in the Spring.

2045 RTP Process – Open Houses concluded in November. Details are available on PAG's website.

FY 2017 Budget Process – Mr. Papuga said that he will report on the budget in February. He stated that he had not received any special directive from the Manager's Office.

Mayor and Council – No update.

High Capacity Transit – PAG sent out an RFQ and received two responses and have selected a firm to do an update to the High Capacity Transit Plan. The consultant will develop a new plan to include strategy and prioritization.

SunGo Program – Kate Riley reported that their staff reached out to organizations and asked them how the SunGo Program was working out for them. The responses were positive. She also said that Supervisors do "ride checks" with the operators to make sure that the operators are driving safely, etc. Suzanne suggested that signs could be put on the buses encouraging people to call Sun Tran and report any concerns they may have.

Mr. Papuga reported that the RTA Transit Working Group met on December 8 and has been looking at:

Performance measures for the express system
Options to improve Sun shuttle route 413

PAG brought four categories back to the committee for discussion:

Establishing a frequent transit service network grid by increasing frequency in the urban core
Expanding High Capacity Transit Service in high demand corridors
Maintaining the geographical coverage of existing transit services

Exploring innovative transit services for seniors and persons with disabilities

Peggy Hutchison asked whether there was any additional information on the security officers on buses. Kate Riley replied that Fare Enforcement Officers will replace two officers already on the buses. They will receive training and will be able to answer questions on how to use TVM's and provide security at Transit Centers. They will travel through the system at different times of the day. Off duty Police Officers will still be stationed at the Transit Centers.

6. Next Steps: JWA Transit Workshop Report Policy Ideas

Jeremy Papuga stated that the Task Force should follow up on their discussions from the last meeting. The first goal should be to define what the Frequent Transportation Network means to us. Staff was asked to provide a matrix for the next meeting. Suzanne passed out a document that she and Gene Caywood worked on. The document covered notes toward developing a draft Network Planning Policy.

7. Transit Management Contract Performance Incentives

Jeremy Papuga discussed the memo from John Zukas which outlined the four standards by which Transdev is rated. The ratings can have a direct impact on the amount of monthly revenue Transdev receives. Mr. Papuga asked members of the Task Force for suggestions of other standards they would like to see evaluated. Discussion took place. This item will be continued for the next meeting.

8. SummerGO Youth Pass: Year One

Nicholas Scherer gave a PowerPoint presentation on the first year of the SummerGO Youth Pass. The pass was sold to High School students with a valid student ID. The goal for next year is to have a longer marketing period and to include a wider age group.

9. Call to the Audience

Allen Benz – Mr. Benz inquired about the security screens between the driver and passengers which were mentioned as a possible addition to improve safety on buses. Staff will report back on this item.

Richard Mayers – Mr. Mayers stated that he appreciated the PowerPoint and discussion on the Frequent Transit Network. He also asked that when a member of the Task Force asks staff a question, other members refrain from answering before a member of the staff does.

Camille Kershner – Ms. Kershner also asked about driver security measures. Ms. Kershner said she was curious to know how the Frequent Transit Network would interact with other plans such as PAG's high capacity plan.

10. Next meeting date and time/Meeting schedule

The next meeting will be on Monday, February 1, 2016 at 4:00 p.m.

11. Agenda items upcoming meeting

Next Steps: JWA Transit Workshop Report Policy Ideas and Transit Management Contract Performance Incentives will be Agenda items for the next meeting.

12. Adjourn

The meeting adjourned at 5:56 p.m.

TRANSIT TASK FORCE MEMORANDUM

Items 4 & 9: 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 information to the Transit Task Force regarding the public comments made in front of the task force during the call to the audience agenda item from the previous meeting.

Present Consideration – Staff responses to the information provided to the Task Force during the Call to the Audience agenda item for the **January 11, 2016** meeting is provided below:

1st Call to the Audience (Item 4)

Richard Mayers:

1. **Bus stop at Country Club and 6th –Distance and difficulty in transferring to the Route 17 traveling northbound on Country Club. Stop is not ADA accessible. How does staff review bus stop location and placement to avoid issues such as these.**

   When determining bus stop placement, the following considerations are given:

   - Far-side of the intersection stops are preferable as they typically pose fewer potential conflicts with other vehicular traffic and pedestrians.

   - Bus stops are located as close to the intersection as possible. The proximity to intersections provides convenience and increased safety to passengers, minimizes mid-block pedestrian crossing and reduces walking distance at transfer points.

   - Bus stop loading pads, providing ADA accessibility, should be constructed at all bus stop locations where feasible. The ground should be level and firm for ADA accessibility, and sloped a maximum of 2% to allow for proper drainage.

2. **Appreciate that staff is responding to issues that are brought up during Call to the Audience.**

2nd Call to the Audience (Item 9)

Allen Benz:

1. **Status on security measures for drivers?**

   Seven (7) buses will be retrofitted with driver partitions to evaluate, which are scheduled to be installed by the end of January. Driver feedback will assist in determining which design is selected to utilize through the fleet.

   Sun Tran utilizes six (6) off-duty Tucson Police (TPD) Officers to assist in providing security at Ronstadt Transit Center, Laos Transit Center and on selected bus routes. Starting January 1st 2016, two (2) of the off-duty TPD officers were replaced with fare enforcement officers. G4S, the same company that provides security services for City of Tucson facilities and Sun Link will be providing these services for Sun Tran.

Richard Mayers:

1. **It is difficult for the audience to listen when task members jump in and answer questions posed to staff. Let staff answer the questions.**

2. **433 employees are eligible for the retirement buyout.**

Camille Kershner:

1. **Status of driver security measures?**

   (Please see response above under Mr. Benz' question.)

2. **Will the high frequency plan connect with other plans such as PAG's high capacity plan?**

   Plans from other agencies will connect. All current planning process will be considered.

Financial Considerations – None

Attachments – None

TRANSIT TASK FORCE MEMORANDUM

Item 5: Update on Transit/Announcements

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.

Projects:
Ronstadt Transit Center Redevelopment
2045 RMAP Process (Formally RTP)
FY 2017 Budget Process
Mayor and Council
High Capacity Transit
SunGo Program
Smoking at Transit Centers

Committees:
RTA Transit Working Group

Stakeholder Groups:
Bus Riders Union
Bus Friends Forever
Friends of the Streetcar
Living Streets Alliance
Old Pueblo Trolley
Southern Arizona Transit Advocates

Financial Considerations – None

Attachments – None

TRANSIT TASK FORCE MEMORANDUM

Item 6: Next Steps: JWA Transit Choices Report Policy Ideas

Issue – This is an agenda item to discuss the Jarrett Walker and Associates (JWA) Transit Choices Report and how it relates to guiding transit planning decision-making.

Staff Recommendation – None at this time, this is a discussion item.

Background – The Pima Association of Governments (PAG) completed a regional transit visioning exercise intended to provide the framework for the development of a transit vision to be included in their 2045 Regional Transportation Plan (RTP). A Transit Choices Workshop was conducted with the goal of collecting input from a variety of stakeholders and members of the public. Participants took part in three primary activities that included - answering transit specific questions using silent polling devices, playing a transit planning game with a fictional city to learn basic concepts of transit planning, and lastly performing the same transit planning activity using the City of Tucson. The primary outcomes of the session were a prioritized list of future frequent network improvements, a set of potential study corridors for future High Capacity Transit investment and several study areas for future coverage expansion.

Present Consideration – The JWA Transit Choices Report includes a prioritized list of future frequent network improvements. The prioritized list developed by JWA is based on the information that was collected in the stakeholder workshop that were evaluated based on five criteria:

1. **Stakeholder Prevalence** – Did many stakeholders agree on a particular segment on their maps?
2. **Development and Street Pattern** – Is there density? Does the street network allow easy access to people?
3. **Current Ridership** – Is there already strong ridership on existing service or corridors?
4. **Network Continuity** – Is the segment important to the usefulness of the network?
5. **Major Destinations** – Does the segment provide service to a major regional destination?

A similar agenda item to this was discussed at the July 13, 2015 Transit Task Force (TTF) meeting. TTF members have asked staff to bring the item back to the table for discussion to evaluate the routes included in the prioritized list of Frequent Transit Network (FTN) improvements and their ranking in greater detail. Also the TTF has indicated a discussion around policies for frequent network routes once they are identified and implemented.

At the November 9, 2015 TTF meeting it was indicated they would like to discuss potential FTN policies prior to the evaluation and reprioritization of the identified FTN prioritized list. Staff has prepared a presentation for the next meeting to help facilitate the policy discussion.

At the January 11, 2016 TTF meeting staff presented the goal to create a new policy that will establish minimum criteria for FTN through three objectives:

1. Define Service Requirements.
2. Identify Performance Measures.
3. Determine Requirements to Change FTN.

Examples of other FTN's were presented to illustrate how these objectives were met within other transit systems. The TTF requested staff provide a matrix outlining current ridership data and operating schedules to better illustrate how the Sun Tran bus system is operated now. Task Force members Suzanne Schafer and Eugene Caywood also presented their goals, objectives, discussion points and possible approach to a FTN to the TTF and staff.

Financial Considerations – None

Attachments – None

TRANSIT TASK FORCE MEMORANDUM

Item 7: Transit Management Contract Performance Incentives

Issue – This agenda item is to inform committee members of the types of performance measures and incentives that exist in Transdev's contract with the City of Tucson.

Staff Recommendation – None. This is an information item.

Background – During the Transit Task Force (TTF) meeting on November 9, 2015 a discussion about Transdev's contract with the City of Tucson was brought up. Inquiries into how Transdev's performance was measured, and what types of incentives exist were questioned.

At the January 11, 2016 TTF meeting an initial discussion took place surrounding the attached memo, and the converstaion will continue at the next meeting.

Present Consideration – A review of contract incentives will be outlined.

Financial Considerations – None.

Attachments – November 24, 2015 memorandum from John Zukas, TDOT Transit Services Coordinator.

MEMORANDUM

DATE: November 24, 2015

TO: Transit Task Force

FROM: John Zukas
Transit Services Coordinator

SUBJECT: Transit Task Force Meeting – Item 7:
Transit Management Contract – Transdev- Performance Indicators/Liquidated Damages

Background - During the Transit Task Force meeting on November 9, 2015 there was a discussion about the contract between the City of Tucson and Transdev. This discussion included inquiries into how Transdev's performance is measured, and what types of performance incentives exist within Trandev's current contract.

For Sun Tran and Sun Van, the City of Tucson's contract with Transdev is what is considered in the transit industry as a "management contract". Per this management contract, there are only three (3) actual Transdev employees that are assigned to this contract. Those employees are one (1) General Manager and two (2) Assistant General Managers (one at Sun Tran and one at Sun Van). All other employees of Sun Tran and Sun Van are employees of Sun Tran of Tucson, Inc. or PTM Paratransit of Tucson, Inc., respectively.

Transdev's contract term is in effect for two year period and includes renewal options for three additional two-year periods. The total term of the contract is eight years (May 2012 – April 2020). Any termination of the contract requires thirty days written notice. The current annual contract amount: $566,316.

The City's contract with Transdev includes numerous roles and responsibilities within the contract's scope of work (see Attachment A with bullet points). This particular memo focuses only on the section of the contract titled, "Performance Indicators/Liquidated Damages". It should be noted, in future transit contracts, this term will be designated as, "Pay for Performance" and the term "liquidated damages" will be removed.

Currently, there are four (4) standards that are monitored on a monthly basis and each can have a direct impact on the amount of monthly revenue Transdev receives on this contract. Those standards are included in Table 1.

Table 1

Performance Indicators/Liquidated Damages	Measure:
1. Total preventable accidents	Per 100,000 revenue miles.
2. Passenger complaints	Per 100,000 passenger boarding (Sun Tran); and Per 1,000 passenger trips (Sun Van)
3. On-time performance – Preventative Maintenance Plans	On-time performance of maintenance per adopted preventative maintenance plans must be at least 90% on time.
4. Traffic citations	Per each occurrence.

It should be noted that previous transit management contracts had no *pay for performance* measures included, therefore, there was no basis from which to develop a starting point for measures and associated reductions in contractor revenues.

Future transit management contracts will include more specificity on pay for performance, document control, and the inclusion of Safety Management System (SMS) principles.

Transit System Management Services **Attachment A**
Contract Number: 120358
Department: Transportation
Contractor: Transdev

I. Contractor Responsibilities

1. Management of the System
   General Manager and Assistant General Managers
   - Respond to specific requests, Key Personnel assignment, Right to remove GM or AGMs (30-day written notice), Approval of replacement
2. Availability
   Discuses time Key Personnel are to be available

II. General Operations

1. Goals and Objectives Relating to Continual Improvement
2. Development of a System-Wide Five-Year Operational Plan
3. System Personnel, Records, Background Screening and Training
4. System Route, Schedule Improvements/Adjustments, Planning, Budgeting, and Reporting
5. Customer Service
6. Information Technology (IT)
7. Marketing Plan/Program
8. Fleet Maintenance Plans
9. Fleet Management Plans
10. Facilities Maintenance Plans
11. SmartCard Fare Collection Maintenance Plan
12. System-Wide Standard Operating Procedures (SOPs)
13. Wheelchair/Mobility Device Rescues
14. Labor Relations and Labor Negotiating
15. System Safety and Security Plan
16. Disadvantaged Business Enterprise (DBE)
17. Title VI
18. Procedures for Transportation Workplace Drug & Alcohol Testing Programs and Prevention of Alcohol Misuse and Prohibited Drug Use in Transit Operations
19. National Transit Database (NTD) Reports
20. Seamless Regional Fare System
21. Special Services Office
22. Monthly Operations Report
23. Monthly Compliance Report
24. Sun Tran Accessible Rider Training (START)
25. Environmental Management
26. Maintain a self-insurance program as required by the City for the System
27. EEO Reports
28. Warranty Recovery
29. Management Fee/Operating Expenses
30. Sun Van ADA Performance Standards
31. Contractor’s Vehicles

III. Performance Indicators/Liquidated Damages

1. Total preventable accidents per 100,000 revenue vehicle miles
2. Passenger complaints
3. On-time performance – Preventative Maintenance Plans
4. Traffic citations

IV. Fleet Maintenance Requirements

V. Responsibilities of the City of Tucson

VI. Operating Expenses and Method of Payment

VIII. Operating Personnel

IX. Management Fee

X. Accounting Procedures

XI. Road Supervision

XII. Bus, Shelter, and Bench Advertising Policy

XIII. Documents

TRANSIT TASK FORCE MEMORANDUM

Item 8: SummerGO Youth Pass: Year Two Staff Recommendations

Issue – This agenda item is for the committee members to be informed and take action on the second year of the SummerGO Youth Pass.

Staff Recommendation – Staff has three recommendations for this meeting:

1. Expand the eligible age requiurement.
2. Mainitain the price of this pass.
3. Determine a new way to share revenue with Parks and Recreation.

Background – The new SummerGO Youth Pass, which was established as part of a pilot program, provided high school students and those entering high school in the fall of 2015 with unlimited rides on Sun Link, Sun Tran and select Sun Shuttle routes and unliminted access to City of Tuson pools from May 22nd through August 5th. The pass also included special summer discounts at Skate County, Funtasticks Family Fun Park, and Goodness Fresh Food and Juice Bar.

During the March 2, 2015 Transit Task Force meeting, a presentation on a 6 month SummerGO Youth Pass pilot program for FY2016 and FY2017 was given. The program was unanimously approved the Task Force at that meeting and was also unanimously approved by Mayor and Council on March 3rd.

Present Consideration – Staff has outlined their thoughts on new age requirements, sustained pass price, and adjusted revenue share options for the second year of the SummerGO Youth Pass. Staff seeks input from the Task Force members on these issues which are outlined in the attached memorandum.

Financial Considerations – None.

Attachments – February 1, 2016 memorandum from Kate Riley, Sun Tran/ Sun Van General Manager.

MEMORANDUM

To: Jeremy Papuga

CC: Jared Forte, Jeff Rock, Kandi Young, Rhonda Parraga, Tish Bruce

From: Kate Riley

Date: 2/1/2016

Re: SummerGO Youth Pass Staff Recommendations – 2016 Pilot

SummerGO Youth Pass Staff Recommendations – 2016 Pilot

Sun Tran staff is preparing for the second year of the two-year pilot program to offer the SummerGO Youth Pass, which provides unlimited rides on Sun Tran, Sun Link and fixed route Sun Shuttle service, as well as free entrance into all open City of Tucson pools. Below are the recommendations made by staff to improve upon the sales from the first year of this pilot program.

Age: Staff recommends selling the SummerGO Youth Pass to anyone ages 6-18 years. Since children 5 and under ride free with a paying adult, there would be no need to sell to that age. Opening up to ages 6 to 18 years is expected to increase sales, as families of younger children expressed more interest in this pass last year than high school-aged youth. We would recommend that high school-aged pass holders prepare to show their school ID or another ID showing their birth year to the coach operator to ensure non-qualified individuals (older than 18 years) are not using this SummerGO Youth Pass.
When evaluating the potential loss of revenue due to organizations purchasing the SummerGO Youth Pass in place of a regular 30-Day pass for their young clients/students, most organizations provide the benefit of transit to high school aged youth. This means that allowing the younger kids to be eligible for this pass should not significantly decrease revenue due to sales through organizations.

Effective dates: May 28-Aug. 5 (72 days)

Pass Sales Dates: March – July 5, 2016

Parks & Recreation: Parks & Recreation plans to continue to participate this year and allow free entrance into all open City of Tucson pools and sell the SummerGO passes at select Parks & Recreation facilities and open pool locations. The Parks & Recreation sales outlets selling SunGO passes last year were: Archer, El Pueblo, El Rio, Donna R. Liggins, Randolph, Santa Rose and Udall recreation or neighborhood centers. Additional sales locations at pools included: Archer, Clements, Edith Ball, Freedom and Quincie Douglas. Because a sticker would need to be visible on each SunGO Card with a SummerGO Youth Pass, we can ONLY sell the pass on new SunGO Cards. This would limit our sales locations, which are listed at the end of this document.

The sticker (last year's shown below) required on each SunGO Card with a SummerGO Youth Pass, would be visible for coach operators and Parks & Recreation pool staff. The sticker indicates that a SummerGO Youth Pass is on the SunGO Card. Transit drivers should have all SummerGO Pass holders tap their cards to the farebox. Drivers should also visually inspect the passenger to ensure they are within the allowable ages, and encourage high school-aged pass holders to show their student ID or other ID showing their birth year.

Cost: Staff recommends keeping the price at $45, which includes the cost of the SunGO Card.

Revenue Share: Staff recommends that Parks & Recreation revenue sharing agreement adjust from last year. In 2015, Parks & Recreation received $15 for every SummerGO Youth Pass sold. They received revenue of $22,080 and sold 134 passes total. For 2016, staff recommends selecting from one of two revenue sharing options: 1) Parks & Recreation receives $10 for every SummerGO Pass sold, or; 2) Parks & Recreation keeps all revenue, which is $45, for every pass they sell at any of their facilities/pools to encourage their staff members to increase pass sales.

Promotion: Staff will work to promote this pass in the following ways – online, social media, on board vehicles, postings at transit centers and transit facilities, through local school districts/schools, through youth-focused organizations, through COT Parks & Recreation, select advertising (online and print), through sales outlets, information distributed to local media outlets, etc.

School Involvement: Staff will work with the different schools districts, schools and groups to help promote the pass to their students. We will not approach schools to sell the passes on campus, as this was not well received by schools last year.

Sales Locations: Sun Tran, Special Services Office, Recreation/Pool locations, youth-based organizations and schools in the Pass Provider Program and over the phone.

TRANSIT TASK FORCE MEMORANDUM

Item 9: Annual Pass Pilot Program Analysis

Issue – This agenda item is for the committee members to be informed and take action on the Annual Pass pilot program.

Staff Recommendation – Staff recommendend discontinuing the Annual Pass option for transit.

Background – During the March 2, 2015 Transit Task Force meeting a presentaion on the Annual Pass Pilot Program was given. The program was unanimously approved the Task Force at that meeting and was also unanimously approved by Mayor and Council on March 3, 2015.

The pass sold from July 1, 2015 through December 31, 2015 at a cost of $413, and lasts 365 days from the date of purchase. The pass was loaded on to the riders SunGO cards.

Present Consideration – Staff has outlined their analysis and thoughts on discontinuing the Annual Pass Pilot program in the attached memorandum. Staff seeks input from the Task Force members on this issue.

Financial Considerations – None.

Attachments – February 1, 2016 memorandum from Kate Riley, Sun Tran/ Sun Van General Manager.

MEMORANDUM

To: Jeremy Papuga

CC: Jared Forte, Kandi Young, Rhonda Parraga, Tisha Bruce

From: Kate Riley

Date: 2/1/2016

Re: Annual Pass Analysis – 2015 Pilot Program

Annual Pass Analysis – 2015 Pilot Program

A request was submitted to the City Manager's Office in March of 2015 seeking approval to implement a promotion public transportation Annual Transit Pass Program that offers unlimited transit rides for 365 days after activation. This Annual Pass was approved and offered starting July 1, 2015 and sold through December 31, 2015 at a cost of $413.

Sun Tran promoted this pass to existing Sun Tran passengers in various ways to encourage purchasing the longer-term pass product as part of the pilot program. Staff promoted online, on transit vehicles, at the transit centers and Special Services Office, through social media, in 185,000 Ride Guides distributed throughout the community, as well as through local media outlets. Information was also provided to organizations as part of the Get On Board Program to provide this pass option for their employees at either a full or partial discount.

Historical Perspective - The implementation of this Annual Pass as part of the Pilot Program was at the request of the Transit Task Force (TTF), in an effort to offer more options to passengers. Sun Tran has had an Annual Pass option in the past, but when the smart card system launched, this pass was removed from the list of pass options due to a lack of sales. The last year this pass was offered, which was not a rolling period pass like the current pilot pass option, Sun Tran sold 60 at a cost of $275 in FY 2010. Prior annual pass sales included 51 passes sold in FY 2009, 42 passes in FY 2008, 35 passes in FY 2007 and 11 passes in FY 2006.

Pilot Analysis - As part of this pilot program through December 2015, 16 Annual Passes were sold for a total of $6,608 in revenue. Specifically, two passes were sold in August, three in September, three in October and eight in December. One challenge during the time the Annual Pass was available, Sun Tran experienced a 42 day strike from August through mid-September, which delayed the promotion of this pass and overall impacted sales. Regarding Get On Board organization interest, a conversation was had with both Raytheon Missile Systems and Pima County, with both indicating this would not be an option they would want to provide their employees.

Based on the sales during this pilot program and previous sales of an annual pass prior to launching the smart card system, Sun Tran staff recommends not continuing to offer an annual pass option.