

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, June 13, 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 May 2, 2016 Minutes	3 Minutes
4. Call to the Audience	10 Minutes
5. Election of Officers	10 Minutes
6. Update on Transit/Announcements	10 Minutes
7. Bus Rapid Transit and Transit Oriented Development (Chris Nelson, UA)	30 Minutes
8. SunGO Card and Transfers	15 Minutes
9. Discussion of Various Fare Proposals	15 Minutes
10. Next Steps: JWA Transit Workshop Report Policy Ideas	10 Minutes
11. Call to the Audience	10 Minutes
12. Next meeting Date	3 Minutes
• <i>July 11<sup>th</sup> (Depending on Quorum)</i>	
13. Future Meeting Agenda Items	2 Minutes
• Five-Year Strategic Transit Plan Update	
14. 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, May 2, 2016, 4:00 p.m.**

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

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### 1. Call to Order

*Meeting was called to order at 4:08 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)  
Linda Dobbyn (CTAC)*

*Members Absent: Peggy Hutchison (Ward 1)  
David Heineking, U of A Advisory Member  
Vacant (Mayor)  
Vacant (Ward 4)  
Vacant (CTAC)  
Vacant (CTAC)*

*Staff Present: John Zukas, Transit Services Coordinator  
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 March 7, 2016 Minutes

**Motion:** *Margot Garcia moved to approve the Minutes as submitted.*

**Seconded**

**Motion Passed:** *Unanimously*

**4. Call to the Audience**

*There were no comments.*

**5. Election of Officers**

**Motion:** *Margot Garcia moved to nominate Gene Caywood as Chair of the Transit Task Force.*

**Seconded**

**Motion Passed:** *Unanimously.*

**Motion:** *Sami Hamed moved to nominate Suzanne Schafer as Vice Chair of the Transit Task Force.*

**Seconded**

**Motion Passed:** *Unanimously.*

**6. Update on Transit/Announcements**

*John Zukas announced that Jeremy Papuga has resigned and accepted a position in Michigan. Gene Caywood asked Mr. Zukas to relay to Mr. Papuga the appreciation of the Task Force for his service. John Zukas will be the Interim Transit Administrator.*

*Ronstadt Transit Redevelopment – Nicholas Scherer stated that staff is waiting for the pre-development agreement to present to Mayor and Council. Public comment ended yesterday.*

*Budget – The Budget Item on the Mayor and Council Agenda has been postponed.*

*High Capacity Transit Implementation Plan – The technical committee met April 14. Some discussion took place on whether the meetings were open to the public.*

**Motion:** *Margot Garcia moved to request that the Transit Task Force ask for a public participation component to the High Capacity Transit Implementation Plan.*

**Seconded**

**Motion Passed:** *Unanimously.*

*Citizens' Transportation Advisory Committee – Carlos de Leon is working on this with the City Manager's Office. Several Task Force members expressed their interest in*

*being included in the restructuring of this committee and a sense of urgency in getting this done.*

*Nicholas Scherer stated that Transit Task Force extension request is an item on the Consent Agenda for the June 7 Mayor and Council Meeting. The current term ends on June 2; therefore, the next Transit Task Force meeting will be on June 13, 2016.*

*RTA Transit Working Group – Nicholas Scherer stated that Performance Measures continue to be developed for RTA projects. Margot Garcia stated that the RTA approved \$18M to go ahead with the Broadway Widening Project. This includes eleven new bus pullouts. She expressed her concern that the plan will diminish functionality for buses because there will be a bus pullout at every stop.*

*Gene Caywood asked staff to provide a report from the RTA at the next meeting giving their reason for having a bus pullout at every stop. He also asked staff to provide the City policy for bus pullouts.*

*The Broadway Coalition was requested to be added to the list of Stakeholders.*

## **7. Review of Proposed Transit General Fund Reductions**

*Jared Forte reported on the Proposed Transit General Fund Reductions. The Mayor and Council presented a list of options which include:*

- *Reduce Thursday night Sun Link service by four hours ending at 10 p.m. instead of 2 a.m.*
- *Reduce Friday and Saturday night Sun Link by two hours ending service at 12 midnight instead of 2 a.m.*
- *Eliminate paper transfers*
- *Out of Area Fee for Optional ADA Service FY 16/17 \$2 and FY 17/18 \$4.*
- *Recommended Fare Increase in FY 16/17 of \$0.10 and for FY 17/18 of \$0.15.*

*Suzanne Schafer expressed her concern for people who don't have the Sun Go Card. Discussion took place.*

**Motion:** *Suzanne Schafer moved that the Transit Task Force support the Transfer Recommendation Policy as presented.*

**Seconded**

**Motion Passed:** *4 Yes and 2 No votes from Gene Caywood and Brian Flagg.*

*Margot Garcia expressed her concern that by reducing Sun Link hours, people are encouraged to drive. If they are going to a show downtown, they will not be able to take Sun Link home because of the shortened hours of operation. Discussion took place.*

**Motion:** Margot Garcia moved that Sun Link service on Thursday night end at midnight rather than at 10 p.m.as proposed.

**Seconded**

**Motion Passed:** 5 Yes and 1 No vote.

Several members of the Task Force expressed their disappointment at the fare increase proposal and suggested that it was a bad time for an increase based on the recent Sun Tran strike.

**Motion:** Margot Garcia moved that the Transit Task Force support the staff recommendation of a fare increase in FY 16/17 of \$0.10 and for FY 17/18 of \$0.15 as proposed.

**Seconded**

**Motion Failed:** 2 Yes and 4 No votes.

**Motion:** Sami Hamed moved to recommend a fare increase of \$0.25 for FY 17/18. There was no second.

**Motion:** Sami Hamed made a motion to recommend a fare increase for the out of area fee for Sun Van (Optional ADA Service) as presented.

**Seconded**

**Motion Passed:** Unanimously.

**Motion:** Sami moved to approve the proposed route changes as presented with the request to have Route 20 be named Route 9.

**Seconded**

**Motion Passed:** Unanimously.

**Motion:** Suzanne Schafer moved that the Transit Task Force recommend the following changes to current fares:

1. Increase prices of all 30-day passes by \$2, starting FY16/17. (Full fare would be \$44, economy \$17.)
2. Introduce an Economy 1-Day Pass, starting FY16/17. (Price to be determined)
3. Develop a policy to provide a volume discount for stored value on SunGO cards. (To be implemented FY16/17)

4. Promote and facilitate use of SunGO cards/tickets; i.e., work to maximize number of passengers using SunGO, not cash.

5. Postpone base fare increase until FY17/18.

6. Raise base fare by 25 cents FY17/18, increase applied to cash fare only.

7. Revisit prices of all other period passes (UA, etc.) in time for FY17/18.

## **Seconded**

**Motion Passed:** *Unanimously.*

## **8. Next Steps: JWA Transit Workshop Report Policy Ideas**

*This item was held over until the next meeting.*

## **9. Call to the Audience**

*Allen Benz – Mr. Benz commented on the issue of bus pullouts. He said that at the last PAG Working Group meeting Jim De Grood said that the RTA considers bus pullouts to be a safety issue.*

## **10. Next meeting date and time/Meeting schedule**

*The next meeting will be June 13, 2016.*

## **11. Future Meeting Agenda Items**

*Five-Year Strategic Transit Plan Update  
Bus Rapid Transit and Transit Oriented Development (Chris Nelson UoA)*

## **12. Adjourn**

*The meeting adjourned at 6:07 p.m.*



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# TRANSIT TASK FORCE MEMORANDUM

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## **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 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 questions from the last meeting are provided below:

### **Allen Benz:**

- 1. The route 15 Southbound bus leaving Tohono Transit Center headsign displays: “22<sup>nd</sup> Street”, however the onboard annunciator is inconsistent, it says: “University of Arizona Mall”?**

This has been reported to staff, and is being corrected.

### **Camille Kershner:**

- 1. What happened to the bus stop at Campbell and Speedway Northbound? The bench and trash can are no longer there.**

The bus pad is being reconstructed and the stop will remain in its original location.

Financial Considerations – None

Attachments – None



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# TRANSIT TASK FORCE MEMORANDUM

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## **Item 5: Election of Officers**

Issue – At the last Task Force meeting, May 2<sup>nd</sup>, the yearly elections, that were supposed to be held in January, took place. Gene Caywood and Suzanne Schafer were reelected as Chairperson and Vice Chairperson respectively.

The Clerk's Office notified staff after last meeting that Gene Caywood's eight year term on the Task Force will be reached on July 7<sup>th</sup>, 2016. Therefore the Task Force can either:

1. Elect a new Chairperson (and/or Vice Chairperson) today.
2. The Vice Chairperson may assume the role of Chairperson.

Staff Recommendation –The Vice Chairperson assume the role of Chairperson until the yearly elections take place in January 2017.

Background – The Task Force shall elect from its membership a Chairperson and Vice Chairperson yearly in January.

Chairperson- Responsible for conducting meetings, serves as the official representative of the board, sets the agenda, announces the order of business, recognizes members who would like to speak, appoints members to subcommittees, facilitates the motions and declares votes.

Vice Chairperson- Responsible for presiding over and conducting any meeting at which the Chairperson is not present. If both the Chairperson and Vice Chairperson are absent, the members shall appoint a Chairperson to conduct the meeting.

Present Consideration – Decide to elect a new Chairperson, or have the Vice Chairperson assume the role until the January 2017 elections.

Financial Considerations – None.

Attachments – None.



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# TRANSIT TASK FORCE MEMORANDUM

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## **Item 6: 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.

### ***City of Tucson Updates:***

Ronstadt Transit Center (RTC) Redevelopment  
Citizens Transportation Advisory Committee (CTAC) Proposal  
Transit Task Force Extension  
Mayor and Council Meeting  
Title VI Survey

### ***Regional Updates:***

PAG - High Capacity Transit Implementation Plan (HCTIP)  
PAG - 2045 Regional Mobility and Accessibility Plan (RMAP) Process  
RTA - Broadway Improvement Project / Bus Pullouts

### ***Committees Updates:***

RTA - Transit Working Group (TWG)

### ***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

Financial Considerations – None

Attachments – None



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# TRANSIT TASK FORCE MEMORANDUM

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**Item 7: Bus Rapid Transit and Transit Oriented Development (Chris Nelson, UA)**

Issue – Task Force member Margot Garcia has invited a local Professor to give a presentation to the Task Force on Bus Rapid Transit and Transit Oriented Development.

Staff Recommendation – None.

Background – Arthur C. Nelson is a Professor of Urban Planning and Real Estate Development at the University of Arizona. He has recently authored two reports in the National Institute for Transportation and Communities (NITC) titled; *National Study of Bus Rapid Trnsit (BRT) Development Outcomes*, in November 2015, and *Do Tranist Oriented Developments (TODs) Make a Difference?*, in December 2015.

Present Consideration – None.

Financial Considerations – None.

Attachments – ‘Bus Rapid Transit’ PowerPoint, from Arthur C. Nelson, Ph.D., M.ASCE, FAICP Professor of Planning & Real Estate Development, University of Arizona

# Bus Rapid Transit

Arthur C. Nelson, Ph.D., M.ASCE, FAICP  
Professor of Planning & Real Estate Development  
University of Arizona



The Future of  
Metropolitan America is  
**BUS RAPID TRANSIT**

### Current bus rapid transit lines studied or examined in Nelson report



Bus rapid transit systems in these cities are studied or examined in the Nelson BRT report. Note, only five cities have systems that are rated on the industry-accepted scale of BRT service: Cleveland, OH; Eugene, OR; Pittsburgh, PA; Las Vegas, NV; and Los Angeles, CA.

### U.S. regions building or considering new bus rapid transit service - 2016



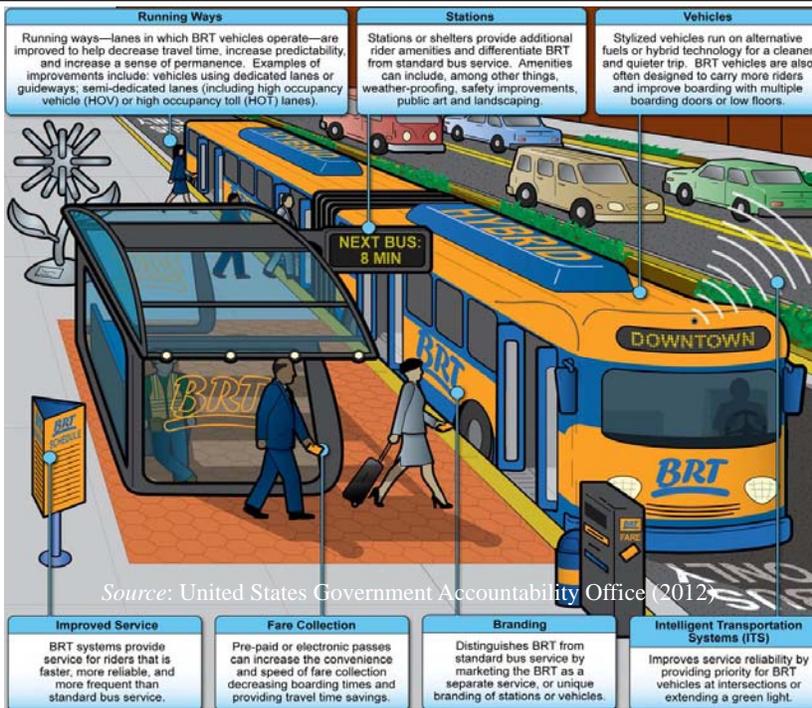
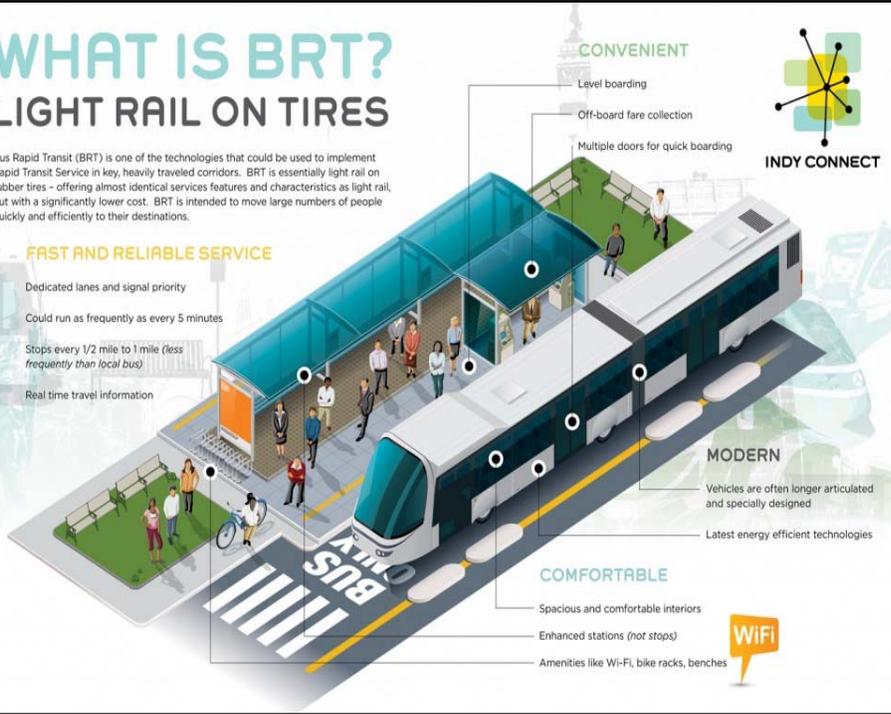
Data on BRT systems that are planned, funded or under construction comes from Yonah Freemark and Steven Vance's Transit Explorer project. January 2016. <http://www.thetransportpolitic.com/transitexplorer/>

# WHAT IS BRT? LIGHT RAIL ON TIRES

Bus Rapid Transit (BRT) is one of the technologies that could be used to implement Rapid Transit Service in key, heavily traveled corridors. BRT is essentially light rail on rubber tires - offering almost identical services features and characteristics as light rail, but with a significantly lower cost. BRT is intended to move large numbers of people quickly and efficiently to their destinations.

## FAST AND RELIABLE SERVICE

- Dedicated lanes and signal priority
- Could run as frequently as every 5 minutes
- Stops every 1/2 mile to 1 mile (less frequently than local bus)
- Real time travel information



## BRT Gaining Office Share

OFFICE Development Metric	BRT Metros
<b>2000-2007</b>	
New Office Square Feet	39.0 million square feet
Within less than 1/2 mile of BRT	4.5 million square feet
Share	<b>11%</b>
<b>2007-2015</b>	
New Office Square Feet	13.7 million square feet
Within less than 1/2 mile of BRT	2.1 million square feet
Share	<b>15%</b>
Change in Share of New Office Development	<b>33%</b>

## BRT Gaining Multifamily Share

MULTIFAMILY Development Metric	BRT Metros
<b>2000-2007</b>	
New MF Square Feet	25.3 million square feet
Within less than 1/2 mile of BRT	0.5 million square feet
Share	<b>2%</b>
<b>2007-2015</b>	
New MF Square Feet	6.7 million square feet
Within less than 1/2 mile of BRT	0.3 million square feet
Share	<b>5%</b>
Change in Share of New Multifamily Units	<b>139%</b>

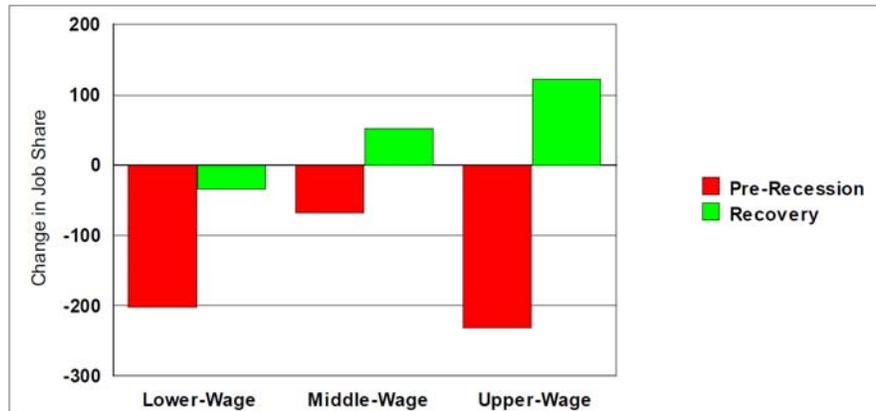
## From Pre-Recession Job Hemorrhaging to Post-Recession Turn-Around

BRT Summary	BRT Corridor 2002-2007	BRT Corridor 2007-2011
<i>Average Job Change in BRT Corridors</i>	<b>-455</b>	<b>22</b>

## BRT and Office Rent Premium Per Square Foot

System	Downtown	Outside Downtown
Cleveland	\$2.44	<i>na</i>
Eugene-Springfield	\$1.93	<i>na</i>
Kansas City	\$2.67	<i>na</i>
Las Vegas	+	\$4.85
Pittsburgh	+	\$2.30

## BRT and Job Attractiveness by Economic Sector Wage Level



## Manufacturing Surprise

- Within 0.25 mile there is a positive association between BRT service and manufacturing employment.
- Manufacturing is most diverse economic sector:
  - From automobiles, ocean liners, space ships
  - To mirco-breweries, garment assembly, art production
- BRT is associated with urban manufacturing growth in highly tactile, sensory, and visually-oriented manufacturing enterprises

# Quality Levels in the US

13 BRT lines evaluated

- **Gold** → None
- **Silver** → Cleveland
- **Bronze** → Eugene, Los Angeles, Pittsburgh
- **Basic** → Las Vegas, Pittsburgh (2 lines)
- **Unrated** → All others



Source: Cleveland Healthline rated Silver. "HealthLine at Public Square" by Center for Neighborhood Technology.

## Quality Matters

- Objective international assessment protocols classify less than a third of US BRT systems as providing “true” BRT services based on design, permanence of investment and technology.
- BRT is more than a “line on the pavement”.
- Market responds best to BRT systems with:
  - **Dedicated lanes**
  - **Stations with off-board/electronic fare collection**
  - **Platforms level with the bus floor allowing “walk-on” comfort**
  - **Priority at intersections**
  - **Specially-designed vehicles to enhance capacity, ride quality and branding**

## BRT is a Key Part of the Future

- By 2050, 100 million Americans will want to have walkable accessibility to fixed-route transit.
- Less than 20 million have access now.
- To meet future demand, all new residential development will need to be accessible to fixed-route transit such as BRT.
- BRT is less costly than rail and more easily expanded in existing highway corridors.

## Eugene, OR

- 3 years after opening, **42 percent of new jobs were within ¼ mile of BRT stations**
- Administrative and health-care jobs most attracted to BRT locations
- Result of locating stations in high-demand areas and adopting land-use policies to encourage new development near BRT

Source: Nelson, Arthur C., et al. "Bus Rapid Transit and Economic Development", University of Utah 2011



## **Sponsors → *THANK YOU!***

- **National Institute for Transportation & Communities**
- **Transportation for America**
- **Washington Metropolitan Area Transit Authority**
- **Utah Transit Authority**
- **Portland Metro Council**
- **TriMet (Metropolitan Portland)**
- **Lane County Transit**
- **Washoe MPO**
- **City of Provo, Utah**
- **Regional Transportation Commission of Southern Nevada**



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# TRANSIT TASK FORCE MEMORANDUM

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**Item 8: SunGO Card and Transfers**

Issue – Sun Tran will address the Task Force questions on SunGO and the potential loss of paper transfers.

Staff Recommendation – None.

Background – At the last Task Force meeting, on May 2<sup>nd</sup>, members requested information on how to mitigate the use of SunGO cards if paper transfer cards are eliminated due to budget reductions.

Present Consideration – None.

Financial Considerations – None.

Attachments – ‘Tucson’s Regional Seamless Fare System Update’, PowerPoint



**SUNGO™**  
*Fast > Easy > Smart*

Tucson's Regional  
Seamless Fare  
System Update

Transit Task Force  
June 13, 2016



## Approval to Implementation

- 2006 – Regional Fare System approved by voters as part of the 20-year plan
- 2008 - RTA Board approved Regional Rebranding and Fare System
- 2010 - Contract awarded to GFI Genfare
- 2011 – Expected Implementation
- 2013 – Actual Implementation

## Positive Impacts



- Simplifies payment options
- Speeds-up boarding (Paying with SunGO)
- Seamless customer experience
- Minimizes cash handling
- Improves access to system data
- Connects the region
- More ways to purchase (FF & Economy)



## SunGO Then



The first 6 months after launch ~ July - Dec. 2013

- Experienced system-wide failures
- Averaged 105 SunGO issue calls/day
  - 70% were system-wide issues
- Orgs regularly requested refunds due to system-wide card errors
- RPASS transactions = 3+ minutes



## SunGO Now



Last 6 months (December 2015 - May 2016)

- 38,500 active SunGO ID & Cards
- 11,700 active SunGO Cards
- SunGO issues are typically individual (not system-wide)
  - Average 60 SunGO issue calls/day
    - 13% are issues (no value, expired account)
- Strong internal and vendor support network
  - RPASS system upgrade 4/21/16
  - Genfare system upgrade – 5/23/16



## RPASS Update



- Program Upgrade installed 4/21/16
- Sales increased 14%
- Antigone Books selling passes after hiatus
- RPASS transaction = 1 minute or less
- Since SunGO launch
  - Added 6 sales locations
  - Lost 2 sales location (SkyBar, Maynard's)



## Ways to buy SunGO



Locations	# of Locations
Full-service TVMs (Transit Centers)	3
Limited-service TVMs (Sun Link stops)	23
Sales outlets	36
<a href="http://www.suntran.com">www.suntran.com</a>	
Organizations – Pass Provider Program	212
Call Customer Service	

7

## Future Considerations



- Changing requirement for seniors to re-apply for the SunGO ID & Card every 4 years
- Increase the number of sales outlet
- Transfer Policy Change
  - Encourage use of SunGO by providing free transfer loaded on SunGO product

8

## SunGO Users Say...



- "The SunGO system has been a real time saver for our organization." – *COPE*
- "It's worked for me since the beginning and it's easy to use." – *Marc LeBlanc, Express Passenger*
- "SunGO is easy and we're happy with it." – *El Rio Community Health Center Transit Coordinator*



9



*Questions?*

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# TRANSIT TASK FORCE MEMORANDUM

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## **Item 9: Discussion of Various Fare Proposals**

Issue – Sun Tran is in the process of hosting public open houses to receive comments on two fare options. Option 1 was recommended by the City Manager and Option 2 was recommended by Council Member Paul Cunningham.

Staff Recommendation – None.

Background – On April 19<sup>th</sup> the City Manager made his recommendation to the Mayor and Council for a fare policy to help reduce Transit’s reliance on the General Fund. At the last Task Force meeting, on May 2<sup>nd</sup>, members made a motion recommending their own fare proposal. The motion passed 5 to 1. On May 4<sup>th</sup> Council Member Paul Cunningham proposed his own fare structure. All three fare proposals and their expected annual revenue are attached.

Present Consideration – None.

Financial Considerations – None.

Attachments – City Manager’s Fare Proposal (Sun Tran Option 1), Council Member Paul Cunningham’s Fare Proposal (Sun Tran Option 2), and the Transit Task Force Fare Proposal

**CITY MANAGER RECOMMENDATION**

Comparison of Additional Revenue ST & SV	FY 17 (9/12ths)	FY18	Total (2 years)	FY19	FY20	FY21	Total (5 Years)
City Manager's Recommended	443,010	1,471,500	1,914,510	1,503,230	1,536,060	1,569,905	6,523,705

FY17 Annualized  
590,683

Revenue Forecast	FY 17 (9/12ths)	FY18	Total (2 years)	FY19	FY20	FY21	Total (5 Years)
No Change in Fares	8,861,265	12,326,700	21,187,965	12,507,800	12,692,700	12,881,500	59,269,965
City Manager's Recommended	9,304,277	13,798,195	23,102,472	14,011,030	14,228,760	14,451,405	65,793,667

FY 17 (annualized)	FY 17 (9/12ths)
11,815,020	8,861,265
12,405,703	9,304,277

Note: FY17 figures assume increase effective October 2016. FY18 through FY21 are annualized figures.

CITY MANAGER RECOMMENDED 4.19.2016					
\$0.10 INCREASE FF & ECONOMY YR 1 AND \$0.15 YR 2					
	FY 2017	2018	2019	FY 2020	FY 2021
<b>SUN TRAN FARES</b>					
<b>SINGLE TRIP FARES</b>					
BASE FARE	1.60	1.75	1.75	1.75	1.75
ECONOMY FARE	0.60	0.75	0.75	0.75	0.75
EXPRESS FARE	2.15	2.35	2.35	2.35	2.35
UP-CHARGE-EXPRESS FARE	0.55	0.60	0.60	0.60	0.60
UP-CHARGE-ECONOMY TO EXPRESS FARE	1.65	1.85	1.85	1.85	1.85
<b>PERIOD PASSES</b>					
DAY PASS	3.75	4.10	4.10	4.10	4.10
DISCOUNTED DAY PASS	1.85	2.05	2.05	2.05	2.05
30 DAY PASS	45.00	49.00	49.00	49.00	49.00
ECONOMY 30 DAY PASS	18.00	22.50	22.50	22.50	22.50
EXPRESS 30 DAY PASS	60.00	65.00	65.00	65.00	65.00
UA/PCC BASE FARE SEMESTER PASS	184.00	201.00	201.00	201.00	201.00
UA/PCC SEMESTER EXPRESS PASS	254.00	268.00	268.00	268.00	268.00
UA ANNUAL BASE FARE PASS	440.00	481.00	481.00	481.00	481.00
UA ANNUAL EXPRESS PASS	585.00	640.00	640.00	640.00	640.00
<b>SUN VAN FARES</b>					
<b>REGULAR FARES</b>					
ONE WAY	3.20	3.50	3.50	3.50	3.50
ROUND TRIP	6.40	7.00	7.00	7.00	7.00
<b>LOW INCOME FARES</b>					
ONE WAY	1.00	1.00	1.00	1.00	1.00
ROUND TRIP	2.00	2.00	2.00	2.00	2.00

# PROPOSED FARE INCREASE *(OPTION 1)*

## FY 2017 & FY 2018

SUN TRAN / SUN SHUTTLE FIXED ROUTE	CURRENT	FY 17 PROPOSED Effective 8/31/16	FY 18 PROPOSED Effective 7/1/17
Base Fare	1.50	1.60	1.75
Economy Fare	.50	.60	.75
Express Fare	2.00	2.15	2.35
1-Day Pass	3.50	3.75	4.10
Discounted Day Pass <i>(Non profit agencies only)</i>	1.75	1.85	2.05
30-Day Pass	42.00	45.00	49.00
Economy 30-Day Pass	15.00	18.00	22.00
Express 30-Day Pass	56.00	60.00	65.00
UA Base Fare Semester Pass	173.00	184.00	201.00
UA Semester Express Pass	230.00	245.00	268.00
UA Annual Base Fare Pass	413.00	440.00	481.00
UA Annual Express Pass	550.00	585.00	640.00
SUN SHUTTLE GENERAL PUBLIC DIAL-A-RIDE <i>(Oro Valley and Green Valley/Sahuarita)</i>	CURRENT	FY 17 PROPOSED Effective 8/31/16	FY 18 PROPOSED Effective 7/1/17
Regular Fares	3.00	3.20	3.50
Economy Fares	1.00	1.20	1.50
SUN VAN ADA / SUN SHUTTLE ADA DIAL-A-RIDE	CURRENT	FY 17 PROPOSED Effective 8/31/16	FY 18 PROPOSED Effective 7/1/17
Regular Fares	3.00	3.20	3.50
Low-Income Fares	1.00	1.20	1.50
SUN VAN OPTIONAL ADA / SUN SHUTTLE ADA DIAL-A-RIDE <i>(Optional Area)</i>	CURRENT	FY 17 PROPOSED Effective 8/31/16	FY 18 PROPOSED Effective 7/1/17
Regular Fares	3.00	5.20	9.50
Low-Income Fares	1.00	3.20	7.50



**CM CUNNINGHAM FAIR FARE RECOMMENDATION 5.4.16**

Comparison of Additional Revenue	FY 17 (9/12ths)	FY18	Total (2 years)	FY19	FY20	FY21	Total (5 Years)
City Manager's Recommended	443,010	1,471,500	1,914,510	1,503,230	1,536,060	1,569,905	6,523,705
CM Cunningham 5.4.16*	131,339	373,750	505,089	625,355	790,630	1,237,620	3,158,694
Difference	(311,672)	(1,097,750)	(1,409,422)	(877,875)	(745,430)	(332,285)	(3,365,012)
Percentage of City Manager's	-70%	-75%	-74%	-58%	-49%	-21%	-52%

FY17 Annualized  
590,683  
175,118

Revenue Forecast	FY 17 (9/12ths)	FY18	Total (2 years)	FY19	FY20	FY21	Total (5 Years)
No Change in Fares	8,861,265	12,326,700	21,187,965	12,507,800	12,692,700	12,881,500	59,269,965
City Manager's Recommended	9,304,277	13,798,195	23,102,472	14,011,030	14,228,760	14,451,405	65,793,667
CM Cunningham 5.4.16	8,992,604	12,700,450	21,693,054	13,133,155	13,483,330	14,119,120	62,428,659

FY 17 (annualized)	FY 17 (9/12ths)
11,815,020	8,861,265
12,405,703	9,304,277
11,990,138	8,992,604

CM CUNNINGHAM FARE PROPOSAL 5.4.16					
	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
<b>SUN TRAN FARES</b>					
<b>SINGLE TRIP FARES</b>					
BASE FARE	1.50	1.50	1.50	1.50	1.60
VALUE DEAL FARE	1.20	1.20	1.20	1.20	1.28
ECONOMY FARE	0.60	0.65	0.75	0.75	0.80
EXPRESS FARE	2.00	2.00	2.00	2.00	2.40
UP-CHARGE-EXPRESS FARE	0.50	0.50	0.50	0.50	0.80
UP-CHARGE-ECONOMY TO EXPRESS FARE	1.40	1.40	1.25	1.25	1.60
<b>PERIOD PASSES</b>					
DAY PASS	3.50	3.50	3.50	3.50	4.00
DISCOUNTED DAY PASS	1.75	1.75	1.75	1.75	2.00
30 DAY PASS	42.00	42.00	42.00	42.00	48.00
ECONOMY 30 DAY PASS	16.50	18.00	20.00	22.50	24.00
EXPRESS 30 DAY PASS	56.00	56.00	56.00	56.00	64.00
UA/PCC BASE FARE SEMESTER PASS	173.00	187.50	187.50	187.50	200.00
UA/PCC SEMESTER EXPRESS PASS	230.00	230.00	262.50	262.50	280.00
UA ANNUAL BASE FARE PASS	413.00	413.00	413.00	413.00	464.00
UA ANNUAL EXPRESS PASS	550.00	550.00	550.00	550.00	624.00
<b>SUN VAN FARES</b>					
<b>REGULAR FARES</b>					
ONE WAY	3.00	3.00	3.00	3.00	3.20
ROUND TRIP	6.00	6.00	6.00	6.00	6.40
<b>LOW INCOME FARES</b>					
ONE WAY	1.20	1.30	1.50	1.50	1.60
ROUND TRIP	2.40	2.60	3.00	3.00	3.20

# PROPOSED FARE INCREASE (OPTION 2)

## FY 2017 - FY 2021

SUN TRAN/SUN SHUTTLE FIXED ROUTE	CURRENT	FY 17 PROPOSED Effective 8/31/16	FY 18 PROPOSED Effective 7/1/17	FY 19 PROPOSED Effective 7/1/18	FY 20 PROPOSED Effective 7/1/19	FY 21 PROPOSED Effective 7/1/20
Base Fare	1.50	1.50	1.50	1.50	1.50	1.60
Economy Fare	.50	.60	.65	.75	.75	.80
Express Fare	2.00	2.00	2.00	2.00	2.00	2.40
1-Day Pass	3.50	3.50	3.50	3.50	3.50	4.00
Discounted Day Pass <i>(Non profit agencies only)</i>	1.75	1.75	1.75	1.75	1.75	2.00
Value Deal Fare* <i>(\$30 stored value for \$24 purchase, promotional)</i>	Not Available	24.00	24.00	24.00	24.00	24.00
30-Day Pass	42.00	42.00	42.00	42.00	42.00	48.00
Economy 30-Day Pass	15.00	16.50	18.00	20.00	22.50	24.00
Express 30-Day Pass	56.00	56.00	56.00	56.00	56.00	64.00
UA Base Fare Semester Pass	173.00	173.00	187.50	187.50	187.50	200.00
UA Semester Express Pass	230.00	230.00	230.00	262.50	262.50	280.00
UA Annual Base Fare Pass	413.00	413.00	413.00	413.00	413.00	464.00
UA Annual Express Pass	550.00	550.00	550.00	550.00	550.00	624.00
<b>SUN SHUTTLE GENERAL PUBLIC DIAL-A-RIDE</b> <i>(Oro Valley and Green Valley/Sahuarita)</i>	<b>CURRENT</b>	<b>FY 17 PROPOSED</b> Effective 8/31/16	<b>FY 18 PROPOSED</b> Effective 7/1/17	<b>FY 19 PROPOSED</b> Effective 7/1/18	<b>FY 20 PROPOSED</b> Effective 7/1/19	<b>FY 21 PROPOSED</b> Effective 7/1/20
Regular Fares	3.00	3.00	3.00	3.00	3.00	3.20
Economy Fares	1.00	1.20	1.30	1.50	1.50	1.60
<b>SUN VAN ADA/ SUN SHUTTLE ADA DIAL-A-RIDE</b>	<b>CURRENT</b>	<b>FY 17 PROPOSED</b> Effective 8/31/16	<b>FY 18 PROPOSED</b> Effective 7/1/17	<b>FY 19 PROPOSED</b> Effective 7/1/18	<b>FY 20 PROPOSED</b> Effective 7/1/19	<b>FY 21 PROPOSED</b> Effective 7/1/20
Regular Fares	3.00	3.00	3.00	3.00	3.00	3.20
Low-Income Fares	1.00	1.20	1.30	1.50	1.50	1.60
<b>SUN VAN OPTIONAL ADA/ SUN SHUTTLE ADA DIAL-A-RIDE</b> <i>(Optional Area)</i>	<b>CURRENT</b>	<b>FY 17 PROPOSED</b> Effective 8/31/16	<b>FY 18 PROPOSED</b> Effective 7/1/17	<b>FY 19 PROPOSED</b> Effective 7/1/18	<b>FY 20 PROPOSED</b> Effective 7/1/19	<b>FY 21 PROPOSED</b> Effective 7/1/20
Regular Fares	3.00	5.00	9.00	9.00	9.00	9.20
Low-Income Fares	1.00	3.20	7.30	7.50	7.50	7.60

\* To encourage ridership, full fare SunGO Card customers may receive an additional \$6 bonus value by using the \$24 stored value within a specific time period (to be determined).



**TRANSIT TASK FORCE PROPOSAL**

Comparison of Additional Revenue ST & SV	FY 17 (9/12ths)	FY18	Total (2 years)	FY19	FY20	FY21	Total (5 Years)
City Manager's Recommended	443,010	1,471,500	1,914,510	1,503,230	1,536,060	1,569,905	6,523,705
TTF 5.10.16*	116,841	657,075	773,916	704,690	713,255	775,715	2,967,576
Difference	(326,169)	(814,425)	(1,140,594)	(798,540)	(822,805)	(794,190)	(3,556,129)
Percentage of City Manager's	-74%	-55%	-60%	-53%	-54%	-51%	-55%

FY17Annualized  
590,683  
155,788

Revenue Forecast	FY 17 (9/12ths)	FY18	Total (2 years)	FY19	FY20	FY21	Total (5 Years)
No Change in Fares	8,861,265	12,326,700	21,187,965	12,507,800	12,692,700	12,881,500	59,269,965
City Manager's Recommended	9,304,277	13,798,195	23,102,472	14,011,030	14,228,760	14,451,405	65,793,667
TTF 5.10.16*	8,978,108	12,983,775	21,961,883	13,212,490	13,405,955	13,657,215	62,237,543

FY 17 (annualized)	FY 17 (9/12ths)
11,815,020	8,861,265
12,405,703	9,304,277
11,970,808	8,978,108

Note: FY17 figures assume increase effective October 2016. FY18 through FY21 are annualized figures.

\*Assuming 20% of Sun Tran projected cash riders (FF, Economy, Express) switch to value for lower fare

TTF FARE PROPOSAL 5.10.16					
	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
<b>SUN TRAN FARES</b>					
<b>SINGLE TRIP FARES</b>					
BASE FARE	1.50	1.75	1.75	1.75	1.75
STORED VALUE FARE	1.50	1.50	1.50	1.50	1.50
ECONOMY FARE	0.50	0.60	0.60	0.60	0.60
STORED VALUE FARE	0.50	0.50	0.50	0.50	0.50
EXPRESS FARE	2.00	2.35	2.35	2.35	2.35
STORED VALUE FARE	2.00	2.00	2.00	2.00	2.00
UP-CHARGE-EXPRESS FARE	0.50	0.50	0.60	0.60	0.60
UP-CHARGE-ECONOMY TO EXPRESS FARE	1.50	1.50	1.75	1.75	1.75
<b>PERIOD PASSES</b>					
DAY PASS	3.50	3.50	3.50	3.50	4.00
DISCOUNTED DAY PASS	1.75	1.75	1.75	1.75	2.00
30 DAY PASS	44.00	44.00	44.00	44.00	44.00
ECONOMY 30 DAY PASS	17.00	17.00	17.00	17.00	17.00
EXPRESS 30 DAY PASS	58.00	58.00	58.00	58.00	58.00
UA/PCC BASE FARE SEMESTER PASS	173.00	187.50	187.50	187.50	200.00
UA/PCC SEMESTER EXPRESS PASS	230.00	230.00	262.50	262.50	280.00
UA ANNUAL BASE FARE PASS	413.00	413.00	413.00	413.00	464.00
UA ANNUAL EXPRESS PASS	550.00	550.00	550.00	550.00	624.00
<b>SUN VAN FARES</b>					
<b>REGULAR FARES</b>					
ONE WAY	3.00	3.50	3.50	3.50	3.50
ROUND TRIP	6.00	7.00	7.00	7.00	7.00
<b>LOW INCOME FARES</b>					
ONE WAY	1.00	1.20	1.20	1.20	1.20
ROUND TRIP	2.00	2.40	2.40	2.40	2.40




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# TRANSIT TASK FORCE MEMORANDUM

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## **Item : Next Steps: JWA Transit Choices Report Policy Ideas**

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

Staff Recommendation – Approve ‘Draft Minimum Frequent Transit Network Goals, Phases, Objectives, and Performance Indicators’ attachment.

Background – The Pima Association of Governments (PAG) approved the contract with JWA on 12/11/14, and completed a regional transit visioning exercise titled ‘Framing the Questions’ on 4/23/15. This was intended to provide the framework for the development of a transit vision to be included in their 2045 Regional Mobility and Accessibility Plan (RMAP).

The ‘Transit Choices Workshop Report’ was conducted with the goal of collecting input from a variety of stakeholders and members of the public, and completed on 6/11/15. 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 Workshop 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 was 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?

### ***July 13, 2015***

Transit Task Force (TTF) members 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.

### ***November 9, 2015***

At this TTF meeting it was indicated the TTF would like to discuss potential FTN policies prior to the evaluation and reprioritization of the identified FTN prioritized list.

***January 11, 2016***

During this TTF meeting staff presented the goal to create a new policy that will establish minimum criteria for the 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.

***February 8, 2016***

Task Force members instructed staff to draft a policy for Objective #1 (Service Requirements), to be brought back for comment during the next meeting.

***March 7, 2016***

A draft policy on the three FTN objectives was presented to the Task Force. Members gave feedback on each policy objective. Future FTN priorities we also discussed, and will be included in as a separate agenda item going forward.

***June 13, 2016***

Staff is looking for the Task Force members to establish the minimum FTN policy.

Financial Considerations – None

Attachments – ‘Draft Minimum Frequent Transit Network Goals, Phases, Objectives, and Performance Indicators’, memorandum from Jared Forte, Sun Tran Assistant General Manager.

# MEMORANDUM



**To:** Transit Task Force

**From:** Jared Forte

**Date:** 4/4/16

**Re:** Draft Minimum Frequent Transit Network Goals, Phases, Objectives, and Performance Indicators

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Please find below the minimum goals, phases, objectives, and performance Indicators regarding the establishment and operation of a frequent transit network (FTN).

## **Goal:**

Create a new policy that will establish the minimum criteria for defining the FTN route.

## **Phases:**

1. When a route is being considered to transition to the FTN, the route will be evaluated based on the performance indicators to determine if extra service changes (beyond the minimum policy) should be made for:
  - Frequency after 6:00 p.m.
    - For example if the frequency after 6:00 p.m. is 60 minutes than it will be evaluated against the performance indicators to see if it should move to 30 minutes. If the generators on the route close at 6:00 p.m. there may not be a need to change the frequency after 6:00 p.m.
  - Additional frequent service on Saturday and/or Sunday
    - For example if the frequency on Saturday or Sunday is more than 15 minutes it will be evaluated against the performance indicators to see if it should move to 15 minutes or less. If the generators on the route are closed on Saturday or Sunday there may not be a need to change the frequency

## **Objectives:**

1. Service Requirements:
  - a. Frequency: 15 minutes or better
  - b. Hours of service: 6:00 am – 6:00 pm (or later)
  - c. Days of the week : Monday thru Friday
2. Performance Measures:
  - a. The route must have had a regular occurrence and/or consistent overcrowding throughout the day on weekdays.

- b. A main corridor of the city with the following characteristics:
    - i. The corridor has high traffic volumes that exceed 20,000 vehicles.
      - 1. *Source:* (PAG Traffic Count Map)  
<http://www.pagnet.org/documents/rdc/gis/maptrafficcount2012.pdf>
    - ii. Strong land use mix of commercial, office, public services, retail and residential (determined via land use maps).
      - 1. *Source:* [https://www.tucsonaz.gov/files/integrated-planning/Chapter3-The\\_Built\\_Environment\\_11-13-13.pdf](https://www.tucsonaz.gov/files/integrated-planning/Chapter3-The_Built_Environment_11-13-13.pdf) (Existing Land Uses, 2013, page 32)
  - c. Serves major employers and employment centers.
    - i. Major employers (defined as 2,900 or more employees).
    - ii. Major employment centers (defined as 1,000 or more employees).
  - d. Transit infrastructure currently in place or able to be built.
  - e. Has a Grade of at least “M” in 3 of 5 ‘Performance Indicators’.
3. Change Requirements:
- a. All routes are to be reviewed annually.
  - b. Routes Graded with “M” or better in 3 of 5 ‘Performance Indicators’ are deemed to be meeting expectations.
  - c. Routes not meeting expectations will be considered, "under review" and will be given 2 years to meet expectations.
  - d. After 2 years of not meeting expectations, routes will either be augmented to improve the route or extended 1 more years.
  - e. If still failing to meet FTN expectations after 3 years, the route may be reduced in frequency to better meet demand.
  - f. Routes not currently in the FTN for can transition to the FTN after the annual review.

## Performance Indicators:

- 1. Passengers per Mile
- 2. Passengers per Hour
- 3. Fare Box Recovery

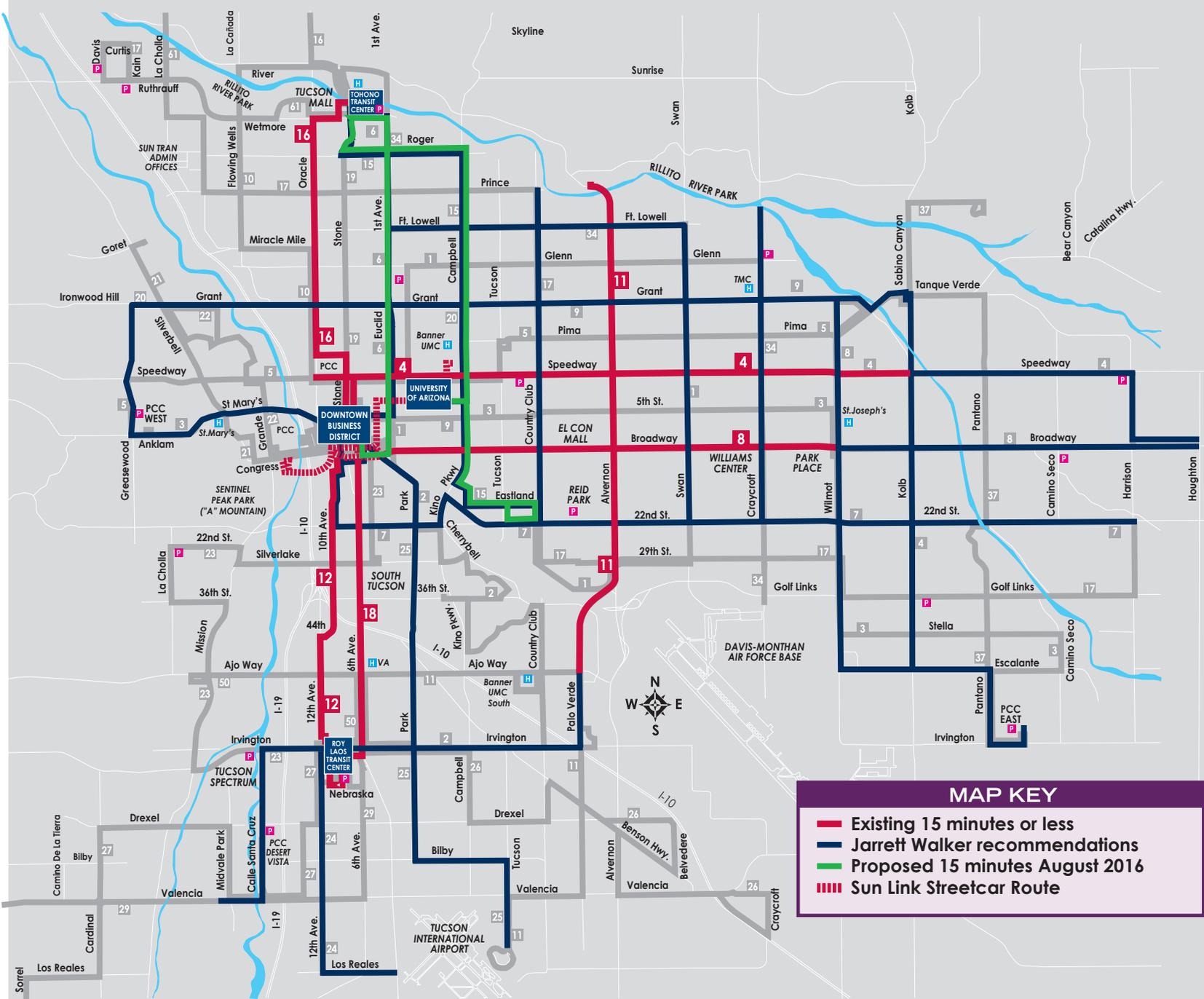
### Grades Defined:

- i. A = Higher or at the FTN average. (Above Performance)
- ii. M = 75% of the FTN average up to the average. (Meets Performance)
- iii. U = Lower 75% of the FTN average for regular routes. (Under Performance)

- 4. Cost per Passenger
- 5. Subsidy per Passenger

### Grades Defined:

- i. A = Lower or at or the FTN average. (Above Performance)
- ii. M = 1.33% of the FTN average down to the average. (Meets Performance)
- iii. U = Higher 1.33% of the FTN average for regular routes. (Under Performance)



### MAP KEY

- Existing 15 minutes or less
- Jarrett Walker recommendations
- Proposed 15 minutes August 2016
- - - Sun Link Streetcar Route