



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 A G E N D A

Monday, December 15, 2014 at 4:00 p.m.

**Location: 149 N. Stone, Second Floor
Tucson, AZ 85701**

TOPICS	SUGGESTED TIME ALLOTTED
1. Call to Order	
2. Introductions / Roll Call	5 Minutes
3. Approval of November 17, 2014 Minutes	5 Minutes
4. Call to the Audience	5 Minutes
5. Update on Transit/Announcements	10 Minutes
6. Report from December 9 Mayor and Council Meeting	10 Minutes
7. Transit Marketing	40 Minutes
8. Next meeting date and time/Meeting schedule	5 Minutes
9. Call to the Audience	5 Minutes
10. Agenda items for the next meeting	5 Minutes
11. 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, November 17, 2014, 4:00 p.m.

Location 201 N. Stone, 6th Floor, Public Works Building
Tucson, AZ 85701

1. Call to Order

Meeting was called to order at 4:07 p.m. with seven (7) of the eleven (11) members present which established a quorum.

2. Introductions / Roll Call

Members Present: Eugene Caywood, Chair (Ward 5)
Margot Garcia, Vice Chair (Ward 6)
Michael Wall (Mayor)
Sami Hamed (CTAC)
Brian Flagg (Ward 2)
Linda Dobbyn (CTAC)
Suzanne Schafer (Ward 3)

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

Staff Present: Carlos de Leon, Deputy Director of Transportation
Jeremy Papuga, Transit Administrator
Kate Riley, General Manager of Sun Tran/Sun Van
Jared Forte, Assistant General Manager of Sun Tran/Sun Van
Bob McGee, Scheduling Manager
Kandi Young, Marketing & Communications Director for Sun Tran/Sun Van
Karen Rahn, TDOT Transportation Program Coordinator

3. Approval of November 3, 2014 and Fare Policy Subcommittee Minutes of September 29 and October 27, 2014

Motion: *A motion was made to approve the minutes as submitted.*

Seconded

Motion Passed: *Unanimously*

4. Call to the Audience

Jim Thomas – Mr. Thomas wanted to thank Sun Tran for the extra buses for All Souls Day. However, he noted that on the way back in the evening, he could take the streetcar but there were no buses.

Camille Kershner – Ms. Kershner stated that she was concerned about the lack of perspective for the riders and the longer headways.

5. Update on Transit

Margot Garcia mentioned the visioning process for transit; planning ahead for overhead lines on Broadway Boulevard, etc.

Austin had their light rail proposal fail for the second time. Taiwan, on the other hand, is testing wireless light rail. Each time the car passes a station, it is recharged.

Ms. Garcia also commented on an article which links transit with unemployment. If transportation is not available for people in the suburbs, it is more difficult to find a job because they cannot get to a job that starts late at night or very early in the morning.

6. Sun Tran COA

Jeremy Papuga presented the Task Force with the staff recommendations for the Sun Tran COA. Those recommendations will go to the Mayor and Council on Tuesday, November 18, 2014.

Discussion took place.

Motion: *A motion was made to recommend Scenario C of the Transit Task Force vs. COA Document with changes that would reduce the staff recommended 30-minute headway on Routes 3 and 13 and 6 and 25 to 20 minutes. Routes 11 and 50 would remain with the current headway, and COA recommendation will not be implemented.*

Seconded

Passed: *Unanimously*

Motion: *A motion was made to point out that the Task Force objects to a reduction of frequencies.*

Seconded

Failed

Motion: *A motion was made to include the following in a letter to the Mayor and Council with the recommendation of the Transit Task Force: The Transit Task Force recommended with great reluctance several reductions in frequency which works against our goal of making the transit system useful to more people. We object to frequency reductions.*

Seconded

Passed: *Unanimously*

7. Call to the Audience

Jimmy Ojeda - reminded staff and Task Force members that the transit system is the City's transit system.

Allen Benz – Mr. Benz asked for clarification on the table which showed the Transit Task Force vs. COA recommendations and what the different colors meant.

Camille Kershner – Ms. Kershner reminded the Task Force that they should keep in mind what the people would like to see as improvements.

8. Next meeting date and time

The next meeting of the Task Force will be on Monday, December 15, 2014 at 4 p.m.

9. Agenda items for the next meeting

A list will be sent out to the Task Force members asking them which topics they would like to see on the next Agenda.

10. Adjourn

The meeting adjourned at 5:24 p.m.



TRANSIT TASK FORCE MEMORANDUM

Item 5: Update on Transit/Announcements

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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 RTP Process
Transit Visioning Process

Committees:

RTA Transit Working Group

Stakeholder Groups:

Bus Riders Union
Friends of the Streetcar
Living Streets Alliance
Old Pueblo Trolley

Financial Considerations – None

Attachments: None.



TRANSIT TASK FORCE MEMORANDUM

Item 6: Report from December 9 Mayor and Council Meeting

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Issue – On December 9, Mayor and Council considered Sun Tran bus service changes and transit fare policies proposed by both staff and the Transit Task Force. A report from the meeting is summarized below

Staff Recommendation – None. This is an information item.

Background – On June 5, 2012, Mayor and Council provided guiding principles to the Transit Task Force for the development of a Five-Year Strategic Transit Plan. The Five-Year Strategic Transit Plan was presented to Mayor and Council on November 14, 2012. Of the goals and tasks listed in the Five-Year Strategic Transit Plan, Mayor and Council directed that a plan for conducting a Comprehensive Operational Analysis (COA) to improve bus service efficiency and the development of a transit fare policy to provide guidance for fares be the highest priority items for completion.

Over the last two years, significant Mayor and Council attention and staff and citizen effort has been placed on the Comprehensive Operational Analysis (COA) bus service changes and the transit fare policy.

At the December 9, 2014 Study Session meeting Mayor and Council considered recommendations from both staff and the Transit Task Force on the two items mentioned above.

Present Consideration – At the December 9, 2014 Study Session meeting Mayor and Council approved both the bus service changes and the fare policy as recommended by the Transit Task Force. See attachments A and B.

The adopted Transit Task Force fare policy that changes the length of the 30-day pass to a 31-day pass will be implemented at the beginning of the new fiscal year on July 1, 2015. If the Task Force and staff agree to implement new pass products aimed at increasing ridership that have been discussed they will also be implemented at that time.

Open houses for the proposed service changes for the Downtown Loop will be held on December 16 and December 18 in advance of the January 6 public hearing. Staff will be available to answer questions on the proposed changes. See Attachment C for details.

Financial Considerations – None

Attachments: Attachment A - Approved Bus Service Changes
Attachment B - Approved Fare Policy
Attachment C - Open House Information and Communication

MAYOR AND COUNCIL COMMUNICATION

FROM TRANSIT TASK FORCE

REGARDING PROPOSED COMPREHENSIVE OPERATIONAL ANALYSIS SERVICE CHANGES

November 20, 2014

Your Transit Task Force (TTF) has deliberated and struggled many hours over many months to arrive at the recommendation detailed herein. As chair, I can truthfully say that the sincere desire of all the task force members has been to improve the transit system while limiting negative impacts to existing riders and, to the greatest extent possible, stay within budget and vehicle constraints. It would have been much easier had the TTF been able simply to support the recommendations coming out of the Comprehensive Operational Analysis (COA), but the concern of the members was that many of those recommendations would be harmful to existing riders in the short term and detrimental to the system as a whole in the longer term. Thus the aim became to endorse the changes we thought would be positive and reject what we felt would not be beneficial; in other words trying to take the approach of “doing no harm.”

Approach:

The TTF faced a daunting task in reviewing an initial 28 service change recommendations, impacting all but one or two Sun Tran routes. The TTF’s initial approach was to review the recommendations route by route and to concur, recommend changes, or disapprove each. It turned out, as one might expect, that recommendations for improving service were readily supported while the majority (though not all) of those recommending reductions in service were rejected. This result proved untenable from a budget and bus availability standpoint. It took 14 additional buses, which are not available, and increased the current adopted budget from \$59.1 million to \$ 59.9 million.

The staff then developed three scenarios for TTF consideration that incorporated as many of the TTF’s initial recommendations as possible while being more tenable in terms of cost and availability of buses. These are outlined in the table below (with the last line being Scenario C as modified and recommended by the TTF):

SCENARIO	# of buses	# of COA recommendations implemented	Total projected cost	Cost over current FY15 budget	Annual cost increase
A	252	17	\$59,151,000	\$0	\$0
B	252	7	\$59,512,000	\$361,000	\$866,400
C	254	12	\$59,377,000	\$226,000	\$542,400
C, modified	255	13 Total 11 approved, 2 modified	\$59,574,000	\$423,000	\$1,015,200

Scenario A was the staff-recommended changes (which had been reduced to 17 from the original 28). Scenario B included only the changes supported by the TTF (7 of them) that could be made without additional buses. This would allow several improvements and efficiencies but would leave overcrowding unmitigated on other routes. Scenario C included more of the changes supported by the TTF (11 total), with three COA-proposed service reductions previously rejected by the TTF but suggested by staff as a means of freeing up enough buses to provide the improvements.

Ultimately, at its November 17 meeting the TTF adopted the recommendation detailed in the next section, which is based on Scenario C, but with modifications to two of the staff-recommended changes (Routes 3 and 6), acceptance of one previously rejected (Route 15), and postponement of one that the TTF had previously accepted (Route 11/50).

Recommendation:

Two motions were passed at the November 17 TTF meeting, stating the rationale and the specifics of their final recommendation:

Rationale: The Transit Task Force recommended with great reluctance several reductions in frequency, which work against our goal of making the transit system useful to more people. We object to frequency reductions.

The TTF wanted to make it clear to Mayor and Council that frequency reductions are not conducive to the City's stated goals of improving the transit system, and are in direct conflict with the voter-approved use of RTA funds to increase service levels.

Recommendation (detailed in table below): to recommend Scenario C of the Transit Task Force vs. COA Document with changes that would reduce the staff recommended 30-minute headway on Routes 3 and 13 and 6 and 25 to 20 minutes. Routes 11 and 50 would remain with the current headway, and the COA recommendation for those two routes will not be implemented.

The task force focused in on Scenario C rather than Scenario B because it implemented more of the COA recommendations than Scenario B, while costing less than Scenario B and requiring only two more buses than either Scenario C or current service (252 vs. 254 buses). The TTF then modified Scenario C to provide 20 minute instead of 30 minute headways on the routes noted (routes 3 and 6), and to postpone implementation of the COA recommendation to combine routes 11 and 50 (which would have improved frequency but removed service to Laos Transit Center on those routes). The Scenario C Modified requires one additional bus (255 buses), and costs more than both Scenario B and Scenario C.

ROUTE	TTF FINAL RECOMMENDATION
1	Support staff/COA recommendation
2	Although it is essentially cost and bus neutral, the TTF does not support the major route change recommended (moving the portion of the route between downtown and Pueblo Gardens from Park/22nd St. to S. 6th Ave./36th St.). The COA-recommended change was ostensibly based on the desire to provide service to the new retail at The Bridges, which it does not do because the walk from 36th Street to any of the retail would be more than ¾ of a mile). It also duplicates service with the route 8 on S. 6 th which clearly is not necessary given the proposed improvement of service there on route 8 from 10 minutes to 7.5 minutes.
3/13	The objection of the TTF to the COA recommendation was the reduction of service on the west side (along St. Mary's Road) from 15 minutes to 30 minutes. The consensus was that when service reductions are necessary, the reduction should go down to the next even headway (15 to 20, not 15 to 30; or 10 to 15, not 10 to 20). The TTF concurred with the staff/COA recommendation for the east portion of the route (along E. 6 th /5 th /Wilmot/Stella Rd.) reducing frequencies from 15 to 20 minutes between downtown and Wilmot and Broadway in order to improve frequencies from 30 to 20 minutes from Broadway and Wilmot to Pima College East. The TTF recommendation therefore is to

	standardize the headways along the entire length of the existing route 3 at 20 minutes. All trips would continue to PCC East. Since both legs (east and west) of the route would have the same 20-minute headway, the route would not necessarily need to be split into two (3 & 13). Staff will need to review the impact on interlining routes prior to making a final determination regarding maintaining as one route.
4	Support staff/COA recommendation
6/25	The TTF had the same objection here as on the route 3 discussed above. If service has to be reduced, the headways should go from 15 to 20, not from 15 to 30. The consensus therefore was to approve the route split, but make the headways on S. Park (new route 25) 20 minutes rather than 30 minutes.
7	Support staff/COA recommendation
8/18	The TTF agreed to split route and increase frequency on S. 6th Ave. (new route 18), but not at the expense of 10-minute headways on E. Broadway (see next line).
8/18	The TTF did not agree to the reduction of frequencies on the E. Broadway section of route 8 (which will remain route 8). The consensus was that it is important to maintain consistent headways throughout the day on one of the best routes in the system. Because Broadway is the primary transit corridor in the city, recommended in the PAG High Capacity Transit Plan for Bus Rapid Transit in the near term and Light Rail Transit in the longer term, it is not a place where frequencies should be reduced.
9	Support staff/COA recommendation
11/50	While the TTF originally accepted this COA recommendation, in trying to balance the number of buses to implement as many positive COA recommendations as possible, it was felt this recommendation could be postponed since doing so would save 2 buses. Therefore the TTF recommends retaining the current routing and service schedule
15	Support staff/COA recommendation
16/12	Support staff/COA recommendation
22	Support staff/COA recommendation
26	Support staff/COA recommendation
27	This COA-recommended frequency reduction (changing peak headways from 15 minutes to 30 minutes) was not initially approved by the TTF, and it was not included in the cost estimate for Scenario C. However, the TTF did not ask that it be re-examined along with the other two routes (3 and 6) for which evaluation of the impact of reducing frequency to 20 min. instead of 30 was requested.
34	Support staff/COA recommendation
Dwn. Loop	Support staff/COA recommendation

The TTF requests that the Mayor and Council adopt our recommendation rather than the staff recommendation for the reasons outlined route by route in the table, but more generally because it does less harm to the system and thus negatively impacts fewer riders. We believe it is worth the additional cost to avoid the greater harm of the staff COA proposal. We also believe that implementation of our proposal is achievable with the number of buses in the current fleet.

Respectfully submitted,
W. Eugene Caywood, Chair

Transit Task Force Recommended Transit Fare Policy

Purpose

The City of Tucson's Transit Fare Policy establishes the guidelines for setting and adjusting fares for the public transit system. Along with predictions about transit use throughout the region, the Fare Policy will facilitate the development of long-range fare revenue projections. The Fare Policy includes goals and objectives to support the guiding principles established by the Mayor and Council as part of the Five-Year Strategic Plan. The Fare Policy includes fare payment options, fare structure, target fare box recovery for Sun Tran, Sun Van and Sun Link, requirements for public notice and solicitation of comment, and guidelines for future fare adjustments.

Guiding Principle

In establishing fare levels and fare structure, it is important to consider the benefit of public transit to the community's overall quality of life. High-quality transit options throughout the community serve to reduce dependence on automobile travel, which enhances mobility and access to desired destinations for all residents, and supports economic vitality while reducing traffic congestion and providing environmental benefits that are shared by users and non-users alike. Thus the fare policy is intended to encourage and facilitate ridership growth while ensuring that total user fees contribute an appropriate proportion of operating costs.

Goals and Supporting Objectives

- A. Support the City of Tucson's sustainability and livability goals by encouraging widespread and diverse use of public transit.
 - 1. Allow for ease of movement between modes operating throughout the metropolitan area including Sun Tran, Sun Shuttle, Sun Van and Sun Link.
 - 2. Establish an easily understood fare structure, widespread availability of fare media, and convenient options for fare payment.
 - 3. Use creative pricing strategies to encourage new users, frequent ridership, and long-term ridership.
 - 4. Minimize barriers to new, occasional and non-resident users.

- B. Maintain the economic viability of the transit system by ensuring that total user fees contribute an appropriate proportion of operating costs.
 - 1. Support the goal, established in the Five-Year Strategic Plan, of achieving a target farebox recovery ratio of 25 percent on the Sun Tran local bus system.
 - 2. Use creative pricing strategies to encourage efficient use of transit services, lower the cost of fare collection and promote predictability in the revenue stream.

- C. Promote efficient and effective fare collection and fare pass and media sales.
1. Ensure the financial efficiency and effectiveness of fare collection by minimizing the costs of fare collection and administration, reducing the possibility for fraud and abuse, and expediting the boarding process. Efficiency is defined as the simplest fare payment processes for handling fares and fare media by employees.
- D. Provide for citizen input as specified in City of Tucson Resolution No. 22127, City of Tucson Policy and Procedure for Solicitation and consideration of Public Comment on Fare Changes and Major Service Changes on Public Transportation and oversight of fare policy development and implementation. The Mayor and Council's Transit Task Force shall review the fare structure annually in its public meetings. The review will include:
1. System performance indicators, such as cost per mile, cost per passenger and ridership for all modes. Additional factors impacting the cost of operating the various modes will be reviewed as required.
 2. Evaluation of marketing and communication strategies to promote and educate members of the community about the public transit system.
 3. Progress in achieving ridership goals as provided in the Five-Year Strategic Plan.
 4. Quality and effectiveness of technology and customer service with respect to fare payment and pass sales.
 5. Cost of living and other economic and demographic variables that could affect price elasticity and thus help to predict the financial and ridership impacts of the current fare policy and any proposed changes.
- E. Changes to fare structure and fare strategies shall consider the following customer, community and financial objectives.
1. Establish equitable fares for all transit customer groups, while being mindful of the equity of transit riders and non-riders, all who help support the system.
- F. Ensure that the Regional Marketing Plan provides a strategy to market and communicate the services and benefits of the transit agencies that make up the regional transit system.
1. Pass Products
 - Evaluate current pass product usage and determine through research, evaluation and possible focus groups to implement pilot pass programs.
 2. Volume Discount
 - Additional evaluation and analysis will be done on group volume discount passes. To increase transit operating revenues and increase ridership, a volume

discount group pass program or unlimited access pass program should be evaluated. An unlimited access pass program would provide larger groups of people with unlimited ride transit passes in exchange for a contractual payment by a group's employer or other organizing body. Unlimited access pass programs have proven to be an innovative way for increasing transit operating revenues. Establishing an unlimited access pass program would allow larger organizations such as the University of Arizona and Pima Community College to purchase large volumes of passes for their members at a discounted rate. By purchasing passes in volume, these organizations can pass along the discounted rates to their members.

3. Community Outreach
 - Evaluate community outreach efforts to determine possible events/locations to better market the regional transit systems.
4. Organizational Programs
 - Evaluate current employer subsidy programs and develop a strategy to increase awareness and participation in such programs within the metropolitan area.

Fare Pricing Policy and Structure

The following guiding principles will be considered in the development of fare pricing:

- Fares will be consistent between Sun Tran and Sun Link for ease of use.
- Pricing for Sun Express service will account for the premium service being offered.
- Pricing of period passes will be based on multiples of the single-trip fare (base fare) and will be priced so as to:
 - Encourage their use, which reduces transaction costs for the system and the rider;
 - Provide added benefit to regular riders to encourage increased ridership; and
 - Incentivize larger purchases to encourage ridership and secure the revenue stream.

Multipliers (number of single rides used to calculate the price of a period pass) will provide for a discount that increases with the time period of the pass (i.e., greater savings are available to customers who buy passes for use over a longer period of time).

Based upon the above principles, the Base Fare and all other fares will have the following specific pricing relationships:

1. Single Trip Fares

- Sun Tran/Sun Link One-way Cash Fare (Base Fare)

The Sun Tran/Sun Link one-way cash fare is used as the Base Fare. All other fares are established as a ratio of the Base Fare. The Base Fare will be periodically adjusted as described in **Fare Implementation and Adjustment Guidelines**. Multipliers for period passes may be adjusted and are subject to the same public notice requirements as Base Fare adjustments.

- Sun Express Fare

The Sun Express Fare will be 133 percent of the Sun Tran Base Fare. This ratio is based upon the higher value placed upon this premium service.

- Sun Tran/Sun Link Economy Fare

The Sun Tran/Sun Link Economy Fare will be priced at 33 percent of the Base Fare. The Sun Tran/Sun Link economy fare consists of two programs:

1. City Low-Income Subsidy Program. Federal law mandates that seniors and disabled persons be offered a reduced fare not to exceed 50% of the regular fare. In addition, in 1972, the City of Tucson enacted the Low Income Subsidy Program to provide additional subsidy from the General Fund to assist qualified persons with low income. Eligibility requirements can be found at http://www.suntran.com/fares_reduced.php.
2. Half Fare ADA and Senior Program. This program exceeds federal requirements for “Half Fare” for eligible disabled persons, persons with Medicare eligibility and seniors over the age of 65. Eligibility requirements can be found at http://www.suntran.com/fares_reduced.php.

- Sun Van Regular Fare

Sun Van Regular Fare will be twice the Base Fare, which matches the maximum allowable under federal law. This fare is applied to all Americans with Disabilities Act (ADA) paratransit and Optional paratransit services.

Additional evaluation and analysis will be done on the pricing for Optional ADA Service. There is currently no additional fare charged for Optional ADA services provided by Sun Van. Federal regulations do not include a limit regarding fares charged for Optional ADA Service (i.e. service that is above and beyond that of the ADA). Consideration could be given to a change in this fare category to be twice that charged for ADA paratransit trips.

- Sun Van Low-Income Fare

The Sun Van Low-Income fare will be twice the Sun Tran Economy Fare. This matches the additional subsidy provided the City of Tucson to persons with low-income who use Sun Tran.

- Transfers

- Transfers within and between Sun Tran and Sun Link will be fare free, and are issued to provide the use of up to two additional buses to complete a trip in one direction within a two hour time frame. Transfers from Sun Tran’s regular fixed route buses and Sun Link to Express service buses will require an upcharge of the difference between the Base Fare and the Express Fare for Base Fare customers and the difference between the Economy Fare and the Express Fare for Economy customers. Children Free Fare

Children age five and under when accompanied by a paying passenger riding Sun Tran/Sun Link, will be fare free.

2. Period Passes

Period passes are offered to provide convenience to customers and represent a savings that encourages additional ridership, as outlined above. Period pass pricing ratios are as follows:

- Sun Tran/Sun Link 1-Day Pass

The Sun Tran/Sun Link 1-Day Pass is priced equivalent to 2.33 trips at the Base Fare.

- Sun Tran/Sun Link 31-Day Pass

The Sun Tran/Sun Link 31-Day Pass is priced equivalent to 28 trips at the Sun Express fare.

- Sun Express 31-Day Pass

The Sun Express 31-Day pass is priced equivalent to 28 **trips** of Base Fare.

- Sun Tran/Sun Link Economy 31-Day Pass

The Sun Tran/Sun Link Economy 31-Day Pass is priced equivalent to 30 trips at the single trip Sun Tran/Sun Link Economy Fare.

- University of Arizona (UA)/Pima Community College (PCC) Base Fare Semester Pass*

Semester pass for UA or PCC is valid for either the Fall or Spring semester and is priced equivalent to five months use based upon the discounted 31-Day pass ratio of 23 trips at the Base Fare. Semester pass holders can ride Sun Tran fixed route bus and Sun Link streetcars but will pay an upcharge of the difference between the Base Fare and the Express Fare if transferring to an Express service bus.

- UA/PCC Express Fare Semester Pass*

Semester Pass for UA or PCC Express service is valid for either the Fall or Spring semester and is priced equivalent to five months use based upon the 31-Day pass use ratio of 23 trips at the Sun Tran Express Fare.

- UA/PCC Annual Base Fare Pass*

UA/PCC Annual Base Fare Pass is valid for a period beginning August 1 through July 31 and will be priced equivalent to 12 months use based upon the discounted 31-Day Pass use ratio (23 trips) at the Base Fare. UA/PCC annual Base Fare pass holders can ride Sun Tran Fixed Route

bus and Sun Link streetcar but will also pay the upcharge of the difference between the Base Fare and the Express Fare if transferring to an Express service bus.

- UA/PCC Annual Express Pass*

UA/PCC Annual Express Pass is valid for a period beginning August 1 through July 31 and is priced equivalent to 12 months use based upon the 31-Day pass use ratio (23 trips) at the Sun Tran Express Fare.

* Pass product is currently offered to University of Arizona (UA) students, faculty and staff, with the UA paying 50 percent of the cost. Staff will work with Pima Community College (PCC) Administration to make the semester and annual passes available to PCC students, faculty and staff.

- Nonprofit Discount Fares

Tucson City Code (Sec. 2-18) includes the provision of discount products to organizations in the Nonprofit Program. These discounts would continue with a Nonprofit Day Pass prices should be priced at 50 percent of the Base Fare and Nonprofit 31-Day pass priced equivalent to the Economy 31-Day pass. The Economy ticket should be available only to Nonprofit organizations and is only for reduced fare qualified individuals

Media for a Nonprofit Two Ride fare is being developed to be priced equivalent to twice the Sun Tran/Sun Link Economy fare, plus any administrative and media fees assessed per the City's fare ordinance.

Fare Payment (Fare Payment Options)

Customers can use the following fare payment options on the transit system:

- Smart Card (SunGO Cards and Tickets) on board Sun Tran buses, Sun Express buses, Sun Link streetcar and Sun Shuttle vehicles.
- Cash payment on board Sun Tran buses, Sun Express buses and select Sun Shuttle vehicles. Cash payment is not available on Sun Link vehicles, however 1-Day passes may be purchased at all Sun Link stops.
- Sun Van Electronic Voucher system
- SunGO Cards and Tickets can be purchased online at Sun Tran's website, at sales outlets, and at each transit center throughout the region using credit or debit cards and cash. For a list of sales outlets, visit: http://www.suntran.com/fares_buy.php.

Funding Sources

The predominant funding source used to support public transit operations in the Tucson Metropolitan area comes from the City's General Fund. Additional funding sources include

surrounding jurisdictions, the RTA and corporations through the use of Intergovernmental Agreements (IGA's).

A portion of funding comes from user fees in the form of fares. Generally expressed as a percentage, farebox recovery is the farebox revenue collected, divided by operating expenditures. Farebox recovery is influenced by several factors including the overall ridership on the system and the fare structure as outlined in the previous section. To ensure consistent decision-making is applied over time, Sun Tran will:

- Monitor the farebox revenue of each mode annually and present this information during the budget development and review process for the City of Tucson
- Monitor efficiency of the operations of each mode
- Establish route productivity (performance) goals such as passengers per hour and cost per mile
- Target the overall farebox recovery ratio to approximately 25 percent for the Sun Tran local bus system. When the rate drops below this level, route level analysis will be performed and area of potential improvement will be identified for possible corrective action.

Fare Implementation and Adjustment Guidelines

The following guidelines outline the recommended steps for developing, evaluating and implementing fare adjustments:

- Annual review of usage, farebox recovery and other related data should be conducted and reported, with any recommended fare adjustments being made every two years. The two year cycle is intended to give customers time to adjust to any changes implemented and allow time for a complete system analysis of the impact from such changes.
- In implementing fare adjustments, the Mayor and Council with Transit Task Force's input may alter the base fare, multipliers, discounts, products available, or a combination of these.
- Decisions on the fare pricing structure are made by the City of Tucson City Council, with advice from its appointed Transit Task Force. Decisions affecting regional fares are coordinated with the RTA for its board approval, per the Intergovernmental Agreement (IGA).
- Fare changes and consideration of public comments will follow the process outlined in Tucson City Code as shown in Appendix C.

Future Fare Product Considerations

Future fare products for staff to consider and evaluate include:

- 3/6/12/month pass(es) available to the public
- Youth Summer Fare pass
- Discount on SunGO stored value



Proposed Service Change Open House and Public Hearing

The City of Tucson and Sun Tran seek public input regarding the discontinuation of Downtown Loop.

Public Open Houses

Tuesday December 16, 2014 10 – 11:30 a.m.
Woods Memorial Library
3455 N. 1st Ave.
Get there on Routes 6, 17, 34

Thursday December 18, 2014 12 – 1:30 p.m.
Main Library
101 N. Stone Ave.
Get there on Routes 3, 4, 7, 8, 9, 16, 19, 21, 22

Tuesday December 16, 2014 5 – 6:30 p.m.
El Pueblo Activity Center
101 W. Irvington Rd.
Get there on Routes 2, 6, 8, 11, 16, 23, 24, 26, 27, 29, 50

Thursday December 18, 2014 5:30 – 7 p.m.
Ward 2 Council Office
7575 E. Speedway Blvd.
Get there on Route 4

Public Hearing for Downtown Loop

Tuesday, January 6, 2015 • 5:30 p.m.
City Hall Mayor & Council Chambers
255 W. Alameda • Get there on Routes 3, 21, 22

Additional information will be available for the Sun Tran routes that were approved for change, effective February 15, 2015. These routes are 1, 3, 4, 6, 7, 8, 9, 15, 16, 22, 26, and 34.

For more information on changes or to leave a comment, visit www.suntran.com or if you cannot make a meeting and have a comment, please call Customer Service at (520) 792-9222 (TDD: 628-1565). Comments regarding the proposed changes can also be filed by email at suntraninfo@tucsonaz.gov.



Recepciones Públicas y Audiencia Pública Para Propuestas en Cambio de Servicio

El Municipio de Tucson y Sun Tran solicitan comentarios por parte del público sobre la discontinuación de Downtown Loop.

Recepciones Públicas

Martes, 16 de diciembre del 2014 10 – 11:30 a.m.
Biblioteca Woods Memorial
3455 N. 1st Ave.
Llegue ahí en Rutas 6, 17, 34

Jueves, 18 de diciembre del 2014 12 – 1:30 p.m.
Biblioteca Central
101 N. Stone Ave.
Llegue ahí en Rutas 3, 4, 7, 8, 9, 16, 19, 21, 22

Martes, 16 de diciembre del 2014 5 – 6:30 p.m.
Centro Comunitario El Pueblo, 101 W. Irvington
Llegue ahí en Rutas 2, 6, 8, 11, 16, 23, 24, 26, 27, 29, 50

Jueves, 18 de diciembre del 2014 5:30 – 7 p.m.
Oficina Distrito 2
7575 E. Speedway Blvd.
Llegue ahí en la Ruta 4

Audiencia Pública para Downtown Loop

Martes, 6 de enero, 2015 • 5:30 p.m.
Cámara de Ayuntamiento: Alcalde y Consejo Municipal
255 W. Alameda • Llegue ahí en Rutas 3, 21, 22

Información adicional estará disponible para las Rutas de Sun Tran que han sido aprobadas para cambios, efectivo 15 de febrero del 2015. Estas rutas son 1, 3, 4, 6, 7, 8, 9, 15, 16, 22, 26 y 34.

Para más información visite el sitio web www.suntran.com o si no puede atender una reunión y tiene comentario, por favor hable al (520) 792-9222 (TDD: 628-1565) o. Comentarlos relacionados a los cambios en la política que se proponen, también se pueden presentar por correo electrónico: suntraninfo@tucsonoz.gov.

PROPOSED SERVICE CHANGE OPEN HOUSE AND PUBLIC HEARING

The City of Tucson and Sun Tran seek public input regarding the discontinuation of Downtown Loop.

Public Open Houses:

Tuesday, December 16, 2014

10 – 11:30 a.m.
Woods Memorial Library
3455 N. 1st. Ave
Get there on Routes 6, 17, 34

Thursday, December 18, 2014

12 – 1:30 p.m.
Joel D. Valdez Main Library
101 N. Stone Ave.
*Get there on Routes 3, 4, 7, 8, 9,
16, 19, 21, 22*

Tuesday, December 16, 2014

5 – 6:30 p.m.
El Pueblo Activity Center
101 W. Irvington Rd.
*Get there on Routes 2, 6, 8, 11, 16,
23, 24, 26, 27, 29, 50*

Thursday, December 18, 2014

5:30 – 7 p.m.
Ward 2 Council Office
7575 E. Speedway Blvd.
Get there on Route 4

Public Hearing for Downtown Loop:

Tuesday, January 6, 2015

5:30 p.m.
City Hall Mayor & Council Chambers, 255 W. Alameda
Get there on Routes 3, 21, 22

Additional information will be available for the Sun Tran routes that were approved for change, effective February 15, 2015. These routes are 1, 3, 4, 6, 7, 8, 9, 15, 16, 22, 26, and 34. For more information on changes or to leave a comment, visit www.suntran.com or if you cannot make a meeting and have a comment, please call Customer Service at (520) 792-9222 (TDD: 628-1565). Comments regarding the proposed changes can also be filed by email at suntraninfo@tucsonaz.gov.



RECEPCIONES PÚBLICAS Y AUDIENCIA PÚBLICA PARA PROPUESTAS EN CAMBIOS DE SERVICIO

El Municipio de Tucson y Sun Tran solicitan comentarios por parte del público sobre la discontinuación de Downtown Loop.

Recepciones Públicas:

Martes, 16 de diciembre, 2014

10 – 11:30 a.m.

Biblioteca Woods Memorial
3455 N. 1st. Ave

Llegue ahí en las Rutas 6, 17, 34

Jueves, 18 de diciembre, 2014

12 – 1:30 p.m.

Biblioteca Central Joel D.
Valdez, 101 N. Stone Ave.

*Llegue ahí en las Rutas 3, 4, 7, 8,
9, 16, 19, 21, 22*

Martes, 16 de diciembre, 2014

5 – 6:30 p.m.

Centro Comunitario El Pueblo
101 W. Irvington Rd.

*Llegue ahí en las Rutas 2, 6, 8, 11,
16, 23, 24, 26, 27, 29, 50*

Jueves, 18 de diciembre, 2014

5:30 – 7 p.m.

Oficina Distrito 2
7575 E. Speedway Blvd.

Llegue ahí en la Ruta 4

Audiencia Pública para Downtown Loop:

Martes, 6 de enero, 2015

5:30 p.m.

Cámara de Ayuntamiento: Alcalde y Consejo Municipal
255 W. Alameda, *Llegue ahí en las Rutas 3, 21, 22*

Información adicional estará disponible para las rutas de Sun Tran que han sido aprobadas para cambios, efectivo 15 de febrero del 2015. Estas rutas son 1, 3, 4, 6, 7, 8, 9, 15, 16, 22, 26, y 34. Para más información visite el sitio web www.suntran.com o si no puede atender una reunión y tiene comentario, por favor hable al (520) 792-9222 (TDD: 628-1565) o. Comentarios relacionados a los cambios en la política que se proponen, también se pueden presentar por correo electrónico: suntraninfo@tucsonoz.gov.



TRANSIT TASK FORCE MEMORANDUM

Item 7: Transit Marketing

Page: 1 of 1

Issue – It is the goal of both the Transit Task Force and staff to increase transit ridership in our community. Marketing the transit system is a strategy that can assist in the achieving more interest in riding the bus; staff with the input of the Task Force will develop and discuss marketing strategies in support of that goal.

Staff Recommendation – Staff recommends that the Transit Task Force prioritize new fare products that will help market and introduce new riders to the transit system for staff to review and evaluate for discussion at the January meeting along with strategies to market those products chosen for implementation.

Background – Below is a list of key marketing strategies that are currently being used to promote our transit system.

1. Public outreach and education
2. Technology-based (social media, website, geo-fencing, passenger tools)
3. Traditional media(print and radio)
4. Pass product development and promotion
5. Informational videos
6. Community partnerships

Past marketing efforts focused more on print and radio advertising to promote transit programs and services. With the changes in how individuals access information, a larger focus is to now advertise through the use of technology, including social media, an increasing online presence and through media promotions to utilize geo-fencing techniques to access potential riders. Public outreach and education remains a major focus, as reaching out to the public through events and transit training opportunities is beneficial. Informational videos has become a way to educate passengers on various topics, with gaining interest in social media and web presence. Now with the SunGO fare payment system, there is more focus on pass product evaluation and promoting the new options available to individuals and organizations. There continues to be a great deal of education on this system as we continue to expand the number of sales outlets and organizations utilizing transit services for their clients, students and/or staff, as well as increasing the number of individuals using SunGO. Community partnerships also continues to be an important part of marketing the system, whether it be promoting services through Visit Tucson, Park Tucson and the University of Arizona, or working closely with the many organizations and sales outlets, these connections help us directly market to potential and current passengers.

Present Consideration – Now that the COA and fare policy items have been completed the Transit Task Force has an opportunity to address other priorities that have been on hold while the two above-mentioned items were the primary focus. Staff has heard from both the task force and mayor and council that marketing the transit system and diversification of our fare products to increase ridership our priority moving forward.

TRANSIT TASK FORCE MEMORANDUM
Agenda Item 7 – Transit Marketing
December 15, 2015 Meeting

Page 2 of 2

Staff would like input from task force members regarding pass products to be evaluated and prioritized for implementation to be discussed at the January transit task force meeting. Additionally, a draft timeline for implementation will be presented for review by the task force.

Financial Considerations – None.

Attachments: None.



TRANSIT TASK FORCE MEMORANDUM

Item 8: Next Meeting Date and Time/Meeting Schedule

Page: 1 of 1

Issue – In an effort to ensure good attendance and to provide an implementation timeline for Transit Task Force and staff priorities a discussion regarding our next meeting date and a meeting schedule through the end of the fiscal year should be developed.

Staff Recommendation – Staff recommends that the Transit Task Force meet once a month from 4 pm to 5:30 pm on the first Monday of every month with additional meetings as needed to ensure that projects are completed on time.

Background – Historically the Transit Task Force has met once a month. Recently, in an effort to provide mayor and council with recommendations on both the COA and the fare policy, the TTF has met more frequently and in some cases for long periods of time (4 hours). There was a time when the Transit Task Force has challenges meeting quorum; currently this has not been the case and task force meetings have had good attendance.

Present Consideration – Now that the COA and fare policy items have been completed the Transit Task Force has an opportunity to address other priorities that have been on hold while the two above-mentioned items were the primary focus.

Staff believes that meeting once a month will allow staff sufficient time to prepare for each meeting to provide the necessary depth of information for task force members to engage in the topics being discussed. Meeting more often makes material preparation and delivery more difficult which may result in lost productivity due to a lack of information for the committee.

Staff is looking for direction for future meeting dates and meeting frequency.

Financial Considerations – None