



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, January 5, 2015 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 December 15, 2014 Minutes	5 Minutes
4. Call to the Audience	5 Minutes
5. Election of Officers	10 Minutes
6. Update on Transit/Announcements	10 Minutes
7. New Fare Product Evaluation and Proposed Process	15 Minutes
8. SunGo Fare Payment System Presentation	20 Minutes
9. Call to the Audience	10 Minutes
10. Next meeting date and time/Meeting schedule	5 Minutes
11. Upcoming Agenda Items (See memo for tentative schedule)	5 Minutes
12. Adjourn	

Action may be taken on any item.

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



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Mayor and Council Transit Task Force MINUTES

Monday, December 15, 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 4:08 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)
Sami Hamed (CTAC)
Brian Flagg (Ward 2)
Linda Dobbyn (CTAC)
Suzanne Schafer (Ward 3)
Peggy Hutchison (Ward 1)
David Heineking, U of A Advisory Member*

*Members Absent: Michael Wall (Mayor)
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
Pat Richter, Pass Program Manager
Davita Mueller, Sun Tran Planning Analyst
Karen Rahn, TDOT Transportation Program Coordinator*

3. Approval of November 17, 2014 Minutes

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

Seconded

Motion Passed: *Unanimously*

4. Call to the Audience

There were no comments.

5. Update on Transit/Announcements

Gene Caywood stated that the Southern Arizona Transit Advocates (SATA) gave out some ideas on marketing at their steering committee meeting. He provided copies for the committee and staff.

SATA also conducted a survey on the Modern Streetcar and gave away Sun Go cards with a day pass. Mr. Caywood handed out some of the leftover passes to those who were interested.

Margot Garcia reported that the Transit Working Group of the PAG/RTA will be meeting tomorrow, and one of the things they will be discussing are two projects – Project 44 and 45. Ms. Garcia passed out copies of the graphs on these projects.

Jeremy Papuga announced that the Ronstadt Transit Center Redevelopment is on the Mayor and Council Agenda for the Executive Session tomorrow, December 17.

Transit Visioning Process – Jeremy Papuga stated that Pima Association of Governments (PAG) approved a contract between consultant firm, Jarrett Walker and Associates to develop guidance on a regional transit vision to guide the 2045 RTP and future regional planning processes. Discussion followed.

6. Report from December 9 Mayor and Council Meeting

The Mayor and Council chose to adopt the TTF Fare Policy and the proposed bus services changes. The bus service changes will take effect in February. Starting with the new Fiscal Year, July 1, 2015, the 30 day pass will change to a 31 day pass.

An Open House is scheduled on December 16 and 18 for the public to discuss the Downtown Loop and a Public Hearing has been scheduled for January 9, 2015.

7. Transit Marketing

Kandi Young gave an overview of Transit Marketing, key objectives, partnerships, resources, and some previous passes that have been tried and discontinued for various reasons. Staff suggested that members prioritize new fare products for discussion at the next meeting. Jeremy will send an e-mail to members asking for this prioritization.

8. Next meeting date and time

The next meeting of the Task Force will be on Monday, January 5, 2014 at 4 p.m.

9. Call to the Audience

Allen Benz – Mr. Benz commented on the mobile payment app and wanted to know if it would be similar to Apple Pay.

Jim Thomas – Mr. Thomas commented on signage at bus stops and noted that at times he gets a ride to a bus stop, but once he's there, he doesn't know what number bus stops there. A sign to reflect what number busses stop at the location would be helpful. He also commented on the present map being difficult to read.

10. Agenda items for the next meeting

*Some agenda items mentioned for the next meeting were:
Sun Tran Marketing
Election of Officers
Update on route changes
SunGo System*

11. Adjourn

The meeting adjourned at 5:37 p.m.



TRANSIT TASK FORCE MEMORANDUM

Item 6: Update on Transit/Announcements

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January 5, 2015

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
ADOT Intercity Rail Study

Committees:

RTA Transit Working Group

Stakeholder Groups:

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

Financial Considerations – None

Attachments: None.



TRANSIT TASK FORCE MEMORANDUM

Item 7: New Fare Product Evaluation and Proposed Process

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January 5, 2015

Issue – It is the goal of both the Transit Task Force and staff to increase transit ridership in the Tucson region. Providing a variety of pass and fare products is a strategy that can encourage more ridership from existing customers as well as inspire non-transit users to try transit. Staff, with the input from the task force, will develop new pass and fare products that aim to increase transit ridership and revenue.

Staff Recommendation – Staff recommends that the Transit Task Force direct staff to analyze the four fare products below that were identified by TTF members and return to the task force in February with proposed marketing strategies and a draft implementation strategy.

Background – At the December Transit Task Force meeting task force members were provided with an overview of the transit services marketing program including all current and past marketing efforts. At that meeting task force members agreed to two things:

1. Providing a prioritized list of pass and fare products to staff that TTF members believe have the potential to increase ridership.
2. Focusing on identifying pass or fare products to increase transit ridership prior to developing marketing strategies.

TTF members were provided a draft timeline with a target of having a list of new pass and/or fare products and associated marketing strategies developed by March of 2015 for implementation in July of 2015.

Present Consideration – As discussed at the December 2014 Transit Task Force meeting staff requested that task force members provide a prioritized list of pass or fare products that may attract new riders and additional ridership to the transit system. To date, staff received feedback from three of the eight task force members. Based on the information received, there was consensus around the following fare product concepts:

- Youth summer pass
- 3,7 or 10 day pass
- Youth fare
- Annual pass (or longer than a 31-day pass)

Please see the list of all responses received in **Attachment A**.

At today's meeting staff will provide background information on the above-mentioned pass products that includes information from other transit agencies, whether or not these passes have part of the Sun Tran fare product line in the past as well as the opportunities and costs of each product as it relates to both ridership and revenue.

Based on the discussion at the January 5 meeting, staff will analyze each product and return to the task force in February with a recommendation on which pass products to implement, initial thoughts on how to market those products and an implementation strategy.

A tentative timeline for final recommendation by Sun Tran and review by the TTF is March of 2015 is outlined below.

Today - Staff report on TTF feedback and recommended list of products to evaluate

February – Staff report on fare product analysis, initial thoughts on marketing and implementation strategy

March – Final product recommendations, final marketing plan and implementation strategy

Financial Considerations – None.

Attachments: None.



TRANSIT TASK FORCE MEMORANDUM

Item 8: SunGo Fare Payment System Presentation

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January 5, 2015

Issue – The Transit Task Force has requested an update on the SunGo fare payment system with an opportunity to ask questions about how the system works and the available functionality for new pass products.

Staff Recommendation – None. This is an information item

Background – Following the approval of the RTA plan in 2006, the RTA Board adopted policies, objectives and procedures that identify the development of a seamless transit system as a major strategic goal.

In 2009, in partnership with the RTA, the City of Tucson and Sun Tran undertook the development of a common regional fare collection system with the future implementation of smart card technology. The contract for a regional smart card-based system was awarded to GFI Genfare in January 2010.

Sun Tran began the transition to the smart card fare payment system with the new SunGO ID & Card issued by the City of Tucson's Special Service Office for qualified economy passengers. The ID and SunGO cards and tickets are embedded with a computer chip, and enabling passengers to travel on Sun Tran, Sun Express, Sun Shuttle, and Sun Link, using a single card. All smart card fare payment system data feeds into a centralized database for streamlined accounting purposes.

The SunGO Fare Payment System went live on June 30, 2013. The project launch was a monumental implementation that included the integration of fare equipment, system back office network connections, specially-programmed software, integration with the City's Special Services Office, all jurisdictional systems, various other outside organizations, retail outlets, and online payment gateway and fare collection system.

Present Consideration – At the December 2014 Transit Task Force meeting task force members expressed a desire to get an update on the SunGO implementation's impact on the transit system and to get a better understanding of the limitations and opportunities of the new technology as we are considering the implementation of new pass products.

Financial Considerations – None.

Attachments: None.



TRANSIT TASK FORCE MEMORANDUM

Item 11: Upcoming Agenda Items

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January 5, 2015

Issue – In an effort to keep Task Force members informed of upcoming items to be discussed. Staff is providing a tentative list of agenda items for upcoming meetings as requested by outlined by the Transit Task Force Chair and Vice Chair

Staff Recommendation – None. This is an information item.

Background – There are several items that task force members have mentioned that they would like to discuss at upcoming meetings. This agenda item is meant to track those items and schedule them as appropriate. The tentative schedule presented below may change as high priority items arise or to ensure that current projects are completed.

Present Consideration – Potential agenda items to be discussed at upcoming meetings:

February

Sun Van Accounting System
Sun Van DDD Funding
Fare Products and Fare Product Marketing
Update on Budget Process

Staff recommends that all studies and larger on-going projects will be addressed in the Transit Update and will not be a stand-alone agenda item unless there is a major change to be discussed.

Financial Considerations – None