

## REVISED June 21, 2018 Preliminary List of 'Actionable' Recommendations

This list was originally developed for discussion at the June 21, 2018 Transit Connections Focus Group meeting, which focused on reviewing/refining the Goals and Recommendations. It has been updated to reflect the discussion at that meeting, and results of Project Team meetings held on June 22, June 25, and June 27, and July 5, 2018. For ease of reference, items have retained their original numbering so it can be seen how and from where items were reorganized. Underscores “\_” are used to indicate new additions.

The Recommendations are organized by the Goal to which they most closely relate and support. Potential Strategies and Tactics have been organized to better fit within Recommendations and Goals, and will be discussed at the July 19, 2018 Focus Group meeting. Future Focus Group meetings will allow further analysis of the 'actionable' nature of each listed item in order to finalize the recommendations that will be provided to Mayor and Council.

Items marked with an '\*' indicate impact on the entire system, not just FTN.

### GOAL 1. ENHANCE THE FREQUENT TRANSIT NETWORK (FTN) SYSTEM AND MOBILITY OPTIONS

The FTN should provide a diversity of frequent, fast-moving, inter-connected transit routes and mobility options to be successful. This goal and related recommendations aim to strengthen the FTN system through its operations and infrastructure.

#### RECOMMENDATION 2. Improve service delivery in 'transit priority' corridors within the FTN.

##### *Potential Strategies and Tactics*

- \_\_ Identify 'transit priority' corridors
  - \_\_ Coordinate with the Long Range Regional Transit Plan and High Capacity Transit Implementation Plan process to identify the appropriate 'transit priority' corridors
  - \_\_ Develop, approve, and implement a Complete Streets policy for City of Tucson, which supports providing higher Levels Of Service for pedestrian, transit, and bicycle on priority corridors
- \_\_ Improve service reliability, timing, and schedule adherence in 'transit priority' corridors
  - Provide all door boarding
  - Reduce dwell times for buses at stops
  - Give priority to buses on roadways
  - Run express service at peak periods
- 3a. Include on-demand ridehails in mobility options for riders

#### RECOMMENDATION \_\_. Improve infrastructure on 'transit priority' corridors to support improved service delivery.

- 5b. Provide dedicated Right-of-Way for buses
- 2c. Require off board payments
- 2d. Give priority to buses via traffic signals and queue jumps at intersections
- \_\_ Develop traffic engineering and infrastructure design solutions to help buses get out of Ronstadt Transit Center during rush hour traffic downtown
- \_\_ Develop a design standards "toolbox" similar to Portland Oregon's 'Enhanced Transit Corridors Plan' for use in capital and operational decision-making

#### RECOMMENDATION 4. IMPROVE THE OVERALL SAFETY OF THE FTN SYSTEM

##### *Potential Strategies and Tactics*

- \_\_ Assess the safety and security of the system to identify issues and potential solutions, such as:
  - 4b. Provide continuous pedestrian-scale lighting along FTN corridors
  - Increase Tucson Police Department officers presence and engagement with the riders to help provide security for passengers and bus operators
- 10d. At transit centers and stops, provide visible safety and security features:
  - o guards or support staff
  - o lighting
  - o video cameras
- \_\_ Light shelters adequately
- \_\_ Install emergency phones
- \_\_ Design stops and centers with defensible space principles (Crime Prevention Through Environmental Design – CPTED) and best practices in mind

\_\_\_ Provide and increase shade at stops and centers

\_\_\_ Propose/adopt changes to the Code that will make it easier for police to enforce and increase security at stops and stations

**RECOMMENDATION 11. Create/update design standards for model public transit system stops and stations that make it easy to recognize the system, has information that is easy to understand, and enhances the user experience**

*Potential Strategies and Tactics*

11a. Create a “model” bus stop and station design, to include more streetcar station amenities and new or enhanced features:

- Large signs that identify the stops and can be seen from a distance
- Pylons or other system that can display ‘next arrival’ information that can also be seen from a distance
- Clear maps identifying where the stop/station is, what routes serve the stop/station, and where those routes go
- Clear maps with streetcar, bus, and TuGo stations identified
- Off-board payment options
- Features that allow the stops/stations to be used universally: braille, wheelchair bays and seating, shade, screening, lighting
- Consistent “docking” at curb through use of technologies installed on curb and or buses

**RECOMMENDATION 10. Expand/add new services that may enhance user experience using the system**

*Potential Strategies and Tactics*

10b. Implement easy, simple, coordinated payment systems and fees

8a. Improve payment system to streamline how payments can be made

\_\_\_ Simplify the fees structure across the system (e.g. bundling transit and bike share fees)

2a. Identify ways to improve service on nights and weekends:

- Analyze performance, segment by segment
- Consider other mobility options, such as microtransit

2b. Increase the frequency of buses running (headways)

\_\_\_ Improve the paratransit experience:\*

\_\_\_ Enhance trip planning tools

\_\_\_ Provide on-demand ride services (e.g. Dial-a-Ride)

18b. Provide apps for Sun Van and/or on-demand paratransit

\_\_\_ Provide late night service that is consistent with fixed route schedules

\_\_\_ Provide “real time” notifications and alerts

\_\_\_ Invest in technology that will enhance the user experience

10c. Access to real-time bus arrival information through a variety of methods\*

18a. ‘Next Arrival’ information at bus stops, stations, and centers

18c. Streamline payment process and allow payments through apps (including existing and Google Maps)

18d. Ability to charge mobile devices on transit vehicles, at stops, stations, and centers

18e. Provide free public wi-fi on transit and at shelters and stations

18f. Promote consistency of information presented on the various navigation and payment mobile apps

18h. Consider ways to integrate with wearable technologies

**GOAL 2. FOR ALL USERS, MULTI-MODAL CONNECTIONS TO THE FREQUENT TRANSIT NETWORK (FTN) SYSTEM ARE OF HIGH QUALITY, WELL-LOCATED, "SEAMLESS", EASY TO USE, AND SAFE**

This goal centers on the multiple modes of transportation people use to access the FTN, and the quality and "seamlessness" of those connections.

**RECOMMENDATION 3. Improve the multi-modal connectivity to be complete and consistently constructed sidewalk, bicycle, and vehicle connections to the FTN transit stops and stations**

*Potential Strategies and Tactics*

7c. Complete a connected sidewalk network for the region, prioritizing first access to FTN stops

5c. Complete a connected bicycle network for the region, prioritizing first access to FTN stops.

- Develop a Bicycle Master Plan to define the bicycle network
  - o Define low-stress bicycle routes
  - o Include BIKE LANES ALONG NONARTERIAL STREETS (E.G. ROSEMONT, PRUDENCE, TUCSON BLVD)
  - o Consider future locations of TuGo Bike Share stations and other options

\_\_\_ Expand TuGo Bike Share network

\_\_\_ Update current Park-N-Ride network to include new properties and opportunity partnerships, which can include:

- Obtaining/building new locations in the Network
- Securing leases at opportunity properties, such as shopping malls, commercial centers, and large businesses, for use of existing parking/space as Park-N-Ride
- Adding new amenities that users want at Park-N-Ride Network locations
- Providing security at Park-N-Ride Network locations

3c. Connect the FTN routes to destinations that are in high-demand

- Identify high-demand destinations in the region (e.g. employment, school, services, social, etc.) and analyze with the FTN routes and stops
- Assess where access by the FTN to high-demand destinations is not being met and what barriers exist
- Provide improved and/or new connections (infrastructure, service, signage, etc.)

12b. Identify a list of first- / last-mile mobility options for transit riders that City of Tucson can use as a reference when: making capital investment decisions, planning and designing capital projects, constructing projects, and maintaining and operating facilities. It can include:

- Sidewalks and ADA-compliant facilities
- Bike lanes / amenities
- Existing and future Bike Share fleets, or similar
- Crossings (e.g. HAWKs)
- Transit 'model' stops and station designs
- Best practices in Transit-oriented Development and private development design
- Ride-hailing
- Car Share
- Parking
- Park-N-Rides
- Microtransit
- CONNECTIONS FROM MIDDLE OF NEIGHBORHOODS TO TRANSIT ACCESS POINTS IN AREAS UNDERSERVED BY TRANSIT

12a. Require that new construction and infill development follow Transit-Oriented Development best practices along 'transit priority' corridors, including:

- Higher numbers of housing units and people per acre densities
- Increased number of affordable and market-rate housing units
- Site and building design that is pedestrian-oriented, and gives better pedestrian access from the public right-of-way and transit stops to the site
- No parking lots facing major arterials and collectors, and parking that is provided is screened
- Options for multiple modes and different mobility options to access and securely park on site, and
- Where feasible, investment in improving or expanding multi-modal facilities and amenities that help fill gaps or can ensure continuous facilities

**RECOMMENDATION 17. Enhance/Increase transportation options that contribute to better health, environment, and quality of life for the community**

*Potential Strategies and Tactics*

16a. Pursue partnerships with the Pima County Health Department that can provide another sources of funding for pedestrian and bicycle connections

16c. Work with Pima Association of Governments (PAG) and Federal Transit Administration (FTA) on understanding how Congestion Mitigation and Air Quality (CMAQ) funds are allowed to be used

— Work with Pima County Health Department and local community experts and stakeholders on health impact assessments

**GOAL 3. PROMOTE AWARENESS AND APPRECIATION OF THE FREQUENT TRANSIT NETWORK (FTN) SYSTEM AND HOW TO USE IT**

This goal aims to improve, coordinate, and collaborate on communications about the FTN in order to enhance user experience and comfort, and to increase ridership.

**RECOMMENDATION 7. Provide users access to information that will help them make more-informed decisions about how and when to travel**

*Potential Strategies and Tactics*

- 7a. Add 'Next Arrival' information through a variety of technologies, such as:
  - at stops/stations
  - on transit vehicles
  - apps on mobile devices
  - text messages, emails, or other
  - online / web-based
- Google maps
- 7b. Combine key data layers together and provide in GoTucson Transit, CycleFinder, Sun Tran apps and in Google maps, such as:
  - Streetcar stations
  - TuGo Bike Share stations
  - Low stress bicycle routes
  - All bus stops (and which shelters serve which routes) and centers
- 8c. Change City policy to require inclusion of transit information in all City communications so people know which routes will take them to public meetings and public buildings
  - \_\_\_ Include FTN information in communications Park Tucson issues to expand on coordination and collaborative marketing with Sun Tran
  - \_\_\_ Change City policy to also validate transit fares, not just parking fees, for participating in public meetings
- 8e. Utilize the Ward Offices to help market the system
- 11c. Install wayfinding signage that is pedestrian-oriented (such as ground stickers)
  - \_\_\_ Create a stylized map of the FTN routes
  - \_\_\_ Create a stylized map of the FTN routes, TuGo stations, and Park-N-Rides .

**RECOMMENDATION 6. Improve perceptions of the FTN's value to the community, usability, and safety**

*Potential Strategies and Tactics*

- 6a. Survey FTN users and analyze routes and facilities to understand perceptions of, and consider countermeasures that may improve or offset perceptions to:
  - The value of transit
  - The usability of the FTN
  - Perceptions of safety
- \_\_\_ Conduct surveys with non-transit users to learn about their awareness of and perceptions of transit and the FTN
- \_\_\_ Conduct a public relations campaign

**RECOMMENDATION 9. Raise awareness of existing services that may enhance user comfort using the system and can support new riders learning to use the FTN**

*Potential Strategies and Tactics*

- 9a. Identify key support services and incorporate into marketing, outreach, and educational materials and activities, such as:
  - 24/7 Customer Service hotline
  - Smart phone applications
  - Google Maps data layers and real time information
  - Ride Guide
- 'Loading your bike on the front of the bus' demo stations at a few locations around town (transit centers, etc.)
- 8b. Use creative methods to help raise awareness, educate, and increase ridership, and collaborate and coordinate between Sun Tran, Sun Link, Sun Van, Sun Shuttle, TuGo, and Park Tucson on:
  - Create fun, competitive campaigns with rewards that support using active transportation and transit

- Film fun videos and post online to help users understand how to use public transit and the apps
- Develop an 'Ambassador' program utilizing existing seasoned bus riders as guides to new riders
- Target existing bus riders for marketing and focus group activities for feedback on changes to the system
- Target non-users for surveys and feedback to identify opportunities, ideas, and actions that can help grow ridership
- Trainings with Southern Arizona Association for the Visually Impaired (SAAVI)
- Target areas with high rates of bicycle ridership and walking for campaigns to try transit
- Institute collaborative marketing promotions between Sun Tran, Sun Link, Sun Van, Sun Shuttle, TuGo, and Park Tucson to promote ridership
- Create PSAs to broadcast why drivers should “let the bus back in” traffic

8f. Raise awareness about the lower carbon-based fuels and low emissions technologies being utilized for the buses

3d. Work with major employers to encourage and incentivize employees to try FTN and transit system, including Bike Share

**GOAL 4. FOCUS PLANNING, POLICY, AND FUNDING INITIATIVES TO ELEVATE TRANSIT AS A PRIORITY**

This goal focuses on elevating the priority of transit and the Frequent Transit Network (FTN) in City and regional multi-modal planning, policy development, public and political awareness, and investment decisions.

**RECOMMENDATION 13. Perform analyses and develop plans for strengthening the FTN, building and maintaining high quality, seamless multi-modal connections, and increasing awareness of the FTN through promotions and marketing \*\*\*\* (Cross reference to Goals 1, 2, and 3)**

*Potential Strategies and Tactics*

13a. Evaluate ways for more comprehensive and integrated transportation advice from the City’s Boards, Committees, and Commissions to staff and Mayor and Council

13b. Organize and review existing transportation and related studies that relate to this effort

13c. Conduct analyses to determine who needs transportation options, and where. Analyses could include:

- ADA transition plan layers and data as they connect to the FTN and overall transit system
- FTN network connectivity analysis
- Where people are getting on and off transit
- Locations where pedestrian and bicycling rates are high
- Access Shed analysis
- Urban trails and bus stops
- Evaluate routes to dedicate lanes to transit
- Park-N-Ride lots
- Individuals/groups requiring medical transport
- Individuals not able to drive
- Other individuals with low or no access to a vehicle
- Aging populations in suburban and rural areas where transit service is not operating with high frequencies
- Downtown Parking Study (public and private parking spaces in downtown)
- Potential markets
- Existing zoning supporting Transit-oriented Development
- Existing land uses conducive to Transit-oriented Development

13d. Develop an Equity Plan and Assessment Tool (Environmental Justice)

13e. Create strategic plans and designs that support Goals 1, 2, and 3 so that when financing/funding is available, projects are easily selected and implemented

\_\_\_ Develop/update design standards and operational procedures to align with and implement a Complete Streets Policy

\_\_\_ Develop an assessment and plan that responds to and anticipates the changing future of transportation, to include:

- Data and infrastructure
- Consumer preferences and behaviors
- Walking
- Bicycling
- Public transit
- New mobility services
- Privately owned vehicles
- Policies and regulations – and revenues!
- Land use and urban design

\_\_\_ Develop a Curb Management Plan that will address transit access, parking, freight loading, passenger loading/unloading (including ride-hailing services), drop-offs, and pedestrian and bicycle connections

\_\_\_ Develop plans for Mobility Hubs, where transit access is available and a variety of options are available to support first-/last-mile mobility

**Recommendation 14. BUILD ON existing political AND COMMUNITY support and EXPAND momentum to invest in transit**

1b. Work to integrate priorities and consistency across modes by engaging regularly with system users, advocates, and Boards, Committees, and Commissions members

12d. Establish protocols requiring City staff to work regularly as part of interdisciplinary teams to:

- review infill and revitalization initiatives and projects,
- develop development standards and Code amendments,
- planning initiatives, and

budget development

\_\_\_ Provide an annual field observations tour for elected officials to experience the progress and challenges of the FTN

**RECOMMENDATION \_\_\_: Set and promote policies that support transit growth and active transportation. \*\*\*\***

*Potential Strategies and Tactics*

3b. Develop Travel Reduction Ordinance revisions for City of Tucson that institute and identify Transportation Demand Management policies and guidelines

\_\_\_ Set targets for modal splits that reflect a commitment to reducing number of people driving alone in cars (instead of continuing to plan for that number of people driving)

\_\_\_ Create a policy to “let the bus back in”

\_\_\_ Utilize transit industry best practices regarding parking policies

12c.

- Eliminate parking minimums/replace with parking maximums, an approach used in the Infill Incentive District overlay that can be expanded from the city center to other areas of the city
- Eliminate parking subsidies to employees, which encourage people to continue to drive their vehicles
- Increase cost of parking, including weekends and evenings (new source of revenue)
- Require best practices in Trip Generation and transportation impact analyses for new development and/or new uses that are appropriate to the use location (urban, suburban, rural)

\_\_\_ Expand the success of the streetcar investments downtown into other areas of the region to export to other areas of the city, particularly ‘transit priority’ corridors

- Create transit-priority development and land use regulation overlays
- 4a. Target projects that provide higher numbers of housing units and people densities
- Require transit- and pedestrian-oriented best practices in building and site designs
- Require best practices in Trip Generation and transportation impact analyses for new development, new uses on ‘transit priority’ corridors
- Set parking maximums
- Work with employers and new companies to locate along ‘transit priority’ corridors
- Plan Mobility Hubs to support integration of transit and first-/last-mile mobility options

**RECOMMENDATION 15. Increase investment in pedestrian, bicycle, and transit infrastructure and projects \*\*\*\* (Cross reference to Goals 1, 2, and 3)**

*Potential Strategies and Tactics*

15a. Prioritize pedestrian and bicycle connections to transit in projects and funding

15b. Prioritize retro-fitting streets that are not main corridors under construction with improved pedestrian, bicycle, and transit amenities instead of widening them for cars

15c. Invest in improvements to transit amenities (bus stops, shelters, and centers)

\_\_\_ Assess bicycle use and bicyclists' needs in relationship to FTN, TuGo, and transit system to identify and prioritize improvements

\_\_\_ Create model bicycle storage options for implementation throughout system based on use analysis, "congestion" points for racks on buses, and TuGo station locations

**RECOMMENDATION 16. Identify opportunities to increase and diversify revenue sources for improvements to the system, maintenance, and marketing**

*Potential Strategies and Tactics*

16b. Pursue competitive funding (FTA, Health, ...)

16d. Cultivate public-private partnerships:

- Work with major employers and new companies locating to Tucson region on developing transit connections for their employees, helping market the transit system to employees, helping support system through ad revenues, and with potential investments in the system
- Identify potential partners on expansions to the system, such as rail, BRT, or other components
- Work with businesses to increase ridership by incentivizing use of transit system, providing pass subsidies instead of parking subsidies, or competitive rewards for choosing active transportation and transit

16e. Review existing contracts to identify potential cost-savings:

- apps for various services
- shelter maintenance through ad revenues

— Pursue existing State legislation, and developing new State legislation, and public revenues that can be used for transit, such as:

- Local Transportation Assistance Fund (LTAF) I and II
- Surface Transportation Program funds
- Municipal / Regional authority to operate a transit authority
- Instituting online sales taxes
- Instituting taxes on private transportation companies competing with public transit (TNCs; car-, scooter- and bike-sharing; commuter bus; other)