



SunLine Transit Agency
December 3, 2025
11:40 a.m. – 11:55 a.m.

AGENDA

STRATEGIC PLANNING & OPERATIONAL COMMITTEE/ COMMITTEE OF THE WHOLE

Wellness Room
32-505 Harry Oliver Trail
Thousand Palms, CA 92276

NOTICE TO THE PUBLIC

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Meeting Note: This Committee meeting may be attended by Members of the Board of Directors who do not serve on this Committee. In the event that a quorum of the entire Board is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Board action. All Committee actions must be ratified by the full Board of Directors. All items appearing on the agenda are subject to action by the Committee.

ITEM

RECOMMENDATION

1. CALL TO ORDER
2. FLAG SALUTE
3. ROLL CALL

ITEM

RECOMMENDATION

4. FINALIZATION OF AGENDA

5. PUBLIC COMMENTS

RECEIVE COMMENTS

NON AGENDA ITEMS

Members of the public may address the Committee regarding any item within the subject matter jurisdiction of the Committee; however, no action may be taken on off-agenda items unless authorized. Comments shall be limited to matters not listed on the agenda. Members of the public may comment on any matter listed on the agenda at the time that the Board considers that matter. Comments may be limited to 3 minutes in length.

6. PRESENTATIONS

7. COMMITTEE MEMBER COMMENTS

RECEIVE COMMENTS

8. 2026-2028 TITLE VI PROGRAM
(Staff: Anna Dan, Assistant Transit Planner)

APPROVE
(PAGE 3-165)

9. ADJOURN

SunLine Transit Agency

DATE:	December 3, 2025	ACTION
TO:	Strategic Planning & Operational Committee/Committee of the Whole Board of Directors	
FROM:	Anna Dan, Assistant Transit Planner	
RE:	2026-2028 Title VI Program	

Recommendation

Recommend that the Board of Directors (Board) approve the 2026-2028 Title VI Program and authorize staff to submit the Program to the Federal Transit Administration (FTA).

Background

Title VI of the Civil Rights Act of 1964 (Title VI) prohibits transit agencies that receive federal funding from discriminating based on race, color, or national origin. As a recipient of FTA funds, SunLine Transit Agency (SunLine) is required to develop a Title VI Program and update it every three years in compliance with Title VI, the Department of Transportation's regulations implementing Title VI, and FTA Circular 4702.1B (FTA Guidelines).

SunLine's 2023-2025 Title VI Program (effective December 1, 2022-November 30, 2025) was submitted to the FTA on January 30, 2023. On February 2, 2023, FTA informed SunLine that its Program was "In Review – Returned to Grantee." On September 19, 2025, FTA extended the deadline by which SunLine is required to submit its 2026-2028 Title VI Program (effective December 1, 2025-November 20, 2028) to January 1, 2026.

SunLine's 2026-2028 Title VI Program is attached as **Attachment A**. The information that must be included in a Title VI Program depends in part on the number of transit vehicles a fixed-route transit provider operates in peak service and the size of the community the provider serves. There is a set of requirements that apply to all fixed-route transit providers and a set of additional requirements that apply only to fixed-route transit providers that operate 50 or more fixed-route vehicles in peak service in an Urbanized Area with a population of 200,000 or more.

Prior to and during the pandemic, SunLine operated over 50 fixed-route transit vehicles in peak service. Coming out of the pandemic in January 2021, SunLine implemented ReFueled, a network redesign plan. Although the number of vehicles operating in peak service has varied slightly since ReFueled was implemented due to operator vacancies

and vehicle availability, SunLine has operated fewer than 50 vehicles in peak service since November 2021. SunLine anticipates that it will continue to operate fewer than 50 transit vehicles in peak service for the duration of the 2026-2028 Title VI Program.

The 2026-2028 Title VI Program addresses all of the requirements applicable to all fixed-route transit providers. Although not applicable to SunLine for this reporting period, the Title VI Program also addresses some of the requirements applicable to larger fixed-route transit providers for reference purposes.

Key components of the 2026-2028 Title VI Program include:

- Title VI Non-Discrimination Notice to the Public (English and Spanish) and a list of where the Notice is posted.
- Title VI Complaint Procedures (English and Spanish).
- Title VI Complaint Form (English and Spanish).
- Public Participation Plan with strategies to engage minority and Limited English Proficient (LEP) populations, and a summary of outreach efforts since the last submission.
- Language Assistance Plan, including the Four-Factor Analysis required by FTA and SunLine's approach to assisting LEP individuals.
- A table depicting the racial breakdown of the membership of SunLine's two non-elected committees, the ACCESS Advisory Committee and the Youth Sustainability Committee, and SunLine's strategies for encouraging the participation of minorities on such committees.
- Copies of SunLine's Title VI policies and additional documentation required by FTA.

Since SunLine's last Title VI Program was submitted to FTA, SunLine has not received any Title VI complaints or lawsuits, and the agency did not pass federal funds to any subrecipients. Additionally, in March of this year, SunLine began planning for a project to build a Workforce Training Center to train employees on operating hydrogen buses. The proposed location for the Workforce Training Center is on existing SunLine property. This project is still in the planning phase, and, consistent with Title VI requirements, SunLine is in the process of preparing an equity analysis for the project .

The 2026-2028 Title VI Program complies with all applicable requirements under Title VI, the implementing regulations, and FTA Guidelines. If approved by the Board, staff will submit the 2026-2028 Title VI Program to the FTA by the January 1st deadline.

Financial Impact

No financial impact.

Strategic Priority

Customer Experience – Our commitment to customer experience focuses on all aspects of the customer’s journey with an emphasis on achieving respectful, timely, and accessible service.

In Collaboration with:

Dioselyn Ayala, Planning Manager
Greg Wildman, Chief of Strategic Alignment

Approved/Reviewed by:

Mona Babauta, CEO/General Manager
Catherine J. Groves, General Counsel

Attachment:

- [Item 8a](#) – FY26-28 Title VI Program

FY26-28 TITLE VI PROGRAM



Title VI Program

SunLine Transit Agency

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Introduction

The SunLine Transit Agency ("SunLine" or "STA") Title VI Program provides information and analysis bearing upon compliance with Title VI of the Civil Rights Act of 1964 regarding transit services and related benefits. The purpose of Title VI is to ensure that "no person shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance." (42 U.S.C. § 2000d.)

Since 1972, the Federal Transit Administration (FTA) has required applicants for and recipients of Federal assistance to provide assessments of compliance as part of the grant approval process. The FTA is responsible for ensuring that federally supported transit services and related benefits are distributed in a manner consistent with Title VI including as related to Environmental Justice and access for individuals who have Limited English Proficiency. This Title VI Program conforms to the FTA's Title VI Circular 4702.1B, effective October 2012.

As a federal grant recipient, STA is required to maintain and provide to the FTA information on STA's compliance with Title VI regulations. At a minimum, STA must conduct periodic compliance assessments to ensure that the level and quality of transit services is provided in a nondiscriminatory manner; that full and fair participation in public transportation decision-making occurs without regard to race, color, or national origin; and to ensure meaningful access to transit-related programs and activities by persons with limited English proficiency. STA is required to submit a Title VI Program every three years and to document that its services and benefits are provided in a non-discriminatory manner.

SunLine's 2023-2025 Title VI Program was submitted to FTA on January 30, 2023. On February 2, 2023, FTA informed SunLine that its Program was "In Review – Returned to Grantee." On September 19, 2025, FTA extended the deadline by which SunLine is required to submit the 2026-2028 Title VI Program to January 1, 2026.

Title VI Requirements Applicable to STA

The information that must be included in a Title VI Program depends in part on the number of transit vehicles a fixed-route transit provider operates in peak service and the size of the community the provider serves. All fixed-route transit providers must include the "General Requirements" and "Requirements for all Fixed-Route Transit Providers" listed below in their Title VI Programs. SunLine's Title VI Program addresses all of these requirements. Fixed-route transit providers that operate 50 or more fixed-route vehicles in peak service in an Urbanized Area with a population of 200,000 or more are subject to the additional "Requirements for Large Fixed-Route Transit Providers" listed below.

Prior to and during the pandemic, SunLine operated over 50 fixed-route transit vehicles in peak service. Coming out of the pandemic in January 2021, SunLine implemented ReFueled, a network redesign plan. Although the number of vehicles operating in peak services has varied slightly since ReFueled was implemented due to operator vacancies and vehicle availability, SunLine has operated less than 50 vehicles in peak services since November 2021. SunLine anticipates that it will continue to operate less than 50 transit vehicles in peak service for the duration of the 2026-2028 Title VI Program. Therefore, during the applicable reporting period (December 1, 2022 - November 30, 2025), SunLine was not subject to the Requirements for Large Fixed-Route Transit Providers. However, by virtue of the larger fixed-route fleet in operation prior to November 2021 and due to SunLine's own voluntary initiatives, SunLine has satisfied some of the Requirements for Large Fixed-Route Transit Providers, as noted in the following pages.

- ☐ **General Requirements**
 - ☐ Title VI Notice to the Public (including posting locations)
 - ☐ Title VI Complaint Procedure
 - ☐ Title VI Complaint Form
 - ☐ List of Transit-Related Title VI Investigations, complaints, and lawsuits
 - ☐ Public Participation Plan
 - ☐ Language Assistance Plan
 - ☐ Table of Non-Elected Committees and Councils
 - ☐ Subrecipient Monitoring (if applicable)
 - ☐ Title VI Equity Analyses (Facilities, as applicable)
 - ☐ STA Board Resolution – Approving Title VI Program
- ☐ **Requirements for All Fixed-Route Transit Providers**
 - ☐ Service Standards
 - Vehicle load for each mode
 - Vehicle headway for each mode
 - On-time performance for each mode
 - Service availability for each mode
 - ☐ Service Policies
 - Transit amenities for each mode
 - Vehicle assignment for each mode
- ☐ **Requirements for Large Fixed-Route Transit Providers**

- ☐ Demographic and service profile maps/charts
- ☐ Demographic ridership & travel patterns, collected by surveys
- ☐ Results of monitoring program and report, including evidence that the STA Board was aware of the results, and approved analyses
- ☐ Description of public engagement process for setting the “major service change policy,” disparate impact policy, and disproportionate burden policy
- ☐ Title VI Equity Analyses (Service and/or Fares, as applicable), including evidence that the STA Board considered, was aware of, and approved analyses

General Requirements

1. Title VI Notice to the Public

SunLine Transit Agency (STA) complies with all federal and state requirements regarding public notification of its non-discrimination policies. Copies of STA's Title VI Notice to the Public are provided in both English and Spanish and are prominently displayed at the SunLine Administration Offices, on fixed route buses, paratransit vehicles, and on the agency's website to ensure accessibility for all riders. The Notice outlines STA's commitment to providing services and programs without regard to race, color, or national origin, and informs the public of their rights and procedures for filing a complaint. Copies of STA's Title VI Notice to the Public in English and Spanish, and information regarding the locations where the Notice is posted, are included in Appendix A.

2. Title VI Complaint Procedures and Complaint Form

Persons who believe they have been discriminated against based on race, color, or national origin by STA may file a complaint with STA by completing and submitting STA's Title VI Complaint Form, or submitting a verbal complaint, no later than 180 calendar days of the alleged discriminatory incident. STA makes its procedures and form for filing a complaint available to the public in English and Spanish. A copy of STA's Title VI procedures for filing a complaint, sample complaint form, and complaint process are contained in Appendix B.

Any complaints made to STA's Customer Service Department that may be related to Title VI are flagged and sent to STA's Title VI Officer, regardless of whether or not the complainant mentioned Title VI, to ensure that complaints are handled and reported in accordance with this Program and applicable legal requirements.

3. List of Investigations, Complaints, or Lawsuits

STA's Title VI Officer prepares and maintains a list of any Title VI investigations conducted by entities other than FTA, lawsuits, or complaints naming STA that allege discrimination on the basis of race, color, or national origin. This list includes the date that the transit-related Title VI investigation, lawsuit, or complaint was filed; a summary of the allegation(s); the status of the investigation, lawsuit, or complaint; and actions taken by the recipient in response, or final findings related to the investigation, lawsuit, or complaint.

At the time of preparation of this program, STA has not received any Title VI complaints since the time of the last Title VI Program submission. No Title VI lawsuits were filed during the same period.

4. Public Participation Plan

A summary of public outreach and involvement activities undertaken in last three years, and a description of steps taken to ensure that all persons have meaningful access to SunLine's

decision-making activities, is included in STA's Public Participation Plan in Appendix C.

5. Language Assistance Plan

STA's current Language Assistance Plan for providing language assistance for persons with Limited English Proficiency is included in Appendix D.

6. Membership of Non-Elected Committees

Title 49 CFR Section 21.5(b)(1)(vii) states that a recipient of federal funding may not, on the grounds of race, color, or national origin, "deny a person the opportunity to participate as a member of a planning, advisory, or similar body which is an integral part of the program."

SunLine has two committees consisting of members appointed by the Board, the ACCESS Advisory Committee and the Youth Sustainability Committee, which are described in detail below. The racial breakdown for each committee is in Table 1. SunLine encourages minorities to participate in the ACCESS Advisory Committee and Youth Sustainability Committee by advertising recruitment opportunities on its website, social media platforms, and at its Board meetings. Recruitment opportunities are also advertised at various public outreach events focused on minority populations.

- A. STA's ACCESS Advisory Committee is a non-elected transit ridership committee. Staff continuously makes efforts to ensure the community it serves is represented on this committee, by reaching out to community based organizations, non-profits groups, key stakeholders, and involved community members. Examples of what this looks like include:
 - Posting signs on transit property and vehicles advertising meeting dates and times along with membership information.
 - Engaging with members of the public at community events; inviting them to join the ACCESS Advisory Committee.
 - Including information in the agency riders' guide on the ACCESS Advisory Committee with membership information.
- B. STA's Youth Sustainability Committee members are appointed by the SunLine CEO/General Manager with one student appointed per city and one appointed to represent each of the unincorporated communities. Members are selected annually through a written application process.

Youth Sustainability Committee members lead SunLine in advancing healthy communities. Members are expected to be committed to the purpose, have enthusiasm and actively contribute with a spirit of collaboration. Youth Sustainability Committee members will contribute to the education of initiatives and policies related to a variety of topics including:

- Zero emission technology
- Emissions reduction
- Energy conservation
- Air quality

- Climate adaptation and resiliency

Table 1

	White/ Caucasian	Hispanic/Latino	Black/African American	Asian American/Pacific Islander	Native American/ Alaska Native
ACCESS Advisory	3	1	1	1	0
Youth Advisory	1	5	0	1	0

7. Sub-Recipient Monitoring

During the current reporting period, STA did not extend Federal financial assistance to any other recipient and was not responsible for any subrecipients. However, STA's procedures for monitoring subrecipients is described below, should STA extend Federal financial assistance to a subrecipient in the future.

When it serves as the primary recipient, STA is responsible for ensuring that its subrecipients are in compliance with applicable regulations, including Title VI. STA is responsible for providing its subrecipients with sufficient technical assistance to ensure that they can adequately maintain compliance with Title VI. In compliance with Chapter III, Section 11 of Circular 4702.1B, STA is responsible for providing the following information to subrecipients:

- Sample notices to the public informing beneficiaries of their rights under Title VI regulations, procedures on how to file a Title VI complaint, and STA's Title VI complaint form;
- Sample procedures for tracking and investigating Title VI complaints filed with a subrecipient, and when STA expects the subrecipient to notify STA of complaints received by the subrecipient;
- Demographic information on the race and English proficiency of residents served by the subrecipient to assist the subrecipient in assessing the level and quality of service it provides to communities within its service area and in assessing the need for language assistance; and
- Any other STA-generated or obtained data, such as travel patterns, surveys, etc., that will assist subrecipients in complying with Title VI. STA has all items listed above available and provides them upon request to subrecipients.

In compliance with Chapter III, Section 12 of Circular 4702.1B, STA undertakes the following activities to ensure that STA and any subrecipients are in compliance with Title VI requirements:

- Documents its process for ensuring that all subrecipients are complying with the general reporting requirements of Circular 4702.1B, as well as other requirements that apply to the subrecipient based on the type of entity and the number of fixed route vehicles it operates in peak service if a transit provider;

- (b) Collects Title VI Programs from subrecipients and reviews programs for compliance; and
- (c) At the request of FTA, in response to a complaint of discrimination, or as otherwise deemed necessary by STA, STA will request that subrecipients who provide transportation services verify that their level and quality of service is provided on an equitable basis.

8. Resolution of Governing Board

The Resolution evidencing the Board's adoption of this Title VI Program is included in Appendix E.

9. Site Equity Analyses for New Facilities

All fixed-route transit providers must perform a Title VI equity analysis of the site or location of a new facility to ensure that the location is selected without regard to race, color, or national origin. A facility equity analysis must be performed during the planning stage before the preferred site has been selected. For purposes of this requirement, “facility” includes storage facilities, maintenance facilities, operations centers, and other similar facilities, but does not include transit amenities like bus shelters or transit stations or power substations, which are evaluated separately.

Since the last Title VI Program submission, SunLine began planning for a project to build a Workforce Training Center to train employees on operating hydrogen buses. The proposed location for the Workforce Training Center is an existing SunLine property. This project is still in the planning phase and SunLine is in the process of preparing an equity analysis for the project.

Whenever future new facilities are considered, STA will conduct the required equity analysis regarding facility location.

10. Additional Information Upon Request

FTA may request additional information other than that required by the FTA Circular. FTA has not requested additional information at this time.

Requirements of All Fixed-Route Transit Providers

1. Service Standards and Policies

FTA requires quantitative service standards for all fixed-route modes of operation for each of the following categories: vehicle load, vehicle headways, on-time performance, and service availability (i.e., coverage). FTA requires service policies for vehicle assignment and transit amenities. STA's system-wide service standards and policies are included in Appendix F.

Requirements for Large Fixed-Route Transit Providers

Although these requirements were not applicable to SunLine for the applicable reporting period and will not be applicable for the duration of the 2026-2028 Title VI Program, SunLine has satisfied some of these requirements by virtue of operating more than 50 fixed-route vehicles in peak services prior to November 2021 and due to SunLine's own voluntary initiatives. For reference purposes, this section includes the available information for these requirements, as applicable.

1. Demographic and Service Profile

Not Applicable.

2. Demographic Ridership and Travel Patterns

In 2025, STA hired a consultant firm that conducted an on-board passenger survey for the purposes of establishing baseline consumer data. The ridership surveys captured ridership demographics on STA fixed route transit services, including both demographic categories such as ethnicity and household income, as well as travel pattern data such as route, direction, time, number of transfers, and home zip code. Over 400 customers participated in the survey. Although not required, this report is included as Appendix G for reference.

3. Monitoring Program Results

Not Applicable.

4. Public Engagement Process for Title VI Policies

For reference, a summary of the public engagement process utilized to develop and vet STA's Major Service Change, Disparate Impact, and Disproportionate Burden Policies adopted in 2013 can be found in Appendix H.

5. Title VI Equity Analyses

For reference, STA's Major Service Change Policy, Disparate Impact Policy, and Disproportionate Burden Policy, are included in Appendix H.

Since STA's last Title VI Program update submission, STA had zero major service changes and no fare changes.

Appendix A: Title VI Non-Discrimination Notice



NON-DISCRIMINATION NOTICE

SunLine Transit Agency (SunLine) operates its programs and services without regard to race, color, and national origin in accordance with Title VI of the Civil Rights Act. Any person who believes they have been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with SunLine.

For more information on SunLine's Title VI Program, the procedures to file a complaint, and the Title VI complaint form, contact (760) 343-3456, visit <https://www.sunline.org/work/civil-rights-title-vi>, or visit SunLine's administrative office at 32-505 Harry Oliver Trail, Thousand Palms, CA 92276.

A complainant may file a complaint with SunLine by phone or mail using the contact information provided above, or directly with the Federal Transit Administration. If information is needed in another language, contact (760) 343-3456.

Rev. November 2025



AVISO DE NO DISCRIMINACIÓN

SunLine Transit Agency (SunLine) ofrece sus programas y servicios sin distinción de raza, color ni origen nacional, de conformidad con el Título VI de la Ley de Derechos Civiles. Cualquier persona que considere haber sido perjudicada por una práctica discriminatoria ilegal en virtud del Título VI puede presentar una queja ante SunLine.

Para obtener más información sobre el Programa del Título VI de SunLine, los procedimientos para presentar una queja y el formulario de queja del Título VI, comuníquese al (760) 343-3456, visite <https://www.sunline.org/work/civil-rights-title-vi>, o dirijase a la oficina administrativa de SunLine en 32-505 Harry Oliver Trail, Thousand Palms, CA 92276.

El reclamante puede presentar una queja ante SunLine por teléfono o por correo utilizando la información de contacto proporcionada anteriormente, o directamente ante la Administración Federal de Tránsito. Si necesita información en otro idioma, comuníquese al (760) 343-3456.

Rev. noviembre del 2025



LIST OF LOCATIONS WHERE NON-DISCRIMINATION NOTICE IS POSTED

SunLine Transit Agency's Non-Discrimination Notice to the public is currently posted at the following facility locations:

LOCATION NAME	ADDRESS	CITY
SunLine Administration Offices	32-505 Harry Oliver Trail	Thousand Palms

In addition to posting the Non-Discrimination Notice at the SunLine Administration Offices, the notice is posted in fixed route buses, paratransit vehicles and on SunLine's website at: www.sunline.org. New locations may be added as needed.

Appendix B: Title VI Complaint Procedures and Form



TITLE VI COMPLAINT PROCEDURES

Filing a Title VI Complaint

Persons who believe they have been discriminated against based on race, color, or national origin by SunLine may file a complaint with SunLine by completing and submitting SunLine's Title VI Complaint Form, or submitting a verbal complaint, as described below. Complaints must be filed no later than 180 calendar days of the alleged discriminatory incident.

By Mail:

The preferred method is to file your complaint in writing using the Title VI Complaint Form and send it to:

SunLine Transit Agency
32-505 Harry Oliver Trail
Thousand Palms, CA 92276
Attn: Title VI Officer

By Phone:

Verbal complaints will be accepted and reviewed by designated SunLine staff. To make a verbal complaint, call (760) 343-3456.

Investigations

Once the complaint is received, SunLine will review it to determine if it has jurisdiction. Within 15 working days of receipt of the complaint, SunLine will notify the complainant informing the complainant whether the complaint will be investigated by SunLine. If applicable, the SunLine will begin an investigation.

The investigation will be conducted and completed within 60 days of the receipt of the complaint. If more information is needed to resolve the case, SunLine may contact the complainant. If SunLine does not receive the necessary information from the complainant within the time specified in SunLine's communication, SunLine can administratively close the investigation. An investigation may also be administratively closed if the complainant no longer wishes to pursue their complaint.

The complainant will receive a letter stating the results of the investigation within 60 days of SunLine's receipt of the complaint. The letter will state whether there was a Title VI violation and, if applicable, the actions SunLine will take to address the violation. The letter will also inform the complainant of their right to appeal the decision.

A person may also file a complaint directly with the Federal Transit Administration, at FTA Office of Civil Rights, 1200 New Jersey Avenue SE, Washington, DC 20590.



PROCEDIMIENTOS DE QUEJA DEL TÍTULO VI

Presentación de una Queja del Título VI

Las personas que consideren que han sido discriminadas por SunLine por motivos de raza, color u origen nacional pueden presentar una queja ante SunLine completando y enviando el Formulario de Queja del Título VI de SunLine, o presentando una queja verbal, según se describe a continuación. Las quejas deben presentarse a más tardar dentro de los 180 días calendario posteriores al presunto incidente de discriminación.

Por correo:

El método preferido es presentar la queja por escrito utilizando el Formulario de Queja del Título VI y enviarlo a:

SunLine Transit Agency
32-505 Harry Oliver Trail
Thousand Palms, CA 92276
Atención: Oficial del Título VI

Por teléfono:

Las quejas verbales serán aceptadas y revisadas por el personal designado de SunLine. Para presentar una queja verbal, llame al (760) 343-3456.

Investigaciones

Una vez recibida la queja, SunLine la revisará para determinar si tiene jurisdicción. Dentro de los 15 días hábiles posteriores a la recepción de la queja, SunLine notificará al reclamante informándole si la queja será investigada por SunLine. Si corresponde, SunLine iniciará una investigación.

La investigación será realizada y completada dentro de los 60 días posteriores a la recepción de la queja. Si se necesita más información para resolver el caso, SunLine podrá comunicarse con el reclamante. Si SunLine no recibe la información necesaria

del reclamante dentro del plazo especificado en la comunicación de SunLine, podrá cerrar la investigación de manera administrativa. Una investigación también podrá cerrarse administrativamente si el reclamante ya no desea continuar con su queja.

El reclamante recibirá una carta con los resultados de la investigación dentro de los 60 días posteriores a la recepción de la queja por parte de SunLine. La carta indicará si hubo una violación del Título VI y, en su caso, las medidas que SunLine tomará para abordar la infracción. La carta también informará al reclamante de su derecho a apelar la decisión.

Una persona también puede presentar una queja directamente ante la Administración Federal de Tránsito en la siguiente dirección: FTA Office of Civil Rights, 1200 New Jersey Avenue SE, Washington, DC 20590.



TITLE VI COMPLAINT FORM

Persons who believe they have been discriminated against based on race, color, or national origin by SunLine may complete and submit this Title VI Complaint Form to:

SunLine Transit Agency
Attn: Title VI Officer
32-505 Harry Oliver Trail
Thousand Palms, CA 92276

PLEASE PRINT CLEARLY

Name:

Address:

City, Street, Zip Code:

Telephone: Home: _____ Cell: _____

Email: _____

If applicable name and title of persons(s) who allegedly discriminated against you:

Please check which of the following best describes the type of discrimination experienced:

- ☐ Race
- ☐ Color
- ☐ National Origin

What date did the alleged incident take place?

Name the location where the alleged incident took place:

In your own words, please describe the alleged incident and explain what happened and whom you believe was responsible:

Please list any person(s) we may contact for additional information to support your complaint.

Have you filed this complaint with any other federal and state agency, or with any federal or state court?

☐ Yes

☐ No

If yes, check all that apply:

☐ Federal Agency

☐ Federal Court

☐ State Agency

☐ State Court

Please provide the name and phone number of the contact persons at the agency/court where the complaint was filed:

Please sign below and attach any written or other information that you think is relevant to your complaint.

Signature: _____



FORMULARIO DE QUEJA DEL TÍTULO VI

Las personas que consideren que han sido objeto de discriminación por motivos de raza, color u origen nacional por parte de SunLine pueden completar y enviar este Formulario de Queja del Título VI a la siguiente dirección:

SunLine Transit Agency
Atención: Oficial del Título VI
32-505 Harry Oliver Trail
Thousand Palms, CA 92276

FAVOR DE ESCRIBIR CLARAMENTE

Nombre:

Dirección:

Ciudad, Calle, Código postal:

Teléfono: Hogar: _____ Móvil: _____

Correo electrónico: _____

Si corresponde, indique el nombre y el cargo de la(s) persona(s) que presuntamente lo(a) discriminó(aron).:

Marque cuál de las siguientes opciones describe mejor el tipo de discriminación que experimentó:

- ☐ Raza
- ☐ Color
- ☐ Origen

¿En qué fecha ocurrió el presunto incidente?

Indique el lugar donde ocurrió el presunto incidente:

En sus propias palabras, describa el presunto incidente y explique lo que sucedió y a quién considera responsable:

Enumere a cualquier persona que podamos contactar para obtener información adicional que respalde su queja.

¿Ha presentado esta queja ante alguna otra agencia federal o estatal, o ante algún tribunal federal o estatal?

☐ Si

☐ No

Si su respuesta es afirmativa, marque todas las opciones que correspondan:

☐ Agencia Federal ☐ Tribunal Federal ☐ Agencia Estatal ☐ Tribunal Estatal

Indique el nombre y el número de teléfono de la(s) persona(s) de contacto en la agencia o tribunal donde se presentó la queja:

Firme a continuación y adjunte cualquier información escrita u otro tipo de documentación que considere relevante para su queja.

Firma: _____

Fecha: _____

Appendix C: Public Participation Plan



Public Participation Plan

2025

Public Participation Plan (PPP)

I. Purpose/Introduction

SunLine Transit Agency (SunLine) is committed to providing equitable, accessible, and inclusive opportunities for public engagement —particularly minority, low-income, and LEP populations— in the planning, programming, and decision-making processes for transit services. This Public Participation Plan (PPP) outlines the methods and procedures by which SunLine Transit Agency (SunLine) seeks to fulfill the requirements of the U.S. Department of Transportation (USDOT) related to public engagement. The PPP specifically addresses the following federal mandates:

- Title VI of the Civil Rights Act of 1964
- Federal Transit Administration (FTA) Circular C 4702.1B, requiring all direct and primary recipients of FTA financial assistance to develop and implement a Public Participation Plan as a component of their overall Title VI Program.
- Executive Order 13166, which outlines responsibilities to Limited English Proficient (LEP) persons.

This PPP outlines proactive strategies to engage the public in transportation planning, programming, and decision-making processes.

II. Guiding Principles

Building on federal, state, and local public engagement requirements, SunLine’s Public Participation Plan is grounded in a set of guiding principles that ensure public involvement is meaningful, equitable, and transparent. These principles are operationalized through specific objectives that outline what SunLine aims to achieve in engaging the public in transportation planning and decision-making processes.

Meaningful and Accessible Participation – Provide all interested groups and stakeholders with opportunities to participate and represent their interests using diverse engagement methods, including social media, traditional media, website platforms, community meetings, and both in-person and virtual public forums.

Responsive Consideration of Public Input – Solicit, document, and carefully consider public comments on all proposed major service or fare changes, in adherence to SunLine’s Service Standards Policy.

Proactive and Transparent Communication – Inform communities and stakeholders about SunLine’s projects, community events, and service investments in a clear and timely manner.

III. Objectives

SunLine aims to ensure public participation is inclusive, accessible, timely, transparent, and collaborative. This includes seeking representation from the community's diverse demographics, complying with non-discrimination and accessibility laws, providing clear and open access to information, engaging the public early and continuously as well as partnering with local and regional stakeholders for the development of agency initiatives and proposed service changes. SunLine is also committed to regularly reviewing and improving its public participation efforts to maintain effectiveness and equity.

IV. Minority and LEP population in SunLine Service Area

According to the 2023 American Community Survey, SunLine's service area has an estimated population of 441,586 residents. Of this total, 62% identify as minority populations, with Hispanic or Latino residents representing the largest group at 54%. Other minority populations include Asian (3.1%), Black or African American (2.5%), Two or More Races (2.1%), American Indian or Alaska Native (0.3%), Native Hawaiian or Other Pacific Islander (0.2%), and Other Race (0.2%).

	Population	Percentage of Total Population
Total Population	441,586	100%
Minority Populations – Total	275,584	62.41%
<i>Hispanic or Latino</i>	<i>239027</i>	<i>54.13%</i>
<i>Asian (Alone)</i>	<i>13688</i>	<i>3.10%</i>
<i>Black or African American (alone)</i>	<i>11075</i>	<i>2.51%</i>
<i>Two or More Races</i>	<i>9108</i>	<i>2.06%</i>
<i>American Indian or Alaska Native (alone)</i>	<i>1087</i>	<i>0.25%</i>
<i>Native Hawaiian or Other Pacific Islander (alone)</i>	<i>662</i>	<i>0.15%</i>
<i>Other Race (alone)</i>	<i>937</i>	<i>0.21%</i>

Table 1.1 Minority and LEP Populations in SunLine's Service Area; Source: 2023 American Community Survey 5-Year Estimates Data Profiles

Limited English Proficiency (LEP) Profile

Based on the latest data from the county-level Title VI program, an estimated 13.5% of Riverside County residents speak English less than "very well," with 11.1% identifying as

Spanish-speaking LEP individuals. Given the linguistic landscape and communities served by SunLine—many with high concentrations of Spanish-speaking residents—it is reasonable to assume comparable or higher LEP rates in the service area. For effective public engagement, SunLine continues to prioritize language-accessible outreach, including translated materials and interpretation services, with particular focus on Spanish and other identified LEP language groups.

SunLine considers the needs of these populations by:

- Ensuring equitable access to transit services across all communities, with routes serving neighborhoods that are historically underserved or have higher concentrations of minority residents.
- Providing bilingual and culturally relevant outreach, including Spanish-language materials and translation services, to ensure full participation in planning and service updates.
- Engaging directly with community-based organizations, advocacy groups, and trusted leaders that represent minority populations to gather feedback and improve service delivery.
- Evaluating service equity through Title VI analysis to monitor impacts on minority and low-income populations, and making adjustments as needed to prevent disproportionate impacts.
- Designing public participation strategies that intentionally remove barriers and provide multiple ways for residents to provide input, including in-person workshops, virtual options, and targeted community engagement.

V. Identification of Stakeholders

Stakeholders are those who are either directly or indirectly affected by a plan, project, or program based on decisions related to recommendations or implementation actions.

General stakeholders within the SunLine Transit Agency service area include, but are not limited to:

- All nine (9) cities and ten (10) unincorporated communities
 - Cities: Palm Springs, Cathedral City, Desert Hot Springs, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio, Coachella
 - Unincorporated: Thousand Palms, Bermuda Dunes, Sky Valley, Thermal, Mecca, Oasis, Vista Santa Rosa, North Shore, Garnet, Desert Edge
- Major Employers
 - Agua Caliente Casino Resorts, Fantasy Springs Resort Casino, Spotlight 29 Casino

- Eisenhower Health, Desert Regional Medical Center, JFK Memorial Hospital
 - College of the Desert, Palm Springs Unified School District, Desert Sands Unified School District, Coachella Valley Unified School District
 - Palm Springs International Airport
 - Amazon Fulfillment (Desert Hot Springs) and Walmart Distribution Center
 - Agriculture sector: Prime Time International, Ocean Mist Farms, Hadley Date Gardens
- Major Colleges, Universities, and School Districts
 - College of the Desert (Palm Desert, Indio, Mecca/Thermal campuses)
 - California State University San Bernardino – Palm Desert Campus
 - Palm Springs Unified, Desert Sands Unified, and Coachella Valley Unified School Districts
- Non-profit and Private Business Community
 - Greater Palm Springs Convention & Visitors Bureau (Visit Greater Palm Springs)
 - Coachella Valley Economic Partnership (CVEP)
 - Various Chambers of Commerce (Palm Springs, Palm Desert, Indio, Coachella, La Quinta)
- Other Regional and Municipal Transit Providers
 - Riverside Transit Agency (RTA)
 - Beaumont Transit
 - Palo Verde Valley Transit Agency
 - Omnitrans
 - Metrolink
- Public
 - Minority, Limited English Proficiency (LEP), and low-income populations
 - Riders with disabilities and seniors (via ACCESS participation)
 - General riders and community advocates
- Government Partners
 - Riverside County and Riverside County Transportation Commission (RCTC)
 - Southern California Association of Governments (SCAG)
 - Coachella Valley Association of Governments (CVAG)
 - Local elected officials and city planning/engineering departments
- Internal Committees and Governing Bodies
 - SunLine Transit Agency Board of Directors
 - ACCESS Advisory Committee
 - SunLine Youth Sustainability Committee

VI. Strategies

To achieve these objectives, SunLine uses multiple outreach methods tailored to community needs, including virtual and in-person forums, social media, surveys, and educational resources. The agency ensures ADA and language access compliance, documents and communicates public input clearly, provides advance notice of engagement opportunities, and collaborates with community organizations and regional transit partners. Continuous evaluation and updates to the participation plan will help refine these strategies over time.

VII. Continuous Public Participation

SunLine actively seeks public participation throughout the year to engage directly with passengers and the broader community. These ongoing efforts help foster stronger connections, build trust, and maintain open communication channels between the public and SunLine's staff and leadership. This commitment enables SunLine to be more responsive to community needs and enhances its capacity to conduct targeted outreach that builds on its established relationships.

SunLine encourages community members to attend Board of Directors and standing committee meetings to share their views regularly—not just when specific input is requested. Many Board agenda items arise from recommendations made by SunLine's standing committees, where much of the detailed work occurs. The Board strongly supports public participation at the committee level, whether in person or by following updates online.

When required by law, formal public hearings may be held during Board or Committee meetings. Notices for these hearings are posted on the SunLine website, social media channels, and on vehicles, with communications provided in both English and Spanish.

All SunLine Board and committee meetings comply with applicable State and federal laws, including the Ralph M. Brown Act, the Dymally-Alatorre Bilingual Services Act, and the Americans with Disabilities Act (ADA) along with its implementing regulations.

The following statement is included on all SunLine Board and Committee meeting agendas:

"In compliance with the Americans with Disabilities Act, Government Code Section 54954.2, and the Federal Transit Administration Title VI, please contact the Clerk of the Board at (760) 343-3456 if disability-related modification(s) and/or interpreter services are needed to participate in a Board meeting. Notification of at least 72 hours prior to the

meeting time will assist staff in ensuring reasonable arrangements can be made to provide assistance at the meeting.”

VIII. Specific Public Participation

When seeking input on specific projects or decisions, SunLine expands outreach efforts by utilizing multiple engagement methods and customized approaches to share information and gather meaningful public feedback.

SunLine hosts public meetings, workshops, and community forums throughout the Coachella Valley to inform residents and encourage active participation in transportation planning and initiatives. These sessions focus on collecting community input on major projects such as service analyses, operational studies, and ridership assessments.

Meetings are scheduled at accessible times and locations to maximize attendance, including evenings and weekends. SunLine also collaborates with community organizations and local partners to present transportation information during their existing events, reducing the need for separate meetings.

All facilities used for public hearings and meetings comply with accessibility standards. Upon request, SunLine provides language translation and disability accommodations to ensure all individuals can fully engage in the process.

SunLine offers both in-person and virtual participation options, accommodating people with disabilities and those with limited English proficiency to ensure equitable access.

Comprehensive records of all public hearings and meetings are maintained. Staff carefully review and analyze the feedback received to identify reasonable suggestions for improving proposed projects or plans. These findings are compiled into reports with recommended actions for consideration by staff, ensuring public input directly informs final decisions.

IX. Tools of Engagement for Public Participation

Community Events & Resource Fairs

SunLine participates in local events, neighborhood gatherings, and resource fairs throughout the year to engage with residents in person. These events provide opportunities to share updates on SunLine programs, explain upcoming projects, and listen to community concerns. Priority is given to events serving historically underserved or underrepresented populations.

Community Presentations

Staff members regularly make presentations to community groups, schools, and business organizations. These presentations are tailored to the audience and include project updates, explanations of policy changes, and invitations for public input.

Printed & Multilingual Materials

SunLine produces newsletters, flyers, and direct mail in multiple languages to ensure information is accessible to residents without internet access or who prefer non-English materials. Printed materials include instructions on requesting translation or interpretation services.

Digital Media

The agency uses its website, email, text notifications, and social media platforms to share timely information about meetings, service changes, and project milestones. Residents can sign up for direct alerts to stay informed.

Traditional Media

Radio, local newspapers, and targeted ethnic media are used to reach a wide range of audiences. These channels are especially effective for broadcasting meeting notices and opportunities for public comment in communities that may not engage with digital platforms.

Community Partnerships

SunLine works with community organizations to help distribute information through their established communication networks, such as newsletters, meetings, and events. The agency provides ready-to-use content, including translated materials, maps, and graphics.

Public Information Displays

Digital signage at key public locations is used to provide timely updates, meeting notices, and other important information to individuals who may not engage online.

Customer Service Channels

SunLine's customer service staff provide phone and in-person assistance for individuals seeking meeting details, information about projects, or guidance on submitting comments.

Surveys

Surveys are conducted both online and in person to gather feedback on priorities, satisfaction, accessibility, affordability, and other aspects of SunLine services. The results are used to inform project planning and decision-making.

Bus Inserts

Notices placed inside buses provide riders with information about upcoming meetings, service changes, and opportunities to comment. This approach ensures outreach to riders who may not have digital access.

Public Meetings & Hearings

SunLine holds in-person and virtual public meetings to present proposals, answer questions, and gather community feedback. Meetings are scheduled at accessible times and locations, with accommodations for individuals with disabilities or language needs.

Records & Analysis of Input

The agency documents and analyzes all public feedback collected through meetings, surveys, and events. Reasonable suggestions are incorporated into proposals before Board consideration.

Specialized Tools

When appropriate, SunLine uses TV commercials, billboards, and other targeted advertising to expand awareness of projects, meetings, and opportunities for public participation.

X. Fare/ Major Service Change & Public Comment Policy and Procedure

SunLine Transit Agency follows a structured and transparent process to inform the public and solicit feedback on major service changes and fare adjustments, in compliance with 49 U.S.C. Section 5307(c)(1)(I) and FTA Circular 4702.1B. The Major Service Change Policy distinguishes between major service changes, which requires formal public comment and minor changes which do not.

Service Standards Policy

Under the Board-adopted Service Standards Policy (B-190613), a major service change is defined as any permanent adjustment (six months or longer) that alters revenue hours or miles, span of service, or alignment miles by 25% or more for any route or for the system overall for any day type (Weekday, Saturday, Sunday and Holiday). Public comment must be gathered before implementing such changes or any fare increase.

Public Notification & Outreach

The public comment process begins with a legal notice published in English and Spanish in a widely circulated local newspaper. The notice includes details of the proposed changes, available comment methods, and the date, time, and location of public hearings. Written, emailed, faxed, or mailed comments are accepted for at least 30 days from the

first publication, with hearings held no sooner than 30 days after the notice and a minimum three-day post-hearing comment period.

In addition to legal notices, SunLine uses a range of communication tools to maximize outreach:

- Printed onboard materials such as signs and rack cards
- Website updates with detailed change information
- Social media announcements (Facebook, Instagram)
- Press releases to local media outlets
- Presentations to community organizations
- Visual aids including maps, charts, and infographics to clearly explain changes

Hearing Scheduling & Accessibility

For system-wide changes, SunLine schedules multiple hearings at locations across the Coachella Valley to ensure convenient access for all affected communities, including those with higher concentrations of minority populations. Hearings are held in ADA-compliant facilities, offered at varied times of day, and located near public transit routes. Translation services for Spanish speakers and accommodations for individuals with disabilities are available upon request.

Hearing Procedures

Each hearing begins with a reading of the public notice and an overview of the proposed changes, the rationale, and the decision-making process. Attendees may provide verbal comments (generally limited to three minutes) or submit written feedback. Comment forms are available at all hearings.

Recordkeeping & Decision Process

Official records are maintained for all hearings, including affidavits of publication, audio recordings, and written notes. All comments—verbal or written—are entered into the public record and reviewed by staff to assess potential modifications. Findings and recommendations are presented to the Board of Directors before any final action. The Board then directs the CEO/General Manager to proceed, modify, or withdraw the proposal.

XI. Additional Communication Access

SunLine Customer Service Line

SunLine Customer Service Representatives are able to provide route, fare and schedule information. English and Spanish representatives are available. Service is available Monday through Friday 8:00 – 5:00 PM, 760.343.3451. For Sun-Dial reservations, the service is available from 8:00 – 5:00 PM, 760.343.4231.

Multilingual Riders Guides

All Sunline printed and posted riders guide are in both Spanish and English. Available on buses and digitally at Sunline.org.

SunLine Website

The SunLine Transit Agency website, **www.sunline.org**, serves as a primary communications tool, providing comprehensive information about agency policies, services, strategies, and plans. The website offers resources for riders in both English and Spanish, including route and schedule information, rider guides, and service updates. In addition, SunLine actively engages with the community through social media platforms such as **Facebook** and **Instagram**, where service alerts, announcements, and program highlights are regularly shared.

XII. Conclusion

SunLine Transit Agency recognizes that meaningful public participation is essential to delivering equitable, accessible, and sustainable transit services for all communities in the Coachella Valley. This Public Participation Plan reflects SunLine's ongoing commitment to engage residents, riders, stakeholders, and community partners in shaping the future of local and regional mobility. By prioritizing transparency, inclusivity, and responsiveness, SunLine ensures that the voices of minority, low-income, Limited English Proficient (LEP), and historically underserved populations are heard and considered in decision-making.

As transit needs evolve, SunLine shall continue to evaluate and improve its outreach strategies to ensure compliance with Title VI and related federal requirements, while also strengthening community trust and collaboration. Through proactive engagement, SunLine reaffirms its dedication to building a public transportation system that reflects the diverse needs of the communities it serves and supports a more connected, inclusive, and resilient Coachella Valley.



Marketing Department Outreach (2022)

DATE	OUTREACH/MEETING	Location
	NONE	



Marketing Department Outreach (2023)

DATE	OUTREACH/MEETING	Location
January	January 2023 Service Change Outreaches at Major Timepoints	Major Timepoints
February		
March		
April		
May		
	May 2023 Service Change Outreaches at Major Timepoints	Major Timepoints
June		

July		
August		
8/3/23	School Supply Event hosted by CCPD	Cathedral City
8/10/23	Family Support Resource Day hosted by RivCo DPSS	Indio
Sept.		
	September 2023 Service Change Outreaches at Major Timepoints	Major Timepoints
9/20/23	28th Valleywide Expo hosted by RivCo DPSS	Indio
9/26/23	CV Trailblazers	Thousand Palms
October		
10/3/23	Indio PD National Night Out	Indio
10/7/23	Free Family Festival	Indio
10/21/23	Fall Festival hosted by RivCo Library	Indio
10/26/23	Haunted Bus	Palm Springs
10/28/23	Mecca Sports Park Ribbon Cutting	Mecca
10/29/23	PD Golf Cart Parade	Palm Desert
10/31/23	TP Halloween Spooktacular	Thousand Palms
Nov.		
11/1/23	NS Dia de los Muertos	North Shore
11/16/23	Fill the Bus	PD and PS
Dec.		
12/6/23	COD Family Night Out	Palm Desert
12/12/23	Travel Training	Indio
12/18/23	Wrap Around Christmas Event	Palm Desert



Marketing Department Outreach (2024)

DATE	OUTREACH/MEETING	Location
January	January 2024 Service Change Outreaches at Major Timepoints	Major Timepoints
February		
2/7/24	Upcoming Valley Community Outreaches Meeting	Major Timepoints
2/8/24	We Love Our Customers	Major Timepoints
2/13/24	SunRide Outreach - DHS	DHS
March		
3/22/24	33rd Annual Migrant Education Program-Health Resource Fair, Thermal	Thermal
3/23/24	Ability Sports Festival by CVUSD - Thermal	Thermal
3/25/24	Feria de Recursos -Wolff Waters Place La Quinta	La Quinta
3/27/24	Family Fun Fest - Palm Springs Library	Palm Springs
April		
4/6/24	Veterans Expo- Salvation Army Cathedral City	Cathedral City
4/11/24	Parent Transition WorkShop-Desert Arc Palm Desert	Palm Desert
4/16/24	Vehicle Day- Kennedy Elementary Indio	Indio
4/17/24	Coachella Vallet Local Government Fair- Palms Springs Convention Center	Palm Springs
4/18/24	SunRide Outreach- La Quinta Wellness Center	La Quinta
4/30/24	Día del Niño- Thousand Palms Community Center	Thousand Palms
May		
5/5/24	May 2024 Service Change Outreaches at Major Timepoints	Major Timepoints
June		
6/25/24	DRD Travel Training- Thousand Palms	Thousand Palms
6/29/24	South Palm Desert Community Outreach - St. Margaret's	Palm Desert
July		
August		

Sept.		
8/23/24	COD Welcome Day	Palm Desert
9/12/24	Life Saver Day	Thousand Palms
9/15/24	Fiestas El Grito	Coachella
9/16/24	CSUSB Fall 2024 Transit Expo	Palm Desert
9/19/24	Valley Wide Expo	Indio
9/25/24	Rescue Mission Mornining Mixer	Indio

October		
10/10/204	CSUSB Fall festival	Palm Desert
10/17/24	Family Resource & Program Engagements	Coachella
10/27/24	Golf Cart Parade	Palm Desert
10/31/24	Haunted Bus	Palm Springs

Nov.		
11/9/24	AHA Walk	Palm Desed
11/21/24	Fill the Bus	PD and PS
11/23/24	Touch a Truck / Hot air Balloon	Cathedral City
Dec.		
12/9/24	Mecca Parade of Lights	Mecca



Marketing Department Events (2025)

DATE	OUTREACH/MEETING	LOCATION
January		
1/5/25	January 2025 Service Change	Major Timepoints
1/28/2025 - 1/31/2025	APTA Annual Business Members Meeting (Hosted in IW this year)	Indian Wells
February		
2/17/25	President's Day Parade in Indio	Indio
March		
3/1/24	Ability Sports Festival by CVUSD - Thermal	Thermal
3/8/25	Dia Del Nino Coachella	Coachella
3/28/25	33rd Annual Migrant Education Program-Health Resource Fair, Thermal	Thermal
April		
4/5/25	Veterans Expo- Salvation Army Cathedral City	Cathedral City
4/15/25	Palm Desert Rotary Presentation	Palm Desert
4/26/25	Earth & Arbor day Palm Springs Festival	Palm Springs
May		
5/1/24	Professional Vehicle Day Kennedy Elementary	Indio
5/4/25	May 2025 Service Change Outreaches at Libraries, Senior Centers, Colleges, etc.	Multiple Locations
5/14/24	RUHS Week Fiesta indio	Indio
5/17/25	Dia de la Familia (Family Day) - Indio Library	Indio
5/19/25	Travel Training at Riverside University Health System - Behavioral Health	Indio
June		
6/2/25	Agua Caliente Elementary School Career Day - Take FC.5	Rancho Mirage
6/7/25	Day of the Child - DHS Health and Wellness Center	Desert Hot Springs
6/16/2025	Travel Training with LEA Group	Palm Springs
July		
6/17/25	Pack the Bus	Palm Desert
August		
8/12/25	Travel Training with Lesbians Embracing Aging's Transportation Sub-Committee	Palm Springs
8/12/25	Desert Hot Springs Senior Center	Desert Hot Springs



Planning Department Events (2022-25)

DATE	OUTREACH/MEETING	LOCATION
January		
February		
2/19/25	Open House, Service Expansion in Indio	Shadow Hills High School
2/20/25	Open House, Service Expansion in Indio	Amistad High School
2/27/25	Open House, Service Expansion in Indio	Shadow Hills High School
March		
3/18/25-3/23/25	Onboard Rider Survey, in-person on fixed-routes	SunLine Transit Service Area
3/17/25 - 3/31/25	Onboard Rider Survey, virtual survey	SunLine Transit Service Area
April		
May		
June		
6/29/24	Open House, South Palm Desert	Saint Margaret's Church
July		
August		

Appendix D: Language Assistance Plan



LANGUAGE ASSISTANCE PLAN

In accordance with Title VI of the Civil Rights Act of 1964 ("Title VI"), U.S. Department of Transportation Title VI regulations (49 CFR part 21; "DOT's implementing regulations"), and Federal Transit Administration (FTA) guidance, SunLine Transit Agency (SunLine) as a FTA grantee is obligated to take reasonable steps to ensure meaningful access by Limited English Proficiency (LEP) persons to benefits, information, services, and other important portions of SunLine's programs.

According to FTA Circular 4702.1 B, LEP persons refers to persons for whom English is not their primary language and who have a limited ability to read, write, speak, or understand English. It includes people who reported to the U.S. Census that they speak English less than very well, not well, or not at all.

Purpose

SunLine's mission is to ensure equal access to its programs and services for all residents who use its services in the Coachella Valley for their mobility needs, in accordance with applicable law. This Plan serves as guidance for staff in helping to ensure meaningful access to programs and services conducted by the Agency for LEP persons. SunLine has taken many steps, outlined in this document, to assist LEP individuals in accessing its programs and services, and is committed to improving access. As a federal grantee, SunLine will examine the services it provides and develop and implement a system by which LEP persons can meaningfully access those services consistent with, and without unduly burdening, the fundamental mission of the agency.

This Language Assistance Plan provides guidance on translation, interpreter, and outreach services for LEP persons seeking access to its programs, including instances in which SunLine staff directly interacts with and serves LEP persons. The priority of the Language Assistance Plan is to improve access for LEP individuals to critical services or activities.

LEP Four Factor Analysis

As part of the process of evaluating its LEP needs required by FTA Circular 4702.1 B, SunLine uses the four factor analysis of programs, services, and information for patrons who use transit services offered in the Coachella Valley. These factors include:

1. Number or proportion of LEP persons eligible to be served or would likely be encountered by the program or grantee.
2. The frequency with which LEP individuals come in contact with the program or services.
3. Nature and importance of the program, activity, or service provided by the program to people's lives; and

4. Resources available to the grantee for LEP outreach, and the cost associated with that outreach.

Factor #1 - Demographic Review and Evaluation to Determine Number or Proportion of LEP Persons Eligible to be Served or Likely be Encountered by SunLine

SunLine evaluates the demographic composition of its service area to determine the number or proportion of LEP persons eligible to be served or likely to be encountered by SunLine, which in turn allows SunLine to assess which populations may need support and the types of language services required.

To assess LEP populations, SunLine analyzed the 2023 American Community Survey (ACS) 5-Year Estimate data, specifically Table B16004: Age by Language Spoken at Home by Ability to Speak English, at the Census Block level. Using ArcGIS Pro, staff identified the census blocks along each SunLine route and determined the LEP population within those blocks by counting individuals who reported speaking English “not well” or “not at all.” Detailed demographic data are presented in **Table 1** below.

Findings indicate that Spanish-speaking populations with limited English proficiency are the largest LEP group in the service area and are most likely to interact with SunLine services. Based on the analysis of SunLine’s nine local transit routes and one commuter service, 36,639 people, or 9% of the total 422,774 residents in the service area (aged 5 years and older), are classified as LEP. Among this group, 34,833 people, or 95%, speak Spanish at home with limited English skills.

The second largest LEP population, which consists of 1311 people and represents 4% of the population SunLine serves, speaks “Asian or Pacific Islander Languages,” which includes over 20 distinct languages. Identifying the specific languages spoken within this umbrella category in SunLine’s services area and the size of the populations that speak such languages requires further analysis because this information is not available from the current American Community Survey data at the census tract level. Based on data from the 2015 American Community Survey 5-Year Estimate for Riverside County, Tagalog appears to be among the most widely spoken language within the “Asian or Pacific Islander Languages” LEP population in SunLine’s service area, though this group does not meet the Safe Harbor Threshold. Staff will continue to identify and analyze additional data sources for this population.

Factor #2 discusses how LEP persons interact with SunLine.

Table 1: Ability to Speak English by Language Category

Route	Total Population*	Limited English Proficiency		Speak Spanish with Limited English Proficiency		Speak Other Indo-European Language with Limited English Proficiency		Speak Asian or Pacific Islander Language with Limited English Proficiency		Speak Other Language with Limited English Proficiency	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
1	21,917	389	2%	311	80%	3	1%	75	19%	0	0%
2	66,361	4,874	7%	4,373	90%	117	2%	210	4%	174	4%
3	25,677	1,492	6%	1,422	95%	15	1%	55	4%	0	0%
4	70,138	2,883	4%	2,543	88%	40	1%	274	10%	26	1%
5	47,656	3,218	7%	3,028	94%	69	2%	110	3%	11	0%
6	70,487	8,787	12%	8,532	97%	0	0%	219	2%	36	0%
7	35,717	1,256	4%	1,019	81%	4	0%	233	19%	0	0%
8	60,249	13,166	22%	12,991	99%	26	0%	4	0%	145	1%
9	9,873	3,601	36%	3,601	100%	0	0%	0	0%	0	0%
10	34,866	2,939	8%	2,687	91%	41	1%	89	3%	122	4%
11	43,259	4,370	10%	4,130	95%	22	1%	218	5%	0	0%
Local Network	331,245	29,998	9%	28,536	95%	188	1%	1079	4%	195	1%
Service Area	422,774	36,639	9%	34,833	95%	300	1%	1311	4%	195	1%

Table 1

*Note: This data is restricted to the population aged 5 years and older and represent that entire Census block regardless of language identifier.

Source: ACS 2023 5-Year Estimate Data, Table B16004: Age by Language Spoken at Home by Ability to Speak English at the Census Block level

Factor #2 - Frequency of Contact with LEP Persons

SunLine monitors how often LEP populations engage with its services and ensures staff are trained to respond effectively. Monitoring and response activities include:

Onboard Ridership Surveys: Surveys capture the language needs of riders, including their primary language spoken at home and comfort level with English. This helps measure how often LEP riders use the system and highlights service areas with higher concentrations of riders who may need language assistance. According to SunLine's 2025 Onboard Bus Passenger Survey, the report for which is included in Appendix G, in 2025, nearly 40% of passengers indicated riding SunLine six or seven days in a typical week, and have done so for more than five years. Consistent with the 2019 passenger survey, 72% of SunLine riders reported using the service four or more days per week. In 2025, 45% of passengers indicated riding SunLine for years or less.

LanguageLine Solutions Call Tracking: SunLine contracts with LanguageLine Solutions to provide over-the-phone interpretation for callers with limited English proficiency. Each time staff connect to the line, the interaction is logged. SunLine reviews these records to monitor how many calls required interpretation assistance and to track overall LEP-related contact frequency. During the last fiscal year, from July 2024 to June 2025, Sunline staff called LanguageLine for an interpreter to help a customer with limited English proficiency a total of 2,178 times.

Factor# 3 – Nature and Importance of the Program, Activity, or Service Provided to People's Lives

The importance of SunLine's services to the community is profound, as the transit system functions as an indispensable lifeline for a highly transit-reliant population. The 2025 Onboard Bus Passenger Survey clearly highlights this dependency, revealing that nearly 80 percent of all surveyed riders reported not having access to a personal vehicle to make the trip they were taking. When asked their main reason for riding, over half of the riders (51.8 percent) stated they "don't have a car," while other necessity-based response

"no license" (21.5 percent) and "can't drive" (19.5 percent) made up the bulk of the remaining answers. This overwhelming concentration of transit-dependent riders confirms that for the vast majority of its customers, SunLine is not a matter of convenience, but the sole critical link between their homes and their daily lives.

This essential nature of SunLine's service is further confirmed by the data on trip purpose, which shows the service directly enables core functions for economic self-sufficiency and quality of life. The survey found that the overwhelming majority of trips serve foundational activities, with the top three destinations being Work (34.8 percent), School (16.3 percent), and Shopping (13.6 percent). Together, these essential purposes account for almost two-thirds of all trips. By facilitating reliable access to jobs, education, and commerce, SunLine ensures that the substantial portion of the population without car ownership can maintain employment, pursue educational opportunities, and meet basic household needs, underscoring its role as a fundamental component of the region's social and economic infrastructure.

Factor #4 – Resources Available and Costs

SunLine considers available resources and associated costs when determining the scope of language assistance for LEP populations. SunLine continuously monitors and evaluates LEP needs by reviewing census data, analyzing route-level demographics, and assessing service interactions. As a standard practice, the agency conducts all business and communications in both English and Spanish, supported by bilingual in-house staff. The agency leverages existing contracts, internal staff capabilities, and budget allocations to provide effective and sustainable services. Key resource considerations include:

- **LanguageLine Solutions:** Contracted over-the-phone interpretation services allow staff to respond quickly to LEP callers without requiring permanent bilingual staffing for every position. Usage is tracked and monitored for cost efficiency.
- **Bilingual Materials:** Printing and distributing critical documents in both English and Spanish, as well as maintaining translated content on the agency website, represents a key investment in ensuring meaningful access.
- **Staff Training and LEP Interaction Protocol:** Periodic training and refresher sessions for customer-facing staff on LEP procedures are incorporated into the agency's ongoing professional development program. Training covers:
 - **Recognizing LEP Needs:** Identifying riders who may require language assistance.
 - **Using LanguageLine Solutions:** Steps to connect riders or callers to interpretation services.
 - **Providing Bilingual Materials:** Offering printed and digital resources in English and Spanish, including SunDial Rider's Guide, System Map, ADA applications, and other critical documents.
 - **Documenting Interactions:** Logging LanguageLine usage and other assistance provided to track frequency
 - **Ongoing Refresher Training:** Periodic sessions to reinforce proper LEP engagement procedures.
 - **Reference:** A detailed handout is provided to staff outlining step-by-step procedures for handling LEP interactions and the use of LanguageLine. (Attachment A)

The agency allocates \$20,000 annually to support LEP populations by maintaining these services and providing necessary materials and training. This enables these communities to access SunLine services easily with fewer barriers.

By evaluating costs alongside agency resources, SunLine strives to provide meaningful access for LEP populations effectively, ensuring essential transit services are accessible without imposing undue financial burden.

Language Assistance Plan

Translation of Written Documents

DOT's Safe Harbor Provision stipulates that, if a recipient provides written translation of vital documents for each eligible LEP language group that constitutes five percent (5%) or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered, then such action will be considered strong evidence of compliance with the recipient's written translation obligations.

The Spanish LEP language group, which constitutes 36,639 people or 9% of the total population of SunLine's services area, is the only LEP language group that meets the Safe Harbor Provision threshold based on the data discussed in the analysis for Factor #1.

SunLine recognizes that access to clear transit information is critical for LEP populations. To reduce barriers and ensure equitable access, the agency strives to make key rider information available in both English and Spanish. Bilingual postings are provided online, on the agency's website, and at public events, as well as in printed rider materials. SunLine translates the following vital documents into Spanish:

- Title VI Notice
- Title VI Complaint Procedures
- Title VI Complaint Form
- SunDial Rider's Guide
- How to Ride SunBus
- How to Bike and Bus
- System Map
- Pass Outlet Information
- ADA Certification Application
- Mobility Training Program

LanguageLine Solutions

SunLine contracts with LanguageLine to provide over-the-phone interpretation services to allow staff to respond quickly to LEP callers without requiring permanent bilingual staffing for every position. LanguageLine provides interpreters in many languages, including Spanish. Usage is tracked and monitored for cost efficiency.

Notice of Language Assistance to LEP Persons

LEP persons are informed of language assistance services as soon as communication appears to be hindered by language differences. SunLine Customer Service agents and Reservations staff will attempt to identify the customer's language if it isn't immediately clear and will then inform them that help is on the way. Meanwhile, SunLine staff contacts a LanguageLine interpreter. The goal is to create the impression of a two-way conversation, with SunLine staff speaking directly to the customer through the interpreter.

Monitoring, Evaluating, and Updating the Language Assistance Plan

The agency regularly evaluates the needs of LEP populations and implements strategies to maintain compliance with Title VI, DOT implementing regulations, and FTA guidance. This Language Assistance Plan is reviewed and updated periodically to reflect population changes, emerging needs, and best practices, ensuring ongoing equity, inclusion, and meaningful access for all riders.

Conclusion

Through demographic analysis, monitoring of service interactions, bilingual materials, and staff training in language assistance protocols, the agency works to remove barriers and provide equitable access. Staff follow the guidance outlined in this Language Assistance Plan when providing translation, interpretation, and outreach services to LEP individuals.

HOW TO USE LANGUAGELINE SOLUTIONS

1

TRY TO DETERMINE WHAT LANGUAGE THEY SPEAK AND THAT YOU WILL BE WITH THEM SHORTLY.

2

PRESS THE "CONFERENCE" BUTTON LOCATED ON THE LOWER RIGHTHAND AREA OF THE SHORETEL PHONE.

3

DIAL LANGUAGELINE AT 9+1 (866) 874-3972 (DON'T FORGET THE 9).

4

ENTER SUNLINE'S CLIENT ID: 696724

5

INDICATE LANGUAGE NEEDED, IF KNOWN. OTHERWISE, ASK FOR ASSISTANCE.

6

THE SHORETEL SCREEN'S FIRST MENU BUTTON WILL DISPLAY "+ CONFERENCE". PRESS IT TO ADD THE CUSTOMER TO THE CALL.

TIPS FOR SUCCESS

- INTRODUCE YOURSELF AND BRIEF THE INTERPRETER.
- SPEAK DIRECTLY TO THE CUSTOMER; NOT THE INTERPRETER. FOR EXAMPLE, DON'T SAY, "ASK THEM WHAT THEY NEED." INSTEAD, ASK "HOW MAY I HELP YOU?"
- SPEAK SLOWLY USING SHORT SENTENCES.
- ALLOW THE INTERPRETER TIME TO INTERPRET.
- CHECK FOR UNDERSTANDING.

Appendix E: Board Resolution

Appendix F: System-wide Service Standards and Policies

SERVICE STANDARDS POLICY

PURPOSE

The purpose of the Service Standards Policy is to provide a policy framework for guidance of staff in the design, operation, and management of SunLine Transit Agency's transit services.

SCOPE

The provisions of this policy shall apply to all SunLine staff in the design, operation, and management of SunLine's transit services.

POLICY

SunLine's Service Standards Policy objectives shall be to:

- a. Promote the continuous improvement of transit service throughout the Coachella Valley and the maximization of mobility benefits to the community.
- b. Support the agency in meeting Federal Title VI of the Civil Rights Act of 1964 (Title VI) requirements in avoiding arbitrary discriminatory decisions regarding provision of transit service.

PROCEDURES

1. Background

SunLine is the sole provider of regular scheduled fixed route (SunBus) and complementary Americans with Disabilities Act of 1990 (ADA) Paratransit (SunDial) service for the Coachella Valley in Southern California.

SunLine Transit Agency is a Joint Powers Authority established in 1977 to provide public transit services to nine member cities and seven Riverside County unincorporated communities. It is governed by a Board of elected officials, one from each of the nine member cities, plus the county supervisor.

The stated vision, mission, and goals of the agency are as follows:

- Vision
 - o SunLine Transit Agency is the regional transportation mode of choice.
- Mission:
 - o To provide safe and environmentally conscious public transportation services and alternative fuel solutions to meet the mobility needs of the Coachella Valley.
- Goals:
 - o To provide dynamic organizational leadership and change consistent with the growth of the transit agency.
 - o To continue the advancement of innovative transportation and alternative fuel technologies.
 - o To provide leadership for the region's mobility needs.
 - o To provide high quality transportation services that are safe, efficient, and effective.

1. Service Area and Transit Network

SunLine operates a range of services:

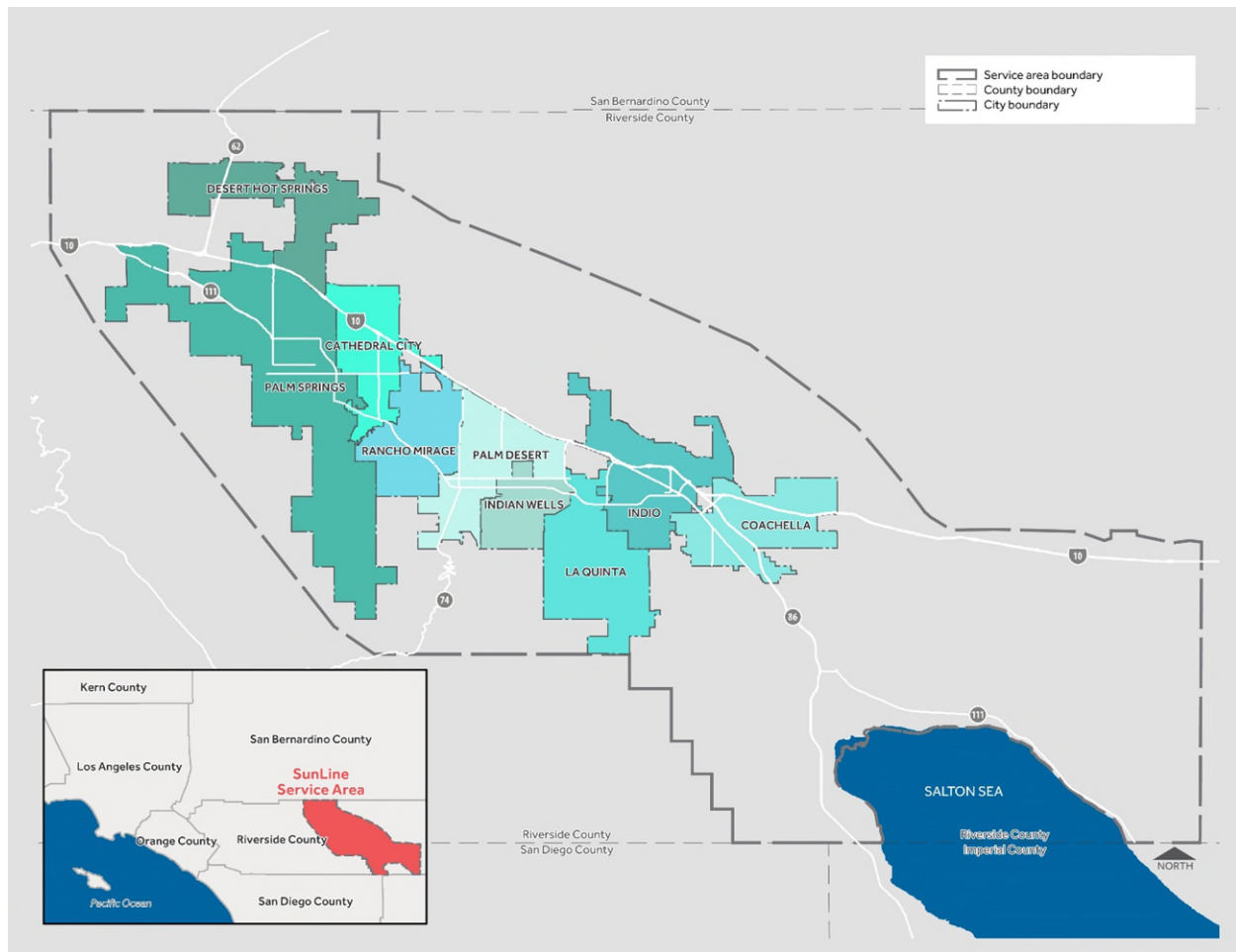
- SunBus provides nine (9) fixed transit routes throughout the Coachella Valley.
- SunLine Regional Service provides local and regional passenger bus service between the Coachella Valley and San Bernardino.
- SunDial provides transportation service required by the Americans with Disabilities Act of 1964 (ADA) for individuals with disabilities who are unable to use the SunBus fixed route service; the system must be comparable to the fixed route system.
- Half Fare Taxi Voucher Program is a curb-to-curb, premium demand response service designed to transport residents of the Coachella Valley who are 60 years of age and older. It is provided through local taxi operators and is available 24 hours a day, year round. The continuation of this program is contingent upon grant funding.

SunLine has a 1,120 square mile service area from the Highway 111/Interstate-10 Junction in the northwest to the Imperial County border in the southeast, bounded by mountains to the north and south. The agency currently serves the nine member cities (from west to east) of Desert Hot Springs, Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian

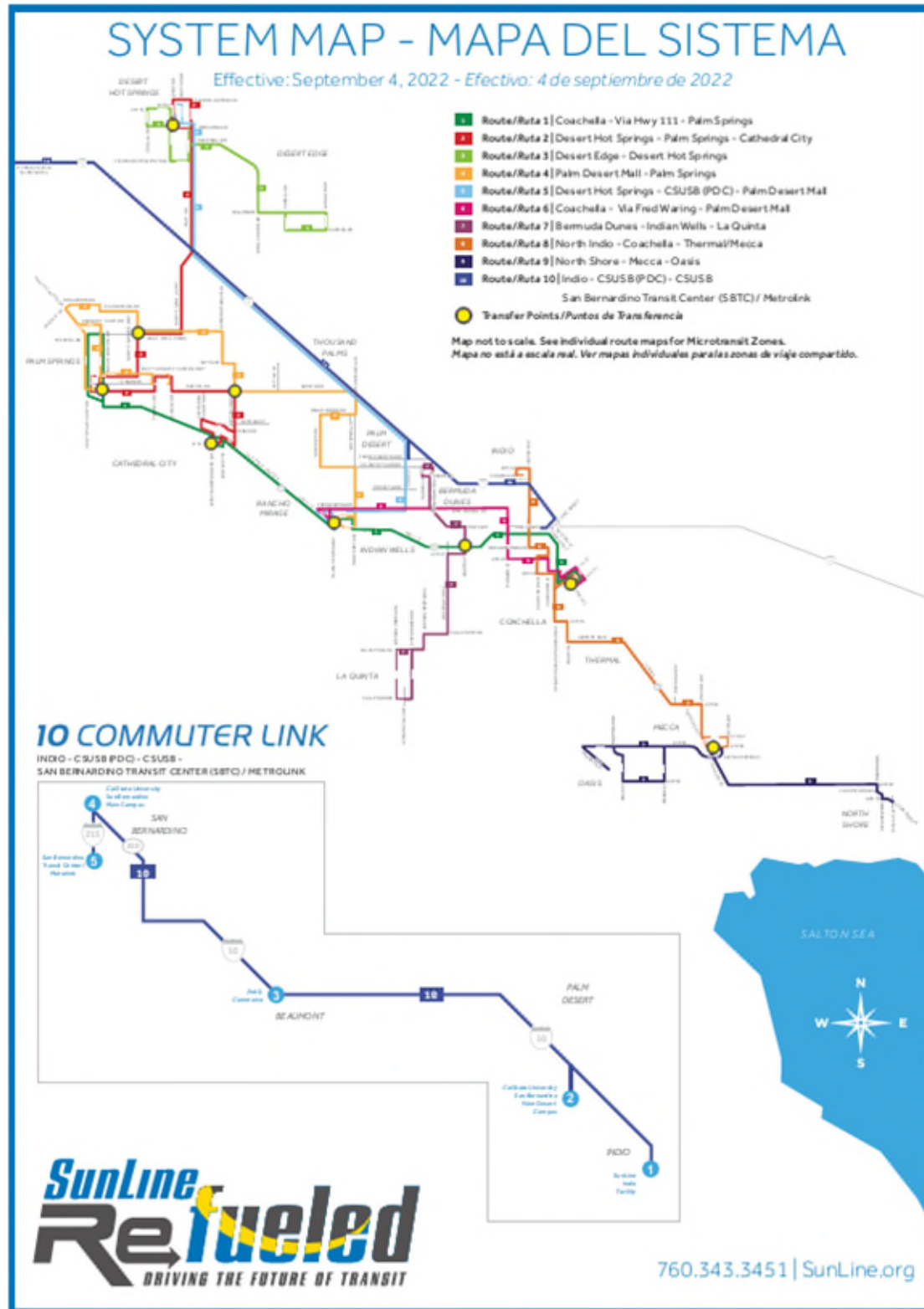
Wells, La Quinta, Indio, and Coachella, plus the seven unincorporated communities of Thousand Palms, Bermuda Dunes, Desert Edge, Thermal, Mecca, Oasis, and North Shore.

Below, Map 1 illustrates the SunLine service area; Map 2 shows the January 2021 fixed route transit network.

Map 1 – SunLine Service Area



Map 2 – SunLine Transit Service Network



2. Service Standards Overview

This document sets service standards for service design, service performance, service quality and service warrants.

- **2.1 Design Standards:** Design Standards refer to the design of transit services in regards to service tiers, frequency, service span, stop and route spacing, route alignment, connectivity, and stop amenities.
- **2.2 Performance Standards:** Performance Standards are used to evaluate the performance of existing transit services to continuously improve productivity and sustainability.
- **2.3 Quality Standards:** Quality Standards are used to maintain and improve the consistency and reliability of service delivery as well as the passenger experience.
- **2.4 Warrants Standards:** Warrants Standards provide a way to determine which areas within the large service area will have both the passenger demand and performance potential to produce cost effective fixed route transit service.

2.1 Service Design Standards

Service Tiers the SunLine transit network is classified into three tiers that define the service level and performance expectations for each service:

- **Trunk Routes** – Routes 1 and 2
- **Local Routes** – 3, 4, 5, 6, 7, 8 and 9
- **Regional Service** – Link 10

Minimum service level specifications or warrants are responsive to the service tiers, network connectivity, and ridership/demand requirements. Minimums may be exceeded where supported by demand and prioritized for funding of such higher service levels.

Trunk Routes are designed to deliver service in highly populated areas with high ridership and productivity anticipated, also known as ridership per revenue hour. Generally, to meet the demand, higher frequencies are required to accommodate the demand for service. Additionally, the service links travel between multiple communities often serving the Coachella Valley's busiest corridors.

Local Routes are designed to pick up and deliver passengers to a Trunk Route and therefore necessitate lower levels of service due to the provision of localized transportation. Generally, these routes typically have lower overall ridership and productivity.

Regional Service is designed to provide express service to regional destinations, improving access to jobs and job services across the county and beyond (via connection to the regional rail network and/or Trunk Routes).

Key attributes in relation to these services include:

- Stop frequencies and span
- Stop spacing
- Route spacing
- Route alignment
- Connectivity
- Stop amenities

Service Frequency and Service Span Standards

Service frequency is a leading factor that attracts new riders to a transit system. Frequency defines how long customers wait for bus service in relation to the time in which they arrive at the stop. Industry experience shows more customers spontaneously show up to stops instead of planning their trips, and higher levels of frequencies decrease the average wait time for random arrivals. While high frequency service is desirable, different mobility and service types warrant different levels of transit service.

Similar to service frequency, service span affects the variety of travel options passengers can choose to take. Routes with similar network roles should have similar spans in order to facilitate travel throughout the SunLine network. For both frequency and span, it is important to balance convenience for passengers with funding and resource constraints.

Below are the minimum service frequencies and spans considered sustainable with funding level increases expected for SunLine in the next two to five years. Services in each service type can operate more frequently or longer hours but should not operate less frequently or fewer hours than the minimum standard.

Table 1- Frequency and Span by Service Type	Frequency of Service		Span of Service	
	Weekday	Weekend	Weekday	Weekend
Trunk Routes	20/30 minutes	30 minutes	5:00 AM – 11:00 PM	5:00 AM – 11:00 PM
Local Routes	30/60 minutes	60 minutes	5:00 AM – 7:00 PM	9:00 AM – 6:00 PM
Regional Service	Based on demand	Based on demand	Based on demand	Based on demand

These are minimum standards established by SunLine and can be revised where sustainable (i.e., where demand warrants, performance measures can still be met, and increased funding can maintain operation). Desired performance goals are outlined in Section 4.

Stop Spacing Standard

The Stop Spacing Standard involves the distance between bus stops and where stops should be located. This involves balancing access to service while minimizing delay. Industry wisdom argues too many stops results in fewer riders because faster service operations is more important than minimizing walking distances. Adding stops slows down a route, making it less attractive to passengers. In some cases, a stop may need to be skipped (e.g. empty land with no development) or added (e.g. special customer access need or key destination).

SunLine has an established 0.5-mile target average stop spacing for all routes. Individual stop spacing can be varied based on local conditions with the average spacing target in mind.

Route Spacing Standard

Route spacing of at least one mile between parallel routes is considered essential for more sustainable service. Every effort is also made to avoid unproductive duplication of routes, as well as to avoid unproductive areas such as vacant land, gated resorts, and residential communities.

Route Alignment Standard

SunLine fixed route lines should be designed to provide service using direct pathways to varying origins and destinations; out-of-direction movements should be minimized. Direct service is more efficient; therefore, increases in fare revenue can be anticipated while operating costs are minimized.

Deviations resulting in indirect alignments which serve high volumes of passengers may occasionally be warranted. The impact to riders on the bus should be no more than five minutes per boarding gained on the deviation. The formula for calculating this impact is below:

$$\frac{(Passenger\ Load) * (Time\ of\ Deviation)}{Boardings\ Gained\ Along\ Deviation} \leq 5$$

For example, if a proposed deviation to a housing development would add 6 minutes in running time to a route, generate 40 new passenger boardings, and force 30 current riders to ride through the deviation, the time impact to current riders per boarding gained would be 4.5 minutes. Since this is less than 5 minutes, this deviation would be justified.

$$\frac{30\ current\ riders * 6\ minutes}{40\ new\ riders} = 4.5 < 5$$

There may be times where route deviations are warranted due to construction, special events, and/or inclement weather. These deviations are not subject to the same five-minute rule because they are temporary and often unavoidable.

Connectivity Standard

Existing service frequencies are reflective of service demand, but also are based on operating realities such as how long it consistently takes for a bus to make a round trip on a route. This mixture of service frequencies defines the experience when customers must connect between two routes.

SunLine will prioritize matching frequencies based on clock-face frequencies of 15, 30, and 60 minutes to facilitate connections between services. Having consistent intervals between trips on all services allows SunLine to schedule reliable transfers and makes the schedules easier to remember.

Stop Amenities Standard

SunLine provides amenities (a bench and waste container) at all stops where a sidewalk exists (and sufficient space is available).

All stops with at least 10 average daily passenger boardings should have a shelter installed, unless prevented by local conditions (such as available space or design issues, as determined in consultation with each city or the county).

New bus stops will be installed as mandated by ADA guidelines. As funding permits, the agency will upgrade existing stops to meet the standards set forth by ADA.

2.2 Service Performance Standards

Key Performance Indicators (KPI) are used across the industry to measure, evaluate, and compare transit service performance. The following KPI is recommended for measuring the performance of SunLine's service:

- Passengers per Revenue Hour

SunLine should regularly review service performance against service KPIs to better match service demand and supply within the financial and operational capacities of the agency. The KPIs are discussed in more detail below.

Passengers per Revenue Hour: This KPI measures service effectiveness or productivity based on ridership (passenger boardings) generated for each revenue hour of service operated (PPRH).

$$\frac{\text{Passenger Boardings}}{\text{Revenue Hours}}$$

The minimum performance expectations for each service tier is shown in Table 4 below. These KPIs are based on past performance and minimum standards set by peer agencies. SunLine's service area reflects both urban and rural characteristics. Rural population density is associated with lower ridership. Customer surveys reveal that 85% of SunLine's riders are transit dependent. Accordingly, some transit routes experience low performance, but are continued to support mobility in the Coachella Valley.

Routes performing at or above 125% of their service classification target will be candidates for increased investment while routes performing at or below 75% will be subject to corrective action. These options will be discussed in more detail later in this document.

Table 2	PPRH Standard
Trunk Routes – Routes 1 and 2	20 passengers per hour
Local Routes – Routes 3, 4, 5, 6, 7, 8 and 9	10 passengers per hour
Regional Service – Link 10	10 passengers per trip

2.3 Service Quality Standards

Service quality standards contribute to the reliability and consistency of the delivery of transit service. While riders are attracted to transit service based on frequency and span, they continue to use services because they can reliably get to their destinations on-time. Unreliable service often results in decreased ridership. Service quality standards are proposed to be measured using the following operational and passenger experience metrics:

- Service Scheduled Speed
- On-Time Performance (service reliability)
- Percent Service Delivered (service reliability)
- Miles between Service Interruption (service reliability)
- Load Standards (service comfort)
- Average fleet age (service comfort)
- Bus deployment policy

Each suggested metric is discussed in more detail below.

Service Scheduled Speed: Measures a routes scheduled service speed. The measure is calculated by dividing scheduled revenue hours by revenue miles for each route. This KPI monitors services needed to maintain reasonable speed to retain and grow ridership.

Table 3 below shows target performance for SunLine’s transit system. SunLine’s schedule average service speed standard is 12.5 miles per hour (MPH). It operates in a relatively uncongested environment, and this speed is expected to be maintained.

Through significant efforts to optimize existing operations with better service frequencies and removing causes of delay, bus service scheduled speeds may increase. This measure will require ongoing improvement over time to maintain and improve performance.

Table 3 – Service Scheduled Speed	Service Speed - Weekdays	Service Speed - Weekends
Service Mode		
Fixed-Route Bus	12.5 MPH	12.5 MPH

On-Time Performance: This KPI measures service reliability as defined by adherence to the published service schedule. “On-time” is when a trip departs a time-point within a range of zero minutes early to four minutes late. In order to achieve targeted on-time performance, service running times need to be calibrated regularly based on existing conditions. SunLine has a relatively uncongested operating environment, which helps support a high KPI for on-time performance. The on-time performance target is 85% for all services.

The biggest impact for on-time performance is route detours. The target of 85% is consistent with those adopted by peer systems with automated measuring tools (automatic vehicle location (AVL) equipment).

Table 4 – On-Time Performance	On-Time Performance Standard
Service Mode	
Fixed Route Bus	85% (excepting major detours)

Percent Service Completed: This KPI measures service reliability as defined by percentage of trips completed daily. There are three components necessary in order to measure completed trips:

- 100 percent daily availability of both operators and fleet to meet service demands
- Miles between service interruptions
- Timely response to service interruptions (less than half an hour)

The target is consistent with that adopted by peer systems.

Table 5 – Percentage of Service Completed	Service Completed Minimum Standard
Service Mode	
Fixed Route Bus	99%

Miles Between Service Interruptions: This KPI measures service reliability as defined by revenue miles between service interruptions, regardless of cause. SunLine’s standard is 5,000 miles. This measurement also includes bus exchanges where buses are swapped

out in service though service is often not interrupted. To meet this standard, both avoidance of service interruptions through early identification (e.g., planning for detours, proper fleet maintenance, etc.) and timely as well as proactive response to service interruptions.

Table 6 – Miles Between Service Interruptions	Target Minimum Miles Between Service Interruptions (Road Calls)
Service Mode	
Fixed Route Bus	5,000

Load Standards: This service quality KPI establishes load standards for various vehicle types and is measured for each trip operated. While it may be acceptable for some riders to stand for short distances or time periods (e.g. under 2 miles and/or 10 minutes) during peak periods, it is generally accepted that seating should be available for all riders during normal off-peak conditions.

Table 7 – Load Standards	Maximum Consistent Load Factor
Service Period	
Peak 40' bus	Average over 133% of seated load = 50 passengers
Off Peak 40' bus	Average 100% of seated load = 38 passengers
Peak 32' bus	Average over 133% of seated load = 39 passengers
Off Peak 32' bus	Average 100% of seated load = 29 passengers

Any vehicle operating at high speeds on highways (e.g., Routes 5, 8 and 10) requires all passengers to be seated, reducing the maximum load on these services to 100 percent of seated capacity.

Average Fleet Age: The age of the vehicle fleet affects performance and reliability of transit services as well as system attractiveness to customers. SunLine's standard for average fleet age is no greater than 10 years. Adhering to the average fleet age standard will help ensure a reliable and comfortable passenger experience.

Table 8 - Vehicle Average Age	Average Fleet Age
Standard Transit Bus	No greater than 10 years

Bus Deployment Policy

Bus deployment specifies the type of vehicle that should be used to operate individual routes. The type of vehicle deployed on a route depends primarily on ridership demand and

trip loads. Using incorrectly sized vehicles on routes can unnecessarily add operating cost to a route or result in overcrowding issues.

Trunk Routes 1 and 2 should utilize 40-foot buses due to high passenger volumes/turnover, frequent stops, and route gradients in order to maintain reliable and on-time service.

Local Routes should use either 40-foot or 32-foot buses based on ridership demand. Routes with lower demand should use 32-foot buses to meet the demands of lower ridership and having fewer seats will not result in load or overcrowding issues.

Table 9 – Bus Deployment		Vehicle Type
Trunk Routes		40' buses
Local Routes	32' or 40' buses depending on ridership demand	
Regional Service		40' buses

SunLine will review the Bus Deployment Policy every two years beginning in 2018, and make necessary adjustments as the fleet is updated and to ensure compliance with Title VI requirements.

SunLine Transit Agency is in full compliance with Title VI of the Civil Rights Act of 1964 that protects people from discrimination based upon race, color, and national origin in programs and activities receiving federal financial assistance. SunLine insures equitable distribution of its assets in delivery of transit services to the people of Coachella Valley.

Buses are assigned according to successful completion maintenance functions without regard to route assignment, or vehicle age, except in size considerations as outlined above. Additionally, fuel cell and electric buses are assigned to routes with shorter distances and / or durations that are within acceptable range capacity of those vehicles.

Adequate number of buses are assigned to routes with high demand to avoid instances of overcrowding or passenger standees. All SunLine buses are fully air conditioned, and are 100% accessible to persons with disabilities.

2.4 Warrants Standards

Warrants Standards provide a way to determine which areas within the large service area will have both the passenger demand and performance potential to produce cost-effective fixed-route transit service. In order to ensure the financial sustainability of the agency, SunLine should only introduce new services that perform at or above the current system average. Planning new services around these guidelines will help ensure successful performance of new routes. Providing a set of guidelines for which areas warrant all-day fixed-route service will help SunLine respond to future community requests for new service.

Network Role

New services should be evaluated for their place in the overall transit network. Each new route in the network will have a unique role, whether it is facilitating transfers with existing services, introducing service coverage to a recent development, or providing connections between current routes and major destinations. While successful new routes connect with existing services, they should not duplicate existing service or compete for passengers.

Market Opportunities

There is a strong correlation between service performance, surrounding population and employment densities; the more people with access to a route, the higher the route's ridership. Population-dense areas tend to coincide with mixed-use neighborhoods, walkable environments and higher populations of transit-friendly constituencies such as students, seniors, zero-vehicle households, and low-income populations.

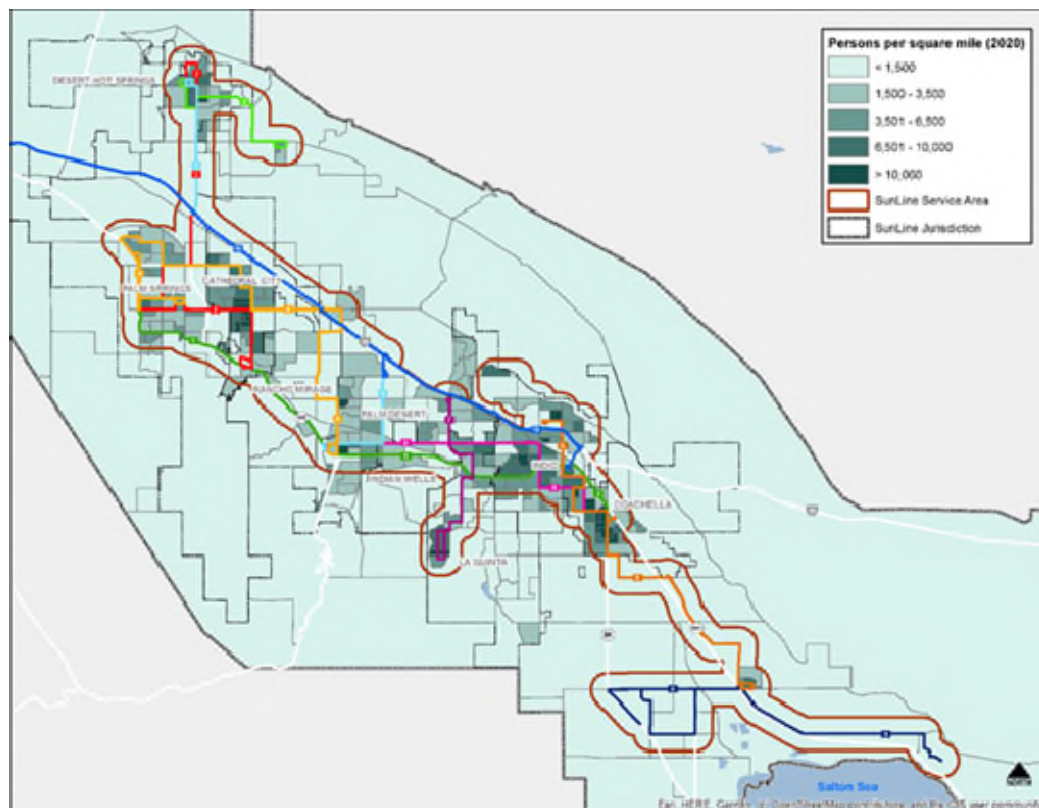
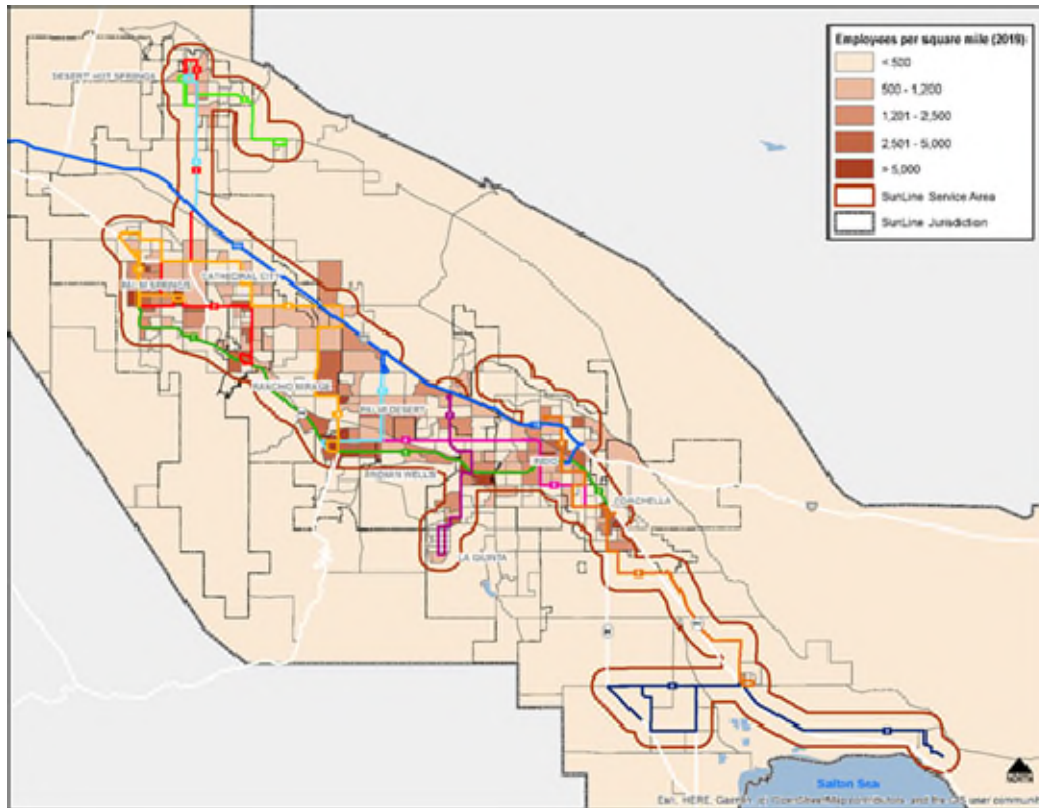
The minimum population and employment density for the introduction of new all-day fixed route transit service is an average of 10 people/jobs per acre within a half mile of the proposed route.

$$\frac{\text{Sum of population and jobs within } \frac{1}{2} \text{ mile of route}}{\text{Sum of population and employment acres within } \frac{1}{2} \text{ mile of route}} \geq 10$$

At densities over this minimum threshold, transit has the opportunity to play a meaningful role in public mobility. Areas with densities below this minimum threshold are not considered supportive of fixed route service and should not be subjected to further analysis. Areas in this category that have unmet needs may be served by alternative options to fixed route service.

Unmet Mobility Needs

SunLine should strongly consider the mobility needs of transit dependent populations when evaluating where to operate service. In assessing the area's demand for transit service, it is important to examine the presence of these demographic groups and identify any present unmet needs.



Key Destinations

Key destinations likely to generate higher demand for transit service include major area school, colleges, universities, hospitals, retail/commercial/entertainment centers with more than 10 people/jobs per acre, and open residential communities (not gated) to those with relatively lower income and vehicle ownership levels.

Evaluating New Services

New services should be implemented on weekdays only and operate between 6:00 AM and 7:00 PM. Once a new route has been implemented, it should be closely monitored to determine whether it is reaching its desired performance standards. The route should first be evaluated after six months to determine whether it meets more than two-thirds (2/3) of its performance standards. New services not meeting the minimum standards at the end of an 18-24-month trial period are subject to corrective action or discontinuation.

In some cases, trial periods for new services may vary based on the requirements of grant funding. For example, if a grant provided three years of funding for a route that did not meet standards, this route would still be operated for the full three-year period.

3. Major Service Change

According to the provisions of the Title VI, (FTA C4702.1B), no person in the United States shall, on the grounds of race, color, or national origin, be excluded from, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.

To comply with FTA C 4702.1B, SunLine has implemented the following policy regarding the Title VI Analysis of proposed impacted routes and/or schedule changes prior to the implementation of any significant service changes or fare increases.

A mandated service change occurs no more than three times a year, unless necessitated by service adjustments and/or other operational requirements. A major service change is defined by SunLine as any permanent service change (6 months or longer duration) of 25% or more in revenue hours and/or revenue miles, span of service, or alignment miles for a given route or the network overall for any day type (weekday, Saturday, Sunday, and Holiday). Such changes require a public hearing and SunLine Board approval before implementation.

Under Title VI requirements, SunLine also identifies a Disparate Impact Policy and Disproportionate Burden Policy to ensure low-income and minority populations are not adversely affected by service changes.

- **Disparate Impact Policy:** A disparate impact occurs when the impact of proposed service or fare changes to minority populations is 20% greater than the impact to non-minority populations.

- **Disproportionate Burden Policy:** A disproportionate burden occurs when the impact of proposed service or fare changes to low-income populations is 20% greater than the impact to non-low-income populations.

4. Reporting and Management

To monitor KPIs adequately, data will be reviewed monthly or quarterly, as most appropriate. The Board of Directors will receive an annual performance report as part of the Short Range Transit Plan (S RTP) via the board's regular S RTP approval process.

All services will be monitored for adherence to the productivity, farebox recovery, subsidy per passenger and are divided into three tiers based on performance:

- **High-performing service:** performs at or above 125% of the tier productivity standard
- **Average-performing service:** performs between 76%-124% of the tier productivity standard
- **Low-performing service:** performs at or below 75% of the tier productivity standard

High-Performing Service - Green (125% or higher of tier standard)

Routes with high performance suggest the need for greater investment, as high performance may signal the presence of significant latent demand. This category of services constitutes the top-performing tier of the entire SunLine system. It is very important to maintain a high-quality level of service as well as to continue further investment. Creating standards for high-performing service prioritizes investment in the core system. Upgrading high-performing routes directs investment where it will be most effective.

The primary form of investment is in service frequency. Increasing frequency will prevent overcrowding on popular routes and make the service more attractive to a wider pool of potential customers. It will make the service more convenient for both current and future riders. Another investment is providing enhanced high-quality features along the route. Bus bulbs, bus-only lanes, and transit signal priority are all methods for decreasing delay and travel time along a route and improving the customer experience. Upgrading amenities at bus stops also makes services more attractive to riders and enhances the branding of SunLine services. All of these investments make buses more competitive with automobile travel.

Average-Performing Services- Yellow (76%-124% of tier standard)

Services in this category are adequately fulfilling their roles in the transit network, and no corrective action is required. These routes will be monitored on an ongoing basis to determine how their performance changes over time. While Green tier services should be prioritized for service investment, the same investment strategies can be applied to the Yellow tier services to improve system performance.

Low-Performing Services - Red (75% or below of tier standard)

Low-performing services indicate ridership demand is not high enough to justify the amount of resources being invested. Since SunLine works within the constraints of limited

resources, it is important the use of each route is being maximized. Corrective Action Plans for low-performing services are designed to help improve performance to justify the level of resource investment. For productivity, routes will be considered to be “low-performing” if it does not reach 75% of the performance target for its tier. For the farebox and subsidy standards, the route must exceed the minimum threshold.

Corrective Action Plan

The *Corrective Action Plan* will examine the routing, schedule, route segments, and span of service in order to diagnose weaknesses in the route’s current operations. Using the information gathered, SunLine will develop a *Corrective Action Plan* for improving performance which will be implemented in the next feasible service change given the limitations in place regarding public process, public hearing (if required), and annual service change calendar. Areas of consideration follow:

- Segment-Level Analysis: A segment-level analysis may highlight a specific portion of the route that limits overall performance, causing it to perform below the standard for its tier. If a low-performing segment is identified, it can be modified in an attempt to raise the productivity of the route as a whole.
- Operational Analysis: Realigning service to cover only critical segments or eliminating unnecessary delay (e.g. deviations) are ways to reduce travel time and save resources, thereby raising performance levels while retaining ridership.
- Change in Service Levels: Adjusting the service levels of a low-performing route (e.g. by any combination of frequency, span, or day of week changes) may help tailor the transit product to its market, and subsequently increase productivity.
- Cost-Sharing: Exploring cost-sharing or public-private partnerships can reduce the amount of subsidy required to operate low-performing services. This is applicable for services that do not meet minimum performance standards yet serve a need identified by businesses, schools, attractions, or other organizations that may be willing to assist with funding operations in order to continue service.
- Targeted Marketing: Marketing tactics can help raise the public awareness of a service in need of improvement. Poor ridership may be a result of a lack of public knowledge of a route and investing in marketing can help reverse this trend. This is especially the case for targeted market groups like employment centers, shopping districts, schools, hospital, agencies, and other major destinations.
- Rider Outreach: Onboard surveys and rider interviews are methods for gaining valuable information on how a route can be improved. These methods can reveal information about popular destinations that a route may bypass or other aspects of a service that may be holding back ridership growth.

Consequences/Outcomes

Once a *Corrective Action Plan* is implemented the route must exceed “low-performing” in two of the three performance metrics for at least one quarter within the first three successive quarters or face further action which may include route elimination. If a route meets the

expectations, the process of the *Corrective Action Plan* will be deemed concluded. Subsequent low performance will be reviewed as a new event.

In the event the corrective actions are unsuccessful in raising at least two of the metrics (productivity, farebox recovery, or subsidy per passenger) to above “low-performing” after six consecutive quarters, discontinuation may be necessary to ensure effective use of agency resources.

SunLine Transit Agency reserves the right to periodically review and revise the Service Standards Policy. Comments and suggestions are welcome by contacting SunLine Customer Service on 1-800-347-8628, 8:00 a.m. to 5:00 p.m., weekdays, or via email at www.sunline.org/customer.

Approved:

Mona Babauta
CEO/ General Manager

Appendix G: SunLine 2025 Onboard Bus Passenger Survey Report



SunLine Transit Agency

2025 Onboard Bus Passenger Survey Report

June 2025

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Chapter 1 | Executive Summary

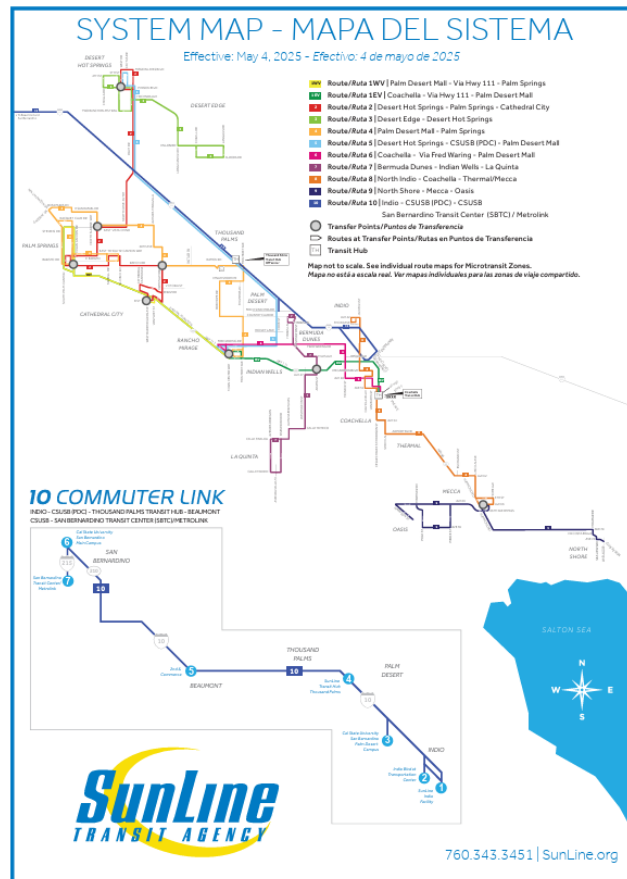
In Spring 2025, the SunLine Transit Agency engaged Moore & Associates, Inc. to conduct an onboard survey of its customers. This is the first system survey of this kind since 2019.

The SunLine Transit Agency provides public transit service within the Coachella Valley sub-region of Riverside County, California. At the time of the survey fielding, SunLine operated ten local fixed routes and one commuter link route. In 2024, the fixed-route service provided nearly 3.5 million unlinked trips.

In September 2024, SunLine made a number of adjustments to its fixed-route network designed to balance frequency across some of the routes, with a particular emphasis on the new Coachella Transit Hub and an additional stop for the Route 10 Commuter Link.

The 2025 rider survey was designed to gather information regarding travel patterns, customer demographics, overall satisfaction, and preferences for possible future service changes. The resulting survey data will likely be used to craft future service development and marketing initiatives.

The SunLine Transit Agency's Request for Proposals stipulated a survey sample of not less than 300. In actuality, Moore & Associates achieved survey sample of 500 valid responses (474 collected via intercept and 26 online). In terms of statistical validity, the survey data reflects a 95-percent confidence level and +/- 4.32% margin of error.



Rider profile

While each customer potentially has specific mobility needs and priorities, it is likely there are (also) some common threads across the fixed-route service lines.

In 2025, the typical local service rider uses SunLine Transit to travel either to work (35 percent) or school (16 percent). In the 2019 survey, 27 percent of survey respondents cited work while 24 percent college. The percentage of SunLine riders citing "walk" as means of access to origin bus stop, remained unchanged from the 2019 survey (83 percent).

The 2019 survey data indicated that 62 percent of the survey trips included a transfer. Interestingly, in 2025 this figure declined significantly to 37 percent. While there are a number of possible contributors to this decline, perhaps one is more streamlined routing (matching customer travel needs with route alignments).

In 2025, nearly forty percent indicated riding six or seven days in a typical week, and have done so for more than five years (40 percent). The percentage of SunLine riders who used the service four or more days per week, remained unchanged from the 2019 survey (72 percent). In 2025, 45 percent indicated riding SunLine for 2 years or less. There appears to be a positive correlation between “school” as a trip purpose, and shorter customer tenure.

Based on the 2019 survey, 83 percent of the respondents were deemed to be transit-dependent. Of these, 55 percent indicated either not owning or having access to a personal vehicle. By contrast, the incidence of vehicle owners in 2025 revealed nearly 80 percent had no access to a personal vehicle to make the surveyed trip, suggesting a high degree of transit-reliance.

The 2019 revealed 48 percent of survey participants paid with cash, while 51 percent used a pass. In 2025, 54 percent of survey participants indicated paying with cash. Further, the survey data suggests that less affluent riders are not taking advantage of non-cash fare media options.

With respect to possible service enhancements, in 2025 25 percent expressed a desire for more frequent service. Additionally, SunLine Transit earned a 76 percent overall satisfaction rating among the surveyed riders.

In 2019, 51 percent of the surveyed riders indicated being employed full-time while an additional 27 percent cited part time employments. By contrast, the 2025 survey did not differentiate between full-time and part-time employment. This year’s survey showed an overall employment rate of 45 percent, while an additional 21 percent reported being students.

Both the 2019 and 2025 surveys revealed approximately half of the surveyed riders self-identify as Hispanic/Latino. In 2025, 41 percent of survey participants indicate they speak Spanish at home, while nearly three-quarters (72.3 percent) indicate they speak English very well or are a native English speaker. While English comprehension does not appear to present a barrier to transit use in the Coachella Valley, providing bilingual service materials remains important given the data revealed.

Chapter 2 | Survey Methodology

Survey Instrument Design

Working collaboratively with SunLine Transit staff, Moore & Associates prepared a survey instrument consisting of 28 questions. The survey included questions regarding travel behavior, trip start and end locations, frequency of use, preferred service improvement, overall satisfaction, and demographics.

The survey instrument was printed on cardstock to facilitate easy completion while riding onboard the bus. To encourage the broadest possible participation, the survey was available in both English and Spanish. A copy of the bilingual survey instrument is included in the Appendix.

Survey Administration

The survey was fielded using two complementary methods: 1) intercept onboard SunLine Transit buses and 2) online (self-administered, subsequent to completing their ride). Intercept surveying onboard SunLine buses took place Tuesday, March 18 through Sunday, March 23, 2025 (that is, six consecutive service days). The online survey was available March 7 to March 31, 2025.

Promotion for the online survey was made through onboard notices, and SunLine's social media channels (see the Appendix for promotional artwork).

Each surveyor wore an identification badge and yellow reflective vest. Each customer boarding throughout the survey period was offered a survey to complete. Surveyors were available to answer questions and to assist patrons in completing the survey form if so requested. Each surveyor also carried multi-lingual business cards featuring a QR code linking to the online survey, which they offered to any SunLine Transit rider who initially declined a printed survey form.

The survey, both printed and online versions, was available in English and Spanish. Eighty-three percent of participants chose to complete the survey in English. By contrast, 17 percent completed the survey in Spanish. Two routes had the highest incidence of Spanish-language survey completions: Route 1E (4.2 percent) and Route 2 (3.6 percent).

Sampling Plan

Moore & Associates calculated a stratified sampling plan based on each route's proportional share of total ridership, utilizing FY2024 ridership data provided by SunLine Transit. The sampling plan detailing minimum sample targets by route is included in the Appendix.

Quality Control

Ensuring quality control is critical to the validity and accuracy of survey data. Quality control measures were incorporated during both the data collection and data processing phases to confirm participants completed the survey correctly and completely.

During data collection, a field supervisor was present to oversee the process. Each survey form was reviewed for completeness and accuracy. Each survey form was marked with the respective route. If errors were identified during the supervisor's review, corrections were made using a distinct marker to

differentiate between participant marks and those made by the supervisor. For example, if a rider wrote “hospital” as trip purpose, the response was coded as “medical”.

To be considered “complete”, a majority of the questions required responses (except for the demographic section). Once confirmed, the survey form was counted toward the sample target. Survey forms missing one or more of these questions were processed into the database, but were not counted toward the sampling target.

Online survey responses were examined for consistency, logic, participant contact information, and IP address to ensure validity. Duplicate entries were reviewed and if the integrity was questioned, they were removed from the sample.

An additional Quality Control measure which our project team utilized was independent review at the time of data entry. All data entry and coding were reviewed by trained and experienced Moore & Associates’ staff separate from the data entry team.

Data Processing

Data entry and cleaning was undertaken by trained personnel. Any open-ended questions and responses that include “other” as a response option were cleaned for consistency, and then included within similar responses. Any non-English responses/comments were translated into English.

A scrubbed MS Excel data set is also being provided to SunLine Transit.

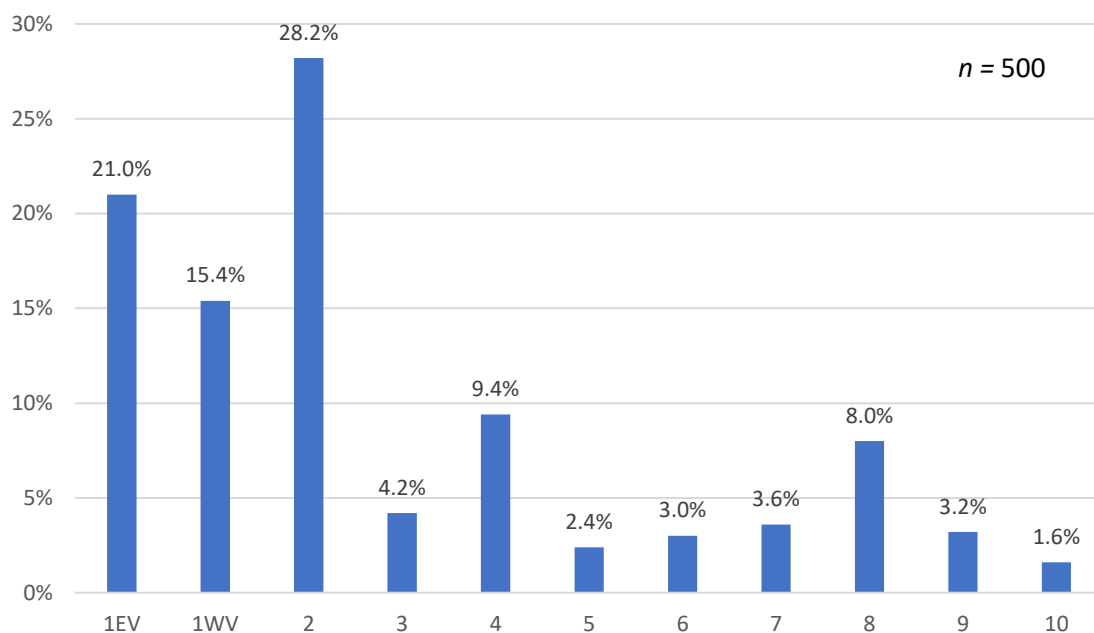
Chapter 3 | Data Analysis

The following analysis examines each survey question on an in-depth basis, offering data cross-tabulations where appropriate to provide greater insight.

Which SunLine Transit route are you taking this survey on?

At the time of survey fielding, SunLine Transit operated ten local routes and one commuter route. With respect to this survey, riders on three routes had the highest participation: Route 2 (28.2 percent), Route 1 EV (21.0 percent), and Route 1 WV (15.4 percent). This participation rate generally mirrors the individual route ridership data provided by SunLine.

Exhibit 3.1 Route



1. Where are you coming from?

While trip origins were spread throughout the SunLine service area, Exhibit 3.2 lists the nine most-frequently cited locations.

Exhibit 3.2 Top origin locations

Origin locations	Frequency
College of the Desert	11
The Shops at Palm Desert	10
Coachella Transit Hub	6
Hwy 111 & Monroe St, Indio	6
B St & Buddy Rogers, Palm Desert	5
Indian Canyon Dr & Ramon Rd, Palm Springs	5
Bob Hope Dr & Ramon Rd, Rancho Mirage	4
47470 Van Buren St, Indio	4
88700 70th Ave, Thermal	4

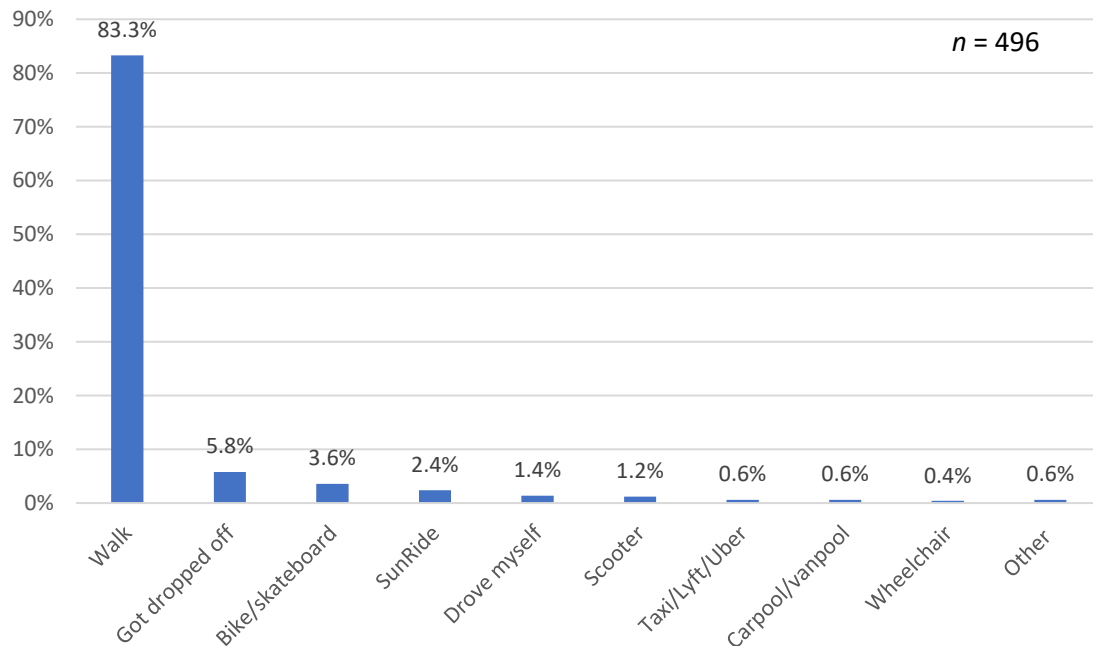
2. How did you travel to your first bus stop today?

Transit riders typically employ a variety of means to access a bus stop, and this appears to be true throughout the SunLine Transit service area.

Traditional sidewalks can be found throughout the urbanized portions of the Coachella Valley. While the presence of sidewalks may be less common in other portions of the service area, “walking” was the most common means of accessing the “starting” bus stop (83.3 percent).

Other than “walking”, only one other response stood out: “dropped off” (5.8 percent).

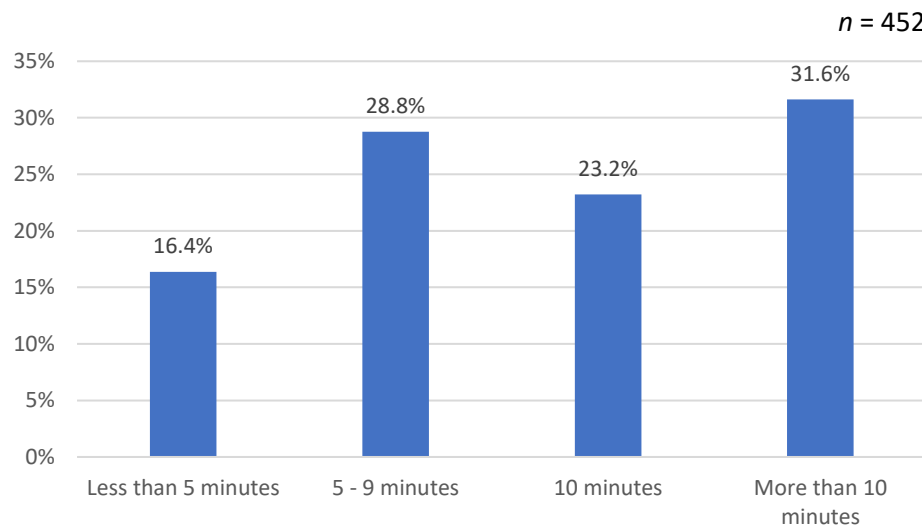
Exhibit 3.3 Access mode to first bus stop



3. How many minutes did it take to reach your stop?

Sixteen percent of respondents indicated walking less than five minutes, while an additional 52 percent cited walking five to ten minutes. The modest walking time (to access a bus stop) suggests the current placement of SunLine bus stops is appropriate.

Exhibit 3.4 Minutes to boarding stop



4. Where are you going to?

While trip destinations were spread throughout the SunLine service area, Exhibit 3.5 lists the ten most-frequently cited locations. The Shops at Palm Desert was the most popular cited destination.

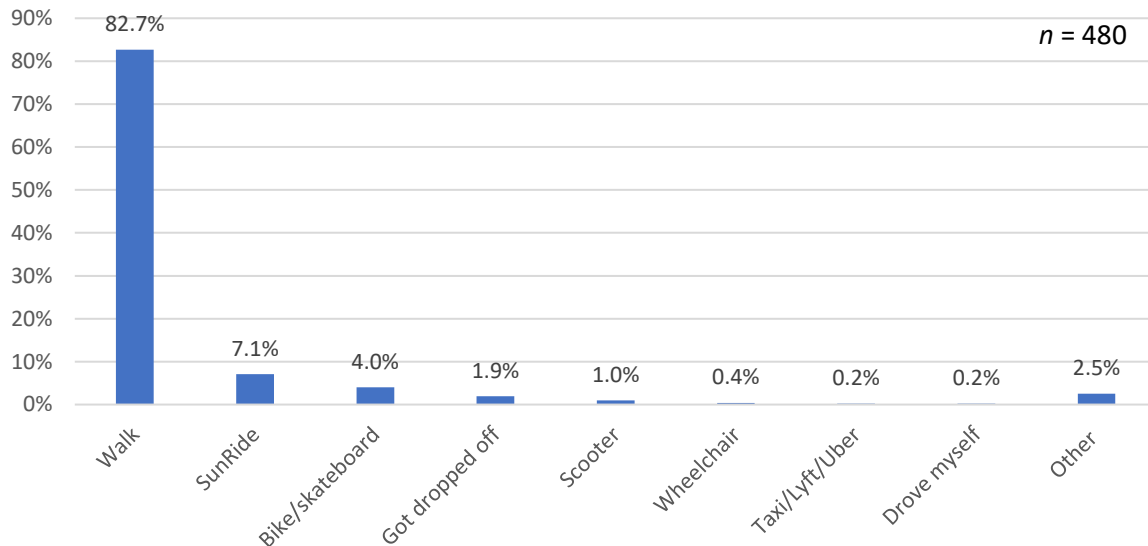
Exhibit 3.5 Top destination locations

Destination locations	Frequency
The Shops at Palm Desert	26
College of the Desert	18
5500 University Pkwy, San Bernardino (CSUSB)	10
65890 Pierson Blvd, Desert Hot Springs	8
Coachella Transit Hub	6
Indio High School	5
Sunrise Way & Vista Chino, Palm Springs	5
Hwy 111 & Las Palmas Ave, Palm Desert	5
West & Pierson, Desert Hot Springs	4
1150 N Indian Canyon Dr, Palm Springs (Desert Regional Medical Center)	4

5. How will you travel from your last bus stop to your destination today?

The same question was asked specific to the “final” bus stop and the rider’s ultimate destination. Eighty-three percent cited “walking”. Other than “walking”, SunRide stood out garnering 7.1 percent of responses.

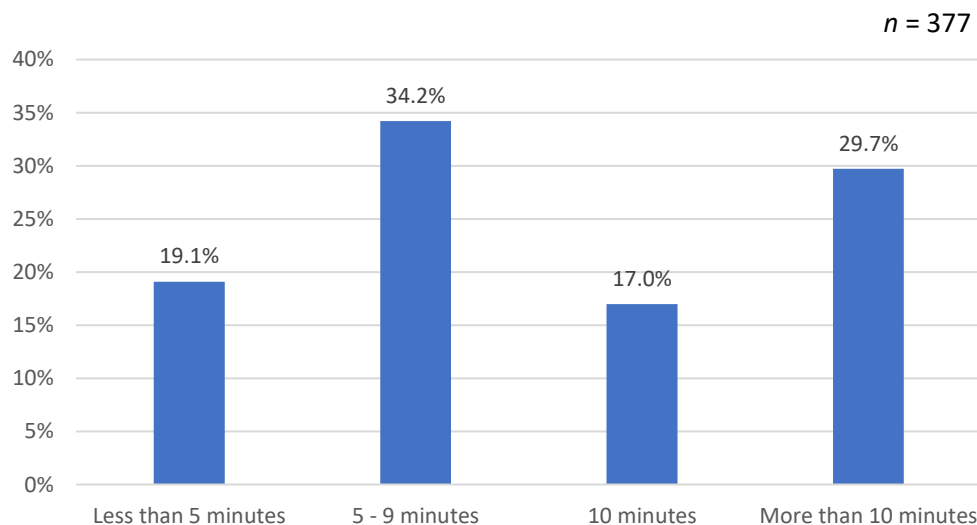
Exhibit 3.6 Access mode to destination



6. How many minutes will it take you to reach your final destination once you get off the bus?

Nineteen percent of respondents indicated walking 5 minutes or less, while 51.2 percent cited walking five to ten minutes. Here again, the modest walking time (from bus stop to destination) suggests the current placement of SunLine bus stops is appropriate.

Exhibit 3.7 Minutes to destination



7. Does this one-way trip include a transfer to or from another SunLine Transit route or other public transit?

The 2019 survey data reported 62 percent of the surveyed trips included a transfer. Interestingly, in 2025, the incidence of transfer declined significantly to 37 percent. While there are a number of possible contributors to this decline, perhaps one is more streamlined routing (that is, matching customer travel patterns with route alignments).

Exhibit 3.8 Transfer

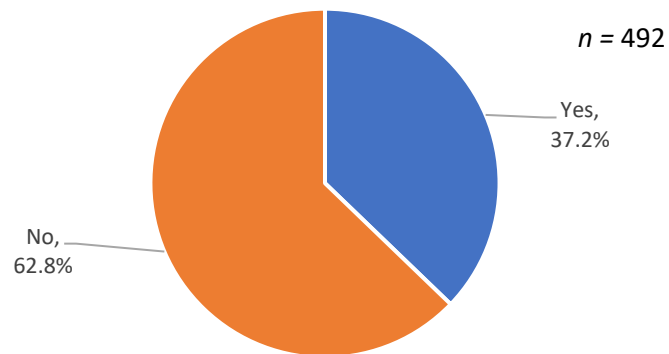
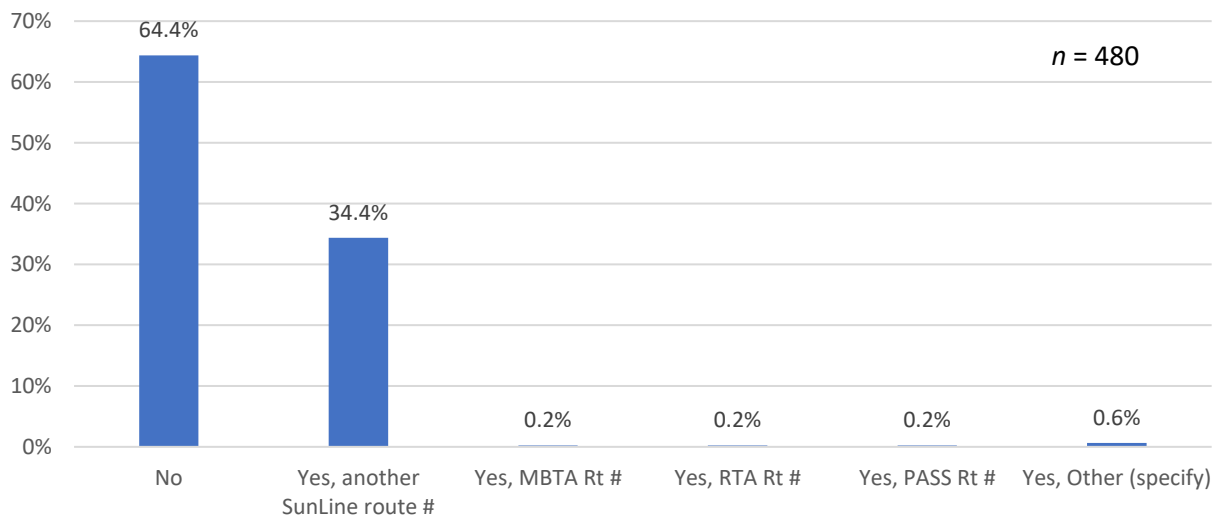


Exhibit 3.9 Transfer Activity

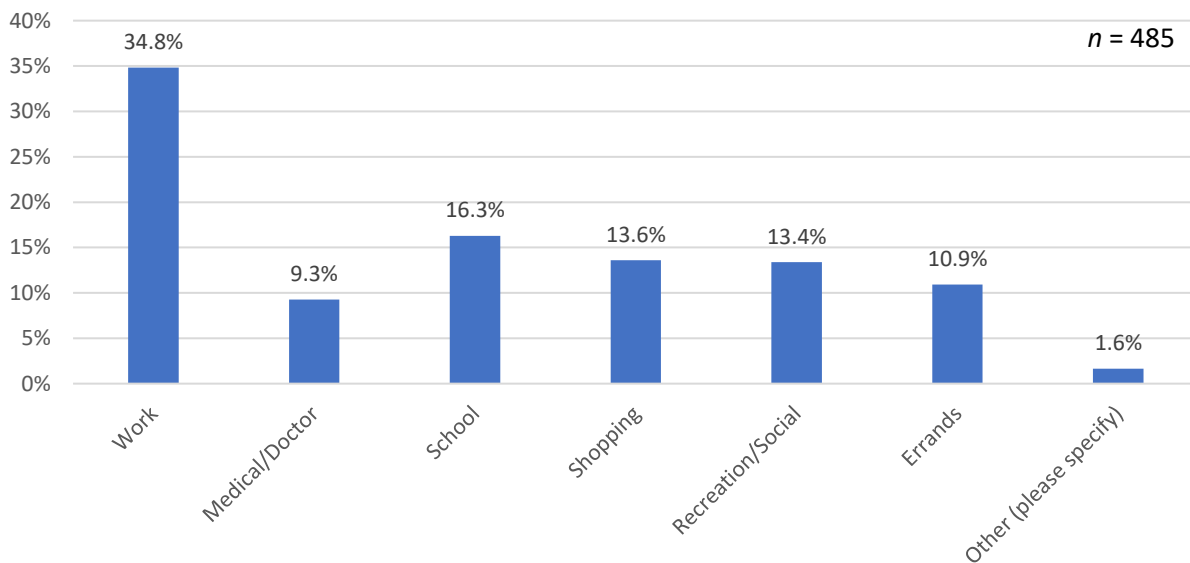


8. What is the purpose for your trip today?

People ride public transit for a variety of trip purposes, and such is the case with respect to SunLine Transit customers. Not surprisingly, “work” (34.8 percent) and “school” (16.3 percent) were cited most frequently.

“Shopping” was cited by 13.6 percent while “recreation/social” garnered 13.4 percent. Within the “other” response category, “court” was cited three times.

Exhibit 3.10 Trip Purpose

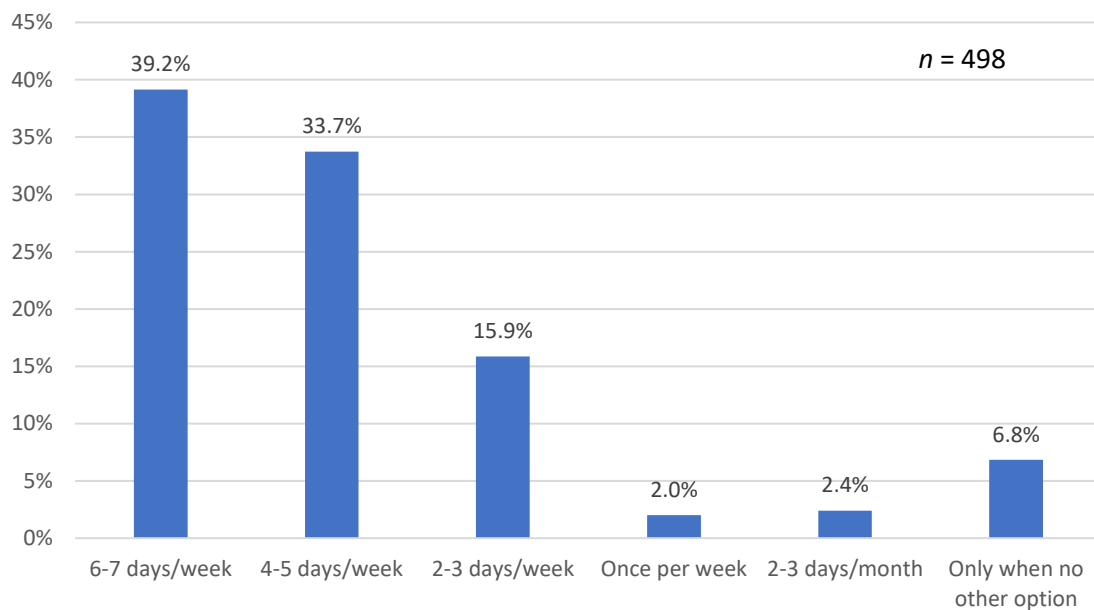


9. How often do you ride SunLine Transit?

Survey participants were queried as to how frequently they use SunLine Transit. Nearly forty percent indicated “6 to 7 days per week” with another 33.7 percent citing “4 to 5 days per week”. This suggests a high degree of transit usage and/or transit-reliance among the surveyed population.

The relatively high frequency of transit usage is also borne out by the results of Question 12 which revealed less than one-quarter of the surveyed riders indicated having access to a personal vehicle.

Exhibit 3.11 Frequency of use

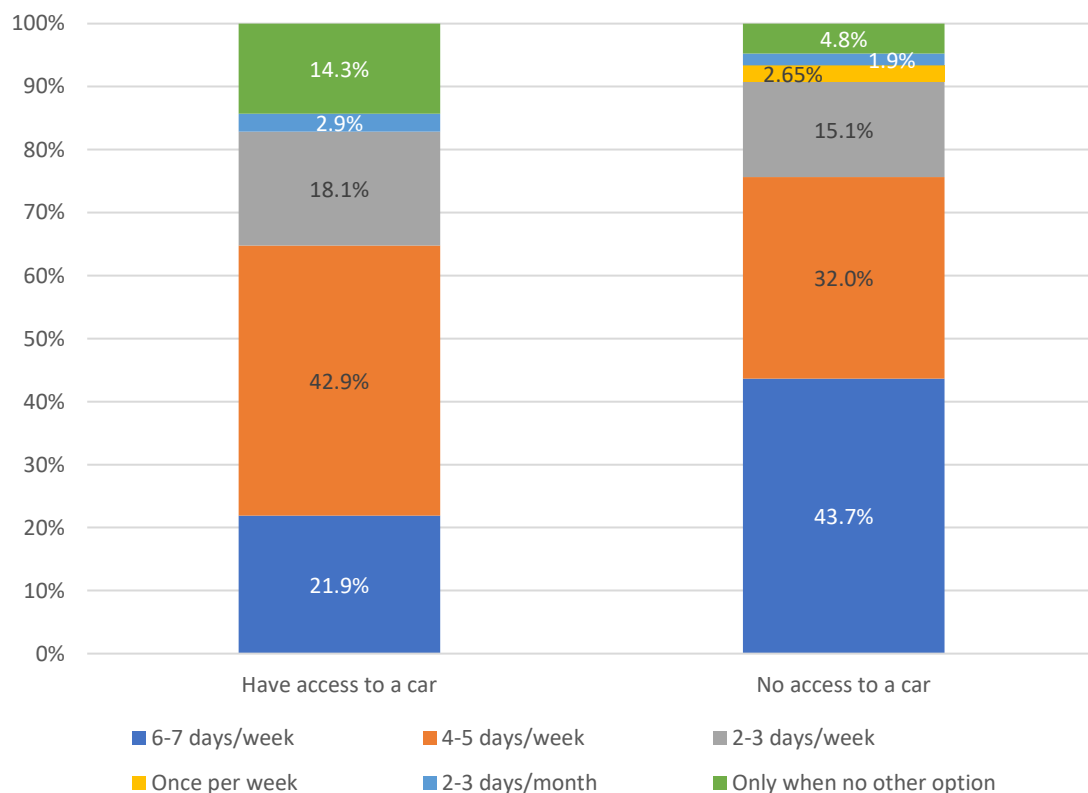


Cross-tab: Q9. How often do you ride SunLine Transit? vs. Q12. Do you own or have access to a car?

A cross-tabulation between frequency of ridership and ownership or access to a personal vehicle was explored to identify how access to a vehicle impacts ridership frequency. There were 483 respondents who answered both questions.

Not surprisingly, those without access to a vehicle were most likely to be the most frequent riders. However, nearly 43 percent of those with access to a vehicle indicated riding four to five days per week. While the number of respondents with access to a car was significantly lower than those without, this percentage is notable. It potentially indicates choice riders who use SunLine regularly, though it may also include those who own a car even if they may not always have access to it.

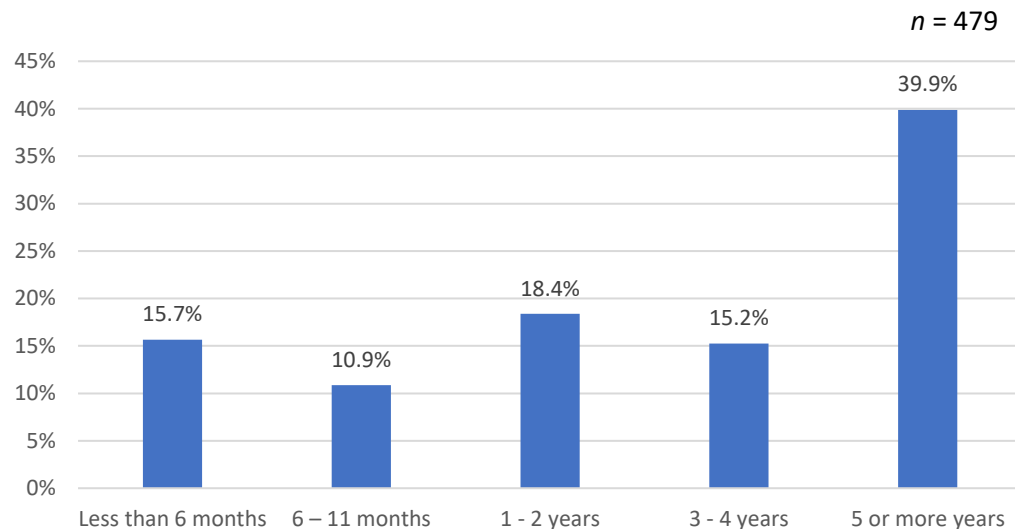
Exhibit 3.12 Cross-tab: Frequency of use vs. Access to a personal vehicle



10. How long have you been riding SunLine Transit?

Transit rider tenure is a useful gauge of customer satisfaction as well as service effectiveness. Forty percent of survey participants reported riding SunLine Transit for “5 or more years”, while an additional 18.4 percent cited “1 to 2 years”. The data suggests SunLine has been successful in not only customer retention but also customer attraction.

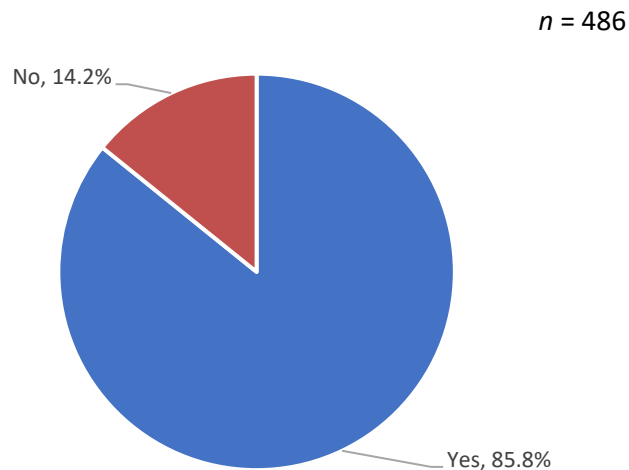
Exhibit 3.13 Ridership tenure



11. Do you have a smartphone or tablet that you can use to access the Internet?

The high device ownership and access to the internet compares favorably with other public transit providers in California. This data may be beneficial to SunLine for multiple reasons including supporting transition from traditional (and often costly) service information tactics (e.g., printed brochures) and possible introduction of alternative service delivery options such as micro-transit.

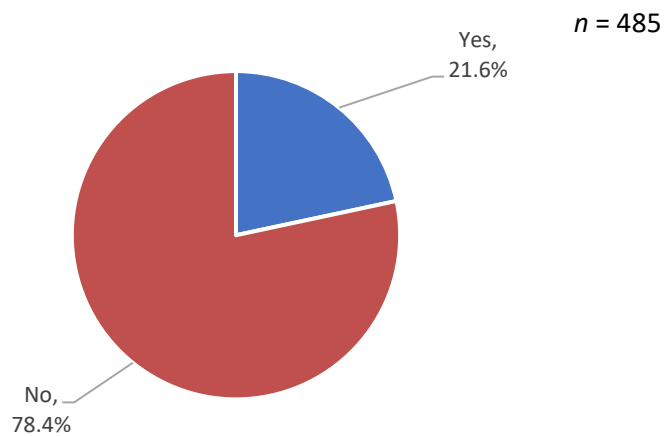
Exhibit 3.14 Access to internet



12. Do you own or have access to a car?

Nearly eighty percent of the surveyed riders reported not having access to a personal vehicle. We believe this data ties in with that revealed in Question 7, “How often do you ride SunLine Transit”. Collectively, the data suggests a high degree of transit- reliance among the surveyed riders.

According to the 2023 American Community Survey (ACS), 3.9 percent of Coachella CCD residents has no access to a vehicle, while 31.6 percent has access to one vehicle. The 2025 surveyed SunLine riders indicated living in households with far less access to a personal vehicle than the population at large.

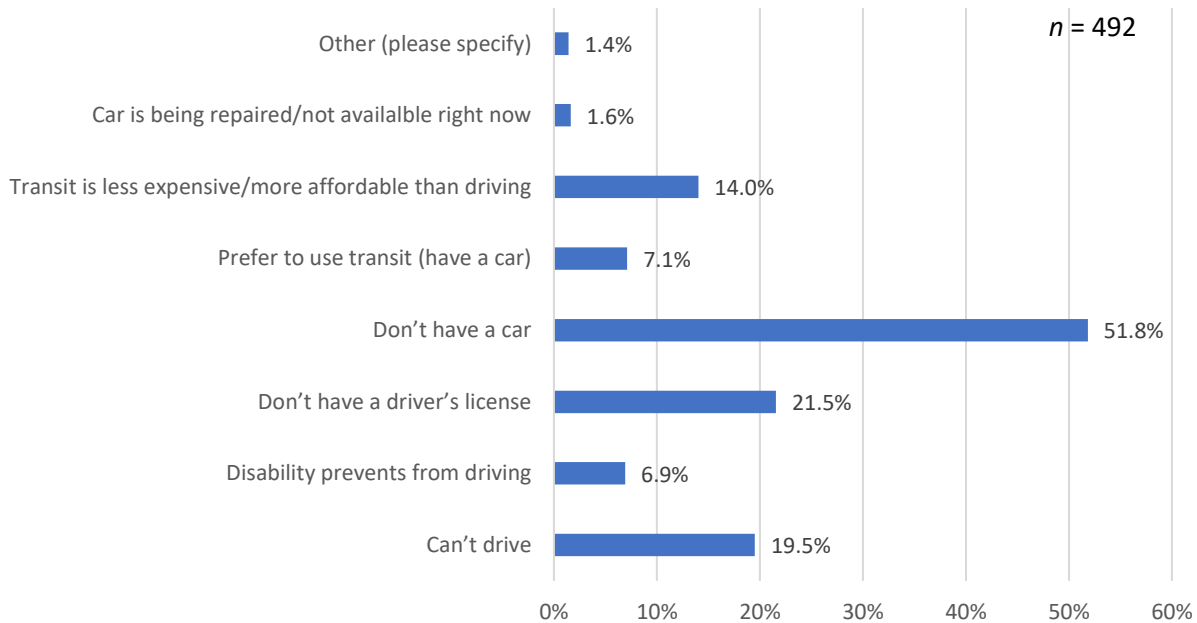
Exhibit 3.15 Access to a car

13. What is the main reason you ride SunLine?

The four most common motivators for riding SunLine were “don’t have a car” (51.8 percent), “no license” (21.5 percent), “can’t drive” (19.5 percent), and “less expensive than driving” (14.0 percent). While the first three motivators likely pertain to transit-reliant persons, the third may pertain to “choice-riders”.

“Other” responses included “don’t like to drive” and “reducing carbon foot print”.

Exhibit 3.16 Reason for riding



**Total equals more than 100 percent as survey participants were allowed to select more than one response option*

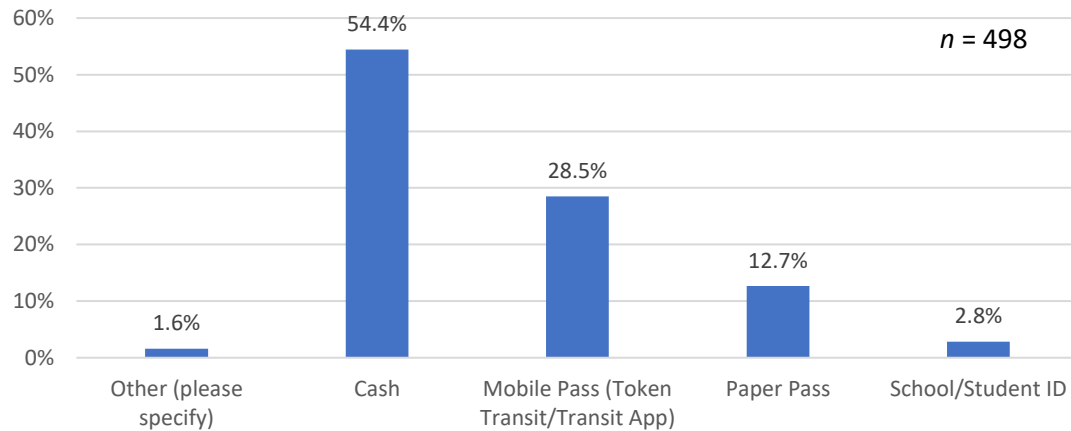
A cross-tabulation between survey participants selecting “less expensive than driving” and those indicating their household income (sample: 41) was considered. This data cross-tabulation revealed more than half cited an annual household income of less than \$25,000. While subjectively important, the overall cost influencer is likely less important than “limited or no access to a personal vehicle”.

Perhaps more revealing is the relationship between cost and frequency of use. That is, the more frequently a person rides SunLine Transit in a typical week, the more important cost is as a influencing factor.

14. How did you pay your fare for this trip?

At the time of survey fielding, SunLine had an adult base fare of one dollar as well as a reduced fare for qualifying individuals. With respect to non-cash fare payment options, three were available at the time of the survey: day pass, 10-ride pass, and 31-day pass. Non-cash fare media offer both convenience and savings for the customer. They can also translate to reduced administrative burden for a transit provider.

Exhibit 3.17 Fare payment

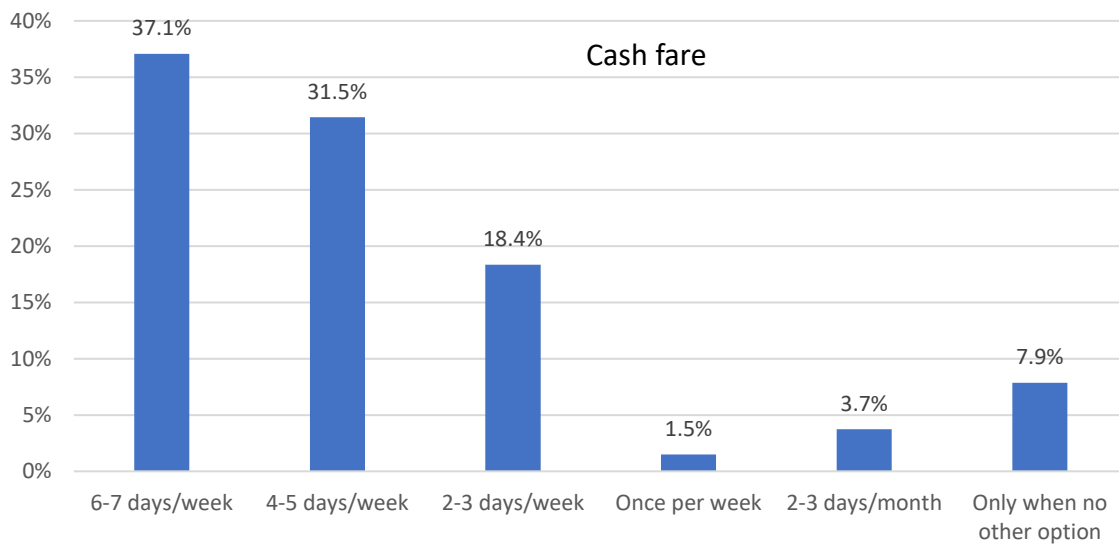


Cross-tab: Q9. How often do you ride SunLine? vs. Q14. How did you pay your fare for this trip?

A cross-tabulation between frequency of use and those who indicated paying cash for their trip demonstrated a significant opportunity to shift those riders from cash payment to the use of passes. More than half of respondents cited paying with cash, of which nearly 70 percent ride at least four days per week. These riders may be able to save money by purchasing a 31-day pass. (Note: It was unclear how many of the cash-paying riders purchased a day pass onboard the bus, versus purchasing a single ride.)

The finding that many frequent (yet less affluent) riders continue to rely on single-ride (cash fares) is not unique to SunLine Transit. Similar market research conducted for other transit providers suggests less affluent riders may not have access to a credit/debit card or simply cannot afford the price of a monthly pass. One tactic employed by transit providers to address fare inequity is fare capping (either on a daily or monthly basis).

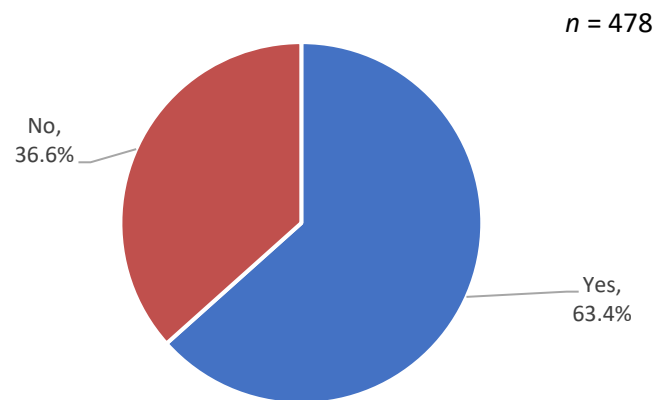
Exhibit 3.18 Cross-tab: Frequency of use vs. Fare payment



15. Are you aware of SunLine's zero-emission fuel efforts?

Historically, the SunLine Transit Agency has been an industry leader with respect to mobile source air quality improvement. The agency's current zero-emission initiative is further evidence of its commitment to clean air which is particularly important given the topography of the Coachella Valley. As such, it is rewarding to learn nearly two-thirds of the surveyed riders had unaided awareness of this important initiative.

Exhibit 3.19 Zero-emission awareness

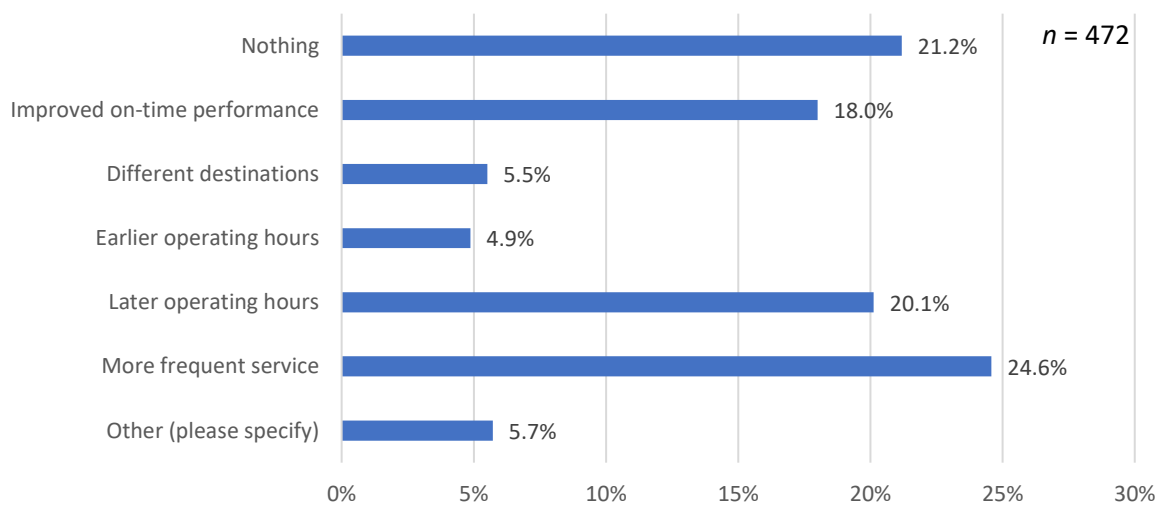


16. Which of the following is your preferred service improvement? (Select only one.)

Survey participants were presented with a selection of possible service enhancement to consider, and asked to identify the single most important potential service enhancement.

The three top-ranked improvements were “more frequent service” (24.6 percent), “later hours” (20.1 percent), and “improved on-time performance” (18 percent). Interestingly, more than one-fifth of the surveyed riders chose “nothing” (21.2 percent) which suggest appreciable satisfaction with the current service model.

Exhibit 3.20 Preferred service improvement



As noted above, “more frequent service” was the top-ranked potential service enhancement. Of the riders selecting this improvement option, 32.7 percent (18 people) cited 15-minute service while 23.6 percent (13 people) cited 30-minute service.

Among those survey participants selecting “later operating hours”, 24.6 percent (16 people) indicated 11:00 pm while 15.4 percent (10 people) cited 10:00 pm.

Among those survey participants selecting “earlier operating hours”, 30 percent (3 people) indicated 4:00 am.

Exhibit 3.21 Preferred service improvement: Other

Other	Frequency
1E and 1W changed so the distance/time is further to walk/challenging.	1
A bus stop going south between Dillon and AM/PM on Palm Dr.	1
Alternatives to big bus; other small routes.	1
Better customer service	1
Better routes with more buses that go straight to the end of that road.	1
Bigger bike racks.	1

Other	Frequency
Clean up riff raff and garbage at stops.	1
Coordinated transfers; often missing the connection by 5 mins or less, could they be synchronized?	1
Driver customer service etiquette and training.	1
Drivers should have communication and wait for transfers.	1
Enforce service animal policy.	1
Fairly new to the service. Still figuring it out.	1
Go back to line Palm Springs to Indio with no transfer.	1
Kinder drivers	1
Later operating hours, different bus stops	1
Line 6 weekend service	1
More low emissions.	1
More stops west from Coachella to Indio.	1
Need more frequent weekend service.	1
Need more time to transfer between routes.	1
Not taking midday and weekends off for Routes 5 and 6.	1
Omit sound from blinker.	1
Should be no break until end of line.	1
Split Line 2 between north and south.	1

Exhibit 3.22 Preferred service improvement: Different destinations

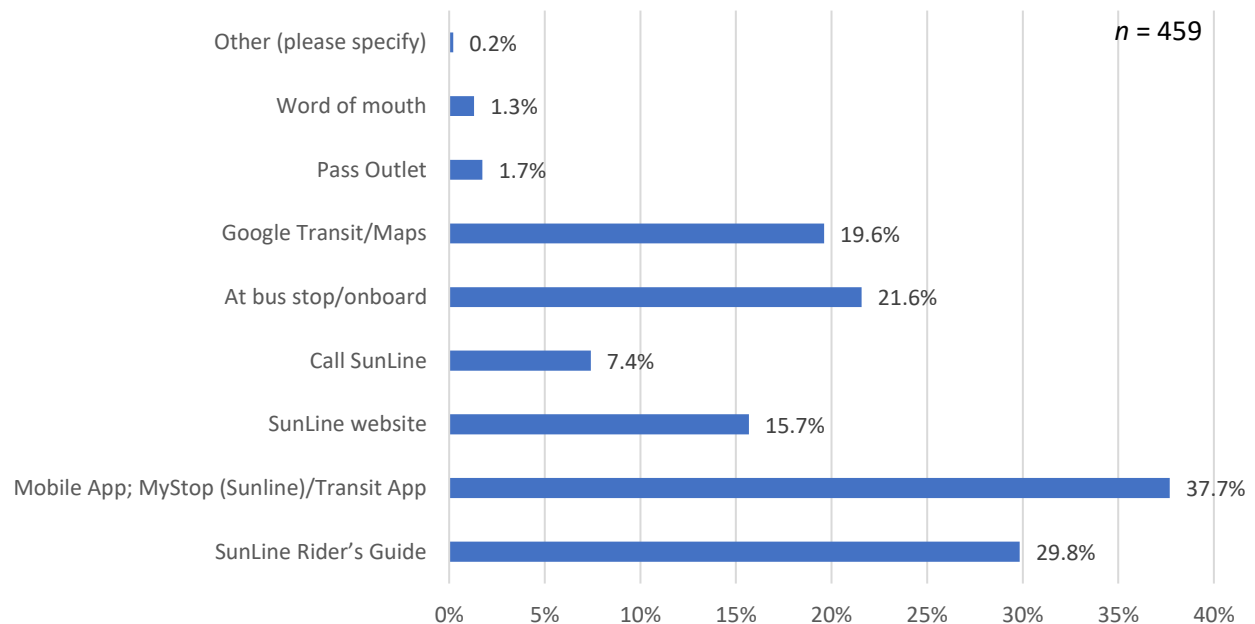
Different destinations	Frequency
Bubbling Wells Elementary School	3
A Route on Dillon from Indian all the way to the casino.	1
Ave 66, Thermal	1
Beaumont	1
Dennys near the 10 in Desert Hot Springs	1
Fantasy Springs Casino	1
Need more simplified routes in and out of Desert Hot Springs to the rest of the valley.	1
Los Angeles	1
Palm Desert	1
Route 2 should go through Cathedral City	1
Riverside	1
Walmart	1
Windy Point	1

17. Where do you typically obtain information about SunLine Transit services? (Select all that apply.)

Slightly more than one-half of the total survey participants self-identified as 44 years or younger. This demographic cohort typically access transit service information via various electronic platforms versus traditional means such as printed brochures.

Five information channels stood out: “Mobile App/Transit App” (37.7 percent), “SunLine Rider’s Guide” (29.8 percent), “at bus stop/onboard” (21.6 percent), “Google Transit/Maps” (19.6 percent), and “SunLine website” (15.7 percent).

Exhibit 3.23 Information access



**Total equals more than 100 percent as survey participants were allowed to select more than one response option*

18. Do you feel safe at SunLine bus stops and while on the buses?

The perception of personal safety at bus stops and while onboard is a key influencer when considering public transit as a mobility option. While 83 percent responded “yes”, we believe this matter warrants further discussion.

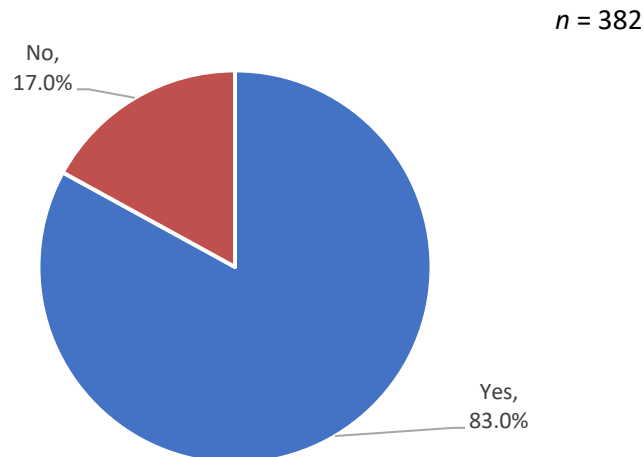
Later in the survey, riders were asked to indicate their satisfaction regarding a variety of SunLine attributes. “Safety” garnered a positive composite score of 65.1 percent. (To calculate the composite score, we combined the “excellent” and “good” percentages.)

Several factors can influence a customer’s perception of safety while onboard including driver behavior (i.e., safe bus operation), seating availability, vehicle cleanliness, and the presence and disposition of other riders. Fortunately, such factors usually lie within the control of the transit service provider.

The positive composite score for “availability of bus stop amenities” was 54.3 percent, the service attribute with the lowest score. “Availability” can be somewhat subjective. It can be defined in a literal sense (that is, do amenities exist), and perhaps in qualitative sense (that is, are the amenities adequate and/or appropriate). Based on our experience, three bus stop elements are often top-of-mind for transit riders (and potential riders): lighting, adequate seating, and service information availability.

Further, Question 18 asked, “Do you feel safe at SunLine bus stops and while onboard the buses?” 17 percent said “no”.

Exhibit 3.24 Perceived safety



The top reasons cited include unhoused persons and transients (both onboard the buses and at bus stops) and inadequate lighting at stops (see Exhibit 3.25).

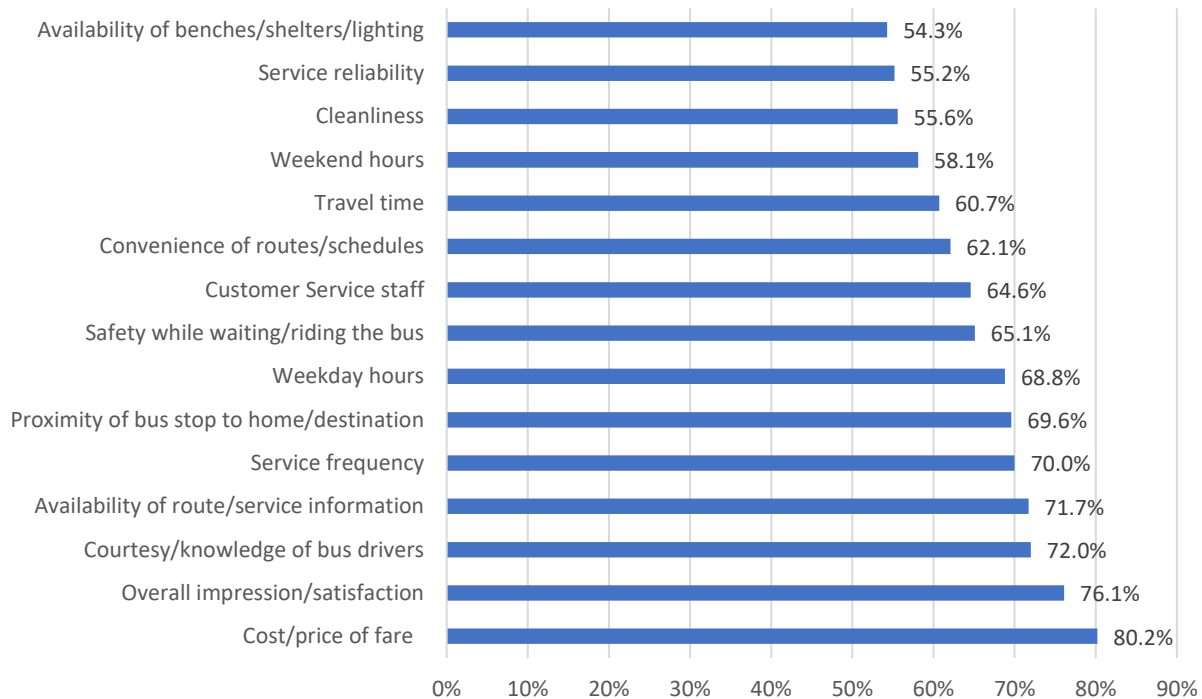
Exhibit 3.25 Perceived safety: Reason for answering no

If no, specify why	Frequency
Homeless people/drug addicts (on board and at bus stops)	32
Need more lights at stops	6
Behavior of some passengers	5
Criminal activity	4
Being a woman	1
Bus drivers drive so fast	1
Driver slammed breaks in 2019 and needed surgery; scary at bus stops	1
Improper or no shade covering at stops	1
I've been robbed before and SunLine took no action	1
I'm blind	1
It takes a long time	1
No shelter and there are many people at the 7-Eleven	1

19. Please rate the following SunLine attributes:

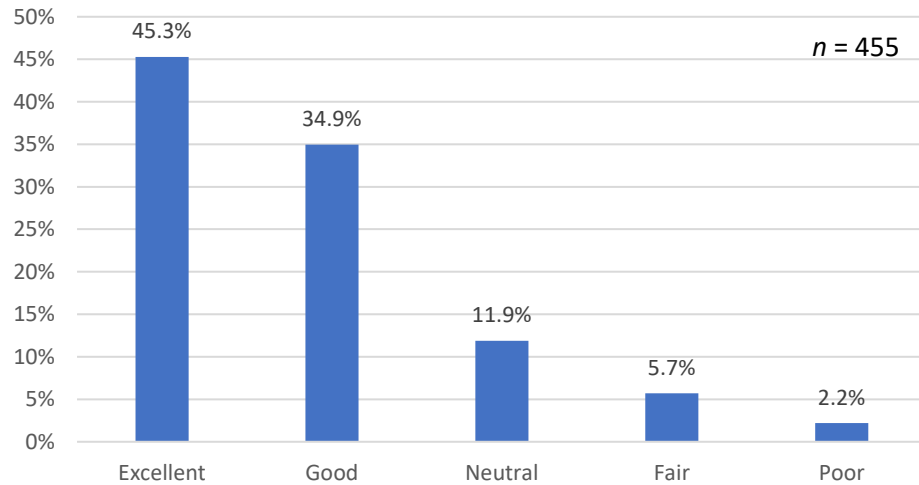
Survey participants were invited to indicate their satisfaction regarding fifteen different SunLine attributes. Ratings reflect a five-point Likert scale (excellent, good, neutral, fair, poor). In addition to presenting the basic ratings, we calculated a positive composite score. To calculate the composite score, we combined the “excellent” and “good” percentages.

Exhibit 3.26 Satisfaction: All attributes



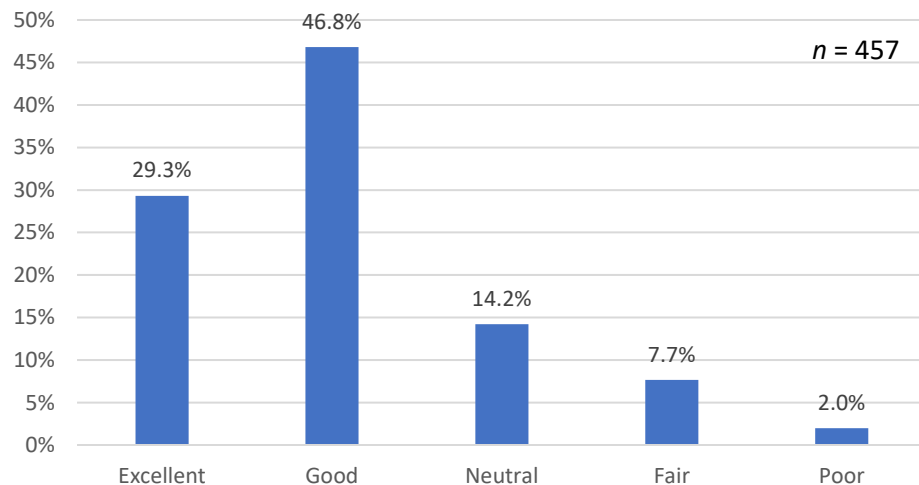
A. Cost/price of fare: Positive composite: 80.2%

Exhibit 3.27 Satisfaction: Cost



B. Overall impression/satisfaction of SunLine: Positive composite: 76.1%

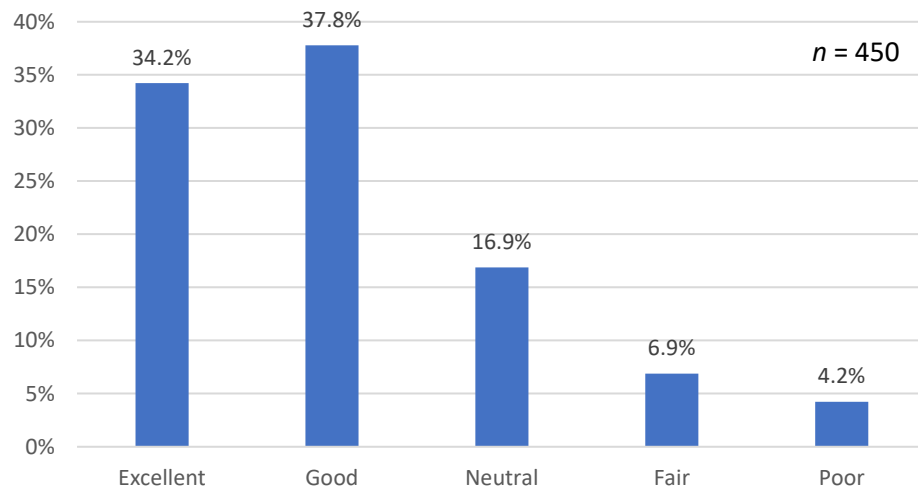
Exhibit 3.28 Overall Satisfaction



Drilling down on the data from frequency of use (Question 9) and overall customer satisfaction, it appears there is a positive relationship between how often a surveyed participants rides SunLine and positive perception. That is, the more often a customer rides (i.e., 4-7 days per week) the stronger their overall satisfaction perception with the service.

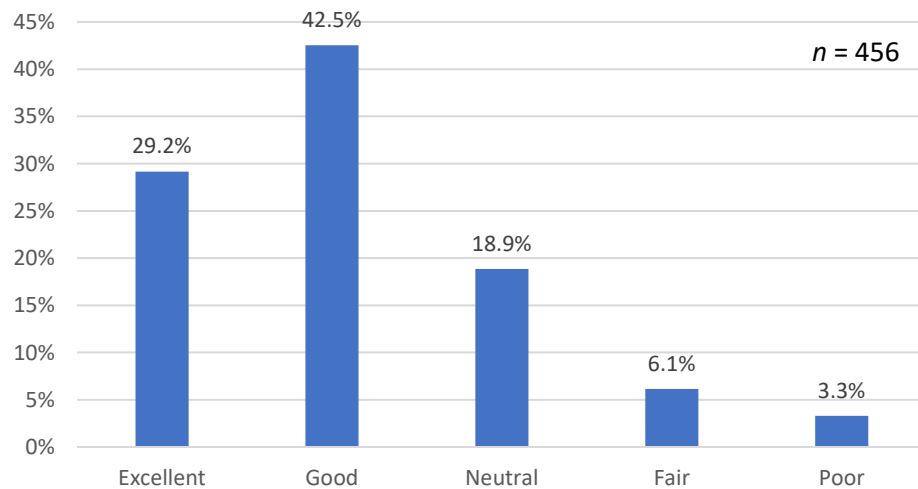
C. Courtesy/knowledge of bus drivers: Positive composite: 72.0%

Exhibit 3.29 Satisfaction: driver courtesy



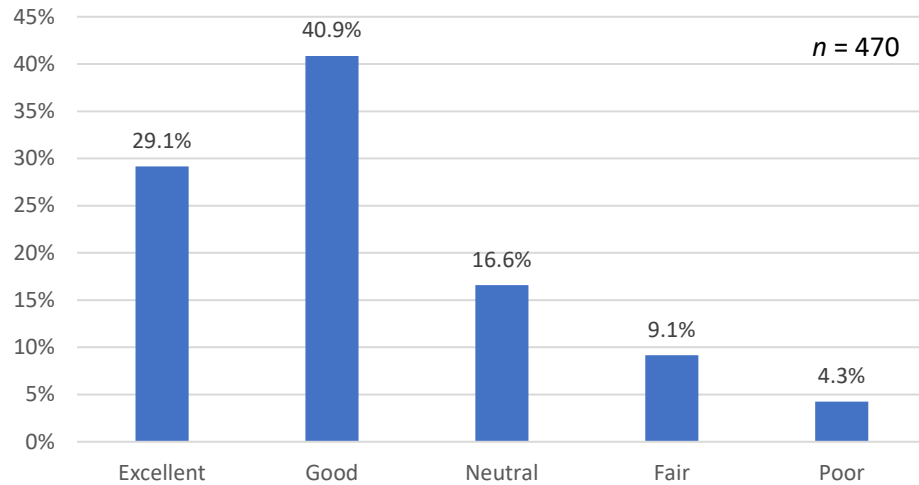
D. Availability of route/service information: Positive composite: 71.7%

Exhibit 3.30 Satisfaction: info availability



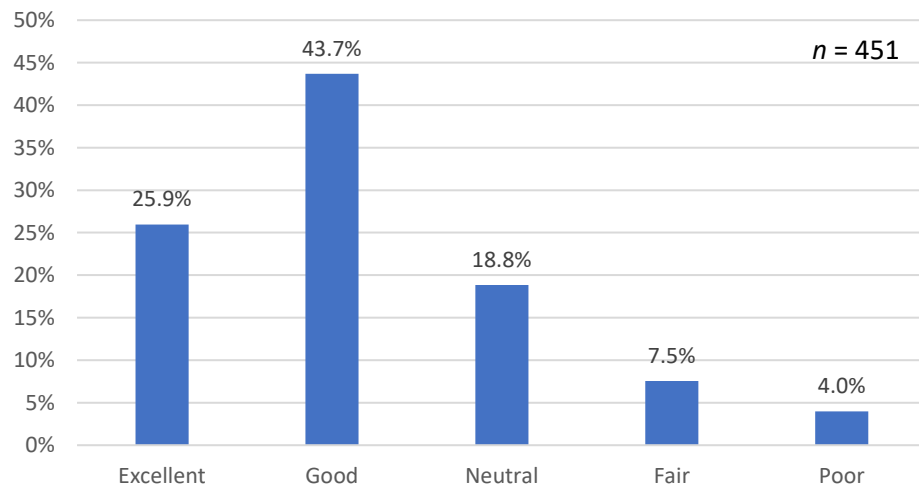
E. Service frequency: Positive composite: 70%

Exhibit 3.31 Satisfaction: service frequency



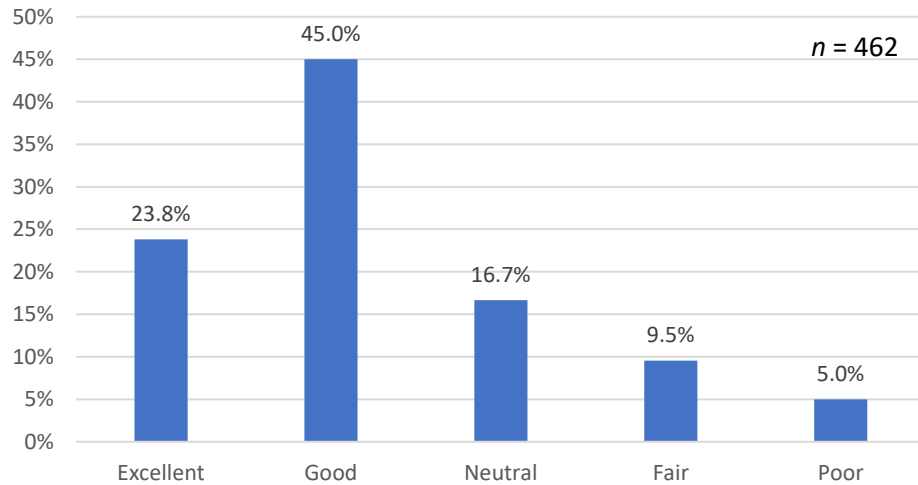
F. Proximity of bus stop to home/destination: Positive composite: 69.6%

Exhibit 3.32 Satisfaction: bus stop location



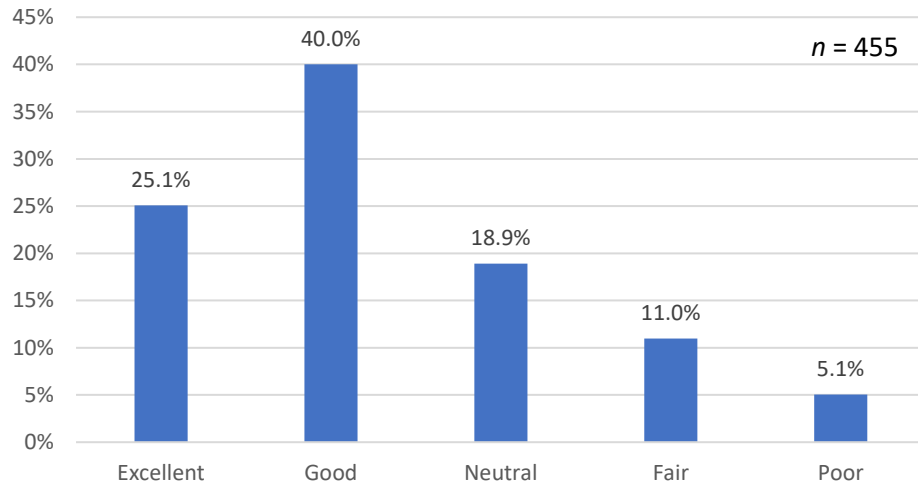
G. Weekday hours: Positive composite: 68.8%

Exhibit 3.33 Satisfaction: weekday hours



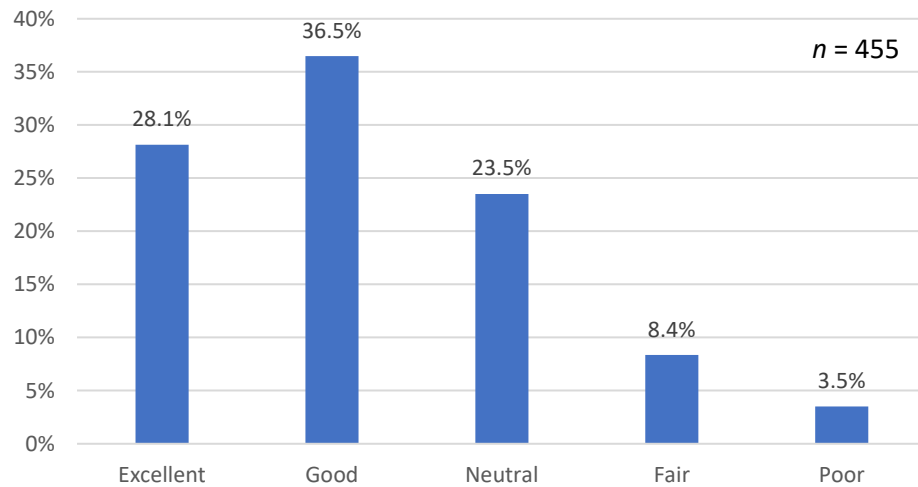
H. Safety while waiting/riding the bus: Positive composite: 65.1%

Exhibit 3.34 Satisfaction: perceived safety



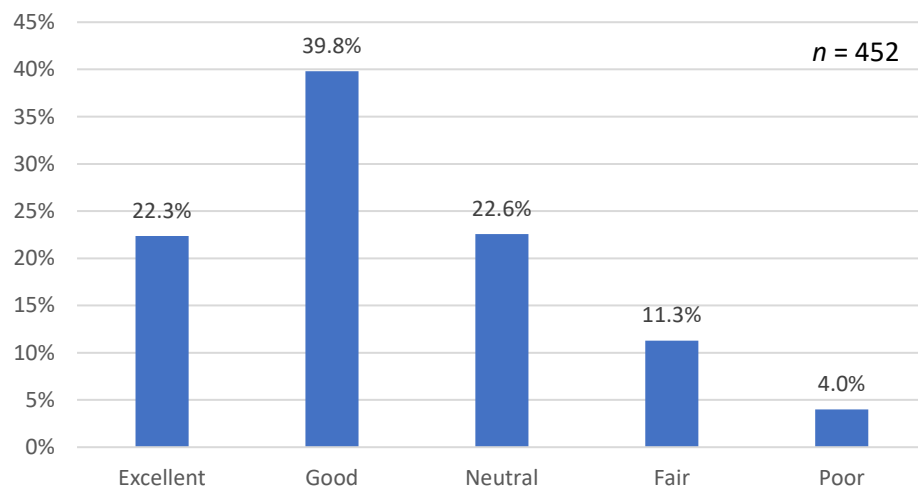
I. Customer Service staff: Positive composite: 64.6%

Exhibit 3.35 Satisfaction: customer service



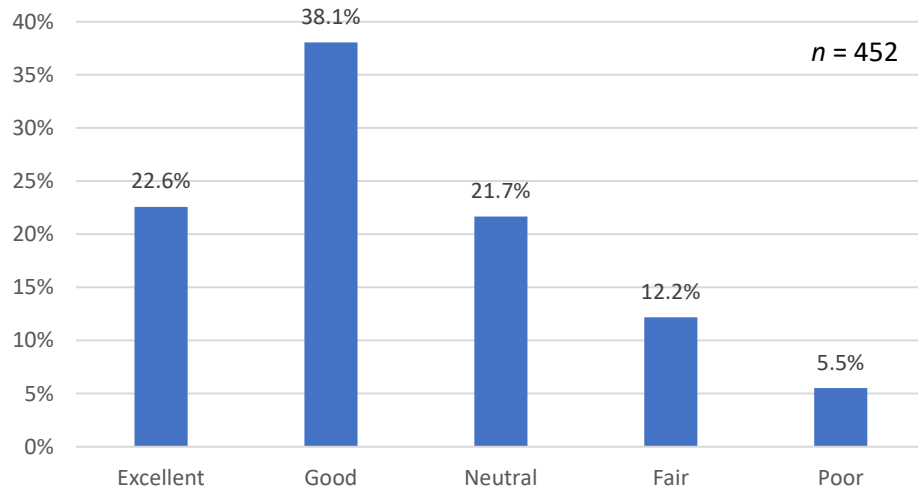
J. Convenience of routes/schedules: Positive composite 62.1%

Exhibit 3.36 Satisfaction: convenience



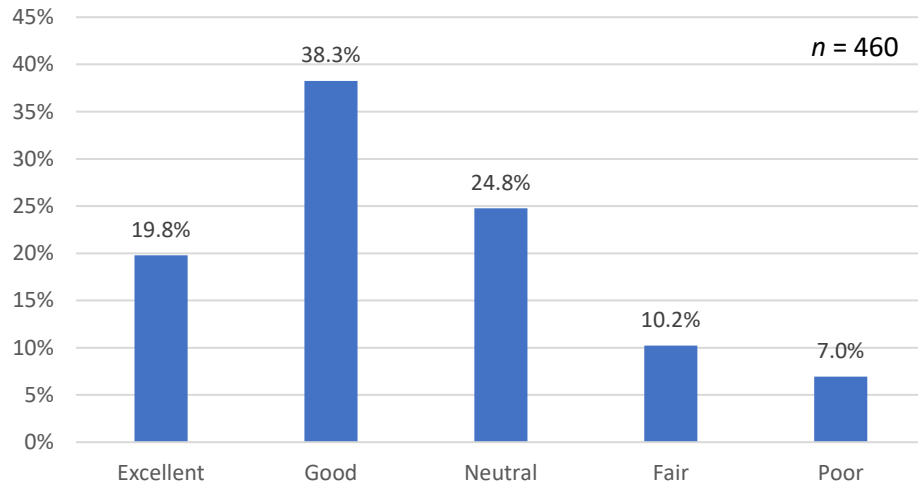
K. Travel time: Positive composite 60.7%

Exhibit 3.37 Satisfaction: travel time



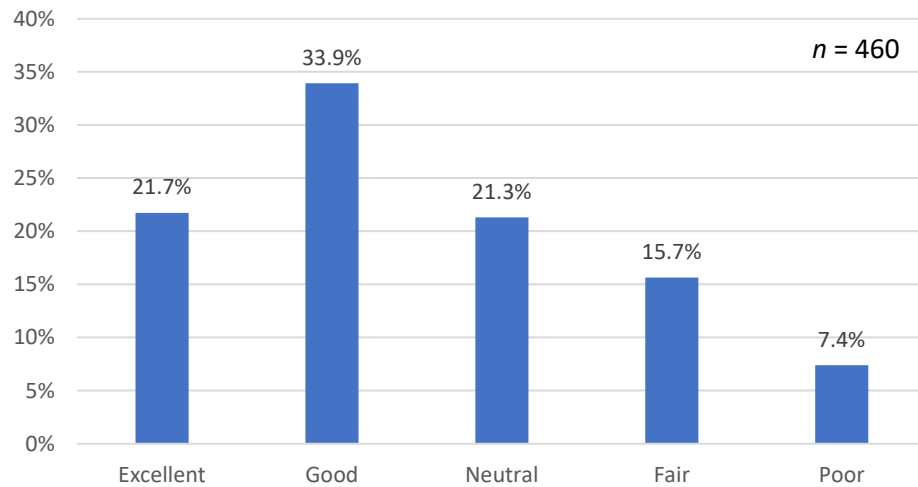
L. Weekend hours: Positive composite: 58.1%

Exhibit 3.38 Satisfaction: weekend hours



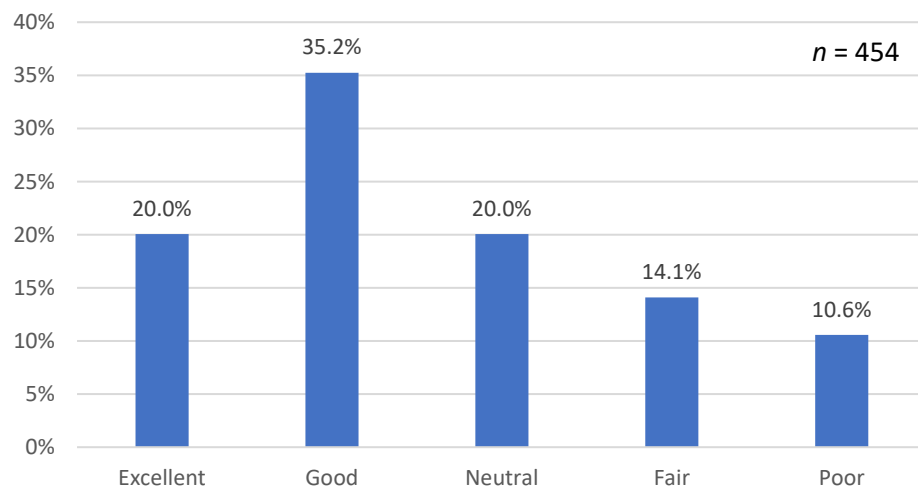
M. Cleanliness: Positive composite: 55.6%

Exhibit 3.39 Satisfaction: cleanliness



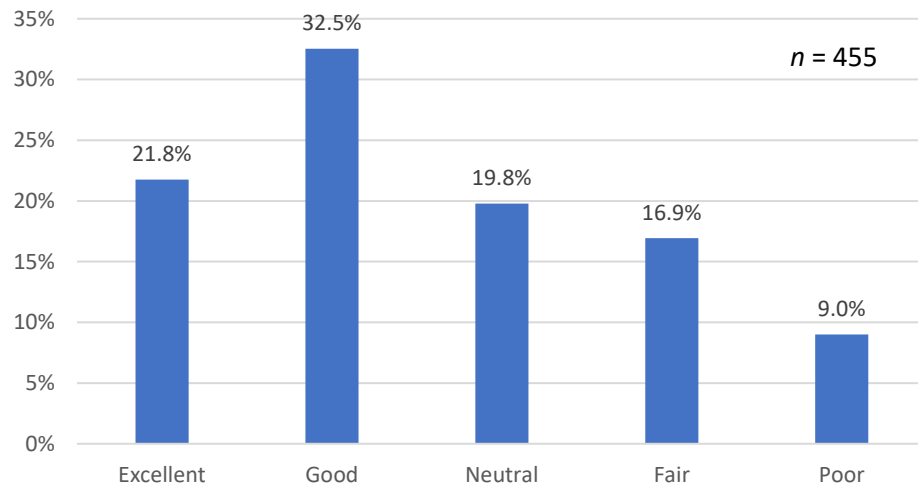
N. Service reliability: Positive composite: 55.2%

Exhibit 3.40 Satisfaction: service reliability



O. Availability of benches/shelters/lighting: Positive composite: 54.3%

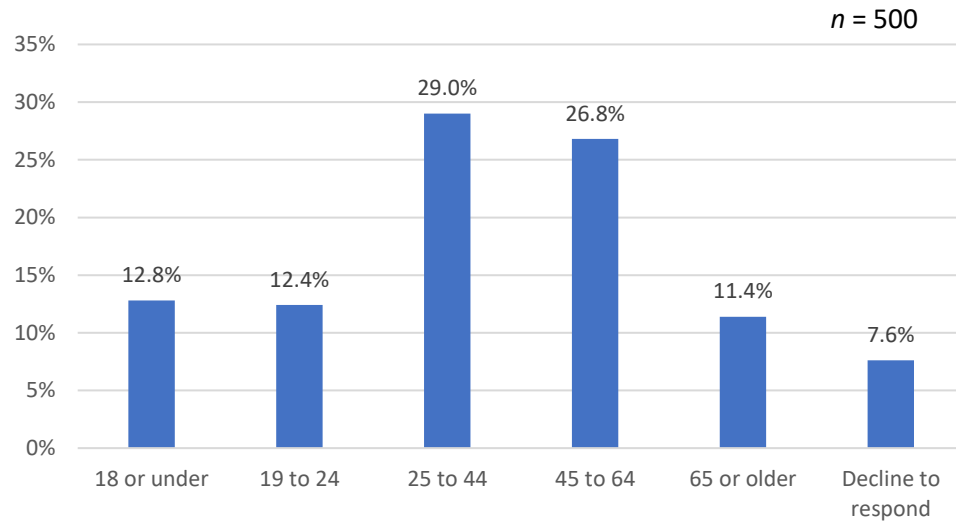
Exhibit 3.41 Satisfaction: bus stop amenities



20. Which of the following includes your age?

The 2025 survey data reveal more than half of current riders are of working age (25 to 64, 56 percent). According to the 2023 American Community Survey, the median age within the Coachella CCD was 39 years.

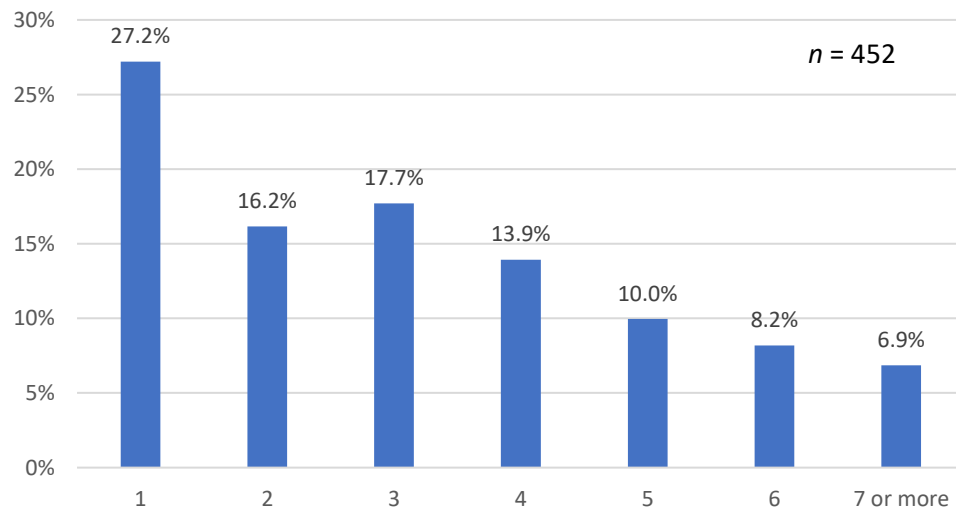
Exhibit 3.42 Age



21. How many people live in your household (including you)?

According to the 2023 American Community Survey, the number of persons per household was 2.9.

Exhibit 3.43 Household size

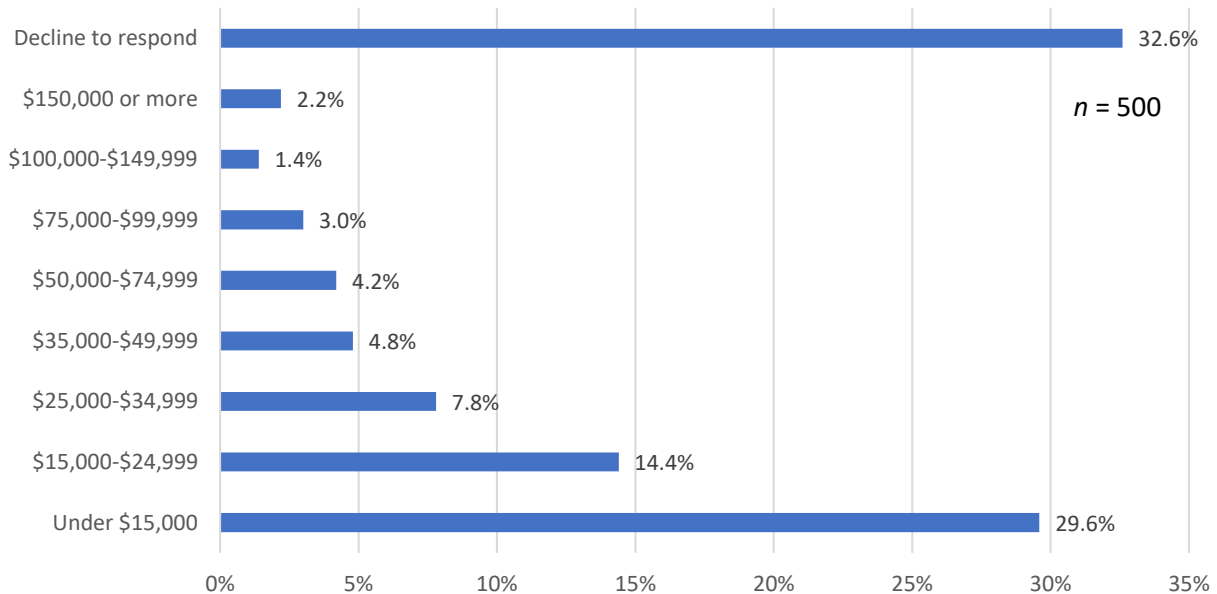


22. What is your approximate annual household income?

According to the 2023 American Community Survey (ACS), the median household income was \$73,073. The ACS also revealed 35 percent of households had annual incomes of under \$50,000.

In 2024, 12 percent of households in the Coachella CCD were identified as below the Federal poverty line (single-person household: \$15,060, two-person household: \$20,440).

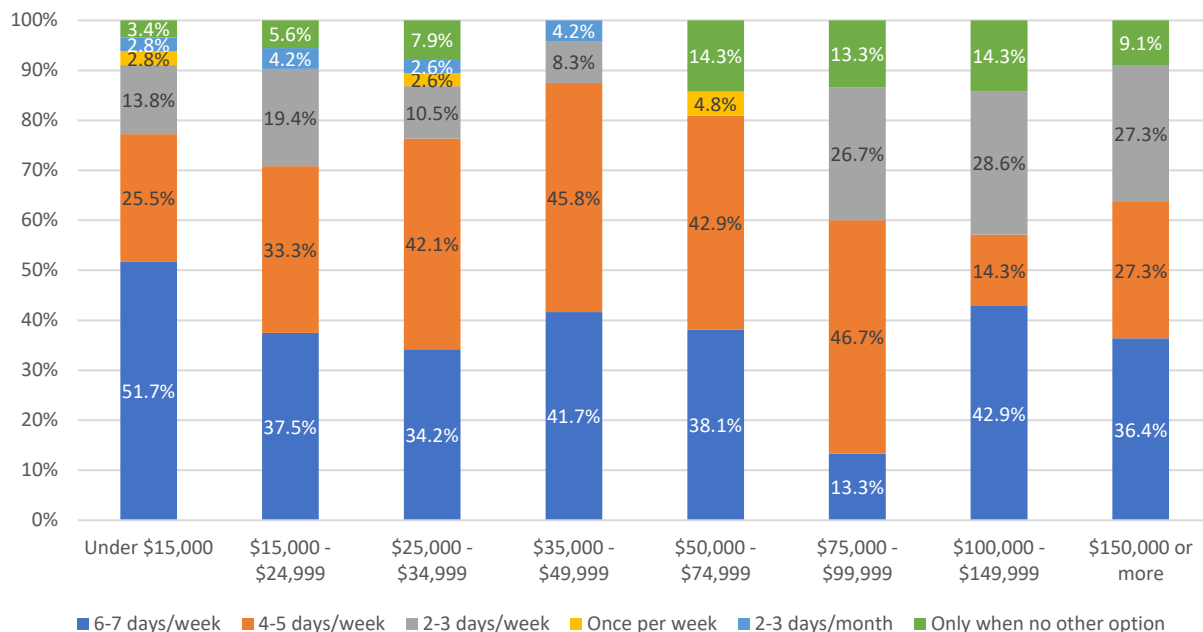
Exhibit 3.44 Household income



Cross-tab: Q9. How often do you ride SunLine Transit? vs. Q22. What is your approximate annual household income?

A data cross-tabulation between frequency of ridership and annual household income was explored to identify how income impacts ridership frequency. There were 333 respondents who answered both questions (those who responded “Decline to respond” to the income question were excluded from this comparison). It was not surprising that more than half of those in the lowest income category indicated riding six to seven days per week, or that another 26 percent said they rode four to five days per week. However, a similar pattern was also seen in the higher income brackets. While the total number of riders in the top two income categories was significantly lower, the highest percentage of respondents indicated riding six to seven days per week. This suggests a core group of choice riders who not only use SunLine to commute to work, but potentially also for non-work trips such as access to education or training.

Exhibit 3.45 Cross-tab: Frequency of use vs. Household income



23. What is your home zip code?

Among the 416 respondents who provided a home zip code, 39 distinct zip codes were identified. Exhibit 3.46 presents those zip codes which garnered 20 or more responses.

Exhibit 3.46 Zip code

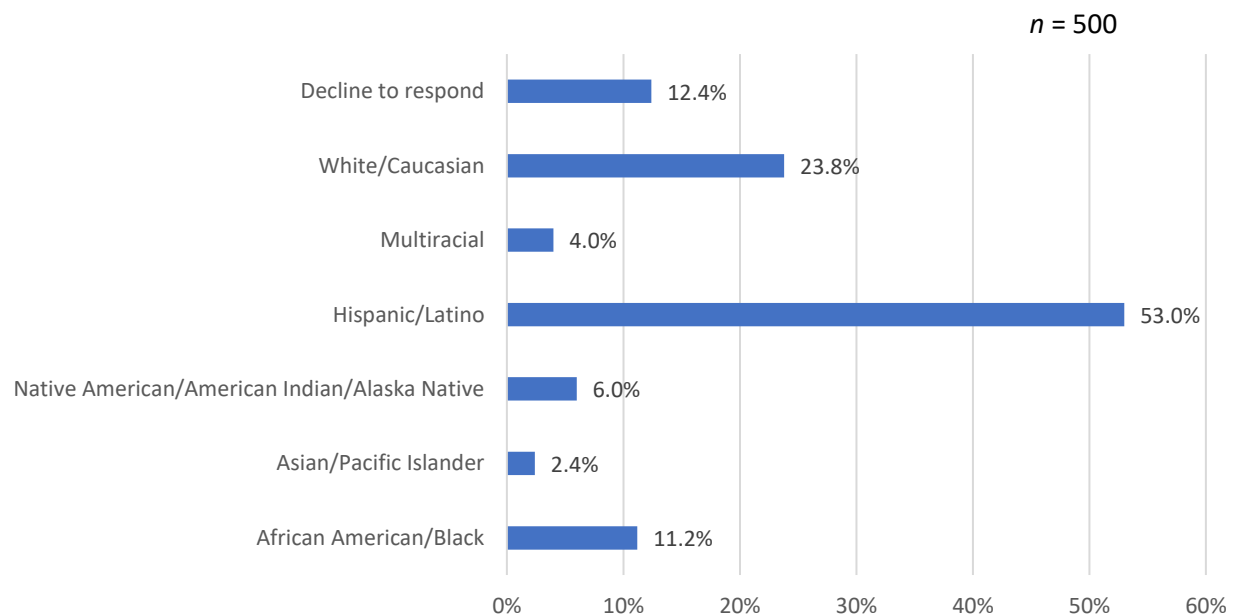
Zip code	Frequency
92240 (Desert Hot Springs)	85
92201 (Indio)	51
92262 (Palm Springs)	49
92234 (Cathedral City)	46
92236 (Coachella)	44
92264 (Palm Springs)	23
92274 (Thermal)	20



24. Which of the following best describes you? (Select all that apply.)

Both the 2019 and 2025 surveys revealed approximately half of the surveyed riders self-identify as Hispanic/Latino.

Exhibit 3.47 Race

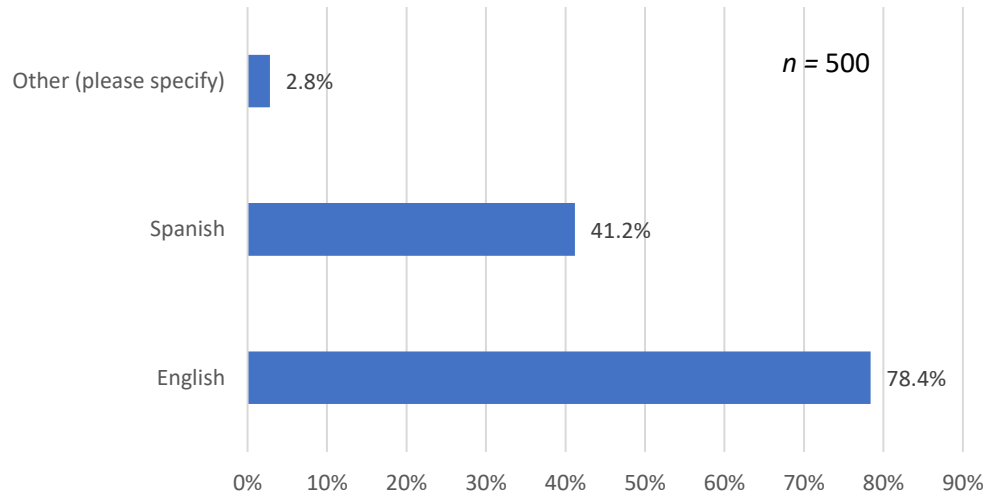


*Total equals more than 100 percent as survey participants were allowed to select more than one response option.

25. Please indicate which languages are spoken in your home. (Select all that apply.)

In 2025, 41 percent of survey participants indicated they speak Spanish at home, while nearly three-quarters (72.3 percent) indicated speaking English very well or identified as a native English speaker. While English comprehension does not appear to present a barrier to transit use in the Coachella Valley, providing bilingual service materials remains important given the significant presence of Spanish-speaking persons residing in SunLine Transit's primary service area.

Exhibit 3.48 Language spoken at home



*Total equals more than 100 percent as survey participants were allowed to select more than one response option.

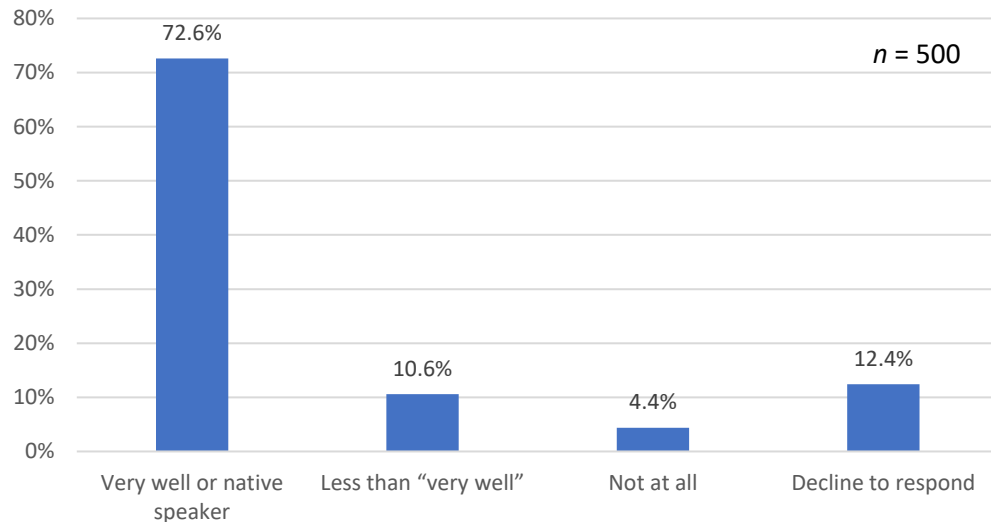
Exhibit 3.49 Language spoken at home: Other

Other	Frequency
Arabic	1
ASL	2
French	3
German	2
Greenlandic	1
Italian	1
Japanese	1
Korean	1
Purepecha dialecto	1

26. How well do you speak English?

Based on the 2023 American Community Survey, the percentage of LEP households in the Coachella Valley was 18.5 percent. The percentage of LEP Spanish language individuals was 21.9 percent of the total population.

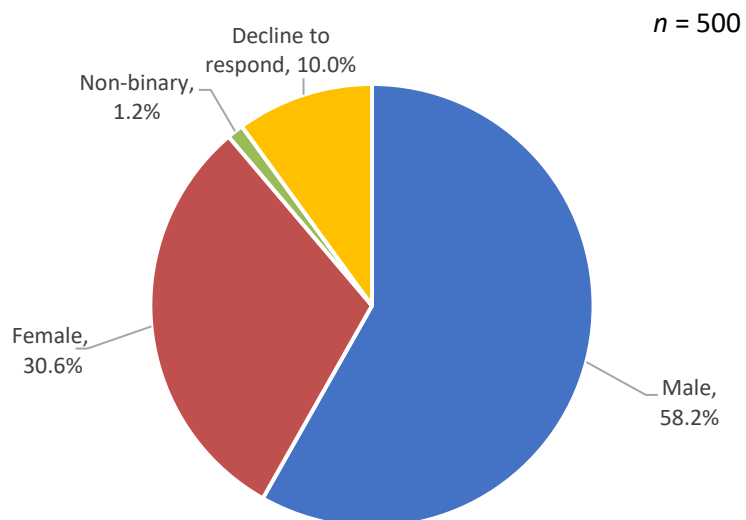
Exhibit 3.50 English proficiency



27. What gender do you identify as?

According to the 2023 American Community Survey, male and female each comprised 50 percent of the population in the Coachella CCD.

Exhibit 3.51 Gender

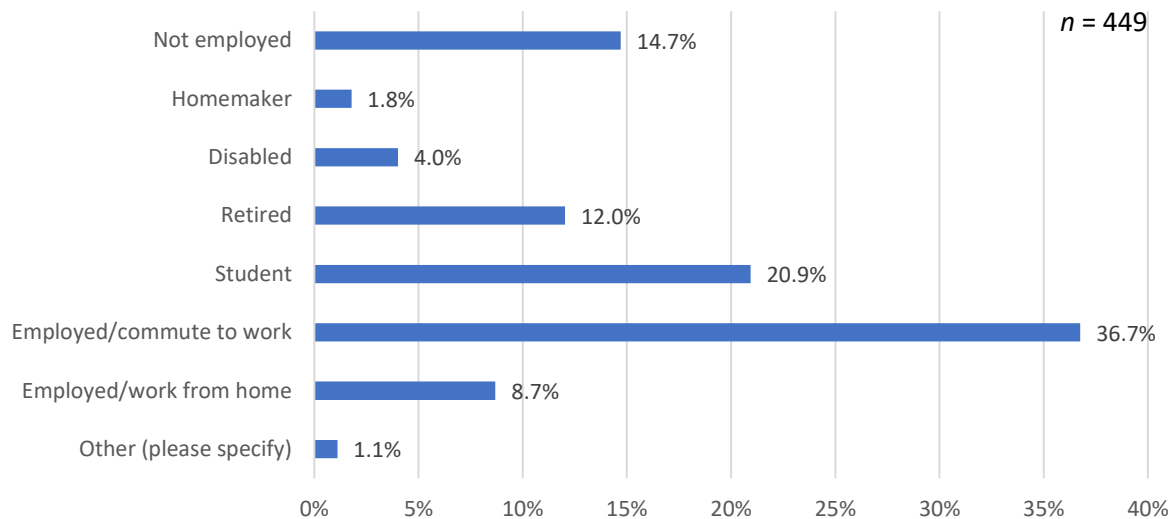


28. Which of the following best describes you?

According to the 2023 ACS, the number of work-age adults (16 years and older) residing in the Coachella Valley CCD was 151,00. At the time of the survey, the unemployment rate was estimated to be 4.3 percent.

In 2019, 51 percent of the surveyed riders indicated being employed full-time while an additional 27 percent cited part time-employment. By contrast, the 2025 survey did not differentiate between full-time and part-time employment. This year's survey revealed an overall employment rate of 45 percent, while an additional 21 percent identified as students.

Exhibit 3.52 Employment status



In addition to providing answers to the formal survey questions, some of the surveyed riders provided additional comments. Presented below is a summary of those comments.

Exhibit 3.53 Comments

Comments
The last bus in Mecca is 6 pm. I would work more hours if later route.
Please omit the sound from the bus blinkers. Other big cities are able to do this. Ban cell phone sounds. Meaning headphones/earbuds must be on/low enough so others don't hear it. These are due to neurologic disabilities that worsen each time I ride the bus.
Excellent bus driver.
Homeless people make it difficult to arrive on time.
Drivers brake too hard most of them.
Maintenance needed on the bus stops (cleaning and lighting).
Sometimes people on the bus can get rowdy.
I also ride the Sundail, but I get on SunBus every day and you're the best. Thank you so much.
1 WV: I wish you can start and end at Via Escuela instead of Dennys.
Indio needs more buses.
Transit App is not accurate.

Appendix

Exhibit A.1 English survey Instrument (front)



Thank you for participating in this important survey. Your feedback helps us understand how people use public transit in the Coachella Valley as well as opportunities to improve service. Everyone who completes a survey by **March 25, 2025** will be entered into a random drawing for a chance to win one of five **\$200 VISA gift cards**. Your responses will remain confidential.

For office use
Route: _____
Date: _____
Time: _____
AM/PM

Section 1: Tell us about THIS ONE-WAY TRIP.

Example of a One-Way Trip:

TRIP START  1  2   **Transfer**    5  4 TRIP END

Note: Your trip may look different!

TRIP START	TRIP END
1. Where are you coming from? (The location where you started this one-way trip, NOT where you got on this bus. Ex. HOME, WORK, Etc. If this place is your home, or if you do not know the exact address, provide a landmark or the nearest cross-streets.) Address: _____ Landmark: _____ Cross-street #1: _____ Cross-street #2: _____ 2. How did you travel to your first bus stop today? ☐ Walk ☐ Got dropped off ☐ Wheelchair ☐ Carpool/vanpool ☐ Bike/skateboard ☐ Taxi/Lyft/Uber ☐ Drove myself ☐ SunRide ☐ Other (specify): _____ 3. How many minutes did it take to reach your stop? (The bus stop or transit center where you boarded) _____	4. Where are you going to? (The location where you will end this one-way trip, NOT where you will get off this bus. Ex. HOME, WORK, Etc. If this place is your home, or if you do not know the exact address, provide a landmark or the nearest cross-streets.) Address: _____ Landmark: _____ Cross-street #1: _____ Cross-street #2: _____ 5. How will you travel from your last bus stop to your destination today? ☐ Walk ☐ Got dropped off ☐ Wheelchair ☐ Carpool/vanpool ☐ Bike/skateboard ☐ Taxi/Lyft/Uber ☐ Drove myself ☐ SunRide ☐ Other (specify): _____ 6. How many minutes will it take you to reach your final destination once you get off the bus? _____

7. Does THIS ONE-WAY TRIP include a transfer to or from another SunLine route or other public transit?
☐ No
☐ Yes, another SunLine route # _____
☐ Yes, MBTA Rt # _____ ☐ Yes, RTA Rt # _____
☐ Yes, OmniTrans Rt # _____ ☐ Yes, PASS Rt # _____
☐ Yes, Other (specify): _____

8. What is the purpose of your trip today? DO NOT indicate HOME (if you are going home, select the option that most closely matches the place you just left). (Select only one)
☐ Work ☐ Medical/Doctor ☐ School
☐ Shopping ☐ Recreation/Social ☐ Errands
☐ Other (specify): _____

Section 2: Tell us about your travel habits.

9. How often do you ride SunLine?
☐ 6-7 days/week ☐ 4-5 days/week
☐ 2-3 days/week ☐ Once per week
☐ 2-3 days/month ☐ Only when no other option

10. How long have you been riding SunLine?
☐ Less than 6 months ☐ 6 – 11 months
☐ 1 - 2 years ☐ 3 - 4 years
☐ 5 or more years

11. Do you have a smartphone or tablet that you can use to access the Internet?
☐ Yes ☐ No

12. Do you own or have access to a car?
☐ Yes ☐ No

13. What is the main reason you ride SunLine?
☐ Can't drive ☐ Disability prevents from driving
☐ Don't have a driver's license ☐ Don't have a car
☐ Prefer to use transit (have a car)
☐ Transit is less expensive/more affordable than driving
☐ Other (specify): _____

14. How did you pay your fare for this trip?
☐ Cash
☐ Mobile Pass (Token Transit/Transit App)
☐ Paper Pass
☐ Other (specify): _____

CONTINUE ON BACK 

Exhibit A.2 English survey Instrument (back)

Section 3. Tell us what you think about SunLine.

15. Are you aware of SunLine's zero emission fuel efforts?

☐ Yes ☐ No

16. Which of the following is your preferred service improvement? (Select only one)

- ☐ More frequent service (How frequent? _____)
- ☐ Later operating hours (Until when? _____)
- ☐ Earlier operating hours (Starting when? _____)
- ☐ Different destinations (To where? _____)
- ☐ Improved on-time performance
- ☐ Nothing
- ☐ Other (specify): _____

17. Where do you typically get bus service information? (schedules, fares, route destinations, etc.)

- ☐ SunLine Rider's Guide
- ☐ Mobile App; MyStop (SunLine)/Transit App
- ☐ SunLine website
- ☐ Call SunLine
- ☐ At bus stop/onboard
- ☐ Google Transit/Maps
- ☐ Pass Outlet
- ☐ Other (specify): _____

18. Do you feel safe at SunLine bus stops and while onboard the buses?

☐ Yes ☐ No

If no, specify why: _____

19. Please rate the following SunLine attributes:

	Excellent	Good	Neutral	Fair	Poor
How often buses run	☐	☐	☐	☐	☐
Hours the bus runs on weekdays	☐	☐	☐	☐	☐
Hours the bus runs on weekends	☐	☐	☐	☐	☐
Time it takes to make a trip	☐	☐	☐	☐	☐
Convenience of routes/schedules	☐	☐	☐	☐	☐
Availability of benches, shelters, and lighting at bus stops	☐	☐	☐	☐	☐
Courtesy/knowledge of bus drivers	☐	☐	☐	☐	☐
Cost of fare	☐	☐	☐	☐	☐
Safety while waiting/riding the bus	☐	☐	☐	☐	☐
Cleanliness of bus	☐	☐	☐	☐	☐
Bus Reliability (On-time)	☐	☐	☐	☐	☐
Proximity of bus stop to home/destination	☐	☐	☐	☐	☐
Customer service staff	☐	☐	☐	☐	☐
Availability of route/service information	☐	☐	☐	☐	☐
Overall impression/satisfaction of SunLine	☐	☐	☐	☐	☐

Section 4. Tell us about yourself.

20. Which of the following groups includes your age?

- ☐ 18 or under ☐ 19 to 24 ☐ 25 to 44
- ☐ 45 to 64 ☐ 65 or older ☐ Decline to respond

21. How many people live in your household (including you)?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4
- ☐ 5 ☐ 6 ☐ 7 or more

22. What is your approximate annual household income?

- ☐ Under \$15,000 ☐ \$50,000-\$74,999
- ☐ \$15,000-\$24,999 ☐ \$75,000-\$99,999
- ☐ \$25,000-\$34,999 ☐ \$100,000-\$149,999
- ☐ \$35,000-\$49,999 ☐ \$150,000 or more
- ☐ Decline to respond

23. What is your home zip code? _____

24. Which of the follow best describes you? (Select all that apply)

- ☐ African American/Black ☐ Asian/Pacific Islander
- ☐ Native American/American Indian/Alaska Native
- ☐ Hispanic/Latino ☐ Multiracial
- ☐ White/Caucasian ☐ Decline to respond
- ☐ Other (specify): _____

25. Please indicate which languages are spoken in your home (Select all that apply):

- ☐ English ☐ Spanish
- ☐ Other (specify): _____

26. How well do you speak English?

- ☐ Very well or native speaker ☐ Less than "very well"
- ☐ Not at all ☐ Decline to respond

27. What gender do you identify as?

- ☐ Male ☐ Female ☐ Non-binary
- ☐ Decline to respond

28. Which of the following best describes you?

- ☐ Employed/work from home
- ☐ Employed/commute to work
- ☐ Student ☐ Retired
- ☐ Homemaker ☐ Not employed
- ☐ Other (specify): _____

Thank you for your participation! Provide your contact info to be entered into a random drawing for the chance to win one of five \$200 VISA gift cards.

Name: _____

Phone: _____

Exhibit A.3 Spanish survey Instrument (front)



Gracias por participar en esta importante encuesta. Sus comentarios nos ayudan a entender cómo la gente utiliza el transporte público en Coachella Valley, así como las oportunidades para mejorar el servicio. Todas las personas que completen la encuesta antes del **25 de marzo de 2025** participarán en un sorteo al azar para ganar una de las cinco **tarjetas de regalo de VISA de \$200**. Sus respuestas serán confidenciales.

Para uso interno Ruta: Fecha: Hora: a. m./p. m.

Sección 1: Cuéntenos sobre ESTE VIAJE DE IDA.

Ejemplo de un viaje de ida:



COMIENZO
DEL VIAJE

1



Caminata

2



3



4

Trasbordo



5



6



FIN DEL
VIAJE

4

Nota: ¡Su viaje puede verse diferente!

COMIENZO DEL VIAJE	FIN DEL VIAJE
1. ¿Desde dónde viene? (El lugar donde comenzó este viaje de ida, NO el lugar donde se tomó este autobús. Por ejemplo, CASA, TRABAJO, etc. Si este lugar es su casa, o si no sabe la dirección exacta, indique un punto de referencia o la intersección más cercana.) Dirección: _____ Punto de referencia: _____ Intersección 1: _____ Intersección 2: _____ 2. ¿Cómo viajó hasta su primera parada de autobús hoy? ☐ A pie ☐ Me llevaron ☐ Silla de ruedas ☐ Vehículo compartido ☐ Bicicleta/patineta ☐ Taxi/Lyft/Uber ☐ Conduje yo ☐ SunRide ☐ Otro (especifique): _____ 3. ¿Cuántos minutos le llevó llegar a la parada? (La parada de autobús o el centro de tránsito donde abordó) _____	4. ¿Hacia dónde se dirige? (El lugar donde terminará este viaje de ida, NO el lugar donde se bajará de este autobús. Por ejemplo, CASA, TRABAJO, etc. Si este lugar es su casa, o si no sabe la dirección exacta, indique un punto de referencia o la intersección más cercana.) Dirección: _____ Punto de referencia: _____ Intersección 1: _____ Intersección 2: _____ 5. ¿Cómo viajará desde su última parada de autobús hasta su destino hoy? ☐ A pie ☐ Me llevarán ☐ Silla de ruedas ☐ Vehículo compartido ☐ Bicicleta/patineta ☐ Taxi/Lyft/Uber ☐ Conduciré yo ☐ SunRide ☐ Otro (especifique): _____ 6. ¿Cuántos minutos le llevará llegar a su destino final una vez que se baje del autobús? _____
7. ¿Este VIAJE DE IDA incluye un trasbordo hacia o desde otra ruta de SunLine u otro transporte público? ☐ No ☐ Sí, la ruta SunLine nro. _____ ☐ Sí, la ruta de MBTA nro. _____ ☐ Sí, la ruta de RTA nro. _____ ☐ Sí, la ruta de OmniTrans nro. _____ ☐ Sí, la ruta de PASS nro. _____ ☐ Sí, otro (especifique): _____	8. ¿Cuál es el motivo de su viaje de hoy? NO escriba CASA (si se dirige a su casa, seleccione la opción que más se acerque al lugar del cual se acaba de ir). (Marque solo una opción) ☐ Trabajo ☐ Médico ☐ Escuela ☐ Compras ☐ Recreación/social ☐ Trámites ☐ Otro (especifique): _____

Sección 2. Cuéntenos sobre sus hábitos de viaje.

9. ¿Con qué frecuencia viaja en SunLine? ☐ 6-7 días/semana ☐ 4-5 días/semana ☐ 2-3 días/semana ☐ Una vez por semana ☐ 2-3 días/mes ☐ Solo cuando no hay otra opción 10. ¿Desde hace cuánto viaje en SunLine? ☐ Menos de 6 meses ☐ 6-11 meses ☐ 1-2 años ☐ 3-4 años ☐ 5 años o más 11. ¿Tiene un teléfono inteligente o una tableta que pueda usar para acceder a internet? ☐ Sí ☐ No 12. ¿Tiene auto o acceso a uno? ☐ Sí ☐ No	13. ¿Cuál es la razón principal por la que viaja en SunLine? ☐ No sé conducir ☐ Una discapacidad me impide conducir ☐ No tengo una licencia de conducir ☐ No tengo auto ☐ Prefiero usar el transporte público (tengo auto) ☐ El transporte público es menos caro/más barato que conducir ☐ Otro (especifique): _____ 14. ¿Cómo pagó la tarifa de este viaje? ☐ Efectivo ☐ Pase móvil (Token Transit/aplicación Transit) ☐ Pase en papel ☐ Otro (especifique): _____
--	---

SIGUE EN LA PARTE DE ATRÁS →

Exhibit A.4 Spanish survey Instrument (back)

Sección 3. Cuéntenos qué piensa de SunLine.

15. ¿Conoce los esfuerzos de SunLine por reducir a cero las emisiones de combustible?

☐ Sí ☐ No

16. ¿Cuál de las siguientes mejoras del servicio prefiere? (Marque solo una opción)

- ☐ Servicio más frecuente
(¿con qué frecuencia? _____)
- ☐ Que funcione hasta más tarde
(¿hasta qué hora? _____)
- ☐ Que empiece a funcionar más temprano
(¿a qué hora? _____)
- ☐ Destinos diferentes (¿A dónde? _____)
- ☐ Mejora de la puntualidad
- ☐ Nada
- ☐ Otro (especifique): _____

17. En general, ¿de dónde obtiene información de los servicios del autobús? (Horarios, tarifas, destinos de las rutas, etc.)

- ☐ Guía de SunLine
- ☐ Aplicación móvil; myStop (SunLine)/aplicación Transit
- ☐ Sitio web de SunLine
- ☐ Llamada telefónica a SunLine
- ☐ En la parada de autobús/a bordo
- ☐ Google Transit/Maps
- ☐ Puntos de venta de pases
- ☐ Otro (especifique): _____

18. ¿Se siente seguro en las paradas de autobús de SunLine y mientras está a bordo de los autobuses?

- ☐ Sí ☐ No
- Si la respuesta es no, indique por qué: _____

19. Califique los siguientes atributos de SunLine:

	Excelente	Bueno	Neutro	Regular	Malo
Frecuencia con la que andan los autobuses	☐	☐	☐	☐	☐
Horarios en los que andan los autobuses en días de semana	☐	☐	☐	☐	☐
Horarios en los que andan los autobuses en fines de semana	☐	☐	☐	☐	☐
Tiempo que lleva hacer un viaje	☐	☐	☐	☐	☐
Conveniencia de las rutas/horarios	☐	☐	☐	☐	☐
Disponibilidad de bancos, casetas y luces en las paradas de autobús	☐	☐	☐	☐	☐
Cortesía/conocimiento de los conductores	☐	☐	☐	☐	☐
Costo de la tarifa	☐	☐	☐	☐	☐
Seguridad durante la espera/viaje en el autobús	☐	☐	☐	☐	☐
Limpieza del autobús	☐	☐	☐	☐	☐
Fiabilidad del autobús (puntualidad)	☐	☐	☐	☐	☐
Proximidad de la parada del autobús a casa/destino	☐	☐	☐	☐	☐
Personal de atención al cliente	☐	☐	☐	☐	☐
Disponibilidad de información de rutas/servicios	☐	☐	☐	☐	☐
Impresión/satisfacción general con SunLine	☐	☐	☐	☐	☐

Sección 4. Cuéntenos sobre usted.

20. ¿Cuál de los siguientes grupos incluye su edad?

- ☐ 18 o menos ☐ 19 a 24 ☐ 25 a 44
- ☐ 45 a 64 ☐ 65 o más ☐ Prefiero no responder

21. ¿Cuántas personas viven en su hogar (incluido usted)?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4
- ☐ 5 ☐ 6 ☐ 7 o más

22. ¿Cuáles son los ingresos anuales aproximados del hogar?

- ☐ Menos de \$15,000 ☐ \$50,000-\$74,999
- ☐ \$15,000-\$24,999 ☐ \$75,000-\$99,999
- ☐ \$25,000-\$34,999 ☐ \$100,000-\$149,999
- ☐ \$35,000-\$49,999 ☐ \$150,000 o más
- ☐ Prefiero no responder

23. ¿Cuál es su código postal? _____

24. ¿Cuál de las siguientes opciones lo describe mejor? (Marque todas las que correspondan)

- ☐ Afroamericano/negro
- ☐ Asiático/nativo de las Islas del Pacífico
- ☐ Nativo americano/Indígena americano/nativo de Alaska
- ☐ Hispano/latino
- ☐ Blanco/caucásico
- ☐ Multiracial
- ☐ Prefiero no responder
- ☐ Otro (especifique): _____

25. Indique qué idiomas hablan en su hogar (marque todos los que correspondan):

- ☐ Inglés ☐ Español
- ☐ Otro (especifique): _____

26. ¿Qué tan bien habla inglés?

- ☐ Muy bien o nativo ☐ Menos que "muy bien"
- ☐ No hablo ☐ Prefiero no responder

27. ¿Con qué género se identifica?

- ☐ Masculino ☐ Femenino ☐ No binario
- ☐ Prefiero no responder

28. ¿Cuál de las siguientes opciones lo describe mejor?

- ☐ Empleado/trabajo desde casa
- ☐ Empleado/viajo al trabajo
- ☐ Estudiante ☐ Jubilado
- ☐ Amo(a) de casa ☐ Desempleado
- ☐ Otro (especifique): _____

¡Gracias por su participación! Indique su información de contacto para participar en un sorteo al azar para ganar una de las cinco tarjetas de regalo de VISA de \$200.

Nombre: _____

Teléfono: _____

Exhibit A.5 Bilingual Onboard Notice



Exhibit A.6 Social Media

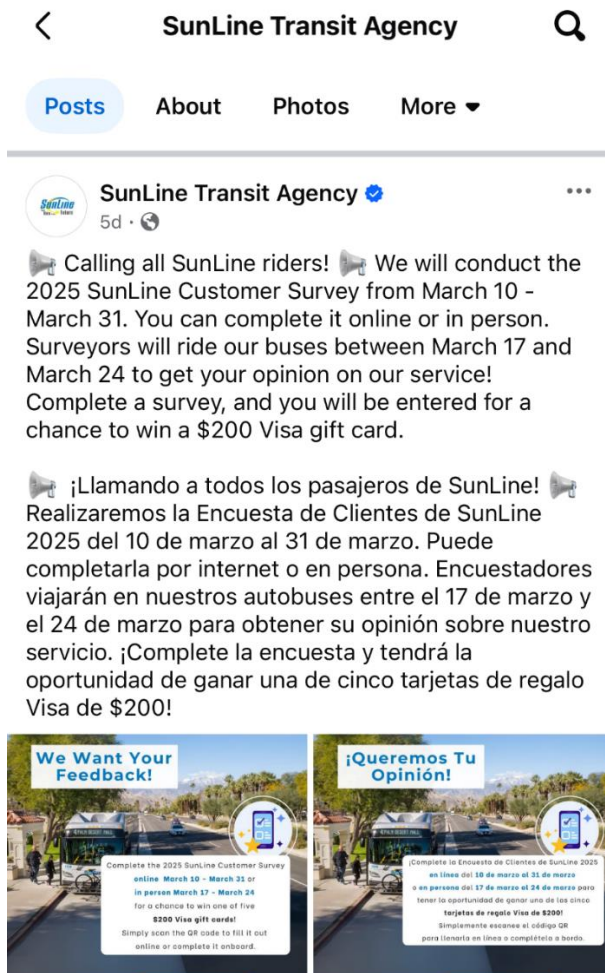


Exhibit A.7 Sampling Plan

Route	Target	Totals
1EV	95	105
1WV	71	77
2	116	141
3	14	21
4	36	47
5	4	12
6	7	15
7	15	18
8	30	40
9	9	16
10	6	8
Total	403	500

Appendix H: Title VI Policies

The following pages outline the formal adoption of SunLine Transit Agency's core Title VI policies by the Board of Directors. These include the agency's policies governing service standards, major service and fare changes, and the methodologies used to assess disparate impact and disproportionate burden.

MINUTES
SunLine Transit Agency
Board of Directors Meeting
July 31, 2013

A regular meeting of the SunLine Transit Agency Board of Directors was held at 12:00pm on Wednesday, July 31, 2013 in the Kelly Board Room at SunLine Transit Agency, 32-505 Harry Oliver Trail, Thousand Palms, CA 92276.

1. Call to Order

The meeting of the SunLine Transit Agency Board was called to order at 12:00 p.m. by Chairman Glenn Miller.

2. Flag Salute

Councilmember Paul Lewin led all in a salute to our flag.

3. Roll Call

Completed.

Members Present

Glenn Miller, Chairman, Councilmember, City of Indio
Kathy DeRosa, Mayor, City of Cathedral City
Yvonne Parks, Mayor, City of Desert Hot Springs
Paul Lewin, Councilmember, City of Palm Springs
G. Dana Hobart, Councilmember, City of Rancho Mirage
Robert Spiegel, Councilmember, City of Palm Desert
Douglas Hanson, Councilmember, City of Indian Wells
Don Adolph, Mayor, City of La Quinta
Eduardo Garcia, Mayor, City of Coachella
John J. Benoit, Supervisor, County of Riverside

Members Absent

None.

Guests:

Linda Hurly, MGO Accountants
Barrett Newkirk, The Desert Sun
Mohammad Farooq, Desert City Cab
Mark Triplett, Desert City Cab
Harry Incs, American Cab
Greg Klibanov, American Cab
Michal Brock, Yellow Cab
Bill Meyer, Yellow Cab
Anna May Moss, Public
Joanne Helms, Public
Shirley Bales, Public
Josue Pineda, Public
Joran Pineda, Public

Larry Villalobos, Public
Perfecto Henriquez, Public

Staff:

Roger Snoble, Interim General Manager
Jeffrey Goldfarb, Legal Counsel
Carolyn Rude, Special Asst. to the G.M./Clerk of the Board
Rudy LeFlore, G.M.'s Management Staff Analyst
Tommy Edwards, Contracting Officer Technical Representative
Polo Del Toro, Director of Operations
CJ Smith, Interim Director of Finance
Don Bradburn, Director of HR
Mike Morrow, Director of Maintenance
Mike Jones, Taxi Cab Administrator
Joe Forgiarini, Director of Planning
Stephanie Buriel, Senior Administrative Assistant
Harman Singh, Assistant Taxicab Administrator II
Kosmos Argiropoulos, Motor Coach Operator
Anthony Garcia, Motor Coach Operator
Esterio Gonzales, Motor Coach Operator
Rick Barone, Procurement Officer
David Manriquez, Facilities Maintenance Assistant
Fran DePalo, Administrative Assistant
Armando Ozuna, Supervisor/Dispatcher
Joseph Friend, Senior IT & Systems Analyst
Vanessa Mora, Desktop Support Technician
Karen Thomas, Senior Administrative Assistant
Manny Garcia, Senior Operations Supervisor

4. **Presentations**

None.

5. **Finalization of Agenda**

6. **Correspondence**

None.

7. **Public Comments**

NON AGENDA ITEMS:

Anthony Garcia, SunLine employee stated the following: "I am an operator here at SunLine Transit. I have come to the Board to ask...July 4th, we lost Michael Cohen, a bus operator at SunLine Transit Agency. He passed away at his home. Michael provided 32 years of dedicated and hard-working service to SunLine and was a pioneer at the Agency. He was beloved by his co-workers and the community, and anyone who had the pleasure of meeting him. SunLine Transit Agency bus operators are requesting your consideration in naming the upcoming Park and Ride shelter in his memory. As employees, it would give us great comfort and peace to see a man that gave so much to SunLine Transit Agency and honor in his way. We would also like

you to consider creating a memorial wall to honor past employees who have passed away. Thank you for your understanding and consideration. I am Anthony Garcia speaking on behalf of SunLine operators.”

Kosmos Argiropoulos, SunLine employee, stated the following: “I am a driver also representing the drivers. It is similar to the Mike Cohen situation with the past drivers passing away, to the current drivers who are here at SunLine. I would like to ask if you could consider us, as RTA does, the drivers that have five years get a hatch mark on their uniform. I don’t have that many years here. I am not looking at this for myself, just for all the drivers. It is a respect thing. They possibly might be able to use that in a positive manner to the younger drivers and to honor those drivers. The younger drivers can look forward to working here and representing the company and this Valley.”

8. Board Member Comments

Councilmember Bob Spiegel stated the following: “I would like to see something done about the comments that were made. I would like to see it on our agenda about the mark and the naming so we can vote on it.”

Supervisor John Benoit stated the following: “Mr. Chairman, if it is appropriate, I would move that we adjourn today in memory of Michael Cohen in his honor.” Chairman Miller stated that yes, that will happen.

Mayor Parks stated the following: “I knew Michael very well. His wife, Suzette, was my nail lady for several years. They live in Desert Hot Springs; wonderful residents of Desert Hot Springs. It is a great loss not only to SunLine, but to the community.”

9. Approval of Minutes

Councilmember Doug Hanson moved to approve the minutes of the June 26, 2013 Board meeting with correction to change title of Mayor Don Adolph from “Mayor Pro Tem, to Mayor”. The motion was seconded by Supervisor Benoit and approved by a unanimous vote with the abstention of the City of Palm Springs and Cathedral City.

10. Approval of Executive Committee and Finance Committee Bylaws

SunLine Legal Counsel, Jeff Goldfarb, addressed the Board stating the following: “We are coming back to you with this item. There are three things that we are requesting the Board do. One of them is to adopt the Resolution establishing and/or ratifying the Finance and Executive Committees. The second is to determine whether the Board would like to ratify the existence of the Marketing and Personnel Loss Review Committee. My understanding is this committee has not actually met in quite a long period of time. And as well, the Board has established the Litigation Committee which will, we believe, adequately perform the functions of the Personnel Loss Review Committee. Marketing may be a separate matter, but I don’t know that there is anything for the Marketing Committee to do just by virtue of the fact that it has not met in a long time.” Mayor Parks stated: “I have been on the Committee for five years and never met.” Mr. Goldfarb continued: “Given that, it seems that the Board might not particularly miss the Personnel Loss Review and Marketing Committee. And the last, is to adopt the bylaws that have been provided for your consideration, which are

attached to the Resolution.” Councilmember Hanson asked the following: “We have previously seen these documents earlier. Are these the same that we reviewed earlier, except the blue changes and did you (Mr. Goldfarb) make those changes?” Mr. Goldfarb stated: “Yes. They are substantially the same. I say substantially because of the blue changes, which are the only changes made by me.” Mayor Adolph moved for approval of the Executive Committee and the Finance Committee bylaws. Supervisor Benoit seconded the motion and was approved unanimously.

11. Appointment of Committees

Chairman Miller stated the following: “We have gone back and forth on this. The way it is set up, I had Carolyn talk to each one of you and send out an e-mail to see which one of the committees that you would like to be a part of for the Finance Committee and the Taxi Committee. She basically put down committees that you wished to be on, and the other committees were left open. But the way we discussed it, and forgive me if I am wrong Mr. Goldfarb and correct me, are that we were going to make nominations to each committee, including the Finance and Taxi Committee; but this is a recommendation based on what people had asked to be put on. So how would you like to handle this? Do we go individually one by one?”

Councilmember Hobart stated: “Why can’t we nominate in mass, all those who want to be on a particular committee? Just consider them all nominated.”

Councilmember Hanson stated the following: “If I may, and I am not sure, Carolyn, what happened from the time you sent it out, I had previously served on the Executive Committee; you asked if I wanted to remain and I said yes; however, in this final listing, you don’t have me listed.” Ms. Rude, Clerk of the Board stated: “As I understood, and correct me if I am wrong, regarding the bylaws of the Executive Committee, those were going to be appointed rather than a Board member stating the desire of being on the Committee. That is for the Executive Committee and the Litigation Committee.” Councilmember Hanson stated: “None of the Committees can be appointed, Carolyn, everyone has to be voted on.” Ms. Rude further stated: “For the Executive Committee, there was a lot of questions that were left unanswered – whether we were even going to have an Executive Committee. The Board discussed that at the last Board meeting.” Councilmember Hanson stated: “We just voted to have the Executive Committee.” Ms. Rude stated: “But the Board had not voted as of the last meeting, and when the agenda went out. We kind of left those open. What I did was those that were not filled....” Councilmember Hanson stated: “It’s okay.”

Councilmember Hobart stated: “Should we make a determination whether we even want an Executive Committee?” Councilmember Hanson stated: “We just voted to have the bylaws. Let’s think about that for a second because you are going to have an Executive Committee, which will be a standing committee, which will be a noticed committee and it is five members on that committee, it might not be necessary to have an Executive Committee. If there is an issue that comes up, you simply call a special meeting of the Board. You are going to have six members – is it necessary to even have an Executive Committee?” Mayor DeRosa stated: “You make a good argument not to. I agree.” Councilmember Hobart stated: “If you have five people, why not have a Board meeting.” Mayor Parks stated: “I think the Board is the Executive Committee.”

Councilmember Hanson further stated: "I think so too. As a standing committee, which has to be noticed, anyone can show up including a Board member who would not have a voice in the process, or a vote. They could certainly show up to hear what is going on. At that point, why have an Executive Committee." Mayor Adolph asked: "How many have we had? Not many."

Legal Counsel Goldfarb stated: "Because we voted to approve a Resolution and the Bylaws of an Executive Committee, we need somebody to bring a motion to reconsider the previous action that was taken; once that is approved by a majority vote, then I would suggest that somebody make a recommendation to approve the Resolution that was adopted, but delete the reference to the Executive Committee and the Bylaws."

Councilmember Hobart made a motion to reconsider the previous action that was taken to approve the existence of the Executive Committee and the Executive Committee Bylaws. The motion was seconded by Councilmember Hanson and approved by a unanimous vote.

Councilmember Hobart moved to eliminate the concept of an Executive Committee, and approve the Resolution adopting the existence of the Finance Committee and the Finance Committee Bylaws. The motion was seconded by Mayor Parks and approved unanimously.

Chairman Miller asked for a nomination of the Finance Committee, Litigation Committee and the Marketing Committee.

Councilmember Hobart stated the following: "Why don't we go through the process. On the Marketing Committee, I heard someone say that the Marketing Committee was not necessary." Councilmember Hanson stated: "We never had a Marketing Committee, legally, so therefore you can't legally eliminate something we didn't legally have." Chairman Miller stated: "So we have no Marketing Committee." Councilmember Spiegel stated: "We made a lot of money for ads. Right now, it is down to zero. I would suggest a Marketing Committee for input." Chairman Miller stated: "Would we leave that up to staff?"

Mayor Garcia stated: "I sat on the non-compliant Marketing Committee that actually came up with a strategy to try to beef up our advertisement resources. That was right before the down turn of the economy of course. We also worked on the actual marketing and rebranding of the Agency – the wraps you see on the buses. That was some of the work that we did. So there is some value to the Marketing Committee. It is just a matter of what the focus will be." Councilmember Hobart stated: "Would the idea of a Marketing Committee add substance if we put \$15,000 for an advertising agency to make recommendations to us on the subject?" Councilmember Garcia stated that at one time it was set up that way.

Mr. Snoble stated the following: "We have been looking, particularly because we are adding a lot of new bus shelters and many of them have the big signs for advertising. We need to take the coating off of those because otherwise it will affect the quality of

the sign. Initially, we are just going to put in SunLine advertising and public information for SunLine. Because we are getting a lot of inquiries about advertising because the economy is coming back and because we have great locations and great value, we are starting the process to explore putting advertising back on our shelters. The way that we are looking at it right now, is that we would handle it totally – staff. We have done it every single way we could do it from big advertising companies to staff doing it. I think we could do the direct billing. Our staff could do that until we get to a point where we could bring somebody in on a commission basis to actually sell the advertising. But we would still control it. The cities that allow advertising, there is already a deal; they get so much for sign for the advertising, but we think there could be a fairly big capacity for us to utilize the signs and could be upward of \$100,000 potential. We have to be able to do it right. If we take responsibility for it, and we do the billing and the collection, that is a lot different than turning it over to an advertising company. You never really know what is going on – how much they are really making. There is two ways to do it; one is on a commission basis and one is a flat rate, both of which are very limiting. We are exploring this and we are hopeful to come back to give you a proposal as how we could do this and what kind of potential there is. One of our biggest markets in the Desert would be Palm Desert. So we might want to go back and revisit the whole issue there to allow advertising. We will be bringing back a budget amendment to you because we are adding a whole bunch of shelters and we don't have anybody to take care of them. We need to take care of them. We can produce the signs. The advertiser would want to do the art work. We would have to approve it to make sure it meets all of our criteria. We can now produce those very inexpensively. Our people can put it in. So we can do this and have a pretty good potential of getting some money.”

Mayor Parks stated: “It seems to me that staff has a pretty good handle on this. They don't need us.” Councilmember Spiegel stated: “Well they didn't need us five years ago, and they have not done a thing since I have been on the Board.”

Mr. Snoble further stated: “From the standpoint of marketing, all of the different kinds of issues we have coming up, there are some, but I would not think that there would be enough to really have a marketing committee. I think that the issues can go through the Finance Committee. We are eventually going to have a marketing plan. The whole Board would approve the marketing plan. The other thing, if we generate this money from advertising, I think we should use that money to advertise SunLine so that the taxpayers are not paying for that. We could do a lot more marketing for SunLine.”

Councilmember Lewin stated the following: “I think it is a smart thing to leave it with staff. I think the Board should get involved if you were going to consider a rebranding effort or something like that. In the meantime, I would set goals for staff to hit in terms of sales. Chairman Miller stated: “Are you comfortable in letting staff handle internally without bringing a marketing committee together?” Mr. Snoble stated: “I would suggest that we use the Finance Committee for that, as well as the whole Board. We would not do anything major.”

No marketing committee was created.

Chairman Miller stated the following: "The Litigation Committee – any questions or concerns about the Litigation Committee?"

Councilmember Hobart asked about the Personnel Loss Review Committee. Councilmember Hanson stated "Why can't you just rename the Personnel Loss Review Committee, the Litigation Committee; you already have members on that Committee." Mayor Garcia stated: "I would like to decline being on the Litigation Committee and recommend that Councilmember Hanson join the Litigation Committee. Councilmember Hanson asked that Mr. Goldfarb come back to the Board with bylaws for the Bylaws, Policies and Procedures Committee.

The committees are as follows:

Finance Committee: Mayor Yvonne Parks, Desert Hot Springs; Councilmember Rick Hutcheson, Palm Springs, Councilmember Doug Hanson, Indian Wells; Mayor Don Adolph, La Quinta; Mayor Eduardo Garcia, Coachella.

Litigation Committee: Chairman Glenn Miller, Indio; Councilmember Rick Hutcheson, Palm Springs; Councilmember Dana Hobart, Rancho Mirage; Councilmember Doug Hanson, Indian Wells and Mayor Don Adolph, La Quinta.

Bylaws, Policy and Procedures Committee: Chairman Glenn Miller, Indio; Councilmember Rick Hutcheson, Palm Springs; Councilmember Dana Hobart, Rancho Mirage; Mayor Don Adolph, La Quinta and Mayor Eduardo Garcia, Coachella.

Councilmember Lewin moved for approval of Committees as stated above. Mayor DeRosa seconded the motion and was approved unanimously.

12. **Public Comments on the Title VI Update and Board Approval**

Director of Transit Planning, Joe Forgiarini, addressed the Board. He stated: "This item and Agenda item #13, "Approval of Service Standards Policy", is in regards to service standard. I have a presentation that will address both agenda items, and then the Board will vote on each of the items."

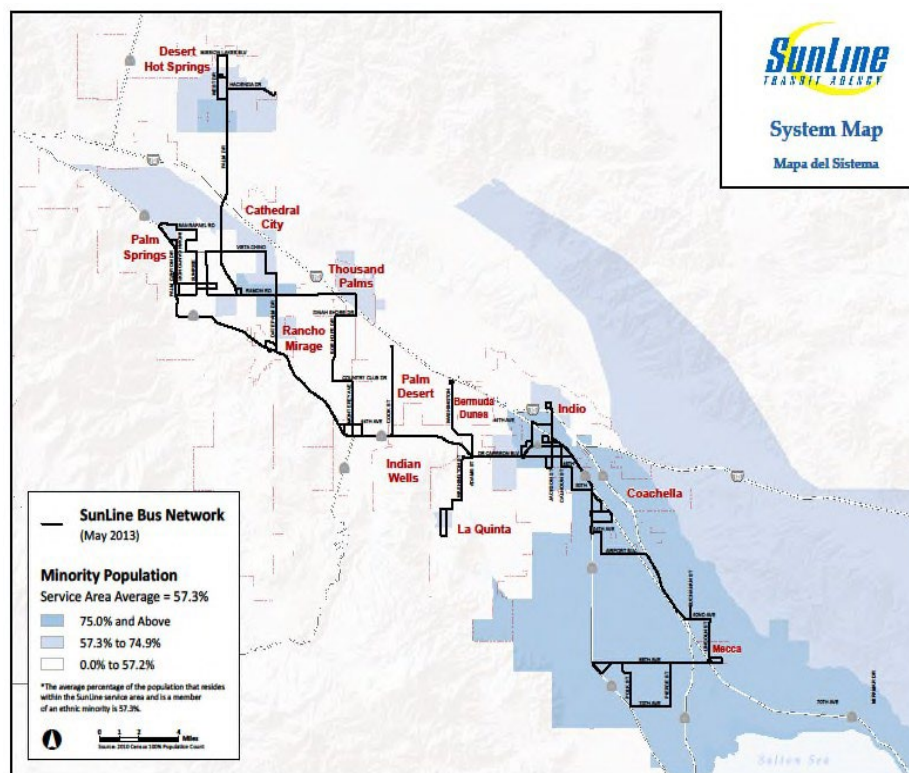
Presentation:

What is Title VI? Title VI of Federal Civil Rights Act (1964) states that "no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance." (42 U.S.C. Section 2000d). SunLine Transit Agency (a recipient of federal funds) must comply with Title VI.

SunLine's Title VI Population:

- 57.3 percent of overall service area population are of minority ethnicity (238,467 people). Most are of Hispanic/Latino or mixed ethnicity, with much smaller numbers of other Title VI ethnicities.
- Above average (57.3%) concentrations of minority populations exist in all or part of:

- Desert Hot Springs (Line 15)
- Palm Springs/Cathedral City
- Indio and Coachella (Lines 80-81, 90)
- Unincorporated areas of Thousand Palms, Thermal, Mecca, and Oasis (Line 91).



Title VI Plan Overview:

- SunLine's Title VI Plan must address:
 - Information Dissemination:
 - Notices (fleet, facilities)
 - Complaint Process
 - Limited English Proficiency (LEP) & Public Participation:
 - How to reach overall Title VI population.
 - How to reach the limited English proficiency (LEP) population.
 - Policy Framework
 - Service Standards
 - Major Service and Fare Changes Policy
 - Disparate Impact Policy
 - Disproportionate Burden Policy

LEP & Public Participation Plans

- These plans include strategies for engaging the overall and LEP communities:
 - Translation of printed/web-site agency information

- Spanish-speaking staff (customer service, public outreach, SunDial reservations, reception, dispatch)
- Meetings held in areas convenient to both the overall and LEP communities
- Building additional communication networks among LEP and other groups

LEP community is located in throughout the same areas as the Title VI communities.

Major Service & Fare Change Policy

- This policy defines any change in fares and an = > 25% change in service as significant, based on:
 - Each service day type (weekday, weekend).
 - = > 25% change in service hours and/or miles, and/or,
 - = > 25% change in route alignment miles, and/or,
 - = > 25% change in span of service hours.
- Any fare change or major service change is subject to a Title VI equity analysis, as well as a public hearing.

Service Design Standards

These outline where and when transit will operate

- Serve continuous open urban density communities
- Serve rural communities of => 3,000 people.
- Serve major colleges, hospitals, retail centers.
- Maintain/increase population within 0.75 miles of transit.
- Provide ADA paratransit service (FTA Guidelines).
- Establish service tiers: key urban, local, rural lines, Commuter Link, each with minimum service levels (frequencies, spans).
- Establish threshold for provision of bus shelters
- Fare policy (FTA half fare for ADA/seniors, etc.)

Service Performance Standards

These establish expected performance for transit services:

- Passengers per Service Hour:
 - > = 20 for key urban routes
 - > = 10 for local community and rural routes
- Passengers per Trip (average minimum > 5)
- Cost recovery/subsidy per passenger:
 - > = 15%, < = \$4.00/passenger (key urban)
 - > = 10%, < = \$6.00/passenger (local, rural)

Service Quality Standards

These define the expected transit experience, including:

- On-time performance (85% minimum)
- Percentage of trips completed (99% minimum)
- Miles between service interruption (>= 5,000 miles)
- Load standard: No standing passengers off peak, nights. <= 33% above seated load weekday peaks.
- Bus usage: Fair access to newer buses

- Average bus age: No more than 10 years.

New Title VI Policies

Disparate Impact Policy: => 20% greater impact on a minority (Tile VI) community from proposed change compared to impact on overall service area.

Disproportionate Burden Policy: => 20% greater impact on low income (Environmental Justice) community from proposed change compared to impact on overall service area. These situations require an equity analysis to confirm 1) the rationale for change, and 2) that no alternative exists with less impact on minority and/or low income communities.

Next Steps

SunLine Board is today asked to approve the Title VI Plan Update, including approval of the following policies:

- Service Standards
- Major Service and Fare Changes
- Disparate Impact
- Disproportionate Burden

Title VI Plan Update will then be sent to FTA for review.

Once FTA approved, will be effective November 1, 2013.

Mr. Forgiarini stated that two public meetings were held in Palm Springs and two in Indio. There was small attendance and there were no specific comments.

Chairman Miller asked if anyone would like to speak on the subject of the Title VI. Supervisor Benoit moved to close public comments. Mayor Parks seconded the motion and was approved unanimously.

Supervisor Benoit moved to approve the Title VI Report. Councilmember Spiegel seconded the motion and was approved unanimously.

13. Approval of Service Standards Policy

Mayor DeRosa moved to approve the Service Standards Policy. Councilmember Lewin seconded the motion as was approved unanimously.

14. Approval of BAE Contract

Tommy Edwards, Contracting Officer Technical Representative, addressed the Board. He stated that staff is requesting the Board to delegate authority to the Interim General Manager to execute an agreement with BAE Systems Controls Inc. for an extended warranty for the traction motor, gearbox, and other non-standard parts for the American Fuel Cell Bus in an amount Not-to-Exceed \$330,545, subject to approval as to form by SunLine Legal Counsel. SunLine operates the American Fuel Cell Bus. The Integrator for the American Fuel Cell Bus is BAE Systems. The bus uses BAE Systems traction motor and gearbox. The existing bus has a five-year warranty on the propulsion control system, traction motor and gearbox, lithium-ion energy storage system, auxiliary power system, and associated harnesses. This warranty will provide

an additional five years on the traction motor and gearbox as well as support the other nonstandard components for the bus.

Mayor Adolph stated that the Finance Committee recommended moving forward unanimously. Councilmember Bob Spiegel moved for approval. Mayor DeRosa seconded the motion and was approved unanimously.

15. Exercise of Option Year to Goodyear Contract for Tire Leasing & Service

Director of Maintenance, Mike Morrow, addressed the Board. Staff is requesting that the Board authorize Interim General Manager to approve an exercise of option year that extends our current Tire Lease and Tire Service Contract with Goodyear Tire & Rubber Company. Since this work started July 1st and the contractor supported it, staff recommends that the Board ratifies the work from July 1st, 2013 to current date.

Mayor Adolph stated that the Finance Committee agreed with the recommendation. He stated that there was a 2% increase. Mr. Snoble stated that the contract came to our attention late. He stated that we don't like to do things that way; staff is creating a procurement schedule for everything that is in the budget so that the process can begin with enough time for all approvals. That should keep things up to date to prevent asking for ratification.

Supervisor Benoit moved to approve the one-year option. Councilmember Hanson seconded the motion and was approved unanimously.

16. Approve Agreement for Division 1 Year Repaving

Tommy Edwards, Contracting Officer Technical Representative, addressed the Board stating that staff recommends that the Board grant authority to the Interim General Manager to execute an agreement with Cooley Construction for the removal and replacement of the asphalt and concrete parking lot at SunLine Division 1. The engineers cost estimate was about twice as much as what the bids came in at. Mr. Edwards stated that staff was pleasantly surprised. Cooley Construction was the lowest qualified bidder. Total agreement amount is \$513,440, plus 10% change order contingency. Contract is subject to approval as to form by SunLine Legal Counsel. The work will be completed in the next few months.

Councilmember Spiegel moved for approval of staff recommendation. Supervisor Benoit seconded the motion and was approved unanimously.

17. Approval of DBE Policy

Rudy LeFlore, G.M.'s Management Staff Analyst, addressed the Board requesting approval for the existing Disadvantaged Business Enterprise (DBE) Policy. SunLine must issue a signed and dated policy statement that expresses SunLine's commitment to its DBE program, state its objectives, and outline responsibilities for its implementation. SunLine must circulate the statement throughout the organization and to the DBE and non-DBE business communities that perform work on SunLine's DOT-assisted contracts. SunLine's existing policy statement was not submitted and approved by the policy setting body of the Agency, its Board of Directors. Therefore, staff is asking that the Board of Directors ratify the policy statement in place and affirm

its support of the program by approving this ratification. SunLine receives Federal financial assistance from the Department of Transportation and as a condition of receiving this assistance. SunLine must have an approved program in place. SunLine uses an FTA template in terms of DBE policy. Staff is looking to expand the program by holding a local workshop and more outreach for DBE firms in the local area. This is the approval of the policy. The plan is submitted on a three year basis and updated as required by the FTA.

Mr. Snoble stated that the outreach is an effort in conducting workshops for potential customers or businesses that would like to do business with SunLine, but are leery of the bureaucracy. He stated that we can help people understand what the process is and how businesses can be involved with the process. Staff is going to be much more aggressive about going into the community to get new people involved in SunLine.

Mayor Adolph moved for approval of staff recommendation. Councilmember Lewin seconded the motion and was approved unanimously.

18. Appointment of Retirement Committee Members

Director of Human Resources/Marketing Director, Don Bradburn, requested approval of the Board of Directors to appoint, Donald A. Bradburn, Director of Human Resources and Apolonio Del Toro, Director of Operations to the SunLine Retirement Plan Committees for both the SunLine Employees Non-Union Restated Retirement System and the SunLine Transit Restated Retirement Income Plan for Bargaining Personnel. The Agency currently has two vacancies on the Retirement Committees. The appointment of the Director of Human Resources and Apolonio Del Toro Director of Operations fills the vacancies. Once there is a Finance Director and General Manager, staff will come back to the Board to make changes. The committee meets with the Third Party Administrators, as well as the fiduciary to go over finances, performance of the plans and recommend changes to the investments. Chairman Miller asked that staff come back to appoint the new Finance Director and the new General Manager to the committees.

Councilmember Hobart asked if a report comes out of the meetings. Mr. Bradburn stated that there should be minutes of the meetings and an annual review of the investments, which has not taken place yet. Within the next month or two, a meeting will be set up to go over the investment portfolio and performance.

Councilmember Hobart asked that the Board receive either an annual or twice a year report. Councilmember Hanson asked about the oversight by the Board. Is there any obligation or responsibility? Has there been any reporting in the past? Mr. Bradburn stated that the Finance Dept. has reported in the past, but predates his time at SunLine. Councilmember Hobart asked that there be a twice a year policy to bring to the Board a report as an information item. Mayor Garcia stated that the timing with mid-year budget review might be an appropriate time to bring it forth. Mr. Bradburn stated that we have an annual pension audit completed. The plan is administered through Nyhart Epler and U.S. Bank maintains the funds and does the investments.

Councilmember Spiegel asked if we would be better off as part of PERS. He asked if we could become part of PERS. Mr. Snoble advised that staff is looking into that; it is costly. Interim Director of Finance, CJ Smith stated that we have a two year investment policy that goes before the Board that includes a pension plan. Nyhart Epler is administering the plan based off the policy. Councilmember Spiegel asked to investigate PERS.

Councilmember Spiegel moved for approval of staff recommendation. Mayor Adolph seconded the motion and was approved unanimously.

- 18a.** Councilmember Spiegel moved to direct staff to report to the Board twice a year for discussion and/or action on the pension plan and to investigate PERS. Councilmember Hobart seconded the motion and was approved unanimously.

19. Contract Extension Interim General Manager

Rudy LeFlore, G.M.'s Management Staff Analyst, addressed the Board requesting approval of an extension to the Interim General Manager's Contract from the expiration date of September 4, 2013 to the first date of service of a new General Manager or October 31, 2013. Moving forward with recruitment for a new General Manager is proceeding effectively, but this would allow for a smooth transition and to keep momentum on a number of projects.

Councilmember Hanson stated that at the Finance Committee meeting, the Interim General Manager mentioned that he expects amount of time required for September and October to be a less; therefore, his cost will go down for those two months. Chairman Miller stated that Mr. Snoble commended that he feels staff is capable of handling with less intervention and guidance. Chairman Miller stated that is a great sign for our employees.

Councilmember Spiegel moved to approve staff recommendation. The motion was seconded by Councilmember Hobart and approved unanimously.

20. Execution of Option for Legal Services

Rudy LeFlore, G.M.'s Management Staff Analyst, addressed the Board requesting approval of the exercise of the one year option for legal services. He stated that we have engaged with Rutan and Tucker for a year with great success. Mr. LeFlore stated the option year agreement will contain a Not to Exceed amount for administrative purposes. Staff would come back to the Board if the cap is exceeded.

Councilmember Hanson stated that it is important to note that Rutan and Tucker provide services to three parts of the total organization. It is for the taxi services, SunLine services, as well as the fuel. That money covers all the work that Legal Counsel performs for all three entities. Chairman Miller asked Mr. Goldfarb to let the Board know in advance if he sees bills start to escalate. Mr. Goldfarb stated that he anticipates in the future looking forward, that the costs will drop.

Councilmember Spiegel moved to approve staff recommendation. The motion was seconded by Councilmember Hanson and approved unanimously.

21. Consent Calendar

- a) Checks over \$1,000 for June, 2013
- b) Credit card statement for June, 2013
- c) Monthly Budget Reports for May, 2013
- d) Ridership Report for June, 2013
- e) SunDial Operational Notes for June, 2013

Mayor DeRosa moved to receive and file the consent calendar. The motion was seconded by Mayor Parks and approved by a unanimous vote.

22. New Bus Service Request for North Indio and Desert Edge/Sky Valley

Director of Transit Planning, Joe Forgiarini, addressed the Board. He stated the following: "This item was carried over from the June meeting. It is an opportunity to gain input from the Board on two communities that have been actively campaigning for extension of our service to their area. It is the North Indio area, north of I-10 between Jackson and Jefferson, and the Shadow Hills area. The second area is Desert Edge/Sky Valley area, just east of Desert Hot Springs. Today is not a time to bring options before you, it is a time to obtain further input from you, specifically some sort of confirmation that these are the two areas to research to make sure that we have not excluded any other areas that you would like us to be aware of. I open up to receive any additional input that we have not already received. I anticipate coming back to the Board in September with options for how we might serve these areas and get some form of guidance on the financial ability to absorb. Mayor Adolph stated that the need is there and it is there now. Mr. Forgiarini said the needs are acknowledged but the needs are unique in their nature, particularly structurally. He stated that he will bring back options in September to review and guidance on how to fund them. There will be some challenges.

Chairman Miller stated that it opens up the opportunity for SunDial, which is so desperately needed to many of those residents in that area. They are not able to get down because there is not a bus route in that area within $\frac{3}{4}$ of a mile.

Item # 24, the report of the Interim General Manager was moved prior to item 23, Closed Session.

24. Interim General Manager's Report

Interim General Manager, Roger Snoble, provided the following report to the Board: "As you are all aware, SunLine was awarded funding by the Federal Transit Administration, through the "Transit Investments for Greenhouse Gas and Energy Reduction III" program, funding for two additional American Fuel Cell buses. These buses are advanced in technology, but modeled after our first American Fuel Cell bus. This project was based on a competitive grant award. El Dorado has delivered the coach without a drive train, to BAE Systems. Last week Tommy Edwards, Project Manager, and Rudy LeFlore traveled to Endicott, New York for an inspection and Program Review and to inspect the bus. They found several issues that needed to be addressed, but reported that the program is on schedule with anticipated delivery by the first quarter of 2014. The cost of travel is included in the capital grant. We have

obtained the grading permit from the County for the new administration building and transit hub. The grading has begun! I have met with the contractor and we are in agreement on their safety program and work schedule. Final construction is anticipated by the summer of 2014. Thanks to our outstanding Maintenance staff, we passed our annual California Highway Patrol vehicle inspection which includes Dial A Ride and Fixed Route vehicles. The inspector informed Mike Morrow, our Director of Maintenance that we have done an excellent job! The inspector is new to us and identified an issue with the fuel gauges. Our staff came up with a fix, programmed the work and every one of our Dial A Ride vehicles are now compliant. Last month SunLine joined with other public transportation systems nationwide to participate in the eighth annual National Dump the Pump Day that took place Thursday, June 20th. This annual event is sponsored by the American Public Transportation Association. The slogan of this year's National Dump the Pump Day was "Dump the Pump, Save Money, Ride Transit." On Wednesday, June 19th, we held a press conference encouraging residents and visitors to get out of their cars and on to the bus. I would like to thank Board members Bob Spiegel and Eduardo Garcia for their participation, as well as our staff that did a great job ensuring for a successful event. If you remember at the June Board meeting, there was a public concern about paratransit service. Immediately following the meeting, we researched the situation. We are pleased to report that the issues have been resolved. By moving all of the paratransit maintenance to this facility, proved to be more efficient and gave us more vehicles for daily use. Additionally, we are in the process of receiving 14 new vehicles which will also improve service. We should have all new vehicles in service by the end of August. We are moving forward with recruitment for a General Manager. We have entered into an agreement with KL Executive Search, LLC - a very qualified firm. We have finalized the recruiting bulletin, which has been circulated in several transit publications, including Transit Talent and will soon be published in Passenger Transit. To date, the recruiters have received 20 applications. The Finance Dept. under CJ Smith is making great progress in bringing stability to the Dept. Currently the Finance staff is working very hard to maintain day-to-day operations while also correcting a number of transactional accounting errors made in the last six months. Staff has been working as a team to balance the workload and to be strategic in an effort to get the department back on track. I am very pleased with that progress and grateful that CJ is here to lead the team. Without her, we would be in a very difficult situation. The Executive team has created a "Task List" that we review weekly; the list currently has 39 projects that are above the day to day functions of the operations. The Department of Labor has still not ruled on union objections to grants based on pension changes in California. Due to the extended delay, SunLine is reviewing options to revise funding arrangements for some capital projects to allow them to begin. Arrangements are being finalized to implement service changes in September, including the new Line 95 for North Shore and bus service on Line 91 to Mountain View Estates (Duroville), as well as increased service on the Line 111 weekends (every 20 minutes instead of 40 minutes, 9 am to 6 pm). New drivers have started training. A kick off meeting was held with COD and COD Alumni representatives, Chairman Miller and Mayor Parks. Everyone is united in a goal of a new low cost, or free, bus pass for COD students. A technical and financial analysis is underway to identify a sustainable way to make this a reality."

At 1:25pm, Chairman Miller suspended the SunLine Transit Agency meeting to move into the SunLine Services Group meeting.

At 2:00pm Chairman Miller reconvened the SunLine Transit Agency meeting and immediately moved into Closed Session. Legal Counsel announced item 23 below.

23. Closed Session

- a) Closed Session - Gov. code sec. 54956.9 - CONFERENCE WITH LEGAL COUNSEL—ANTICIPATED LITIGATION - Significant expose to litigation pursuant to subdivision (b)(1) 1 potential case.

No reportable action.

25. Next Meeting Date

September 25, 2013
12 o'clock Noon – Kelly Board Room
32-505 Harry Oliver Trail
Thousand Palms, CA 92276

26. Adjourn

Chairman Miller adjourned the meeting at 2:10p.m. in memory of SunLine operator Michael Cohen.

Respectfully Submitted,

Carolyn Rude
Clerk of the Board

Approved By:

Roger Snoble
Interim General Manager

Date: _____

SunLine Transit Agency

Title VI Plan Update 2013

Including Service Standards Policy

- What is Title VI?
- SunLine's Title VI Population
- Title VI Plan Overview
- Limited English Proficiency & Public Participation Plan
- Title VI Required Policies:
- Major Service Changes
- Service Standards Policy
- New Title VI Policies
- Next Steps

SunLine Board Meeting: July 31, 2013

What is Title VI?

- Title VI of Federal Civil Rights Act (1964) states that "no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance." (42 U.S.C. Section 2000d).
- SunLine Transit Agency (a recipient of federal funds) must comply with Title VI.

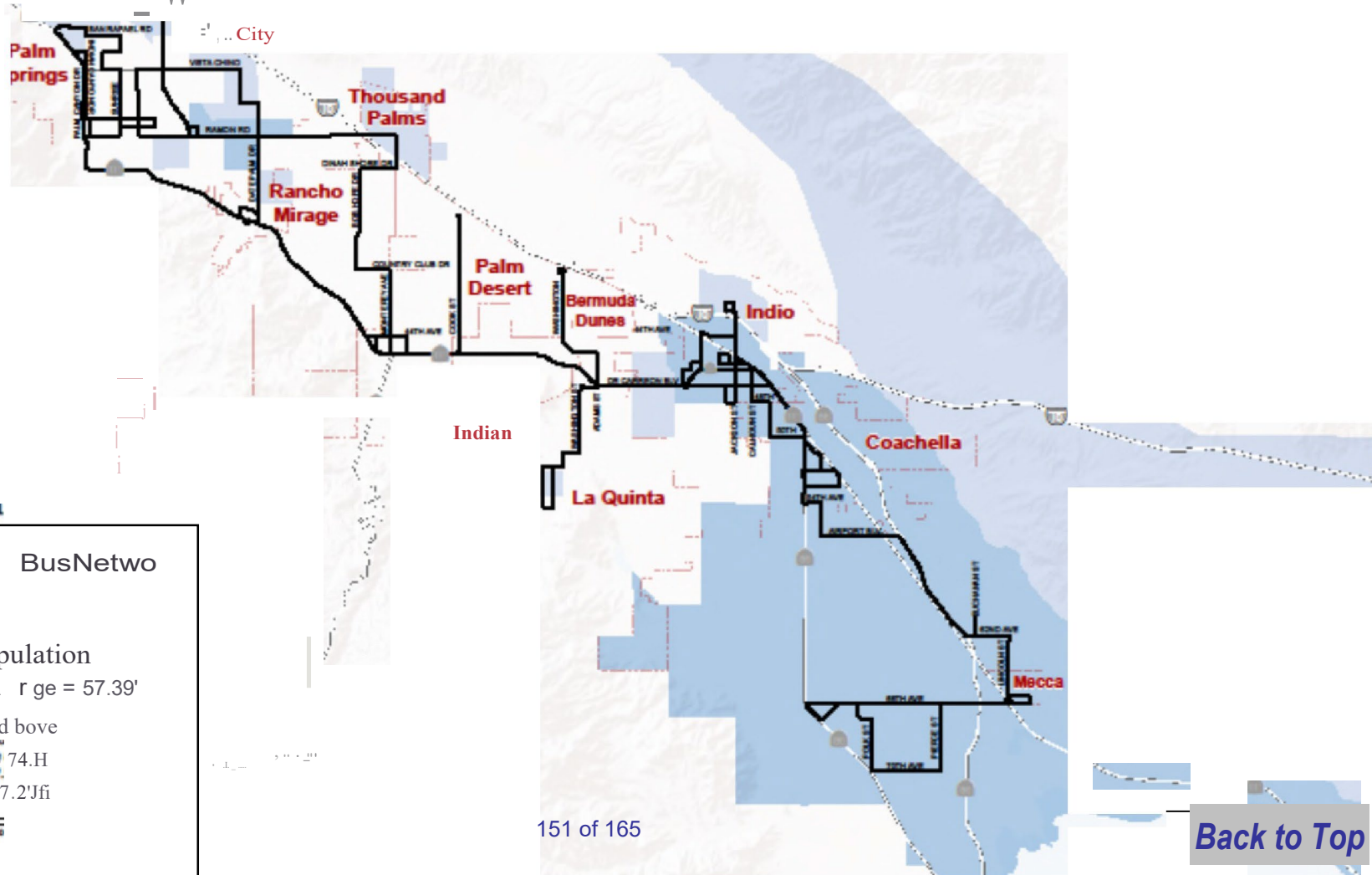
SunLine's Title VI Population

- 57.3 percent of overall service area population are of minority ethnicity (238,467 people). Most are of Hispanic/Latino or mixed ethnicity, with much smaller numbers of other Title VI ethnicities.
- Above average (57.3%) concentrations of minority populations exist in all or part of:
 - Desert Hot Springs (Line 15)
 - Palm Springs/Cathedral City
 - Indio and Coachella (Lines 80-81, 90)
 - Unincorporated areas of Thousand Palms, Thermal, Mecca, and Oasis (Line 91).

System Map

Mapa del Sistema

Desert
Hot Springs



(May 2011)

SunLine BusNetwork

northern Population
Service Area Range = 57.39'

75.0" and above
within the SunLine service
of an ethnic minority is 57.3
0.19' to 57.2' Jfi





Title VI Plan Overview

- SunLine's Title VI Plan must address:
 - Information Dissemination:
 - Notices (fleet, facilities)
 - Complaint Process
 - Limited English Proficiency (LEP) & Public Participation:
 - How to reach overall Title VI population.
 - How to reach the limited English proficiency (LEP) population.
 - Policy Framework
 - Service Standards
 - Major Service and Fare Changes Policy
 - Disparate Impact Policy
 - Disproportionate Burden Policy



LEP & Public Participation Plans

- These plans include strategies for engaging the overall and LEP communities:
 - Translation of printed/web-site agency information
 - Spanish-speaking staff (customer service, public outreach, SunDial reservations, reception, dispatch)
 - Meetings held in areas convenient to both the overall and LEP communities
 - Building additional communication networks among LEP and other groups
- LEP community is located in throughout the same areas as the Title VI communities.

Major Service & Fare Change Policy

- This policy defines any change in fares and an = > 25% change in service as significant, based on:
 - Each service day type (weekday, weekend).
 - = > 25% change in service hours and/or miles, and/or,
 - = > 25% change in route alignment miles, and/or,
 - = > 25% change in span of service hours.
- Any fare change or major service change is subject to a Title VI equity analysis, as well as a public hearing.

Service Design Standards

These outline where and when transit will operate

- Serve continuous open urban density communities
- Serve rural communities of $\Rightarrow$ 3,000 people.
- Serve major colleges, hospitals, retail centers.
- Maintain/increase population within 0.75 miles of transit.
- Provide ADA paratransit service (FTA Guidelines).
- Establish service tiers: key urban, local, rural lines, Commuter Link, each with minimum service levels (frequencies, spans).
- Establish threshold for provision of bus shelters
- Fare policy (FTA half fare for ADA/seniors, etc.)

Service Performance Standards

These establish expected performance for transit services:

- Passengers per Service Hour:
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These situations require an equity analysis to confirm 1) the rationale for change, and 2) that no alternative exists with less impact on minority and/or low income communities.

Next Steps

SunLine Board is today asked to approve the Title VI Plan Update, including approval of the following policies:

- Service Standards
- Major Service and Fare Changes
- Disparate Impact
- Disproportionate Burden

Title VI Plan Update will then be sent to FTA for review. Once FTA approved, will be effective November 1, 2013.

Questions?



Public Meeting Notes: SunLine Title VI Plan and Service Improvements 2013-14

Meeting One: 10.00 – 11.30 a.m. Wednesday July 17, 2013 at Palm Springs Library

Staff:

Joe Forgiarini (SunLine), Anita Petke (SunLine), Marla Villalta (Translator)

Public:

Judi Duane, 2730 Biskra Rd PS 92262

Jacob Santiago, 39300 Corregidor Drive Cathedral City (760-770-3970)

Comments Received:

No Title VI comments.

Other Comments:

Ms Duane commented on her active use of SunLine services throughout the Coachella Valley. She was very happy to have the opportunity to ride a bus to the Salton Sea with the new Line 95 service proposed to serve North Shore.

Ms Duane noted her concern about the Line 24 proposed reduction to 60 minute from 45 minute. Staff noted her concern and explained the reason was the generally low ridership weekends on Line 24 as well as the improvement to Line 32 that this change would allow.

Meeting Two: 6.00 – 7.30 p.m. Wednesday July 17, 2013 at Palm Springs Library

Staff:

Joe Forgiarini (SunLine), Anita Petke (SunLine), Maria Vallejo (Translator)

Public:

Ramona Jaime, 66045 Estrella Avenue, Desert Hot Springs 92240 (760-329-9049)

Ava Quintara, 12715 Ave. Alta Loma Desert Hot Springs 92240 (760-288-4710)

Comments Received:

No Title VI comments.

Other Comments:

Ms Quintara requested additional Line 15 service at night. SunLine staff stated that Line 15 extra trips were not being considered but they would study the option of Line 14 trips running to Hacienda Drive on their way back to base after their last trip to DHS.

Ms. Quintara also asked that the last Line 15 look out for the last Line 14. Staff noted this request.

Public Meeting Notes: SunLine Title VI Plan and Service Improvements 2013-14

Meeting Three: 10.00 – 11.30 a.m. Thursday July 18, 2013 at Indio Bus Division Two

Staff:

Joe Forgiarini (SunLine), Andrea Rangel (SunLine), Maria Vallejo (Translator)

Public:

Leonard Sternlieb, 10 Dartmouth Drive Rancho Mirage (760-610-9736)

Comments Received:

No Title VI comments.

Other Comments:

Is there a drop in ridership between summer and winter? Staff advised yes, slight drop but not enough to reduce service significantly. Just no school supplementary trips.

How late does line 111 run? Staff advised last trips leave the Palm Desert Mall each direct at just after 10 p.m.

Are times going to remain the same for the line 220? Difficulty catching the train. Staff explained unable to wait in the p.m. due to high numbers at this stage from the Orange County train. However, they are studying a change to the first morning bus to meet the 6.50 a.m. train to LA.

Will the stop be closer to the airport on line 24? Staff explained no, the stop will remain outside on El Cielo.

Are you looking into putting a Sun City route? Staff advised an extension is planned for Line 70 to near the Sun City gate of Washington St., but this improvement is not funded yet.

Is Sundial available to Sun City? Staff advised yes, to houses south of the clubhouse. Others must meet the van at the clubhouse.

Has a Title VI complain ever occurred? Staff advised not during the last three years at least.

What about chartering city buses? Staff advised that this can only occur if the private

How did dump the pump go? Staff advised that the event was a great promotional success but difficult to tell the impact on ridership is it is decreasing for summer at that time (June).

Line 54 is very exciting. Staff advised it will begin in January 2014.

There is a huge positive difference between our drivers and L.A drivers. Staff thanked Mr Sternlieb for his words.

Really likes shelters with misters at Town Center stop. Staff noted this comment and agreed they are very helpful in the heat.

Meeting Four: 6.00 – 7.30 p.m. Thursday July 18, 2013 at Indio Bus Division Two

Staff:

Joe Forgiarini (SunLine), Anita Petke (SunLine), Maria Vallejo (Translator)

Public:

Hilda Malina, 73600 San Gorgonio Way #8 Palm Desert CA 92260 (760-568-5052)

Charles Newman, 38728 Bautista Canyon Way Palm Desert CA 92260 (818-464-8655)

Comments Received:

No Title VI comments.

Other Comments:

Mr Newman was very concerned about the Line 50 change that created the Line 53 in September 2010. He believes the stops east of Monterey on Country Club were critical for staff of local hotels/resorts such as Rancho Las Palmas and the Marriott reaching their jobs from their accommodation in this area of Palm Desert. Mr Newman lives on the north side of Country Club in this same area east of Monterey. Staff thanked Mr. Newman for this input and will check with the hotel/resort HR staff.

Line 53 proposed service change was appreciated by Mr Newman and he requested a stop at the post office on Hovley Lane. Staff will consider this request.

Ms. Malina mentioned her fear of the boys who ride with their large skateboards. Staff are aware of one individual who often carries a skateboard and can be a problem and can be asked to leave the bus.

Ms. Malina also stated how important the Line 30 connection with Line 111 at B Street is, and that the Line 30 should always look out for Line 111 buses. Staff are aware of this key connection and will be working to optimize the connections when Line 30 becomes every 20 minutes weekdays.

Mr Newman requested weekend and night customer service staff on the SunLine phone. Staff noted the request. There are no immediate plans for this but the request will be considered.



**32505 HARRY OLIVER TRAIL
THOUSAND PALMS CA, 92260**

SUNLINE.ORG

BERMUDA DUNES • COACHELLA VALLEY • DESERT EDGE • DESERT HOT SPRINGS •
INDIAN WELLS • INDIO • LA QUINTA • MECCA • NORTH SHORE • OASIS • PALM
DESERT • PALM SPRINGS • RANCHO MIRAGE • THERMAL • THOUSAND PALMS