



SunLine Transit Agency
March 22, 2023
10:40 a.m. – 11:05 a.m.

AGENDA

STRATEGIC PLANNING & OPERATIONAL COMMITTEE

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

NOTICE TO THE PUBLIC

SunLine has discontinued its COVID-19 Emergency Declaration and has returned its Board and Board Committee meetings to live and in-person attendance at the location noted above. These meetings are no longer available for viewing, attendance, or comment by two-way audiovisual platform, two-way telephonic service, webcasting, or streaming video broadcast. SunLine may prepare audio or video recordings of Board meetings. In accordance with the Brown Act and California Public Records Act, these recordings are subject to public inspection for a period for thirty (30) days after the meeting.

In compliance with the Brown Act, agenda materials distributed 72 hours or less prior to the meeting, which are public records relating to open session agenda items, will be available for inspection by members of the public prior to or at the meeting at SunLine Transit Agency's Administration Building, 32505 Harry Oliver Trail, Thousand Palms, CA 92276 and on the Agency's website, www.sunline.org.

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 special assistance is needed to participate in a Board meeting, including accessibility and translation services. Notification of at least 72 hours prior to the meeting time will assist staff in assuring reasonable arrangements can be made to provide assistance at the meeting.

ITEM

RECOMMENDATION

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

ITEM

RECOMMENDATION

4. PRESENTATIONS

- a) **May 2023 Service Status Report**
(Staff: Manuel Alcala, Transit Planning Manager,
William Elwood, Chief of Public Affairs, Magali Jimenez,
Human Resources Specialist)

(PAGE 3-16)

5. FINALIZATION OF AGENDA

6. 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.

7. COMMITTEE MEMBER COMMENTS

RECEIVE COMMENTS

8. ADJOURN



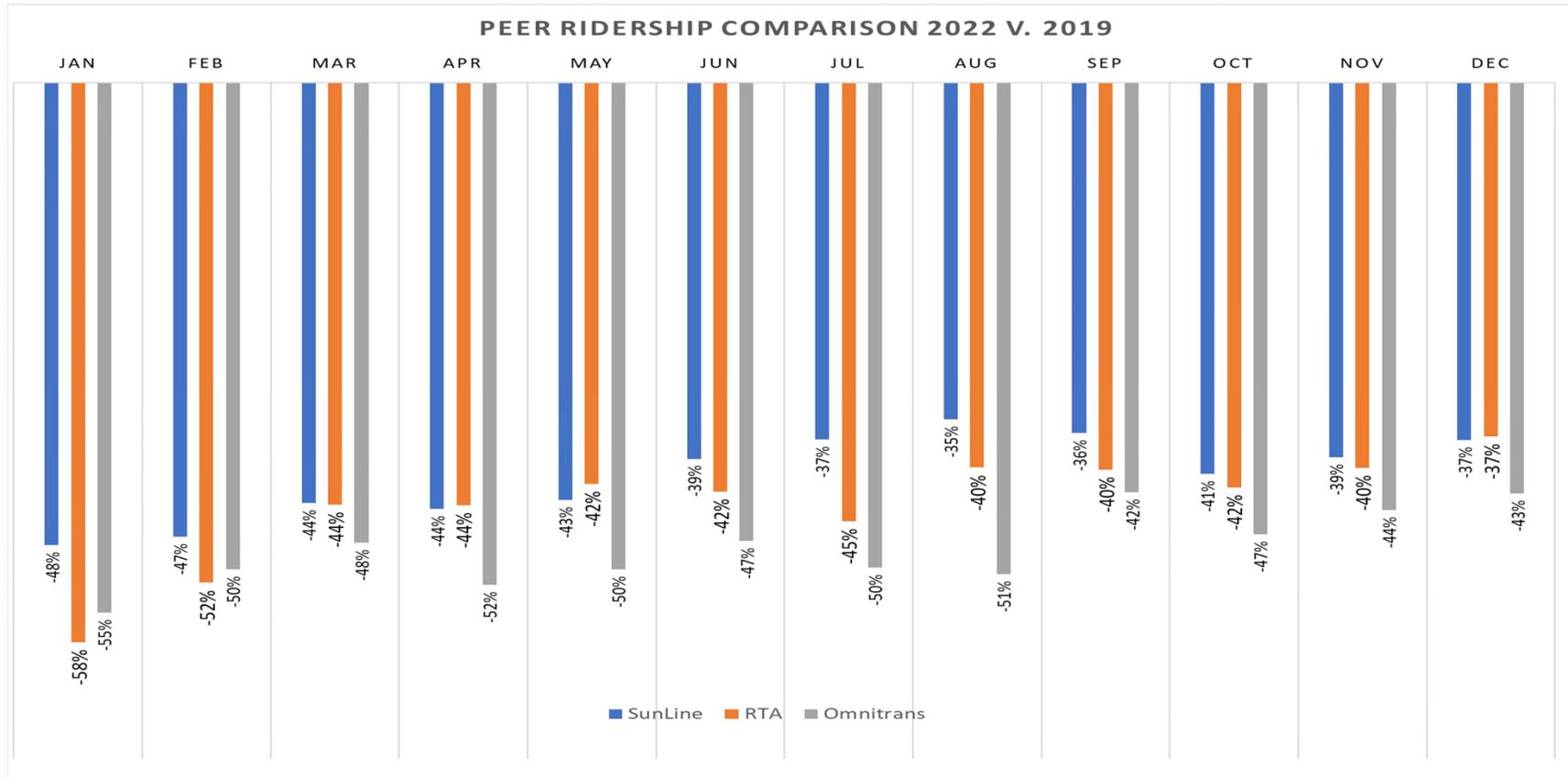
SunLine
Your Ride to the **Future**



May 2023 SERVICE STATUS REPORT

*SunLine Strategic Planning & Operational
Committee
March 22, 2023*

- **Key part of SunLine's continuous improvement program**
- **Response to customer and coach operator requests**
- **HR will discuss Motor Coach Operator shortage**
- **Does not alter the approved Refueled Initiative - Service Plan**
- **Service change effective: May 7, 2023**





RIDERSHIP 2023 V. 2019





HIRING STATUS REPORT

Enhancing our recruitment advertising efforts by:

- Secured ad space on City of Cathedral City's digital billboard
- 9' Flags with "Now Hiring" going up at the Thousand Palms Hub
- Secured ad space on the digital monitors at the DMV in Palm Springs – hiring video now live

Participating in local career fairs/events:

- March 2nd – Career event at CSUSB
- March 9th – Workforce Dev. Center
- March 14th – Workforce Dev. Center
- March 15th – Rancho Mirage H.S.
- March 29th – Coachella Valley H.S. Career Fair
- April 5th – Palm Desert H.S. Hiring Expo
- April 7th – Shadow Hills H.S. Hiring Expo
- April 19th – Amistad H.S. Career Day



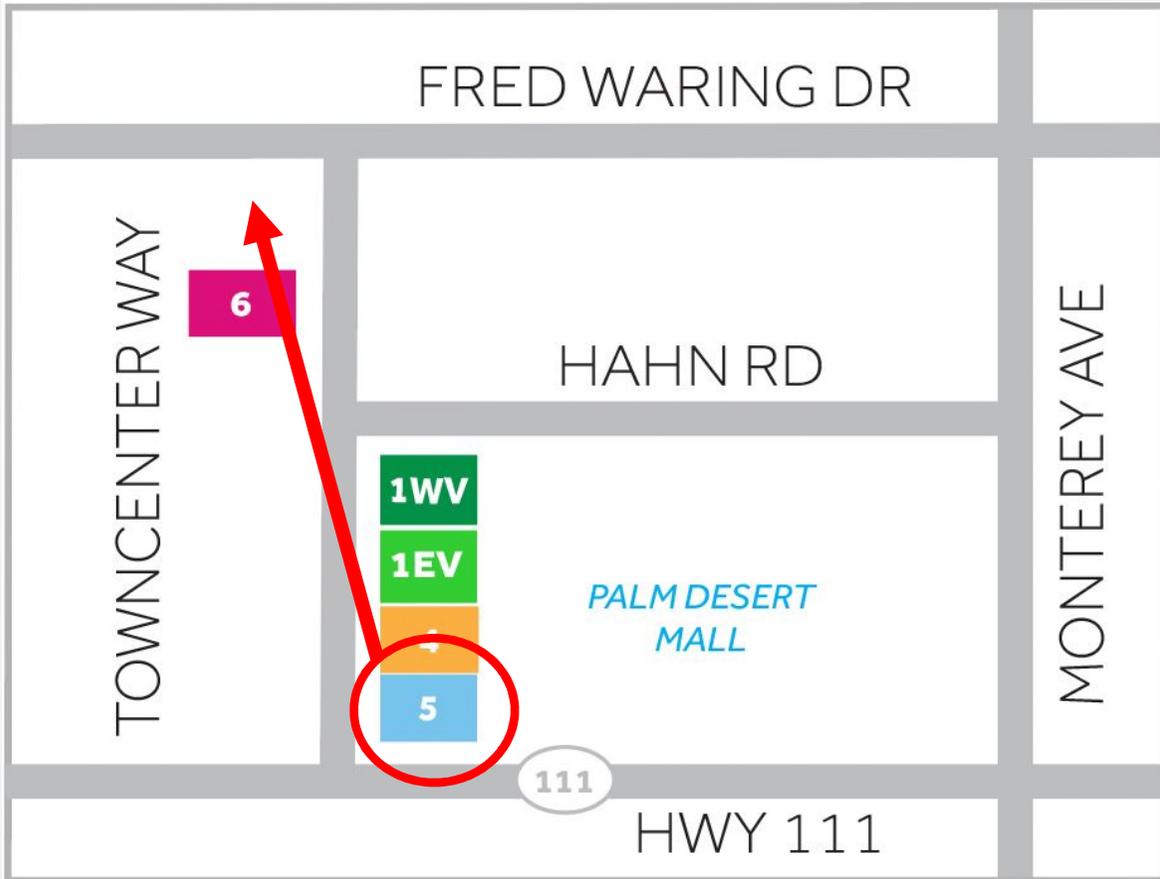
HIRING STATUS REPORT

- **Developed and currently launching a paid Vocational English as a Second Language program to assist community members that are interested in working for SunLine as Bus Operators, who may have a language barrier by:**
 - **Partnering with College of the Desert (PaCE Program) to conduct 36 hours of training**
 - **Partnering with agencies to fill the need**
- **In addition we currently have four (4) operators scheduled for the March 27th New Employee Orientation**

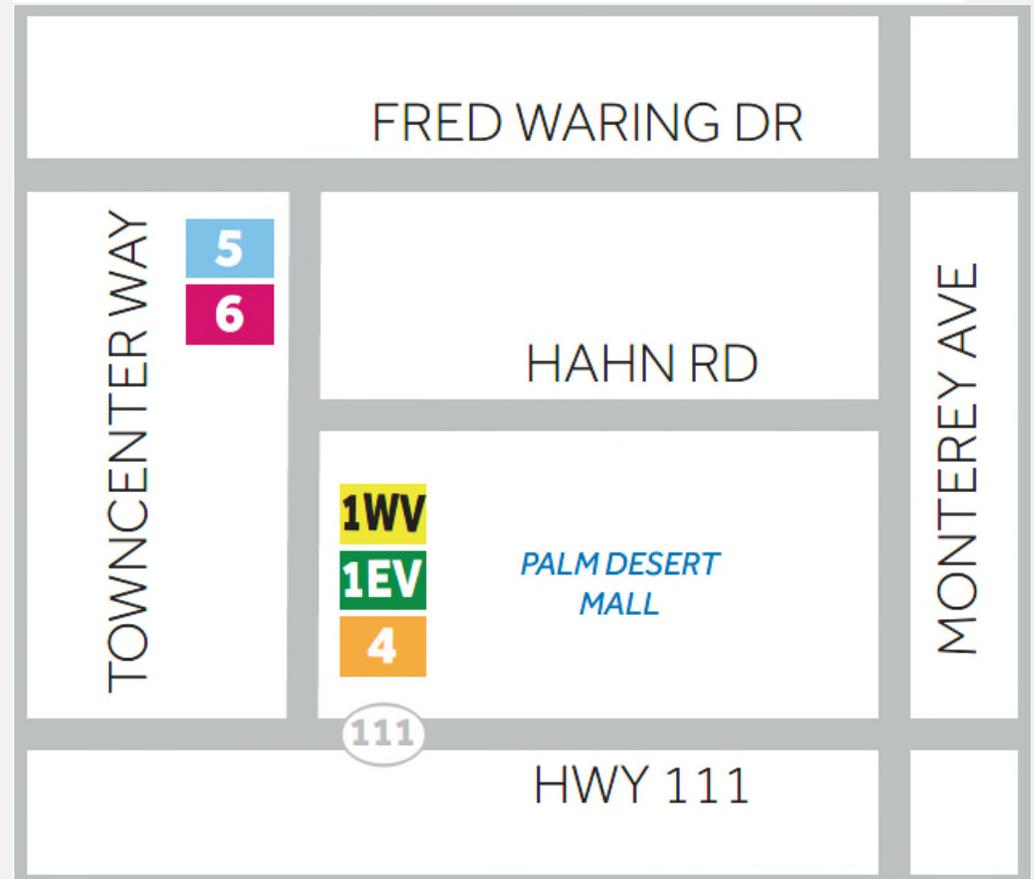
- **Improve reliability – add more running time**
- **Standardize weekend frequency on Route 1EV & 1WV to every 30 minutes from current 20**
- **Weekday 20 min peak and 30 min off peak will remain the same**
- **Add one more eastbound trip to Route 1EV in response to customer requests 7 – days a week**

- **Weekday 20 min peak and 40 min off peak will remain the same**
- **Standardize weekend frequency on Route 2 to every 30 minutes from current 20 minutes**
- **Add one more northbound trip to Route 2 northbound in response to customer requests 7 – days a week**

Current



Effective – May 7, 2023



Route 6

- Run weekday peak times only 6AM-10AM & 2PM-7PM in response to lower demand for service during off peaks and weekends

Route 9

- Run peak times only approximately 6AM-10AM & 2PM-7PM

400 Trippers

- Eliminate 400 trippers

Internal Events

- Pop-up event in front of SunLine Operations Building
- Planning & Operations Task Force Meeting (PLOPS)

External Events

- Street Team Visits & Mobile Outreach Bus
- Facebook Live – Transit Tuesday
- Communication to Partners and Community Centers

Other Efforts

- Riders Guide
- Website
- Advance Signage on Buses and Bus Stops
- Real-Time Rider Information
- General Phone Mailbox & E-mail for Public Comment

- **Board approval not required for these improvements and changes**
- **Staff will continue to focus on messaging and outreach both internally and externally**
- **As we hire and train new coach operators – continue to work toward fully implementing approved Refueled plan**

Questions?

