



SunLine Transit Agency
May 24, 2023
10:40 a.m. – 11:10 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
- 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
- 8. **DRAFT FY24-28 SHORT RANGE TRANSIT PLAN (SRTP)**
(Staff: Manuel Alcala, Planning Manager)
- 9. **SUNCOMMUTE**
(Staff: Jill Plaza Taxi/Contracted Transportation Services Administrator)
- 10. ADJOURN

RECEIVE COMMENTS

DISCUSSION
(PAGE 3-192)

INFORMATION
(PAGE 193-203)

SunLine Transit Agency

DATE: May 24, 2023 **DISCUSSION**

TO: Strategic Planning & Operational Committee
Board of Directors

FROM: Manuel Alcala, Planning Manager

RE: Draft FY24-28 Short Range Transit Plan (SRTP)

Background

The SRTP, updated annually, describes SunLine's operating and capital plans and funding sources. The SRTP is prepared according to the Riverside County Transportation Commission (RCTC) requirements and guidelines, the California Public Utilities Code, and California Transportation Development Act. The attached Draft FY24-28 SRTP focuses on fully implementing approved service improvements that were delayed due to the COVID-19 pandemic and due to the ever-growing shortage of coach operators, driven by the booming economy, low unemployment, and growing e-commerce.

The shortage of coach operators and, in general, the labor shortage is not unique to SunLine. It is a nationwide challenge. According to an analysis released jointly by Beacon Economics and the UCR School of Business Center for Economic Forecasting and Development in December, the state's unemployment rate at 4.1%, and the overall national unemployment rate at 3.5%, are at a historic low. Both the public and private sectors will face serious hiring challenges in the coming months. Within this context, the highlights of the SRTP are:

- 1) Increase all route frequencies gradually to regular service level (pre-COVID-19 level) as new coach operators are hired and trained
- 2) Hire and train over forty coach operators to implement all approved service improvements
- 3) To improve ridership on Commuter Link service, SunLine proposes off-peak fares for reverse commute trips and during off-season when California State University is not in general session. The local fare structure will apply to morning reverse commute trips from San Bernardino to Indio and afternoon trips from Indio to San Bernardino and to all trips when California State University is not in general session.
- 4) Expansion of SunRide's micro-transit service areas
- 5) Complete construction of the Coachella Mobility hub before September 2024
- 6) Radio and CAD/AVL replacement project
- 7) Reopening of Division 2 transit hub in the City of Indio
- 8) Solar microgrid project

- 9) Update bus stop signs and schedule holders and install new bus shelters across the service area according to policy to enhance customer service, optimize trip planning technologies, and improve communication with passengers
- 10) Liquid hydrogen station improvements
- 11) Community engagement events and outreach
- 12) Continue to implement the Innovative Clean Transit (ICT) plan, Transition to zero emissions by 2035 – five years ahead of the deadline set in the ICT Regulation (2040)

The service plan and the capital plan recommended in the SRTP are within the confines of the FY24 budget, which will be presented to the Board of Directors for consideration as a separate item, a critical linkage to the SRTP.

RCTC staff reviewed the first draft of SRTP in April, and public hearings to revise the Commuter Link fare structure are slated for May 30 and 31, 2023. In the absence of substantive comments or changes, staff will recommend adopting the final FY24-28 Short Range Transit Plan (SRTP) during the June meeting.

Attachment:

- [Item 8a](#) – Draft FY24-28 SRTP Presentation
- [Item 8b](#) – FY24-28 SRTP Draft



STRATEGIC PLANNING & OPERATIONAL COMMITTEE MEETING

MAY 24, 2023

FY24 – 28 SRTP UPDATE

1. Fiscal years 2024 to 2028
2. Riverside County Transportation Commission (RCTC), California Public Utilities Code and California Transportation Development Act
3. Must accompany a balanced budget
4. RCTC Board approval of Countywide SRTP - July



THE REFUELED INITIATIVE



The image displays three transit vehicles: a bus on the left, a van in the center, and a commuter bus on the right. Each vehicle is positioned above a blue circular graphic. The bus is associated with a yellow transit map graphic. The van is associated with the SunRide logo. The commuter bus is associated with the text '10 COMMUTER LINK'. Below the bus and van graphics is a grey arrow pointing right with the text 'LAUNCHED JANUARY 2021'. Below the commuter bus graphic is a grey arrow pointing right with the text 'LAUNCHED JULY 2021'.

**LAUNCHED
JANUARY 2021**

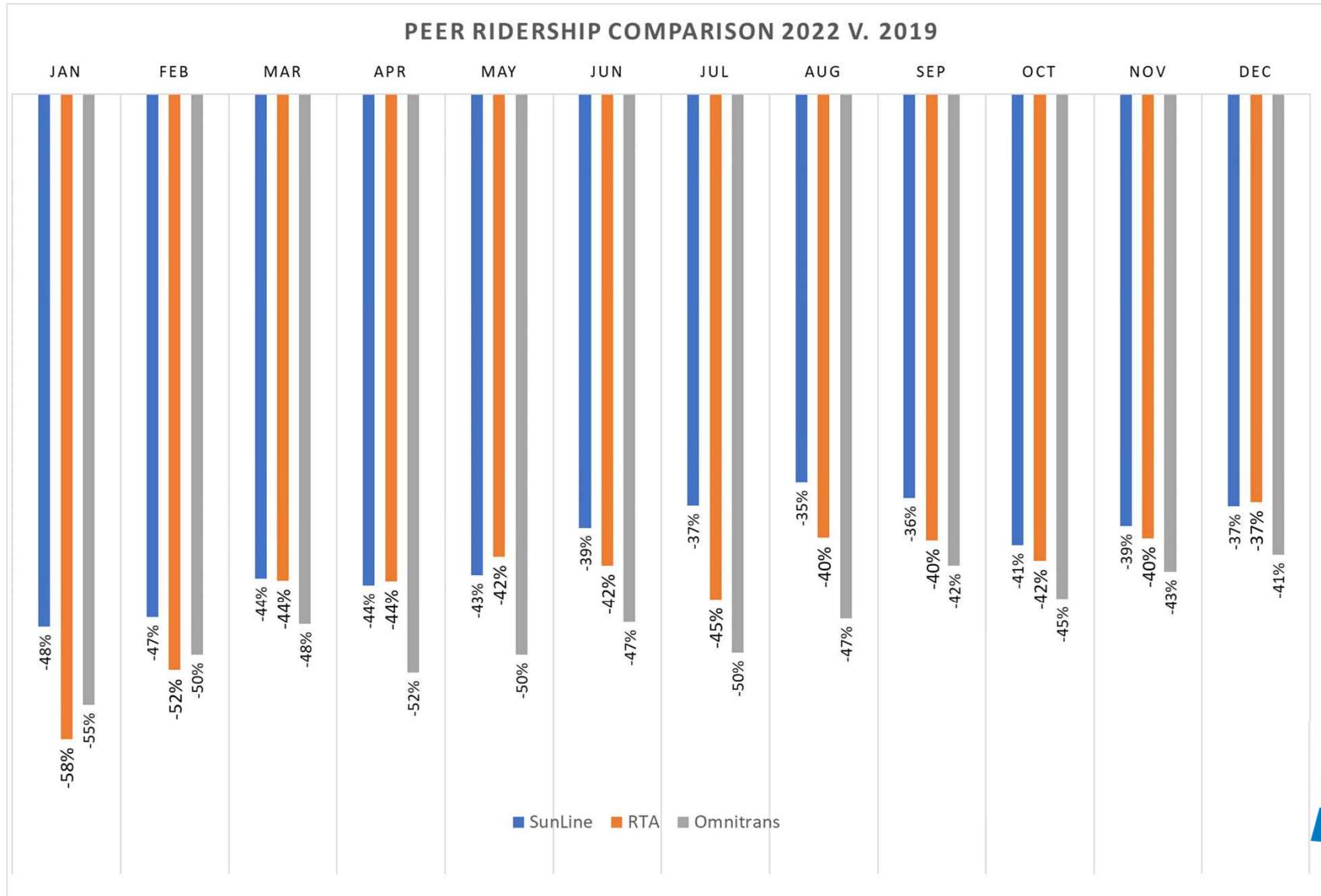
**LAUNCHED
JULY 2021**

S RTP HIGHLIGHTS-SERVICE

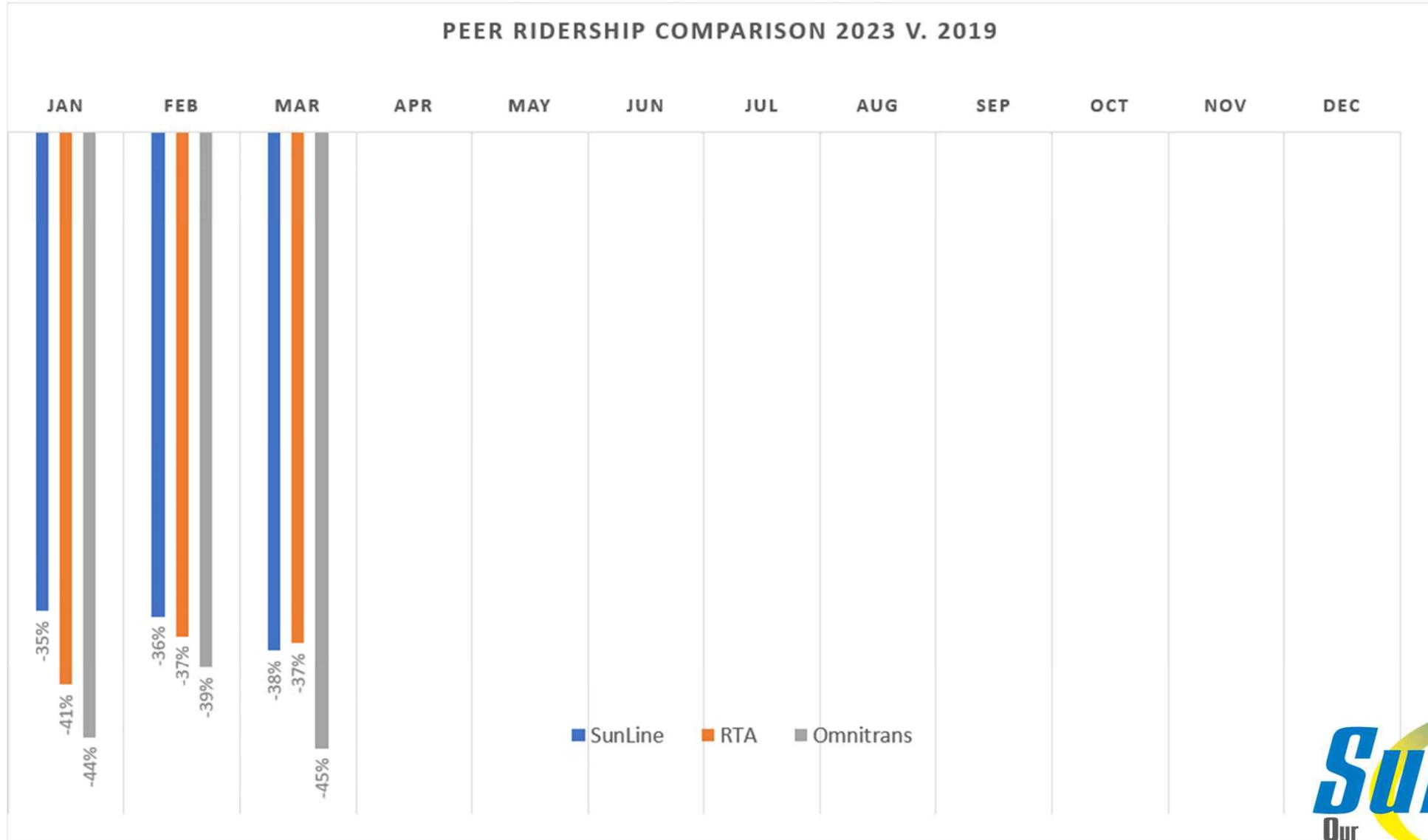
- Gradually transition to regular service
 - Forty new coach operators needed
- Reduce 10CL fare during off peak/season trips
- Expanded Micro-transit Service areas

			Regular service (approved Refueled plan)			Current		
			Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
1WV	Palm Desert Mall - Palm Springs (peak period 20 min service ~ 7:00am to ~5:00pm)	E/W	20/30	20/30	20/30	20/30	30	30
1EV	Coachella - Palm Desert Mall (peak period 20 min service ~ 7:00am to ~5:00pm)	E/W	20/30	20/30	20/30	20/30	30	30
2	Desert Hot Springs - Palm Springs - Cathedral City (peak period 20 min service ~ 9:00am to ~5:00pm)	N/S	20/40	20/40	20/40	20/40	30	30
3	Desert Edge - Desert Hot Springs	E/W	60	60	60	60	60	60
4	Palm Desert Mall - Palm Springs	E/W	40	60	60	60	60	60
5	Desert Hot Springs - CSUSB Palm Desert - Palm Desert Mall (peak only service 3 AM&PM round trips)	N/S	60	NS	NS	60	NS	NS
6	Coachella - Via Fred Waring - Palm Desert Mall	E/W	45	60	60	60*	NS*	NS*
7	Bermuda Dunes - Indian Wells - La Quinta	N/S	45	90	90	90	90	90
8	North Indio - Coachella - Thermal/Mecca	N/S	40	60	60	60	60	60
9	North Shore - Mecca - Oasis	E/W	60	60	60	60**	60**	60**
10	Indio - CSUSB-PDC - CSUSB - San Bernardino Transit Center (SBTC)/Metrolink	E/W	4 round trips	NS	NS	4 round trips	NS	NS

PEER RIDERSHIP COMPARISON 2022 V. 2019



PEER RIDERSHIP COMPARISON 2023 V. 2019



S RTP HIGHLIGHTS-PROJECTS

- Coachella Mobility Hub
- Radio & CAD/AVL Replacement Project
- Reopening of Division 2 in the City of Indio
- Solar Microgrid
- Update bus stop signs and schedule holders and install new bus shelters across the service area according to policy
- Liquid Hydrogen station



S RTP HIGHLIGHTS- COMMUNITY ENGAGEMENTS

- Rider Survey
- Employer partnership and network meetings
- Events
 - Village Fest, City Parades
- SunLine Staff Outreach
 - Transit Tuesday



STAFF RECOMMENDATION

- RCTC review April and May
- SunLine Board of Directors discussion May
- SunLine Board of Directors approval June

*Thank
You*



SHORT RANGE
TRANSIT PLAN
FY2024 - 2028

S R T P



Contents

- Chapter 1. System Overview and Service Profile..... 1
 - 1.1 Description of Service Area..... 3
 - 1.2 Population Profile and Demographics 6
 - 1.3 Description of Services..... 12
 - 1.4 Current Fare Structure 31
 - 1.5 Revenue Fleet 33
 - 1.6 Existing Transit Facilities and Bus Stop Amenities 34
 - 1.7 Existing Coordination between Transit Agencies and Private Providers 35
 - 1.8 Review of Previous Studies and Plans..... 37
- Chapter 2. Existing Service and Route Performance 38
 - 2.1 Service Standards..... 38
 - 2.2 Service Performance 46
- Chapter 3. Future Service Plans, Fare Changes, Capital Planning, and Marketing..... 62
 - 3.1 Service Plans and Priorities FY 2024 to FY 2028 63
 - 3.2 SunLine’s Overall Marketing Plans, Studies, and Promotions 69
 - 3.3 Projected Ridership Growth (FY 2024 to FY 2028)..... 75
 - 3.4 Proposed Fare Structure Changes 76
 - 3.5 Capital Improvement Planning 77
- Chapter 4. Financial Planning 81
 - 4.1 Operating and Capital Budget..... 81
 - 4.2 Funding Plans to Support Proposed Operating and Capital Program..... 82
 - 4.3 Regulatory and Compliance Requirements 85
 - 4.4 Capital Project Status..... 86

Figures

Figure 1-1	SunLine Refueled Timeline	1
Figure 1-2	SunLine Service Area.....	4
Figure 1-3	SunLine Service Area Socioeconomic Profile	5
Figure 1-4	Riverside County and California Population Growth Projections (Percent)	9
Figure 1-5	Riverside County and Coachella Valley Population Projections (Total Population)	9
Figure 1-6	Population Growth Projections for Jurisdictions in the SunLine Service Area	10
Figure 1-7	Senate Bill 535 Disadvantaged Communities	11
Figure 1-8	Areas of Persistent Poverty and Historically Disadvantaged Communities	12
Figure 1-9	Fixed Route Ridership	13
Figure 1-10	Fixed Route System Map	14
Figure 1-11	Example of SunRide Vehicle.....	15
Figure 1-12	March 2023 ridership (MISSING)	16
Figure 1-13	SunRide Pilot Service Area – Cathedral City	17
Figure 1-14	SunRide Pilot Service Area – Coachella.....	18
Figure 1-15	SunRide Pilot Service Area – Desert Hot Springs – Desert Edge (formerly Desert Edge)	19
Figure 1-16	SunRide Pilot Service Area – Indio	20
Figure 1-17	SunRide Pilot Service Area – Mecca-North Shore.....	20
Figure 1-18	SunRide Pilot Service Area – Palm Desert (formerly Cook St Corridor).....	21
Figure 1-19	SunRide Pilot Service Area – Palm Springs	22
Figure 1-20	SunRide Mobile App	23
Figure 1-21	SunDial Ridership Trend.....	24
Figure 1-22	SunLine service area employment.....	29
Figure 1-23	Coachella Valley major employers.....	30
Figure 1-24	Fare Structure (UPDATE).....	32
Figure 1-25	SunLine Support Vehicle Summary.....	33
Figure 1-26	Bus Stop by City/District	34
Figure 1-27	Top 10 Stops	35
Figure 1-28	Top 10 Weekend Stops	35
Figure 2-1	Service Frequency Standards.....	39
Figure 2-2	Passengers Per Revenue Hour/Revenue Trip Standards	40
Figure 2-3	Service Scheduled Speed Standard.....	41
Figure 2-4	On-Time Performance Standard	42
Figure 2-5	Service Completed Standard	42
Figure 2-6	Miles between Service Interruptions Standard	43
Figure 2-7	Load Standards	43
Figure 2-8	Average Fleet Age Standard.....	43
Figure 2-9	Bus Deployment Standard	44
Figure 2-10	Percentage Change in SunLine Fixed Route Ridership Relative to 2010 and Peers	47
Figure 2-11	Summary of Fixed Route Transit Services.....	47
Figure 2-12	Service Frequencies, in Minutes	48

Figure 2-13	Service Spans	48
Figure 2-14	5-year Fixed Route Ridership Comparison	50
Figure 2-15	COVID-19 Impact on Fixed Route Ridership	50
Figure 2-16	SunDial On-Time Performance for FY 2020 to FY 2022	51
Figure 2-17	Paratransit Ridership COVID-19 Impact for FY 2022	52
Figure 2-18	Taxi Businesses	52
Figure 2-19	SolVan Ridership Trend.....	53
Figure 2-20	Refueled Trunk Routes Average	54
Figure 2-21	Refueled Local Routes Average	55
Figure 2-22	Market Based Service Average	55
Figure 2-23	Fixed Route Average Speed	56
Figure 2-24	On-Time Performance, by Route	57
Figure 2-25	Miles between Service Interruptions.....	58
Figure 2-26	Fleet Age	58
Figure 2-27	SunRide System-wide Metrics	60
Figure 2-28	SunRide Unique Users.....	61
Figure 2-29	SunRide Monthly Service Labor Cost Per Rider	61
Figure 3-1	Headway, by Route and Service Level	64
Figure 3.3	Target Audience Analysis.....	71
Figure 3-2	Allocation of Bus Stop Shelter Improvements.....	79
Figure 3-3	Financially Unconstrained Transit Improvements	80
Figure 4-1	Status of SunLine’s Capital Projects.....	86

S RTP Tables

Table 1.0	Individual Route Descriptions	89
Table 1.1	Fleet Inventory – Motor Bus	90
Table 1.1	Fleet Inventory – Demand Response	91
Table 2.0	Service Provider Performance Target Report	92
Table 2.1	FY 2021/22 SRTP Performance Report	93
Table 2.2	SRTP Service Summary – Systemwide Totals.....	94
Table 2.2	SRTP Service Summary – All Fixed Routes	95
Table 2.2	SRTP Service Summary – SunDial.....	96
Table 2.2	SRTP Service Summary – Vanpool	97
Table 2.2A	Summary of Routes to be Excluded	98
Table 2.3	SRTP Route Statistics (Table 1 of 2)	99
Table 3.0	Highlights of the FY2023/25 SRTP.....	101
Table 4.0	Summary of Funding Requests (1 of 5).....	102
Table 4.0A	Capital Project Justification (1 of 28)	107
Table 4.0B	Farebox Calculation	135
Table 4.1	Summary of Funding Requests in FY2023–2024 (1 of 3)	136
Table 4.2	Summary of Funding Requests in FY2024–2025 (1 of 2)	139

Appendix

Appendix A: SunLine Existing Route Profiles

Glossary of Common Acronyms

5307	Formula grants for urbanized areas
5311	Formula grants for rural areas
5339	Formula grants for buses and bus facilities
ADA	Americans with Disabilities Act
ARPA	American Rescue Plan Act
CARB	California Air Resources Board
CDP	Census designated place
CMAQ	Congestion Mitigation and Air Quality Improvement Program
CNG	Compressed natural gas
COVID-19	Coronavirus
CRRSAA	Coronavirus Response and Relief Supplemental Appropriations Act
CSUSB	California State University, San Bernardino
DBE	Disadvantaged business enterprise
DPSS	Department of Public Social Services
EEO	Equal employment opportunity
FTA	Federal Transit Administration
FY	Fiscal year
ICT	Innovative Clean Transit
IVT	Imperial Valley Transit
IVTC	Imperial Valley Transportation Commission
JPA	Joint Powers Agreement
KPI	Key Performance Indicator
LCTOP	Low Carbon Transit Operations Program
LTF	Local Transportation Fund
mph	Miles per hour
NTD	National Transit Database
RCTC	Riverside County Transportation Commission
SBTC	San Bernardino Transit Center
SCAG	Southern California Association of Governments

SGR	State of Good Repair
SRTP	Short Range Transit Plan
STA	State Transit Assistance
TAP	Transit Ambassador Program
TSP	Transit signal priority
U-Pass	University Pass
ZEB	Zero-emission bus

Definitions

Financially Constrained Plan	Funded service improvements
Financially Unconstrained Plan	Unfunded service improvements
Microtransit	A form of demand response transit that offers flexible routing and/or flexible scheduling of minibus vehicles

Board of Directors

SunLine was established under a Joint Powers Authority (JPA) on July 1, 1977, between Riverside County and the communities of the Coachella Valley, which at the time included the Cities of Coachella, Desert Hot Springs, Indio, Palm Desert, and Palm Springs. The JPA was later amended to include the Cities of Cathedral City, Indian Wells, La Quinta, and Rancho Mirage. The JPA’s governing board consists of one elected official from each member entity and one county supervisor. SunLine is headquartered in Thousand Palms, California.

Cathedral City:	Nancy Ross
Coachella:	Denise Delgado
Desert Hot Springs:	Russell Betts
Indian Wells:	Ty Peabody
Indio:	Glenn Miller, Chair
La Quinta:	John Peña
Palm Desert:	Kathleen Kelly
Palm Springs:	Lisa Middleton, Vice Chair
Rancho Mirage:	Lynn Mallotto
Riverside County:	V. Manuel Perez

SunLine Organizational Structure

Vacant	Chief Executive Officer/General Manager
Vacant	Chief Financial Officer
Vanessa Mora	Chief Safety Officer
Tamara Miles	Chief of Human Relations
Isabel Vizcarra	Chief Transportation Officer
Vacant	Chief of Staff
Ray Allen	Chief Maintenance Officer
Vacant	Chief of Public Affairs
Tina Hamel	Chief of Compliance/Labor Relations (DBELO/EEO)

Chapter 1. System Overview and Service Profile

In 2019, SunLine Transit Agency completed a bold plan to recast its transit system. This plan to minimize transfers, reduce travel times, and realign routes to serve growing and more productive areas—SunLine Refueled—was prepared with guidance provided by the Board of Directors, input from transit riders, and a robust data analysis. As shown in Figure 1-1, SunLine rolled out the first two pillars of the Refueled initiative in January 2021: the Consolidated Fixed Route Network and SunRide. The start of the other two pillars was postponed because of the coronavirus (COVID-19) pandemic. The new 10 Commuter Link service was implemented in July 2021.

Since March 2020, the beginning of the COVID-19 pandemic, SunLine has been operating a reduced level of service because of the national labor shortage. Hiring 40-plus coach operators to fully implement the Refueled initiative remains SunLine’s highest priority.

The introduction of Route 1X was postponed again and is now on hold until the SunLine Refueled service plan is fully implemented. In the meantime, the frequency of Route 1EV is increased to every 15 minutes, coinciding with the opening of the Coachella Mobility Hub in fall 2024.

Figure 1-1 SunLine Refueled Timeline



To meet the mobility needs of rapidly growing Coachella Valley, SunLine continues to research and establish innovative multimodal solutions incorporating easier transfers, connectivity, and reasonable walks to and from nearby bus stops and destinations. SunLine will continue to monitor the supply of labor, make necessary policy changes to attract new employees, and sustain them through this volatile economy. SunLine continues to expand SunRide, an on-demand rideshare service where customers may request an on-demand ride through the SunRide mobile phone app. During fiscal year (FY) 2023, SunRide service was expanded from four to seven zones by adding new zones in the cities of Palm Springs, Indio, and Cathedral City.

To hire the needed 40-plus coach operators, SunLine launched an innovative, multipronged campaign that included:

- Lowering the hiring age from 21 to 18
- Enhancing our advertising efforts by:
 - Securing ad space on the City of Cathedral City’s digital billboard displaying “SunLine hiring Bus Operators”—located on East Palm Canyon near Cathedral Canyon
 - Putting up 9-foot flags with the message “Now Hiring” on the Thousand Palms Hub property that faces Varner
 - Securing ad space on the digital monitors at the Department of Motor Vehicles in Palm Springs, with a “Now Hiring” video awaiting approval by the State
- Participating in local career fairs/events:
 - March 2 – Attended career event at California State University, San Bernardino (CSUSB)
 - March 9 – Conducted on-the-spot hiring at the Workforce Development Center, where three contingent offers were made
 - March 14 – Conducted on-the-spot hiring at the Workforce Development Center, where four appointments for contingent offers were made
 - March 15 – Assisted Rancho Mirage High School with mock interviews
 - March 29 – Attended Coachella Valley High School Career Fair
 - April 5 – Attended Palm Desert High School Hiring Expo
 - April 7 – Attended Shadow Hills High School Hiring Expo
 - April 19 – Attended Amistad High School Career Day
- Launching a paid vocational English as a second language program to assist community members who are interested in working for SunLine as bus operators but may have a language barrier
- Partnering with the College of the Desert PaCE Program to conduct 36 hours of training
- Partnering with agencies to fill the need

This first chapter of the FY 2024–2028 Short Range Transit Plan (SRTP) provides an introduction to SunLine. It outlines the baseline service conditions and describes the service area, provides a rider profile, and summarizes the current public transit service.

1.1 Description of Service Area

The SunLine jurisdiction covers 1,120 square miles of the Coachella Valley (Figure 1-2). It extends from San Geronio Pass in the west to the Salton Sea in the southeast. Located 120 miles east of downtown Los Angeles and 60 miles east of Riverside and San Bernardino, SunLine’s service area is in the Riverside County Supervisorial District 4. SunLine also provides commuter express service outside its service area connecting Coachella Valley to San Bernardino.

SunLine provides service to the following cities:

- Cathedral City
- Coachella
- Desert Hot Springs
- Indian Wells
- Indio
- La Quinta
- Palm Desert
- Palm Springs
- Rancho Mirage

Service is also provided to the Riverside County unincorporated communities of Bermuda Dunes, Desert Edge, Mecca, North Shore, One Hundred Palms, Oasis, Thermal, and Thousand Palms. Within the Coachella Valley region, SunLine provides 150 square miles of fixed-route service coverage and 200 square miles of paratransit service coverage.¹

Figure 1-3 shows population and employment estimates for the jurisdictions within the SunLine service area.

¹ The Federal Transit Administration describes the service area as a measure of access to transit service in terms of population served and area covered. The service area is determined using the Americans with Disabilities Act of 1990 (ADA) to identify the corridor surrounding routes three-quarters of mile on either side. Source: <https://www.transit.dot.gov/ntd/national-transit-database-ntd-glossary>. Accessed March 16, 2023.

Figure 1-2 SunLine Service Area

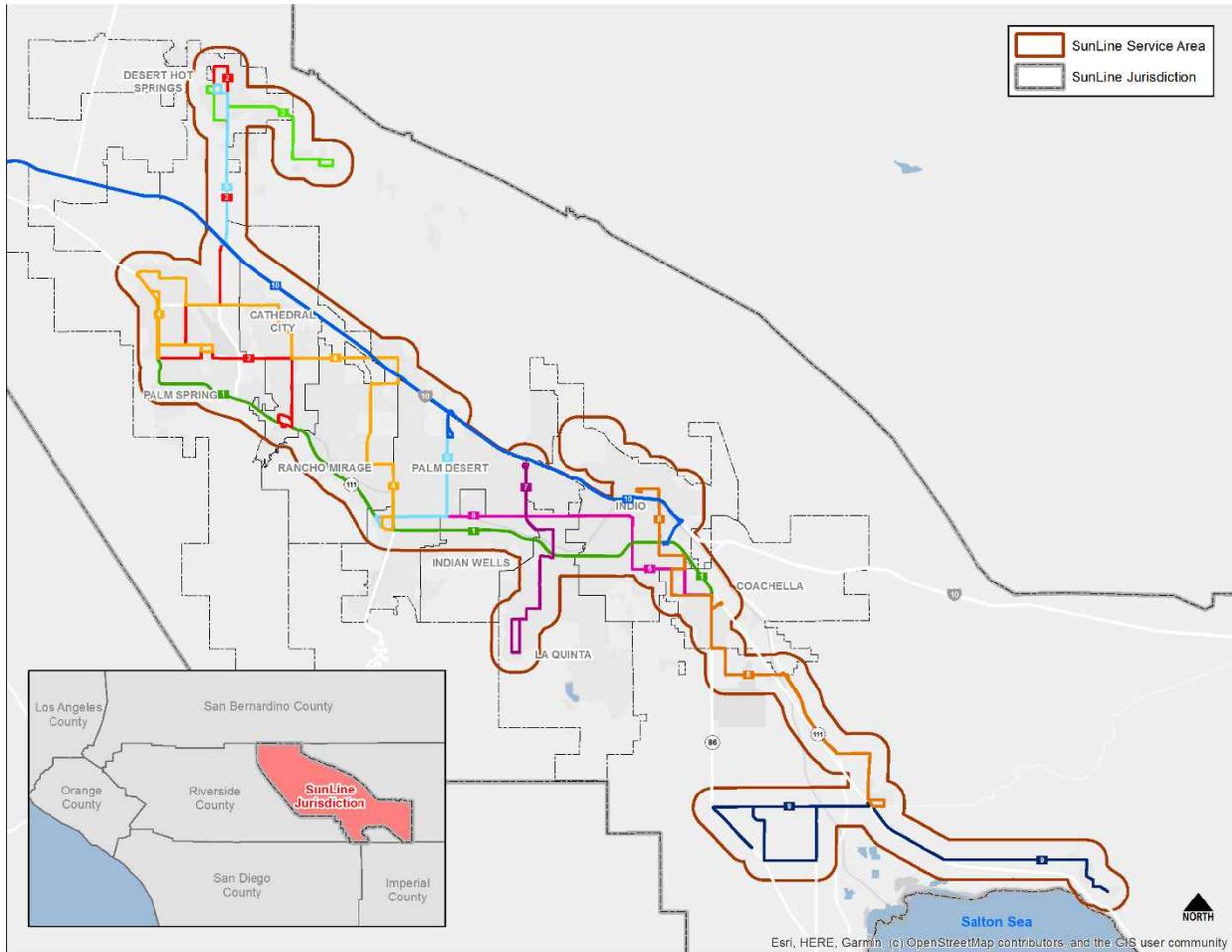


Figure 1-3 SunLine Service Area Socioeconomic Profile

Geography	Total population	Minority population		Population with poverty status determined	Poverty population		Total households	Zero auto households		Total employment
	Number	Number	%	Number	Number	%	Number	Number	%	Number
SunLine jurisdiction	443,976	263,098	59.3%	441,897	75,195	17.0%	182,919	8,413	4.6%	151,433
Cathedral City	52,569	35,823	68.1%	52,510	9,893	18.8%	18,817	1,086	5.8%	9,925
Coachella	45,204	43,942	97.2%	45,130	8,664	19.2%	17,211	513	3.0%	8,973
Desert Hot Springs	27,829	20,372	73.2%	27,698	6,820	24.6%	9,707	824	8.5%	3,687
Indian Wells	7,054	1,465	20.8%	7,048	822	11.7%	3,446	46	1.3%	3,862
Indio	90,900	66,459	73.1%	89,958	15,639	17.4%	33,825	1,377	4.1%	20,767
La Quinta	40,510	18,429	45.5%	40,408	5,671	14.0%	16,054	424	2.6%	11,672
Palm Desert	51,009	16,782	32.9%	50,730	6,216	12.3%	23,580	1,137	4.8%	29,284
Palm Springs	49,651	19,719	39.7%	49,347	7,973	16.2%	25,155	1,722	6.8%	28,518
Rancho Mirage	17,913	3,749	20.9%	17,834	2,215	12.4%	9,327	341	3.7%	16,175
Unincorporated	61,337	36,358	59.3%	61,234	11,282	18.4%	25,797	943	3.7%	18,570

Source: American Community Survey 2020 5-year estimates; Longitudinal Employer-Household Dynamics 2019

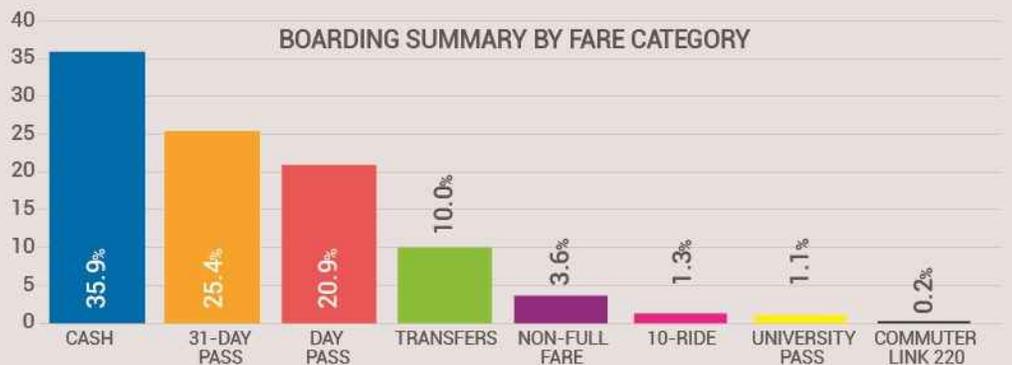
1.2 Population Profile and Demographics

The 2019 SunLine Transit Rider Survey was an important source of information for the plan. It gave SunLine staff a pre-COVID-19 ridership profile and described how riders used the transit system. The infographic on the next page shows the demographic characteristics of SunLine's riders before the pandemic. SunLine is preparing a new rider survey to assess changes resulting from the pandemic and the success of the Refueled Initiative.

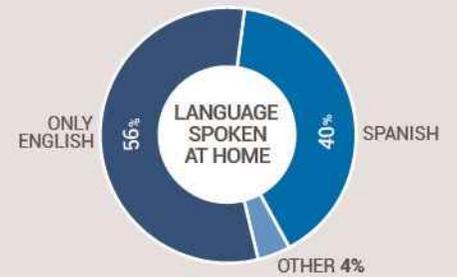
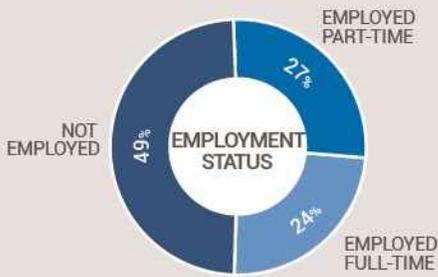
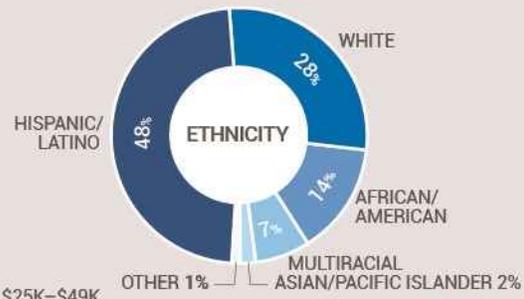
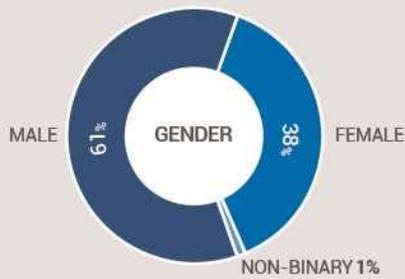
POPULATION PROFILE and RIDER CHARACTERISTICS

The SunLine Transit Rider Survey provided a snapshot of passenger characteristics, as summarized here.

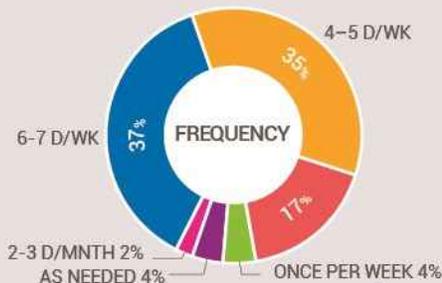
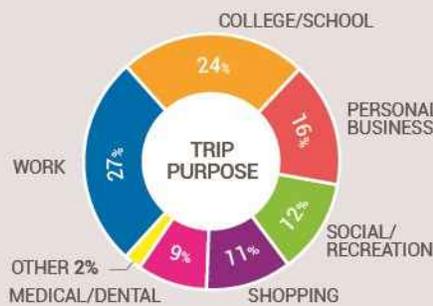
BOARDING FARE



DEMOGRAPHICS



TRANSIT USE



1.2.1 Demographic Projections

Despite the recent ridership downturn related to the COVID-19 pandemic, population growth in Riverside County and the Coachella Valley will continue to drive demand for public transit services. The Refueled Initiative is aimed at connecting its residents with health care, jobs, schools, and a spectrum of other destinations. With straighter, more direct routes, the redesigned system will provide more permanent transit corridors to transit-supportive land uses, charting an ambitious and strategic path to push the agency in a new direction to attract choice riders, boost ridership, and create a brighter future.

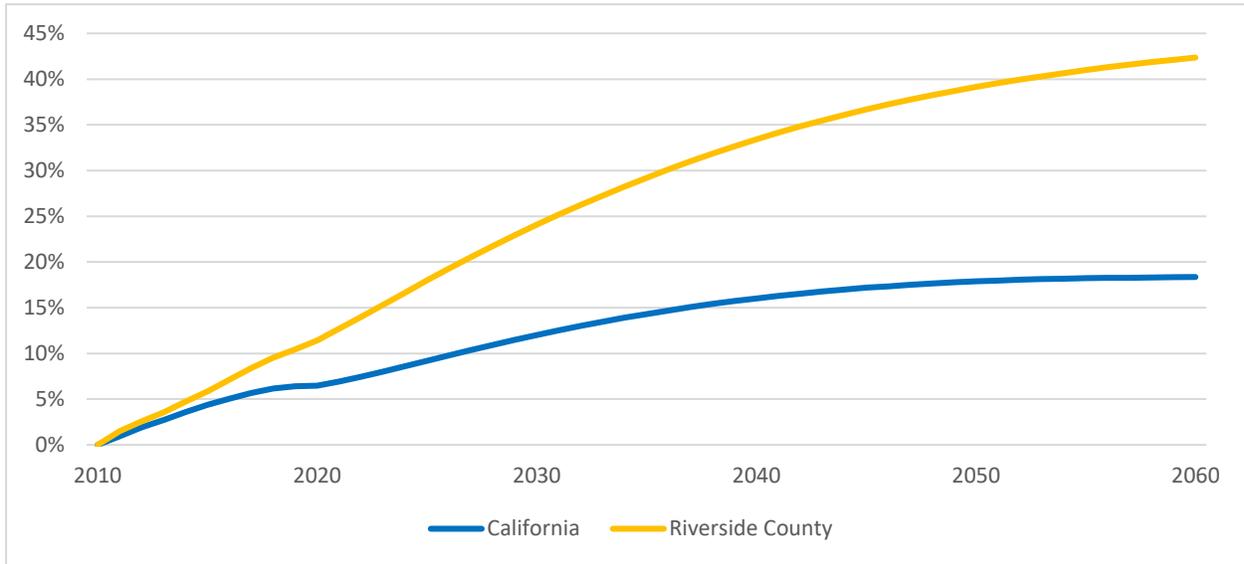
Like other transit agencies nationwide, SunLine is faced with the challenge of maintaining core service, extending service to new developments, and addressing the financial challenges resulting from the COVID-19 pandemic. Additionally, a key objective of this restructuring is to streamline bus routes to address residents' requests for more direct and frequent bus service. With the massive amount of growth we are experiencing and limited funding, SunLine would be unable to provide direct service from every trip origin to every destination. However, with careful planning and more direct and streamlined bus routes, SunLine has established a system that incorporates easier transfers, connectivity, and reasonable walks to and from nearby bus stops to meet these sometimes-competing objectives.

Extensive growth has prompted SunLine to work with the community to develop a new system that gives customers fewer transfers, better connectivity, and enhanced efficiency for years to come. Failure to restructure and make the transit system more efficient would deprive many residents of transit service.

The California Department of Finance estimates that the nine cities of the Coachella Valley had a population of just over 390,600 in January 2021. Riverside County has been growing faster than the state's population, and the Department of Finance projects this will continue through 2060, as shown in Figure 1-4. Within Riverside County, the Southern California Association of Governments (SCAG) projects that the nine cities of the Coachella Valley will grow faster than the county between 2016 and 2045, as shown in Figure 1-5.

Projections prepared by SCAG show that the Riverside County population is expected to grow by 37.6 percent from 2016 to 2045. This means an increase from 2.36 million people in 2016 to 3.25 million people in 2045. In contrast, the population in Coachella Valley cities is projected to grow even faster, increasing 55 percent over the same 29-year period, from 450,130 in 2016 to 697,690 in 2045, as shown in Figure 1-6. Growth percentages within the Coachella Valley vary by city. Coachella and Desert Hot Springs are among the cities projected to grow the fastest within the SCAG region, ranking first and third, respectively, among all SCAG cities by percentage growth over the next three decades.

Figure 1-4 Riverside County and California Population Growth Projections (Percent)



Source: California Department of Finance, 2021, <https://www.dof.ca.gov/forecasting/demographics/projections/>

Figure 1-5 Riverside County and Coachella Valley Population Projections (Total Population)

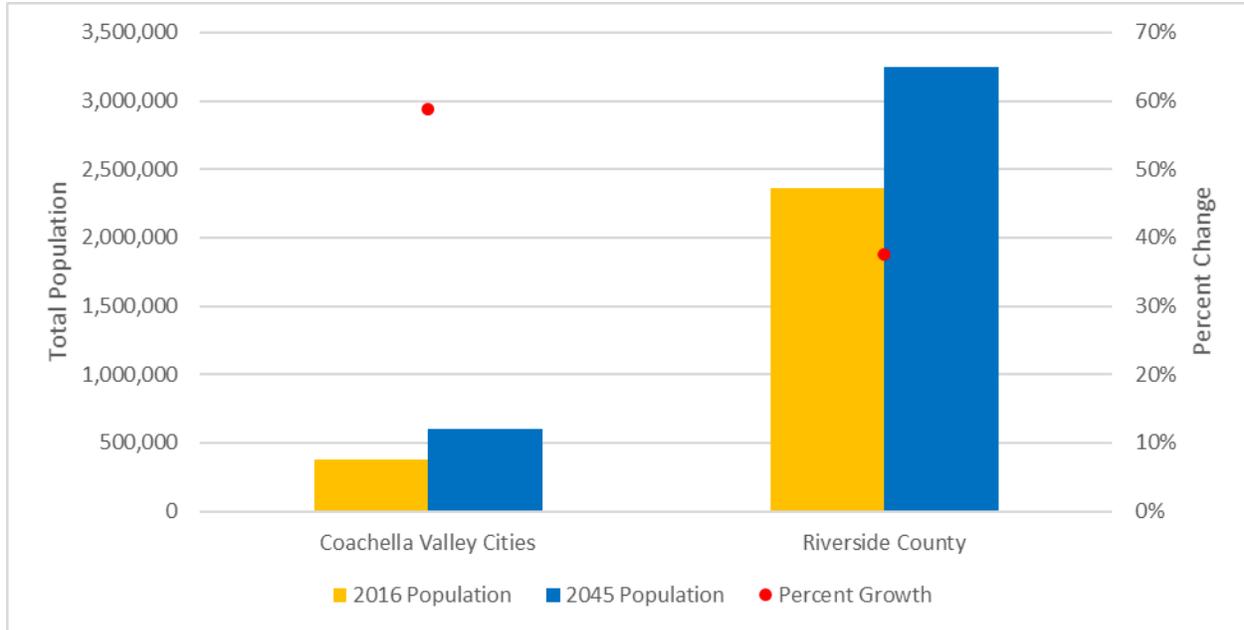


Figure 1-6 Population Growth Projections for Jurisdictions in the SunLine Service Area

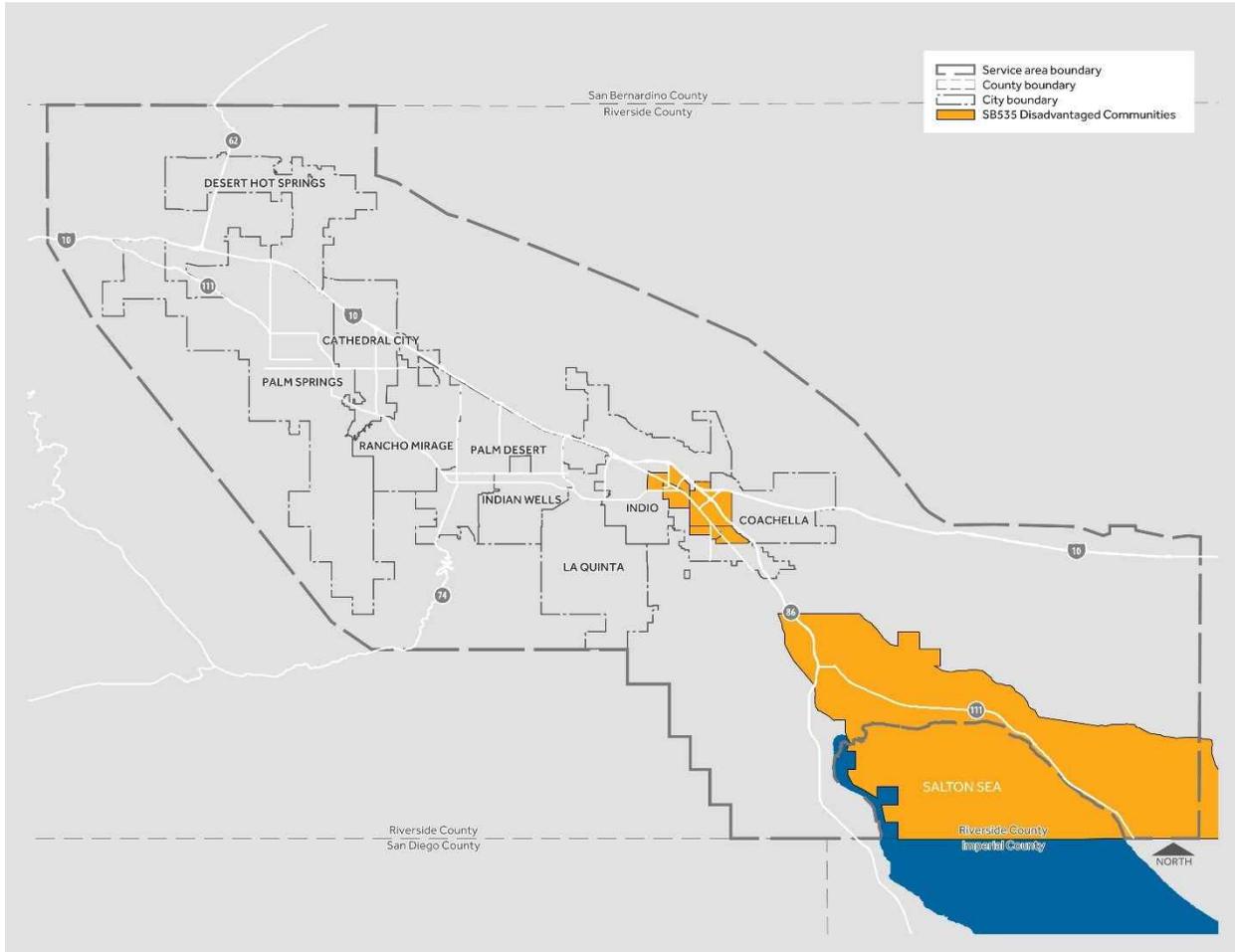
Location	SCAG 2016 estimates	SCAG 2045 estimates	Difference	% Difference
Bermuda Dunes Census Designated Place (CDP)	7,340	10,110	2,770	38%
Cathedral City	54,300	76,300	22,000	41%
Coachella city	45,300	129,300	84,000	185%
Desert Edge CDP	3,850	4,200	350	9%
Desert Hot Springs city	29,000	59,990	30,990	107%
Desert Palms CDP	6,940	6,990	50	1%
Garnet CDP	6,300	7,990	1,690	27%
Indian Wells city	5,400	6,400	1,000	19%
Indio city	88,100	129,300	41,200	47%
Indio Hills CDP	1,120	6,280	5,160	461%
La Quinta city	40,400	47,700	7,300	18%
Mecca CDP	8,860	11,840	2,980	34%
North Shore CDP	3,200	3,680	480	15%
Oasis CDP	4,370	4,500	130	3%
Palm Desert city	50,400	64,100	13,700	27%
Palm Springs city	47,100	61,600	14,500	31%
Rancho Mirage city	18,200	25,200	7,000	38%
Sky Valley CDP	2,570	7,080	4,510	175%
Thermal CDP	2,400	3,270	870	36%
Thousand Palms CDP	7,880	9,730	1,850	23%
Vista Santa Rosa CDP	3,780	3,950	170	4%
Whitewater CDP	820	980	160	20%
Other unincorporated areas	12,500	17,200	4,700	38%
Service area total	450,130	697,690	247,560	55%

Source: SCAG, 2020, https://scaq.ca.gov/sites/main/files/file-attachments/0903fconnectsocial_demographics-and-growth-forecast.pdf

Disadvantaged communities in California are specifically targeted for investment of proceeds from the state’s cap-and-trade program. Senate Bill 535 mandates that 25 percent of the proceeds from the Greenhouse Gas Reduction Fund go to projects that benefit disadvantaged communities. These investments are primarily aimed at improving public health, quality of life, and economic opportunity in the state’s most burdened communities while also reducing pollution.

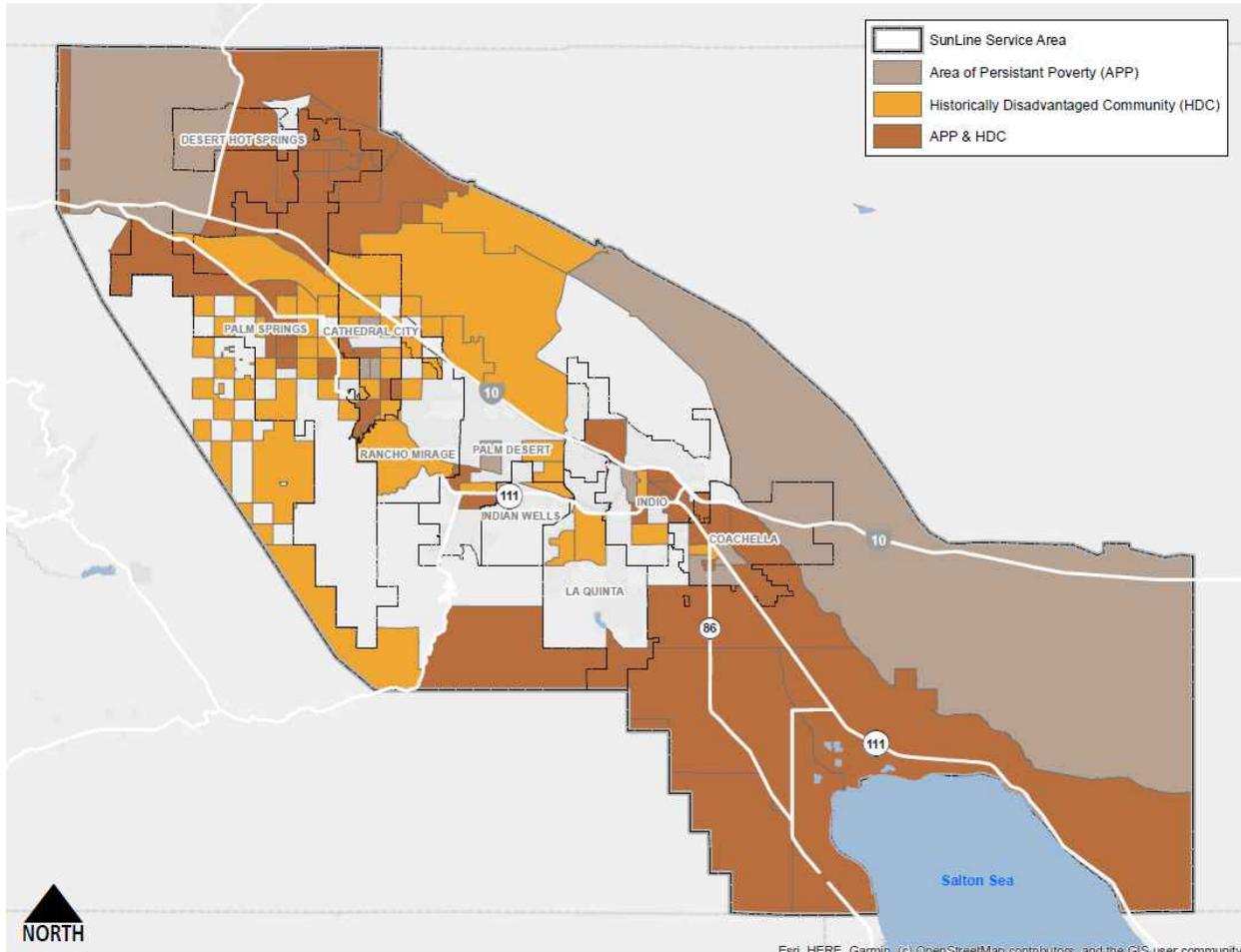
Disadvantaged communities are defined as the top 25 percent scoring census tracts from the California Environmental Health Screening Tool (CalEnviroScreen). The Senate Bill 535 disadvantaged communities within the SunLine service area are illustrated in Figure 1-7.

Figure 1-7 Senate Bill 535 Disadvantaged Communities



Several federal funding programs specifically target investment toward areas designated as Areas of Persistent Poverty or Historically Disadvantaged Communities. Areas of Persistent Poverty include census tracts with poverty rates of 20 percent or higher based on the 2014 to 2018 5-year American Community Survey, counties that have had poverty rates of 20 percent or higher in the 1900 and 2000 Decennial Censuses and the 2020 Small Area Income Poverty Estimates, and territories or possessions of the United States. Historically Disadvantaged Communities include census tracts identified based on six factors of socioeconomic disadvantage, tribal lands, and territories or possessions of the United States. Areas with these designations within the SunLine service area are shown in Figure 1-8.

Figure 1-8 Areas of Persistent Poverty and Historically Disadvantaged Communities



1.3 Description of Services

SunLine’s existing transit service includes SunBus (local bus), Commuter Link (regional commuter), SunRide (microtransit), and SunDial (paratransit). Additionally, SunLine’s taxi voucher, SolVan (vanpool), and rideshare programs provide additional transportation options to residents throughout the Coachella Valley. Each of these service types is described briefly in the following sections.

1.3.1 SunBus – Local Bus

SunLine currently operates nine local routes in its service area. The local bus network is broken down into trunk routes and connector or feeder routes. Trunk routes serve highly traveled corridors with more frequent headways and include Routes 1EV, 1WV, and 2. Connector/feeder routes operate in less dense areas and connect to trunk routes. These routes generally operate

at less frequent headways and include Routes 3 through 9. SRTP Table 1.0 (see the Tables section of the SRTP) shows a list of the routes and the areas they serve. Figure 1-9 illustrates fixed-route ridership trends over the last few years, including the impact of the COVID-19 pandemic service reductions and the subsequent recovery. Figure 1-10 shows the SunLine system map. Appendix A shows existing route profiles.

Figure 1-9 Fixed Route Ridership

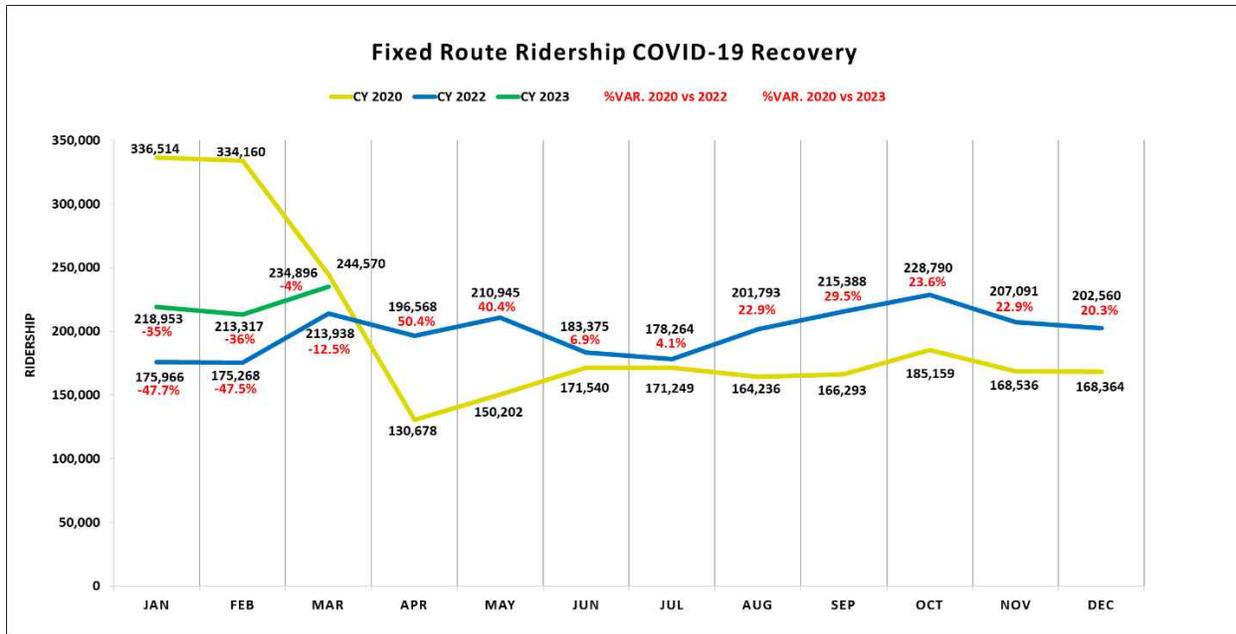
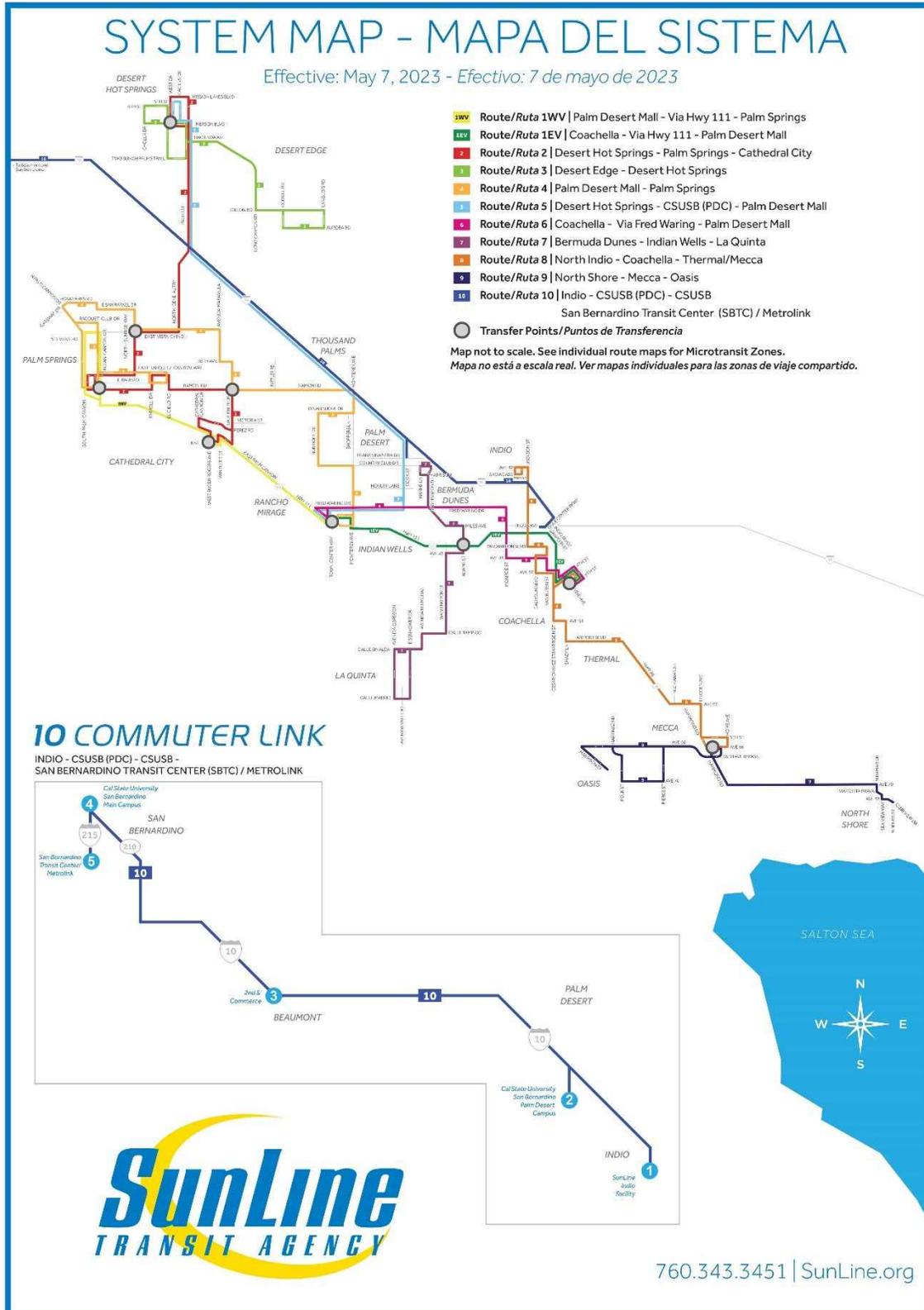


Figure 1-10 Fixed Route System Map



1.3.2 Commuter Link – Regional Commuter

The Route 10 Commuter Link is designed to improve regional service between the Coachella Valley and the Inland Empire. For students, the 10 Commuter Link provides a direct connection between CSUSB’s campuses in Palm Desert and San Bernardino. It also provides service to the San Bernardino Transit Center (SBTC) for connections with Metrolink trains and routes served by the Riverside Transit Agency, Omnitrans, Victor Valley Transit Authority, and Mountain Transit. Although system-wide ridership declines and school closures related to the COVID-19 pandemic delayed its implementation, the Route 10 Commuter Link began revenue operations on July 12, 2021.

1.3.3 SunRide – Microtransit

Microtransit is an emerging transit mode that offers flexible and dynamic demand-driven transportation solutions to areas with limited transit access or where traditional fixed route service is simply not feasible. Microtransit is a shared-ride service that typically operates a fleet of smaller vehicles (for example, cutaway buses or vans—see Figure 1-11) in defined zones, with dynamic routing based on real-time demand. Similar to companies such as Uber and Lyft, users in designated areas specify the details of their trips on a mobile application and a vehicle is dispatched to deliver them to their destinations. Operating specifics such as service hours and coverage are tailored to meet the needs and/or resources of the agency (fleet availability, operating budget, etc.).

Figure 1-11 Example of SunRide Vehicle



SunRide Operations

The microtransit service, known as SunRide, serves seven zones in the Coachella Valley—Cathedral City, Coachella, Desert Hot Springs (including the community of Desert Edge), Indio, Mecca-North Shore, Palm Desert, and Palm Springs (Figure 1-13 to Figure 1-19). This on-demand service bridges the gap between riders and the fixed route network or designated points of interest. Riders typically use the SunRide smartphone app to book their ride, which dispatches a SunRide vehicle to pick them up and drop them off at locations indicated within the designated geo-fenced zones. Riders without access to a smartphone may also book a trip by calling SunRide’s Customer Service number or through the SunRide web portal at: book.sunride.rideco.com. The service is available Monday through Friday between 5:30 a.m. and 6:30 p.m.

The SunRide fare is \$3 per person, which includes a free transfer to/from the intersecting fixed bus routes. SunRide’s on-demand service allows a rider to book a trip within 15 minutes or to schedule a trip up to 7 days in advance. Riders may opt for contactless payment by choosing to pay using their credit or debit card. The app allows riders to store their credit or debit card information within the app for convenience when booking future rides. Riders may also choose to pay for their ride in cash by paying the SunRide driver directly when SunRide is the first leg of the trip or by purchasing a \$3 “SunRide Transfer Pass” on the fixed route bus when the rider boards the bus as the first leg of the trip.

Figure 1-12 March 2023 ridership (MISSING)

Figure 1-13 SunRide Pilot Service Area – Cathedral City

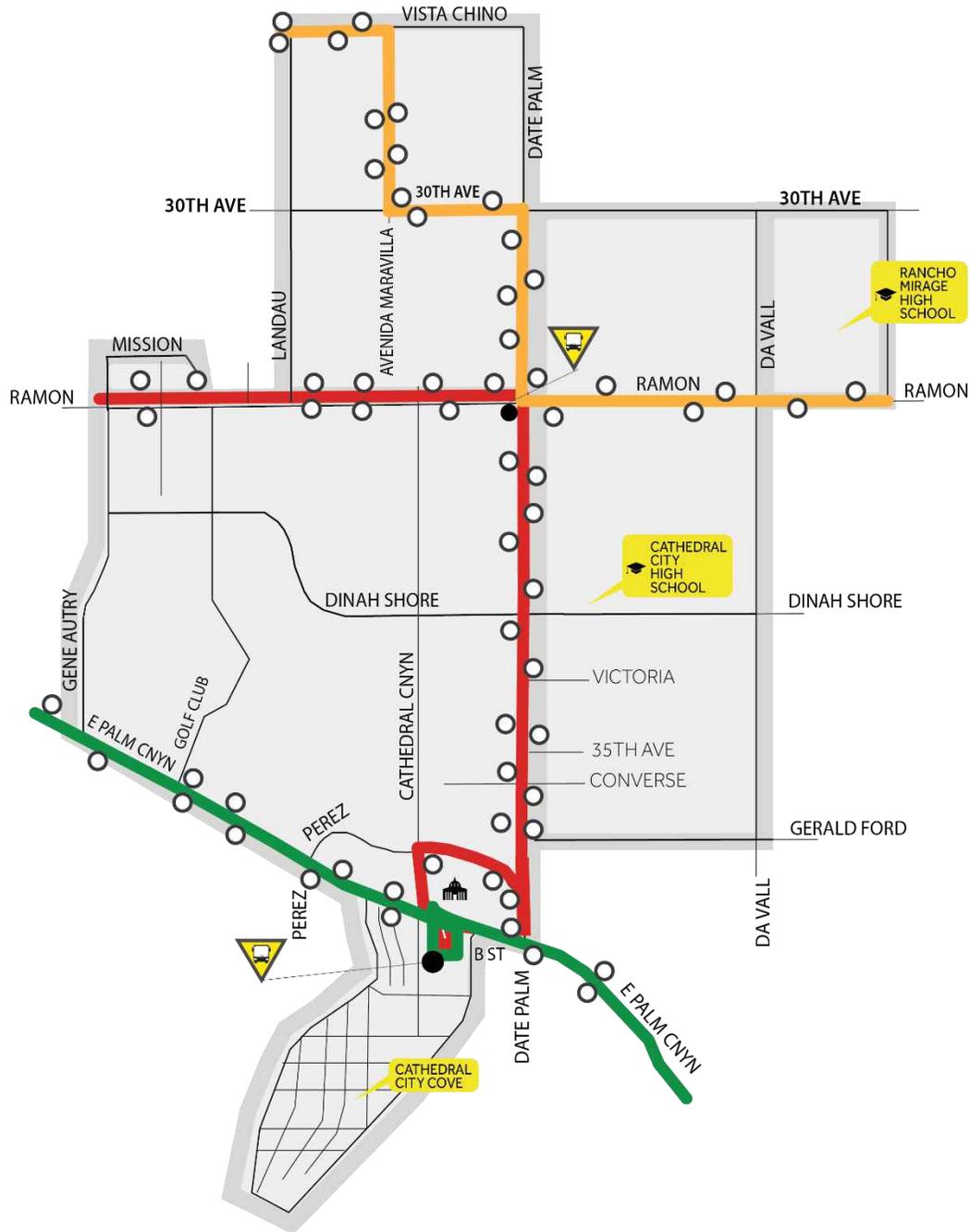


Figure 1-14 SunRide Pilot Service Area – Coachella

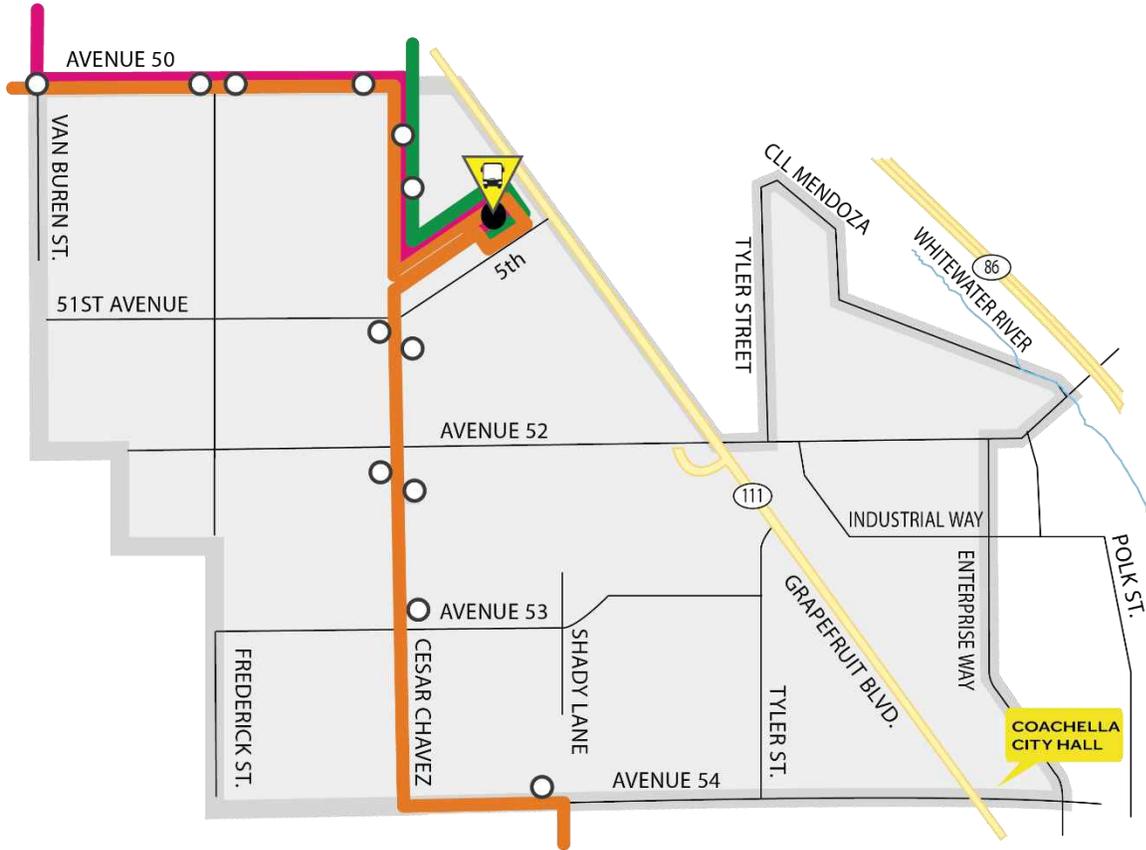


Figure 1-15 SunRide Pilot Service Area – Desert Hot Springs – Desert Edge (formerly Desert Edge)

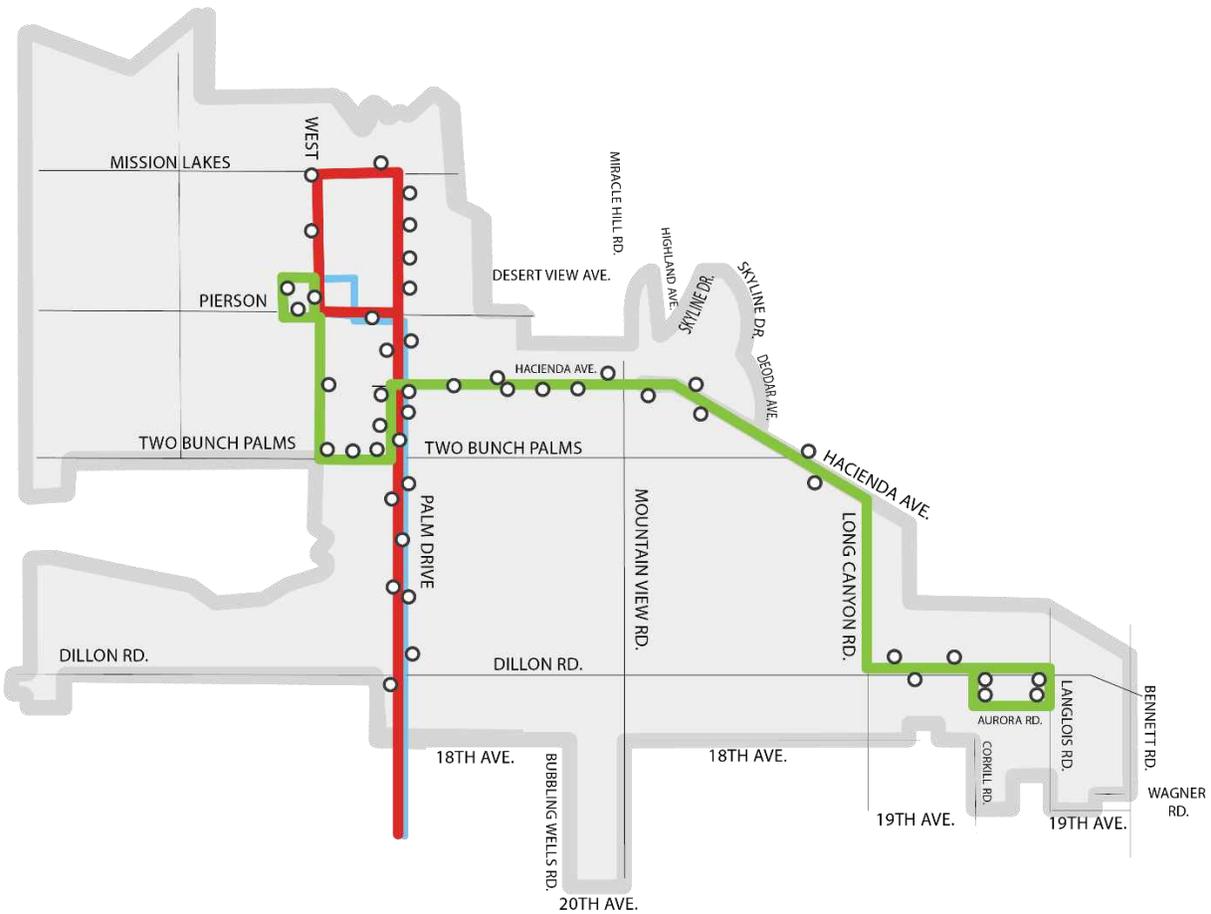


Figure 1-16 SunRide Pilot Service Area – Indio

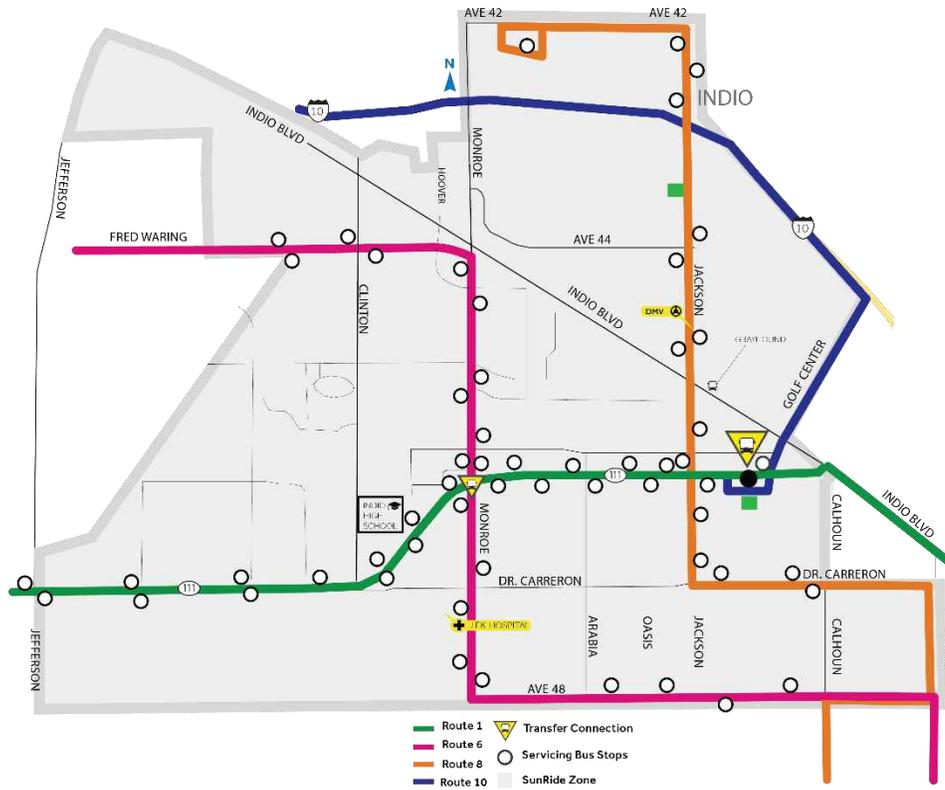


Figure 1-17 SunRide Pilot Service Area – Mecca-North Shore



Figure 1-18 SunRide Pilot Service Area – Palm Desert (formerly Cook St Corridor)

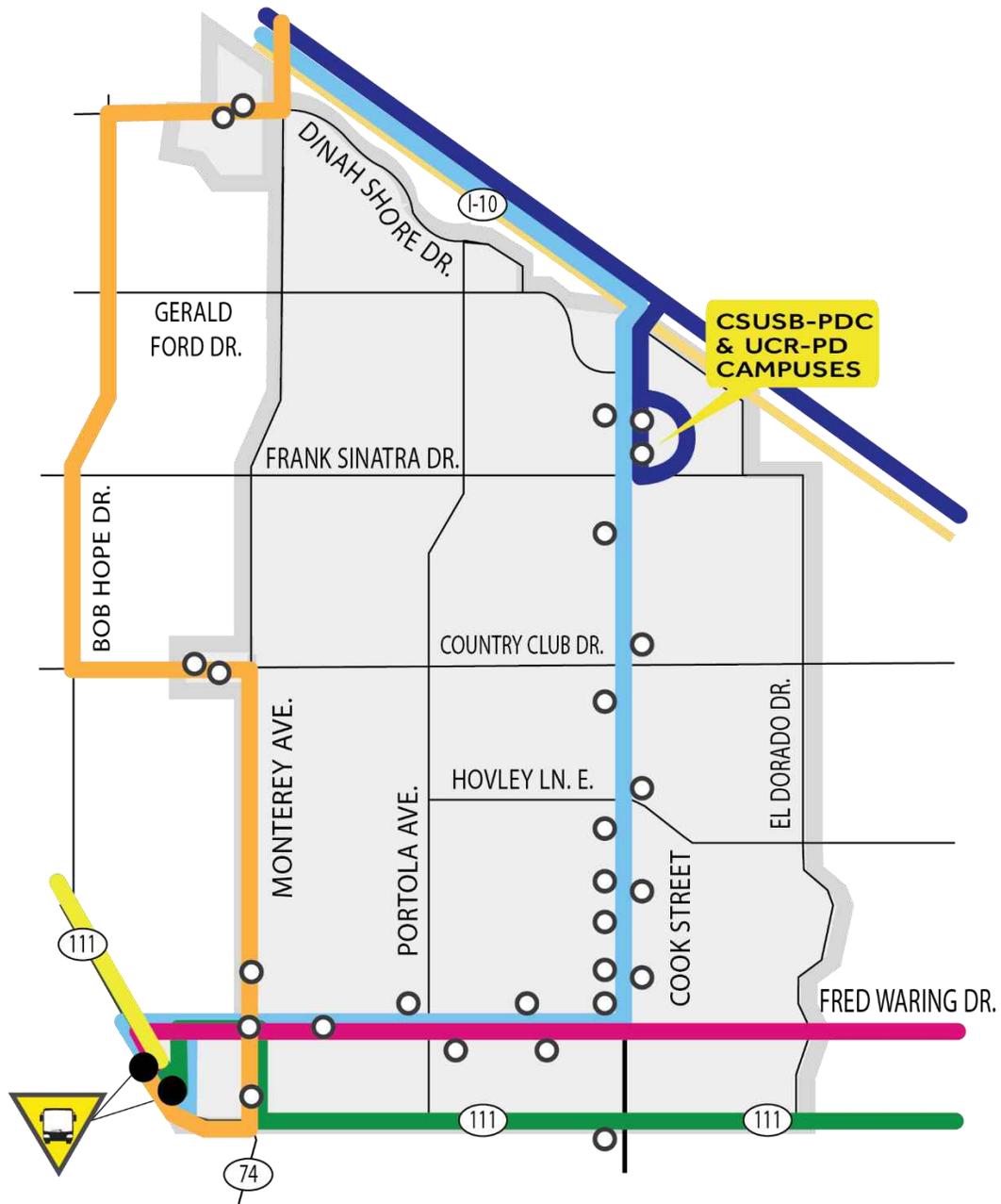
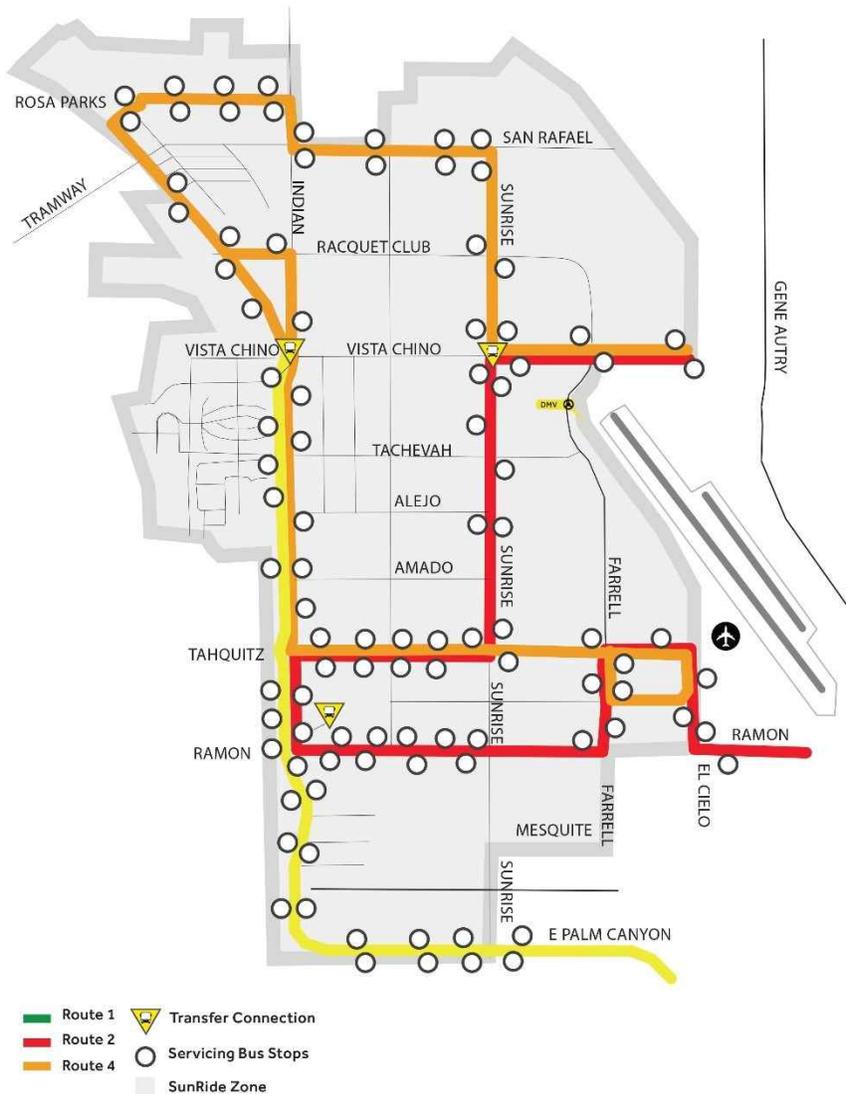


Figure 1-19 SunRide Pilot Service Area – Palm Springs



SunRide Technology Platform

SunLine launched Phase III of the pilot program on January 10, 2022. Phase III introduced a new SunRide branded mobile application (Figure 1-20) developed by RideCo that offers additional features and functionality to enhance the user experience. Some of the new features and functionality include improved connections to the fixed route network, projected trip arrival times, and a five-star rider rating system. Putting ourselves in the shoes of our riders, SunLine has also added new stops at common points of interest within each geo-fence zone that serve as ride generators, providing new touchpoints for a choice rider experience. These points of interest include stops within a short walking distance of education, shopping, and medical

facilities, implementing further service flexibility and more mobility options that are inclusive of a larger demographic. An advanced back-end software platform features a robust reporting suite to assist in evaluating the program’s performance metrics.

Figure 1-20 SunRide Mobile App



1.3.4 SunDial – Paratransit

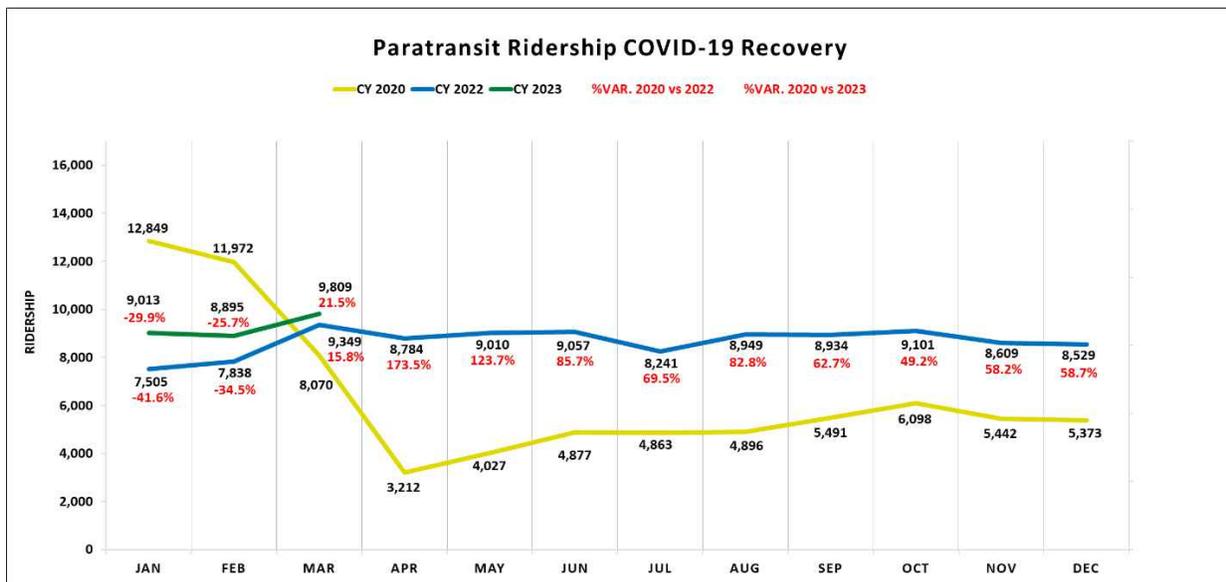
SunLine operates SunDial ADA paratransit to provide service to those certified under the ADA who cannot ride fixed route bus service. SunDial operates within three-quarters of a mile on either side of the SunBus route network and is available by advanced reservation only. Reservations may be made based on the service hours of the fixed routes serving passengers’ origins and destinations and may be used only at the same times, days, and frequency as local fixed route service. SunDial service is an origin-to-destination, shared-ride transit service for persons who are functionally unable to use the fully accessible fixed route service either permanently or under certain conditions. Eligibility is not solely based on having a disability.

SunDial service is provided with a fleet of **39 vans** 7 days a week during the same hours and days as the fixed route network. Service is not provided on Thanksgiving and Christmas days. As an operator of bus service, SunLine is required under the ADA to ensure that paratransit service is provided to eligible individuals with disabilities. The level of service provided must be

comparable, in terms of hours and days of service and area served, to the service provided by the fixed route bus system.

To be eligible, all persons must complete an application, describing in detail the nature of their mental or physical disability that may prevent the individual from using regular fixed route service. Applicants must obtain an approved health care professional's statement and signature verifying the disability. Applicants are notified in writing of their application status within 21 days from receipt of a completed application. Riders who have the required ADA Certification Identification Card are eligible to use SunDial for their transportation needs, including medical appointments, shopping, and other social activities. Figure 1-21 shows the SunDial ridership trend for 2020 through early 2022.

Figure 1-21 SunDial Ridership Trend



1.3.5 SolVan - Vanpool

A vanpool is a group of people who commute to the same workplace or post-secondary education facility (college, trade school, etc.) regularly from the same community, riding together in a van or SUV provided by a vendor to share expenses. Vanpools typically carry 5 to 15 passengers and operate long distances, traveling between pick-up locations and a place of work/school.

Vanpools provide small-scale commuter ridership in scenarios where operator costs would otherwise be prohibitively high. Operating costs are lower than fixed route bus service because the passengers drive themselves. Ridership per platform hour is healthy. Vanpools are very demand-responsive; they can be quickly organized based on demand on a monthly basis. Once

ridership falls below a threshold, a vanpool can end, but new routes can be added easily based on need with minimal overhead. Vanpools can access office parking areas and other locations traditional SunLine fixed route buses cannot reach, allowing more convenient passenger drop-offs.

Vanpool programs can be administered in a variety of ways, allowing the employer to be fully involved or simply promote it. Employers can help employees form vanpools through rideshare matching. Rideshare matching helps potential vanpoolers locate others nearby with similar commutes. With technology advancements, on-demand vanpooling may help reduce coordination costs and increase ridership. As the region develops unevenly, vanpools will be an increasingly effective means to serve trips from low-density places to employment and education centers.

SunLine's Vanpool Program, SolVan, is operated through a third-party lease arrangement, known as "purchased transportation," by the Federal Transit Administration (FTA), where SunLine contracts with a consulting firm to competitively procure leasing vendors, who then provide a leased vehicle to vanpool groups. SolVan provides a subsidy of \$400 monthly (or \$500 if a zero-emission vehicle) for qualified vans that agree to report on daily riders, miles, hours, and expenses. A SolVan reporting system has been created to track each rider on each vanpool. The volunteer driver of the vanpool must be a participant in the vanpool program. Vanpool passengers will be responsible for paying the van's monthly lease cost minus the SolVan subsidy. Leases include insurance and maintenance. They also share the cost of gas, parking, and toll fees (if applicable). Vehicles for this type of service will be leased by one of the prequalified vendors to one of the commuters in the group, a company, or a third-party representative. SolVan has increased the number of approved vendors to a total of four vendors to increase vehicle type and lease cost choices.

SolVan materials and guides are posted on the SolVan.org website and include program guidelines, vanpool brochure, participation agreement, passenger manifest forms, quick facts, frequently asked questions, steps/instructions to apply, steps/instructions for monthly reporting, change form, and intake form. These materials help explain the SolVan program, how to apply for a vanpool subsidy, how to ultimately have vanpools approved for SolVan subsidy, and how to report commute details to receive the monthly subsidy.

SolVan Performance/Service Area/Demographics

During the past year, agricultural-related vanpools served farm workers living and working in the eastern Coachella Valley, including Thermal, Mecca, Coachella, and Indio. Around 20 vehicles have been provided during each key harvesting month. Non-farm, more traditional vanpools serve work sites all over eastern Riverside County. The number of vehicles serving these traditional work sites has varied from six to seven per month during the past year, with seven at present. The origin of these vanpools during this past year has been vanpoolers living primarily in

Indio, Beaumont, and La Quinta. The destination of these vanpoolers has primarily been to work sites in Blythe, Palm Springs, and Indio. Major employers served by most of the traditional vanpools are the Transportation Security Administration at Palm Springs Airport, U.S. Border Patrol sites, and state prisons.

SolVan Fares

The cost for vanpoolers to ride varies wildly because fares are determined by many factors, including type and year of vehicle chosen, commute mileage, and number of riders who are splitting the monthly fare. The average number of vanpoolers in a vehicle is nine. The current vanpool monthly total lease cost ranges between \$1,050 and \$1,800 for traditional, non-farm destined vanpools. Gas cost is calculated and added to this cost.

The number of vanpool vendors under contract has doubled from two companies to four currently. With additional vendors providing more vehicle choices (such as hybrid or electric vehicles) and providing more competitive lease rates, it is possible that passenger out-of-pocket costs may decrease. Although SunLine procures for third-party leasing vendors through its contractor, the procurement is to ensure there is consistency and standard vehicle offerings among vendors—not to control vehicle pricing or fares. SunLine has no control over the passengers' out-of-pocket fares, only the amount of subsidy provided. In addition, after the lease costs the next highest out-of-pocket vanpool expense is fuel. Should electric or hybrid vehicles be introduced into the vehicle offerings, although the lease cost may be higher, many employers offer free electricity while charging at work and the at-home electric charging costs can be quite low (depending on electric provider and low rates to charge off peak). This may also result in lower fares for certain vanpool groups. Volatile gas prices in recent years will continue to have an unpredictable impact on fares for vanpool groups.

The other strategy for lowering fares is to assist vanpool groups in increasing occupancy. The more passengers that share the cost of the vanpools, the lower the fares per passenger. Although SolVan requires that vanpools maintain a minimum of 50 percent occupancy (ratio of passengers to the vanpool seats), SolVan works directly with vanpool groups that lose riders, struggle with occupancy, or are looking for part-time riders to increase occupancy and decrease passenger fares. SolVan staff assist with finding additional riders and filling seats in vanpools. Ultimately, SunLine cannot predict or determine whether vanpool fares will increase or decrease in the future; however, additional vendors and actions may result in lower fares and an even more cost-effective vanpool service.

SolVan Goals

During the past year, SunLine's goal was to expand traditional vanpooling by at least three vehicles. Two new traditional vanpools were added that still operate today. One traditional

vanpool disbanded during the year on account of work shift changes. The goal for agricultural vanpools was to maintain the high level of farm vanpools, which was achieved.

SolVan Guidelines

To receive a vanpool subsidy, the vanpool must meet the following criteria: either originate or travel to a work site within a ZIP Code in eastern Riverside County, commute at least 25 miles round-trip, commute a minimum of 12 or more days per month, and have at least five riders. Vehicles must also be at least seven-seat vehicles and can seat up to fifteen. Occupancy must be at least 70 percent to start and remain at least 50 percent. However, this occupancy requirement has been relaxed during the pandemic for existing vanpools. Guidelines also require that the vanpool lease a vehicle with one of the four SolVan-approved vendors and permit SunLine to advertise the vanpool and the route to the general public and accept additional riders to fill empty seats. SunLine contracts with WSP, which has entered agreements with four approved vendors to provide specific vehicles, lease pricing, and certain insurance coverage, among other requirements.

To be approved for SolVan subsidy, the vanpool group must visit the SolVan.org website and submit an application. SolVan staff then reviews the application to ensure it qualifies and meets all program guidelines—if so, the application is approved. The vanpool group is then directed to provide all details about the vanpool, including rider names, pick-up locations for each, drop-off locations for each, mileage and hours for each rider, work shift, commute days during the week, contact info for each rider, driver detail, start date, lease cost, copy of lease agreement, employer detail for each rider, participation agreement signatures, and manifest passenger form. Once approved, the vanpools are required to submit any changes, such as rider changes, work shift change, vehicle changes, etc. SolVan then confirms details with the vendor regarding the lease, vehicle detail, and lease cost. If a vanpool begins after the first day of a calendar month, the subsidy is prorated based on the commute days during that first month.

SolVan Reporting Procedure

SolVan has a very detailed reporting procedure for each vanpool on a monthly basis. By the seventh of the next month's deadline, vanpools are required to report actual daily activity on that specific vanpool during that prior month, which includes who rides each way; any change to regular miles traveled or extra time due to detour, etc.; all costs such as gas, parking, and tolls; and the end-of-month odometer reading. Also, it is reported whether a loaner temporary vanpool vehicle is used during any day that month. TransTrack is the reporting system used by each vanpool driver, who is given a log-in name and password to report into the system. SolVan staff then reviews the daily detail for accuracy and approves subsidy when accurate and complete. Enterprise then submits a monthly invoice detailing each vanpool in operation, vehicle detail, and lease cost to get reimbursed for subsidy, which lowers the lease cost paid by the vanpool group. SolVan staff then runs reports from TransTrack to reveal month ridership, miles,

hours, and vehicles, and creates formulas to double-check all data are complete and accurate to meet FTA National Transit Database (NTD) requirements. SunLine staff is then sent this monthly reporting detail and source materials for review before entry into the NTD system.

Farm vanpools operating with CalVans report differently. CalVans provides the farm-related vanpools, and most of those vehicles have not asked for a SolVan subsidy, but many operate in our territory. As a result, any FTA funding generated from the CalVans Eastern Riverside vanpool activity is entered into the NTD by CalVans directly as a joint powers authority, and funds are provided directly to SunLine. Public transit agencies that provide ongoing subsidies to third-party leased vanpools for the purpose of reducing the lease/capital costs of the vehicle may report their transportation data to the NTD. The benefit to reporting into the NTD is that public agencies realize a minimum of \$2 in additional FTA Section 5307 funding for every \$1 invested/expended toward the ongoing subsidy program, 2 years after the reporting year. Some programs nationwide have claimed up to a 3:1 return in funding.

SolVan Target Audiences:

1. Agriculture workers (primarily Spanish-speaking) in eastern Riverside County for the winter farming/harvest season
2. Farmers, growers, and contractors who employ or provide agricultural workers to agricultural work sites
3. Stakeholders, such as elected officials both regionally and locally, agency champions, board members, nonprofit agencies, human resources networks, community and business associations, and regional influencers
4. Adult students travelling to educational institutions in the region
5. Professional employment centers, such as government, hospitality, education, manufacturing, and medical
6. Employees that commute though or work within eastern Riverside County (Coachella Valley and Blythe)—examples include professional employment centers, government agencies, healthcare facilities, hospitality venues, higher education institutions, and industry/manufacturing sectors
7. Employers identified in Dunn and Bradstreet data

Employment is distributed throughout the service area but is concentrated adjacent to major roadways such as Highway 111. Palm Springs and Palm Desert have some of the highest levels of employment density. Figure 1-22 shows the locations of selected employers. Figure 1-23 lists these major employers and their estimated number of employees by map ID.

Figure 1-22 SunLine service area employment

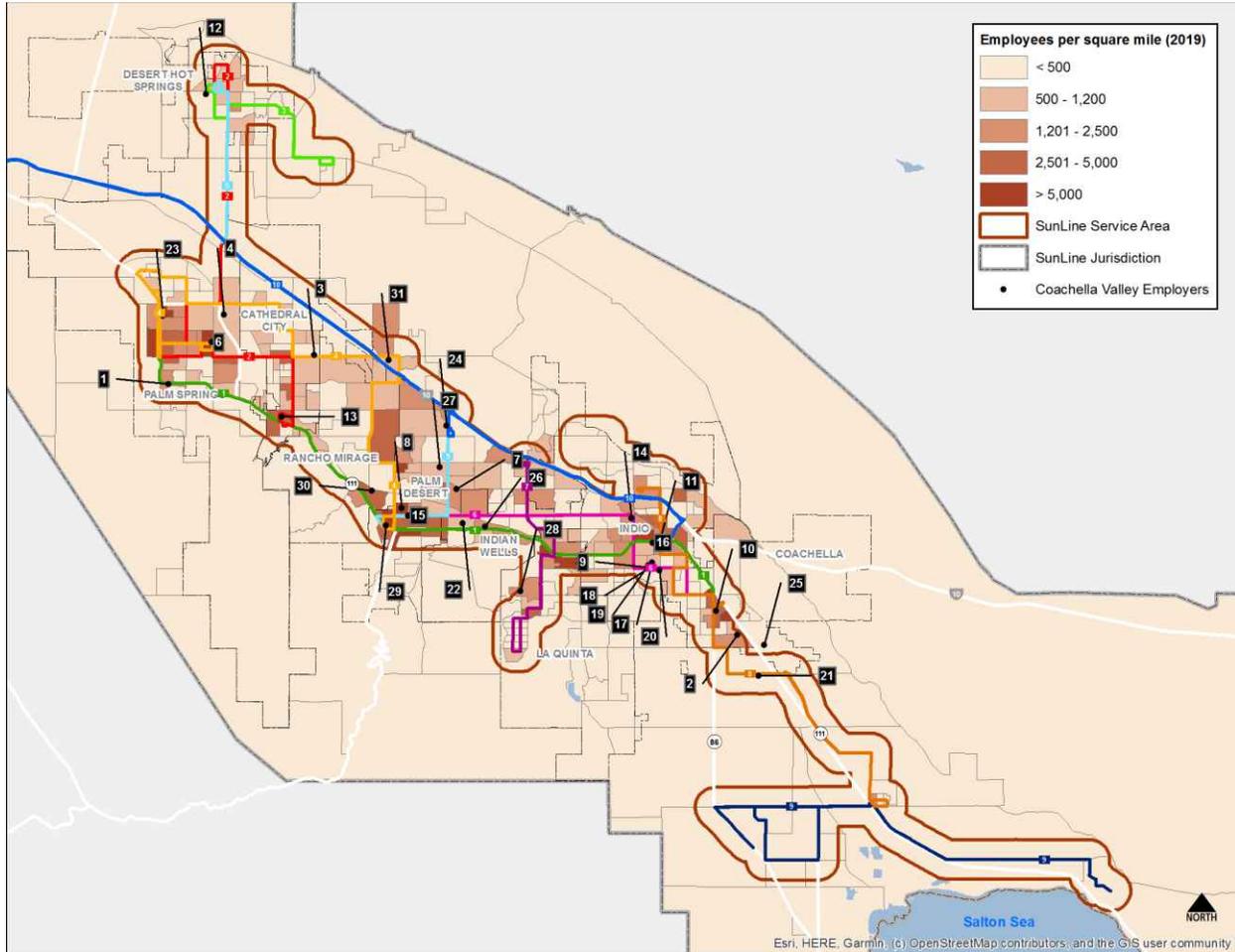


Figure 1-23 Coachella Valley major employers

Map ID	Name	Employees
1	Ace Hotel and Swim Club – Palm Springs	232
2	Armtec Defense Technologies – Coachella	284
3	Canyon Springs Industries – Cathedral City	1,200
4	Carefusion – Palm Springs	280
5	City of Palm Desert	111
6	City of Palm Springs	454
7	Coachella Valley Water District – Palm Desert	548
8	College of the Desert – Palm Desert	806
9	County of Riverside – Department of Child Support Service	95
10	County of Riverside – Department of Public Social Services (DPSS)	169
11	County of Riverside – District Attorney Office	158
12	County of Riverside – DPSS – Desert Hot Springs	124
13	County of Riverside – DPSS – Cathedral City	104
14	County of Riverside – DPSS – Indio	120
15	County of Riverside – Family Care Center	183
16	County of Riverside – Indio Jail – Sheriff – Coroner	247
17	County of Riverside – Indio Juvenile Hall	78
18	County of Riverside – Mental Health	53
19	County of Riverside – Probation Department Field Services	53
20	County of Riverside – Riverside Child Protective Service	170
21	County of Riverside – Sheriff Station Thermal	132
22	Desert Horizons	100
23	Desert Oasis Healthcare – Cook Street	700
24	Desert Regional Medical Center – Palm Springs	2,300
25	Ernie Ball (Paladar Manufacturing) – Coachella	411
26	Hyatt Regency Indian Wells Resort & Spa – Indian Wells	290
27	JW Marriott Desert Springs Resort & Spa – Palm Desert	1,500
28	La Quinta Resort and Club – La Quinta	500
29	Macy’s – Palm Desert	301
30	Omni Rancho Las Palmas Resort & Spa – Rancho Mirage	600
31	SunLine Transit Agency – Thousand Palms	328

1.3.6 Taxi Administration

The SunLine Regulatory Administration is charged with licensing and regulating taxicab businesses and drivers in the Coachella Valley.

1.4 Current Fare Structure

In 2002, SunLine raised its base cash fare from 75 cents to \$1. In 2011, a SunLine fare study recommended both eliminating the 25-cent transfer fare and incrementally raising the base cash fare to \$1.50. These recommendations were not implemented. The SunLine Board of Directors has directed staff to explore fare-free operations.

Figure 1-24 shows the existing SunLine fare structure. This fare structure differentiates fares for specific transit customers and trip types, which shows how SunLine is targeting specific market segments with discounts to increase the system's ridership and revenue. For example, SunLine provides a discounted 31-day youth pass for students using transit.

1.4.1 Cash Fares

In addition to the \$1 fare for adult riders, SunLine enforces a 25-cent fee for transfers. The transfer pass is good for unlimited rides within 2 hours of purchase and is valid only on the day issued. Transfers are issued only upon boarding.

The base cash fare for seniors, which SunLine defines as individuals 60 years of age or older, is 50 cents on all fixed route services. Individuals who qualify for the ADA also pay a 50-cent base cash fare on all fixed route services. The fare complies with FTA's Half Fare rule, which requires agencies receiving federal funds to offer fares to persons 65 or over and disabled travelers at a level no more than half the base cash fare. Medicare cards, Department of Motor Vehicles driver's license or senior ID cards, ADA certification cards, or SunLine Half Fare ID cards are accepted as proof of age or disability.

A discounted youth fare of 85 cents is also available for children between the ages of 5 and 17. Children 4 years of age and younger ride free with a paid adult cash fare (maximum of two children). SunLine's fixed route fare structure is summarized in Figure 1-24.

Figure 1-24 Fare Structure (UPDATE)

SunBus FARES & PASSES				
	Single Ride Fare	Day Pass	10-Ride Pass	31-Day Pass
ADULT	\$1.00	\$3.00	\$10.00	\$34.00
YOUTH	\$0.85	\$2.00	\$8.50	\$24.00
60+ YEARS/ DISABLED	\$0.50	\$1.50	\$5.00	\$17.00
TRANSFERS	\$0.25	INCLUDED	\$0.25	INCLUDED

10 COMMUTER LINK FARE				
	Single Ride	Day Pass	30-Day Pass	
ADULT/YOUTH	\$6.00	\$14.00	\$150.00	
60+ YEARS/ DISABLED	\$4.00	\$10.00	\$100.00	
CSUSB STUDENTS, STAFF & FACULTY	Free w/ valid CSUSB ID			

SunRide FARE	
STANDARD FARE	\$3.00 ONE-WAY PER PERSON INCLUDES ONE TRANSFER

SunDial FARE	
MUST MEET SUNDIAL ELIGIBILITY CRITERIA	
TRAVEL WITHIN SAME CITY	\$1.50 ONE-WAY PER PERSON
TRAVEL WITHIN MULTIPLE CITIES	\$2.00 ONE-WAY PER PERSON

1.4.2 Fare Passes

SunLine currently issues three types of fare passes: the Day Pass, 31-day Pass, and 10-ride Pass. Daily and monthly passes are available for the 10 Commuter Link service as well but are priced and sold separately from the general fixed route passes. SunLine also partners with employers and schools to offer passes to employees and students, respectively.

Day Pass

The SunLine Day Pass is available for \$3 and allows for unlimited rides on all fixed routes for the duration of 1 calendar day. In adherence to FTA’s Half Fare rule, the Day Pass for seniors and disabled riders is available for \$1.50. The Day Pass for youth riders is \$2. The Day Pass for the 10 Commuter Link is \$14 for adults and \$10 for seniors.

31-day Pass

SunLine sells a pass valid for a rolling 31-day period from the date of first use. The 31-day Pass is available for \$34 for general adult riders, \$17 for seniors and disabled riders, and \$24 for youths. The monthly pass for the 10 Commuter Link is a 30-day pass available for \$150 (10 Commuter Link operates Monday through Friday only).

Multiple Ride (10-ride)

A 10-ride pass is available for \$10 for general adult riders, \$5 for seniors and disabled riders, and \$8.50 for youths (ages 5 to 17). There is no discount from the base cash fare for this pass.

Employer Passes

SunLine offers a 31-day Pass to businesses in the Coachella Valley with five or more employees interested in using transit. The pass can be used for unlimited rides on any of SunLine’s fixed route services and is priced at \$24 a month. The pass is \$10 less than the 31-day adult pass and is designed to encourage greater use of alternative modes of transportation.

Haul Pass

In August 2018, SunLine launched its Haul Pass Program to improve student access to Coachella Valley’s colleges and university. Both the College of the Desert and the CSUSB Palm Desert Campus are partners. To ride SunLine, students at these schools can simply swipe their active student ID card through the SunBus card reader when they board. The program began after receiving a grant from California’s Low Carbon Transit Operations Program (LCTOP) program. On August 1, 2021, the program expanded to provide free local service to all high school students in grades 9 to 12. High school students interested in the High School Haul Pass must submit an application form. Additional information is provided on the Haul Pass program page (<https://www.sunline.org/fares-passes/haul-pass>).

Token Transit

SunLine riders also have the option to download the Token Transit application to their smartphone and use it to pay SunLine fares. It requires a credit, debit card, Google Pay, Apple Pay and other forms of digital payment to set up an account and purchase bus passes but includes the benefit of being compatible with other transit agencies across the country.

1.5 Revenue Fleet

SunLine’s fleet includes fixed route buses, paratransit vehicles, and support vehicles. SRTP Table 1.1 (see SRTP Tables) shows the characteristics of SunLine’s fixed route and paratransit fleet. Figure 1-25 summarizes SunLine’s fleet of support vehicles.

Figure 1-25 SunLine Support Vehicle Summary

Type of vehicle	Fuel type	Number of vehicles
Electric light vehicles	Electric	15
Compressed natural gas (CNG) light vehicles	CNG	12
CNG light-duty trucks	CNG	15
Hybrid/Gasoline light-duty vehicles	Hybrid	2
Total		44

1.6 Existing Transit Facilities and Bus Stop Amenities

SunLine operates administrative and bus operations facilities at two locations. Administrative headquarters and main bus operations are located at 32-505 Harry Oliver Trail in Thousand Palms. SunLine also operates a maintenance and fueling facility at 83-255 Highway 111 in Indio. Park-and-ride facilities are located at 78-420 Varner Road in Thousand Palms and at 83-255 Highway 111 in Indio.

SunLine’s bus system has 577 stops with 372 shelters. In addition, there are 81 stops with stand-alone benches and 270 stops with waste containers. Figure 1-26 shows the number of stops and stops with shelters by city or district

Figure 1-26 Bus Stop by City/District

City/District	Total stops	Total shelters		Stops with 10+ boardings		Stops with shelters and 10+ boardings	
		Count	%	Count	%	Count	%
Cathedral City	61	50	82%	27	44%	27	100%
Coachella	34	21	62%	9	26%	7	78%
Desert Hot Springs	48	34	71%	26	54%	24	92%
Indian Wells	15	13	87%	1	7%	0	0%
Indio	87	39	45%	33	38%	25	76%
La Quinta	52	34	65%	19	37%	14	74%
Palm Desert	53	43	81%	28	53%	28	100%
Palm Springs	124	86	69%	55	44%	46	84%
Rancho Mirage	33	25	76%	11	33%	11	100%
Unincorporated Riverside County	70	27	39%	13	19%	11	85%
Thermal	8	2	25%	1	13%	1	100%
Oasis	10	2	20%	1	10%	1	100%
Mecca	20	9	45%	3	15%	3	100%
One Hundred Palms	3	2	67%	1	33%	1	100%
Thousand Palms	9	9	100%	5	56%	5	100%
North Shore	11	1	9%	0	0%	0	N/A
Desert Edge	7	0	0%	2	29%	0	0%
Bermuda Dunes	2	2	100%	0	0%	0	N/A
Total	577	372	64%	222	38%	193	87%

Figure 1-27 shows the top 10 stops served for weekday service and Figure 1-28 shows the top 10 weekend stops.

Figure 1-27 Top 10 Stops

Stop name	City	Average riders per day
B St/Buddy Rogers	Cathedral City	369
5th/Vine	Coachella	286
Town Center/Han East Side	Palm Desert	216
West/Pierson	Desert Hot Springs	152
Palm Canyon/Stevens	Palm Springs	141
Indian Canyon/Ramon	Palm Springs	137
66th/Mecca Family HC	Mecca	124
Town Center/Han West Side	Palm Desert	89
Hwy 111/Golf Center	Indio	80
Palm Canyon/Baristo	Palm Springs	76

Source: APC Data March 1, 2022–February 28, 2023

Figure 1-28 Top 10 Weekend Stops

Stop name	City	Average riders per day
B St/Buddy Rogers	Cathedral City	329
5th/Vine	Coachella	270
Town Center/Han East Side	Palm Desert	194
Palm Canyon/Stevens	Palm Springs	132
Indian Canyon/Ramon	Palm Springs	129
West/Pierson	Desert Hot Springs	125
Town Center/Han West Side	Palm Desert	88
66th/Mecca Family HC	Mecca	83
Ramon/Date Palm	Cathedral City	70
Palm Canyon/Baristo	Palm Springs	61

Source: APC Data March 1, 2022–February 28, 2023

1.7 Existing Coordination between Transit Agencies and Private Providers

As the designated consolidated transportation services agency, SunLine coordinates public transportation services throughout its service area. Staffers participate in meetings with social and human service agencies, consumers, and grassroots advocates through forums such as the Riverside County Transportation Commission (RCTC) Citizens and Specialized Transit Advisory Committee, SunLine’s ACCESS Advisory Committee, San Gorgonio Pass Area – Transportation Now Coalition, and neighboring transit operators.

SunLine facilitates the ACCESS Advisory Committee. Staffers host regular meetings at the Thousand Palms administrative office. SunLine uses input from the committee to improve relationships with the community to address public transportation issues in the valley.

Additionally, staff members are actively involved in the regional transportation planning process through participation on RCTC and County committees. These committees include the Specialized Transit Advisory Committee, the Technical Advisory Committee, Aging & Disability Resource Connection of Riverside Long-term Services and Supports Coalition, Desert Valley Builders Association, and related committees to enhance coordination efforts with SunLine.

1.7.1 Coordination with Other Public Transportation Providers

In addition to providing transit service throughout the Coachella Valley, SunLine offers transit connections to several adjacent transit operators. SunLine maintains interagency agreements between Riverside Transit Agency, Omnitrans, Metrolink, and California State University to coordinate the operation of 10 Commuter Link service, which connects Indio/Palm Desert to the CSUSB campus and the SBTC/Metrolink Station, with an intermediate bus stop in Beaumont.

SunLine also hosts the Morongo Basin Transit Authority's Routes 12 and 15 through a cooperative service agreement at its stops in downtown Palm Springs. The collaboration offers connections to Yucca Valley, Landers, Joshua Tree, and Twentynine Palms.

SunLine is collaborating with the Palo Verde Valley Transit Agency on its Rides to Wellness demonstration project, known as the Blythe Wellness Express service. This service, launched in July 2017, operates 3 days per week and travels to the Coachella Valley's three hospitals (Desert Regional Medical Center, Eisenhower Medical Center, and John F. Kennedy Memorial Hospital) within SunLine's service area.

Amtrak Thruway (operated by Amtrak bus contractors) transports rail passengers traveling between rail hubs at certain Amtrak stations and SunLine's bus stops in Palm Springs, Palm Desert, and La Quinta under an additional cooperative service agreement. Amtrak's Sunset Limited intercity train serves the Palm Springs Station on North Indian Canyon Drive. However, with rail service only serving Palm Springs three times a week in each direction and arriving in the middle of the night, it is currently impractical for SunLine to offer transit service to the station.

SunLine collaborates with the Imperial Valley Transportation Commission (IVTC) in an effort to find a future connection with Imperial Valley Transit (IVT). IVTC oversees the regional transportation services and programs provided by IVT in the Southern California areas of Brawley, Calexico, Imperial, West Shores, and El Centro.

In 2019, FlixBus initiated regional bus service at Palm Springs and Indio that connects to Los Angeles in the west and Phoenix, Arizona, in the east. SunLine maintains an interagency operating agreement with FlixBus.

1.8 Review of Previous Studies and Plans

The California Department of Transportation awarded SunLine its 2021 Excellence in Transportation Award in the Public Awareness Category in recognition for its Refueled initiative. The Refueled initiative started in 2019 when SunLine completed its *Transit Redesign and Network Analysis Study*. Prepared by HDR, this study took a comprehensive look at fixed route transit operations to make recommendations to optimize SunLine's service. SunLine also completed an on-board transit rider survey in 2019. This survey provided insight into rider preferences and needs to help guide the transit redesign. In 2022, SunLine retained HDR to conduct a *Before and After Study*, which evaluated the impact of the network redesign and how the needs of riders have changed through the pandemic. Completed in June 2022, the findings from that study have informed the development of this SRTP.

Other reports reviewed for the preparation of this SRTP include:

- *Bus Rider Survey Study* (February 2015)
- *SunLine Transit Feasibility Study Hydrogen Station Expansion* (January 2016)
- *SunLine Transit Facilities Master Plan* (November 2016)
- *SunLine Transit Agency Transit Asset Management* (September 2018)
- *Network Study Report SunLine Transit Redesign & Network Analysis* (February 2019)
- *Innovative Clean Transit (ICT) Plan*, presented to SunLine Board of Directors (May 2020)

Chapter 2. Existing Service and Route Performance

SunLine developed its Refueled plan through a holistic process that reflected guidance from the Board of Directors and input received from customers using a data-driven process drawing from existing transit market information such as stop- and route-level boarding data and origin-destination survey data.

The Refueled plan has been launched in phases, beginning in January 2021 with the new consolidated fixed route network, which streamlined and simplified routes and route numbers, and with the SunRide microtransit service, which serves parts of Desert Hot Springs, Palm Desert, Coachella, and Mecca North Shore. In July 2021, SunLine kicked off the 10 Commuter Link, an express service that connects Indio with San Bernardino via Interstate 10. Route 1X, which was proposed to begin in September 2022, has been postponed until the SunLine Refueled service plan is fully implemented, and the frequency of Route 1EV increased to every 15 minutes coinciding with the opening of the Coachella Mobility Hub in fall 2024.

In January 2023, the Board of Directors approved the revised SunLine Service Standards Policy to provide the agency staff with direction regarding the planning, operation, and management of transit service in the Coachella Valley. The Service Standards Policy and metrics are intended to:

- promote continuous improvement of transit service
- provide regular updates on service performance
- meet federal requirements for monitoring Title VI of the Civil Rights Act
- avoid uninformed decision-making regarding the provision of service

The Refueled FY21-23 SRTP included updated key performance indicators (KPIs) that further support these quantitative, community-based planning methods. As we emerge from the pandemic, it will be more important than ever for SunLine to grow ridership while making necessary adjustments based on ridership trends.

2.1 Service Standards

2.1.1 Service Design Standards

Service frequency and span of service can be revised where sustainable (that is, where demand warrants increased frequency, where performance measures can still be met, and when funding can sustain the frequency and span of service).

New routes may be implemented based on a weekday-only service, typically between the hours of 6:00 A.M. and 7:00 P.M., usually when there is a peak demand. During the implementation of new service, a trial period is allocated from 12 to 18 months as an opportunity to provide for

service adjustments before deciding to retain, expand, or eliminate the service. Figure 2-1 lists the minimum service frequencies and spans.

Figure 2-1 Service Frequency Standards

Frequency and Span by Service Type	Frequency of Service		Span of Service	
	Weekday	Weekend	Weekday	Weekend
Trunk bus routes	20 minutes peak 30 minutes off-peak	30 minutes	5:00 A.M. – 11:00 P.M.	5:00 A.M. – 11:00 P.M.
Local bus routes	30 minutes peak 60 minutes off-peak	60 minutes	5:00 A.M. – 7:00 P.M.	9:00 A.M. – 6:00 P.M.
Market-based services	Based on demand	Based on demand	Based on demand	Based on demand

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. In other words, the more people with access to a route, the higher the route’s potential 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.

A minimum threshold is 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 will 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 unmet needs.

Productivity vs. Coverage Target

The SunLine Board of Directors' goal is to capture choice riders and new riders and to expand transit market share. The Board is committed to investing in new operating plans that improve productivity and, when necessary, improve coverage. This is consistent with the Transportation Development Act of 1971 that established fiscal performance requirements of 20 percent of farebox recovery in urbanized areas and 10 percent in rural areas. To comply with this state mandate, and to improve effectiveness and efficiency, SunLine recommends the following policy for service deployment:

- Seventy percent of fixed-route service should be deployed in areas with higher population and employment densities where transit is able to meet productivity standards.
- Thirty percent of fixed-route service should be deployed to maintain coverage in areas where lower population and employment densities limit transit service productivity.

Key Destinations

Key destinations likely to generate higher demand for transit service include major area schools, colleges, universities, hospitals, retail/commercial/entertainment centers with more than 10 people/jobs per acre, open residential communities, and those with relatively lower income and vehicle ownership levels.

2.1.2 Service Productivity Standards

Passengers per revenue hour and passengers per revenue trip are KPIs that measure service effectiveness, or productivity, based on ridership (passenger boardings) generated for each hour of revenue service for local and trunk routes and boardings per trip for market-based services operated (see Figure 2-2).

Figure 2-2 Passengers Per Revenue Hour/Revenue Trip Standards

Refueled Routes 1/3/2021 to 6/30/2021		
Service Tiers	Routes in Service Type	Passengers Per Revenue Hour Standard
Trunk routes	Routes 1EV, 1WV, 2	20
Local routes	Routes 3, 4, 5, 6, 7, 8, 9	10
Market-based services	10 Commuter Link	10*

** Boardings per trip – is the productivity measure for market-based routes*

2.1.3 Service Quality Standards

Service quality standards contribute to the reliability and consistency of service delivery. Customers may first be attracted to transit service based on headway and span. Choice riders may continue to use services because they know they can get to their destinations on time—unreliable service usually results in decreased ridership. Service quality standards are proposed to be measured using the following operational and passenger experience metrics:

- service scheduled speed (service quality)
- on-time performance (service reliability)
- runtime variance (service reliability)
- percent service completed (service reliability)
- miles between service interruption (service reliability)
- load standards (service comfort)
- average fleet age (service comfort)
- bus deployment standards

Each suggested metric is discussed in more detail below.

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

The target performance scheduled speed is 12.5 miles per hour (mph) for SunLine’s transit system, as shown in Figure 2-3.

Figure 2-3 Service Scheduled Speed Standard

Service Mode	Service Speed - Weekdays	Service Speed - Weekends
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 0 minutes early to 5 minutes late. For SunLine 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. Some challenges to on-time performance are related to construction, heavy traffic, and passenger problems.

On-time performance standards for fixed routes are at a target of 85 percent (Figure 2-4).

Figure 2-4 On-Time Performance Standard

Service Mode	On-Time Performance Standards
Fixed Route Bus	85% (Excepting Major Detours)

Runtime Variance: Runtime is the time allotted in a transit schedule for a route to travel from one time point to another time point, or from beginning to end. Calibrating the runtime for the day of the week and hour of the day (for example, peak vs. non-peak) helps routes and the overall system adhere to or surpass the adopted on-time performance. It is important to review runtime variance regularly because roadway traffic conditions are ever-changing.

Percent Service Completed: Percentage of service completed is a metric established as of September 2017. The initial intention was to report percentage of trips completed; however, because of limitations in the Avail ITS system, the percentage of revenue mileage completed is reported.

This KPI measures service reliability as defined by the percentage of miles completed daily. Three components are necessary to successfully complete scheduled service:

- daily availability of operators to meet service demands
- daily availability of fleet vehicles to meet service demands
- miles between service interruptions

The set standard for service completed is 99 percent by service mode, as seen in Figure 2-5. The percentage of service completed for FY 2021 was 99.4 percent of the approved Level 3 service, exceeding SunLine’s minimum service standard.

Figure 2-5 Service Completed Standard

Percentage of Service Completed Service Mode	Service Completed Minimum Standard
Fixed route bus	99%

Miles between Service Interruptions: This KPI measures service reliability as defined by revenue miles between service interruptions, regardless of the cause. To meet this target, both avoidance of service interruptions through early identification (for example, planning for detours, proper fleet maintenance) and timely response to service interruptions that do occur are necessary. The set minimum target between service interruptions (road calls) is 5,000 miles, as seen in Figure 2-6.

Figure 2-6 Miles between Service Interruptions Standard

Miles between Service Interruptions Service Mode	Target Minimum Miles between Service Interruptions (Road Calls)
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 (for example, under 2 miles or 10 minutes) during peak periods, it is expected that seating should be available for all riders during normal off-peak conditions (Figure 2-7).

Figure 2-7 Load Standards

Load Standards Service Period	Maximum Consistent Load Factor
Peak	Average over 133% of seated load = 50 passengers
Off Peak	Average over 100% of seated load = 38 passengers

Average Fleet Age: The age of the vehicle fleet affects the performance and reliability of transit services and the attraction of customers. Adhering to the average fleet age requirement will ensure a consistently safe, reliable, and comfortable passenger experience (Figure 2-8).

Figure 2-8 Average Fleet Age Standard

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

Bus Deployment Policy: This policy specifies the kind 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 (Figure 2-9). Using incorrectly sized vehicles on routes can unnecessarily add operating cost to a route or result in overcrowding.

Figure 2-9 Bus Deployment Standard

Bus Deployment	Vehicle Type
Trunk Bus Routes	40' Buses
Local Bus Routes	32' or 40' Buses - Based on ridership demand
Market-Based Services	MCI Coach

SunLine will review the Bus Deployment Policy every 2 years, beginning in 2018, and make necessary adjustments as the fleet is updated to ensure compliance with the Title VI requirements.

2.1.4 Service Warrants

The Warrants Standards provide guidelines for the introduction of new services. They are a tool for judging when new service or service extensions are appropriate. A new fixed route or route extension could be introduced when the ridership forecasts based on population, school enrollment, or job density are sufficient to achieve minimum passengers per revenue hour standards by service type. To ensure the agency’s financial sustainability, SunLine will introduce only those new services that operate above the lower-performing route quartile or with productivity that is within 15 percent of the system average.

Planning new services around these guidelines will help ensure the 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.

Evaluating New Services

New routes should be monitored to determine whether they are reaching the desired performance standards. The route should first be evaluated after 6 months to determine whether it meets more than two-thirds of its performance standards. New services not meeting the minimum standards at the end of an 18- to 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 3 years of funding for a route that did not meet standards, this route may still be operated for the full 3-year period.

2.1.5 Paratransit Service Standards (SunDial)

Eligibility

- Any person with a disability who is unable to board, ride, or disembark from an accessible vehicle without the assistance of another person is eligible.
- Any person with a disability who has a specific impairment-related condition that prevents the person from traveling to or from a boarding/disembarking location is eligible.
- Certification is based on individual's functional ability to ride the fixed route system.
- Visitors qualified elsewhere in the United States may use the SunDial ADA service for up to 21 days per year and must then qualify locally.
- A maximum 21-day response period for the application and an appeals process exists.
- There is no limit to the number of trips a person can make. Reservations can be made up to 7 days in advance.
- A no-show policy exists for passengers who do not appear for their rides, with possible exclusion from SunDial service for a period of time in extreme cases.

SunLine's Eligibility Department processed 100 percent of completed applications within the 21-day target.

Access

- The agency must serve any origin and destination requests that are both within 0.75 miles of a fixed route corridor (excluding Commuter bus service) at the times and days of service when the fixed route is operating. Next-day service by reservation during regular business hours must be provided.
- The reservations call center accepts client reservations 7 days per week between 8:00 A.M. and 5:00 P.M. for next-day service.

Travel Time

- Trip pick-up time must be scheduled within 1 hour before or after the requested pick-up time. Trip length should be comparable to the time it would take to make the same trip by the fixed route service.

On-time Performance

- Trip pick up should consistently occur within a 30-minute window from the scheduled pick-up time.

- On-time performance is in accordance with FTA Circular 4710.1 to perform equivalent to SunLine’s fixed route service. Paratransit continues to meet and exceed this goal.

Capacity

- Subscription service is provided as a proportion of our total complementary paratransit service as long as it does not interfere with our capacity for demand trips.
- No more than 50 percent of the number of trips can be subscription. Going above this level could cause capacity constraints to serve our non-subscription riders.
- Staff ensures subscription trips are balanced with non-subscription trips to ensure adequate levels of service are provided on a daily basis.

Fares

- Fares charged may not exceed twice the non-discounted fare for the fixed-route network at the time of the trip.
- No fare is to be charged to personal care attendants where they are required.
- Companions pay the same ADA fare.
- SunDial fares are based on travel within one city or multiple cities. Within one city the fare is \$1.50 per trip; travel within multiple cities is \$2.00 per trip.

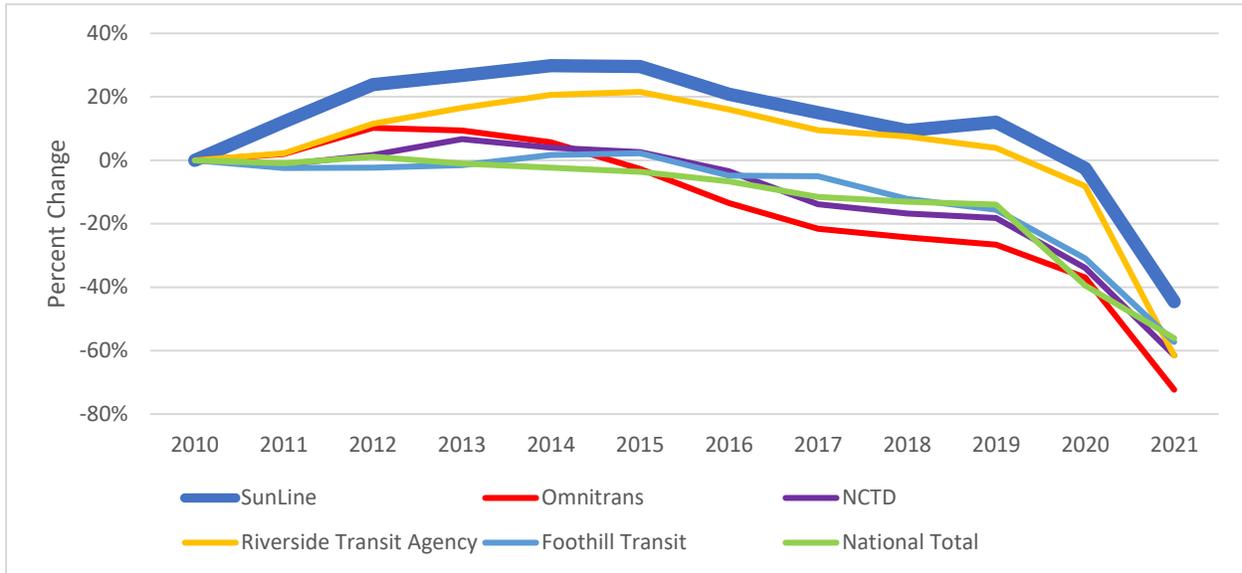
2.2 Service Performance

2.2.1 Overall System Performance

SunLine considers its Refueled transit redesign a success. Although the bus driver shortage has prevented SunLine from restoring full service, the Refueled network has shown remarkable resiliency with improved weekday productivity. We are working hard to generate new ridership thanks to programs such as the Haul Pass, which gives students free rides on SunLine buses. Continuing a trend established before the COVID-19 pandemic, SunLine had been enjoying an increase in transit use above that of its peers, both locally and nationally.

Figure 2-10 shows total SunLine fixed route ridership relative to 2010 and its peers.

Figure 2-10 Percentage Change in SunLine Fixed Route Ridership Relative to 2010 and Peers



Service Design

Beginning with Refueled on January 3, 2021, SunLine operated eight fixed routes on Level 3 service, with Route 5 not in operation. The transit routes and the cities or communities they serve are listed in Figure 2-11. Figure 2-12 and Figure 2-13 show the frequency and service spans, respectively, for each route. As discussed further in Chapter 3, SunLine is currently operating a modified level of service in response to the COVID-19 pandemic.

Figure 2-11 Summary of Fixed Route Transit Services

Route	Cities/Communities Served
1WV	Palm Springs, Cathedral City, Rancho Mirage
1EV	Palm Desert, Indian Wells, La Quinta, Indio, and Coachella
2	Desert Hot Springs, Palm Springs, and Cathedral City
3	Desert Hot Springs and Desert Edge
4	Palm Springs, Cathedral City, Rancho Mirage, Thousand Palms, and Palm Desert
5	Desert Hot Springs and Palm Desert
6	Palm Desert, Indian Wells, La Quinta, Indio, and Coachella
7	La Quinta, Palm Desert, Indian Wells, and Bermuda Dunes
8	Indio, Coachella, Thermal, and Mecca
9	Mecca and North Shore
10	Indio, Palm Desert, Beaumont, and CSUSB

Figure 2-12 Service Frequencies, in Minutes

Route	Weekday Frequency		Weekend Frequency	
	Peak	All Day	Peak	All Day
1WV	20	30	20	30
1EV	20	30	20	30
2	20	40	20	40
3	60	60	60	60
4	40	60	60	60
5	60	60	–	–
6	45	60	60	60
7	45	90	90	90
8	40	60	60	60
9	60	60	60	60
10	Select trips	Select trips	–	–

Figure 2-13 Service Spans

Route	Weekday Span		Weekend Span	
	Start	Finish	Start	Finish
1WV	5:00 A.M.	10:14 P.M.	5:00 A.M.	10:14 P.M.
1EV	5:00 A.M.	10:48 P.M.	5:00 A.M.	10:48 P.M.
2	5:00 A.M.	10:56 P.M.	5:00 A.M.	10:56 P.M.
3	6:45 A.M.	8:35 P.M.	6:45 A.M.	8:35 P.M.
4	6:10 A.M.	9:50 P.M.	6:10 A.M.	9:50 P.M.
5 (AM)	6:10 A.M.	9:00 A.M.	–	–
5 (PM)	3:00 P.M.	6:51 P.M.	–	–
6	6:00 A.M.	8:50 P.M.	6:00 A.M.	8:50 P.M.
7	5:10 A.M.	9:20 P.M.	5:10 A.M.	9:20 P.M.
8	5:30 A.M.	10:57 P.M.	5:35 A.M.	10:57 P.M.
9	6:00 A.M.	9:45 P.M.	6:00 A.M.	9:45 P.M.
10 (AM)	5:20 A.M.	2:00 P.M.	–	–
10 (PM)	12:50 P.M.	8:00 P.M.	–	–

Ridership

Ridership system-wide in FY 2021 for SunBus, SunDial, and SolVan was a total of 2,088,316 boardings, a decrease of 40.6 percent compared with FY 2020:

- SunBus ridership totaled 2,000,077, a decrease of 1,379,443 rides (-40.8 percent), in comparison with FY 2020.
- SunDial ridership totaled 71,129, a decrease of 50,997 rides (-41.8 percent), in comparison with FY 2020.

- SolVan ridership totaled 16,028, an increase of 405 rides (+2.6 percent), in comparison with FY 2020.
- SunRide ridership totaled 1,082 in the first 6 months of the program.

The effects of the COVID-19 pandemic were initially seen in March 2020, with a drop in ridership of 35.5 percent compared with 2019 and peaking in April 2020 with a 62.9 percent drop in ridership compared to the same time the previous year (Figure 2-14). Fixed route ridership was consistent throughout this fiscal year, finishing with a 50.5 percent drop in ridership compared with the pre-COVID FY 2019.

SunLine is taking action to continue to increase ridership. SunLine's Refueled initiative was launched in January 2021 with a consolidation of our fixed route system and SunRide microtransit zones. The Route 10 Commuter Link began in July 2021. To improve ridership on Route 10 Commuter Link, SunLine is implementing off-peak fares for reverse commute trips. The local fare structure will apply to morning trips from San Bernardino to Indio and afternoon trips from Indio to San Bernardino. The peak period fare will remain the same. The local fare structure will also apply in the summer and whenever California State University is not in general session.

The Haul Pass program was implemented in August 2018. It offers free rides to College of the Desert and CSUSB students and is subsidized by the colleges. However, with COVID-19 and the implementation of online learning and free fares from March 2020 to May 2021, ridership increases attributable to Haul Pass were not expected this fiscal year. The Haul Pass was expanded in 2022 to include local high school students.

Figure 2-14 5-year Fixed Route Ridership Comparison

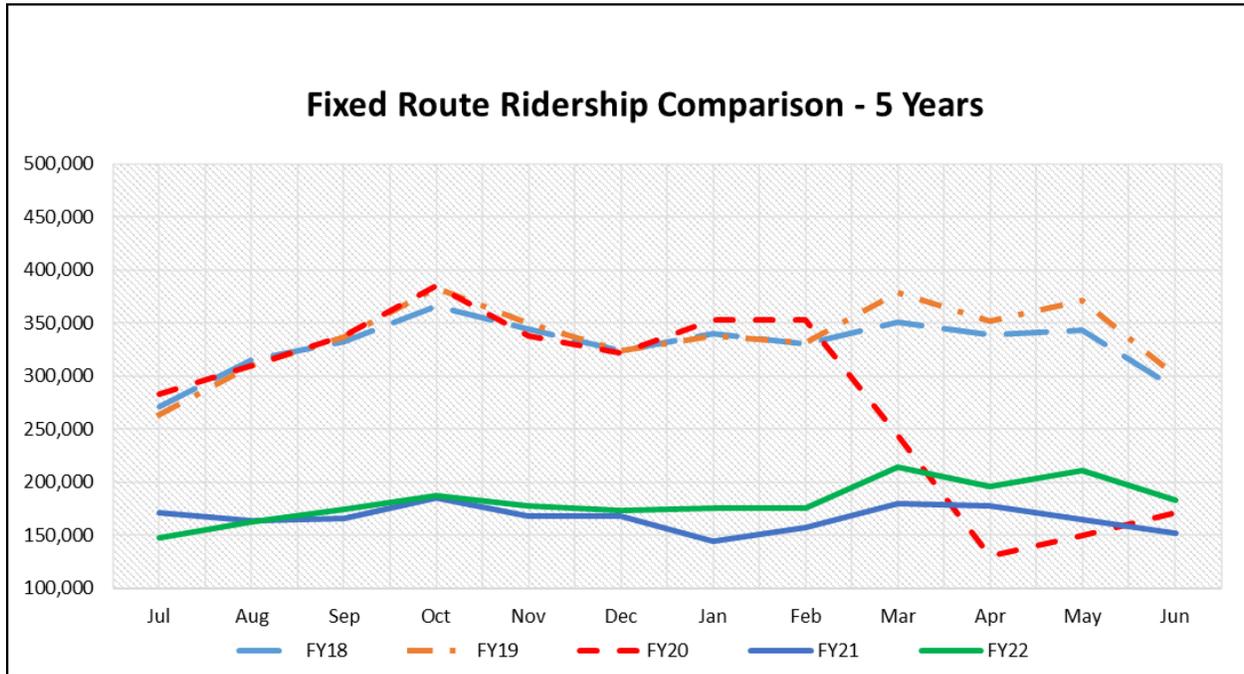
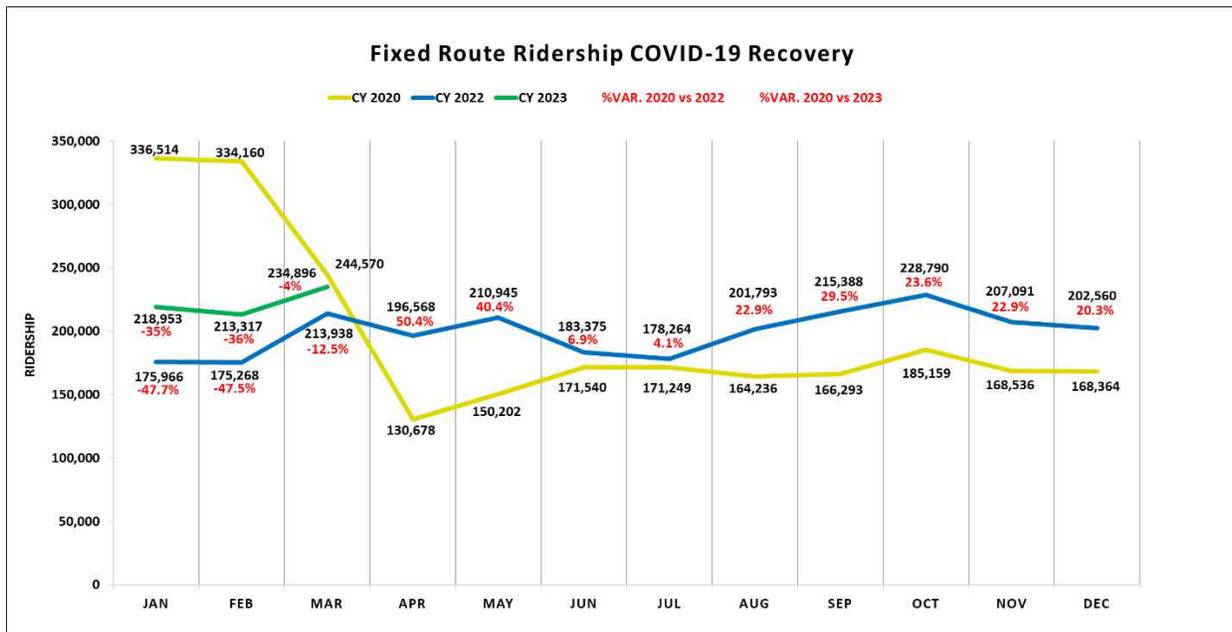


Figure 2-15 shows our COVID-19 recovery chart, showing detailed changes in ridership for the last 3 calendar years.

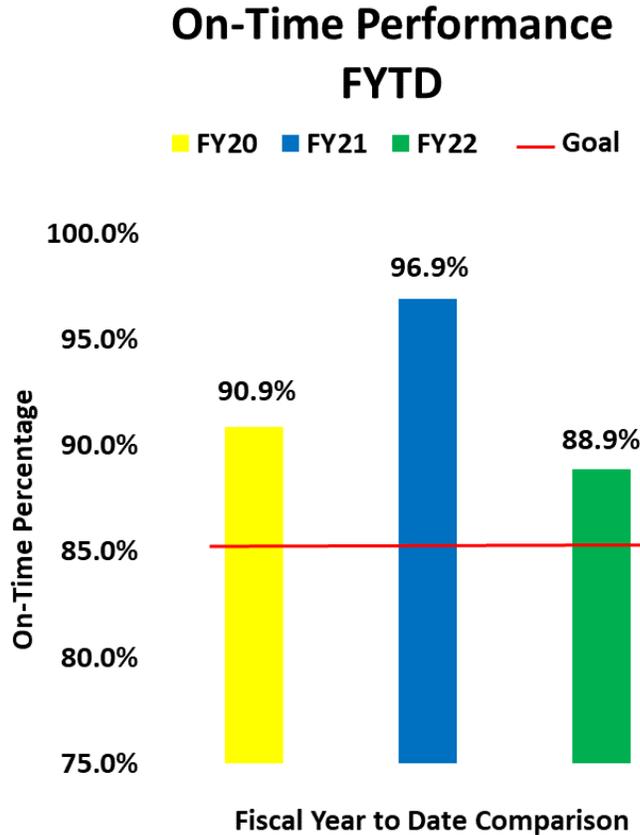
Figure 2-15 COVID-19 Impact on Fixed Route Ridership



Paratransit Performance

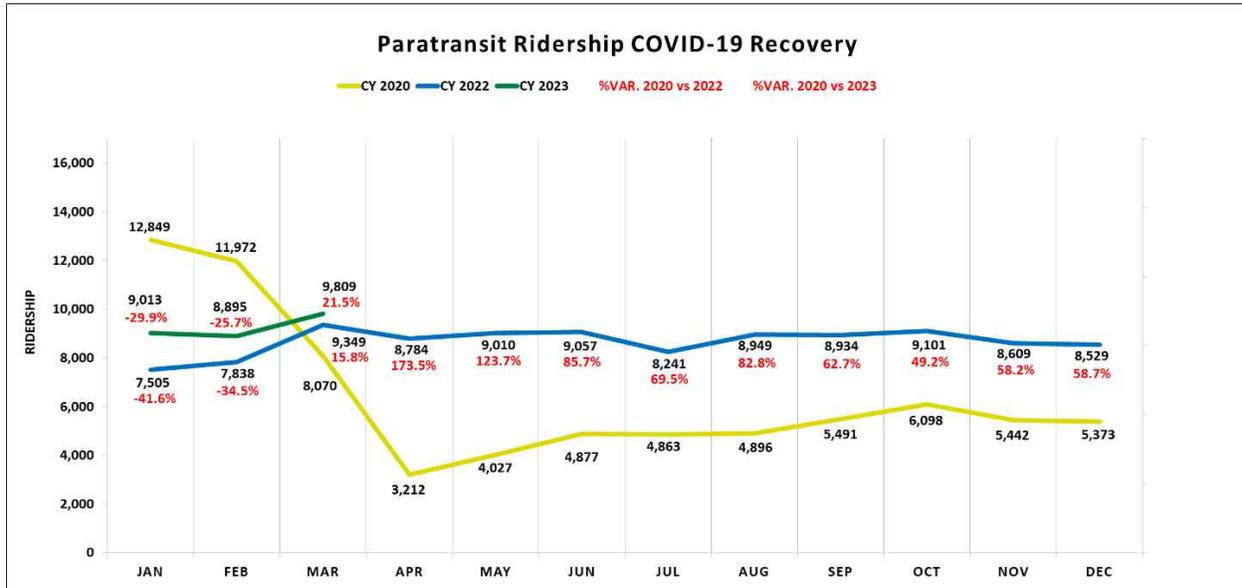
Figure 2-16 shows the SunDial on-time performance for FY 2020 to FY 2022.

Figure 2-16 SunDial On-Time Performance for FY 2020 to FY 2022



The effects of the COVID-19 pandemic were initially seen in March 2020 with a drop in ridership of 39.1 percent compared with 2019 and peaking in April with a 74.9 percent drop in ridership compared to the same time in 2019. Since then, a steady increase in ridership has occurred through FY 2021 (Figure 2-17).

Figure 2-17 Paratransit Ridership COVID-19 Impact for FY 2022



Taxi Administration

The SunLine Regulatory Administration is charged with licensing and regulating taxicab businesses and drivers in the Coachella Valley. Figure 2-18 presents the current operating taxi businesses in the Coachella Valley, along with the number of vehicles operated by each company.

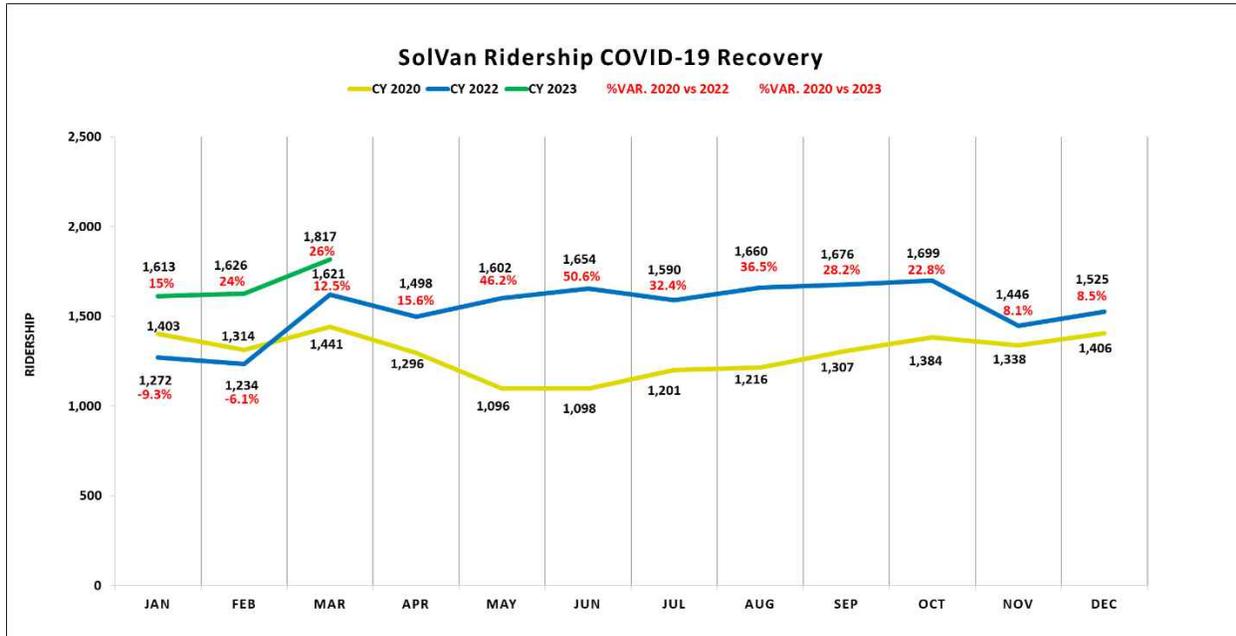
Figure 2-18 Taxi Businesses

Business	Vehicles
Coachella Valley Taxi	27
City Cab	29
Yellow Cab of the Desert	33

SolVan - Vanpool

As the region develops unevenly, vanpools will be an increasingly effective means to serve trips from low-density places to employment and education centers. Figure 2-19 shows the ridership trend of SolVan.

Figure 2-19 SolVan Ridership Trend



Major Trip Generators

The 2019 SunLine Transit Agency Rider Survey identified the main transit trip generators in the Coachella Valley. The top destinations for home-based work trips are Palm Springs, Palm Desert, and La Quinta. The College of the Desert and Palm Springs High School are top destinations for home-based other trips that include shopping, recreation, and education. SunLine’s service design should focus on serving major trip generators and creating convenient, direct linkages between origins and destinations.

2.2.2 Route-level Performance

Productivity

Figure 2-20 indicates that neither of the two Refueled trunk routes (Routes 1 and 2) met their performance standards.

Figure 2-20 Refueled Trunk Routes Average

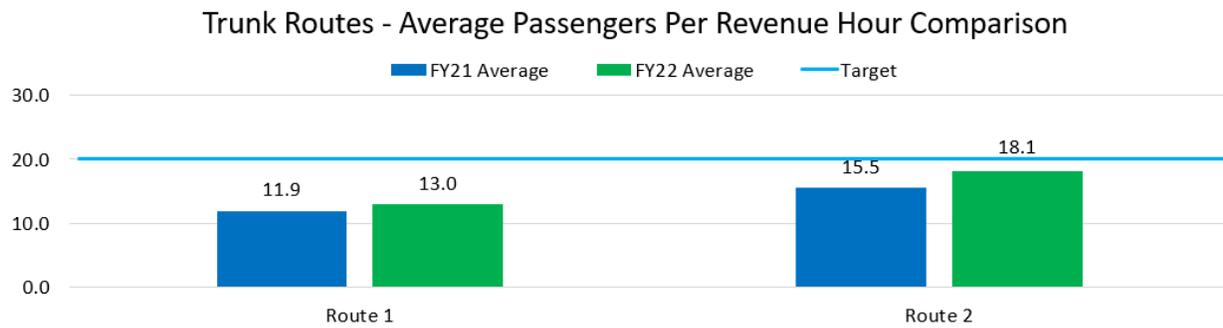
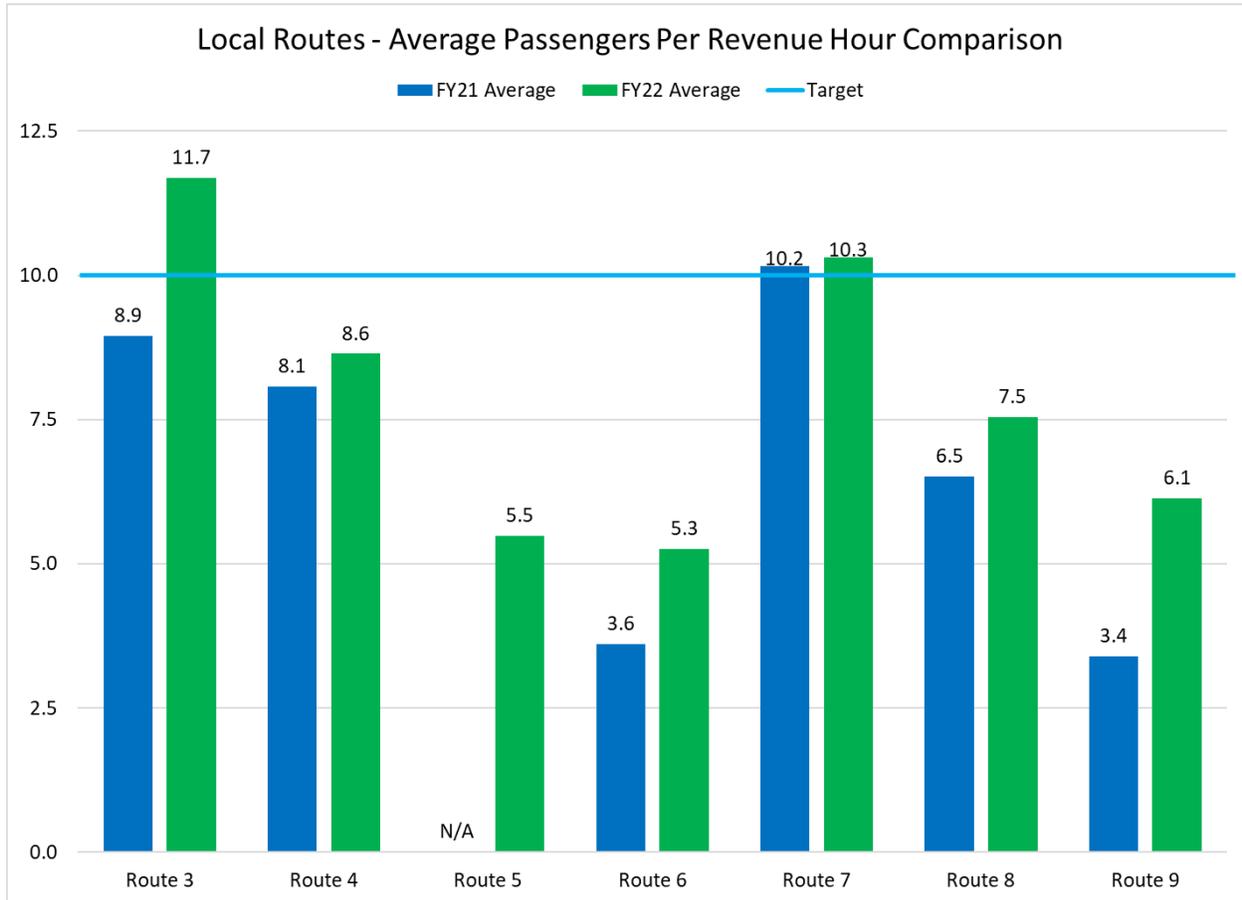


Figure 2-21 indicates that two out of the seven local routes met their performance standards goal:

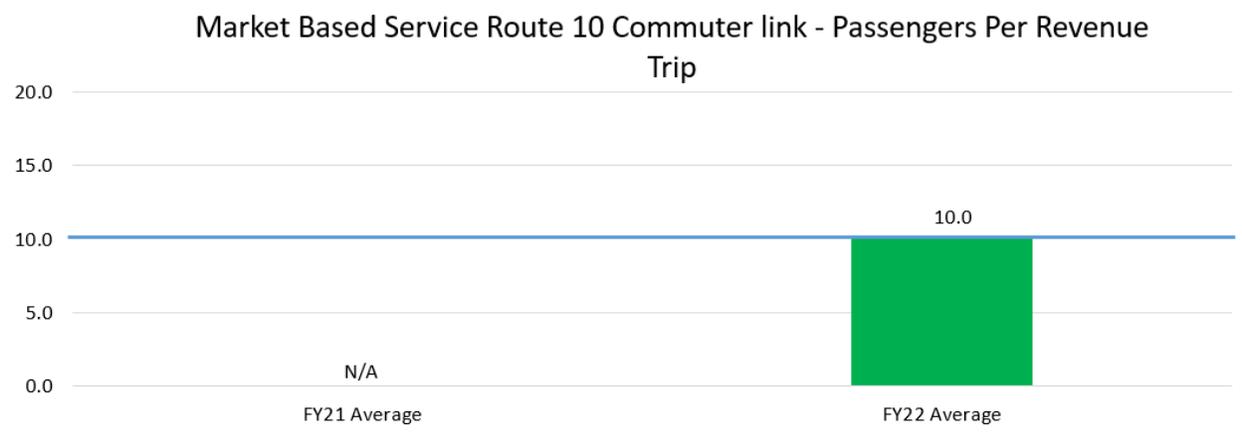
- For FY21-22, Route 3 and Route 7 met the PPRH goal of 10 passengers per revenue hour
- For FY21-22, Routes 4, 5, 6, 8 & 9 failed to meet the target of 10 PPRH
- Route 5 did not operate previous fiscal year

Figure 2-21 Refueled Local Routes Average



Route 10 Commuter Link service started revenue service in July 2022 and is currently meeting its goal of 10 passengers per revenue trip (Figure 2-22).

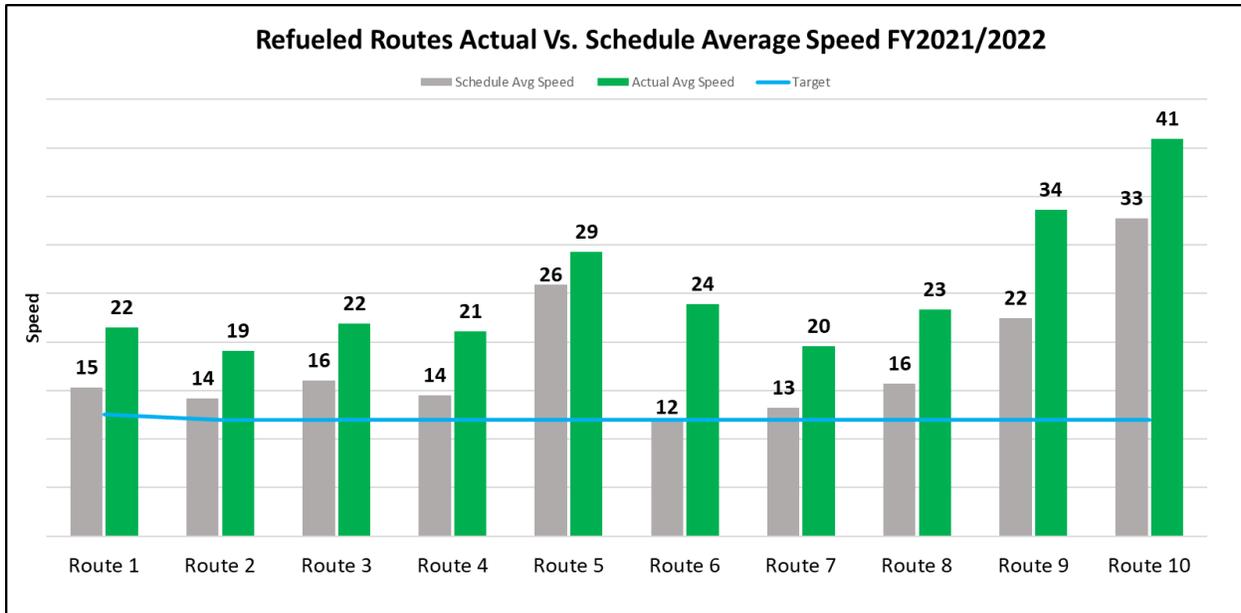
Figure 2-22 Market Based Service Average



Service Quality

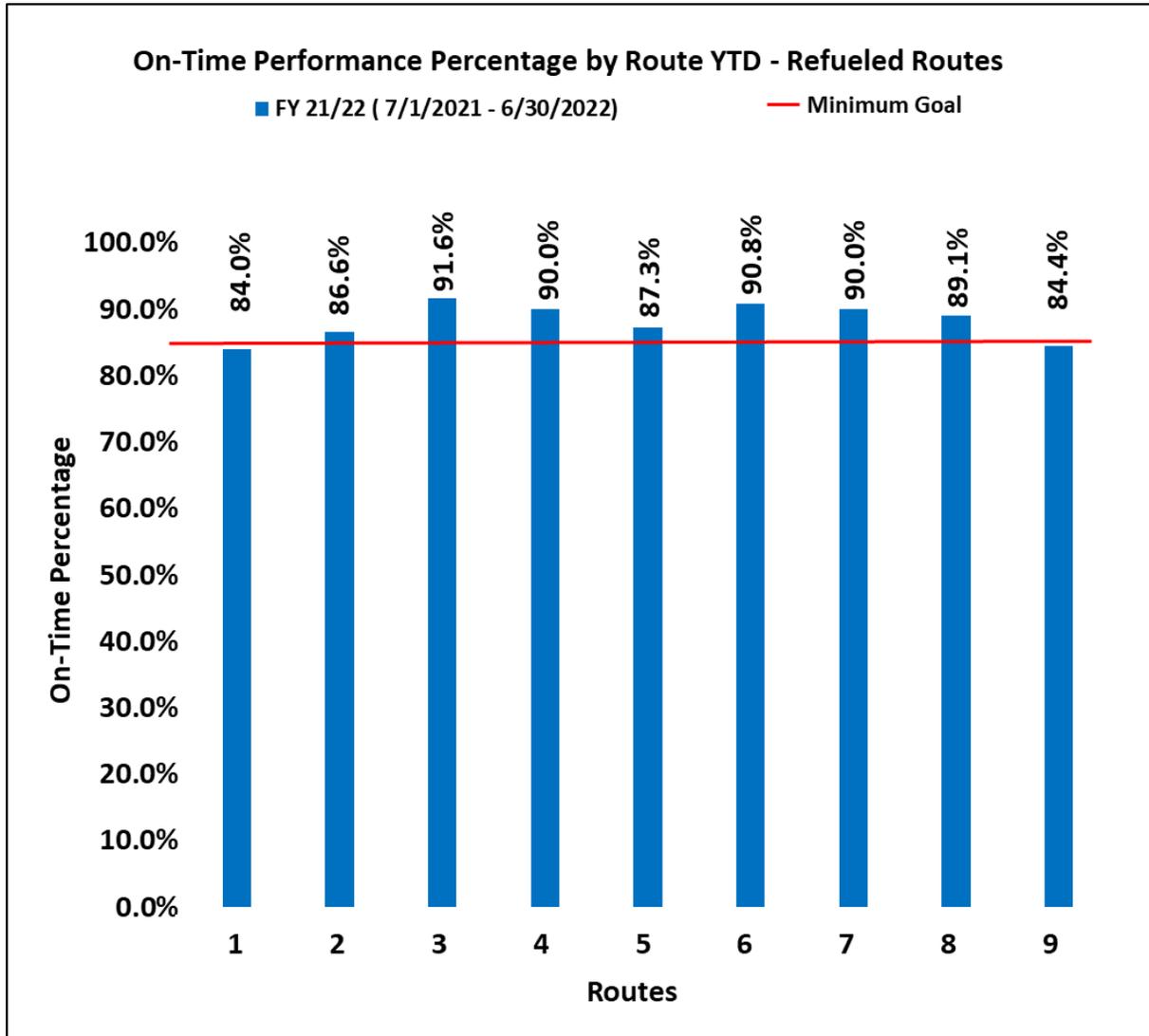
Service Scheduled Speed: The SunLine system is currently scheduled at an average speed of 18 mph, above the target scheduled speed of 12.5 mph (Figure 2-23).

Figure 2-23 Fixed Route Average Speed



On-time Performance: SunLine’s system-wide on-time performance is at 87 percent for July 1, 2021, to June 30, 2022. This exceeds the goal for FY 2022. All routes operated above the minimum on-time performance standards, as captured in Figure 2-24, except for Route 1 and Route 9, at 84 percent and 84.4 percent respectively.

Figure 2-24 On-Time Performance, by Route



Percent Service Completed: The set standard for service completed is 99 percent by service mode, shown previously in Figure 2-5. The percentage of service completed for FY 2021 was 98 percent of our approved Level 2 service, just below our minimum service standard. Workforce shortages contributed to these losses in service.

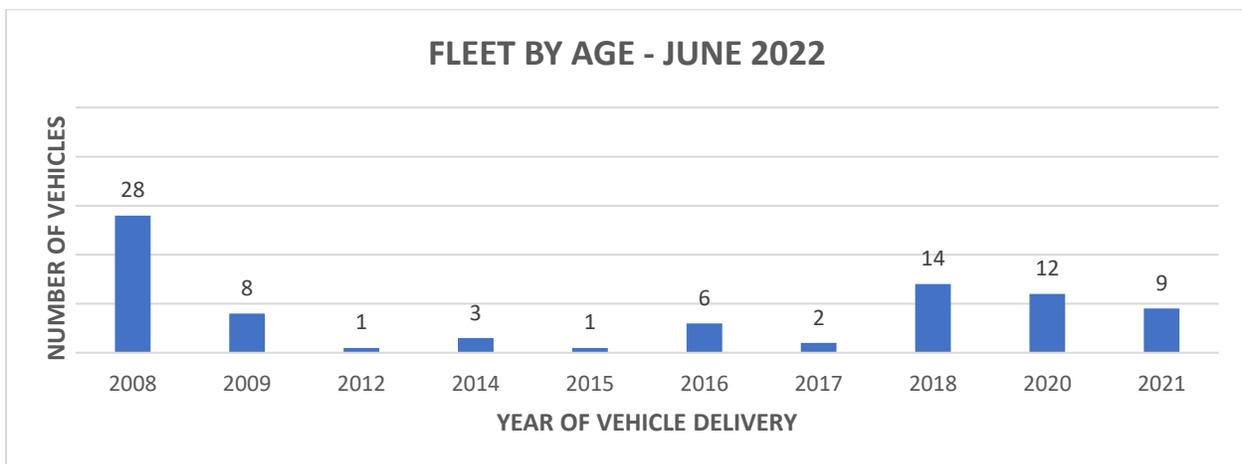
Miles between Service Interruptions: The standard of 5,000 miles between service interruptions was exceeded throughout the review period. Miles between service interruptions for FY 2022 are noted in Figure 2-25.

Figure 2-25 Miles between Service Interruptions

FY 2021/22	Fixed Route Miles between Service Interruptions
July	6,468
August	3,651
September	6,682
October	9,256
November	9,883
December	9,119
January	8,096
February	5,930
March	10,761
April	10,262
May	7,010
June	5,132

Average Fleet Age: The fixed route average fleet age is 8.4 years. SunLine continues to replace buses in the fleet that have met their useful life. Figure 2-26 shows the fleet age as of June 2022.

Figure 2-26 Fleet Age



Bus Deployment: SunLine is in full compliance with Title VI, which protects people from discrimination based on race, color, and national origin in programs and activities receiving federal financial assistance. SunLine ensures equitable distribution of its assets in delivery of transit services to the people of Coachella Valley.

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

Adequate numbers of buses are assigned to routes with high demand to avoid instances of overcrowding or standing passengers. All SunLine buses are fully air-conditioned and are 100 percent accessible to persons with disabilities.

- Routes 1, 2, 3, and 4 should use 40-foot buses given the higher passenger volumes.
- Other routes should use either 40- or 32-foot buses based on ridership demand.

2.2.3 Productivity Improvement Efforts Underway

SunRide has grown as a microtransit pilot project from connecting riders to fixed route service by bridging the first mile, last mile gap, to including virtual stops within each geo-fence. Virtual stops consist of medical facilities, pharmacies, banks, grocery stores, educational facilities, and community services, such as libraries and senior centers.

Several improvement efforts are underway to generate SunRide ridership as the Coachella Valley recovers from the COVID-19 pandemic. This includes outreaches in the geo-fences, walkabouts to visit businesses, medical centers, and community organizations to introduce SunRide as a transportation option, working with vehicle drivers on SunRide van awareness and recognition within each geo-fence, as well as promotional offers such as free rides.

In January 2022, a new app was introduced that allows more in-depth data analysis via KPIs and enhanced customer features, such as a five-star rating system and time snapping—the ability to time rides for minimal wait time to a fixed route bus. Additionally, drivers and customers now have the ability to contact each other for ride clarification questions.

To monitor the growth of SunRide along with the effectiveness of marketing toward brand awareness, KPIs are monitored weekly and monthly to determine strengths and areas where growth is needed. Regular monitoring of SunRide KPIs also assists in interceding and reversing any downward trends in ridership.

SunRide Service Performance

Figure 2-27 to Figure 2-29 show key performance metrics for SunRide during calendar year 2022.

Figure 2-27 SunRide System-wide Metrics

SunRide System-Wide Metrics January 2022 through December 2022

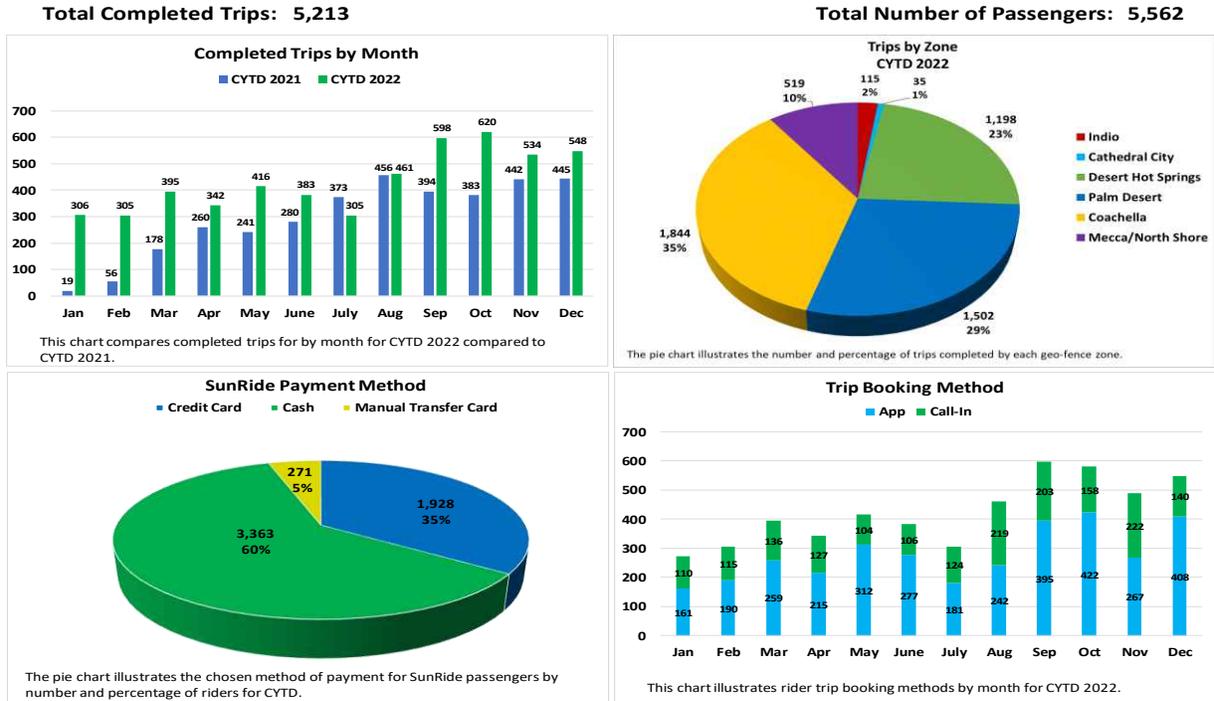


Figure 2-28 SunRide Unique Users

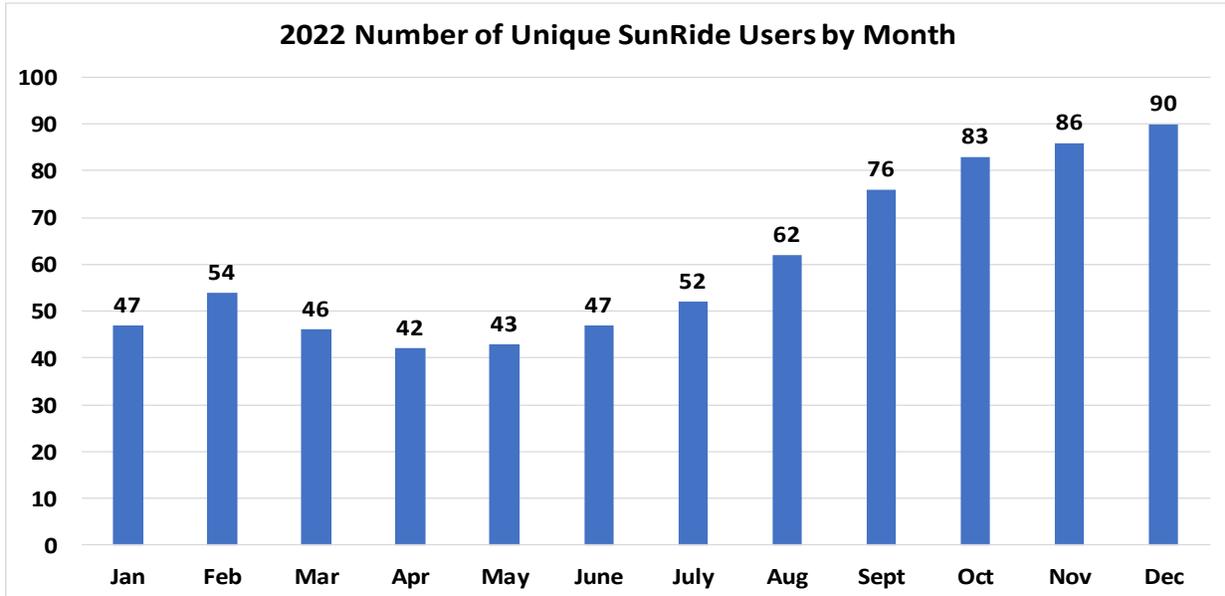
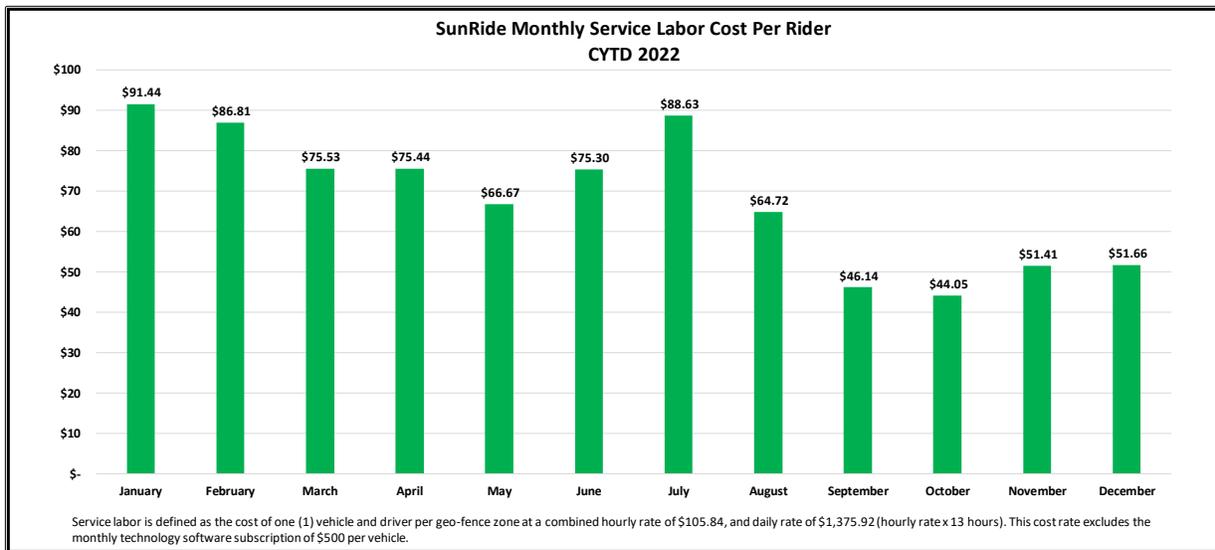


Figure 2-29 SunRide Monthly Service Labor Cost Per Rider



Chapter 3. Future Service Plans, Fare Changes, Capital Planning, and Marketing

As an agency of firsts, SunLine has remained committed to building a truly intermodal, clean, and sustainable transportation network in partnership with local jurisdictions, regional and federal governments, and the private sector to develop, finance, and implement strategies to attract choice riders, expand SunLine's market share, and increase ridership. SunLine continues to progress on the following strategic action items, discussed further in this chapter:

- Strive to fully implement approved Refueled initiatives:
 - Increase the frequencies as noted in Figure 3-1 as soon as possible, contingent on the availability of coach operators.
- Develop new service strategies to serve the new Acrisure Arena that opened January 2023 in Palm Desert.
- Expand the SunRide program to establish a lifeline service in areas hard to serve with traditional fixed route service.
- Complete construction of the Coachella Mobility Hub with a proposed ready for service date of September 2024, or earlier, upon completion of construction.
- Through an ongoing bus stops and amenities improvement program, replace outdated bus stop shelters and amenities, add new bus shelters and amenities according to policy, and address non-emergency safety and accessibility improvements. Continuous improvement of bus stops and amenities is essential to maintain and improve the first impression of SunLine where current and potential passengers and the community connect with SunLine.
- Marketing plan – Continue with SunLine's ongoing improvement, communications, and education programs to enhance collaborative planning efforts that protect the integrity of the transit network and benefits of transit—that is, improve the experience of the entire journey.
- Update bus stop signs systemwide – Ensure bus stops are easily identifiable, clean, accessible, and welcoming. To complement this program, SunLine is also updating bus stop signs with new information to connect with real-time bus arrival information and schedules necessary to complete the transit trip. These improvements are essential to attracting choice riders and expanding the transit market by making it convenient to use transit.

- Capitalize on the CVLink multimodal corridor, which has the potential to connect neighborhoods to transit, activity centers, and address some of the first- and last-mile mobility needs of the Coachella Valley.

3.1 Service Plans and Priorities FY 2024 to FY 2028

The Refueled route network is functioning well, notwithstanding the impact of the pandemic and the national shortage of coach operators. Few service changes are proposed in the short term, such as fully implementing the approved Refueled plan, realigning routes to serve the new Coachella Mobility Hub, and developing options to serve the Acrisure Arena.

3.1.1 Return to Pre-Pandemic Service Levels

During the COVID-19 pandemic, SunLine reduced service in response to a decrease in ridership and available drivers. As shown in Figure 3-1, SunLine is currently operating a modified schedule but intends to restore full-service frequencies and spans. Full-service provision is included in SunLine's FY 2023 budget. The main constraint to adding service is the challenge of hiring, training, and retaining bus operators during this period of low unemployment and high inflation. SunLine is considering multiple strategies to supplement service levels efficiently, including prioritizing peak-period frequency improvements and reviewing schedules to make the best use of current resources. Higher-productivity routes, such as Route 2, will be prioritized for increases in frequency and span as additional bus operators are available.

Figure 3-1 Headway, by Route and Service Level

Route	Description	Regular Service (Approved Refueled Plan)			Effective May 7, 2023		
		Wk	Sa	Su	Wk	Sa	Su
1WV	Palm Desert Mall - Palm Springs <i>(peak period 20 min service ~7 a.m. to ~5 p.m.)</i>	20/30	20/30	20/30	20/30	30	30
1EV	Coachella - Palm Desert Mall <i>(peak period 20 min service ~7 a.m. to ~5 p.m.)</i>	20/30	20/30	20/30	20/30	30	30
2	Desert Hot Springs - Palm Springs - Cathedral City	20/20	20/40	20/40	20/40	30	30
3	Desert Edge - Desert Hot Springs	60	60	60	60	60	60
4	Palm Desert Mall - Palm Springs	40	60	60	60	60	60
5	Desert Hot Springs - CSUSB Palm Desert - Palm Desert Mall	60	NS	NS	60	NS	NS
6	Coachella - Via Fred Waring - Palm Desert Mall	45	60	60	60*	NS*	NS*
7	Bermuda Dunes - Indian Wells - La Quinta	45	90	90	90	90	90
8	North Indio - Coachella - Thermal/Mecca	40	60	60	60	60	60
9	North Shore - Mecca - Oasis	60	60	60	60**	60**	60**
10	Indio - CSUSB Palm Desert - CSUSB - SBTC/Metrolink	4 round trips	NS	NS	4 round trips	NS	NS

NS: no service

* Temporary weekday peak-only service between ~6 a.m. and 10 a.m. and ~2 p.m. and 6 p.m.; no weekend service

** Temporary peak only service, all week, 6 a.m. to 10 a.m. and 2 p.m. to 7 p.m.

Frequency improvements required to get to regular service

3.1.2 Acrisure Arena

The Acrisure Arena, opened in January 2023, is a 10,000-seat event center hosting concerts, basketball games, hockey games, and other activities. Notwithstanding the evaluation of Route 5 service to the arena, there may be merit in further bus service and cost sharing or sponsorship discussions with the arena management to potentially connect other parts of the Coachella Valley to the arena. Event-focused services from downtown Palm Springs in the west, the Coachella Mobility Hub in the east, and Route 5 from the south—along with branding and sponsorship opportunities—should be studied.

3.1.3 Coachella Mobility Hub

Routes 1, 6, and 8 currently connect at the Transfer Terminal at Vine Avenue and Fifth Street in Coachella. There are plans to develop a Coachella Mobility Hub at Fourth Street and Cesar Chavez Street, which is projected to be ready for service in September 2024. The Mobility Hub would provide a residential development, bus laybys, passenger amenities, and connecting pedestrian and bicycle paths. Following completion of the Mobility Hub, the current routes at the Vine Avenue Transfer Terminal should be refocused to serve the Coachella Mobility Hub. Frequency on Route 1 is proposed to increase to every 15 minutes upon completion of this mobility hub. Four additional buses have been procured to support this increased service on SunLine's most productive route.

3.1.4 Route 10 Commuter Link

Route 10 originates in Indio and terminates at the SBTC/MetroLink Station in downtown San Bernardino. Intermediate connections are made with California State University in Palm Desert, the Walmart Center in Beaumont, and CSUSB. There are four westbound and four eastbound trips each weekday, with no service on weekends or holidays.

Route 10 is a key service linking multiple transit routes, community services, and educational facilities in the eastern valley. Of concern is the unbalanced nature of the Route 10 ridership, with strong peak-direction ridership and little ridership on the return trip. Marketing and incentivizing reverse-peak-direction travel could improve the overall route's productivity.

To improve ridership on Route 10 Commuter Link, SunLine is implementing off-peak fares for reverse commute trips. The local fare structure will apply to morning trips from San Bernardino to Indio and afternoon trips from Indio to San Bernardino. The peak period fare will remain the same. To help promote the service, the local fare structure will also apply in the off-season when California State University is not in general session.

3.1.5 School Trippers

School trippers are provided to augment certain routes or areas to ensure the base routes are not overcrowded. They may also provide a more direct route to specific schools. A single well-utilized school tripper bus may be a very productive service; however, it is critical that these services are regularly reviewed to ensure they are required. If the base routes can accommodate the school ridership, then it is unproductive to add an overlay of school trippers.

3.1.6 SunRide (Microtransit) Service

SunRide on-demand microtransit service is available in seven Coachella Valley zones, connecting passengers to the fixed route network or a destination within the zone. As SunLine gains experience operating microtransit services, the existing zones should be reviewed to ensure they serve the appropriate geographies. In FY2023 SunLine expanded the Desert Hot Springs/Desert

Edge zone to include the Mission Lakes area and expanded the Cathedral City zone to include the new veterans housing complex and Salvation Army on Landau Boulevard north of Ramon Road. Other service areas within the Coachella Valley should be assessed for new SunRide opportunities. These may be new service areas or existing fixed route substitutions.

3.1.7 SunRide Future Service Plans

SunLine is exploring the feasibility of bringing SunRide on-demand microtransit services to the community of Bermuda Dunes/La Quinta, as well as expanding the hours of service in the Mecca/North Shore zone to 7 days a week, operating from 5:30 a.m. to 9:30 p.m. These changes would optimize agency resources on fixed Routes 7 and 9. As the on-demand microtransit service increases ridership, geo-fence boundaries, hours of service, number of days of service, and vehicle requirements will be reviewed to determine appropriate changes to meet the growing needs of the Coachella Valley.

Fare Changes

In July 2021, the fare increased from the introductory fare of \$2 per person, per ride to \$3 per person, per ride to include a transfer to or from Fixed Routes 1 to 9. SunLine is exploring a variety of fare options, including a multi-ride pass, a monthly pass, a senior discount, as well as premium fares that might be linked with the Commuter Link or door-to-door service. Fare structures of microtransit service in Southern California agencies will also be considered for possible adjustments to fares or transfers from a one-time fixed route transfer to a fixed route day pass.

Capital Planning

To serve the growing needs of SunLine's on-demand microtransit service, additional wheelchair-accessible minivans will need to be purchased. Two minivan vehicles are in the procurement process, with the goal to be in service with the May service change. It is anticipated that as the service expands within the next 2 years, an additional three minivan vehicles will be needed. Because the life of the SunRide vehicles is projected to sunset at 7 years, the four 2018 vans purchased in 2020 will be ready to be replaced in 2027 when the life of the vehicle is reached.

Marketing

Additional marketing to educate the public and promote this service is needed in all geo-fenced areas. Street outreach teams are the best way to get the word out to the public on this service. During the COVID-19 pandemic, SunLine ceased street outreach teams to assist in minimizing the spread of the virus. After restarting street outreach teams in 2022, SunLine believes ridership for the SunRide service will greatly improve.

In September 2022, two digital and polygon advertising campaigns began, including video and animated ads. The polygon advertising campaign targeted precise borders around specific

locations in each geo-fence. The digital advertising campaign through Paramount was featured in the *Desert Sun* and YouTube as video ads that played prior to reading an article or viewing a video, and as digital display ads on networks and platforms outside of USAToday.com and DesertSun.com, such as NBCPalmSprings.com, Altnet.org, and CelebWell.com. An animated SunRide ad also ran on KESQ, as well as other platforms such as YouTube and Facebook, in both English and Spanish. Digital and polygon advertising campaigns will continue each year to build brand awareness and introduce SunRide in new zones.

3.1.8 Modifications to Paratransit Service

The provision of ADA services remains a challenge because it is costly. Efforts to mitigate the increasing expenses in demand-responsive service include revisions to the paratransit eligibility/certification process and continuing to monitor late cancellations and no-shows, which improves the availability of appointment time slots and makes SunDial service more efficient for customers. SunDial staff periodically (monthly) measure the systemwide average rate for that month to determine whether a particular customer has excessive late cancellations or no-shows. They then consider the customer's overall frequency of use and evaluate whether there is “a pattern of abuse” relative to how often that customer travels with SunDial.

SunDial will continue to move forward with the paratransit eligibility/certification process and implement in-person interviews to ensure paratransit riders qualify for the service. SunLine also plans to implement new technology soon to facilitate online scheduling and cancelation of paratransit reservations. The new technology will provide a reminder call the day before to encourage cancelation when plans change and will also provide customers with notification 5 minutes prior to passenger pickup.

3.1.9 SolVan Service Goals

SunLine has several goals for its vanpool program and has developed a marketing plan to achieve them. Goals include:

1. Gain new vanpool riders whose route travels through or ends in eastern Riverside County.
2. Continue educating employers and employees in eastern Riverside County about the benefits of promoting alternative modes of transportation, the SolVan program, and how the program works.
3. Continue to support SunLine as a leader in alternative transportation options, recognizing the agency for bringing a new commute option to eastern Riverside County.
4. Continue to support current vanpool participants to ensure their satisfaction with the program to promote long-term program participation.

5. Work alongside the regional rideshare program, IE Commuter, to mine employee data of carpoolers and interested carpoolers and drivers commuting long distances with regular work shifts for potential vanpool groups, add incentives, and outreach efforts, and leverage large and small employers to create a green thinking workspace as an employee benefit.

SolVan Marketing Plan

SunLine's 2023 marketing SolVan marketing initiatives have included:

- Communication in the preferred language based on the demographics of eastern Riverside County
- Hotline phone number (877-4SOLVAN) and website (SolVan.org)
- Program materials, printed and electronic, including a brochure, employer packets, fact sheets, guidelines, steps, etc.
- Creation and placement of SolVan vehicle decals to identify and promote the program
- Expanded van vendor selection to provide more competitive van lease pricing, vehicle options, and services
- Novelty items, such as pens, note pads, bags, commuter mugs, sunscreen, lunch bags, etc.
- Logo wear to be worn by SunLine/SolVan staff when attending employer and community events to further promote and build the brand
- Vanpool launch event and press release

SunLine's marketing plan also includes the following strategies to improve SolVan performance:

- **Employer partnerships and network meetings:** Host Employee Transportation Coordinator network meetings at SunLine on a quarterly basis.
- **Press releases:** Identify stories regarding commuters and topical activities.
- **Testimonials/stories:** Include personal interest stories in press releases or newsletters.
- **Websites:** Keep both the SunLine and SolVan websites updated with van vendor changes, vehicle options, pricing, guideline changes, list of active vanpools, etc.
- **Events:** Attend employer and community events when requested to promote Transportation Demand Management and vanpool services.
- **Social media:** Share or re-post all SunLine and SolVan posts through IE Commuter on social media platforms as they occur (Facebook, Instagram, Twitter). Use special "boost" messages for social media outreach through SunLine sites.

- **Customer service scripts and quick facts:** Provide updates to SunLine Customer Service staff regarding vanpool details.
- **SunLine staff outreach:** Reestablish a rideshare program internally for SunLine employees in coordination with IE Commuter.
- **Specialized marketing outreach:** Identify and determine new campaign opportunities for combined SunLine, SunCommuter, and SolVan efforts.
- **Agricultural outreach:** Continue coordination with CalVans and local community groups in eastern Coachella Valley and attend and support local events as requested.
- **CalVans Marketing/Outreach:** Conduct ongoing outreach with local farms, independent of SolVan, and provide employer vouchers because many farms pay the full vanpool cost to attract farm workers (no SolVan subsidy provided in this scenario).
- **Graphic campaigns:** Create printed graphics in English and Spanish and post them on area bus shelters and onboard buses.
- **Media campaigns:** Create radio commercials in English and Spanish and run them on local radio stations for the first year. For following years, television commercials were created in English and Spanish and focused on both agricultural and traditional work sites and aired on local television stations. Television has the visual advantage of better explaining what a vanpool is by showing how it operates.
- **Marketing materials:** Print updated marketing materials.
- **Novelty items:** Creating new SolVan novelty items, supplemented by IE Commuter novelty items.
- **Survey commute data:** Use IE Commuter employee survey commute data for larger employers in the territory to identify and target employees in specific communities.

3.2 SunLine's Overall Marketing Plans, Studies, and Promotions

To support the initiatives outlined in the SRTP, the Marketing Department has plans to implement strategies that will help increase ridership by educating target audiences about our latest changes in service and programs launched as part of the newly-unveiled Your Ride to the Future campaign, as well as other Agency news and announcements.

Success depends on strategic, integrated marketing and communications campaigns that are coordinated with other departments within the Agency. SunLine messaging is now centred on the Your Ride to the Future theme, and all external communications that the Agency wishes to relay to riders should fall under this umbrella – with each department delivering on their role to ensure the “brand promise.”

Other marketing messaging will include “Join Our Team” as we continue to get the word out about job opportunities in an effort to bridge the gap in the shortage of Operators. Marketing plans will:

1. Help regain and build ridership among current, recent, and lapsed riders
2. Identify and drive ridership among new riders along consolidated routes
3. Build trust among stakeholders and the community to drive advocacy
4. Communicate SunLine’s effort to increase the number of Operators to improve on-time performance
5. Convey progress made in SunLine’s clean fuels fleet initiatives
6. Engage employees to achieve organizational objectives throughout Your Ride to the Future, recovery and beyond

SunLine Transit Agency will balance a re-emergence from the more stringent COVID-19 restrictions in FY 2023 to FY 2024 while maintaining key messaging that conveys that SunLine offers safe, clean transportation alternatives to the Coachella Valley and beyond.

The opportunity to move beyond COVID-19 protocols as primary messaging (while ensuring safety is always a part of messaging, where appropriate) allows the Agency to focus on promoting SunLine initiatives to restore ridership.

Conversely, the continued expansion of SunLine’s green fuels fleet, the progression of hydrogen fueling and zero-emissions programs including the West Coast Center of Excellence and the H2 SilverSTARS project that will introduce groundbreaking technology that produces hydrogen from renewable natural gas.

3.2.1 Target Audiences

For marketing efforts to resonate, analysis of target markets must be done, studying both who they are and what motivates them. Then, marketing materials must be customized to reach those target audiences. See Figure 3.3 for target audience analysis.

Figure 3.3 Target Audience Analysis

	Key Messages What motivates them?
Current riders	<ul style="list-style-type: none"> • On-time performance • Cleanliness • Social distancing • Safety • Price <p>For some: environment</p>
Potential new riders	<ul style="list-style-type: none"> • Ability to multitask • Cleanliness • Social distancing • Safety • On-time performance • Price <p>For some: environment</p>
Community at large	<ul style="list-style-type: none"> • Economic prosperity • Reduced congestion • Reduced emissions • Transparency • Good environmental stewards
Employees	<ul style="list-style-type: none"> • Feeling valued and heard • Having the opportunity to contribute to the Agency's success • Compensation and benefits • Cleanliness in office/bus • Transparency

3.2.2 Marketing Strategies

There are several strategies for communicating with SunLine's various target audiences, and messaging will be tailored to connect with each of them based on their motivations as identified in the target audience analysis.

3.2.3 Social Media and Website

After building a robust social media program in recent years, SunLine has increased regular communication directly to its target audiences (fans/followers of the Agency's social media

platforms). Posts have been entertaining and informative – both key components of keeping followers engaged.

Transit Tuesdays offer a weekly online event that discusses pre-selected topics each week so followers can tune in at the same time/day each week knowing there will be informative content for them. Other posts tie in history, comedy, safety, and recognition. This variety in messaging keeps the platform interesting and worth following.

3.2.4 Advertising

Strategically utilizing SunLine’s budget, an advertising plan that maximizes available advertising funds and incorporates innovative advertising strategies will be developed and implemented. It will utilize platforms such as digital, print, radio, and TV media. The goal is also to promote all key messaging on internal advertising mediums, such as bus shelters and interior bus advertising.

3.2.5 Rider/Community Input

A strong marketing program incorporates a strategy for listening to constituents. SunLine will create and facilitate surveys to gather input regarding major service changes and how they are being received in the community. This provides the opportunity to learn about any issues that may need to be addressed. Data gathered can be used to make any necessary adjustments to the Your Ride to the Future campaign.

3.2.6 Public Relations

SunLine’s public relations representatives will draft press releases to promote SunLine initiatives. They will also pitch stories to the media to publicize key newsworthy items, coordinate media interviews, and follow up on media requests in a timely fashion.

3.2.7 Customer Service Center/Website

SunLine’s Customer Service Center includes LiveChat on the web for those who need immediate assistance navigating the updated changes in service. The website has also been instrumental as a central resource for all communications and announcements disseminated by SunLine. In addition, the Customer Service Center offers phonenumber support by customer service representatives Monday through Friday. Agents are able to use resources such as Google Transit Trip Planner and MyStop Bus Tracker to quickly and accurately answer customer inquiries. Bilingual (English/Spanish) customer service agents are available to assist with questions in both English and Spanish.

3.2.8 Video Production

The creation of videos as marketing tools will increase this year, according to shifts in social media audience preferences. By developing an expanded library of video assets, SunLine will be

able to increase engagement with its target markets, and those individuals will better retain the information being shared through unique videos.

3.2.9 Rider's Guide

A revamped Rider's Guide has become an essential communications tool for SunLine. The Agency now produces a guide with a more user-friendly format, which features relevant information for riders and includes directions, maps, time point bus stop locations, schedules, fares, transfer instructions and how to receive assistance with SunLine's programs and services. Transit system information, which aligns with the updated Rider's Guide, can also be found at transit centers, on buses and at bus stops. SunLine's transit information is provided in both English and Spanish.

3.2.10 Clean Fuels Fleet Communications

The Agency's reputation as a pioneer in clear air and alternative fuel technology must continue to remain top-of-mind by promoting news regarding SunLine's advancement in its Zero-Emissions Bus Rollout Plan and its West Coast Center of Excellence. With the construction of the hydrogen electrolyzer, SunLine has been able to plan early to allow for other agencies to have a model for small-to-mid-size systems to follow.

3.2.11 Internal Communications

Keeping employees up to date on company initiatives and marketing efforts inspires higher morale and invites them to be involved in the bigger picture. To this end, SunLine has an internal newsletter featuring key stories and facts about the Agency's latest initiatives, such as Your Ride to the Future. Virtual activities that are inclusive to all SunLine employees have also gone live. These efforts aid in improving communication with the employee target audience segment, making SunLine Transit Agency an even better place to work.

3.2.12 Building an Effective Marketing Plan

All the tools mentioned above will be implemented to market SunLine as a leader in transportation, innovations, and alternative fuel technology. As stated, targeted messaging and the utilization of effective platforms and strategies will be pivotal to increasing ridership, rebuilding trust, communicating progress, and engaging employees. SunLine is focused on being the Ride to the Future for the people of the Coachella Valley.

3.2.13 Community Outreach

SunLine works with local organizations, businesses, government agencies, and non-profit organizations to promote SunLine programs and services. Community outreach involves grassroots organizations to identify unmet transit needs and build community-based marketing partnerships. Historically, SunLine invests in these relationships by participating in community

events such as mobility workshops, food drives, fundraisers, parades, and special event activities. Outreach for Your Ride to the Future will be especially important to educate community stakeholders on the enhancements to their transit experience.

3.2.14 Public Presentations and Town Hall Meetings

Target audiences include seniors, students, social services, businesses, and community leaders. The main goal is public education related to the economic and environmental benefits of using public transportation. During presentations, SunLine highlights the key role that we hold as a public transit provider and leader in alternative fuel technology. SunLine's use of hydrogen electric fuel cell and battery electric fuel cell buses have made positive impacts to the environment on a global scale. Presentations emphasize why this is important and how it affects residents of the Coachella Valley. These presentations typically occur at senior centers, colleges, and school orientation programs.

3.2.15 Travel Training

Transportation provides us with a sense of independence and opportunities to engage within our community. SunLine's Travel Training Program offers opportunities for riders to learn how to independently traverse a public transit system. To this end, SunLine offers group and one-on-one training aboard a fixed route bus to build confidence and allow people to travel with ease.

3.2.16 Transit Ambassador Program

The SunLine Transit Ambassador Program, known as TAP, empowers employees to expand SunLine's culture of customer service. TAP consists of a series of training sessions that address crucial topics and everyday scenarios in public transportation service. A Transit Ambassador is one who has completed this program and can assist passengers with their trip planning. Transit Ambassadors will assist the rider until the rider feels confident in navigating the SunLine system independently.

3.2.17 Access Advisory Committee

The Access Advisory Committee, which meets bi-monthly, was formed in 1995 as an advocacy group consisting of various agencies in the Coachella Valley. Committee members range from community activists to everyday transit users who are committed to promoting the successful implementation of the transportation provisions of the ADA and other related federal legislation or regulations.

3.2.18 Human Trafficking Prevention

Awareness of the transportation-related risks associated with human trafficking has grown in recent years. In partnership with the Coachella Valley Coalition Against Human Trafficking and funded in part by an Innovations in Transit Public Safety Grant from FTA, SunLine launched a

6-month campaign in September 2021 to educate the public about the increasingly prevalent issue of human trafficking. The goal of this campaign is to educate the public about the signs of human trafficking, provide a call-to-action for those who feel they may be witnessing a human trafficking incident, create an overall increased awareness of human trafficking in the community, and share resources that will allow others to take steps that will help stop human trafficking.

3.2.19 Areas of Persistent Poverty and Historically Disadvantaged Communities

Transit is a vital service for disadvantaged populations in the SunLine service area. As discussed in Chapter 1, several census tracts in the SunLine service area meet the federal criteria to be designated as Areas of Persistent Poverty or Historically Disadvantaged Communities. Tribal lands, which are also considered Historically Disadvantaged Communities, are also located in the service area. As discussed in Section 3.3 below, disadvantaged populations are a core market for transit and have unique travel patterns. SunLine will consider these federal designations in its public outreach efforts and assessment of environmental justice when evaluating service improvements and funding opportunities.

3.3 Projected Ridership Growth (FY 2024 to FY 2028)

Following a significant downturn in ridership in March 2020 related to the COVID-19 pandemic, SunLine expects it may take several years for ridership to rebound. SunLine and its planning partners are using the regional travel demand model to prepare long-term ridership forecasts for the unconstrained transit redesign.

The SunLine Refueled before and after study identified several themes related to pandemic ridership recovery:

- Transit demand has been reduced by the pandemic, but not in an even manner. Lower-income riders and essential workers commuting to in-person jobs at all hours continue to depend on transit service. In contrast, the increase in telecommuting is anticipated to be sustained, although to an uncertain degree, resulting in reduced peak period demand for travel to central business districts. Agencies can respond by preserving frequent line-haul service throughout the day while deemphasizing costly peak-period service.
- Network redesigns that emphasize a set of frequent core routes, as SunLine Refueled does, have proven successful for other agencies, and this is the type of service that has performed best through the pandemic by meeting the needs of the disadvantaged populations that remain the “core” ridership base for transit agencies.
- Changes in vehicular travel patterns throughout the pandemic affect bus running time across the day and may require schedule modifications. Well-established practices, such as dedicated lanes and transit signal priority (TSP), can help agencies ameliorate the

impacts of rising congestion and improve competitiveness in comparison with other modes. SunLine is participating in the ongoing SCAG Regional Transit Lanes Study, which includes Highway 111 as a potential corridor for TSP treatments.

- The untethering of jobs from offices has resulted in a shift toward living in suburbs and smaller urban areas, and the Coachella Valley is likely to continue growing faster than the Southern California region. As these population shifts drive development, SunLine will need to reevaluate which areas have sufficient population to support service and whether service levels are keeping up with growth in population.
- As transit ridership recovers, flexible, on-demand microtransit may be a more cost-effective way to maintain service coverage in areas with low fixed route ridership. Microtransit can also have synergy with and improve the efficiency of paratransit service through sharing of vehicles and automation of trip assignments. SunLine and RideCo are evaluating the potential of expansion of SunRide service areas.

3.4 Proposed Fare Structure Changes

While the Board of Directors has directed SunLine staff to explore a fare-free system, the aim of this fare policy is to increase SunLine's revenues with a simplified structure that continues to provide support for low-income individuals. Recent fare-related efforts and actions are discussed below.

Route 10 Commuter Link Off-Peak Pricing

To improve ridership on Route 10 Commuter Link, SunLine is implementing off-peak fares for reverse commute trips. The local fare structure will apply to morning trips from San Bernardino to Indio and afternoon trips from Indio to San Bernardino. The peak period fare will remain the same. The local fare structure will also apply in the off season when California State University is not in general session.

Haul Pass

The College of the Desert and CSUSB's Palm Desert campus are important transit markets in our service area. Started in August 2018 with a grant from the LCTOP, the SunLine Haul Pass program gives students at these schools free access to SunLine buses with their student ID. The LCTOP grant is funding an expansion of the program to students who are enrolled in any Coachella Valley high schools. The program, which began with the 2021 school year, is anticipated to be available for 18 to 22 months with the goal of the program becoming self-sustaining in future years. All students who apply will be eligible to ride for free—not just to class, but anywhere SunLine buses go, anytime they operate.

Mobile Ticketing

The 2020 Refueled survey showed that more than 86 percent of SunLine riders have access to a smartphone or tablet with an Internet connection. Access to a connected device is an important factor in the implementation of the Token Transit mobile ticketing pilot. Mobile ticketing allows riders to use a new method of acquiring passes and gives SunLine valuable information that will be used for a permanent mobile ticketing solution. Mobile ticketing will make paying fares much easier. There's no need to carry coins or cash. No need to wait in line to buy a pass. And no need to search in a wallet for a buried bus pass. Customers can simply board the bus, use their phone to pay, and go.

Review fares annually. Fares should be reviewed annually to assess the ridership impact. This should include an examination of revenue by fare category and fare media. The fare review should provide a peer comparison to help ensure fare policy decisions are well-informed.

Make fare adjustments as frequently as possible. Fares should be adjusted annually to address inflation and to deliver a more gradual change to riders. Fares that are frozen for several years and then adjusted through a large disproportionate increase result in a "shock" to riders that may negatively affect the Agency image and ridership.

Calculate the SunLine internal rate of inflation to establish required fare adjustments. Fare increases should be based on SunLine's internal rate of inflation (goods, labor, and fuel), rather than the inflation of a general Consumer Price Index. The Consumer Price Index measures the inflation on a basket of goods and services unrelated to transit service and competing transportation modes.

To help low-income passengers access transit services and offset fare increases, SunLine may target fares for Coachella Valley residents who meet low-income guidelines. The U.S. Department of Labor's Lower Living Standard Income Level is often used by transit agencies to determine eligibility for reduced fares. It identifies income levels by family size that are adjusted annually based on changes in the Consumer Price Index.

3.5 Capital Improvement Planning

Refueled implementation is closely tied to the California Air Resources Board's (CARB's) ICT regulation. The ICT regulation requires SunLine to gradually transition to a 100 percent zero-emission bus (ZEB) fleet. As SunLine grows its fleet to provide additional service, it will need to evaluate daily mileage needs and the incremental capital or electricity costs of depot-charging electric buses that cannot be offset by available incentive and funding programs. SunLine is also planning for the new infrastructure needed to support hydrogen production and refueling for its fuel cell buses. It is also evaluating expansion of its satellite facility in Indio to support hydrogen and ZEB fueling and maintenance.

SunLine is working with the Coachella Valley Association of Governments to plan and fund street improvements needed to preserve bus travel times and improve service reliability. These street improvements include TSP measures, queue jumpers, and dedicated bus lanes. Super stops are another capital improvement aimed at enhancing the passenger experience. These stops include enlarged and near-level boarding areas, enhanced shelters, and upgraded amenities.

SunLine is also working with its member cities to improve multimodal connections to its fixed route bus service. This includes connections to the Coachella Valley Link. This bicycling and walking pathway will link Coachella Valley cities and the lands of three federally recognized tribes with a path that generally parallels Highway 111.

3.5.1 Bus Stop Improvements

SunLine's current policy specifies that bus stops with more than 10 boardings per day warrant a shelter. Twenty-nine bus stops currently meet this threshold but lack shelters. SunLine anticipates funding availability to add 29 bus stop shelters in the next 3 years, which exceeds the number of improvements required to meet current policy. SunLine proposes a two-tiered approach to allocating improvements:

Figure 3-2 summarizes the resulting allocation of bus shelters by jurisdiction. SunLine is committed to implementing these policy recommendations and installing the additional 29 shelters over the next 3 years.

Figure 3-2 Allocation of Bus Stop Shelter Improvements

City/District	Total Stops	Total Shelters		Stops with 10+ boardings		Stops with Shelters and 10+ boardings		Gap to Policy Goal
		Count	Percent	Count	Percent	Count	Percent	
Cathedral City	61	50	82%	27	44%	27	100%	-
Coachella	34	21	62%	9	26%	7	78%	2
Desert Hot Springs	48	34	71%	26	54%	24	92%	2
Indian Wells	15	13	87%	1	7%	0	0%	1
Indio	87	39	45%	33	38%	25	76%	8
La Quinta	52	34	65%	19	37%	14	74%	5
Palm Desert	53	43	81%	28	53%	28	100%	-
Palm Springs	124	86	69%	55	44%	46	84%	9
Rancho Mirage	33	25	76%	11	33%	11	100%	-
Unincorporated Riverside County	70	27	39%	13	19%	11	85%	2
<i>Thermal</i>	8	2	25%	1	13%	1	100%	-
<i>Oasis</i>	10	2	20%	1	10%	1	100%	-
<i>Mecca</i>	20	9	45%	3	15%	3	100%	-
<i>One Hundred Palms</i>	3	2	67%	1	33%	1	100%	-
<i>Thousand Palms</i>	9	9	100%	5	56%	5	100%	-
<i>North Shore</i>	11	1	9%	0	0%	0	N/A	-
<i>Desert Edge</i>	7	0	0%	2	29%	0	0%	2
<i>Bermuda Dunes</i>	2	2	100%	0	0%	0	N/A	-
Total	577	372	64%	222	38%	193	87%	29

Figure 3-3 Financially Unconstrained Transit Improvements

Route #	Description	Annual Hours	Annual Miles	Expansion Buses (Excluding Spares)	Operating Cost	Capital Cost
1EV	Coachella - Via Hwy 111 - Palm Desert Mall. Increase weekday peak frequency from 20 minutes to every 15 minutes. Capital costs funded through an AHSC grant. Implementation date is tied to the completion of the Coachella Valley Mobility Hub	6,120	91,910	4	\$ 838,440	\$ 3,800,000
2	Desert Hot Springs - Palm Springs - Cathedral City. Increase weekday frequency from 20 minutes to every 15 minutes. Project not funded, implementation date to be determined.	13,300	175,570	4	\$ 1,822,100	\$ 3,800,000
3	Desert Edge - Desert Hot Springs. Increase weekday peak frequency from 60 minutes to every 30 minutes. Project not funded, implementation date to be determined.	1,922	34,276	1	\$ 263,314	\$ 950,000
4	Westfield Palm Desert - Palm Springs. Increase weekday peak frequency from 40 minutes to every 30 minutes. Project not funded, implementation date to be determined.	3,050	43,000	2	\$ 417,850	\$ 1,900,000
5	Desert Hot Springs - CSUSB Palm Desert - Westfield Palm Desert. Increase weekday peak frequency from 60 minutes to every 40 minutes. Project not funded, implementation date to be determined.	1,810	36,590	1	\$ 247,970	\$ 950,000
6	Coachella - Via Fred Waring - Westfield Palm Desert. Increase weekday frequency from 45 minutes to every 30 minutes. Project not funded, implementation date to be determined.	2,450	36,200	1	\$ 335,650	\$ 950,000
7	Bermuda Dunes - Indian Wells - La Quinta. Increase weekday frequency from 45 minutes to every 30 minutes. Project not funded, implementation date to be determined.	1,363	24,581	1	\$ 186,731	\$ 950,000
8	North Indio - Coachella -Thermal/Mecca. Increase weekday frequency from 40 minutes to every 30 minutes. Project not funded, implementation date to be determined.	2,050	34,210	1	\$ 280,850	\$ 950,000
9*	North Shore - Mecca - Oasis. Frequency was improved to every 60 min in Jan 21 from every 180 minutes.	1,922	34,276	1	\$ 263,314	\$ 950,000
10	Implement Commuter Link service between West Coachella Valley - CSUSB, San Bernardino Transit Center (SBTC)/Metrolink and Amtrak Station. Add 4 new roundtrips. Project not funded, implementation date to be determined. Staff is researching public/public or public private opportunities to fund and implement this service.	5,916	191,557	2	\$ 810,492	\$ 1,900,000
12	Proposed new Route 12 - Indio – Coachella would operate every 30-minutes during weekday peak hours and operate every 60-minutes during off peak hours and weekends. Contingent on approval City of Coachella's TCC grant.	8,003	108,825	2	\$ 1,096,411	\$ 1,900,000
	Develop a Public-Private service strategy for the new Acrisure Arena. Operating and cost details are not available yet.					
	Total:			20	\$ 6,563,122	\$ 19,000,000

* When demand warrants, increase frequency to every 40 minutes from current 60 minutes

Chapter 4. Financial Planning

The FY2024 financial planning process focused on prioritizing resources and alignment with the core strategic goal of regaining ridership and providing multimodal solutions. The team at SunLine brought their diverse insights to most effectively allocate resources to maintain essential services. The enclosed financial plan of the Agency is based on the best available financial projections and anticipated grants.

4.1 Operating and Capital Budget

In FY2024, SunLine will have an operating budget of \$47,467,374 and a capital budget of \$35,752,541 (Table 4 and 4A). The operating budget encompasses costs such as driver salaries, administrative salaries, fuel, insurance premiums, and other overhead costs required to run day to day operations. The available funding will be used effectively and efficiently in the accomplishment of organizational objectives. The operating budget will ensure that the Agency continues to offer safe and reliable transportation to Coachella Valley residents.

The capital budget incorporates key projects to help further advance the Agency's Capital Improvement Program. The Capital Improvement Program for FY 2024 focuses on continuing SunLine's investment in increasing its alternative fuel technology and energy efficient infrastructures. SunLine's Capital Program represents a unique opportunity to make long term investments in SunLine's operational capabilities, energy strategies, and regulatory compliance by conforming with the California Air Resources Board's Innovative Clean Transit mandate.

Key components of the capital plan, beyond ongoing maintenance needs, include:

- Funding Expansion for the Liquid Hydrogen Project
- Purchase of Electric Buses (6) & Charging Stations (3)
- Purchase of Hydrogen Fuel Cell Buses (5)
- Funding Expansion for the Public Hydrogen Station
- Purchase of Paratransit Vehicles (15)

SunLine Transit Agency has always led the industry in the adoption of alternative fuel solutions. The capital and operating budget for FY24 demonstrate its continued commitment to alternative fuels. SunLine has placed a high level of importance in leveraging available competitive funding whenever possible in order to meet the Agency's aggressive goals. The FY24 capital and operating programs include multiple discretionary awards amounting to over \$24,694,407 in discretionary funding. The discretionary funds were awarded at the State and Federal level. Discretionary funding allows the Agency to accelerate its initiatives and make the best use of formula funds.

In FY23, SunLine purchased land required to capture solar power which will generate sufficient electricity to power the Hydrogen Electrolyzer to produce hydrogen. The project in concept, dubbed “Solar Microgrid to Hydrogen”, is essential to comply with the California Air Resources Board’s (CARB) Innovative Clean Transit (ICT) mandate of introducing zero-emission buses (ZEBs). It will enable SunLine to comply with this mandate with minimal negative impacts on public transit services currently offered by offsetting the incremental cost of producing hydrogen or charging buses using electricity from the public electricity grid. The “Solar Microgrid to Hydrogen” will support the much-needed energy security and independence to provide reliable public transit service. The “Solar Microgrid to Hydrogen” will serve as a sustainable, zero-emission energy source for producing hydrogen to power buses.

The capital program is dependent on internal and external funding from federal, state, regional, and local sources.

4.2 Funding Plans to Support Proposed Operating and Capital Program

For FY2024, funding plans for the proposed operating and capital programs are primarily funded as follows:

FTA Section 5307 (Urban formula, ARPA), FTA Section 5311 (Rural, ARPA), FTA Section 5311 (f) (Intercity, ARPA), FTA Section 5339, Congestion Mitigation and Air Quality (CMAQ), California Air Resources Board (CARB), California Energy Commission (CEC), Air Quality Management District (AQMD), State Transit Assistance (STA), State of Good Repair (SGR), Low Carbon Operating Program (LCTOP), Local Transportation Funds (LTF), Local Measure A funding, and farebox revenue.

The estimated FY2024 operating and capital budget of \$83,219,915 outlined in Table 4, is funded by:

Fund	Operating		Capital	
	Amount (\$)	Percent (%)	Amount (\$)	Percent (%)
ARPA Section 5307	325,000	1%	-	0%
California Air Resources Board (CARB)	200,000	0%	-	0%
California Energy Commission	200,000	0%	-	0%
CMAQ	680,000	1%	-	0%
Farebox	1,550,964	3%	-	0%
LCTOP	433,333	1%	-	0%
Local Transportation Fund (LTF)	25,925,542	55%	1,261,199	4%
Measure A	8,275,000	17%	-	0%
Other	1,088,170	2%	-	0%
Section 5307	7,452,669	16%	2,775,218	8%
Section 5307 CMAQ	-	0%	4,500,000	13%
Section 5309 Earmarked	-	0%	2,500,000	7%
Section 5311	417,464	1%	-	0%
Section 5311 ARPA	410,551	1%	-	0%
Section 5311(f)	300,000	1%	-	0%
Section 5311(f) ARPA	208,681	0%	-	0%
Section 5339 Formula	-	0%	744,782	2%
Section 5339 Discretionary	-	0%	14,966,050	42%
SCAQMD	-	0%	1,273,357	4%
State of Good Repair	-	0%	900,000	3%
State Transit Assistance Fund (STA)	-	0%	6,831,935	19%
Total	\$ 47,467,374	100%	\$ 35,752,541	100%

For FY25 and FY26, figures presented in tables 4.2 and 4.3 to fund operating and capital expenditures are based on best available funding projections.

Fund	Operating		Capital	
	Amount (\$)	Percent (%)	Amount (\$)	Percent (%)
California Air Resources Board (CARB)	200,000	0%	-	0%
California Energy Commission	200,000	0%	-	0%
CMAQ	680,000	1%	-	0%
Farebox	1,550,964	3%	-	0%
LCTOP	433,333	1%	-	0%
Local Transportation Fund (LTF)	29,731,613	60%	-	0%
Measure A	8,441,000	17%	-	0%
Other	2,050,670	4%	-	0%
Section 5307	5,268,265	11%	1,530,000	5%
Section 5311	426,147	1%	-	0%
Section 5311(f)	306,240	1%	-	0%
Section 5339 Formula	-	0%	648,218	2%
Section 5339 Discretionary	-	0%	20,468,599	72%
State of Good Repair	-	0%	421,782	1%
State Transit Assistance Fund (STA)	-	0%	5,216,937	18%
Total	\$ 49,288,232	100%	\$ 28,285,536	100%

Fund	Operating		Capital	
	Amount (\$)	Percent (%)	Amount (\$)	Percent (%)
California Air Resources Board (CARB)	200,000	0%	-	0%
California Energy Commission	200,000	0%	-	0%
CMAQ	680,000	1%	-	0%
Farebox	1,550,964	3%	-	0%
LCTOP	433,334	1%	-	0%
Local Transportation Fund (LTF)	33,575,183	63%	-	0%
Measure A	8,610,000	16%	-	0%
Other	2,050,670	4%	-	0%
Section 5307	5,403,133	10%	2,220,000	8%
Section 5311	436,844	1%	-	0%
Section 5311(f)	313,927	1%	-	0%
Section 5339 Discretionary	-	0%	18,280,000	68%
State Transit Assistance Fund (STA)	-	0%	6,450,000	24%
Total	\$ 53,454,055	100%	\$ 26,950,000	100%

4.3 Regulatory and Compliance Requirements

4.3.1 Americans with Disabilities Act

SunLine complies with ADA guidelines by providing a 100 percent accessible revenue service fleet for fixed route transit services and ADA paratransit vehicles. As funding becomes available, SunLine continues to provide bus stop improvements to ensure accessibility. Staff also coordinates with developers and contractors regarding construction projects to include bus stop improvements when the opportunity arises.

4.3.2 Disadvantaged Business Enterprise

SunLine's most recent Disadvantaged Business Enterprise (DBE) program and goal were submitted to FTA in July 2021 and had an expiration date of September 2024. The next DBE report will be submitted by August 2024.

4.3.3 Equal Employment Opportunity

SunLine complies with federal regulations pertaining to employment and submits its Equal Employment Opportunity (EEO)-4 report annually to the U.S. Equal Employment Opportunity Commission (EEOC) and its EEO/Affirmative Action Program to FTA every 4 years, or as major changes occur in the workforce or employment conditions. The most recent EEO-4 report was submitted to the EEOC and certified in February 2022. The most recent EEO/Affirmative Action Program was revised and submitted to FTA in July 2020. The next update to the EEO/Affirmative Action Program is due to the FTA in July 2024.

4.3.4 Title VI

Title VI protects people from discrimination based on race, color, and national origin in programs and activities receiving federal financial assistance. SunLine's Title VI report was submitted to FTA in January 2023 and has an expiration date of October 2025.

4.3.5 Transportation Development Act

The Transportation Development Act provides two major sources of funding for public transportation: the LTF and STA. RCTC commissioned Michael Baker International to conduct the Triennial Performance Audit as required by the Transportation Development Act; recommendations from the auditors are referenced in section VI of that document.

4.3.6 Federal Transit Administration Triennial Review

In accordance with regulations, SunLine completed an FTA Triennial Audit site visit in 2019. The Triennial Review focused on SunLine's compliance in 21 areas. SunLine had no deficiencies with the FTA requirements. The next Triennial Review is scheduled for September 2023.

4.3.7 National Transit Database

To keep track of the industry and provide public information and statistics as growth occurs, FTA’s National Transit Database records the financial, operating, and asset conditions of transit systems. Staff submit monthly reports and a yearly report which is used for funding formulas.

4.3.8 Alternative Fuel Vehicles

In alignment with SunLine’s Board-approved Alternative Fuel Policy, all revenue vehicles in the fleet use CNG, electric, or hydrogen fuel. The current active fleet consists of 54 CNG buses, 26 hydrogen electric fuel cell buses, four (4) battery electric buses, three (3) CNG coaches, 39 CNG paratransit vehicles, and 52 non-revenue CNG, gas and electric vehicles, including general support cars and trucks.

4.4 Capital Project Status

Error! Reference source not found.Figure 4-1 summarizes the status of SunLine’s capital projects, and Figure 3-3 lists the financially unconstrained transit improvements (improvements that are currently not funded, unless noted).

Figure 4-1 Status of SunLine’s Capital Projects

S RTP #	Project Name	Status
<i>Performance Department</i>		
SL15-05, SL14-06, SL20-12	CNG Fueling Station and Construction	Completed
SL17-06, SL18-01, SL19-14, SL20-11	Operations Facility	Completed
SL16-09	5 Hydrogen Fuel Cell Buses (LowNo Grant)	Completed
SL19-13	NICE Mobile Hydrogen Refueling Station at Div. II	Completed
SL20-06	SunLine Property Expansion/ Solar Farm Phase I	Completed
SL21-01	Microgrid to Hydrogen	Completed
SL17-08	5 Hydrogen Electric Hybrid FCB and Hydrogen Station (AQIP Grant)	Active
SL18-08, SL20-07, SL21-06	Zero Emission Maintenance Facility	Active
FTIP-RIV140502	Battery Dominant Hydrogen Fuel Cell Bus	Active
SL21-07	SoCal Gas/Hydrogen Demonstration Project	Active
SL22-12 AHSC	Coachella Hub	Active
SL22-11	Develop and Deploy a Liquid Hydrogen Refueling Infrastructure	Active
SL22-04	Public Hydrogen Station Phase II	Pending Start

SRTP #	Project Name	Status
SL22-06, SL23-05	Microgrid to Hydrogen Phase III & Phase IV	Pending Start
SL22-10, SL23-01	Indio CNG Station Upgrade	Pending Start
SL23-03	Indio Liquid Hydrogen Trailer Project	Pending Start
SL23-04	Over the Road Coaches	Pending Start
<i>Maintenance Department</i>		
SL15-06, SL17-07	Purchase of Five (5) Replacement Zero Emission Relief Cars	Completed
SL19-06, SL20-05, SL17-01, SL17-02, SL10-02	2020 Replacement and Expansion of Paratransit Buses	Completed
SL20-01, SL16-09	Purchase of (5) New Flyer Fuel Cell Buses (VW Mitigation and LowNo)	Completed
SL21-03	Four (4) Micro Transit Vehicles	Completed
AHSC	Purchase of Four (4) Fixed Route CNG Buses	Completed
SL21-10	Four-Post Lift	Completed
SL21-04	Vans for Service Expansion	Completed
SL22-07	Maintenance Tools and Equipment	Completed
SL15-12	Fleet Management Information System (FMIS)	Active
SL15-12, SL19-12	Implementation Consultant EAM Software for Maintenance	Active
SL17-10	5 New Flyer Buses (EPA/AQMD)	Active
SL18-07, SL17-07, SL15-06	Purchase Shop Service CNG Vehicle	Active
SL20-09	H2Ride Hydrogen Shuttle Bus Demonstration Project	Active
SL21-11	Purchase Administrative Vehicles	Active
SL22-01	Purchase of MCI Commuter Bus	Active
SL15-06, SL17-07, SL18-07	Purchase of Stops/Zones Compressed Natural Gas Trucks	Active
SL18-05, SL22-09, SL23-07	Refurbishment of 12 CNG Buses	Active
SL19-12	Upgrade Wiring BYD Chargers	Active
SL19-10	Two (2) Micro Transit Vehicles	Active
SL19-05	Radio Replacement Phase I	Active
SL19-12	AC Unit Number 29 Replacement (Parts Trailer)	Active
SL21-02	Replacement Bus	Pending Start
SL21-11	Replacement Support Vehicles	Pending Start
SL22-03	Facility Improvements	Pending Start
SL22-05	Replacement Paratransit Vehicles (10)	Pending Start
SL22-09	Bus Refurbishment	Pending Start
SL23-02	Facility Improvement Projects	Pending Start

S RTP #	Project Name	Status
SL23-07	CNG Rehab (10) & Hydrogen Vehicle Purchase (4)	Pending Start
SL23-10	Equipment	Pending Start
SL23-09	Radio Replacement Phase II & Upgrade to ITS	Pending Start
Transportation Department		
SL22-08	Bus Stop Improvements	Active
SL23-12	Bus Stops and Amenities	Pending Start
Executive Office		
SL15-10, SL19-15	Mobile Outreach Vehicle	Active
SL20-03	Boardroom Equipment Upgrade	Active
SL18-04, SL19-03	Security Application Implementation 2022	Completed
SL19-10	Bus Simulator	Completed
SL21-12	Operations Facility Low Voltage Project	Completed
SL20-02	Operations Facility - IT Equipment	Completed
SL21-13	Access Control Replacement	Active
SL21-13	Surveillance Camera Addition and Replacement	Active
FTIP-RIV140821	TDM (Vanpool)	Active
SL21-08	Safety Enhancement Projects	Pending Start
SL21-09	Upgrade Division I Fence	Pending Start
SL21-13	Operations, Division II, & Electrolyzer Access Control Surveillance (Unobligated)	Pending Start
SL21-14	Perimeter Lighting Division I	Pending Start
SL22-02	Upgrades to Gate and Guard Shack	Pending Start
SL23-06	IT Projects	Pending Start
SL23-08	Real Time Surveillance System	Pending Start
SL23-11	Software Expansion	Pending Start

S RTP Tables

Table 1.0 Individual Route Descriptions

Routes	Route Classification	Major Destinations	Cities/Communities Served	Connections
1WV	Trunk	Hospital, Medical, Shopping, Mall, Center of Employment Training and Schools	Palm Springs, Cathedral City, Rancho Mirage and Palm Desert	2, 4, 5, 6
1EV	Trunk	Hospital, Medical, Shopping, College, Mall, Center of Employment Training and Schools	Palm Desert, Indian Wells, La Quinta, Indio and Coachella	4, 5, 6, 7, 8, and 10 Commuter
2	Trunk	Shopping, Schools, Employment Center, Library, Senior Center, Medical, Social Security, Theaters, Airport, Court House and Public Social Services	Desert Hot Springs, Palm Springs and Cathedral City	1WV, 1EV, 3, 4, 5
3	Local	Shopping Centers, Senior Center, Library, Community Center, City Hall, Medical, and Schools	Desert Hot Springs and Desert Edge	2 & 5
4	Local	Shopping, Medical, Library, Social Services, Theaters, School, College, Mall, Hospital and Airport	Palm Springs, Cathedral City, Rancho Mirage, Palm Desert and Thousand Palms	1WV, 1EV, 2, 5, 6
5	Local	Shopping, Senior Center, Library, Community Center, Schools, College, Medical, City Hall, University and Mall	Desert Hot Springs and Palm Desert	1WV, 1EV, 2, 3, 4, 6 and 10 Commuter
6	Local	Shopping, School, Tennis Gardens, Work Force Development, Social Services, Medical and College	Palm Desert, Indian Wells, La Quinta, Indio, Bermuda Dunes and Coachella	1WV, 1EV, 4, 5, 7, 8
7	Local	Shopping, Schools, Theaters, Tennis Gardens and Medical	La Quinta, Palm Desert, Indian Wells and Bermuda Dunes	1EV, 6
8	Local	Shopping, School, Senior Center, DMV, Community Center, College, City Hall and Center of Employment Training and Medical	Indio, Coachella, Thermal and Mecca	1EV, 6 and 9
9	Local	Shopping, Community Center, Medical and Schools	Mecca, North Shore and Oasis	8
10	Regional	Shopping, Business, Entertainment and University	Indio, Palm Desert, Beaumont, San Bernardino	1EV, 5, OmniTrans, MARTA, VVTA, Beaumont Transit, RTA and SB Metrolink

Table 1.1 Fleet Inventory – Motor Bus



Table 1.1 - Fleet Inventory
 FY 2022/23 Short Range Transit Plan
 SunLine Transit Agency

Bus (Motorbus) / Directly Operated

Year Built	Mfg. Code	Model Code	Seating Capacity	Lift and Ramp Equipped	Vehicle Length	Fuel Type Code	# of Active Vehicles FY 2021/22	# of Contingency Vehicles FY 2021/22	Life to Date Vehicle Miles Prior Year End FY 2020/21	Life to Date Vehicle Miles through March FY 2021/22	Average Lifetime Miles Per Active Vehicle As Of Year-To-Date (e.g., March) FY 2021/22
2018	BYD	K9	35	4	40	EB	4		188,605	61,452	15,363
2012	EDN	AXCESS	37	1	40	HY	1		191,571	200,962	200,962
2014	EDN	AXCESS	37	3	40	HY	3		467,458	506,617	168,872
2015	EDN	AXCESS	37	1	40	HY	1		18,154	39,659	39,659
2017	EDN	AXCESS	37	1	40	HY	1		46,099	49,820	49,820
2018	EDN	AXCESS	37	5	40	HY	5		382,154	193,388	38,677
2009	EDN	EZRider32'	29	10	32	CN	10		4,196,818	437,848	43,784
2020	MCI	D4500	40	2	40	CN	2		6,196	61,976	30,988
2008	NFA	LF 40'	39	11	40	CN	11	4	13,673,239	618,443	56,222
2008	NFA	LF 40'	39	21	40	CN	21		15,096,648	721,971	34,379
2016	NFA	LF 40'	39	6	40	CN	6		1,627,581	311,018	51,836
2018	NFA	XCELSIOR	39	5	40	HY	5		339,716	96,168	19,233
2020	NFA	XCELSIOR	39	10	40	CN	10		479,690	196,253	19,625
2021	NFA	XHE	39	5	40	HY	5			40,288	8,057
2014	SPC	TR30FP	24	5	32	OR	5		72,731		
Totals:			547	90			90	4	36,786,660	3,535,863	39,287

Table 1.1 Fleet Inventory – Demand Response



Table 1.1 - Fleet Inventory
FY 2022/23 Short Range Transit Plan
 SunLine Transit Agency

Demand Response / Directly Operated

Year Built	Mfg. Code	Model Code	Seating Capacity	Lift and Ramp Equipped	Vehicle Length	Fuel Type Code	# of Active Vehicles FY 2021/22	# of Contingency Vehicles FY 2021/22	Life to Date Vehicle Miles Prior Year End FY 2020/21	Life to Date Vehicle Miles through March FY 2021/22	Average Lifetime Miles Per Active Vehicle As Of Year-To-Date (e.g., March) FY 2021/22
2020	ARB	Freedom	12	15	27	CN	15		16,807	1,120	
2015	EDN	AEROTECH	12	2	22	CN	2	1,620,747	416,512	208,256	
2016	EDN	AEROTECH	12	9	22	CN	9	2,981,991	199,752	22,194	
2018	SPC	Senator	12	14	23	CN	14	1,638,849	108,140	7,724	
Totals:			48	40			40	6,241,587	741,211	18,530	

Table 2.0 Service Provider Performance Target Report

Note: This table is omitted while technical reporting issues are resolved.



Table 2.1 *FY 2021/22 SRTP Performance Report*

Note: This table is omitted while technical reporting issues are resolved.

Table 2.2 *S RTP Service Summary – Systemwide Totals*

Note: This table is omitted while technical reporting issues are resolved.



Table 2.2 *S RTP Service Summary – All Fixed Routes*

Note: This table is omitted while technical reporting issues are resolved.

Table 2.2 *SRTP Service Summary – SunDial*

Note: This table is omitted while technical reporting issues are resolved.

Table 2.2 *S RTP Service Summary – Vanpool*

Note: This table is omitted while technical reporting issues are resolved.

Table 2.2A Summary of Routes to be Excluded

Route #	Description	Fare Box Calculation Exempt Routes	Notes
1WV	Palm Desert Mall - Palm Springs	No	No change, route intact
1EV	Coachella - Palm Desert Mall	No	No change, route intact
2	Desert Hot Springs - Palm Springs - Cathedral City	No	Productive route
3	Desert Edge - Desert Hot Springs	No	
4	Palm Desert Mall - Palm Springs	No	
5	Desert Hot Springs - CSUSB Palm Desert - Palm Desert Mall	No	
6	Coachella - Via Fred Waring - Palm Desert Mall	No	
7	Bermuda Dunes - Indian Wells - La Quinta	No	
8	North Indio - Coachella -Thermal/Mecca	No	
9	North Shore - Mecca - Oasis	No	
10	Indio - CSUSB-PDC - CSUSB - San Bernardino Transit Center (SBTC)/Metrolink	No	Commuter route, CSUSB funded



Table 2.3 SRTP Route Statistics (Table 1 of 2)



SRTP Route Statistics (S.P.)

SunLine Transit Agency -- 8

FY 2023/24

Data Elements

Route #	Day Type	Peak Vehicles	Passengers	Passenger Miles	Revenue Hours	Total Hours	Revenue Miles	Total Miles	Operating Cost	Passenger Revenue	Measure-A Revenue	LCTOP Revenue
004.WR.ER	All Days	7	19,901	1,125,303	4,178.0	4,178.0	203,574.0	203,574.0	\$55,000			
SUN-1	All Days	15	1,096,078	9,404,352	61,089.0	65,117.0	949,836.0	1,060,601.0	\$11,681,381	\$2,336,276		
SUN-10 CL	Weekday	2	28,782	246,950	5,629.0	6,474.0	186,891.0	216,659.0	\$2,386,271	\$409,006		
SUN-2	All Days	10	706,347	6,060,460	42,564.0	45,451.0	610,057.0	690,355.0	\$7,603,518	\$1,435,894		
SUN-200	Weekday	1	3,191	27,381	178.0	376.0	3,807.0	9,624.0	\$105,989	\$21,200		
SUN-3	All Days	1	73,680	632,173	5,035.0	5,363.0	81,234.0	91,935.0	\$1,012,570	\$189,809		
SUN-4	All Days	4	219,820	1,886,056	21,070.0	22,192.0	306,168.0	333,395.0	\$3,671,985	\$725,229		
SUN-400	Weekday	1	1,148	9,850	155.0	345.0	2,408.0	7,437.0	\$81,912	\$17,523		
SUN-402	Weekday	1	285	2,444	157.0	302.0	2,121.0	6,972.0	\$76,792	\$16,382		
SUN-403	Weekday	1	674	5,784	76.0	224.0	2,174.0	6,391.0	\$70,383	\$15,358		
SUN-5	Weekday	2	23,242	199,415	2,870.0	3,696.0	74,407.0	100,416.0	\$1,105,978	\$184,496		
SUN-500	Weekday	1	2,847	24,428	104.0	208.0	1,664.0	4,331.0	\$47,697	\$14,077		
SUN-6	Weekday	2	104,657	897,956	10,435.0	11,181.0	179,146.0	200,913.0	\$2,212,845	\$442,569		
SUN-7	All Days	1	74,421	638,533	5,885.0	6,061.0	78,162.0	83,039.0	\$914,589	\$182,918		
SUN-700	Weekday	1	3,552	30,476	315.0	437.0	4,958.0	8,362.0	\$92,095	\$9,394		
SUN-701	Weekday	1	7,658	64,936	257.0	422.0	3,881.0	8,377.0	\$92,263	\$9,394		
SUN-8	All Days	3	175,528	1,506,031	18,113.0	19,059.0	276,731.0	313,677.0	\$3,454,814	\$591,966		
SUN-800	Weekday	1	12,496	107,213	254.0	464.0	5,146.0	12,664.0	\$139,485	\$18,453		
SUN-801	Weekday	1	22,769	195,357	254.0	508.0	4,304.0	9,284.0	\$102,250	\$27,897		
SUN-802	Weekday	1	19,615	58,395	211.0	295.0	4,935.0	14,841.0	\$163,460	\$20,450		
SUN-803	Weekday	1	19,615	168,297	211.0	295.0	4,290.0	12,977.0	\$142,926	\$32,692		
SUN-9	Weekday	2	81,657	700,617	11,272.0	13,068.0	250,461.0	330,796.0	\$3,643,361	\$474,236		
SUN-DAR	All Days	30	112,108	1,150,197	62,425.0	69,241.0	902,092.0	1,066,951.0	\$7,309,796	\$1,391,347		
SUN-TAXI	Weekday	7	11,621	70,287	28,860.0	28,860.0	65,223.0	65,223.0	\$850,000			



Table 2.3 SRTP Route Statistics (Table 2 of 2)



SRTP Route Statistics (S.P.)

SunLine Transit Agency -- 8

FY 2023/24

Performance Indicators

Route #	Day Type	Net Subsidy	Operating Cost Per Revenue Mile	Operating Cost Per Revenue Mile	Cost Per Passenger	Farebox Recovery Ratio	Subsidy Per Passenger	Subsidy Per Passenger Mile	Subsidy Per Revenue Hour	Subsidy Per Revenue Mile	Passengers Per Hour	Passengers Per Mile
004.WR.ER	All Days		\$13.16	\$0.27	\$2.76		\$2.76	\$0.05	\$13.16	\$0.27	4.8	0.10
SUN-1	All Days	\$9,345,105	\$191.22	\$12.30	\$10.66	20.00%	\$8.53	\$0.99	\$152.98	\$9.84	17.9	1.15
SUN-10 CL	Weekday	\$1,977,265	\$423.92	\$12.77	\$82.91	17.14%	\$68.70	\$8.01	\$351.26	\$10.58	5.1	0.15
SUN-2	All Days	\$6,167,624	\$178.64	\$12.46	\$10.76	18.88%	\$8.73	\$1.02	\$144.90	\$10.11	16.6	1.16
SUN-200	Weekday	\$84,789	\$595.44	\$27.84	\$33.21	20.00%	\$26.57	\$3.10	\$476.34	\$22.27	17.9	0.84
SUN-3	All Days	\$822,761	\$201.11	\$12.46	\$13.74	18.75%	\$11.17	\$1.30	\$163.41	\$10.13	14.6	0.91
SUN-4	All Days	\$2,946,756	\$174.28	\$11.99	\$16.70	19.75%	\$13.41	\$1.56	\$139.86	\$9.62	10.4	0.72
SUN-400	Weekday	\$64,389	\$528.46	\$34.02	\$71.35	21.39%	\$56.09	\$6.54	\$415.41	\$26.74	7.4	0.48
SUN-402	Weekday	\$60,410	\$489.12	\$36.21	\$269.45	21.33%	\$211.97	\$24.72	\$384.78	\$28.48	1.8	0.13
SUN-403	Weekday	\$55,025	\$926.09	\$32.37	\$104.43	21.82%	\$81.64	\$9.51	\$724.01	\$25.31	8.9	0.31
SUN-5	Weekday	\$921,482	\$385.36	\$14.86	\$47.59	16.68%	\$39.65	\$4.62	\$321.07	\$12.38	8.1	0.31
SUN-500	Weekday	\$33,620	\$458.63	\$28.66	\$16.75	29.51%	\$11.81	\$1.38	\$323.27	\$20.20	27.4	1.71
SUN-6	Weekday	\$1,770,276	\$212.06	\$12.35	\$21.14	20.00%	\$16.92	\$1.97	\$169.65	\$9.88	10.0	0.58
SUN-7	All Days	\$731,671	\$155.41	\$11.70	\$12.29	20.00%	\$9.83	\$1.15	\$124.33	\$9.36	12.6	0.95
SUN-700	Weekday	\$82,701	\$292.36	\$18.58	\$25.93	10.20%	\$23.28	\$2.71	\$262.54	\$16.68	11.3	0.72
SUN-701	Weekday	\$82,869	\$359.00	\$23.77	\$12.05	10.18%	\$10.82	\$1.28	\$322.45	\$21.35	29.8	1.97
SUN-8	All Days	\$2,862,848	\$190.74	\$12.48	\$19.68	17.13%	\$16.31	\$1.90	\$158.05	\$10.35	9.7	0.63
SUN-800	Weekday	\$121,032	\$549.15	\$27.11	\$11.16	13.23%	\$9.69	\$1.13	\$476.50	\$23.52	49.2	2.43
SUN-801	Weekday	\$74,353	\$402.56	\$23.76	\$4.49	27.28%	\$3.27	\$0.38	\$292.73	\$17.28	89.6	5.29
SUN-802	Weekday	\$143,010	\$774.69	\$33.12	\$8.33	12.51%	\$7.29	\$2.45	\$677.77	\$28.98	93.0	3.97
SUN-803	Weekday	\$110,234	\$677.38	\$33.32	\$7.29	22.87%	\$5.62	\$0.65	\$522.44	\$25.70	93.0	4.57
SUN-9	Weekday	\$3,169,125	\$323.22	\$14.55	\$44.62	13.02%	\$38.81	\$4.52	\$281.15	\$12.65	7.2	0.33
SUN-DAR	All Days	\$5,918,449	\$117.10	\$8.10	\$65.20	19.03%	\$52.79	\$5.15	\$94.81	\$6.56	1.8	0.12
SUN-TAXI	Weekday		\$29.45	\$13.03	\$73.14		\$73.14	\$12.09	\$29.45	\$13.03	0.4	0.18

Table 3.0 Highlights of the FY2023/25 S RTP

#	Description	Start Date
1	Increase all route frequencies gradually to regular service level (pre-COVID-19 level) as new coach operators are hired and trained	Ongoing
2	Hire and train over forty coach operators to implement all approved service improvements. The nationwide and local shortage of coach operators continues to be the biggest hindrance to fully implementing the approved service plan.	Fall 2022
3	Complete construction of the Coachella Mobility hub	Fall 2024
4	To improve ridership on Commuter Link service, SunLine proposes off-peak fares for reverse commute trips and during off-season when California State University is not in general session. The local fare structure will apply to morning reverse commute trips from San Bernardino to Indio and afternoon trips from Indio to San Bernardino and to all trips when California State University is not in general session.	September 2023
5	Develop a Public-Private service strategy for the new Acrisure Arena	Ongoing dialogue
6	Update bus stop signs, schedule holders and install new bus shelters across the service area according to policy to enhance customer service, optimize trip planning technologies, and improve communication with passengers	Ongoing
7	Implement the Innovative Clean Transit (ICT) plan. Transition to zero emissions by 2035 – five years ahead of the deadline set in the ICT Regulation (2040)	Ongoing

Table 4.0 Summary of Funding Requests (1 of 5)



Table 4.0 - Summary of Funding Requests - FY 2023/24
SunLine Transit Agency
Original

Operating																
Project	Total Amount of Funds	5307 IC	5307 IC ARPA	5307 IC OB	5307 RS	5311	5311 (I) ARPA	5311 ARPA	5311(I)	5339 COMP	5339 IC	5339 RS	CARB	CEC Funds	CMAQ	CMAQ OB
Center of Excellence	\$450,000												\$200,000	\$200,000		
Clean Cities	\$50,000															
Commuterlink 10	\$750,882															
Haul Pass Program	\$433,333															
Operating Assistance	\$44,528,159	\$4,078,659		\$3,374,010		\$417,464	\$208,681	\$410,651	\$300,000							
Retention & Recruitment Incentive Program	\$325,000		\$325,000													
Sunrise Rideshare	\$850,000															\$850,000
Taxi Voucher Program	\$75,000															
Vanpool Program	\$55,000															\$0
Sub-total Operating	\$47,467,374	\$4,078,659	\$325,000	\$3,374,010	\$0	\$417,464	\$208,681	\$410,651	\$300,000	\$0	\$0	\$0	\$200,000	\$200,000	\$0	\$680,000
Capital																
Project	Total Amount of Funds	5307 IC	5307 IC ARPA	5307 IC OB	5307 RS	5311	5311 (I) ARPA	5311 ARPA	5311(I)	5339 COMP	5339 IC	5339 RS	CARB	CEC Funds	CMAQ	CMAQ OB
Bus Charging Stations (3) - SL-24-04	\$1,670,854									\$1,343,883						
Bus Rehabilitation - SL-24-15	\$500,000															
Bus Stops and Amenities - SL-24-14	\$400,000	\$320,000														
CNG Paratransit Vehicles (10) RIV210616 - SL-24-08	\$440,000															
Facility Maintenance Upgrade & Equipment - SL-24-13	\$600,000															
Fare Collection Modernization Study - SL-24-18	\$100,000															
Hydrogen Electric Fuel Cell Bus (4) RIV220609 - SL-24-05	\$862,572															
IT Projects - SL-24-10	\$400,000	\$320,000														
Liquid Hydrogen Fueling Station - SL-24-02	\$3,875,403									\$3,500,000						
Maintenance Facility Modernization Study - SL-24-20	\$200,000															
Office Furniture & Equipment - SL-24-18	\$150,000															
Operator Training Ground - SL-24-07	\$1,000,000															
Project Management and Administration - SL-24-21	\$650,000															
Public Hydrogen Fueling Station - SL-24-06	\$8,825,000														\$4,500,000	
Public Hydrogen Station - SL-21-07	\$-1,541,250															
Public Hydrogen Station at Div 1 - SL-22-04	\$-283,750															
Purchase of 1 Hydrogen Fuel Cell Bus - SL-24-23	\$1,288,786															
Purchase of Electric Bus (6) - SL-24-03	\$7,094,109									\$5,802,910						
Purchase of Four (4) Micro Transit - SL-24-17	\$310,000															
Purchase of Hydrogen Electric Fuel Cell Buses (3) - SL-24-01	\$5,183,108									\$4,319,257						
Purchase of Paratransit Vehicles (15) - SL-24-09	\$3,800,000	\$1,513,218			\$622,000						\$635,196	\$109,586				
Purchase of Specialized Tools and Fueling Equipment - SL-24-12	\$150,000															
Radio Replacement Phase II & Upgrade to ITS (add'l funding) - SL-24-22	\$1,336,981			\$1,236,981												
Radio Replacement Phase II & Upgrade to ITS RIV220502 5339 (b) - SL-23-09	\$-1,236,981													\$-1,236,981		
Replacement of Fixed Route Buses Six (6) 20-01 - SL-20-01	\$-723,400															
Safety & Security Projects - SL-24-11	\$200,000	\$0														
Trolleys for Buzz Service (5) 19-15 - 19-15	\$-27,891															
West Coast Center of Excellence - SL-24-19	\$750,000															



Table 4.0 Summary of Funding Requests (2 of 5)



Table 4.0 - Summary of Funding Requests - FY 2023/24
SunLine Transit Agency
Original

Sub-total Capital	\$35,752,541	\$2,153,218	\$0	\$1,236,981	\$622,000	\$0	\$0	\$0	\$0	\$14,966,950	\$-401,785	\$109,586	\$0	\$0	\$4,500,000	\$0
Total Operating & Capital	\$83,216,815	\$6,231,677	\$325,000	\$-1,610,991	\$622,000	\$417,464	\$206,661	\$410,551	\$300,000	\$14,966,950	\$-401,785	\$109,586	\$200,000	\$200,000	\$4,500,000	\$880,000



Table 4.0 Summary of Funding Requests (3 of 5)



Table 4.0 - Summary of Funding Requests - FY 2023/24
SunLine Transit Agency
Original

Operating															
Project	Total Amount of Funds	FARE	LCTOP PUC99313	LCTOP PUC99314	LTF	LTF-OB	MA SPT	OTHR FED	OTHR LCL	SCAQMD	SGR PUC99313	SGR PUC99314	STA - OB	STA PUC99313	STA PUC99314
Center of Excellence	\$400,000														
Clean Cities	\$50,000								\$50,000						
Commuterlink 10	\$750,882				\$61,201				\$181,000						
Haul Pize Program	\$433,333		\$239,050	\$194,283											
Operating Assistance	\$44,528,159	\$1,529,001			\$25,823,804		\$8,275,000		\$618,670						
Retention & Recruitment Incentive Program	\$325,000														
Sunrise Rideshare	\$850,000	\$21,963			\$148,037										
Taxi Voucher Program	\$75,000				\$37,500				\$37,500						
Vanpool Program	\$55,000				\$55,000										
Sub-total Operating	\$47,467,374	\$1,550,964	\$239,050	\$194,283	\$26,925,642	\$0	\$8,275,000	\$0	\$1,088,170	\$0	\$0	\$0	\$0	\$0	\$0



Table 4.0 Summary of Funding Requests (4 of 5)



Table 4.0 - Summary of Funding Requests - FY 2023/24
SunLine Transit Agency
Original

Project	Total Amount of Funds	FARE	LCTOP PUC99313	LCTOP PUC99314	LTF	LTF-06	MA SPT	OTHR FED	OTHR LCL	SCAQMD	SGR PUC99313	SGR PUC99314	STA - 06	STA PUC99313	STA PUC99314
Bus Charging Stations (3) - SL-24-04	\$1,075,854					\$0								\$335,971	
Bus Rehabilitation - SL-24-15	\$500,000													\$500,000	
Bus Stops and Amenities - SL-24-14	\$400,000													\$90,000	
CNG Paratransit Vehicles (10) RIV210616 - SL-24-08	\$440,000													\$250,458	\$189,542
Facility Maintenance Upgrade & Equipment - SL-24-13	\$800,000													\$600,000	\$0
Fare Collection Modernization Study - SL-24-19	\$100,000													\$100,000	
Hydrogen Electric Fuel Cell Bus (4) RIV220509 - SL-24-05	\$862,572										\$740,357	\$122,215			
IT Projects - SL-24-10	\$400,000													\$80,000	
Liquid Hydrogen Fueling Station - SL-24-02	\$3,875,403													\$375,403	\$0
Maintenance Facility Modernization Study - SL-24-20	\$200,000													\$200,000	\$0
Office Furniture & Equipment - SL-24-16	\$150,000													\$122,109	
Operator Training Ground - SL-24-07	\$1,000,000														\$1,000,000
Project Management and Administration - SL-24-21	\$650,000													\$650,000	
Public Hydrogen Fueling Station - SL-24-06	\$8,625,000							\$2,500,000						\$1,825,000	
Public Hydrogen Station - SL-21-07	\$-1,541,250													\$-1,541,250	
Public Hydrogen Station at Div 1 - SL-22-04	\$-203,750													\$-203,750	
Purchase of 1 Hydrogen Fuel Cell Bus - SL-24-23	\$1,288,786									\$1,273,357				\$15,429	
Purchase of Electric Bus (6) - SL-24-03	\$7,864,109				\$1,261,169									\$0	\$0
Purchase of Four (4) Micro Transit - SL-24-17	\$310,000													\$310,000	
Purchase of Hydrogen Electric Fuel Cell Buses (3) - SL-24-01	\$5,183,108										\$37,428			\$103,023	
Purchase of Paratransit Vehicles (15) - SL-24-09	\$3,600,000													\$720,000	
Purchase of Specialized Tools and Fueling Equipment - SL-24-12	\$150,000													\$150,000	
Radio Replacement Phase II & Upgrade to ITS (add'l funding) - SL-24-22	\$1,336,981													\$100,000	
Radio Replacement Phase II & Upgrade to ITS RIV220502 5338 (b) - SL-23-09	\$-1,238,981														
Replacement of Fixed Route Buses Six (6) 20-01 - SL-20-01	\$-723,400													\$-723,400	
Safety & Security Projects - SL-24-11	\$200,000													\$200,000	
Trolleys for Buzz Service (5) 19-15 - 19-15	\$-27,891					\$-27,891									
West Coast Center of Excellence - SL-24-15	\$750,000													\$750,000	
Sub-total Capital	\$36,752,541	\$0	\$0	\$0	\$1,261,169	\$0	\$0	\$2,600,000	\$0	\$1,273,357	\$777,785	\$122,215	\$0	\$5,642,393	\$1,189,542
Total Operating & Capital	\$83,219,515	\$1,550,964	\$239,090	\$194,283	\$27,186,741	\$0	\$8,275,000	\$2,600,000	\$1,086,170	\$1,273,357	\$777,785	\$122,215	\$0	\$5,642,393	\$1,189,542

Table 4.0 Summary of Funding Requests (5 of 5)



Table 4.0 - Summary of Funding Requests - FY 2023/24
SunLine Transit Agency
Original

FY 2023/24 Projected Funding Details	
5307 IC	\$4,078,659
5307 IC ARPA	\$326,000
5307 IC OB	\$3,374,010
5311	\$417,464
5311 (I) ARPA	\$208,681
5311 ARPA	\$410,551
5311(I)	\$300,000
CARB	\$200,000
CEC Funds	\$200,000
CMAQ OB	\$680,000
FARE	\$1,550,864
LCTOP PUC99313	\$230,050
LCTOP PUC99314	\$194,283
LTF	\$25,926,542
MA SPT	\$8,276,000
OTHR LCL	\$1,088,170
Total Estimated Operating Funding Request	\$47,467,374
5307 IC	\$2,153,218
5307 IC OB	\$1,236,981
5307 RE	\$922,000
5339 COMP	\$14,966,050
5339 IC	\$-491,795
5339 RS	\$109,586
CMAQ	\$4,500,000
LTF	\$1,261,199
LTF-OB	\$0
OTHR FED	\$2,500,000
SCAQM	\$1,273,357
SGR PUC99313	\$777,785
SGR PUC99314	\$122,215
STA - OB	\$0
STA PUC99313	\$5,642,393
STA PUC99314	\$1,186,542
Total Estimated Capital Funding Request	\$35,752,541
Total Funding Request	\$83,219,915

Table 4.0A Capital Project Justification (1 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: 19-15 **FTIP No:** Not Assigned - New Project

Project Name: Trolleys for Buzz Service (5) 19-15

Category: Bus

Sub-Category: Rehabilitation/Improvement

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
LTF-OB	FY 2023/24	-\$27,891
Total		-\$27,891

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description
		19-15	

Table 4.0A Capital Project Justification (2 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-20-01 **FTIP No:** Not Assigned - New Project

Project Name: Replacement of Fixed Route Buses Six (6) 20-01

Category: Bus

Sub-Category: Replacement

Fuel Type: CNG

Project Description: Purchase of six (6) fixed route buses to replace existing CNG bus fleets that will meet useful life as outlined by FTA guidelines.

Project Justification: The purchase of six (6) fixed route buses will ensure SunLine replaces older fleet vehicles to maintain services reliability and reduce maintenance costs.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
STA - DB	FY 2023/24	-\$723,400
Total		-\$723,400

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description
		20-01	



Table 4.0A Capital Project Justification (3 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
 Original

Project Number: SL-21-07 **FTIP No:** Not Assigned - New Project

Project Name: Public Hydrogen Station

Category: Buildings and Facilities

Sub-Category: Rehabilitation/Improvement

Fuel Type: Hydrogen

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
STA - OB	FY 2023/24	-\$1,541,250
Total		-\$1,541,250

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (4 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-22-04 **FTIP No:** Not Assigned - New Project

Project Name: Public Hydrogen Station at Div 1

Category: Buildings and Facilities

Sub-Category: Rehabilitation/Improvement

Fuel Type: Hydrogen

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
STA - OB	FY 2023/24	-\$283,750
Total		-\$283,750

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (5 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-23-09 **FTIP No:** Not Assigned - New Project

Project Name: Radio Replacement Phase II & Upgrade to ITS RIV220502 5339 (b)

Category: Communication and ITS

Sub-Category: Systems

Fuel Type: N/A

Project Description: Replace radio & ITS for all vehicles (5339 (b))

Project Justification: Radio system parts are obsolete. Need to upgrade ITS with radio system.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
5339 IC	FY 2023/24	-\$1,236,981
Total		-\$1,236,981

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description
		SL-23-09	

Table 4.0A Capital Project Justification (6 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-01 **FTIP No:** Not Assigned - New Project

Project Name: Purchase of Hydrogen Electric Fuel Cell Buses (3)

Category: Bus

Sub-Category: Replacement

Fuel Type: Hydrogen

Project Description: SunLine intends to use \$4,319,257 of Section 5339 (c) funding for the deployment of 3 hydrogen fuel cell transit buses. Project Funding Federal Funds (85%) FY 2022 Section 5339 (c) D2022-LWNO-021: \$4,319,257 State Transit Assistance (State Match): \$826,423 SB1 SGR (Stare Match): \$32,428 Total Project Cost: \$5,183,108 D2022-LWNO-021 This project replaces 3 Model Year 2009 CNG buses with hydrogen fuel cell buses. The existing buses are being replaced have completed their useful life of 12 years and will be disposed of according to Federal regulations.

Project Justification: The procurement of fuel cell electric buses will enable the Agency to fully transition its bus fleet to zero-emission by 2035 as per its ICT Plan.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
5339 COMP	FY 2023/24	\$4,319,257
SGR PUC99313	FY 2023/24	\$37,428
STA - OB	FY 2023/24	\$723,400
STA PUC99313	FY 2023/24	\$103,023
Total		\$5,183,108

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description

Table 4.0A Capital Project Justification (7 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-02 **FTIP No:** Not Assigned - New Project

Project Name: Liquid Hydrogen Fueling Station

Category: Buildings and Facilities

Sub-Category: Upgrade

Fuel Type: Hydrogen

Project Description: SunLine intends to use \$3,500,000 of Section 5339 (c) funding for the deployment of 3 hydrogen fuel cell transit buses. The project involves upgrading SunLine's newest liquid hydrogen refueling station to improve the station's ability to serve SunLine's fleet and provide hydrogen refueling to other's light- and heavy-duty vehicles. Project Funding Federal Funds (39%) FY 2022 Section 5339 (c) D2022-LWNO-021: \$3,500,000 California Energy Commission: \$4,986,250 SL-22-11 State Transit Assistance (State Match): \$375,403 Total Project Cost: \$8,861,653 D2022-LWNO-021

Project Justification: This project funds additional upgrades to SunLine's newest liquid hydrogen refueling station to be capable of dispensing 1500 kg/d. SunLine has secured funding to construct a new hydrogen fueling station; it is seeking federal funding to expand that station as it is being constructed to provide additional benefits. The key factor at SunLine preventing increased procurement rates of FCEBs is refueling infrastructure. Each new dispenser at a LH2 station requires significant pump upgrades (or new pumps) to enable supply for that dispenser. This project helps address this need, as well as enables SunLine to make hydrogen fuel available to other entities in the region needing a fueling station.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
5339 COMP	FY 2023/24	\$3,500,000
STA PUC99313	FY 2023/24	\$375,403
STA PUC99314	FY 2023/24	\$0
Total		\$3,875,403

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (8 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-03 **FTIP No:** Not Assigned - New Project

Project Name: Purchase of Electric Bus (6)

Category: Bus

Sub-Category: Replacement

Fuel Type: Electric

Project Description: SunLine intends to use \$6,160,250 from Section 5339 (c) Low No Program for the purchase of six (6) battery electric buses. This project replaces 6 Model Year 2008 CNG buses with battery electric buses. The buses to be replaced are at the end of their useful lives. The project involves the procurement, deployment and operations of six (6) battery electric transit buses. Project Funding Federal (82%) Section 5339 (c) Low No Program D2022-LWNO-022 (85%); \$5,802,910 LTF (18% local match); \$1,261,189 Total Project Cost: \$7,064,109 D2022-LWNO-022

Project Justification: The Eastern Coachella Valley through which many of SunLine's buses travel every day is classified as a Disadvantaged Community Area under SB 535 with a CalEnviroScreen 3.0 score of 45-50%. Pollution and noise resulting from bus operation are a concern for citizens living adjacent to bus transit routes. Buses also drive in stop-and-go traffic where they waste considerable fuel when idling, emitting additional pollutants into the air. Battery electric buses produce no emissions when idling, use far less fuel and offer virtually silent operation. SunLine will operate the new buses on routes providing service within disadvantaged communities (98% of SunLine's routes pass through disadvantaged communities every day), providing cleaner service to the local ridership.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
5339 COMP	FY 2023/24	\$5,802,910
LTF	FY 2023/24	\$1,261,199
STA PUC99313	FY 2023/24	\$0
STA PUC99314	FY 2023/24	\$0
Total		\$7,064,109

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description

Table 4.0A Capital Project Justification (9 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-04 **FTIP No:** Not Assigned - New Project

Project Name: Bus Charging Stations (3)

Category: Vehicle Systems and Equipment

Sub-Category: Systems

Fuel Type: Electric

Project Description: SunLine intends to use \$986,543 of Section 5339 (c) Low No Emission Program and \$197,309 of Local Transportation Funds the purchase and installation of 3 electric charging stations. Project Funding Federal (80%) Section 5339 (c) D2022-LWNO-022: \$1,343,883 State Transit Assistance (20%): \$335,971 Total Project Cost: \$1,679,854

Project Justification: The project will reduce energy consumption using electric buses that are powered by the clean grid energy instead of fossil fuels. According to the CARB calculator, over the useful life of the vehicles Sunline will realize \$829,524 in energy and fuel cost savings, as well as a reduction of 2,959,447 kWh of fossil fuel energy use reduction.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
5339 COMP	FY 2023/24	\$1,343,883
LTF	FY 2023/24	\$0
STA PUC99313	FY 2023/24	\$335,971
Total		\$1,679,854

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description

Table 4.0A Capital Project Justification (10 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-06 **FTIP No:** Not Assigned - New Project

Project Name: Hydrogen Electric Fuel Cell Bus (4) RIV220509

Category: Maintenance

Sub-Category: Parts

Fuel Type: N/A

Project Description: SunLine intends to acquire four (4) Zero-Emission Hydrogen Fuel Cell Electric vehicles utilizing the FY 2021 Section 5339 (b) Bus & Bus Facilities grant with Project ID# D2022-BUSC-011. These vehicles will replace four (4) CNG buses that have met their useful life of 12 years and be disposed of according to federal regulations. This project was programmed in 2023 FTIP, RIV220509. Project Funding Federal (84%) FY2021 Section 5339 (b); \$4,880,913 RIV220509 SB 1 SGR (16%); \$862,572 Total Project Cost: \$5,743,485 D2022-BUSC-011

Project Justification: With this project, the deployment of four (4) hydrogen electric fuel cell buses (FCEBs) being manufactured by New Flyer, SunLine will further continue its plan in transitioning its entire fleet to zero emission by 2035. This target is five years ahead of the deadline set in the ICT Regulation. To achieve this goal, SunLine will build off past success in deploying FCEBs and battery electric buses (BEBs), which currently make up 24% of its fixed route fleet. The path towards the future of public transportation in America has been paved, in part, by the exploration and advancement of bus technology pioneered by SunLine Transit Agency – proving it to be “the little transit agency that COULD.” Funding sources, such as these FTA funds, help support SunLine’s efforts in meeting it’s goal in providing safe and environmentally conscious transportation services while meeting the ICT mandate of converting 100% of its fleet by 2035. SunLine is committed to putting buses on the road to provide transportation for students, essential workers, choice riders and anyone in the Coachella Valley needing a ride to medical appointments, work, grocery shopping and other destinations. SunLine is taking students and residents to schools, colleges and job training centers while developing the next generation of clean fuels and technologies.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
SGR PUC99313	FY 2023/24	\$740,357
SGR PUC99314	FY 2023/24	\$122,215
Total		\$862,572

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description

Table 4.0A Capital Project Justification (11 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-06 **FTIP No:** Not Assigned - New Project

Project Name: Public Hydrogen Fueling Station

Category: Vehicle Systems and Equipment

Sub-Category: Upgrade

Fuel Type: Hydrogen

Project Description: SunLine intends to use CMAQ Funds, Federal Earmarked funds and STA Funds for the Public Hydrogen Fueling Station. The Public Hydrogen Fueling Station project of \$5.2M was programmed in 2023 FTIP, RIV221001. The Congress appropriated \$2.6M to SunLine in 2023 Community Project Funding aka Congressionally Direct Spending (CDS) funds for Expansion of Public Hydrogen Station Infrastructure project with reference Project ID#2023-CMPJ-025. SunLine will match 20% of State Transit Assistance Funds of \$625K as required for these grants. Project Funding: Federal (80%) CMAQ Funds: \$4,500,000 RIV221001 CPF: \$2,500,000 STA Funds: \$1,825,000 Total Project Cost: \$8,825,000

Project Justification: This project will assist in offering fueling options to hydrogen consumer vehicles as well as it will serve the Agency.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
CMAQ	FY 2023/24	\$4,500,000
OTHR FED	FY 2023/24	\$2,500,000
STA - OB	FY 2023/24	\$1,825,000
Total		\$8,825,000

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (12 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-07 **FTIP No:** Not Assigned - New Project

Project Name: Operator Training Ground

Category: Buildings and Facilities

Sub-Category: Rehabilitation/Improvement

Fuel Type: N/A

Project Description: SunLine intends to use STA funds for the Operator Training Ground project. This project aims to provide a safe and secure area to train Operators and includes infrastructure upgrades.

Project Justification: Safe area to conduct training on the north side of the property.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
STA PUC99314	FY 2023/24	\$1,000,000
Total		\$1,000,000

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (13 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-08 **FTIP No:** Not Assigned - New Project

Project Name: CNG Paratransit Vehicles (10) RIV210616

Category: Paratransit

Sub-Category: Replacement

Fuel Type: CNG

Project Description: SunLine intends to use STA funds as additional funding to the Replacement of Paratransit Vehicles (10) project. The Replacement of Paratransit Vehicles (10) project of \$1.86M was programmed in 2023 FTIP, RIV210616.

Project Justification: Additional funding for the Replacement of Paratransit Vehicles (10) project is needed due to increase in cost.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
STA PUC99313	FY 2023/24	\$250,458
STA PUC99314	FY 2023/24	\$189,542
Total		\$440,000

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (14 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-09 **FTIP No:** Not Assigned - New Project

Project Name: Purchase of Paratransit Vehicles (15)

Category: Paratransit

Sub-Category: Replacement

Fuel Type: CNG

Project Description: SunLine intends to use FY2024 Section 5307 (UZA #063180) and FY2023 Section 5339 (UZA #06318 0) Indio-Cathedral City Formula Funds and FY2024 STA funds for the Purchase of Paratransit Vehicles (15) project. Project Funding: Federal (80%) FY2024 5307 UZA #063180: \$1,513,218 FY2023 5307 UZA #060420: \$622,000 FY2023 5339 UZA # 063180: \$635,196 FY2022 5339 UZA #060420: \$9,586 FY2023 5339 UZA #060420: \$100,000 State Transit Assistance: \$72 0,000 Total Project Cost: \$3,600,000

Project Justification: Vehicles need to be replace that passed their useful life per FTA guidelines .

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
5307 IC	FY 2023/24	\$1,513,218
5307 RS	FY 2023/24	\$622,000
5339 IC	FY 2023/24	\$635,196
5339 RS	FY 2023/24	\$109,586
STA PUC99313	FY 2023/24	\$720,000
Total		\$3,600,000

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (15 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-10 **FTIP No:** Not Assigned - New Project

Project Name: IT Projects

Category: Vehicle Systems and Equipment

Sub-Category: Replacement

Fuel Type: Electric

Project Description: SunLine intends to use the FY2024 Section 5307 UZA Indio-Cathedral City Formula Funds and FY2024 STA Funds for the IT Project. This project supports the purchases of the Agency's need for software, network infrastructure, computing resources, and business analytics. Project Funding Federal (80%) FY2024 5307 UZA #063180: \$320,000 State Transit Assistance (20%): \$80,000 Total Project Cost: \$400,000

Project Justification: The use of IT equipment is critical to the daily function and efficiency in providing safety, reliable and efficient transit services.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
5307 IC	FY 2023/24	\$320,000
STA PUC99313	FY 2023/24	\$80,000
Total		\$400,000

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (16 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-11 **FTIP No:** Not Assigned - New Project

Project Name: Safety & Security Projects

Category: Security

Sub-Category: Rehabilitation/Improvement

Fuel Type: N/A

Project Description: SunLine intends to use FY2024 Section 5307 UZA Indio-Cathedral City formula funds and FY2024 STA funds for the Safety & Security Projects. This project improves the safety and security of non-revenue facilities, including the enhancements of perimeter fencing, vehicle, and pedestrian gates, lighting, property surveillance, and defensive vegetation.

Project Justification: To reduce the probability of safety and security events on Agency property.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
5307 IC	FY 2023/24	\$0
STA PUC99313	FY 2023/24	\$200,000
Total		\$200,000

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (17 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-12 **FTIP No:** Not Assigned - New Project

Project Name: Purchase of Specialized Tools and Fueling Equipment

Category: Vehicle Systems and Equipment

Sub-Category: Replacement

Fuel Type: N/A

Project Description: SunLine intends to use FY2024 STA funds for the Purchase of Specialized Tools and Fueling Equipment project.

Project Justification: To maintain the day-to-day uptime of the Agency's alternative fueling infrastructure program.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
STA PUC99313	FY 2023/24	\$150,000
Total		\$150,000

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (18 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-13 **FTIP No:** Not Assigned - New Project

Project Name: Facility Maintenance Upgrade & Equipment

Category: Vehicle Systems and Equipment

Sub-Category: Upgrade

Fuel Type: N/A

Project Description: SunLine intends to use FY2024 STA funds for the Facility Maintenance Upgrade & Equipment project

Project Justification: Purchase of maintenance tools and equipment and facility improvements and support vehicles

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
STA PUC99313	FY 2023/24	\$600,000
STA PUC99314	FY 2023/24	\$0
Total		\$600,000

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (19 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-14 **FTIP No:** Not Assigned - New Project

Project Name: Bus Stops and Amenities

Category: Bus Stop and Amenities

Sub-Category: Upgrade

Fuel Type: N/A

Project Description: On-going bus stops and amenities improvement program will replace outdated bus stop shelters and amenities, add new bus shelters and amenities according to policy and address nonemergency safety and accessibility improvements.

Project Justification: Continuous improvement of bus stops and amenities are essential to maintain and improve the first impression of SunLine where current and potential passengers and the community connect with SunLine. Bus stops should be easily identifiable, clean, accessible and a welcoming place. To complement this program, SunLine is also updating bus stop signs with updated information to connect to SunLine's real time bus arrival information and schedules necessary to complete the transit trip. These improvements are essential to attracting choice riders and expanding the transit market by making it convenient to use transit.

Project Schedule:

Start Date	Completion Date
July 2022	June 2023

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
5307 IC	FY 2023/24	\$320,000
STA PUC99313	FY 2023/24	\$80,000
Total		\$400,000

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description
		SL-23-12	



Table 4.0A Capital Project Justification (20 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-15 **FTIP No:** Not Assigned - New Project

Project Name: Bus Rehabilitation

Category: Bus

Sub-Category: Rehabilitation/Improvement

Fuel Type: N/A

Project Description: SunLine intends to use FY2024 STA funds for Bus Rehabilitation not limited to cosmetic work to improve bus appearance.

Project Justification: Due to extreme weather the buses deteriorate and this project will improve the appearance.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
STA PUC99313	FY 2023/24	\$500,000
Total		\$500,000

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (21 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-16 **FTIP No:** Not Assigned - New Project

Project Name: West Coast Center of Excellence

Category: Buildings and Facilities

Sub-Category: Rehabilitation/Improvement

Fuel Type: N/A

Project Description: SunLine intends to use FY2024 STA funds for the West Coast Center of Excellence project

Project Justification: This project will sustain the improvements for the facility to offer training opportunities in zero-emission transportation technologies.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
STA PUC99313	FY 2023/24	\$750,000
Total		\$750,000

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (22 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-17 **FTIP No:** Not Assigned - New Project

Project Name: Purchase of Four (4) Micro Transit

Category: Micro-Transit

Sub-Category: Expansion

Fuel Type: CNG

Project Description: SunLine intends to use FY2024 STA funds for the Purchase of Four (4) Micro Transit (Expansion) project

Project Justification: Purchase of 4 micro transit vehicles to support the growing need of the Coachella Valley.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
STA PUC99313	FY 2023/24	\$310,000
Total		\$310,000

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (23 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-18 **FTIP No:** Not Assigned - New Project

Project Name: Office Furniture & Equipment

Category: Vehicle Systems and Equipment

Sub-Category: Replacement

Fuel Type: N/A

Project Description: SunLine intends to use STA funds for the Office Furniture & Equipment project Project Funding State Transit Assistance: \$122,109 LTF Funds SL-19-15: \$27,891 Total Project Cost: \$150,000

Project Justification: Upgrading office furniture and equipment are made to improve workplace communication , provide cost efficiency to the agency, and uplift employee morale.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
LTF-OB	FY 2023/24	\$27,891
STA PUC99313	FY 2023/24	\$122,109
Total		\$150,000

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (24 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-19 **FTIP No:** Not Assigned - New Project

Project Name: Fare Collection Modernization Study

Category: Planning/Feasibility

Sub-Category: Upgrade

Fuel Type: N/A

Project Description: SunLine intends to use FY2024 STA funds for the Fare Collection Modernization Study project

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
STA PUC99313	FY 2023/24	\$100,000
Total		\$100,000

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (25 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
 Original

Project Number: SL-24-20 **FTIP No:** Not Assigned - New Project

Project Name: Maintenance Facility Modernization Study

Category: Planning/Feasibility

Sub-Category: Upgrade

Fuel Type: N/A

Project Description: SunLine intends to use FY2024 STA Funds for the Maintenance Facility Modernization Study project.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
STA PUC99313	FY 2023/24	\$200,000
STA PUC99314	FY 2023/24	\$0
Total		\$200,000

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (26 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-21 **FTIP No:** Not Assigned - New Project

Project Name: Project Management and Administration

Category: Planning/Feasibility

Sub-Category: Study

Fuel Type: N/A

Project Description: SunLine intends to use State Transit Assistance Funds PUC99313 to fund project consultants and administration expenses.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
STA PUC99313	FY 2023/24	\$650,000
Total		\$650,000

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description

Table 4.0A Capital Project Justification (27 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-22 **FTIP No:** Not Assigned - New Project

Project Name: Radio Replacement Phase II & Upgrade to ITS (add'l funding)

Category: Vehicle Systems and Equipment

Sub-Category: Upgrade

Fuel Type: N/A

Project Description: SunLine intends to use State Transit Assistance Funds PUC99313 as additional funds for the Radio Replacement Phase II & Upgrade to ITS project (SL23-09)

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
5307 IC OB	FY 2023/24	\$1,236,981
STA PUC99313	FY 2023/24	\$100,000
Total		\$1,336,981

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description



Table 4.0A Capital Project Justification (28 of 28)



FY 2023/24 SRTP
SunLine Transit Agency
Table 4.0 A - Capital Project Justification
Original

Project Number: SL-24-23 **FTIP No:** Not Assigned - New Project

Project Name: Purchase of 1 Hydrogen Fuel Cell Bus

Category: Buildings and Facilities

Sub-Category: Upgrade

Fuel Type: Hydrogen

Project Description: New Flyer Heavy Duty Low-Floor 40' Fuel Cell Transit bus New Flyer submitted a budgetary price quotation to produce one (QTY 1) 40' Fuel Cell bus based off the State of California Contract ID 1-19-23-17B. Project Funding: AQMD \$1,273,357 5307 IC \$300,000 RIV410810) STA SL-17-09 \$82,701 STA (new) \$15,429 Total Project \$1,671,487

Project Justification: New Flyer submitted a budgetary price quotation to produce one (QTY 1) 40' Fuel Cell bus based off the State of California Contract ID 1-19-23-17B.

Project Schedule:

Start Date	Completion Date

PROJECT FUNDING SOURCES (REQUESTED):

Fund Type	Fiscal Year	Amount
SCAQMD	FY 2023/24	\$1,273,357
STA PUC99313	FY 2023/24	\$15,429
Total		\$1,288,786

PRIOR YEAR PROJECTS OF A SIMILAR NATURE WITH UNEXPENDED BALANCE INCLUDING PROJECTS APPROVED BUT NOT YET ORDERED

FTA Grant No.	FTIP ID No.	RCTC/SRTP Project No.	Description

Table 4.0B Farebox Calculation

Table 4B - Farebox Calculation				
	Revenue Sources included in Farebox Calculation	Actual Amount from FY20/21 Audit	FY21/22 (Estimate)	FY22/23 (Plan)
1	Farebox and other Revenues	2,916,374	4,652,205	2,124,308
2	Measure A	5,955,883	7,000,000	10,900,000
3	Interest	5,174	2,870	365
	Total Revenue for Farebox Calculation	8,877,431	11,655,075	13,024,673
	Total Operating Expenses for Farebox Calculation	38,029,995	39,189,711	46,085,647
	Farebox Recovery Ratio	23.34%	29.74%	28.26%

Table 4.1 Summary of Funding Requests in FY2023–2024 (1 of 3)



Table 4.1 - Summary of Funding Requests - FY 2024/25
SunLine Transit Agency
Original

Operating																
Project	Total Amount of Funds	5307 IC	5307 IC ARPA	5307 IC OB	5309 OB	5311	5311(f)	5339 COMP	5339 IC	5339 RS	CARB	CEC Funds	CMAQ OB	FARE	LCTOP PUC99313	LCTOP PUC99314
Center of Excellence	\$400,000										\$200,000	\$200,000				
Clean Cities	\$50,000															
Commuter 10	\$548,441						\$306,240									
Hail Pass Program	\$433,333														\$239,333	\$134,000
Operating Assistance	\$46,951,458	\$5,268,265				\$426,147								\$1,529,001		
SunRide Ride Share Program	\$850,000													\$21,893		
Vanpool Program	\$55,000												\$0			
Sub-total Operating	\$49,288,232	\$5,268,265	\$0	\$0	\$0	\$426,147	\$306,240	\$0	\$0	\$0	\$200,000	\$200,000	\$686,000	\$1,550,964	\$239,333	\$134,000
Capital																
Project	Total Amount of Funds	5307 IC	5307 IC ARPA	5307 IC OB	5309 OB	5311	5311(f)	5339 COMP	5339 IC	5339 RS	CARB	CEC Funds	CMAQ OB	FARE	LCTOP PUC99313	LCTOP PUC99314
Bus Rehabilitation - SL-25-12	\$200,000															
Bus Stop Enhancements - SL-25-09	\$350,000	\$280,000														
Facility Maintenance Upgrade and Equipment - SL-25-07	\$400,000	\$150,000														
Fare Collection Modernization Implementation - SL-25-06	\$1,000,000															
Guard Shack Upgrade - SL-25-05	\$1,000,000								\$648,218	\$0						
Hydrogen Electric Fuel Cell Buses (6) - SL-25-01	\$11,779,581			\$0	\$0			\$10,012,644	\$0							
Indio CNG Station Upgrade - SL-22-10	\$1,250,000															
Indio CNG Station Upgrade - SL-25-02	\$11,705,955							\$10,455,655								
IT Projects - SL-25-08	\$400,000	\$150,000														
Office Furniture and Equipment - SL-25-14	\$200,000															
Project Management and Administration - SL-25-11	\$700,000															
Purchase of Specialized Tools and Fueling Equipment - SL-25-13	\$200,000															
Safety Enhancements Project - SL-25-16	\$300,000	\$150,000														
Vehicle Equipment - SL-25-03	\$300,000	\$0						\$0								
Vehicle Safety Enhancements - SL-25-04	\$1,000,000	\$800,000														
Sub-total Capital	\$28,285,539	\$1,530,000	\$0	\$0	\$0	\$0	\$0	\$20,468,599	\$648,218	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Operating & Capital	\$77,573,768	\$6,798,265	\$0	\$0	\$0	\$426,147	\$306,240	\$20,468,599	\$648,218	\$0	\$200,000	\$200,000	\$686,000	\$1,550,964	\$239,333	\$134,000

Table 4.1 Summary of Funding Requests in FY2023–2024 (2 of 3)



Table 4.1 - Summary of Funding Requests - FY 2024/25
SunLine Transit Agency
Original

Operating												
Project	Total Amount of Funds	LTF	MA SPT	OTHR LCL	SGR-OB PUC99313	STA - OB	STA PUC99313	STA PUC99314				
Center of Excellence	\$400,000											
Clean Cities	\$50,000			\$50,000								
Commuter ID	\$548,441	\$91,201		\$181,000								
Haul Pize Program	\$433,333			\$0								
Operating Assistance	\$46,951,458	\$29,467,375	\$8,441,000	\$1,810,670								
SunRide Ride Share Program	\$850,000	\$148,037										
Vanpool Program	\$55,000	\$55,000										
Sub-total Operating	\$49,286,232	\$29,731,613	\$8,441,000	\$2,050,670	\$0	\$0	\$0	\$0				
Capital												
Project	Total Amount of Funds	LTF	MA SPT	OTHR LCL	SGR-OB PUC99313	STA - OB	STA PUC99313	STA PUC99314				
Bus Rehabilitation - SL-25-12	\$200,000						\$200,000					
Bus Stop Enhancements - SL-25-09	\$350,000				\$70,000							
Facility Maintenance Upgrade and Equipment - SL-25-07	\$400,000						\$250,000					
Fare Collection Modernization Implementation - SL-25-06	\$1,000,000						\$1,000,000					
Guard Shack Upgrade - SL-25-05	\$1,000,000				\$351,782		\$0					
Hydrogen Electric Fuel Cell Buses (6) - SL-25-01	\$11,779,581						\$0	\$1,766,837				
Indio CNG Station Upgrade - SL-22-10	\$-1,250,000					\$-1,250,000						
Indio CNG Station Upgrade - SL-25-02	\$11,706,955					\$1,250,000						
IT Projects - SL-25-08	\$400,000						\$250,000					
Office Furniture and Equipment - SL-25-14	\$200,000						\$200,000					
Project Management and Administration - SL-25-11	\$700,000						\$700,000					
Purchase of Specialist Tools and Fueling Equipment - SL-25-13	\$200,000						\$200,000					
Safety Enhancements Project - SL-25-10	\$300,000						\$150,000					
Vehicle Equipment - SL-25-03	\$300,000						\$300,000					
Vehicle Safety Enhancements - SL-25-04	\$1,000,000						\$200,000					
Sub-total Capital	\$28,285,538	\$0	\$0	\$0	\$421,782	\$0	\$3,450,000	\$1,766,837				
Total Operating & Capital	\$77,573,768	\$29,731,613	\$8,441,000	\$2,050,670	\$421,782	\$0	\$3,450,000	\$1,766,837				

Table 4.1 Summary of Funding Requests in FY2023–2024 (3 of 3)



Table 4.1 - Summary of Funding Requests - FY 2024/25
SunLine Transit Agency
Original

FY 2024/25 Projected Funding Details	
5307 IC	\$5,288,265
5307 IC ARPA	\$0
5311	\$426,147
5311(I)	\$306,240
CARB	\$200,000
CEC Funds	\$200,000
CMAQ OB	\$880,000
FARE	\$1,590,994
LCTOP PUC99313	\$239,333
LCTOP PUC99314	\$194,000
LTF	\$28,731,813
MA SPT	\$8,441,000
OTHER LCL	\$2,050,670
Total Estimated Operating Funding Request	\$49,288,232
5307 IC	\$1,530,000
5307 IC OB	\$0
5309 OB	\$0
5339 CON/P	\$20,468,599
5339 IC	\$948,218
5339 RE	\$0
SGR-OB PUC99313	\$421,782
STA - OB	\$0
STA PUC99313	\$1,450,000
STA PUC99314	\$1,786,937
Total Estimated Capital Funding Request	\$28,285,536
Total Funding Request	\$77,573,768



Table 4.2 Summary of Funding Requests in FY2024–2025 (1 of 2)



Table 4.2 - Summary of Funding Requests - FY 2025/26
SunLine Transit Agency
Original

Operating																
Project	Total Amount of Funds	\$307 IC	\$311	\$311(R)	\$339 COMP	CARB	CEC Funds	CMAG OB	FARE	LCTOP PUC99313	LCTOP PUC99314	LTF	MA SPT	OTHR LCL	STA PUC99313	STA PUC99314
Clean Cities Program	\$60,000														\$50,000	
Commuter Link 10	\$555,128			\$313,027								\$0			\$181,000	
Haul Pass Program	\$433,334									\$239,334	\$194,000	\$61,201				
Operating Assistance	\$51,109,593	\$5,403,133	\$436,844	\$0					\$1,529,001			\$33,310,945	\$6,616,000	\$1,819,670		
SunRise Ride Share Program	\$950,000							\$689,600	\$21,865			\$148,037				
Vanpool Program	\$65,000											\$65,000				
West Coast Center of Excellence	\$400,000					\$200,000	\$200,000									
Sub-total Operating	\$53,454,055	\$5,403,133	\$436,844	\$313,527	\$0	\$200,000	\$200,000	\$689,600	\$1,550,964	\$239,334	\$194,000	\$33,575,183	\$6,616,000	\$2,050,670	\$0	\$0
Capital																
Project	Total Amount of Funds	\$307 IC	\$311	\$311(R)	\$339 COMP	CARB	CEC Funds	CMAG OB	FARE	LCTOP PUC99313	LCTOP PUC99314	LTF	MA SPT	OTHR LCL	STA PUC99313	STA PUC99314
Bus Rehabilitation - SL-25-09	\$200,000														\$200,000	
Bus Stop Enhancements - SL-25-05	\$400,000	\$320,000													\$80,000	
Facility Maintenance Upgrade & Equipment - SL-26-03	\$500,000														\$500,000	
Hydrogen Electric Fuel Cell Bus (10) - SL-26-01	\$16,800,000				\$14,280,000										\$1,575,573	\$944,427
IT Projects - SL-26-04	\$400,000	\$159,000													\$250,000	
Maintenance Building Renovation Construction - SL-26-05	\$5,000,000				\$4,000,000										\$1,000,000	
Office Furniture and Equipment - SL-26-12	\$200,000														\$200,000	
Project Management and Administration - SL-26-07	\$750,000														\$750,000	
Purchase of Specialized Tools and Fueling Equipment - SL-26-10	\$200,000														\$200,000	
Safety Enhancements Project - SL-26-06	\$200,000	\$150,000													\$50,000	
Vehicle Equipment - SL-26-11	\$300,000														\$300,000	
Vehicle Video Surveillance Replacement - SL-25-02	\$2,000,000	\$1,600,000													\$400,000	\$0
Sub-total Capital	\$29,950,000	\$2,220,000	\$0	\$0	\$18,280,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,505,573	\$944,427
Total Operating & Capital	\$83,404,055	\$7,623,133	\$436,844	\$313,527	\$18,280,000	\$200,000	\$200,000	\$689,600	\$1,550,964	\$239,334	\$194,000	\$33,575,183	\$6,616,000	\$2,050,670	\$5,505,573	\$944,427

Table 4.2 Summary of Funding Requests in FY2024–2025 (2 of 2)



Table 4.2 - Summary of Funding Requests - FY 2025/26
SunLine Transit Agency
Original

FY 2025/26 Projected Funding Details	
5307 IC	\$6,403,133
5311	\$436,844
5311(F)	\$313,627
DARR	\$200,000
CEC Funds	\$200,000
CMAD DB	\$960,000
FARE	\$1,560,864
LCTOP PUC99013	\$239,334
LCTOP PUC99014	\$194,000
LTP	\$33,575,183
MA SPT	\$8,610,000
OTHR LCL	\$2,050,670
Total Estimated Operating Funding Request	\$53,454,055
5307 IC	\$2,220,000
5339 COMP	\$18,280,000
STA PUC99013	\$5,505,573
STA PUC99014	\$944,427
Total Estimated Capital Funding Request	\$26,950,000
Total Funding Request	\$80,404,055

Appendix A: SunLine Existing Route Profiles

Contents

Appendix A: SunLine Existing Route Profiles	141
Service Days	142
Route Numbers, Headsigns, and General Direction	143
Span of Service	144
FY 2024 Fixed Route Fleet.....	144
Route 1EV: Coachella – Via Hwy 111 – Palm Desert Mall.....	145
Route 1WV: Palm Desert Mall - Via Hwy 111 – Palm Springs.....	146
Route 2: Desert Hot Springs – Palm Springs – Cathedral City.....	147
Route 3: Desert Edge – Desert Hot Springs	149
Route 4: Palm Desert Mall – Palm Springs.....	150
Route 5: Desert Hot Springs – CSUSB Palm Desert – Palm Desert Mall	151
Route 6: Coachella – Via Fred Waring – Palm Desert Mall	152
Route 7: Bermuda Dunes – Indian Wells – La Quinta	153
Route 8: North Indio – Coachella – Thermal/Mecca.....	154
Route 9: North Shore – Mecca – Oasis	155
Route 10 Commuter Link: Indio – CSUSB (PDC) – CSUSB – San Bernardino Transit Center (SBTC)/Metrolink.....	156
Route 1X: Express to Indio – Express to Palm Springs	157
School Trippers.....	158
Route 200: Palm Springs High School AM Tripper	159
Route 500 SB: Palm Desert Mall PM Tripper	160
Route 501 NB: Palm Desert High School AM Tripper (UPDATE).....	161
Route 501 SB: Palm Desert Mall AM Tripper (UPDATE)	162
Route 700: Harris/Washington – Calle Madrid/AVN Vallejo AM Tripper.....	163
Route 701 SB: Calle Madrid/Avn Vallejo PM Tripper.....	164
Route 701 NB: Harris/Washington PM Tripper	165
Route 800: Shadow Hills High School AM Tripper	166
Route 801: Jackson/44th PM Tripper	167
Route 802: Hwy 111/Golf Center Pkwy PM Tripper	168
Route 803 NB: Shadow Hills High School AM Tripper	169

Service Days

FY23/24 Summary	
Wk.	254
Sat	53
Sun	57
N/S	2
Total	366

Month	FY24 Calendar Days			FY24 Monthly Service Days		
	Wk.	Sat	Sun	Wk.	Sat	Sun
July	21	5	5	20	5	6
August	23	4	4	23	4	4
September	21	5	4	20	5	5
October	22	4	5	22	4	5
November	22	4	4	21	4	4
December	21	5	5	20	5	5
January	23	4	4	22	4	5
February	21	4	4	21	4	4
March	21	5	5	21	5	5
April	22	4	4	22	4	4
May	23	4	4	22	4	5
June	20	5	5	20	5	5
Total	260	53	53	254	53	57

Rules:

Sunday schedules operated on four weekdays:

1. Independence Day Tuesday, 4 July 4, 2023
2. Labor Day Monday, September 4, 2023
3. New Year's Day Monday, January 1, 2024
4. Memorial Day Monday, May 27, 2024
5. No service (N/S) on Thanksgiving November, 23, 2023 and December 25, 2023

Route Numbers, Headsigns, and General Direction

Route #	Headsigns	Direction
1WV	Palm Desert Mall - Palm Springs	E/W
1EV	Coachella - Palm Desert Mall	E/W
2	Desert Hot Springs - Cathedral City	N/S
3	Desert Edge - Desert Hot Springs	E/W
4	Palm Desert Mall - Palm Springs	E/W
5	Desert Hot Springs - Palm Desert Mall	N/S
6	Coachella - Palm Desert Mall	E/W
7	Bermuda Dunes/Indian Wells - La Quinta	N/S
8	North Indio - Thermal/Mecca	N/S
9	North Shore - Oasis	E/W
10	Indio - San Bernardino/Metrolink	E/W

School Trips

200	PALM SPRINGS HIGH SCHOOL	
500	PALM DESERT MALL	
700	HARRIS / WASHINGTON - CALLE MADRID / AVN VALLEJO	N / S
701	CALLE MADRID / AVN VALLEJO - SOUTHBOUND HARRIS/WASHINGTON - NORTHBOUND	
800/803	SHADOW HILLS HIGH SCHOOL	
801	JACKSON / 44TH	
802	HWY 111 / GOLF CENTER PKWY	



Span of Service

Route #	Description	Direction	Weekday		Saturday		Sunday	
			Start*	End**	Start*	End**	Start*	End**
1WV	Palm Desert Mall - Via Hwy 111 - Palm Springs	E/W	5:00:00 AM	10:14:00 PM	5:00:00 AM	10:14:00 PM	5:00:00 AM	10:14:00 PM
	Peak 20 min service ~ 7:00am to ~5:00pm	E/W	7:00:00 AM	5:00:00 PM	7:00:00 AM	5:00:00 PM	7:00:00 AM	5:00:00 PM
1EV	Coachella - Via Hwy 111 - Palm Desert Mall	E/W	5:00:00 AM	10:48:00 PM	5:00:00 AM	10:48:00 PM	5:00:00 AM	10:48:00 PM
	Peak 20 min service ~ 7:00am to ~5:00pm	E/W	7:00:00 AM	5:00:00 PM	7:00:00 AM	5:00:00 PM	7:00:00 AM	5:00:00 PM
2	Desert Hot Springs - Palm Springs - Cathedral City	N/S	5:00:00 AM	10:56:00 PM	5:00:00 AM	10:56:00 PM	5:00:00 AM	10:56:00 PM
	Peak 20 min service ~9:00am to 5:00pm	N/S	9:00:00 AM	5:00:00 PM	9:00:00 AM	5:00:00 PM	9:00:00 AM	5:00:00 PM
3	Desert Edge - Desert Hot Springs	E/W	6:45:00 AM	8:35:00 PM	6:45:00 AM	8:35:00 PM	6:45:00 AM	8:35:00 PM
4	Palm Desert Mall - Palm Springs	E/W	6:10:00 AM	9:50:00 PM	6:10:00 AM	9:50:00 PM	6:10:00 AM	9:50:00 PM
5	Desert Hot Springs - CSUSB Palm Desert - Palm Desert Mall (AM)	N/S	6:10:00 AM	9:00:00 AM	NS		NS	
5	Desert Hot Springs - CSUSB Palm Desert - Palm Desert Mall (PM)	N/S	3:00:00 PM	6:51:00 PM	NS		NS	
6	Coachella - Via Fred Waring - Palm Desert Mall	E/W	6:00:00 AM	8:50:00 PM	6:00:00 AM	8:50:00 PM	6:00:00 AM	8:50:00 PM
7	Bermuda Dunes - Indian Wells - La Quinta	N/S	5:10:00 AM	9:20:00 PM	5:10:00 AM	9:20:00 PM	5:10:00 AM	9:20:00 PM
8	North Indio - Coachella - Thermal/Mecca	N/S	5:30:00 AM	10:57:00 PM	5:30:00 AM	10:57:00 PM	5:30:00 AM	10:57:00 PM
9	North Shore - Mecca - Oasis	E/W	6:00:00 AM	9:45:00 PM	6:00:00 AM	9:45:00 PM	6:00:00 AM	9:45:00 PM
10	Indio - CSUSB-PDC - CSUSB - San Bernardino Transit Center (SBTC)/Metrolink (AM)	E/W	5:20:00 AM	2:00:00 PM	NS		NS	
10	Indio - CSUSB-PDC - CSUSB - San Bernardino Transit Center (SBTC)/Metrolink (PM)	E/W	12:50:00 PM	8:00:00 PM	NS		NS	

NS: No Service

* First trip starts

** Last trip ends

FY 2024 Fixed Route Fleet

Route #	Weekday Modified Schedules (Effective May 7, 2023)		Saturday (Effective May 7, 2023)		Sunday (Effective May 7, 2023)	
	VOMS	Buses needed to operate service*	VOMS	Buses needed to operate service*	VOMS	Buses needed to operate service*
1WV (20/30min)	6	6	6	6	6	6
1EV (20/30min)	6	6	6	6	6	6
2	10	10	10	10	10	10
3	1	1	1	1	1	1
4	4	5	4	5	4	5
5	2	4	N/A	N/A	N/A	N/A
6	2	2	2	2	2	2
7	1	1	1	1	1	1
8	3	3	3	3	3	3
9	2	4	2	4	2	4
10	2	3	N/A	N/A	N/A	N/A
	39	45	35	38	35	38

* Due to BEBs and FC buses, the actual number of buses needed to provide service is higher than VOMS

School Trippers	Weekday (Currnet)		Saturday		Sunday	
	AM	PM	AM	PM	AM	PM
200	1		0		0	
500		1		0		0
700	1		0		0	
701		1		0		0
800	2		0		0	
801		2		0		0
802				0		0
	5	6	0	0	0	0
Spares	4		4			
Buses needed to operate service	55		38		38	
VOMS	45		35		35	

Route 1EV: Coachella – Via Hwy 111 – Palm Desert Mall

On January 1, 2023, SunLine staff divided former Route 1 into two (2) routes: Route 1EV and Route 1WV. Route 1EV operates between Coachella and Town Center at Hahn by the Palm Desert Mall, and Route 1WV operates between Palm Springs and Town Center at Hahn by the Palm Desert Mall. Continuing passengers are allowed to transfer between these two routes free of charge. During the peak period it provides 20 min service, approximately 7:00am to 5:00pm and 30 min service during the off-peak period, 7 days a week generally along Highway 111.

On May 7, 2023, the weekend frequency on Route 1EV and 1WV was temporarily reduced to every 30 minutes from 20 minutes during the peak period due to shortage of coach operators. The off-peak weekend frequency remained at 30 minutes

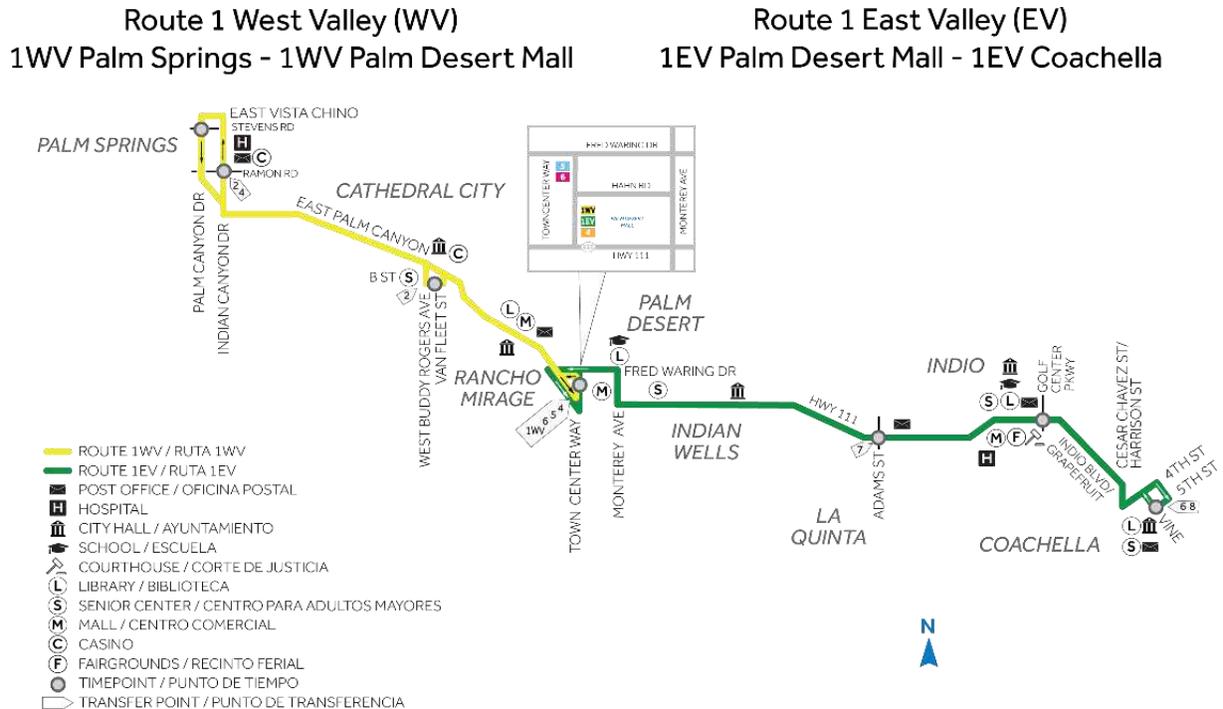
It serves the cities of Coachella, Indio, La Quinta, Indian Wells, and Palm Desert. A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions, schools, and medical centers. The route also provides convenient connections for customers needing to transfer to SunLine Routes 1WV, 4, 5, 6, 7, 8 and 10. Those transfer points are located at 5th Street at Vine Avenue in Coachella (connections with Routes 6 and 8), Highway 111 at Adams Street in La Quinta (connections with Route 7), and Town Center Way at Hahn Road in Palm Desert (connections with Routes 1WV, 4, 5, and 6). Looking ahead, the Coachella Mobility Hub, the future eastern terminus is slated to open in the fall of 2024 the frequency of Route 1EV will be improved to 15 minutes during the weekday peak period as a condition of the funding agreement.

Route 1WV: Palm Desert Mall - Via Hwy 111 - Palm Springs

On January 1, 2023, SunLine staff divided former Route 1 into two (2) routes: Route 1EV and Route 1WV. Route 1WV operates between Palm Springs and Town Center at Hahn by the Palm Desert Mall. Route 1EV operates between Coachella and Town Center at Hahn by the Palm Desert Mall, and Continuing passengers are allowed to transfer between these two routes free of charge. During the peak period it provides 20 min service, approximately 7:00am to 5:00pm and 30 min service during the off-peak period, 7 days a week generally along Highway 111.

On May 7, 2023, the weekend frequency on Route 1EV and 1WV was temporarily reduced to every 30 minutes from 20 minutes during the peak period due to shortage of coach operators. The off-peak weekend frequency remained at 30 minutes

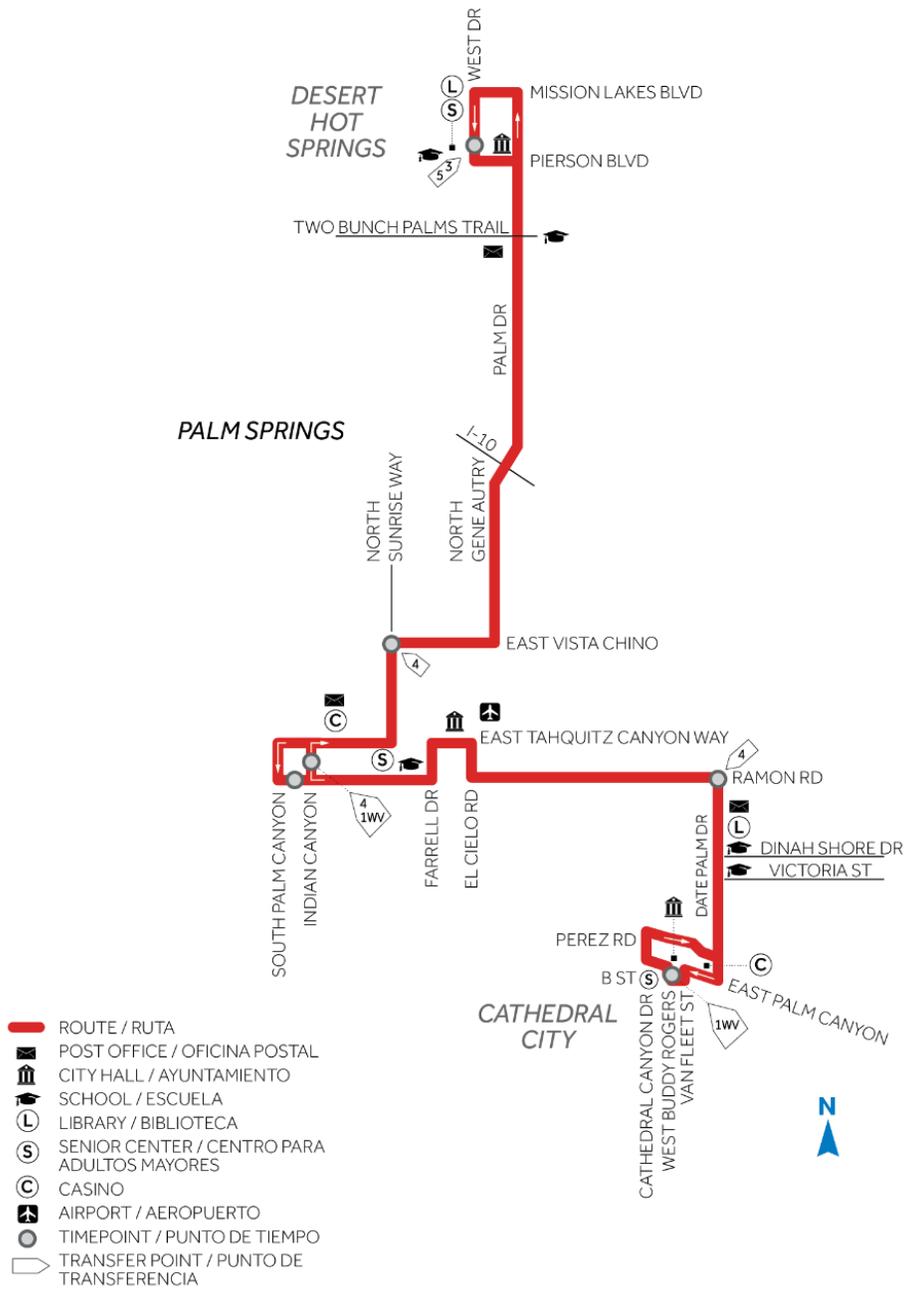
It serves the cities of Palm Desert, Cathedral City and Palm Springs. A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions, schools, and medical centers. The route also provides convenient connections for customers needing to transfer to SunLine Routes 1EV, 2, 4, 5, and 6. Those transfer points are located at Town Center Way at Hahn Road in Palm Desert, West Buddy Rogers Avenue and B Street in Cathedral City and downtown Palm Springs.



Route 2: Desert Hot Springs – Palm Springs – Cathedral City

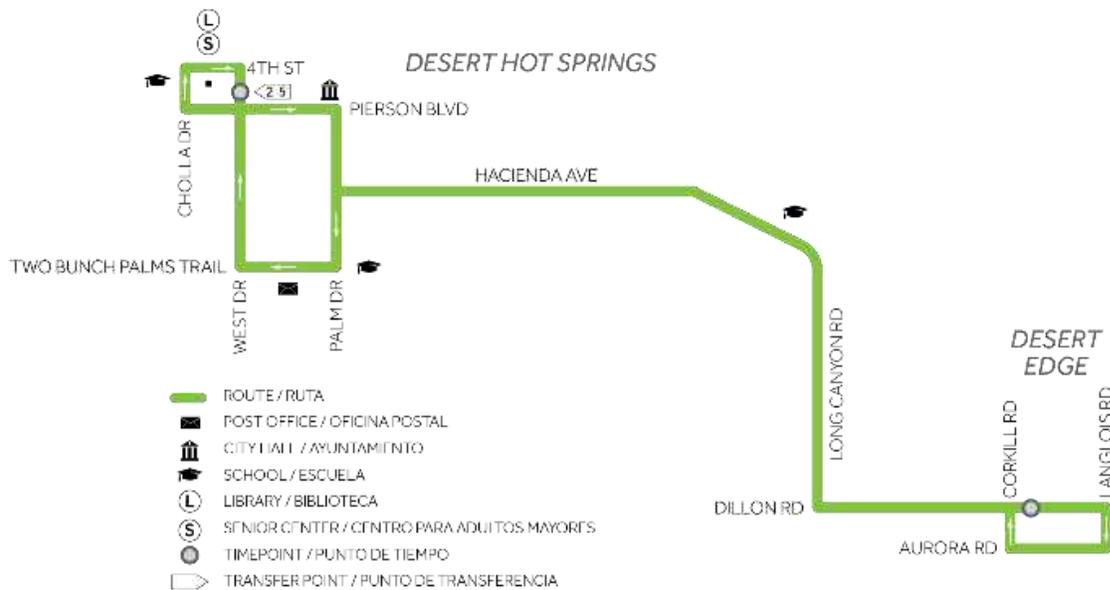
Route 2 is one of SunLine’s higher-performing routes and operates 7 days a week with 20-minute frequency during the peak period and every 40 minutes during the off-peak period, seven day a week. On May 7, 2023, the weekend frequency on Route 2 was temporarily reduced to every 30 minutes from 20 minutes due to shortage of coach operators. The off-peak weekend frequency remained at 40 minutes.

It connects Desert Hot Springs with Palm Springs and Cathedral City. A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions, schools, medical centers, and Palm Springs International Airport. A significant portion of Route 2 ridership is driven by customers living in Desert Hot Springs who work in downtown Palm Springs. The route also provides convenient connections for customers needing to transfer to SunLine Routes 1WV, 3, 4, and 5. Those transfer points are located at B Street at Buddy Rogers Avenue in Cathedral City (connection with Route 1WV), Ramon Road at Date Palm Drive in Cathedral City (connection with Route 4), Indian Canyon Drive at Ramon Road in Palm Springs (connections with Routes 1WV and 4), Sunrise Way at Vista Chino in Palm Springs (connection with Route 4), and West Drive at Pierson Boulevard in Desert Hot Springs (connections with Routes 3 and 5). Looking ahead, studies are underway to possibly boost service frequency to every 15 minutes, which is a proposal from the most recent Comprehensive Operational Analysis. That move would be contingent on available funding and Board approval.



Route 3: Desert Edge – Desert Hot Springs

Route 3 operates 7 days a week with 60-minute frequency, connecting Desert Edge with Desert Hot Springs. A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions, and schools. The route also provides convenient connections for customers needing to transfer to SunLine Routes 2 and 5. The transfer point is located at West Drive at Pierson Boulevard in Desert Hot Springs. Looking ahead, studies are underway to possibly boost service peak weekday frequency to every 30 minutes, which is a proposal from the most recent Comprehensive Operational Analysis. That move would be contingent on available funding and Board approval.



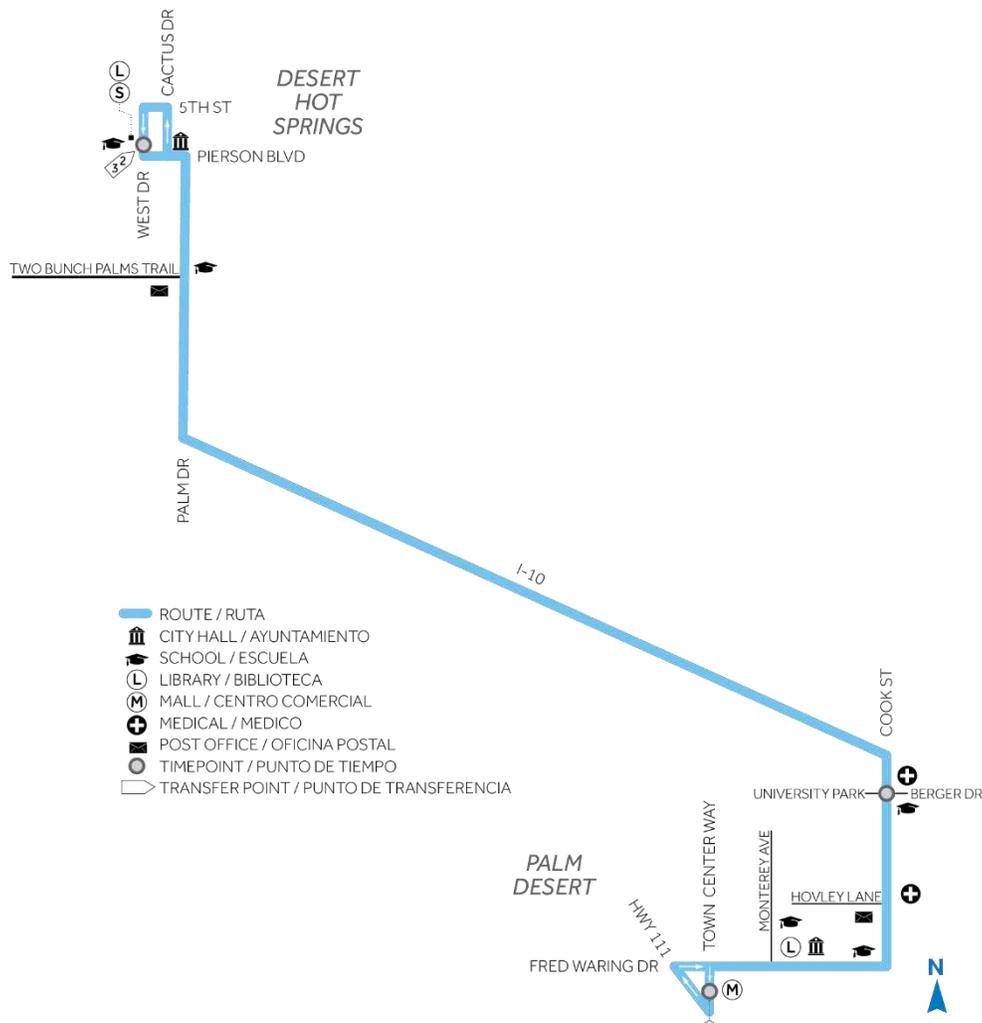
Route 4: Palm Desert Mall – Palm Springs

Route 4 is one of SunLine’s higher-performing routes and operates 7 days a week with 40-minute frequency, connecting Palm Springs with Palm Desert. It serves the cities of Thousand Palms, Rancho Mirage, and Cathedral City. A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions, schools, medical centers, and Palm Springs International Airport. The route also provides convenient connections for customers needing to transfer to SunLine Routes 1WV, 1WV, 2, 5, and 6. Those transfer points are located at Ramon Road at Date Palm Drive in Cathedral City (connection with Route 2), Indian Canyon Drive at Ramon Road in Palm Springs (connections with Routes 1WV and 2), Sunrise Way at Vista Chino in Palm Springs (connection with Route 2), and Town Center Way at Hahn Road (connections with Routes 1WV, 1EV, 5, and 6). Looking ahead, studies are underway to possibly boost service peak weekday frequency to every 30 minutes, which is a proposal from the most recent Comprehensive Operational Analysis. That move would be contingent on available funding and Board approval.



Route 5: Desert Hot Springs – CSUSB Palm Desert – Palm Desert Mall

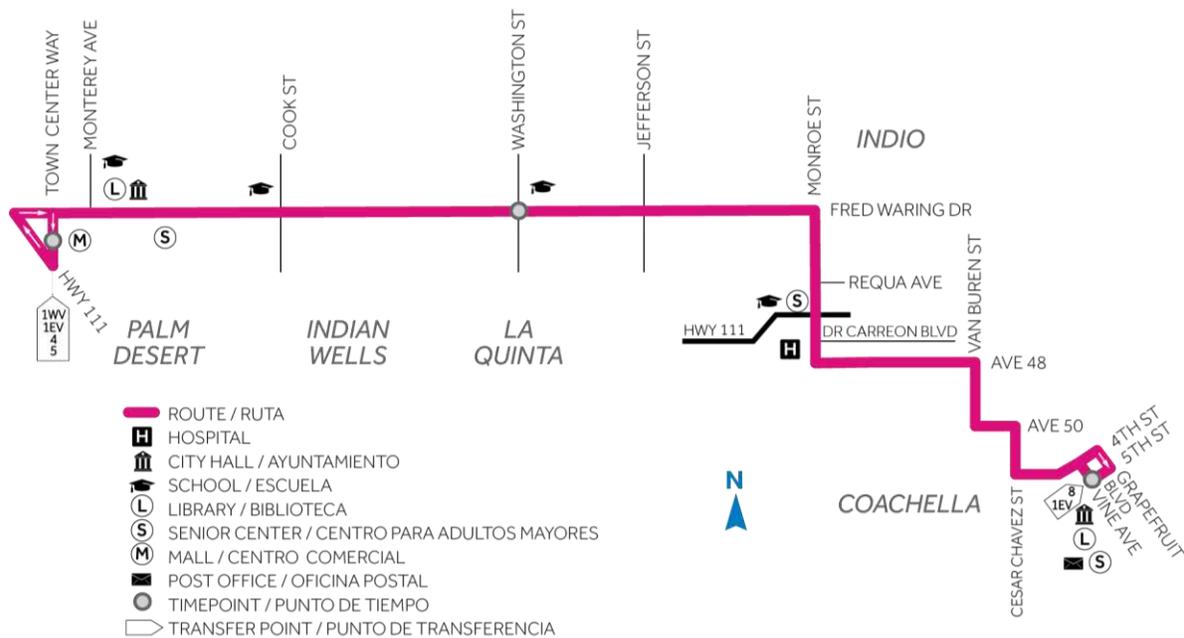
Route 5 operates 5 days a week with 60-minute frequency, connecting Desert Hot Springs with Palm Desert using a portion of the Interstate 10 freeway. A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions, and schools. The route also provides convenient connections for customers needing to transfer to SunLine Routes 1EV, 1WV, 2, 3, 4, and 6. The transfer points are located at West Drive at Pierson Boulevard in Desert Hot Springs (connections with Routes 2 and 3) and Town Center Way at Hahn Road in Palm Desert (connections with Routes 1WV, 1EV, 4, and 6). Looking ahead, studies are underway to possibly boost service frequency to every 40 minutes, which is a proposal from the most recent Comprehensive Operational Analysis. That move would be contingent on available funding and Board approval.



Route 6: Coachella – Via Fred Waring – Palm Desert Mall

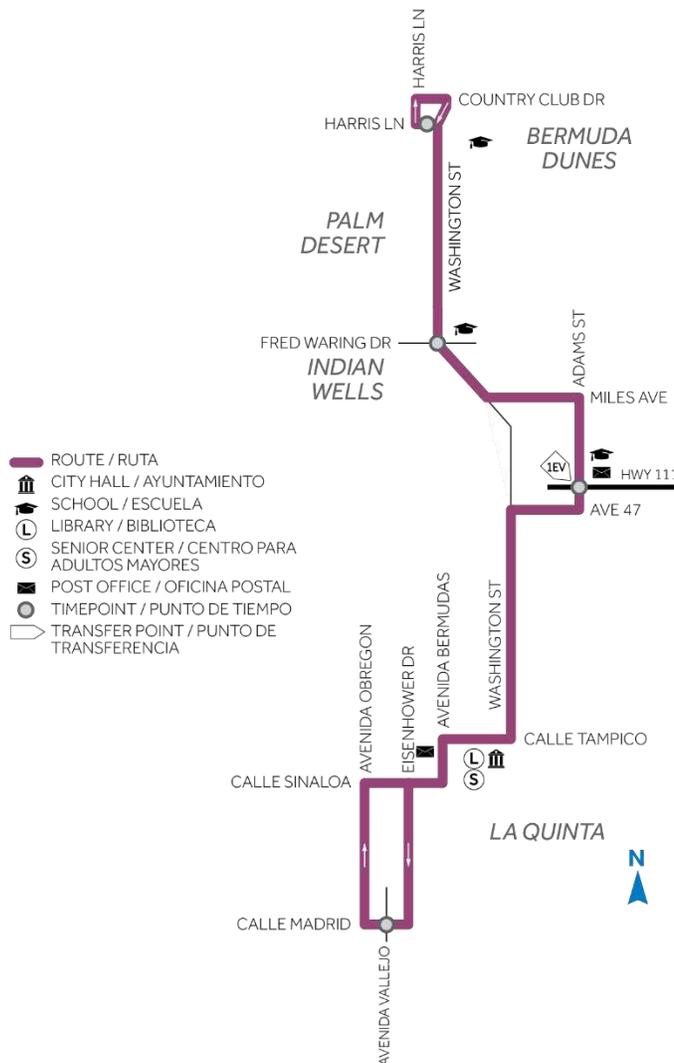
Route 6 operates 7 days a week with 45-minute frequency on weekdays connecting Palm Desert with Coachella using a portion of Fred Waring Drive. It also serves the cities of Indio, La Quinta, and Indian Wells. On May 7, 2023, eliminated weekend service and weekday off-peak service on Route 6 due low productivity.

A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions, and schools. The route also provides convenient connections for customers needing to transfer to SunLine Routes 1EV, 1WV, 4, 5, and 8. The transfer points are located at 5th Street at Vine Avenue in Coachella (connections with Routes 1EV and 8) and Town Center Way at Hahn Road in Palm Desert (connections with Routes 1EV, 1WV, 4, and 5). Looking ahead, studies are underway to possibly boost service peak weekday frequency to every 30 minutes, which is a proposal from the most recent Comprehensive Operational Analysis. That move would be contingent on available funding and Board approval.



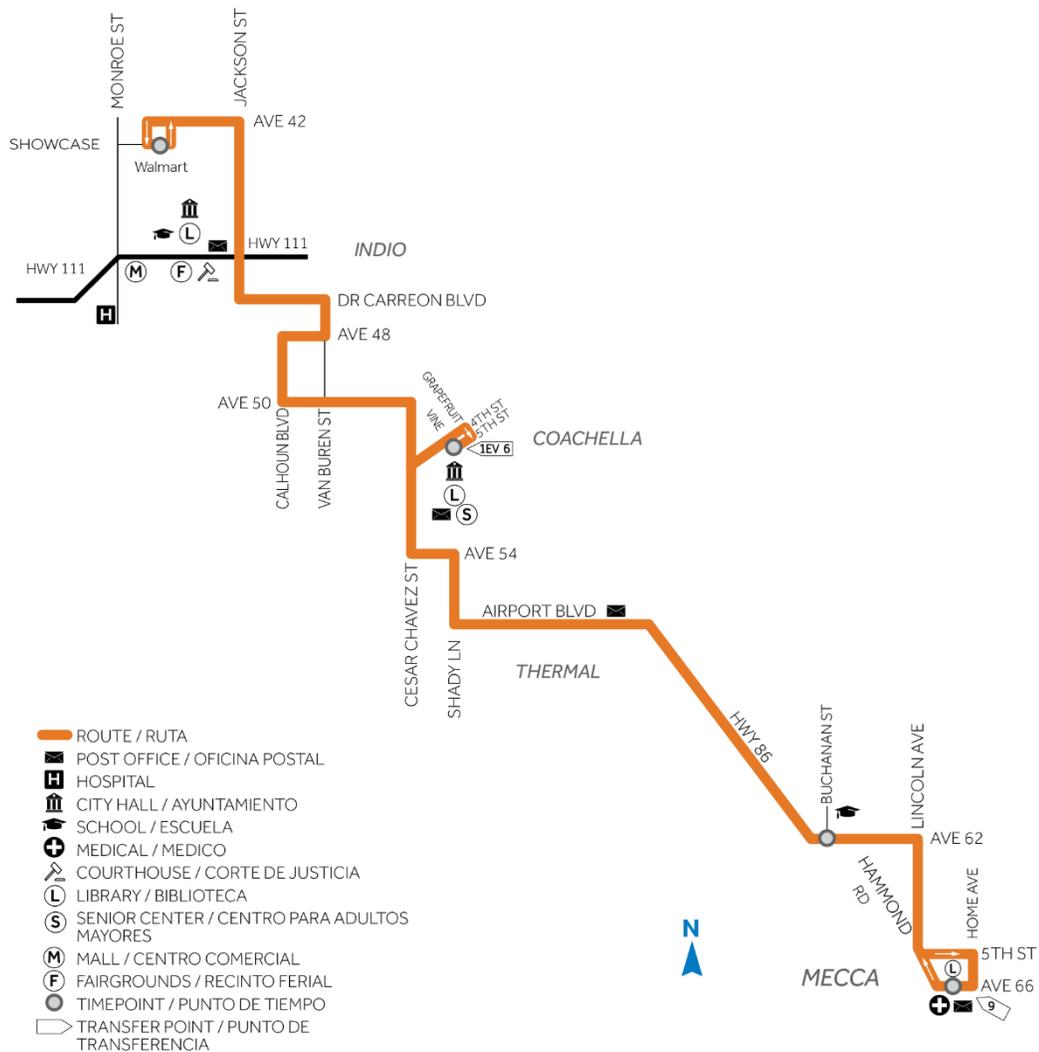
Route 7: Bermuda Dunes – Indian Wells – La Quinta

Route 7 operates 7 days a week with 45-minute frequency on weekdays and 1-hour, 45-minute frequency on weekends, connecting Bermuda Dunes with La Quinta. A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions, and schools. The route also provides a convenient connection for customers needing to transfer to SunLine’s Route 1. The transfer point is located at Highway 111 at Adams Street in La Quinta. Looking ahead, studies are underway to possibly boost the peak weekday service frequency to every 30 minutes, which is a proposal from the most recent Comprehensive Operational Analysis. That move would be contingent on available funding and Board approval.



Route 8: North Indio – Coachella – Thermal/Mecca

Route 8 is one of SunLine’s critical routes linking the unincorporated part of the eastern Coachella Valley to the rest of SunLine’s network. The route, which operates 7 days a week with 40-minute frequency on weekdays and 60-minute frequency on weekends, connects Indio with Thermal/Mecca, and also serves the city of Coachella. A variety of destinations are served, including retail and commercial centers, libraries, senior centers, city halls, recreational attractions, schools, and medical centers. The route also provides convenient connections for customers needing to transfer to Sunline Routes 1EV, 6, and 9. Those transfer points are located at Avenue 66 at Mecca Health Clinic in Mecca (connection to Route 9) and 5th Street and Vine Avenue in Coachella (connection to Routes 1EV and 6).



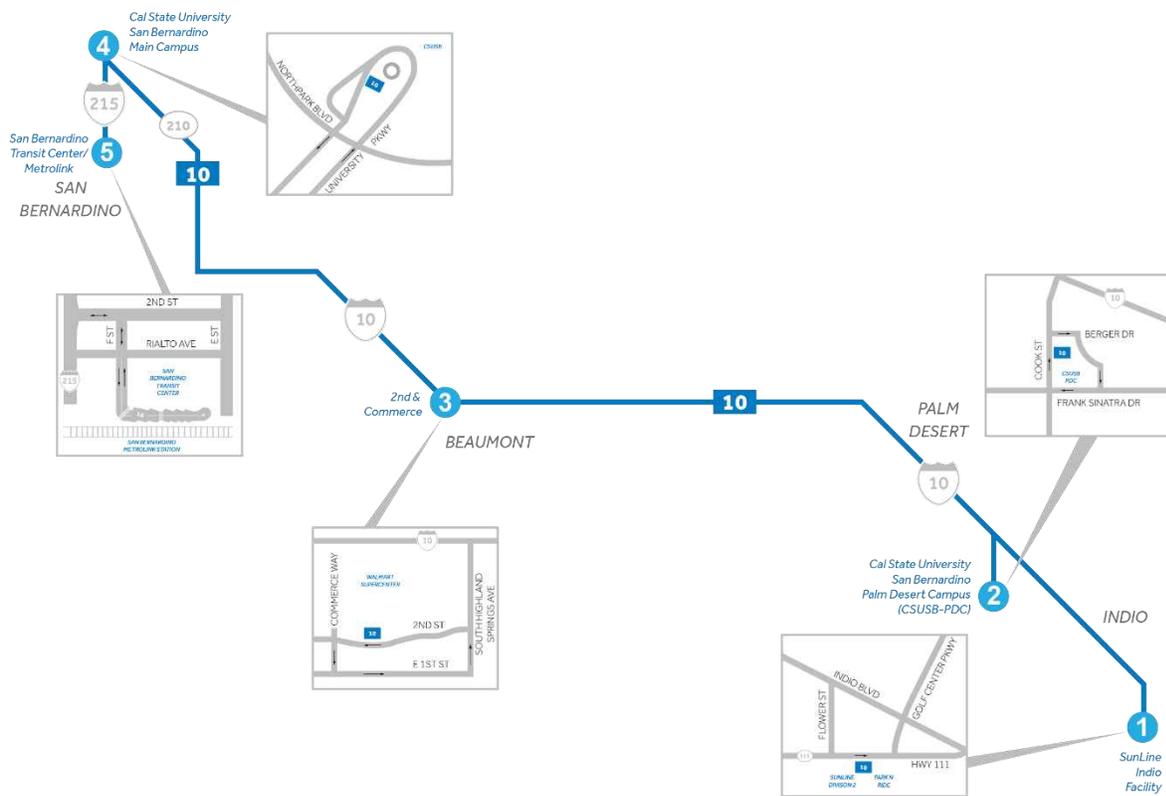
Route 9: North Shore – Mecca – Oasis

Route 9 operates 7 days a week with 60-minute frequency and connects North Shore with Oasis. A variety of destinations are served, including libraries, recreational attractions, medical centers, and schools. The route also provides a convenient connection for customers needing to transfer to SunLine’s Route 8. The transfer point is located at Avenue 66 at Mecca Health Clinic.



Route 10 Commuter Link: Indio – CSUSB (PDC) – CSUSB – San Bernardino Transit Center (SBTC)/Metrolink

The Route 10 Commuter Link is designed to improve regional service between the Coachella Valley and the Inland Empire. For students, the 10 Commuter Link provides a direct connection between CSUSB’s campuses in Palm Desert and San Bernardino. It also provides service to the San Bernardino Transit Center for connections with Metrolink trains as well as routes served by the Riverside Transit Agency, Omnitrans, Victor Valley Transit Authority, and Mountain Transit.



Route 1X: Express to Indio – Express to Palm Springs

Route 1X is a new limited-stop express route that will connect Palm Springs and Indio. Most of the route will travel along Highway 111 with a stop at B Street at Buddy Rogers Avenue and another on Town Center Way at Hahn Road to provide service to an already established bus stop and a high-density area. The purpose of Route 1X is to provide faster travel times between key stops and one additional weekday trip per hour on the Highway 111 corridor. The route will serve five stops in all, at South Palm Canyon at Baristo Road in Palm Springs, B Street at Buddy Rogers Avenue in Cathedral City, Town Center Way at Hahn Road in Palm Desert, Highway 111 at Adams Street in La Quinta, and Highway 111 at Golf Center Parkway in Indio. Though originally slated to begin service in fall 2022, Route 1X is now on hold until the SunLine Refueled service plan is fully implemented



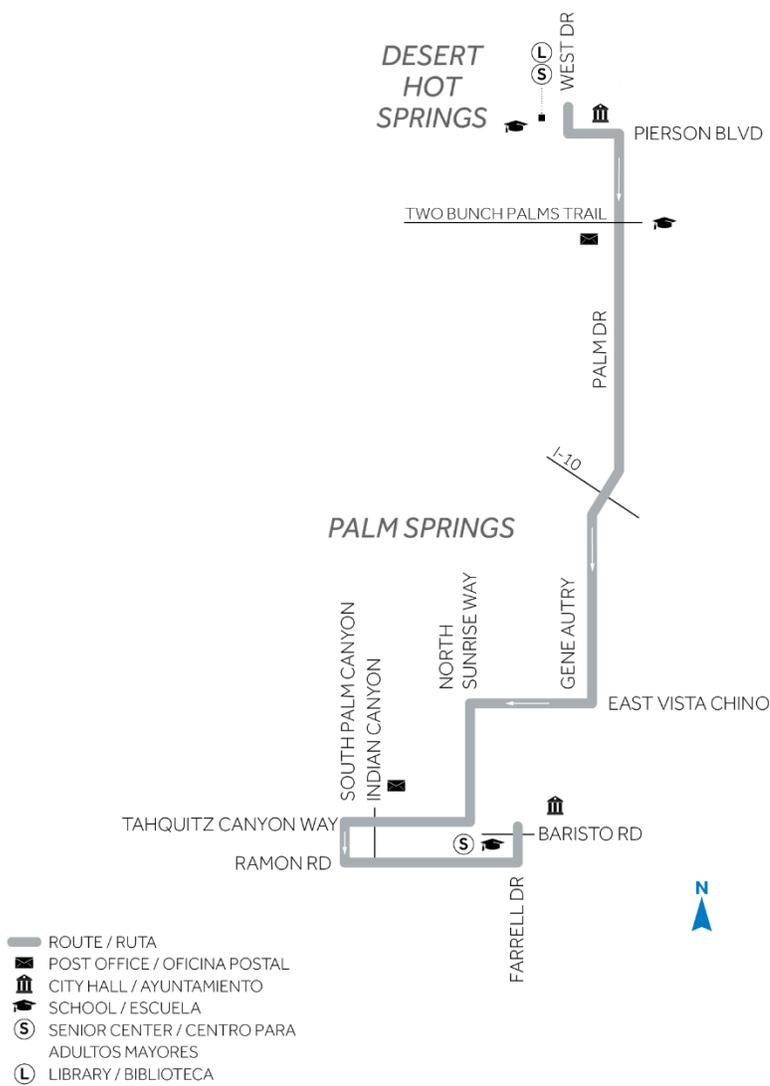
School Trippers

School tripper buses are traditionally added to regular routes when service reaches capacity or special alignments/deviations are created to address a specific demand for service. These buses are open to both students and members of the public. Rider information related to these routes must be shared with the public. SunLine is currently serving Desert Sands Unified School District campuses and will begin serving Palm Springs Unified School District campuses when in-person learning resumes. School tripper service is a limited-stop service that operates on the schedules shown on the following maps. Tripper routes were renamed in January 2021 as a part of the SunLine Refueled Initiative. Effective May 7, 2023, all Route 400 Trippers will be eliminated.

Route 200: Palm Springs High School AM Tripper

200

PALM SPRINGS HIGH SCHOOL



Route 500 SB: Palm Desert Mall PM Tripper

500

PALM DESERT MALL

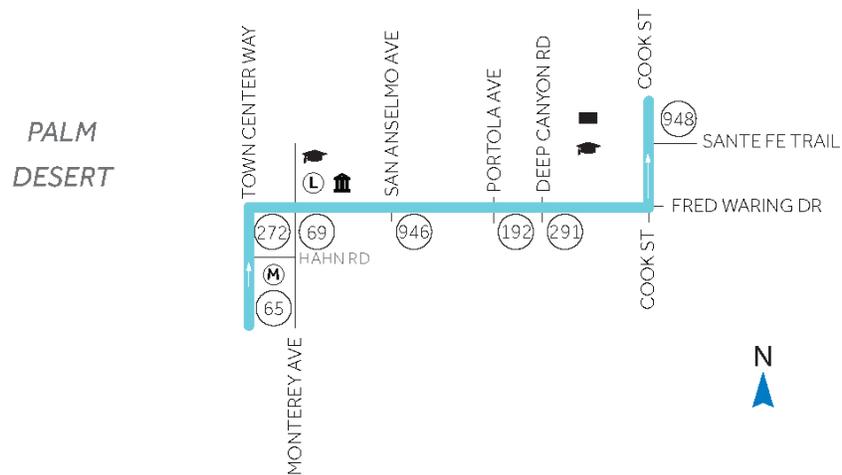


- ROUTE / RUTA
- 🏛️ CITY HALL / AYUNTAMIENTO
- 🎓 SCHOOL / ESCUELA
- 📖 LIBRARY / BIBLIOTECA
- 🛍️ MALL / CENTRO COMERCIAL
- ✉️ POST OFFICE / OFICINA POSTAL

Route 501 NB: Palm Desert High School AM Tripper (UPDATE)

ROUTE 501 NB

PALM DESERT HIGH SCHOOL AM TRIPPER



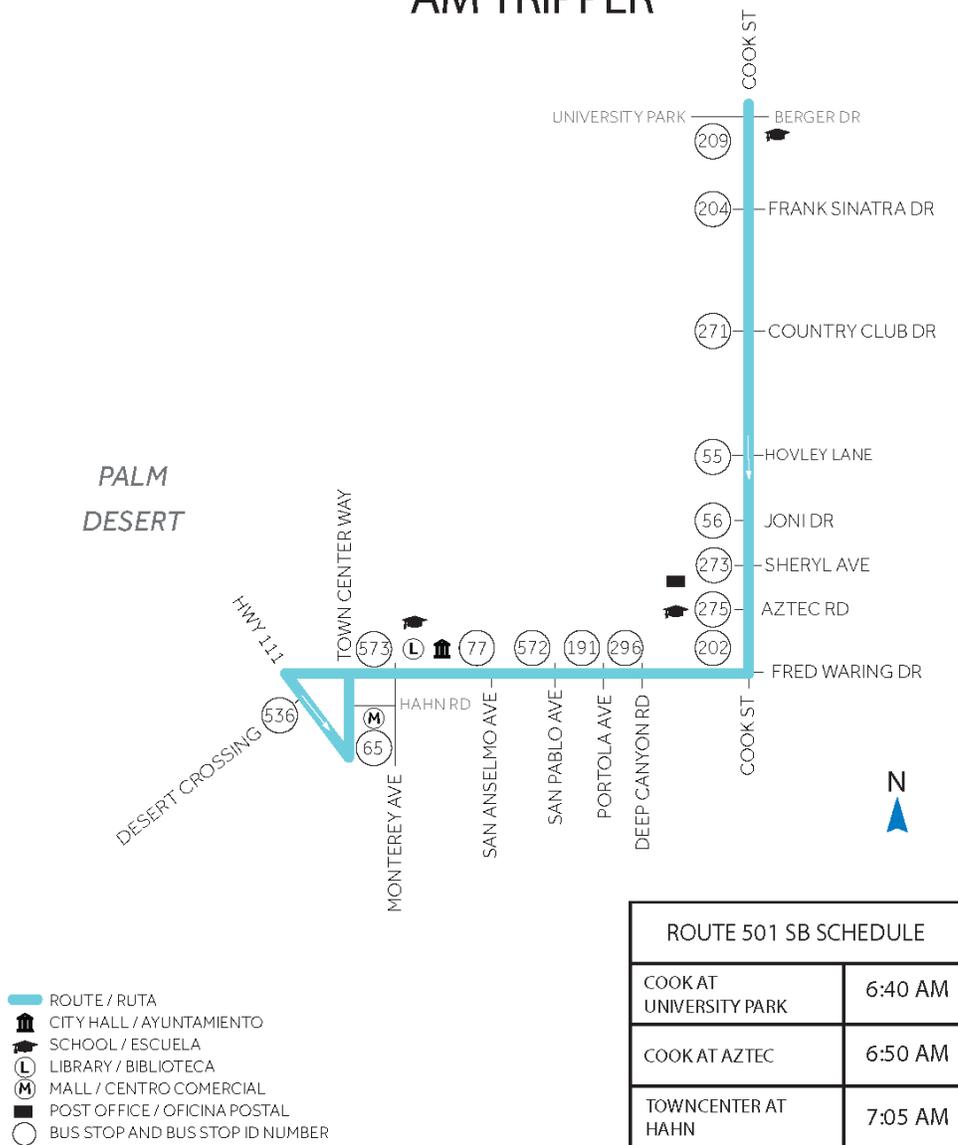
- ROUTE / RUTA
- CITY HALL / AYUNTAMIENTO
- SCHOOL / ESCUELA
- LIBRARY / BIBLIOTECA
- MALL / CENTRO COMERCIAL
- POST OFFICE / OFICINA POSTAL
- BUS STOP AND BUS STOP ID NUMBER

ROUTE 501 NB SCHEDULE	
TOWNCENTER AT HAHN	7:10 AM
COOK AT SANTA FE	7:20 AM

Route 501 SB: Palm Desert Mall AM Tripper (UPDATE)

ROUTE 501 SB

WESTFIELD PALM DESERT AM TRIPPER

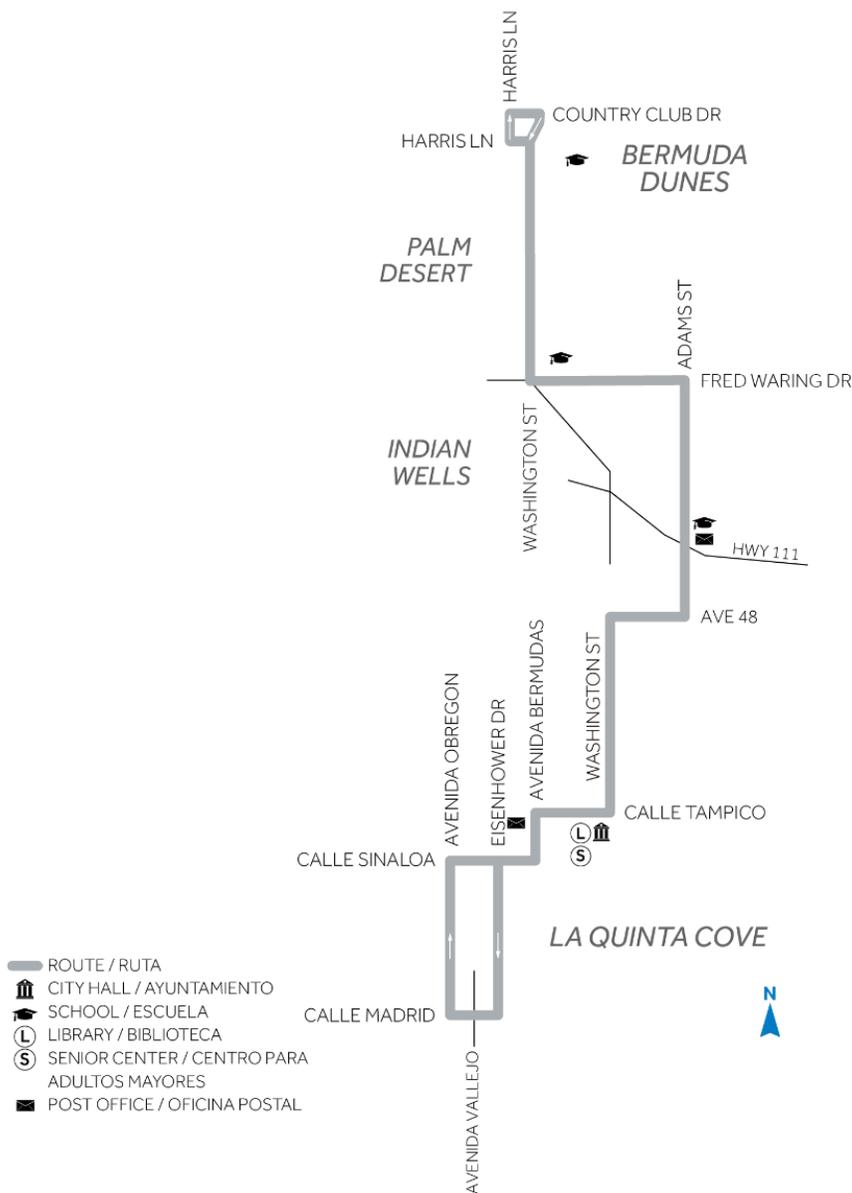


ROUTE 501 SB SCHEDULE	
COOK AT UNIVERSITY PARK	6:40 AM
COOK AT AZTEC	6:50 AM
TOWNCENTER AT HAHN	7:05 AM

- ROUTE / RUTA
- CITY HALL / AYUNTAMIENTO
- SCHOOL / ESCUELA
- LIBRARY / BIBLIOTECA
- MALL / CENTRO COMERCIAL
- POST OFFICE / OFICINA POSTAL
- BUS STOP AND BUS STOP ID NUMBER

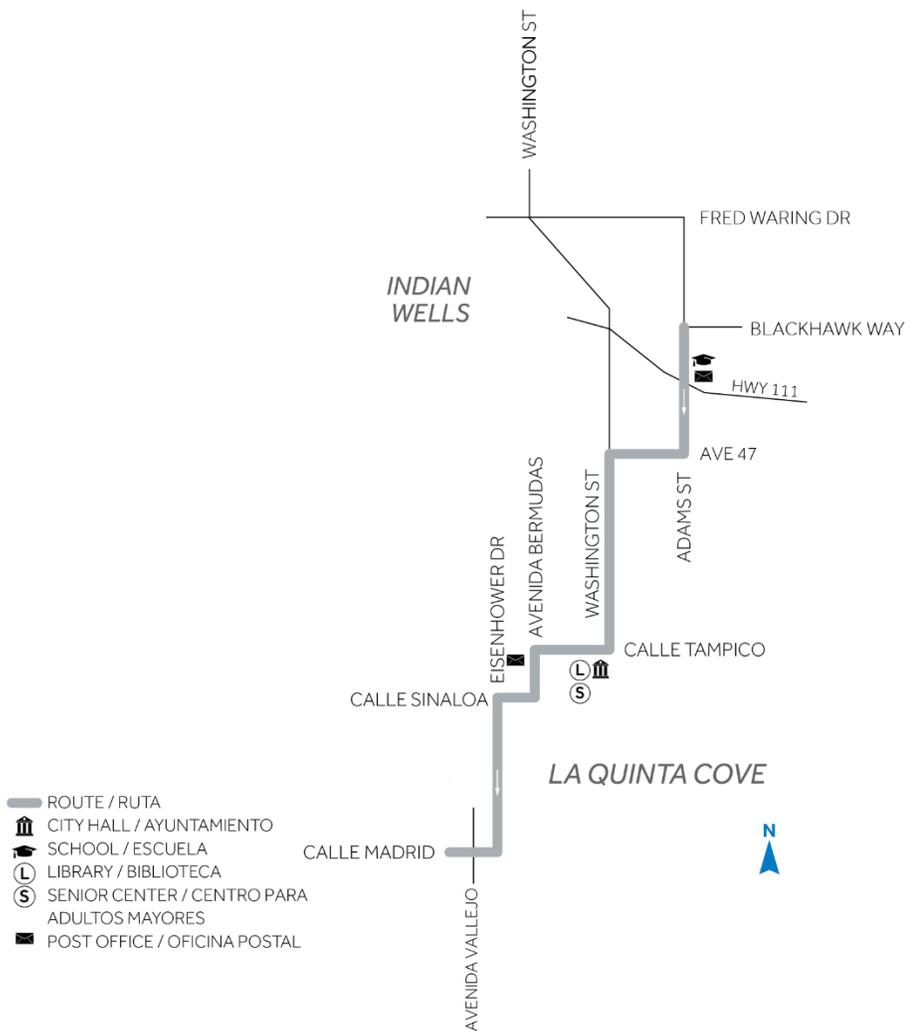
700

HARRIS / WASHINGTON - CALLE MADRID / AVN VALLEJO



701 SB

CALLE MADRID / AVN VALLEJO



Route 701 NB: Harris/Washington PM Tripper

701 NB

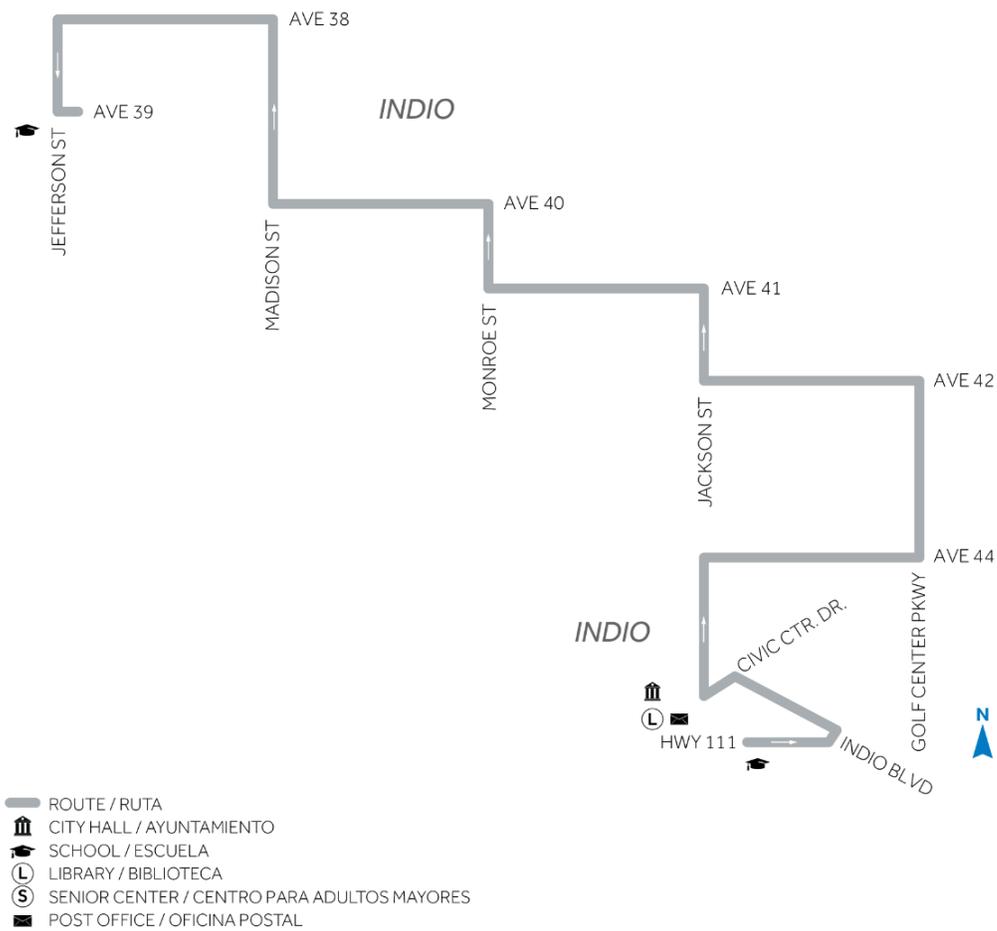
HARRIS / WASHINGTON



Route 800: Shadow Hills High School AM Tripper

800

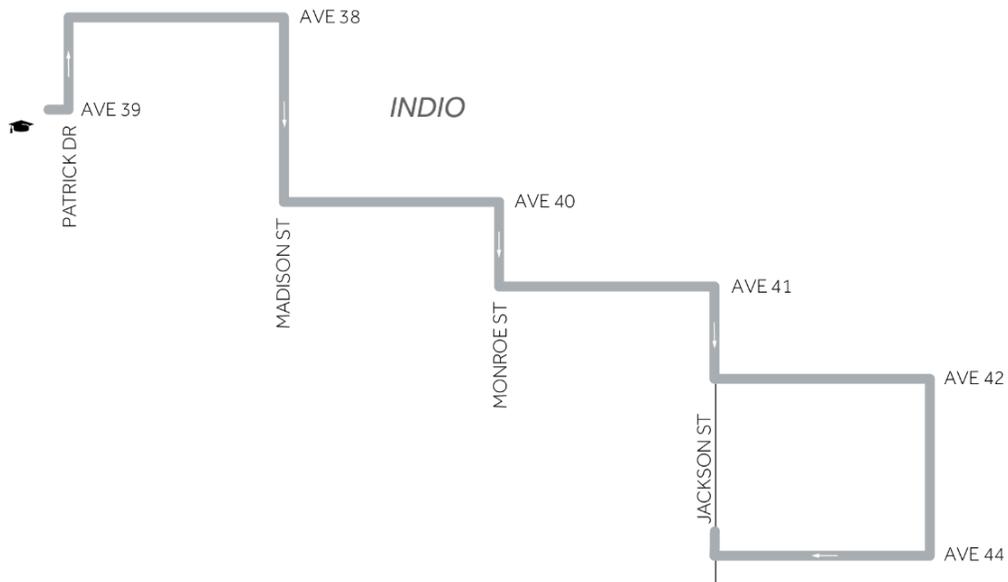
SHADOW HILLS HIGH SCHOOL



Route 801: Jackson/44th PM Tripper

801

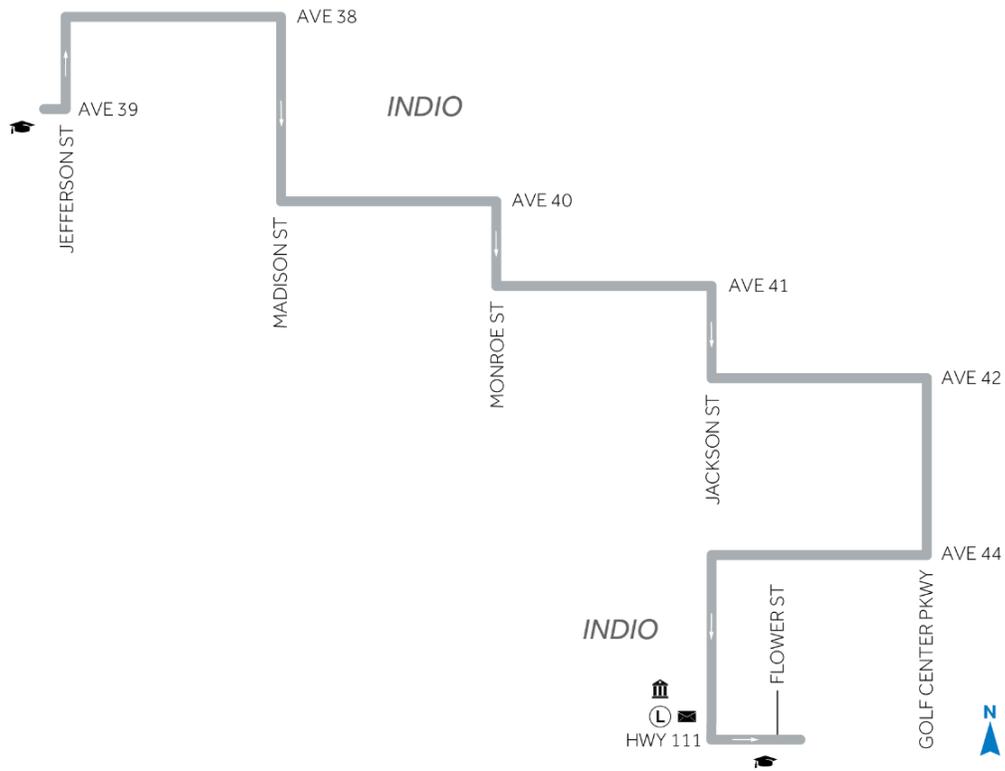
JACKSON / 44TH



ROUTE / RUTA
 SCHOOL / ESCUELA

802

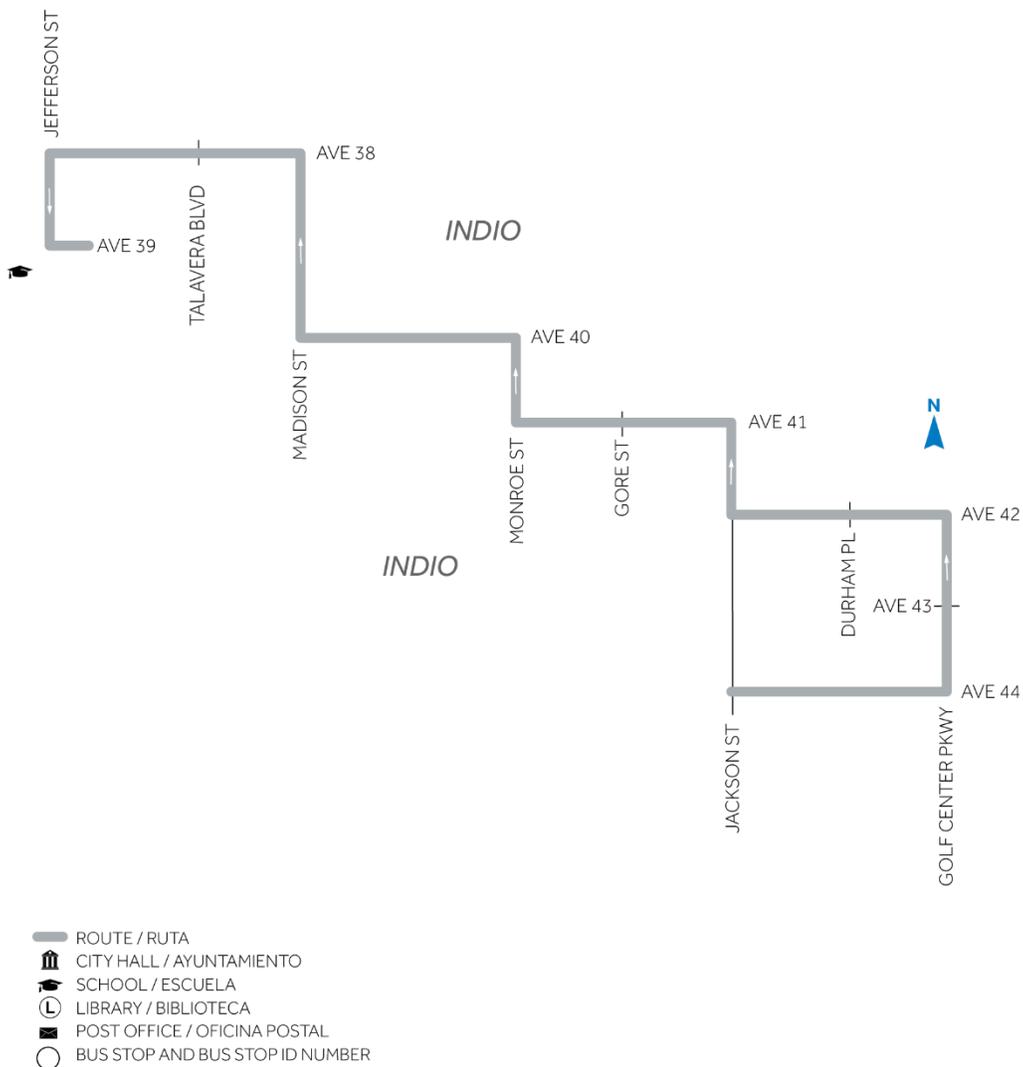
HWY 111 / GOLF CENTER PKWY



- ROUTE / RUTA
- CITY HALL / AYUNTAMIENTO
- SCHOOL / ESCUELA
- LIBRARY / BIBLIOTECA
- POST OFFICE / OFICINA POSTAL

ROUTE 803 NB

SHADOW HILLS HIGH SCHOOL AM TRIPPER





SunLine

Your Ride to the Future

Serving the Coachella Valley

Bermuda Dunes · Cathedral City · Coachella · Desert Edge · Desert Hot Springs · Indian Wells · Indio · La Quinta
Mecca · North Shore · Oasis · Palm Desert · Palm Springs · Rancho Mirage · Thermal · Thousand Palms

32505 Harry Oliver Trail | Thousand Palms, CA 92276

  @SunLineTransit  facebook.com/SunLineTransit

SunLine Transit Agency

DATE: May 24, 2023 **INFORMATION**
TO: Strategic Planning & Operational Committee
FROM: Jill Plaza, Taxi/Contracted Transportation Services Administrator
RE: SunCommute

Background

SunCommute is SunLine Transit Agency's portfolio of transportation demand services to support and serve the transportation needs of residents and SunLine staff in the Coachella Valley. This group of transportation services includes vanpools, carpools, a bike-to-work program, and a bus-to-work program.

The goal of SunCommute is to fulfill the mobility needs of Coachella Valley residents and SunLine staff while simultaneously reducing greenhouse emissions through the reduction of single occupant vehicles.

This informational report will update the Strategic Planning and Operation Committee on SunCommute, as well as share the partnership with IE Commuter Program Employee Incentive.

Attachment:

- [Item 9a](#) – SunCommute Overview Presentation



Overview

Strategic Planning & Operational Committee
May 24, 2023

What is SunCommute?



SunCommute is the portfolio of SunLine Transit Agency's transportation demand services, including

- SolVan vanpool program
- Carpool program
- Bus-to-Work program
- Bike-to-Work program



Goal of SunCommute



SunCommute's goal is to fulfill the mobility needs of Coachella Valley residents and SunLine staff while simultaneously reducing greenhouse emissions through the reduction of single occupant vehicles.



What is SolVan?



- SolVan is a vanpool program of SunLine Transit Agency; started in 2019
- Vanpool benefits
 - One vanpool can remove up to 12 vehicles from the road; reduces greenhouse emissions
 - Subsidy of \$400 or \$500 per month to offset van lease
 - Reduction of personal commuting costs
 - Reduce wear & tear on personal vehicles



For more information, visit
www.solvan.org

What is SolVan?



- Supports SunLine's ridership numbers
 - Currently 7 vanpools
 - 14,480 passengers Fiscal Year to Date (FYTD)
 - 14,606 Trips
 - 142,179 revenue miles



For more information, visit
www.solvan.org

Carpool-to-Work Program



- Ride matching through a community partnership with IE Commuter
- Flexibility to schedule your own carpool arrangements
- Exclusive carpool parking at SunLine
- Electric charging stations available
- Ride matching for carpools



IE Commuter Program Employee



Incentive Program

- Rideshare incentives 
- Rideshare Plus Rewards Program
- Ride matching for carpools/vanpools
- Guaranteed Ride Home Program
 - Provides ridesharing employees with a reimbursed ride home
- No cost to SunLine or employees
- Rideshare program & marketing support



Bus-to-Work Program



- SunLine employees ride FREE
 - Transportation passes for employees and their dependents + retirees
- Free Wi-Fi & air conditioning
- Bike rack on buses
- 578 bus stops covering the Coachella Valley + SunRide to get staff to the fixed route network



Bike-to-Work Program



- Live closer to work
- Exercise while protecting the environment
- Bike racks located at SunLine facilities
- Can be matched with others to bike with
- Bike maps on SunLine website
- Save money + the wear & tear on personal vehicle
- Improve mental health by avoiding stress of driving and traffic



Are you ready to commute with SunCommute today?

